
ADOPTION OF THE ROCHFORD TOWN CENTRE AREA ACTION PLAN

1 SUMMARY

- 1.1 This report seeks Members' approval to adopt the Rochford Town Centre Area Action Plan (Appendix 1) as a Development Plan Document forming part of the Development Plan for Rochford District.
- 1.2 Once adopted the Rochford Town Centre Area Action Plan (Rochford AAP) will form part of the Development Plan alongside other Development Plan Documents, including the Rochford Core Strategy and Allocations Plan. Under Section 38(6) of the Planning and Compulsory Purchase Act 2004 applications for planning permission must be taken in accordance with the Development Plan, unless there are material considerations that indicate otherwise.

2 INTRODUCTION

- 2.1 The Rochford AAP is one of three Area Action Plans (AAPs) that the Council has prepared for the District's main centres of Rayleigh, Hockley and Rochford. Once adopted, the AAPs will form part of the statutory development plan for Rochford District.
- 2.2 The Rochford AAP focuses on guiding the development in Rochford town centre, and the surrounding local area, during the current plan period to 2025.
- 2.3 The Rochford Core Strategy states that the Rochford AAP will deliver the following:-
 - A safe and high quality environment for residents
 - A market square area that encourages visitors
 - Enhanced retail offer for Rochford
 - A range of evening leisure activities
 - Improves accessibility to and within the town centre
 - Promotes youth community facilities
- 2.4 Once adopted, the Rochford AAP will be used as a framework for the future development of Rochford town centre and in the determination of planning applications. It will be subject to the normal processes of monitoring and review.

3 PREPARATION OF THE PLAN

3.1 The Rochford AAP has been through a number of iterations, and been the subject of community involvement throughout its production.

3.2 In 2009 an Issues and Options Document was published. This provided a baseline urban design analysis and described Rochford's strengths and weaknesses. A number of options for future change in Rochford were considered for specific areas in and around the town centre. The Issues and Options Document was subject to consultation and community involvement between 21 September and 30 November 2009, the results of which indicated that:-

- There was support for improvements to the Market Square, including the redevelopment of the existing building on its eastern side and full or partial pedestrianisation. There are concerns, however, related to the impact that any changes might have on existing business, especially on account of lost car parking.
- The stimulation of the evening economy was seen as positive, provided that care is taken to ensure that this does not result in a rise in anti-social behaviour.
- Many of those that responded were keen to see the redevelopment of vacant, underused and unattractive sites.
- There was resistance to proposals for the redevelopment of WH Whittingham and Sons Ltd. building, with respondents pointing out that this is an attractive and historically significant building.
- The redevelopment of green land along Bradley Way was also seen as an unfavourable suggestion. Alternative ideas were put forward, instead promoting green linkages through to the reservoir and adjoining area of open space.
- Generally those commenting agreed that improved linkages across the town should be encouraged.
- Overall the comments received tended to state that there should be no net loss of car parking provision across the town as a whole.
- In respect of the road network, most of those that responded thought that no major changes should be made to the road network, including the existing one-way system. Instead, small scale interventions, such as traffic calming, were preferred.

3.3 Allies and Morrison Urban Practitioners – a specialist planning and regeneration consultancy practice – were commissioned to produce the draft

pre-submission version of the Plan, having regard to the results of community involvement and appraisal of the previous iteration of the Plan.

- 3.4 However, given the time delay since the publication of the Issues and Options Document, particularly given the economic climate and redevelopment of some of the option sites that featured in the Issues and Options Document, a further stage of consultation was held between 15 and 29 January 2013 on the emerging planning policy framework for Rochford.
- 3.5 The main components of the emerging planning policy framework included:-
- A. Market Square improvements – enhancing the appearance and functionality of the Market Square, including giving greater priority to pedestrians and the potential relocation of the taxi rank to improve parking access. This may involve a reduction in the number of parking spaces.
 - B. Primary shopping area focus – strengthening the town centre through a clear focus on retail at its core.
 - C. Protecting existing employment land – protecting the employment uses in the Locks Hill area.
 - D. Improved pedestrian links – improving north-south and east-west routes through the centre of the town and the hospital site, to improve links between the town centre, car parks, the rail station and nearby open space.
 - E. Enhancing Bradley Way – making better use of the Bradley Way road corridor through junction improvements, the creation of an active frontage and the introduction of one or more new pedestrian crossing points to improve access from the town centre to the recreation ground, river and station. The potential for introducing some on-street car parking along Bradley Way should be explored to support possible development in the town centre and near the station.
- 3.6 Responses to this additional stage of consultation and comments received on the Issues and Options Document informed the preparation of the draft Pre-Submission Document.
- 3.7 The draft Pre-Submission Document identifies the following factors as being of particular importance:-
- 1) Provide a diverse range of uses, activities and facilities for local people;
 - 2) Enhance the historic core;
 - 3) Improve accessibility for all;
 - 4) Protect local employment; and

- 5) Promote the redevelopment of unused or unattractive sites
- 3.8 From this, a framework and a range of policies were suggested.
- 3.9 The draft Pre-Submission Document of the Rochford AAP (dated July 2013) was accepted for pre-submission consultation, to be followed by submission to the Secretary of State, by Council on 27 June 2013 (126/2013).
- 3.10 Pre-submission consultation took place for a period of six weeks between 3 July and 29 August 2013. A total of 5854 letters / emails were sent out inviting comments on the draft Pre-Submission Document. 31 representations were made at this stage in respect of the soundness of the Plan by 17 different respondents.
- 3.11 The draft Pre-Submission Document (July 2013) was amended in November 2013 to take account of the representations received during the pre-submission consultation, as appropriate. The Submission Document (dated November 2013) was submitted, alongside the representations and other evidence, were to the Government for consideration as part of the examination of the Plan.

4 ROLE OF THE SUSTAINABILITY APPRAISAL

- 4.1 Sustainability Appraisal is an important part of the plan making process. It assesses the environmental, economic and social implications of policies and options in the production of plans. The Sustainability Appraisal forms part of the evidence base for the Rochford AAP and, alongside other evidence, is issued to aid decision-making.
- 4.2 Sustainability Appraisal was undertaken for 2009 Issues and Options Document iteration of the Rochford AAP. This appraisal was published on the Council's website and statutory consultees were invited to comment on this draft document between February and April 2013. In summary, in relation to the options for the different sites identified in the Plan, the Sustainability Appraisal of the 2009 Issues and Options Document found:-
- Options proposing the redevelopment of buildings considered to have a negative impact on the Rochford Conservation Area would have a positive effect on heritage and townscape.
 - Options that proposed mixed use developments coupled with public realm improvements performed well against SA objectives.
 - The full or part pedestrianisation of Market Square and West Street could provide a number of positive benefits for communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality.

- The proposed the removal of the bus route and taxi rank from the Market Square and West Street would have the potential for a negative effect on elderly and disabled members of the community.
 - Transport options that sought to slow vehicle speeds and improve pedestrian crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.
- 4.3 The comments from this consultation were included within the final Sustainability Appraisal for the Rochford AAP Pre-Submission Document (July 2013), and subsequently updated on submission for the Submission Document (November 2013).
- 4.4 An addendum to the Sustainability Appraisal was produced that considered the impact of the Schedule of Modifications (see below). The Sustainability Appraisal found that the changes had a limited impact on a number of the sustainability objectives, although where modifications did have an impact, overall it was considered to be positive.
- 4.5 Sustainability Appraisal of the Rochford AAP Submission Document is provided as Appendix 2. Sustainability Appraisal of the Schedule of Modifications is provided as Appendix 3.
- 5 EXAMINATION AND INSPECTOR'S REPORT**
- 5.1 Following pre-submission consultation, the draft Submission Document (November 2013) was submitted – together with the results of the consultation – on 20 November 2013 to the Secretary of State for examination by an independent Planning Inspector.
- 5.2 The Council may only adopt the plan if the Inspector conducting the examination recommends adoption.
- 5.3 An examination hearing session took place on 19 February 2014. A number of issues were discussed, including the two options for the Market Square. Following this hearing session, the Planning Inspector wrote to Rochford District Council and requested that the Council identify a preferred option for the Market Square for inclusion in the Rochford AAP.
- 5.4 The Council undertook a focussed consultation on the two options for the Market Square included in the draft Submission Document between 25 March and 8 May 2014 to seek views on which of the options should be the option included in the Area Action Plan – the option that the Council will seek to realise for the Market Square.
- Option 1 was a modest improvement scheme that would give greater priority to pedestrians with much wider pavement areas in the Market Square and would help better link the south side of West Street with the

Market Square with new informal crossings created. Option 1 showed 15 parking bays and space for 3 taxis; as well as the retention of the bus stop.

- Option 2 suggested more significant interventions that would entail the pedestrianisation of a significant part of the Square whilst retaining capacity for up to 10 public parking spaces and the bus stop. The taxi rank however would need to be relocated.

5.5 Following consultation on the options for the Market Square, the Council then decided on the most appropriate Market Square option for inclusion in the Area Action Plan at a meeting of key Members, including Rochford ward Members, and representatives from Essex County Council Highways on 22 July 2014. A new, third option was suggested for the Market Square in response to the results of consultation. This suggested proposal for the Market Square was then added to the other proposed modifications which had arisen during the examination

5.6 The Schedule of Modifications can be divided into main and additional modifications. Main modifications are defined as those that are required to satisfy legal or procedural requirements or to make the plan sound, and additional modifications are those that 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.

5.7 The Schedule of Modifications has been subject to Sustainability Appraisal (Appendix 3), which considered the impact of the proposed modifications on social, environmental and economic objectives.

5.8 The proposed modifications were consulted on between 23 October 2014 and 4 December 2014. The results of this consultation were submitted to the Inspector who considered them before preparing his final report on the soundness of the Plan.

5.9 The Planning Inspector has issued his report (Appendix 4a and 4b) on the soundness of the Rochford AAP. This reports states that the Rochford AAP is sound, subject to the modifications proposed, meaning that following the examination and consideration of all the evidence, the plan has been found to be:

- Positively prepared (its meets objectively assessed development and infrastructure requirements)
- Justified (the plan is informed by evidence and is the most appropriate strategy when considered against the reasonable alternatives)
- Effective (the plan is deliverable over its period and based on effective joint working on cross-boundary strategic priorities)
- Consistent with national policy (the plan will enable the delivery of sustainable development in accordance with the policies in the National Planning Policy Framework)

- 5.10 As such, the Council may adopt the Rochford AAP with the proposed modifications.

6 ADOPTION

- 6.1 Once adopted the Rochford AAP will form part of the Development Plan alongside other Development Plan Documents, including the Rochford Core Strategy and Allocations Plan. Under Section 38(6) of the Planning and Compulsory Purchase Act 2004 applications for planning permission must be taken in accordance with the development plan, unless there are material considerations that indicate otherwise.
- 6.2 Any person who is aggrieved by the decision of the Council to adopt the Rochford AAP may make an application to the High Court under Section 113 of the Planning and Compulsory Purchase Act 2004 on the ground that:
- (a) the document is not within the appropriate power;
 - (b) a procedural requirement has not been complied with.
- 6.3 Any application to the High Court must be made not later than six weeks from the date of adoption.

7 RISK IMPLICATIONS

- 7.1 Failure to have an up-to-date adopted plan in place that addresses Rochford town centre may leave the Council in a position whereby it finds it difficult to resist planning applications for development, even if the Council does not consider such proposals appropriate. Government policy – as contained within the National Planning Policy Framework (NPPF) states (para.14):-
- “At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking....
- “...For decision-taking this means:....
- “...where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:-
- any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this [National Planning Policy] Framework taken as a whole; or
 - specific policies in this [National Planning Policy] Framework indicate development should be restricted.”
- 7.2 Conversely, failure to provide certainty as to what forms of development would be considered acceptable in Rochford town centre through adoption of the Rochford AAP may discourage future investment in the town.

8 ENVIRONMENTAL IMPLICATIONS

- 8.1 The Rochford AAP would impact on the local environment, in particular Rochford town centre, as set out within the Plan itself and appraised through the Sustainability Appraisal.

9 RECOMMENDATION

- 9.1 It is proposed that Council **RESOLVES** to adopt the Rochford Area Action Plan.



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Director

Background Papers:-

None.

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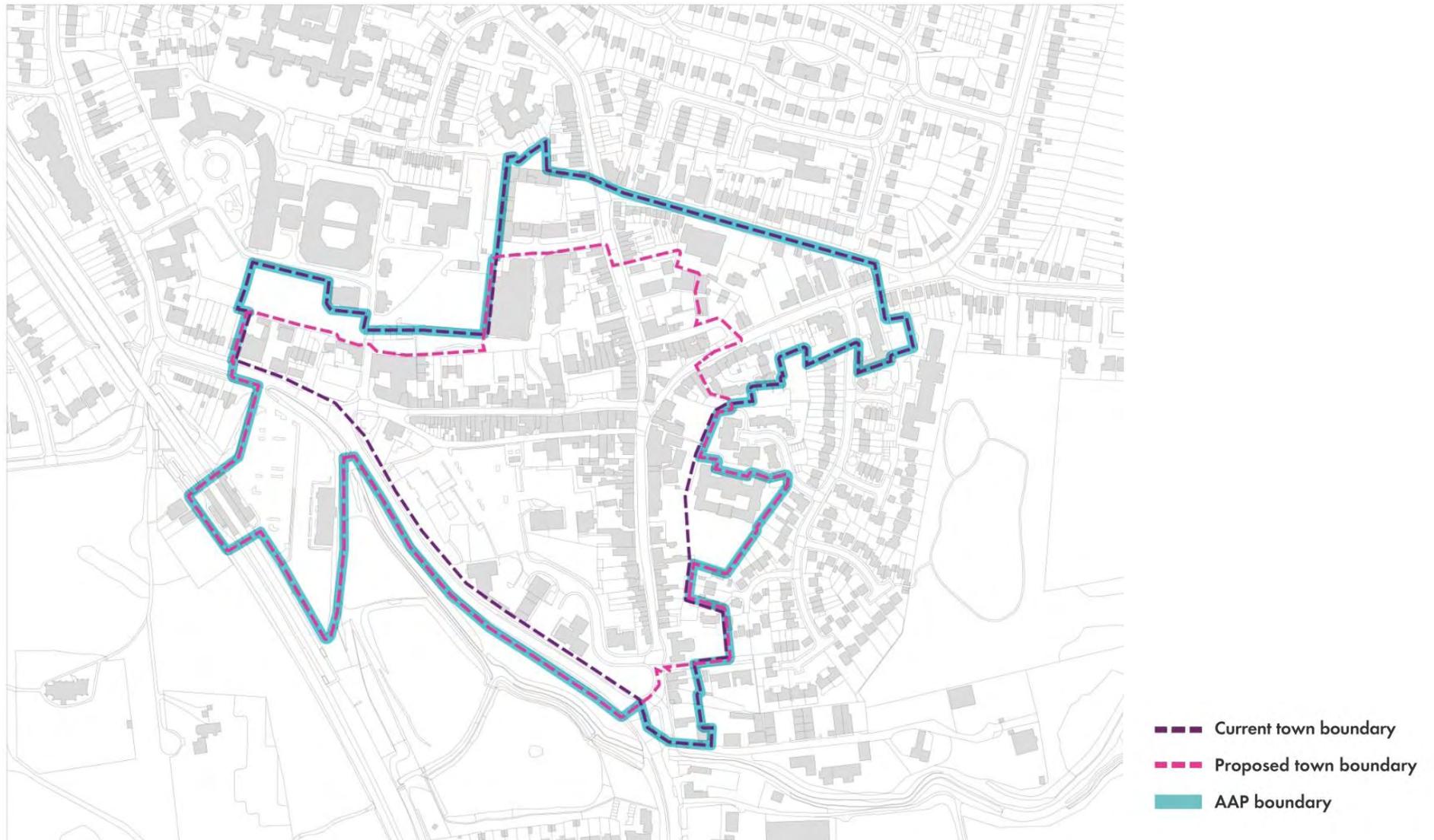
Rochford Town Centre Area Action Plan

Full Council 21 April 2015

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Figure 1 – Rochford Town Centre AAP area

1. Introduction

1.1 The big picture

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 Rochford town centre during the plan period to 2025, and also considers its immediate surroundings.

The Core Strategy identifies the importance of Rochford's well preserved and unique historic character and layout, as well as the limitations that are imposed on its function as a town centre due to the small size of most retail units. It is envisaged that Rochford will build on its heritage assets and existing position as a small market town to attract visitors and provide for the retail needs of its local population. Opportunities are also identified for improvements to the Market Square, a revised and consolidated town centre boundary and a more permissive approach towards restaurants, cafés and bars. It is important that the AAP provides a framework for carefully managed, sensitive change that respects Rochford's historic fabric.

The AAP will form a part of the Rochford Local Plan. Alongside the adopted Core Strategy and other key planning documents, the AAP will replace the existing Replacement Local Plan (2006). The Local Plan is the new term for what was previously known as the Local Development Framework.

The next formal step is for the AAP to be published and placed on deposit for a six-week period, during which interested parties will be invited to make representations. It will then be submitted, alongside any representations received and other supporting documents, to the Secretary of State who will make arrangements for an Examination in Public by an independent Planning Inspector. The AAP will be measured against the established tests of soundness and the Planning Inspectorate will then issue a report with the inspector's findings and a decision. If it is found sound – with or without modifications – the AAP will then be adopted.

Once adopted, the AAP will be used as a framework for the development of Rochford town centre and during the determination of planning applications. It will be subject to the normal processes of monitoring and review.

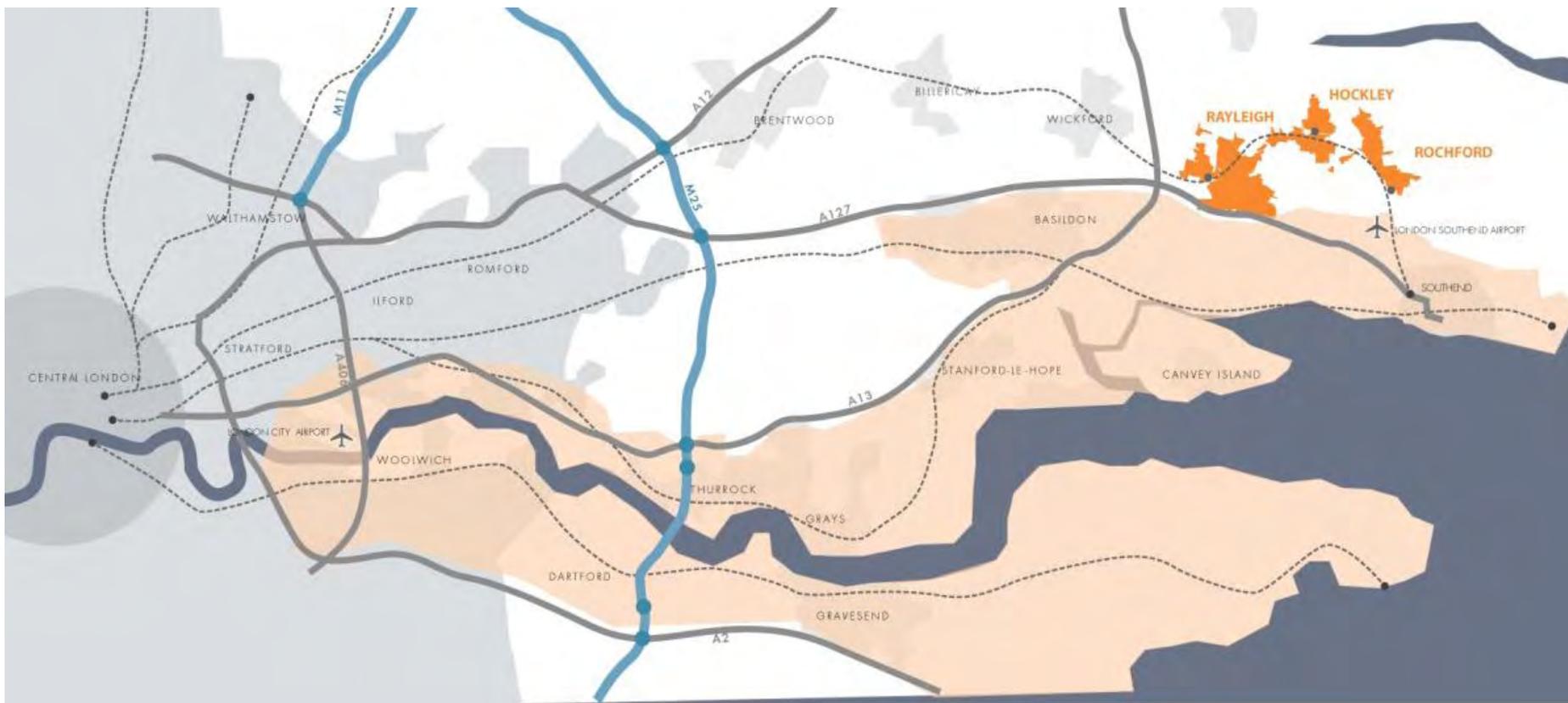
1.2 Working with our community

In recent years a series of community engagement and consultation exercises have been undertaken in Rochford which has informed the production of the Rochford Town Centre AAP and the Core Strategy for the District. These have included:

- A Placecheck and interactive web-based consultation, undertaken to inform the preparation of the Rochford Town Centre AAP Issues and Options paper.
- Consultations on the proposals set out within the Issues and Options paper.
- A consultation on the District's Core Strategy Submission Document that yielded feedback specifically related to Rochford.

Most recently a further stage of consultation was held on the planning policy framework for Rochford that had emerged following the Issues & Options paper. This was a public exhibition, which was held between 15 and 29 January 2013. Key messages that emerged can be summarised as follows:

- Providing a good range of uses, activities and facilities for local people should be the planning policy framework's main priority.
- There was strong support for the protection of the town centre's existing employment land.



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Figure 2 – Rochford's regional context

- The introduction of regular specialist markets and other temporary uses in the town centre was suggested.
- Improvements to Market Square were supported and measures such as the rerouting of buses, a decrease in the size of the taxi rank, a reduction in the number of cafés, pubs, restaurants and charity shops, and better lighting and signage on nearby pedestrian routes were promoted.
- Adequate customer car parking should be retained in the town centre.
- There were mixed views in relation to the effect that any increased economic activity in the evening might have on the town centre; one response stated that such an increase could result in the opening of more takeaway food outlets.
- The Highways Agency supported the emerging planning policy framework, although one response expressed concerns that the potential improvements to Bradley Way would result in traffic problems.
- There was support for the principle of mixed-use development, however some of those that responded expressed reservations about the cumulative impact of more development, especially housing, on infrastructure.

1.3 Working with our partners

Rochford District Council is working closely with its partners to ensure that the strategic and cross-boundary implications of the Rochford Town Centre AAP are fully explored and that any discussions will be taken into account in the preparation of the AAP. The Localism Act 2011 sets out a 'duty to co-operate' which requires such a process.

The main partner in relation to the AAP is Essex County Council (ECC), in relation to its role as Highways Authority for Rochford District and much of the wider area.

1.4 The AAP area

The AAP area comprises the existing town centre, which includes the central sections of North, East, South and West Streets, as well as the south side of Weir Pond Road, Roche Close, Back Lane and the north side of Bradley Way. The area also encompasses the rail station and Rochford District Council's offices. This area is considered to capture Rochford's key main town centre uses.

Most of the town centre's retail uses are located around the historic Market Square and, to a lesser extent, on West, North and South Streets. Additional retailing can be found to the north of Market Square on the ground floors of Roche Close.

Historic backlands exist to the south of Market Square and now provide the site of the main town centre car park. Other uses, including a health centre, a hotel and a group of office buildings, are also located in this area, which is bounded by Bradley Way. The Council's offices and the rail station are situated at the eastern and western extremities of the AAP area respectively.

Development towards the edges of the AAP area is largely residential and such development continues beyond the AAP boundary, with the Rochford Hospital site being the main exception. However, it should be noted that the area beyond Bradley Way is open space.



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Figure 3 – Rochford's district context

2. Rochford in context

This chapter sets out the planning and policy context within which the Rochford Town Centre AAP will operate, including a review of key sections of the local planning evidence base.

2.1 Strategic location and local setting

Rochford is located approximately 1 mile north of Southend-on-Sea, on a peninsula bounded by the River Thames to the south, the River Crouch to the north and the North Sea to the east. The River Roach, a tributary of the Crouch, runs through Rochford and dominates the character of the landscape to its east.

Although the town is adjoined by residential development in the parishes of Ashingdon and Hawkwell to the north, it is mostly surrounded by Green Belt and retains the feel of a small market town, despite its proximity to more built up areas in the south. Within the District, Hockley and Rayleigh are located to the west of Rochford.

Rochford is located on the Great Eastern rail connection between Southend-on-Sea and London Liverpool Street, which supports commuting into central London, approximately 30 miles away. The A127, A13 and A130 roads, which meet to the west of Rayleigh, can be accessed via the B1013. Local attractors for car journeys are Southend-on-Sea to the south

east, Basildon to the west and Chelmsford to the north-west.

London Southend Airport, which has domestic and international routes, is located to the immediate south west of the town. The proximity of the airport has an impact on both accessibility and amenity.

2.2 Historical evolution and Conservation Area

Much of Rochford's past can be read through its well preserved form, layout and buildings. Indeed, rather than having a high street, Rochford has an axial street pattern, comprising North, East, South and West Streets, with a central Market Square. This reflects its origins as a settlement that grew up around the market established in 1257, within the landholdings of Swein of Essex.

Archaeological deposits relating to the development of the medieval and post medieval town are likely to survive, in particular around the central Market square and its axial road system as described above. All new development should incorporate a mitigation strategy for the preservation and/or recording of such deposits.

Rochford grew slowly and is understood to have had a population of around 1,000 at the turn of the 18th Century. During the 18th and 19th Centuries the town prospered, being the principal town in the area prior to the rise of Southend and, unlike Rayleigh, having direct access to the coast. A range of trades and

industries took place within the town and gave it a stable economic base.

Although the coming of the railway from London Liverpool Street in 1889 did not lead to a rapid increase in the size of the town – as it did in some other locations – there was significant growth both before and after the Second World War, with residential development to the north. The major expansion of Rochford Hospital, principally in the 1930s and 1940s, has also had an important impact on the townscape, with the campus-style development interrupting Rochford's typical fine-grain urban form.

Rochford Conservation Area was first designated in 1969 and originally only covered the historic town centre. It has since been extended to include some outlying areas, including land to the south of Hall Road.

2.3 Policy context

The Rochford Town Centre AAP has been produced taking into account national and local planning policy, in addition to the various studies that supplement and inform this framework. This is to ensure that the AAP provides a robust policy framework for the future development of Rochford.

2.4 National Planning Policy Framework

The National Planning Policy Framework (NPPF) was published in March 2012. The NPPF has a presumption in favour of sustainable

development, which is expanded upon by a number of core planning principles and more detailed policies.



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Figure 4 – Movement context

In particular it is noted that the NPPF (Section 2) emphasises the importance of ensuring that local planning policies support the vitality and viability of town centres, and their role at the heart of communities. Practically this means that local planning authorities should promote a diverse retail offer and adopt a town centres first approach, which requires retail, leisure and entertainment, office, and arts, culture and tourism uses to locate in centres ahead of other alternatives.

2.5 Rochford Core Strategy (2011)

Rochford District Council adopted its Core Strategy document in December 2011. This sets out the overall development strategy for the District until 2025.

The Core Strategy’s approach to centres and retail development is set out in policies RTC1 and RTC2. Respectively, these seek to strengthen and improve the retail offer of the District’s main centres, including Rochford, and direct new retail development and other main town centre uses towards these locations through a sequential, town centres first approach.

The key Core Strategy policy in relation to the AAP is Policy RTC5. This states that Rochford District Council, with partner organisations and landowners, will produce an AAP for Rochford’s town centre, which delivers the following:

- A safe and high quality environment for residents;

- A market square area that encourages visitors;
- An enhanced retail offer for Rochford;
- A range of evening leisure activities;
- Improved accessibility to and within the town centre; and
- The promotion of youth community facilities.

2.6 Rochford Area Action Plan Issues & Options paper

An Issues & Options paper for the Rochford Town Centre AAP was published in September 2009. This sets out that an AAP is needed to manage change in an area that is sensitive due to a high concentration of heritage assets. It identifies a number of perceived problems and key sites, and provides an analysis of potential choices for how they could be improved.

A total of ten sites were highlighted, including: Market Square and the Spar building to its east side, Back Lane, Rochford Hospital and the rail station car parks, and a number of potential infill sites towards the edge of the centre. A range of options were discussed in relation to each site. A number of these included the redevelopment of existing buildings or vacant plots for residential, retail or office development, or the reconfiguration of existing car parking arrangements to free up land for town centre development. The options put forward for the Market Square aimed to create a focal point for the town centre by improving its physical environment, making it more

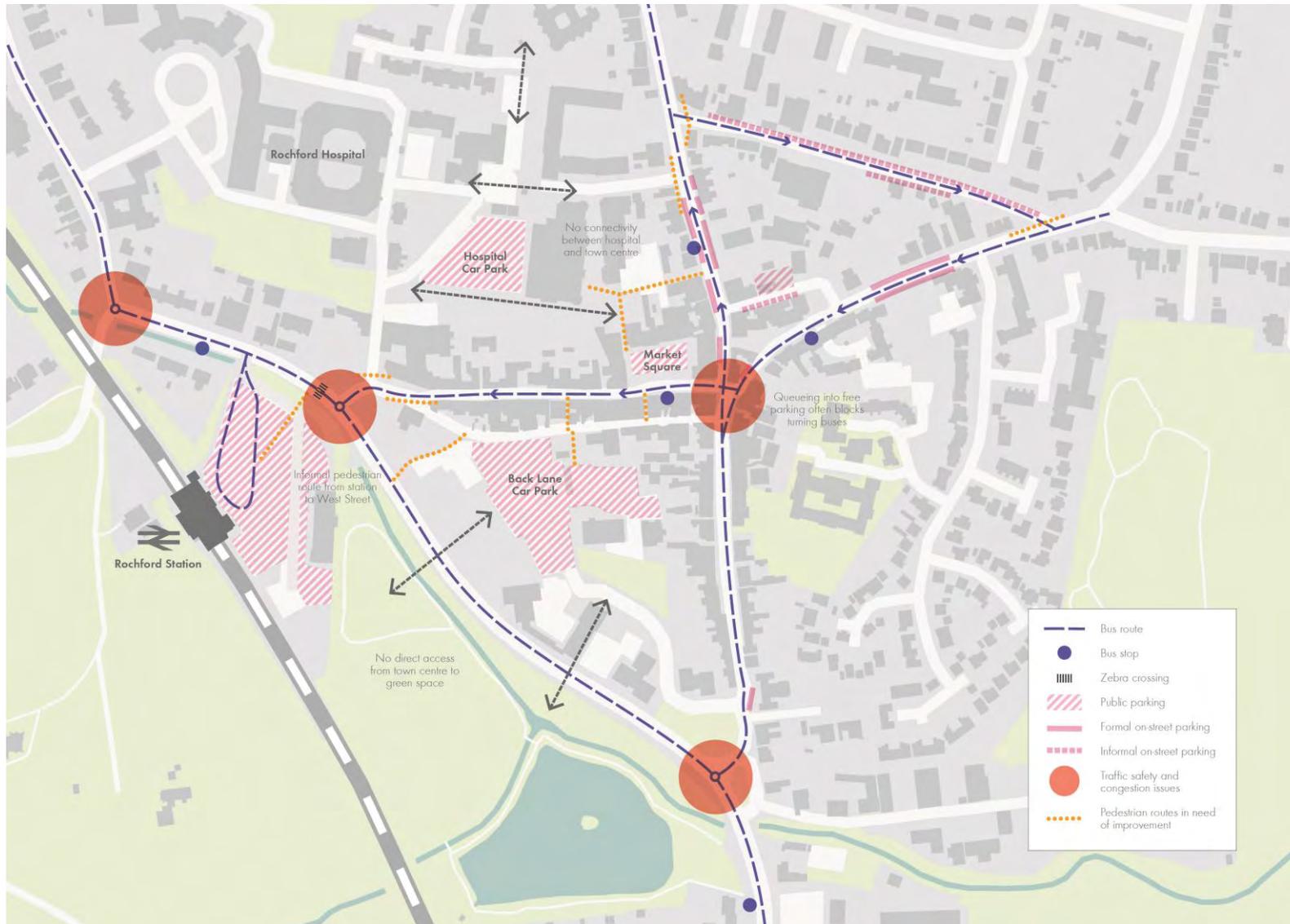
pedestrian-friendly and introducing uses that encourage a safe and attractive night-time economy.

The paper also considered transport issues within Rochford town centre generally and at specific locations including North and South Streets, Weir Pond Road, Bradley Way and West Street. The options included tighter parking controls; improved pedestrian links between the town centre, the railway station and other nearby areas; and, the provision of increased information relating to public transport. Other improvements that were looked at were the rerouting of existing one-way traffic to recreate two-way streets and improvements to the pedestrian environment, such as the widening of footways.

2.7 Emerging Allocations (2012) & Development Management (2011) documents

The Council is in the process of preparing its Allocations and Development Management documents. The Allocations document has been submitted for examination and the Development Management Submission document will be consulted on in June 2013.

The Allocations document includes Policy TCB2, which defines Rochford’s town centre boundary and primary and secondary shopping frontages. However, the supporting text makes clear that the AAP may amend these allocations.



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Figure 5 – Movement issues

The Development Management document includes draft policies that deal with the development of centres. These include policies that seek to control the mix of uses, as well as the conversion of upper floors to residential accommodation.

2.8 Rochford Parish Council’s 2004 Vision Statement

A Vision Statement was published by Rochford Parish Council in 2004 and has helped to influence the Council’s policies, including the Core Strategy. This promotes Rochford as a centre for arts and crafts, as well as small specialist shops, businesses and offices. It is supportive of regeneration and development in the town centre, as well as proposals that would support the local economy and tourism.

2.9 Rochford Conservation Area Appraisal and Management Plan (2007)

An appraisal and management plan was produced for Rochford Conservation Area in 2007, to assess its character and identify any potential improvements.

The appraisal identified Rochford’s special character as “a modest but exceptionally well preserved market town centred on a cross roads”. It also highlights the prevalence of rows of one-and-a-half storey cottages, which were a typical form of development in this part of Essex.

The management plan includes a number of proposals that would help to improve the Conservation Area, including some targeted public realm and landscaping improvements.

2.10 Retail issues

A Retail & Leisure Study for Rochford District was produced in August 2008 to form part of the local planning policy evidence base. It identified Rochford town centre as the second largest within the District, behind Rayleigh, and as having a strong convenience goods sector, with capacity for additional floorspace, despite considerable leakage of main food shopping expenditure to other areas.

It was also found that whilst Rochford’s comparison goods market share is only 3.1%, there is scope for additional floorspace. The main constraint highlighted in relation to the town centre’s retail offer was the narrow range of unit sizes. The study suggests that the development of larger units or the amalgamation of adjoining units could overcome this issue.

The report recommended that a number of other improvements could be made to strengthen Rochford’s town centres position in the local economy. These were that:

- A more permissive approach should be taken towards non-A1 uses within the vacant units at Roche Close could help to enhance the local offer and improve vitality.

- The pedestrianisation of Market Square could provide a clearer focal point for the town centre and encourage a complementary “café culture”.
- The town centre’s boundaries should be redrawn to provide greater definition and focus, and exclude peripheral, mainly residential areas, which have little connection with the core town centre area.

2.11 Employment issues

An Employment Land Study was produced for Rochford District in September 2008. This considered the current supply and quality of, and future need and demand for, employment space within the District. It forms part of the evidence base for Rochford District Council’s local planning policies.

Although there are no allocated employment sites within the AAP area, the Employment Land Study does consider the group of offices to the south of Back Lane at Locks Hill. Given the modest increase in long-term demand for office space forecast for the District as a whole, it recommends that the group of existing office buildings at Locks Hill are allocated as an employment site. Indeed, it is highlighted that Locks Hill is the District’s main location for offices and that an allocation would help to highlight the importance of the site for local employment.



1. Clay tiles roofs with red brick chimneys are common features
2. Residential properties along Back Lane, a short walk from Market Square
3. West Street looking east – Rochford benefits from a fine-grain historic townscape
4. Taxis have become a dominant feature in Market Square
5. The Hospital Extension Scheme Boiler House dating from the 1930s is now listed and has been converted into flats
6. A successful refurbishment of the Horners Corner complex

2.12 Land ownership context

Freehold land ownership within the AAP area is highly fragmented. However, it is noted that the Council has control over a number of car parking sites, including a large area of land at Back Lane, and its offices on South Street.

2.13 Property market overview

Despite general market uncertainty since the 2007 “credit crunch”, there are certainly signs of increased activity – especially in London and the South-east, where developers and investors are beginning to re-enter the market place. A number of retailers have targets which they have been unable to meet due to the lack of development activity since 2007. However, these are focussed on a very select number of towns and both size and demographic profile of catchment populations are of paramount importance.

The headline findings from a comprehensive review of Rochford’s property market were that:

- The town centre has an important local function, providing a range of services, but its historic core and layout places limitations on opportunities for new development.
- Rochford is an attractive place to live with a buoyant residential market and there are a number of opportunities for new residential-led development mainly located on infill sites at the fringe of the town centre.

- Any residential development coming forward in the town centre will have strong competition from the significant quantum of residential development planned on the fringes of Rochford.
- Despite not being a recognised office location, Rochford has a reasonable quantum of office floorspace relative to its size.
- Enhancements to the town centre’s physical environment, especially around the Market Square area, will help to encourage further investment and interest from potential occupiers.

2.14 Movement issues

Rochford’s strategic movement context is summarised in Figure 4. Figure 5 provides an overview of local movement issues specifically relevant to the town centre.

Rochford town centre is focused around Market Square, at the intersection of four historic routes: North, East, South and West Streets. Their narrowness means that all but South Street accommodate vehicular traffic in one direction only.

Southend Road, Bradley Way and part of West Street act as a town centre bypass and form the main highway route, which runs along Rochford’s western border. Strategically, this route connects with London Southend Airport and Southend-on-Sea to the south and Hockley to the north-west via Hall Road. Ashingdon Road links through to the north of Hockley. South and East Streets and Dalys

Road serve an important function as local collectors running along the eastern and northern boundaries of the town centre. Within the town centre itself, Back Lane, whilst narrow, plays a very important role through the provision of servicing and car park access.

There are two main car parks: one is at Back Lane (171 spaces) and the other at the rail station (202 spaces). Both of these operate on a pay-and-display basis and appear to have spare capacity. A smaller pay-and-display car park on Old Ship Lane, between East Street and North Street, provides additional car parking within the town centre, but does not appear to be particularly well-used. Additional pay-and-display spaces are available on Freight House site adjacent to the rail station.

The Market Square provides retail premises with 18 free car parking spaces, subject to a 30 minute time restriction. There is significant demand for parking in these spaces, with cars often queuing on West Street. The Market Square also accommodates a taxi rank with six spaces.

Rochford Station is served by rail services terminating at London Liverpool Street (50 minutes) and Southend Victoria (10 minutes). Trains run on a 20 minute headway during peak periods and a 30 minute headway during off-peak periods.



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1. View looking west along West Street – new housing development has been carefully integrated into its historic context
2. Typical weatherboarded house, North Street
3. The former Corn Exchange building, built in 1866 by Frederic Chancellor is now the Women's Institute building

There is a well-established network of bus routes servicing Rochford, although legibility of routes and services is poor due to the one-way system. Bus stops are scarce through the town centre and consist of signs only, with limited (if any) information provision. Given circulation issues, buses only pass by the train station in a northbound direction. The nearest southbound bus stop is located on East Street to the east of the study area. This is a significant walk and the interchange between the rail and bus networks is therefore less than ideal.

Pedestrian movement is concentrated around the Market Square and its shops, as well as on South, North and West Streets. Pedestrian connections have been provided to the north of the Market Square in association with new development. However, pedestrian permeability to the west is considered poor with limited connections to the station and through the hospital. There are some problematic junctions for pedestrians at either end of West Street, as well as at the roundabouts on Bradley Way, which act as barriers to pedestrian movement, resulting from traffic management solutions that have prioritised vehicle capacity and speeds. Bradley Way itself prevents easy walking between the centre and the park to the south and there is the opportunity for new crossings.

Cycling provision through Rochford is of a generally acceptable standard, with the exception of the lack of provision of facilities at junctions. Resolving speed issues through the town centre's narrow streets and slowing vehicles through improved junction treatments would have a marked impact on the cycling experience.

2.15 The Sustainability Appraisal

The Rochford Town Centre AAP has been subject to a Sustainability Appraisal (SA) incorporating Strategic Environmental Assessment (SEA), as required by the European SEA Directive, UK planning legislation and the NPPF. SA seeks to promote sustainable development through the integration of environmental, social and economic considerations in the preparation of planning documents.

A Scoping Report was prepared and published in September 2012 to help ensure that the SA covered key sustainability issues relevant to Rochford town centre. This information was sent to statutory consultees for comment. Options proposed in the Rochford Town Centre AAP Issues & Options paper, which included alternatives for sites as well as transport issues, were then subject to SA in February 2013. This was sent to statutory consultees and wider stakeholders for consultation from 27 February to 10 April 2013. The findings of the SA have helped to inform the policy options selected in this submission version of the AAP. In summary the findings were that:

- Options proposing the redevelopment of buildings considered to have a negative impact on the Rochford Conservation Area would have a positive effect on heritage and townscape.
- Options that proposed mixed use developments coupled with public realm improvements performed well against SA objectives.

- The full or part pedestrianisation of Market Square and West Street could provide a number of positive benefits for communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality.
- The proposed removal of the bus route and taxi rank from the Market Square and West Street would have the potential for a negative effect on elderly and disabled members of the community.
- Transport options that sought to slow vehicle speeds and improve pedestrian crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.

The SA of alternatives and reasons for their selection or rejection are presented in full through the SA report accompanying the AAP on consultation.

The policies and proposals set out in this submission version of the AAP have also been subject to SA. The findings have helped to inform the development of policies and proposals and are also presented in the SA report accompanying the AAP on consultation. The Council will continue to assess the AAP, including any changes, through the SA and will document this process.



Public realm

1. Bradley Way acts as the town's by-pass
2. A culverted tributary of the River Roach passes houses along West Street
3. The pedestrian connection between Market Square and Roche Close is an important, though constrained, link
4. Market Square on market day – the treatment of the Square is orientated towards the car
5. Shared surface treatment along Roache Lane
6. The open space on the far side of Bradley Way is an untapped local amenity

3. A framework for a better Rochford

3.1 What makes for a sustainable Rochford?

Rochford is an established town and a sustainable location for homes, shops, jobs, leisure and other services and facilities. The AAP seeks to ensure that a positive planning policy framework that protects this function is put in place. It recognises that sustainable development must be delivered in a joined-up fashion, with economic, social and environmental benefits being sought concurrently. In this context, the following factors are considered important:

Provision of an attractive town centre for local people and visitors – Rochford has good local retail offer, in line with its position as a small market town. This should be enhanced through the encouragement of more supporting uses, including restaurants, cafés, and bars, and other leisure uses and community facilities, including those for young people. The presence of trees and green open space in and around the town centre also contributes to the quality of the local environment for local people and visitors.

Excellent public realm and historic fabric – Rochford town centre's historic fabric is very

well preserved and there are a number of attractive places, spaces and buildings. The existing strong character of the town should be further enhanced, with a focus on creating an environment in Market Square that attracts visitors.

Local employment opportunities – Rochford town centre has a relatively good stock of offices, which provide employment opportunities for the local population. The retention of these offices should be promoted.

A high quality natural environment – Rochford benefits from being surrounded by the Metropolitan Green Belt, which prevents urban sprawl, but also allows local people access to significant areas of high quality, open space. This open space should be safeguarded through the efficient use of previously developed sites within the settlement's existing boundaries.

Good accessibility – Rochford retains much of its historic street pattern and development in the town centre tends to be of a fine grain. However, there are some areas that are not very permeable, due to more recent developments and interventions. Improvements should be made to existing links, and new links created, to help make the town centre more accessible; in particular, access to the rail station should be improved. Traffic calming would help traffic flow, enhance bus services and encourage cycling.

Rochford, like many other Towns, will be vulnerable to unavoidable climate change and extreme weather events in the future, such as surface water flooding and exposure to extremely high and cold temperatures. To ensure the sustainability of Rochford's economy, continued preservation of the historic fabric and protection of green-spaces in the long-term development proposals will be required to take account of, and be adaptable to, the expected changes in local climate conditions, throughout the proposed lifetime of the development. All new developments should reduce predicted CO₂ emissions using a combination of building performance improvements, small scale on-site renewable energy and/or efficient supply of heat, cooling and power.

The AAP is a planning policy document that, primarily, seeks to assist in the management of changes and developments in Rochford town centre. Therefore, whilst its remit is limited, its reach is wide. Alongside the Core Strategy and other key policy documents, the AAP will help to attract and encourage new investment and co-ordinate change.

3.2 Vision and objectives

The AAP sets a vision for the town's future based on an understanding of the unique context that drives change and development in Rochford. It translates this vision into implementation objectives, policies and guidance that will act as a robust framework for delivery.

The vision for Rochford is:

Rochford will develop its existing strengths as a small and attractive historic market town serving the needs of its local population and visitors. By 2025, the town centre offer will be more mixed, and will include a greater diversity of town centre uses, such as restaurants, cafés, and bars, leisure uses and community facilities, whilst retaining its existing office stock. Environmental enhancements and new development will improve key spaces, build on the town's historic character and make better use of unused or unattractive sites. Improvements to existing routes and the addition of new links will make the town more permeable and make travel by all modes of transport easier.

The five key objectives that support this vision and are vital in its delivery are to:

1) Provide a diverse range of uses, activities and facilities for local people

Rochford contains a good local retail offer, which is appropriate given its status as a small market town. The overall mix should be enhanced through a more flexible approach towards uses that would help to create a café culture and strengthen the evening economy, such as coffee shops, bars, restaurants and leisure uses.

2) Enhance the historic core

Rochford town centre benefits from an abundance of attractive and distinctive historic buildings and still retains some of its medieval street pattern. However, there are opportunities for carefully targeted improvements. The Market Square, in particular, could benefit from public realm enhancements and improvements to some of the surrounding buildings. This could help to attract visitors and strengthen the economic vitality of this primary retail area.

3) Improve accessibility for all

The Rochford Hospital estate and its proximity to the town centre has resulted in poor north-south or east-west links across the town centre. There are places where new routes could be opened up and footfall increased, which could bring new life to existing underused routes. There is also scope to create linkages across Bradley Way and improve accessibility between the rail station and town centre and the public open space beyond.

4) Protect local employment

Rochford town centre provides local employment through the provision of office space. The offices on Locks Hill should be retained in their current use.

5) Promote the redevelopment of unused, underused, infill or unattractive sites

There are a number of unused, underused, infill or unattractive sites within Rochford's existing town centre that may be available for redevelopment or reuse. These sites should be developed or converted for uses that support the function of the town centre; any new buildings should be of the highest standard of design.



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Figure 6 – Rochford Town Centre AAP framework plan

3.3 Arriving at a framework

Research to establish an appreciation of Rochford's context and conditions was undertaken during the preparation of the 2009 Issues & Options paper which was prepared to inform the AAP. Changes have however taken place which affect the town's current conditions. It is important for the AAP to take account of these changes, which include:

- A tougher economic climate – the current economic climate is significantly more challenging than it was at the beginning of the AAP process.
- New developments – some of the sites previously considered through the AAP process have either been recently developed or are currently being developed. These include the provision of a new Sainsbury's food store between the town centre and the railway station and the development of new employment floorspace on land adjacent to the town's main car park.

Following the January 2013 consultation, the Council considered all feedback received and refined the preferred development framework further. The AAP sets out a framework that responds to the contextual changes and previous stages of analysis and consultation.



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Figure 7 – Rochford Town Centre AAP movement framework plan

POLICY 1 – ROCHFORD AREA ACTION PLAN FRAMEWORK

Development will respect and, where possible, enhance Rochford's existing local character and strengthen its role serving the retail needs of the local population. This will be managed through a more compact defined town centre, a strengthened primary retail frontage centred on Market Square, an extended secondary shopping frontage and the designated Locks Hill employment site. Public realm enhancements and improved connections will be supported in the centre and at key gateways to the town.

All new development within the Rochford Town Centre AAP area should contribute towards the delivery of the spatial framework as shown in Figure 6. The key elements of this framework are:

- 1. The focus of retail uses in the centre, with the highest concentration of A1 uses in the Market Square area, with an additional 750 sq.m of retail (A1) floorspace to be delivered within the AAP area;**
- 2. The creation of a more vibrant and attractive Market Square, with public realm improvements and the encouragement of additional restaurant and café uses;**

- 3. The protection of office-based employment uses in the Locks Hill area;**
- 4. Opportunities for new mixed-use development as sites become available (see Policies 6 to 9);**
- 5. New and enhanced routes and key junctions within the AAP area and linking the centre with the rail station and the surrounding area;**
- 6. New and improved public realm and environmental improvements throughout the centre; and**
- 7. Any new proposals must also ensure appropriate consideration of above ground heritage assets and below ground archaeological deposits.**

Four potential opportunity sites have been identified in Figure 6: the Spar building, the Police Station, the car park adjacent to freight House, and North Street (at the junction with Weir Pond Road). These sites offer the potential to contribute to a number of the key objectives of the Plan, including enhancing the historic core and promoting the redevelopment of unused, underused, infill or unattractive sites, particularly for residential and/or retail use. It is beneficial to establish uses that would be suitable for each site to provide certainty, as set out in Policies 6 to 9.

Figure 6 presents an overview of the framework for Rochford town centre and

provides a broad indication of where development and change should take place.

The creation of a sustainable Rochford, which maintains its role serving the retail and commercial needs of the local population, will be dependent on the emergence of high quality proposals for an improved Market Square, enhanced connections with nearby and adjoining areas, and an improved public realm. The development of new supporting uses and protection and extension of existing office uses will also be important.

The AAP sets out further policies that provide guidance for new high quality development in accordance with this vision and objectives for Rochford and the AAP framework for the town centre. These policies are based around an understanding of the centre's character areas and seek to build on Rochford's existing local character. The AAP also identifies a potential opportunity site which has the capacity to accommodate 750 sq.m of A1 (retail) floorspace along North Street (at the junction with Weir Pond Road).

3.4 The movement framework

The movement framework outlined in Figure 7 identifies a series of key junctions throughout Rochford which would benefit from investment and improvement. The Council will continue to work with Essex County Council to agree the priorities for these improvements and more

fully assess the issues they present and opportunities available to address them.

Table 1 below provides an overview of these improvements and a headline estimate of the resources this might require.



Movement in Rochford

1. **Cycle facilities at Rochford Station**
2. **The town benefits from regular and frequent services to London Liverpool Street**
3. **Pedestrian connections between Back Lane car park and Market Square are important and could be improved**
4. **The station car park is very popular with commuters**
5. **North Street is an important local bus route**
6. **Pedestrian signage could be improved, particularly in the conservation area**

Table 1 – Major environmental improvements and highways schemes

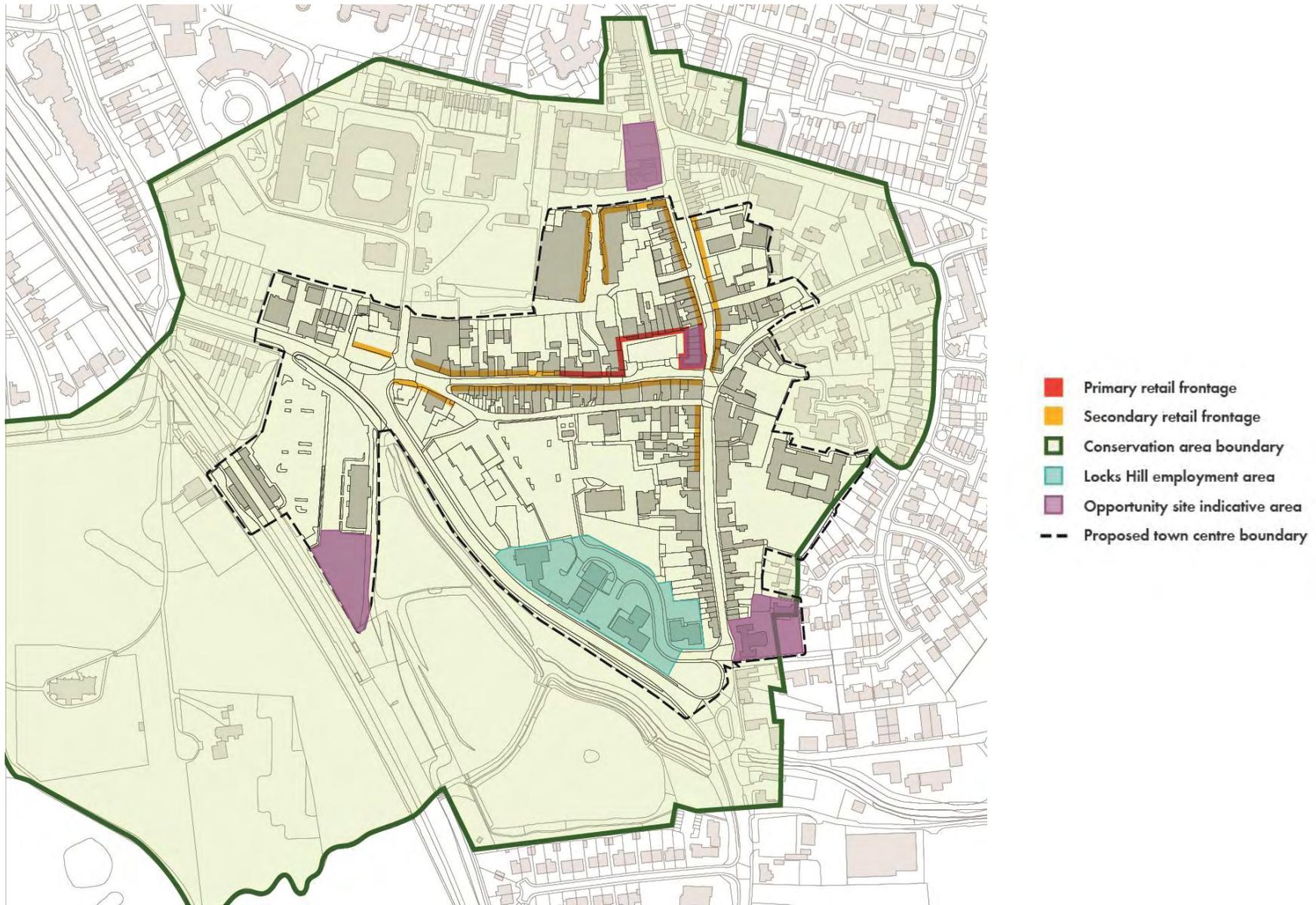
Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
Market Square public realm enhancements	ECC	Rochford District Council / developers	£20,000	ECC budget / Local Highways Panel	<i>Detailed comments are beyond the remit of the main modifications for the Plan.</i>	<i>Detailed comments are beyond the remit of the main modifications for the Plan.</i>
West Street / Bradley Way junction improvements	ECC	Rochford District Council / developers	£50,000 - £100,000	Pooled financial contributions / ECC budget	Improvements to informal pedestrian crossings and direct walking route to/from station	Poor pedestrian environment at key gateway to town centre. Evidence of informal use of adjacent embankment by pedestrians walking between station and town centre along desire lines.
Hall Road / Ashingdon Road / West Street Junction improvements	ECC	Rochford District Council / developers	TBC	S106	Conversion of mini-roundabout to signalised junction with formalised pedestrian crossing facilities.	Required to mitigate impact of development on Hall Road.
Southend Road / Bradley Way / South Street	ECC	Rochford District Council / developers	£100,000 - £150,000	Pooled financial contributions / ECC budget	Enhancement of informal pedestrian crossings. Landscaping works and public realm enhancement to adjacent service roads and forecourts.	Poor pedestrian and public realm environment at key gateway to town centre. Limited / indirect crossing opportunities from town centre towards green space.
North Street / Weir Pond Road junction	ECC	Rochford District Council / developers	£50,000 - £100,000	Pooled financial contributions / ECC budget	Junction tightening, footway widening and enhancement of informal pedestrian crossings. Landscaping enhancement to adjacent parking areas and open plots.	Poor pedestrian and public realm environment at key gateway to town centre. Limited / indirect crossing opportunities with fast moving traffic on one-way streets.

Note: The broad budget estimates given are based on our general experience of similar scheme costs rather than any professional cost advice related to specific proposals. For public realm improvement schemes a general rate of £300/m² has been applied to the scheme area, which would allow for resurfacing with high quality materials. These figures are indicative only



The Back Lane car park – the town's principal public car park benefits from landscape features and mature trees

Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
East Street / Weir Pond Road / Stambridge Road / Rocheway junction	ECC	Rochford District Council / developers	£100,000 - £150,000	Pooled financial contributions / ECC budget	Junction tightening, footway widening, enhancement of informal pedestrian crossings and traffic calming measures.	Poor pedestrian and public realm environment at key gateway to town centre. Limited / indirect crossing opportunities with fast moving traffic on one-way streets.
New and enhanced pedestrian / cycle links	ECC	Rochford District Council / developers	£100,000 - £150,000	Pooled financial contributions / ECC budget	New and enhanced pedestrian and cycle links across town centre, e.g. new route to green space and crossing on Bradley Way, improved paving / lighting on existing links.	To improve environmental quality and safety, and encourage walking and cycling for local journeys around the town.



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Figure 8 – Rochford Town Centre AAP Proposals Map

4. Proposals plan, shopping frontages and sites

4.1 Rochford town centre boundary

In line with the spirit of Core Strategy Policy RTC5 and the guidance contained in the 2008 Retail and Leisure Study, the town centre boundary has been revised to help strengthen the centre. Key changes include the following:

- Inclusion of Rochford Railway Station area – Rochford Station is a key facility supporting the economic vitality of the town, located at the end of the West Street axis, which is the principal commercial spine in the centre;
- Inclusion of Rochford Council offices – located along and with direct access to South Street, the Council is a very significant local employer and employees perform an important role in supporting the town centre economy;
- Removal of East Street and Weir Pond Road – this predominantly residential area lies adjacent to the commercial uses in the centre and whilst the area acts as a gateway to the town, the residential character of the town suggest the area should be excluded from the town centre boundary;
- Roche Close as the boundary – this road is the axis between new mixed and commercial development to the south and new residential development to the north.

POLICY 2 – ROCHFORD'S PRIMARY SHOPPING FRONTAGE

Within Rochford's Primary Shopping Frontage, as defined on the Rochford Town Centre AAP Proposals Map (Figure 8), proposals for A1 retail uses will be acceptable. Proposals for A3 and A4 uses will also be considered acceptable where they would maintain A1 retail uses at 65% of defined primary shopping frontage. New A5 uses are not considered appropriate in the primary shopping frontage. Development for non-A1 uses will be permitted where it would:

- 1. Not have a detrimental impact on, or undermine, the vitality and viability of Rochford town centre;**
- 2. Not create a cluster of uses within the same use class in a locality that undermines the character of the centre; and**
- 3. Entail the provision of a non-A1 use which is considered to positively contribute to the overall offer and encourage people into the centre.**

POLICY 3 – ROCHFORD'S SECONDARY SHOPPING FRONTAGE

Within Rochford's Secondary Shopping Frontages, as defined on the Rochford Town Centre AAP Proposals Map (Figure 8), new development for Class A and D uses and other uses considered appropriate in town centres will be acceptable. Development involving the loss of town centre uses will be permitted where it would:

- 1. Not have a detrimental impact on, or undermine, the vitality, viability and retail character of Rochford's Primary Shopping Frontage;**
- 2. Not create a cluster of uses within the same use class in a locality that undermines the character of the centre; and**
- 3. Entail the provision of a non-A1 use which is considered to positively contribute to the overall offer and encourage people into the centre.**

The proposals map (Figure 8) shows primary and secondary shopping frontages within Rochford town centre. An appropriate balance of uses is necessary to support the economic health of Rochford town centre, and it is essential that retail uses are supported by non-retail uses such as cafés, pubs, offices and banks.



Retail in Rochford

1. Small independent shops prevail along the southern end of North Street
2. The Spar is the most prominent retail premises in Market Square, and occupies a building which detracts from the character of the conservation area
3. North Street independent retailers add activity and interest to the street scene
4. West Street looking east towards the primary retail area
5. Market Square is a public car park on non-market days
6. Rochford has a number of historic pubs in and around the centre which attract visitors from the local area and beyond

During the preparation of the Rochford Core Strategy, the extent of Rochford town centre was identified as an issue in need of review. Having analysed the distribution of land uses within the primary and secondary shopping areas, it is considered that there is a need to consolidate and strengthen the retail core of Rochford town centre to protect its retail character. This approach is consistent with the recommendations of the Rochford District Retail and Leisure Study 2008.

Consolidation of the primary shopping area, together with a widening of the secondary retail frontage area to incorporate new retail areas within the centre, will help to protect local jobs and ensure the centre continues to successfully meet the local shopping needs of the area and strengthen the policy protection given to appropriate uses within the core commercial area around Market Square.

The Council recognises the dynamic nature of centres and the need for flexibility. In line with Core Strategy Policy RTC5, a more positive approach towards A3 and A4 uses is taken within the primary shopping frontage. However, as a guide and whilst wishing to avoid being overly prescriptive, the Council will generally seek to retain at least 65% of Rochford's primary shopping frontage within A1 retail use in order to protect the vitality and viability of the town centre. The preferred uses for the up to 35% balance are A3 and A4 which will also strengthen the vitality and viability of the central part of the town centre.

This 65% A1 minimum target proportion represents a lowering of the previous target of 75% but is considered appropriate in view of the emphasis being given to the suitability of appropriate levels of A3 and A4 uses within the primary frontage. In the context of a consolidated primary shopping frontage, a lowering of the target proportion of A1 uses and a more facilitative stance on potential new A3 and A4 uses in the primary shopping frontage, new A5 uses in this area are not considered appropriate as they would harm its retail character.

Within the secondary shopping frontage, given the wide range of uses, proposals will be considered on their merits under Policy 3. In order to ensure the policy remains flexible throughout the plan period, the clustering of non-retail units is not formally defined within the policy. However, by way of a guide, a cluster could be considered to be more than two immediately adjacent non-A1 uses of the same use class. That said, a view will be taken on a case-by-case basis. The overriding objective will be to ensure the vitality and viability of the town centre is protected.

However, there are uses of which the provision of additional units in Rochford town centre would not be considered to positively contribute to the overall offer of the centre. Such uses include hot food takeaways (A5 uses), planning applications for which shall not be supported, particularly within the Primary Shopping Frontage area.

Some land uses associated with town centre locations have the potential to raise amenity (living conditions) issues for nearby residents. Such uses might include, but are not necessarily limited to, those falling in Use Classes A3, A4 and A5, or other, Sui Generis uses such as night clubs. The impact of such non-retail uses on the amenity of those living within or nearby the centre will be an important consideration in determining relevant planning applications, and applicants will be expected to demonstrate how negative impacts arising from such proposals will be mitigated, if applications are to be permitted. Town centre uses will continue to be regularly monitored and the proportions being sought under this policy will be kept under review accordingly.

POLICY 4 – LOCKS HILL EMPLOYMENT SITE

The Council will support new B1a (office) employment development within the Locks Hill employment site (Figure 8) and protect the area from uses that would undermine its role as an employment generator. Alternative uses will be considered having regard to:

- 1. The number of jobs likely to be generated;**
- 2. The compatibility with and impact on existing B1(a) uses;**
- 3. The impact on the vitality and viability of Rochford town centre; and**
- 4. Wider sustainability issues such as traffic generation considered against travel by sustainable modes.**

Any new development at the Locks Hill employment site should be of a quality befitting this gateway location, safe and inclusive design which acts as a landmark and responds positively to its local context.

The Locks Hill employment site is an established and successful cluster of good quality office accommodation within the town centre. The location benefits from excellent accessibility, public transport, the local and regional road network and public parking.

The cluster of employment uses at Locks Hill contribute significantly to the town centre economy.

The Rochford Employment Land Study 2008 states that "The major office location within Rochford, at Locks Hill in the centre of Rochford itself, is not allocated as an employment site. Given the increasing future requirements for office stock set out in our base case and two scenarios we recommend that Rochford District Council should allocate the land at Locks Hill as employment land to emphasise the importance of the site for employment use. This will help to safeguard future office supply in the town centre."

The Government are currently introducing new permitted development rights that will allow change of use from offices to homes to provide new homes in existing buildings without the need for express planning permission. However, these changes are for a three year period only, a period considerably shorter than the plan period relevant to this AAP. This new designation is therefore considered appropriate notwithstanding these changes.



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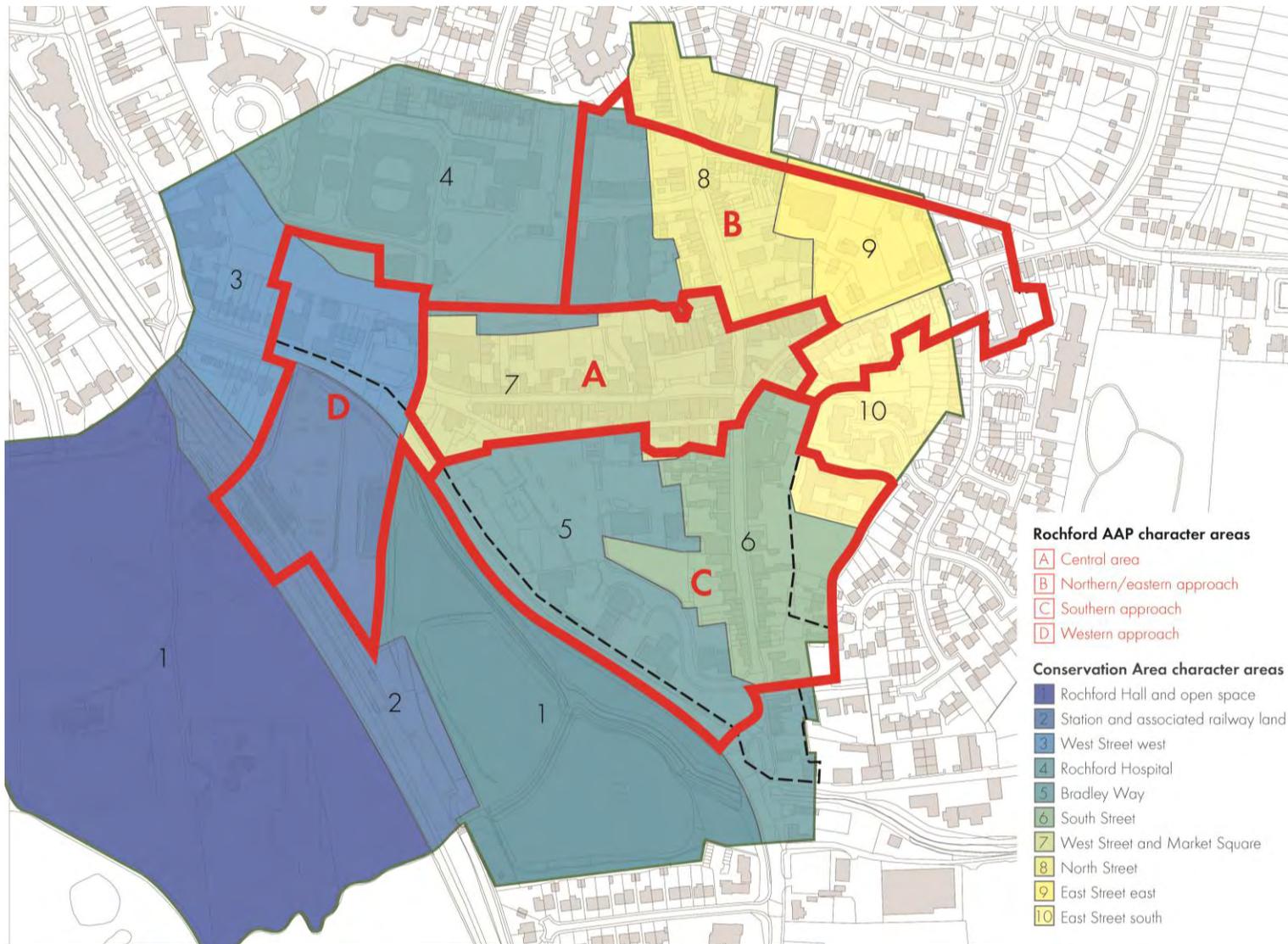


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Employment in Rochford

1. The Locks Hill employment site benefits from a number of purpose built office developments
2. Rochford District Council's main offices are located along South Street
3. Offices in Locks Hill
4. Freight House is well located for public transport services and also benefits from a good aspect onto the open space to the south. The area has potential for more intensive uses
5. The Police Station on South Street – unlisted but makes a positive contribution to the character of the conservation area. The building is now vacant and represents an opportunity site
6. Housing development in the Locks Hill / Back Lane car park area

13.45



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Figure 9 – Character areas for Rochford Town Centre AAP, based on those identified in the Conservation Area Appraisal (May 2007)*

*On 6th July 2009, Rochford District Council adopted the recommendation in the Conservation Area Appraisal and Management Plans and amended the boundaries of five existing Conservation Areas: Rayleigh, Rochford, Canewdon High Street, Canewdon Church and Great Wakering.

5. Rochford's character areas

5.1 A character area-led approach

The central thrust of the AAP is to ensure that the historic character of the town centre is protected and, where possible, enhanced. To help achieve this, and in support of the existing controls and guidance provided through the designation of the Rochford conservation area together with its associated appraisal and management plan, a character area approach has been developed.

For the purposes of this AAP, four character areas have been identified. These have been carefully drawn to take full account of the character areas identified in the conservation area appraisal and have been drawn to ensure comprehensive coverage of the AAP area. These do not replace the character areas set out in the conservation area character appraisal, where more detail can be found.

Policy 5 defines the four AAP character areas and provides overarching and town-wide policy guidance which will be relevant to all applications for development across the town. This is followed by a planning policy for each individual identified area.

POLICY 5 – ROCHFORD'S CHARACTER AREAS

Development will respond positively to Rochford town centre's identified character areas as defined in Figure 9, and the unique roles that each of these play in helping to make Rochford a successful place. Guiding principles for these areas are outlined under Policies 6, 7, 8 and 9. Where these policies contain principles that specify route enhancements or junction improvements, new development should either incorporate or contribute towards these schemes where possible.

Principles important in respect of development in all four of the character areas include:

- 1. Public realm interventions should where possible be incorporated with proposals for new development, including the replacement of poor quality paving, the removal of street clutter, the improvement of lighting for pedestrian routes, and the planting of appropriate street trees;**
- 2. Enhanced cycle parking facilities should be provided at suitable locations throughout the centre;**
- 3. Bus facilities should be upgraded, with improvements including possible route alterations to enhance the pedestrian experience along West Street, better shelters and increased seating provision;**

- 4. New and improved pedestrian signage, appropriate for a conservation area, should be introduced for key destinations and attractors, including the rail station, the town centre and Market Square, the Council's offices, the hospital and the Locks Hill employment site; and**
- 5. Any new proposals must also ensure appropriate consideration of above ground heritage assets and below ground archaeological deposits.**

The character areas identified in this AAP are informed directly by those defined in the Rochford Conservation Area Appraisal and Management Plan. The appraisal and management plan provides detailed analysis of the town's heritage assets and an account of the evolution of the town and the major events in its development. Rochford's built character is one of its key assets and proposals for new development must ensure that the setting of heritage assets and, more generally, the character of the conservation area as a whole is conserved or enhanced.

Public realm, route and junction improvements as identified in Rochford's Strategic and Movement Frameworks (Figures 6 and 7 respectively) are a priority and the council will seek to secure contributions to these improvements as relevant development proposals come forward.



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Character area A – Central area

1. Market Square – with scope for improvements
2. West Street – the gateway to the town – looking east
3. Market Square – a popular parking location
4. East Street looking east
5. Horners Corner complex – revealed to be a 16th century timber framed building during refurbishments undertaken in the 1980's
6. West Street – fine urban grain with lots of variety and richness within tight building line and height parameters

The local bus network is a town-wide resource which plays an important role in ensuring local people have access to sustainable, accessible modes of public transport. The Council will continue to work with partners at Essex County Council and the bus operators to keep the bus network– its routes, timetables and supporting infrastructure – under review.

Town centre signage plays a key role in helping visitors with way-finding. This in turn helps to support local businesses. Fingerposts contribute to the quality of the arrival experience and new street furniture, should respond positively to the historic townscape character.

POLICY 6 – CHARACTER AREA A: CENTRAL AREA

Development in the central area will support and strengthen the retail function and character of the area.

The Council will support environmental and traffic management improvements to the Market Square area which respond positively to the area’s heritage assets, give greater priority for pedestrians and help relieve traffic problems in the town centre. The following principles are important:

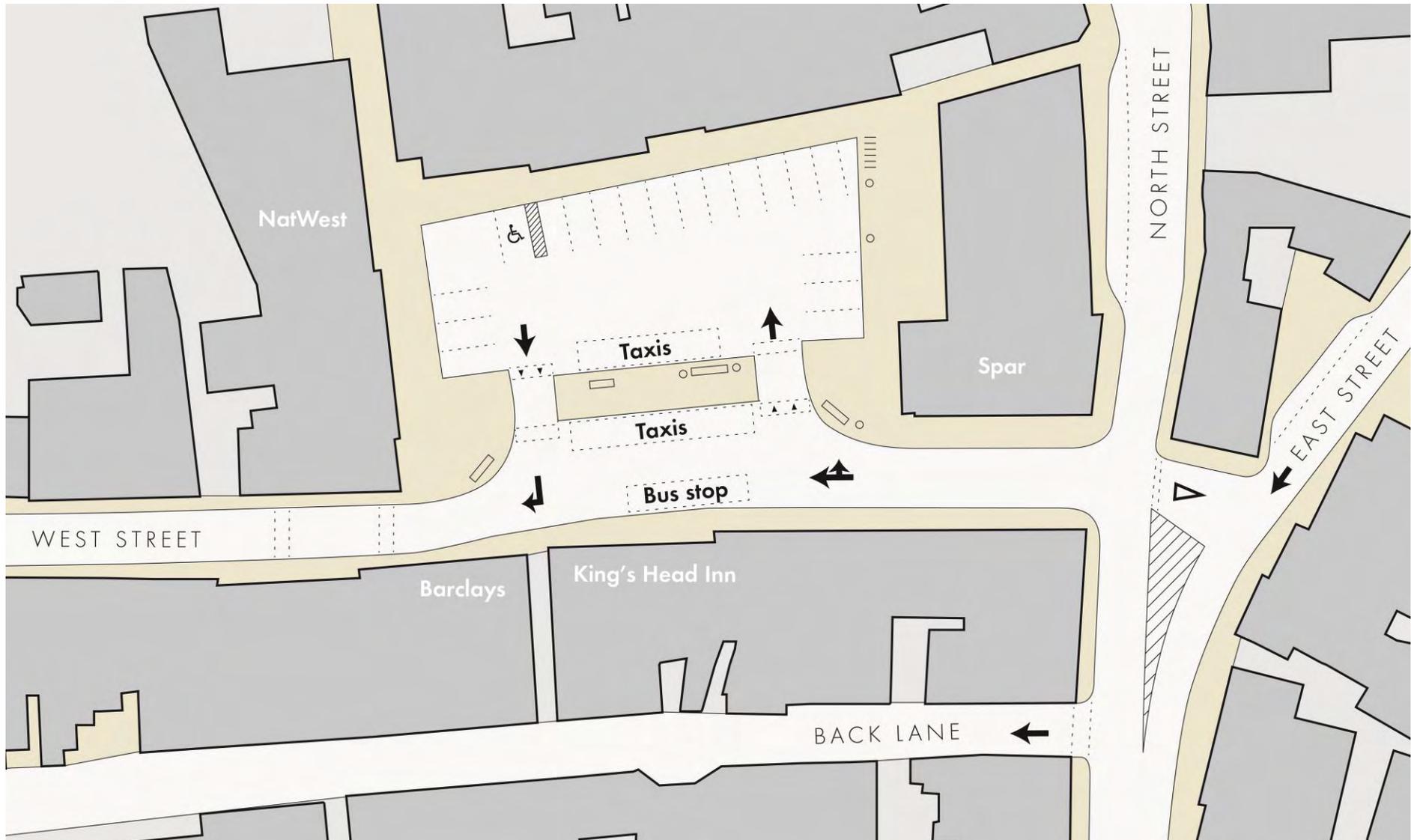
- 1. New development will respond positively to local townscape character and protect and enhance the character**

of the Rochford conservation area. Key elements include:

- a. Development which provides an active edge of town centre uses around Market Square and along key streets in the area;**
 - b. A tight knit and organic urban grain with a varied roof line;**
 - c. Buildings typically between two and three storeys in height; and**
 - d. West Street presenting the public ‘front’ of buildings with Back Lane providing service access.**
- 2. In accordance with Policy 2, primary shopping frontages should be in predominately retail uses supported by a limited number of restaurants and cafés and public houses/wine bars (A1, A3 and A4). Secondary shopping frontages should be in a mix of retail and other appropriate town centre uses;**
 - 3. The redevelopment of the two storey building on the eastern side of Market Square (the Spar building) would be supported provided that it is redeveloped in a style and form that contributes positively to the character of the area with A1, 3 or 4 uses addressing Market Square. Upper floors could be occupied by a range of uses including offices and residential;**

- 4. Public realm enhancements should be focused on the creation of an improved Market Square and include the rationalisation in the size of the taxi rank; and**
- 5. Pedestrian links within the AAP area, including those to Back Lane car park and Roche Close, and across Rochford, including to the rail station and open space on the opposite side of Bradley Way, should be improved.**

The central character area is focussed around the historic Market Square and West Street. The appraisal report notes that “Market Square and West Street form the commercial heart of Rochford”. The appraisal goes on to state that “The most imposing building in the Square, Connaught House which dominates the view in the approach from the east, is exceptional, being a late 18th century house, now offices; it makes a significant contribution to giving the Square a dignified civic character. Barclays Bank and the former Corn Exchange, both of 1866, are imposing municipal buildings which are a reminder of the town’s longstanding role as an administrative and commercial centre for the area.”



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Figure 10 – Market Square existing – plan showing the existing traffic management arrangements within the Market Square with 18 car parking bays (one disabled), four taxi bays and one bus stop

13.50

5.2 Improvements to Market Square

The conservation area appraisal recommends that the parking arrangement in Market Square should be reviewed, with a view to giving pedestrians greater priority. This view is echoed by the Retail and Leisure Study.

The Council will work with its partners and local businesses to consider a range of options for delivering environmental improvements to the Market Square. Key stakeholders include taxi drivers, bus operators, Essex County Council as the highway authority and local businesses in and around the Square.

A number of options have been investigated during the preparation of this AAP, taking into consideration community and business feedback, Essex County Council's highway advice, funding opportunities and scheme deliverability. Figure 10 provides a summary of the existing conditions in the Square.

The key principles underpinning the improvements to Rochford Market Square include the following:

- Change the access arrangements into the Market Square so that the entrance and exit are reversed. This may require some additional remedial works, such as yellow box junctions, to facilitate the flow of traffic along West Street and turning into and out of the Square.

- Rationalise the taxi rank through removing the taxi spaces on the inside of the island. This would enable the creation of two additional public car parking spaces.
- Retain free car parking in this location and create an additional disabled parking bay.
- Designate an area for motorcycle parking.
- Enhance the aesthetics of the Market Square, which may include repaving the pedestrian areas.
- Retain the bus stop as existing.
- Review Traffic Regulation Orders (TROs).

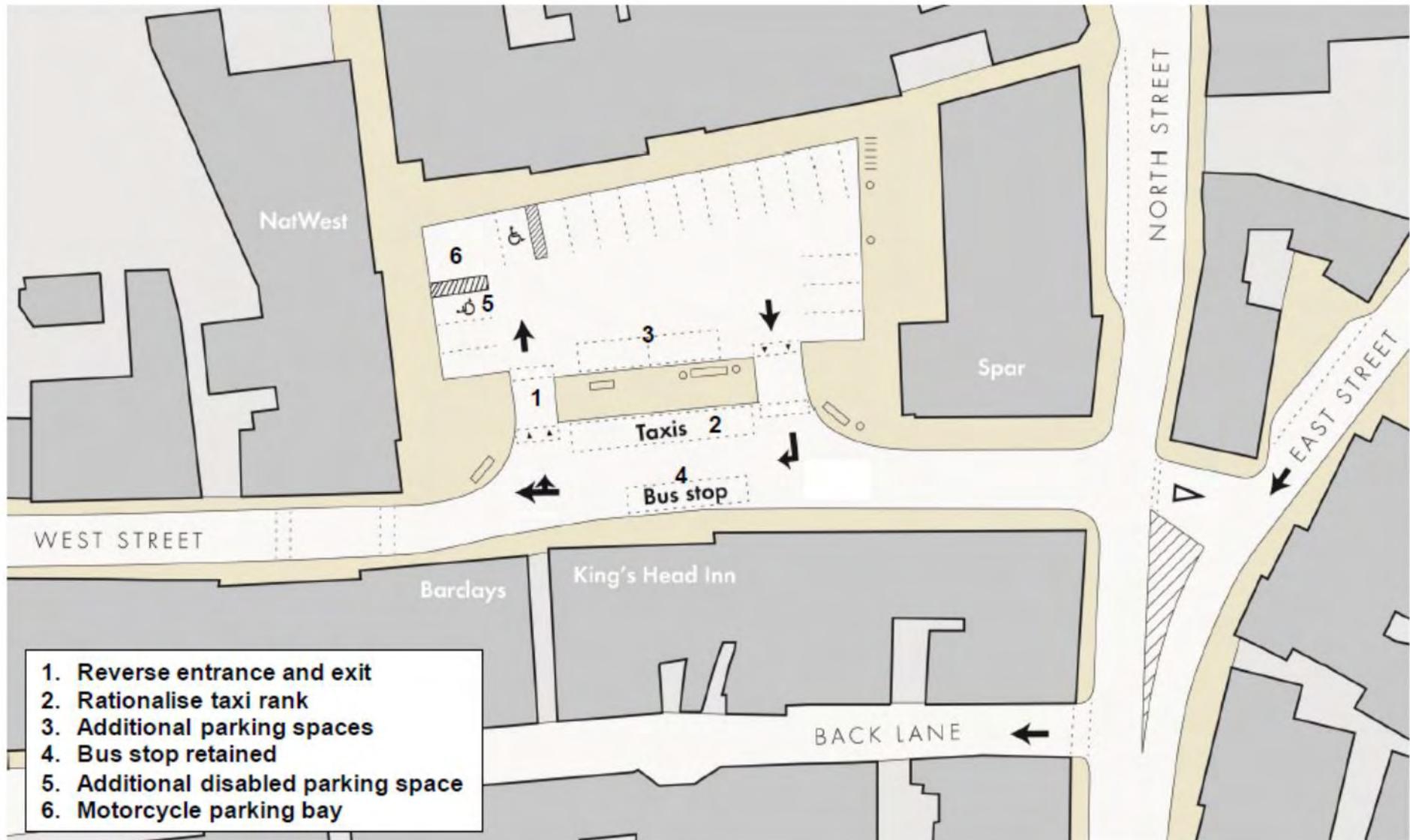
An indicative diagram of the modest amendments to the Market Square, which integrates these key planning principles, is set out in Figure 11. Other remedial works to complement these modest improvements, including the use and location of yellow box junctions, will be determined in further detail in conjunction with Essex County Council highways.

The Market Square has been identified in the Retail and Leisure Study as a place with scope to benefit from the introduction of a greater proportion and range of A3 and A4 uses. The review of primary and secondary frontages and the approach to non A1 uses outlined under Policies 2 and 3 of this AAP outline a positive

framework which seeks to respond to this opportunity.

The existing Spar building is highlighted in the conservation area appraisal as a building which has a negative impact on the character of the conservation area. Redevelopment of this site would be welcomed by the Council and there is considered to be some scope for redevelopment of the site to intensify the activities on the site. However, it is recognised that the store is trading and for redevelopment proposals to come forward they need to be viable.

There are a number of specific pedestrian routes which would benefit from improvement should resources be found. These include the quality of the pedestrian link between the Back Lane car park and the Market Square together with improvements in pedestrian and cycle connections with the space outside the Co-Op building.



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Figure 11 – Indicative diagram of Market Square improvements depicting modest alterations including rationalisation of the taxi rank and an increase in free, short term car parking spaces



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Character area B – Northern / eastern approach

1. **The land between the Rochford Congregational Church and the Antica Roma restaurant has planning permission for residential development**
2. **Looking north along North Street – the shops on the left are part of the secondary shopping frontage**
3. **Looking south along North Street – the traditional terraces along North Street are in a variety of uses including A3, A1 and residential uses**
4. **Weatherboarding is a particular characteristic of the area**
5. **The site on North Street opposite the Rose and Crown pub, in part used as parking for the pub, has development potential**
6. **North Street with 18th century weatherboarded dwelling house with clay tiled roof alongside later 19th century brick houses with slate tile – all are listed buildings**

**POLICY 7 – CHARACTER AREA B:
NORTHERN/EASTERN APPROACH**

Development in the northern/eastern approach area will help to enhance the approach into Rochford town centre, in particular through redevelopment of underused sites and the creation of new routes from the north into the central area.

The Council will support development in the northern/eastern approach area that would protect and enhance its existing character. The following principles are important:

1. **New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:**
 - a. **The mixed housing character of the area, with a predominance of traditional, weather-boarded housing along North Street and Weir Pond Road and more substantial, typically Victorian properties, along the East Street approach;**
 - b. **Building heights being typically two storeys with some higher density modern housing types; and**
 - c. **A varied building line that adds character and variety to the street but that becomes stronger along the back edge of the pavement as one approaches the town centre.**

2. **New development will be acceptable on sites as they become available for development where they would lead to the creation of more residential units. Proposals for the opportunity site along North Street (at the junction with Weir Pond Road) identified in Figure 6 would be supported where a predominance of A1 uses is proposed, and where proposals would deliver, or contribute towards the delivery of, in the region of 750sq.m of retail floorspace at the opportunity site;**
3. **Pedestrian links within the AAP area, including those to the central area and Market Square, should be strengthened. If possible, a new pedestrian link from Pollards Close to Roche Close should be created; and**
4. **Improvements at the junction of Weir Pond Road and East Street will be supported.**

The northern/eastern character area is a mixed area covering a number of character areas as defined in the conservation area appraisal. The area includes some of Rochford's best examples of weather-boarded housing along North Street. The appraisal report notes that rows of 18th or 19th century weather-boarded cottages are typical, as well as two notable terraces of 19th century stock brick terraces. The (secondary) commercial character of the southern part of the area gives way to more

contemporary housing developments focussed along Weir Pond Road.

The Rochford Town Centre AAP framework plan (see Figure 6) identifies a potential development opportunity on North Street at the junction with Weir Pond Road. The area includes a poor quality shopping parade with flats above, an adjacent vacant site and further piece of land currently utilised for parking for the pub. Should the site come forward for redevelopment, the Council would give its in-principle support for the redevelopment of the site for a mixed use, housing led development which helps to repair this break in the North Street frontage.

A number of public realm and pedestrian route improvements have been identified under the policy. The issue of pedestrian permeability is a local constraint in this part of the centre, as identified in the movement analysis plan (Figure 5). Improvements to existing routes in this location and the creation of new links, particularly in view of the impact of the hospital site on local permeability, will be sought as opportunities arise and in conjunction with dialogue with the hospital.



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Character area C – Southern approach

1. Looking north along South Street
2. Freight House is an attractively restored former railway building
3. South Street is the principal approach to the town from Southend, and an important bus route
4. Former cottages now offices, the pargetted plastered gable end (a 20th century alteration to these 18th century former cottages) is a prominent feature on the corner between South Street and Locks Hill
5. The Locks Hill employment site, with purposes built offices and dedicated parking
6. Bradley Way – looking south from the junction with West Street – acts as the town's by-pass

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POLICY 8 – CHARACTER AREA C: SOUTHERN APPROACH

Development in the southern approach area enhance this important and prominent approach into Rochford town centre and support the existing office uses in the Locks Hill employment site.

The Council will support development in the southern approach area that would protect and enhance its existing character. The following principles are important:

- 1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:**
 - a. The high quality historic townscape along South Street, characterised by brick built two storey buildings with clay tiled roofs with varied building lines and roof forms which adds interest and character to the street; and**
 - b. The landscape setting of Bradley Way which benefits from some prominent trees along its route, particularly at its southern end.**
- 2. New development will be acceptable where it would lead to the creation of more residential units or community facilities, in particular those catering for**

young people, except at the Locks Hill employment site, where only B1a uses will be acceptable, in accordance with Policy 4;

- 3. The Police Station building and site on South Street represents an important opportunity for reuse or conversion, which would be supported if proposals are for C3 or Sui Generis uses providing community facilities, particularly those catering for young people;**
- 4. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the open space on the opposite side of Bradley Way, should be strengthened; and**
- 5. Improvements at the junction of Bradley Way, South Street and Southend Road will be supported. This location acts as a gateway to the town from the south but currently lacks definition and, combined with a reworking of the junction, there may be an opportunity for a new landmark development to strengthen this gateway.**

The southern approach area is the area defined by South Street and Bradley Way, each of which have their own discrete character areas as defined in the Rochford conservation area appraisal.

South Street benefits from many listed buildings and is perhaps the most intact part of the town in terms of the integrity of historic fabric. Red brick buildings of a domestic scale prevail with some notable exceptions in the French Baroque style Police Station built in 1914 and the Masonic Hall, formerly the County Court building at 24 South Street. The Police Station building is not listed but makes an important and positive contribution to the character of the Conservation Area, and is included on the Council's Local List of important local buildings. The building presents an exciting conversion and reuse opportunity. If new uses are to be introduced, protecting the amenities of nearby residents will be a key consideration when assessing the impact and suitability of any proposal. New uses that would be supported by the Council include residential or community uses catering for young people.

Bradley Way acts as the town's by-pass and is an extension of Southend Road which is the main approach to the town from the south. The western Locks Hill side of the southern end of South Street is a particularly prominent gateway location and would benefit from a new commercial building to act as a landmark as one enters the town from Southend.

The green open space to the west of Bradley Way is an important but underused public amenity and connections between this space and the town centre should be improved.



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Character area D – Western approach

1. West Street, looking east towards the town from the Hall Road roundabout
2. Lord Rich's Tudor Almshouses on the north side of West Street, built c. 1581-1617 are Grade II listed
3. Whittingham's garage is a long established local business
4. A mixed retail and housing development has been completed in recent times on the site opposite the station which now acts as a western anchor to West Street
5. The grassed bank provides the most direct pedestrian route to the station
6. The station car park is popular with commuters who benefit from good rail links to central London

**POLICY 9 – CHARACTER AREA D:
WESTERN APPROACH**

Development in the western approach area will help to enhance the approach into Rochford town centre, and in particular links between the central area and the rail station.

The Council will support development in the western approach area that would protect and enhance its existing character. The following principles are important:

- 1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:**
 - a. The small scale of the almshouses along West Street as you enter the town from the west; and**
 - b. The mixed commercial and residential character of the area where both long and recently established businesses sit comfortably adjacent to residential uses.**
- 2. New development in this location is considered particularly appropriate given the opportunities for new development taking advantage of the good quality public transport facilities;**

- 3. New development is acceptable where it would lead to the creation of more residential units, job opportunities or community facilities, in particular those catering for young people;**
- 4. Freight House is an attractive commercial building and should be retained. However, there is considered to be an opportunity to intensify the uses on this site, either through a new building or an extension to the existing building. C3, B1 and D2 uses would be appropriate, with a particular opportunity to take advantage of the excellent public transport accessibility and the proximity and relationship to the open space to the east;**
- 5. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the rail station and green open space south-west of Bradley Way, should be strengthened; and**
- 6. Improvements at the junctions of Ashingdon Road, Hall Road and West Street, and West Street and Bradley Way will be supported.**

The western approach character area is important as it serves as the principal approach to the town from the District's main towns to the west of Rochford including Rayleigh via Hall Road.

This area is centred on West Street west of Union Lane and the roundabout at the northern end of Bradley Way. The area has a mixed domestic character and scale, largely established by the almshouses on the north side of the western end of West Street. Any redevelopment proposals for sites in this area will need to respect the scale of these almshouses given the positive contribution they make to character of this part of the conservation area.

Freight House is an attractive former railway building. Land adjacent to the building is currently used as parking for up to 55 vehicles on approximately 0.2 hectares. It is, well located with excellent access to public transport facilities and a short walk to the town centre, has development potential for a mix of uses. Proposals for housing and/or employment uses would generally be supported on all or part of this site. An extension to Freight House itself would help to reinforce its existing commerce/leisure use.

The town centre boundary has been extended to include the railway station. The links between the railway station and the town centre are critical for the town's economic well being. The level changes across the station car park site have resulted in the creation of informal desire line paths up the steep bank. The Council will seek to work with partners to introduce improvements to the pedestrian routes between the station and the town centre in this area through the re-grading of the embankment and

a review of the provision given to pedestrians crossing the station car park.



Left: Restored buildings in North Street, part of the Horners Corner complex
Right: Traditional weather-boarded house along West Street

6. Delivering a better Rochford

6.1 Working in partnership

The Council will continue to work closely with partners, landowners and other stakeholders to realise the successful implementation of the policies in the AAP.

The Council will also continue to engage with the community. Although future planning applications and the development management process will determine the details of any individual development schemes that come forward, the community will be given the opportunity to have further input into the design of developments.

6.2 Working with Essex County Council

A further key partner is Essex County Council (ECC), the Highways Authority. In its role as highway network manager, ECC will consider the movement framework identified in this AAP and will take this forward as part of its strategic planning process. In doing so, they will take into consideration the AAP policies.

ECC will also be responsible for reviewing and approving Transport Assessments and Travel Plans submitted as part of any future planning applications for significant development in the AAP area. They will need to be satisfied that any transport impacts identified have been

appropriately mitigated and that the movement-related elements of any scheme are in accordance with the AAP policies.

The Council will continue to be proactive in its engagement with ECC through the Local Highways Panel, which is made up of members and officers from both authorities and decides on which highway and public realm improvements monies will be spent.

6.3 Financial viability

The Council has taken into account information regarding national and local trends in the property market, as well as high-level viability advice. This is to ensure that the guidance set out within this AAP is robust and based on commercial realism.

6.4 Community infrastructure

The Council, in line with Core Strategy Policy CLT1, requires that developers provide on-site infrastructure to mitigate specific issues relating to their development scheme. Developers will also be required to contribute towards off-site, strategic infrastructure, which would help to mitigate the cumulative impact of new development.

The Core Strategy sets out the types of strategic infrastructure that should be funded by contributions arising from new development. These include highway and public transport improvements, alongside a number of other important types of infrastructure.

The AAP sets out priorities for delivering environmental improvements and highways schemes. The Council will expect that new developments within, and affecting, the AAP area contribute towards these identified priorities either through the Community Infrastructure Levy (CIL), Section 106 or Section 278 Agreements as appropriate, in accordance with the Core Strategy.

Table 1 in Section 3.4 above gives further detail in relation to major improvements and schemes. It should be noted that this is not exhaustive and development may be required to contribute towards other enhancements as identified in the AAP or through the development management process.

6.5 Monitoring change

The importance of monitoring is recognised in both legislation and local policy. The Localism Act 2011 requires that the Council produces regular monitoring reports to assess the delivery of its planning documents and implementation of its policies. The Core Strategy sets out the Council's commitment to the production of monitoring reports and explains how each of its policies will be monitored.

Whilst the AAP's progress can be tracked to some extent against the Core Strategy's monitoring framework, there are several instances where a monitoring framework specific to the Rochford Town Centre AAP is required. Table 2 sets out how the AAP will be monitored.

The Council's Annual Monitoring Report (AMR) will document whether or not the AAP's

objectives are being met and will set out the necessary actions to aid the delivery of the AAP.

Table 2 – Implementation, delivery and monitoring

Policy	Implementation and delivery	Potential risk	Risk mitigation	Monitoring
Policy 1 – Rochford Area Action Plan framework	Development within the Rochford Town Centre AAP area will be guided by the framework.	The development set out within the Rochford Town Centre AAP framework is not delivered or does not meet the needs of Rochford and its residents.	The Council has engaged with relevant stakeholders during the evolution of the AAP. The AAP has benefitted from a number of informal stages of consultation and an iterative process of sustainability appraisal. Amendments in the policies and proposals have been made in view of the informal responses and feedback received during the production process.	The Council will record development through the Annual Monitoring Report (AMR).
Policy 2 – Rochford’s Primary Shopping Frontage	In light of recommendations made in the district-wide Retail and Leisure Study and informed by town centre analysis and monitoring records, the primary shopping frontage has been comprehensively reviewed.	<p>The policy plays an important role in protecting the retail vitality and viability of the centre. By making the changes proposed and taking a more flexible stance on changes of uses in the centre there is a risk that the retail character of the centre will be harmed.</p> <p>A5 uses in the primary shopping area are considered a risk.</p>	<p>The extent of the primary shopping area and the policy approach taken within it have been carefully assessed to ensure the approach taken supports the objectives set out under Core Strategy Policy RTC 5. By concentrating the primary shopping area around a much tighter core the policy position for the primary shopping area has been strengthened significantly.</p> <p>The policy confirms that no new A5 uses are considered acceptable in the primary shopping area.</p> <p>The number of retail units in A1 uses within the primary area is currently below the target level of the policy. The policy was therefore considered in need of review.</p>	The Council’s economic development team monitor retail uses across the identified shopping frontages on a regular basis.

Policy	Implementation and delivery	Potential risk	Risk mitigation	Monitoring
Policy 4 – Locks Hill employment site	Employment and office uses are considered important for the town’s economy. The policy will help protect these uses.	There is a risk that office uses, in tough economic conditions where market demand for offices uses is low, are vulnerable to loss through change of use or redevelopment. This could results in the loss of employment generating uses in the town centre. In addition, there is a risk that changes of use to residential under new temporary permitted development rights may take place.	Designation of the Locks Hill employment site will help protect these commercial, employment generating uses. The plan period is longer than the 3 year period within which the permitted development rights are being relaxed in respect of change of use from offices to residential.	Office commitments and completions will be recorded as part of the Annual Monitoring Report (AMR).
Policy 5 – Rochford’s character areas	With no major site allocations being made in the AAP, the central thrust of the Plan is the protection of the area’s character whilst recognising the important role played by the town as one of the District’s principal town centres.	New development being proposed and investment in the public realm coming forward that does not respond as positively to the town’s special character as it might have done.	Four character areas have been identified which coordinate well with those identified in the conservation area appraisal. In taking a character area based approach, the Plan strengthens the role played by the guidance contained in the Rochford conservation area appraisal and management plan.	The quality of new development will be monitored as planning decisions are made, and recorded in the Annual Monitoring Report (AMR).
Policy 6, 7, 8 and 9 – Character areas	More specific proposals and priorities are identified in the individual character areas.	The town’s varied special and unique characteristics are not seen as the basis for new development and investment in the town.	Area specific policies help to identify local priorities and opportunities which will help to protect and enhance the qualities of these identified areas and the town as a whole.	The quality of new development will be monitored as planning decisions are made, and recorded in the Annual Monitoring Report (AMR).



Rochford District Council Local Development Plan

Rochford Area Action Plan

SUSTAINABILITY APPRAISAL/ STRATEGIC ENVIRONMENTAL ASSESSMENT OF SUBMISSION AAP

November 2013



Rochford District Council Local Development Framework

Rochford Draft Area Action Plan

SUSTAINABILITY APPRAISAL/ STRATEGIC ENVIRONMENTAL ASSESSMENT OF SUBMISSION AAP

for and on behalf of Enfusion Ltd:

<i>date:</i>	November 2013	
<i>prepared for:</i>	Rochford District Council	
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**Rochford District Council Local Development Framework
Rochford Area Action Plan**

**SUSTAINABILITY APPRAISAL/STRATEGIC ENVIRONMENTAL ASSESSMENT
SUBMISSION REPORT**

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NON-TECHNICAL SUMMARY

INTRODUCTION

- 0.1 This is the summary of the Sustainability Appraisal Report for Rochford District Council's Rochford Area Action Plan (AAP) Development Plan Document (DPD): Submission Document. It describes how the Sustainability Appraisal (SA) process was used to assist in the preparation of the Area Action Plan, as required by planning legislation and Government guidance.

SUSTAINABILITY APPRAISAL & STRATEGIC ENVIRONMENTAL ASSESSMENT

- 0.2 The purpose of Sustainability Appraisal (SA) is to promote sustainable development through the integration of environmental, social and economic considerations in the preparation of Local Development Documents (LDDs). This requirement is set out in Section 39 (2) of the Planning and Compulsory Purchase Act, 2004 and the National Planning Policy Framework. Sustainability Appraisal incorporates the requirements of Strategic Environmental Assessment¹² (SEA), a requirement of European and UK Legislation. Government guidance advises a number of stages of SA work that need to be carried out as a Local Development Document is being prepared:

- Stage A: Setting Context & Scope
- Stage B: Developing Options & Assessing Effects
- Stage C: Preparing the SA Report
- Stage D: Consulting on the Plan & the SA
- Stage E: Monitoring Implementation of the Plan

- 0.3 The SA/SEA of the Rochford Area Action Plan has been prepared in accordance with these requirements for SA/SEA.

THE LOCAL DEVELOPMENT PLAN AND ROCHFORD AAP

- 0.4 The Council is in the process of preparing its Local Development Plan (LDP) (previously known as the Local Development Framework), which will set out how the District will develop in the future. The LDP will gradually replace the Rochford District Replacement Local Plan which was adopted in 2006. The Rochford Local Development Plan comprises the following Local Development Documents:

- Core Strategy DPD (also known as the Local Plan)
- Development Management DPD
- Site Allocations DPD
- Area Action Plans (DPDs) for Rochford Town Centre, Hockley Town Centre, Rayleigh Town Centre and London Southend Airport (with Southend-on-Sea Borough Council).

¹ EU Directive 2001/42/EC

² Environmental Assessment of Plans and Programmes Regulations 2004

- 0.5 The Rochford Area Action Plan (AAP) creates the framework for development sites and planning policies in Rochford. It will act as the focal point for the coordination of other public policies and programmes and will guide public and private investment in the area. The AAP sets out a vision for how growth and change can be managed within Rochford and how regeneration of the area might be stimulated through this development.

THE CHARACTER OF ROCHFORD

- 0.6 Rochford Town Centre is the second largest within the District and is classified as a local centre. It is situated to the east of Rayleigh and Hockley, is 3 miles north-west of Southend-on-Sea and is also within 1 km of London Southend Airport. Immediately bounding the town centre to the north is the Rochford Primary School and Rochford Hospital.
- 0.7 It is a designated Conservation Area and has a number of listed buildings. The town follows a traditional cruciform street pattern, providing links to the railway station to the west and to residential areas elsewhere. The town centre comprises a good mix of uses, including retail, residential, civic and community uses within a relatively small catchment area.

SA SCOPING & ISSUES FOR SUSTAINABILITY

- 0.8 A SA scoping process was undertaken to help ensure that the SA covers the key sustainability issues that are relevant to Rochford Town Centre. 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 Rayleigh.
- 0.9 From these studies, the key sustainability issues and opportunities for the AAP and the SA were identified, as follows:

Key Sustainability Issues for Rochford AAP
<ul style="list-style-type: none"> ▪ The provision of quality and affordable housing to meet housing needs in Rochford.
<ul style="list-style-type: none"> ▪ Direct, safe and convenient links between the health and community activities to the north west of the town centre and other uses are essential to the pattern of movement in the town centre.
<ul style="list-style-type: none"> ▪ Taking account of environmental and physical constraints when accommodating new development.
<ul style="list-style-type: none"> ▪ Opportunity to improve the public realm by enhancing pedestrian crossing facilities and reducing the speed of traffic through the town centre.
<ul style="list-style-type: none"> ▪ The protection of the Rochford Conservation Area and listed buildings.

<ul style="list-style-type: none"> ▪ High levels of car ownership and travelling to work using a private vehicle.
<ul style="list-style-type: none"> ▪ A watching brief should be maintained for air quality concerns and traffic congestion in Rochford Town Centre.
<ul style="list-style-type: none"> ▪ Opportunity to improve retail and stimulate the local economy.
<ul style="list-style-type: none"> ▪ Climate change is a significant issue facing all communities and the AAP will need to consider issues around energy efficiency, renewables and reducing greenhouse gas emissions.

SA FRAMEWORK

0.10 An SA Framework was compiled and included SA Objectives that aim to resolve the issues and problems identified; these are used to test the draft plan as it is being prepared. The SA Framework for the Rochford AAP is based on that developed for the Rochford Core Strategy. A list of the SA objective headings follows:

SA Objective headings	
1. Balanced Communities	8. Landscape & Townscape
2. Healthy & Safe Communities	9. Climate Change & Energy
3. Housing	10. Water
4. Economy & Employment	11. Land & Soil
5. Accessibility	12. Air Quality
6. Biodiversity	13. Sustainable Design & Construction
7. Cultural Heritage	

SA OF THE ROCHFORD AAP

0.11 Each stage of the preparation of the AAP was appraised using the SA Objectives. Where significant negative effects, including environmental effects, were predicted, the SA sought where possible to identify means of offsetting these effects. Where it was considered that there were opportunities to enhance the sustainability of the proposals, recommendations were made. The appraisal recognised 6 categories of predicted effects, as illustrated in the following key.

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

CONSIDERATION AND APPRAISAL OF ALTERNATIVES

- 0.12 The SA of the options (alternatives) was undertaken in February 2013. 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. A do-nothing approach is not considered appropriate in this instance as it would not be in accordance with Policy RTC5 - Rochford Town Centre from the Adopted Core Strategy, which requires a certain level of intervention in Rochford to achieve regeneration objectives.
- 0.13 The Issues and Options Document (Sept 2009) identified a number of sites where opportunities may exist for redevelopment as well as a range of opportunities related to transport and movement and the public realm. A total of ten sites were identified, including: Market Square and the Spar building to its east side, Back Lane, Rochford Hospital and the rail station car parks, and a number of potential infill sites towards the edge of the centre. A range of options were proposed in relation to each site, which included the redevelopment of existing buildings or vacant plots for residential, retail or office development, or the reconfiguration of existing car parking arrangements to free up land for town centre development.
- 0.14 The options for transport include tighter parking controls and provision of increased information relating to public transport across the AAP area. Transport options for specific areas were also proposed; these included the rerouting of existing one-way traffic to recreate two-way streets and improvements to the pedestrian environment, such as the widening of footways.
- 0.15 The SA found that options which proposed mixed use developments coupled with public realm improvements performed well against SA objectives. Options proposing the redevelopment of buildings considered to have a negative impact on the Rochford Conservation Area were assessed as having the potential for a positive effect on heritage and townscape. Transport options that sought to slow vehicle speeds and improve pedestrian crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.
- 0.16 A number of options were proposed for Market Square and West Street that involved the full or part pedestrianisation of the area. The SA considered that this could provide a number of positive benefits for communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality. The SA found that a mix of options could be used in combination to maximise potential long term benefits and potentially bypass the negative effects that could result from the other Options. Two options proposed the removal of the bus route and taxi rank from the Market Square and West Street, which was assessed as having the potential for a negative effect on elderly and disabled members of the community. Transport options that sought to slow vehicle speeds and improve pedestrian

crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.

- 0.17 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

- 0.18 A compatibility analysis of the Pre-Submission AAP Vision and Objectives was carried out using the SA framework in May/June 2013. Overall the vision and objectives were found to be compatible with the majority of SA objectives.
- 0.19 The Pre-Submission policies were subject to detailed SA in May/June 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.

SIGNIFICANT EFFECTS IDENTIFIED

- 0.20 The majority of policies were found to have significant positive sustainability benefits. The following table summarises the key positive effects identified:

Significant positive effects of the emerging Rochford AAP	
Key relevant SA Objective:	Positive effects identified:
1. Balanced communities	The AAP has the potential for a significant positive effect on communities through supporting the development of a mix of uses in the town centre, including housing, retail, employment and community facilities (particularly those catering for young people).
4. Economy & Employment	A significant positive effect on the local economy is likely through the regeneration of the Town Centre. The AAP will encourage diversity of employment and retail choice to meet the needs of consumers (local and visitors) whilst protecting the function of the Town Centre. Improvements to the public realm and connectivity will make the Town Centre a more attractive and enjoyable place for people to shop, visit and live.
5. Accessibility	Significant positive effects for accessibility are likely through a range of improvements to junctions, the public realm, signage and pedestrian links. Supporting the development of new housing, employment and community facilities also has the potential for long term positive effects on accessibility.

- 0.21 Alongside the many positive effects of the plan, potential negative sustainability effects were also identified, although the effect is uncertain at this stage of the assessment and it is considered likely that these effects can be mitigated at a more detailed planning stage. These are summarised below:

Potentially significant effects of the emerging Rochford AAP	
Key relevant SA Objective:	Negative Effects identified:
2. Healthy & Safe Communities	There is the potential for temporary negative effects in the short term during demolition/ construction as waste, noise and dust nuisances may be created. However, it is considered that this can be mitigated at the project level.
7. Cultural Heritage	Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage.
12. Air quality	In the short term there is the potential for a negative effect on air quality as a result of localised air quality pollution during construction/redevelopment. However, it is considered that this can be mitigated through development controls.

MITIGATION, ENHANCEMENT AND MONITORING

- 0.22 An important role of the SA process is to provide recommendations for the mitigation of negative effects and enhancement of the positive effects identified in the appraisal process. In preparing the AAP, Rochford District Council has already sought to address many of the sustainability problems in Rochford, and consequently the majority of the SA findings were positive. A small number of recommendations have been made and these will be considered by the Council in finalising the plan.
- 0.23 Local planning authorities are required to produce Annual Monitoring Reports to monitor the progress of the Local Development Plan. There is also a requirement to monitor the predictions made in the SA. Rochford District Council prepares an Annual Monitoring report each year, and in preparing the report, considers any recommendations made through the SA process. The indicators and targets suggested for the SA monitoring of the Core Strategy are considered appropriate for the monitoring of the Rochford AAP, with additional specific suggestions made during the preparation of the Rochford AAP. This SA has also made further suggestions, which are detailed in the main SA report.

CONSULTATION AND MODIFICATIONS TO THE AAP

- 0.24 The SA Report accompanied the AAP on Pre-Submission consultation from 03 July to 29 August 2013. No responses were received in relation to the SA Report. Following the Pre-Submission consultation a number of minor modifications were made to the AAP to take into account consultation responses. The minor modifications provided further clarification and are not considered significant changes with regard to the SA.

CONCLUSIONS AND NEXT STEPS

- 0.25 The SA of the Rochford Area Action Plan has appraised the effects of individual policies, as well as the overall effect of the plan, including cumulative and incremental effects. It has also considered and appraised reasonable alternatives to the plan itself; and this information has been made available to the Council to help in the selection of the preferred plan. Overall the SA has found that the AAP will help to resolve a number of key sustainability issues in Rochford Town Centre and will also play a role in improving sustainability in the wider District.
- 0.26 The AAP has the potential for significant long term positive effects on communities, the economy and accessibility through supporting the development of new housing, retail, employment and community services. It also seeks a range of improvements to junctions, the public realm (including signage) and pedestrian links. Greater retail choice and improved pedestrian environments will make the Town Centre a more attractive and enjoyable place for people to shop, work and live. The regeneration of the Town Centre, which includes improved accessibility to housing, employment and facilities along with an enhanced public realm, has the potential for indirect long term positive effects on health, townscape, climate change, the efficient use of land and sustainable design.
- 0.27 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 Rochford Conservation Area.
- 0.28 The Council has considered the recommendations made throughout the Sustainability Appraisal process, and amended the plan where appropriate. This has contributed to further enhancing the positive sustainability effects of the AAP.
- 0.29 This SA Report is published alongside the Rochford AAP Submission Document and will be subject to public examination.

1.0 INTRODUCTION

PURPOSE OF THE SA AND THE SA REPORT

- 1.1 The purpose of Sustainability Appraisal (SA) is to promote sustainable development through the integration of environmental, social and economic considerations in the preparation of Local Development Documents (LDDs). This requirement is set out in Section 39 (2) of the Planning and Compulsory Purchase Act, 2004 and the National Planning Policy Framework. Local Development Documents must also be subject to Strategic Environmental Assessment³⁴ (SEA) and Government advises⁵ that an integrated approach is adopted so that the SA process incorporates the SEA requirements.
- 1.2 This SA Report documents the Sustainability Appraisal/Strategic Environmental Assessment processes for Rochford District Council's Rochford Area Action Plan (AAP) Submission Development Plan Document (DPD). The Sustainability Appraisal Framework discussed in Section 3 of this SA Report indicates the relationship between the SA and the SEA; compliance with the SEA Regulations is signposted below in this section and detailed in Appendix I. This SA Report is being published alongside the Rochford AAP Submission Document and will be subject to public examination.

AREA ACTION PLAN: DPD CONTENTS & OBJECTIVES

Local Development Plan

- 1.3 The Council is in the process of preparing the Local Development Plan (LDP) (previously known as the Local Development Framework), which will set out how the District will develop in the future. The LDP will gradually replace the Rochford District Replacement Local Plan which was adopted in 2006. The Rochford LDP comprises the following Local Development Documents:
- Core Strategy DPD (also known as the Local Plan)
 - Development Management DPD
 - Site Allocations DPD
 - Area Action Plans (DPDs) for Rochford Town Centre, Hockley Town Centre, Rayleigh Town Centre and London Southend Airport (with Southend-on-Sea Borough Council).

Core Strategy

- 1.4 The Core Strategy is the overarching strategic document of the Rochford District Council Local Development Plan, and sets out the key elements of the planning framework for the District; it is the spatial expression of the Sustainable Community Strategy. The Core Strategy was adopted in

³ EU Directive 2001/42/EC

⁴ Environmental Assessment of Plans and Programmes Regulations 2004

⁵ Planning Advisory Service (2009) CLG Planning Manual: Sustainability Appraisal

December 2011 and contains a policy relating to the development of Rochford Town Centre, which is reproduced below:

Policy RTC5 - Rochford Town Centre

The Council will produce an Area Action Plan for Rochford town centre which delivers the following:

- *A safe and high quality environment for residents*
- *A market square area that encourages visitors*
- *Enhanced retail offer for Rochford*
- *A range of evening leisure activities*
- *Improves accessibility to and within the town centre*
- *Promotes youth community facilities*

The Council will work with landowners and its partners to deliver the Area Action Plan.

Rochford Area Action Plan

- 1.5 The Rochford Area Action Plan (AAP) creates the framework for development sites and planning policies in Rochford Town Centre. It will act as the focal point for the coordination of other public policies and programmes and will guide public and private investment in the area. The AAP sets out a vision for how growth and change can be managed within Rochford and how regeneration of the area might be stimulated through this development.
- 1.6 The AAP sets a vision for the settlement's future based on an understanding of the unique context that drives change and development in Rochford. It translates this vision into implementation objectives, policies and guidance that will act as a robust framework for delivery.

Vision

Rochford will develop its existing strengths as a small and attractive historic market town serving the needs of its local population and visitors. By 2025, the town centre offer will be more mixed, and will include a greater diversity of town centre uses, such as restaurants, cafés, and bars, leisure uses and community facilities, whilst retaining its existing office stock. Environmental enhancements and new development will improve keyspaces, build on the town's historic character and make better use of unused or unattractive sites. Improvements to existing routes and the addition of new links will make the town more permeable and make travel by all modes of transport easier.

- 1.7 The five key objectives that support this vision are set out below:
- 1) *Provide a diverse range of uses, activities and facilities for local people.*
 - 2) *Enhance the historic core.*
 - 3) *Improve accessibility for all.*
 - 4) *Protect local employment.*
 - 5) *Promote the redevelopment of unused, underused, infill or unattractive sites.*

SUMMARY OF COMPLIANCE WITH THE SEA DIRECTIVE & REGULATIONS

- 1.8 The SEA Regulations set out certain requirements for reporting the SEA process, and specify that if an integrated appraisal is undertaken (i.e. SEA is subsumed within the SA process, as for the SA of the Rochford AAP), then the sections of the SA Report that meet the requirements set out for reporting the SEA process must be clearly signposted. The requirements for reporting the SEA process are set out in Appendix I.

2.0 APPRAISAL METHODS

SCOPING THE KEY SUSTAINABILITY ISSUES

- 2.1 Enfusion Ltd was commissioned in July 2012 by Rochford District Council to progress the SA work. A SA scoping process was undertaken in September 2012 to help ensure that the SA covers the key sustainability issues that are relevant to Rochford Town Centre. This included the development of an SA Framework of objectives (presented at the end of Section 3 of this SA Report) to comprise the basis for appraisal. An SA Scoping Report was prepared to summarise the findings of the Scoping process. This was sent to statutory consultees for consultation in September 2012. Responses to this scoping consultation, and how they were taken into account, are reported in this SA Report.

APPRAISING THE AREA ACTION PLAN OPTIONS

- 2.2 A number of options for future change in Rochford Town Centre were initially identified through an Issues and Options Document published for consultation in September 2009. The options identified in this Report (Rochford Town Centre Issues and Options Report: A discussion and consultation report Sept 2009) were assessed against the full SA Framework of objectives with regard to the short, medium and long term effects of the options on the SA objectives. The findings helped to inform the development of the Pre-Submission AAP and were available on the Council's website for public consultation from 27 February to 10 April 2013. The detailed SA of options is provided at Appendix IV with a summary of findings provided in Section 4.

SUMMARY OF SA METHOD

- 2.3 The method used for this Sustainability Appraisal of the Rochford AAP Pre-Submission DPD comprises the following elements:
- Identifying relevant baseline information and other plans or programmes that influence the AAP policies.
 - Using the Sustainability Appraisal Framework with professional expertise and drawing upon selected information in the Review of Plans and Programmes, and the Baseline Information.
 - Commenting on the areas where each element or policy of the AAP has specific potential impacts - highlighting where possible, positive/negative effects, short/long term effects, indirect/direct effects, cumulative effects, and the reversibility, scale and likelihood of effects with recommendations for proposed mitigation or enhancement where identified.

UNCERTAINTIES AND DATA GAPS

- 2.4 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.

CONSULTATION ON THE SA

- 2.5 The key sustainability issues were identified through the SA scoping process and described in the SA Scoping Report that was placed on consultation with statutory consultees in September 2012. The responses were used to inform the development of the SA Framework.
- 2.6 The findings of the SA for the options were available on the Council's website for public consultation and sent to statutory consultees for comment from 27 February to 10 April 2013. The consultation responses received and how they have been taken into account through the SA process are presented in Appendix II.
- 2.7 The findings of the SA of the Pre-Submission AAP were available on the Council's website for public consultation and sent to statutory consultees for comment from 03 July to 29 August 2013. No responses were received in relation to the SA Report.
- 2.8 This SA Report will be published alongside the Rochford AAP Submission Document and will be subject to public examination.

3.0 SUSTAINABILITY CONTEXT AND OBJECTIVES

REVIEW OF RELEVANT PLANS AND PROGRAMMES

- 3.1 In order to establish a clear scope for the SA of the AAP it is necessary (and a requirement of SEA) to review and develop an understanding of the wider range of “policies, plans, programmes and sustainability objectives”⁶ that are relevant to the Plan. This includes International, European, National, Regional and local level policies, plans and strategies. Summarising the aspirations of other relevant policies, plans, programmes and sustainability objectives (hereafter referred to as ‘relevant plans’) promotes systematic identification of the ways in which the Plan could help fulfill them.
- 3.2 A detailed plans and programmes review was undertaken for the SA Report (September 2009) of the Rochford District Core Strategy Submission Document. The full information is available to view on the Council's website⁷. To account for changes since the SA Report in September 2009, a list of new or updated key plans and programmes was provided in Appendix 1 of the SA Scoping Report (September 2012). This list of new or updated key plans and programmes is available in Appendix III to this Report.
- 3.3 Of most relevance is the adopted Rochford District Core Strategy DPD, which sets out the vision, new development and infrastructure requirements for Rochford Town Centre. It includes Policy RTC 5 (Rochford Town Centre) which sets out the requirement for an Area Action Plan for Rochford.

DESCRIPTION OF THE BASELINE CONDITIONS

- 3.4 The SEA Directive requires the collation of baseline information to provide an evidence base for environmental problems, the prediction of effects, and monitoring; to help in the development of SEA objectives. This task was undertaken for the original LDF Core Strategy Draft SA Scoping report (2005), and is updated on a regular basis for RDC by Essex County Council. The latest version of the baseline will be available on the Council website in due course. The information in the baseline encompasses the environmental and socio-economic characteristics of Rochford District, providing a general context for the SA of the AAPs.
- 3.5 The characteristics and key baseline information for Rochford Town Centre were set out in the SA Scoping Report published in September 2012. Further studies relating to the AAP area may be undertaken to support the plan-making processes. If further studies become available, they will be used to inform the SA.
- 3.6 The key relevant features of the AAP area have been summarised below:

⁶ Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents ODPM, November 2005

⁷http://www.rochford.gov.uk/planning/policy/local_development_framework/core_strategy_submitted

- Rochford Town Centre is the second largest within the District and is classified as a local centre. It is situated to the east of Rayleigh and Hockley, is 3 miles north-west of Southend-on-Sea and is also within 1 km of London Southend Airport. Immediately bounding the town centre to the north is the Rochford Primary School and Rochford Hospital.
- It is a designated Conservation Area and has a number of listed buildings. The town follows a traditional cruciform street pattern, providing links to the railway station to the west and to residential areas elsewhere. The town centre comprises a good mix of uses, including retail, residential, civic and community uses within a relatively small catchment area.

Table 3.1: Economic Baseline information (SEA Topics Material Assets, Population and Human Health)

- 70.1% of people in the Rochford Ward⁸ are classed as in employment with 5.6% unemployed.
- Rate of all adults claiming Job Seekers Allowance (JSA) (% working age population) in the Rochford Ward is 4.1% (Feb 2012).
- Employment by occupation in the ward is as follows: manager & senior officials 13.8%; professional 7.9%; associate professional & technical 12.8%; administrative & secretarial 15.7%; skilled trades 13.4%; personal services 7.4%; sales & customer services 7.2%; process plant & machine operatives 9.1% and elementary occupations 12.7%.
- The town centre comprises a good mix of uses, including retail, residential, civic and community uses within a relatively small catchment area.
- 13.79% of all the units in the town centre are in use for the sale of convenience goods, which compares to a national average of 8.42%. The convenience retailers present in the town centre include four small scale convenience stores, a greengrocer, two bakers, a butcher, and the Co-Op supermarket in Roche Close.
- Comparison goods floor space is lacking in the town centre and there is a high proportion of small units which restricts potential occupiers. There is also a lack of retailers at the higher end of the market.

⁸The Rochford Ward includes the AAP area.

Table 3.2: Environmental Baseline information (SEA topics: Biodiversity, Soil, Water, Air, Climatic Factors, Cultural Heritage, Landscape)

- There are no Air Quality Management areas in Rochford town, however there have been concerns in previous studies⁹ about road traffic at Market Square, Rochford for NO₂ emissions. Outside of the plan area, air quality concerns have also been raised for the monitoring site at Anne Boleyn/ Sutton Road to the south of the plan area.
- There are no international, national or locally designated sites for biodiversity or geodiversity within or adjacent to the town centre.
- Rochford town centre is located near the confluence of the Nobles Green Ditch, the Eastwood Brook and the River Roach. The current ecological quality of water is assessed by the EA as moderate.
- Rochford town centre is primarily at risk from fluvial flooding, where the River Roach, Nobles Green Ditch and Eastwood Brook meet.
- The town centre is designated as a Conservation Area with approximately 64 listed buildings within it.
- The town centre includes a high number of historic buildings and it has a high intrinsic value. This is reinforced by local topography, which affords interesting views of the roofscape and of local landmarks.

Table 3.3: Social Baseline information (SEA topics: Population & Human Health).

- Total population of the Rochford Ward in 2010 was estimated at 7,718.
- The health of people in Rochford District is generally better than the England average. Deprivation is lower than average, however 1,795 children live in poverty. Life expectancy for both men and women is higher than the England average.
- Since 2003 the level of crime in the District has reduced significantly; however, the number of drug related offences has increased.
- The Rochford railway station is located a five-minute walk from the market square. The station is serviced by a mainline rail service which connects Rochford to London Liverpool Street and Southend Victoria.
- The residential stock of the town centre comprises a mixture of period housing and modern apartments.

⁹ Rochford LAQM Third Round of Review and Assessment-commenced in 2006

KEY SUSTAINABILITY ISSUES, PROBLEMS AND OPPORTUNITIES

- 3.7 It is important to distil the key sustainability issues, problems and objectives relevant to the District from the collated information and consideration of the particular character of the area. These issues are considered to be priorities for consideration through the Sustainability Appraisal, and the SA Framework of sustainability objectives (detailed in Section 3) seeks to attend to them.
- 3.8 The following key sustainability issues are considered to be priorities for sustainability, arising from the particular characteristics, pressures and opportunities currently affecting Rochford Town Centre.

Table 3.4: Key Sustainability Issues for Rochford AAP
<ul style="list-style-type: none"> ▪ The provision of quality and affordable housing to meet housing needs in Rochford.
<ul style="list-style-type: none"> ▪ Direct, safe and convenient links between the health and community activities to the north west of the town centre and other uses are essential to the pattern of movement in the town centre.
<ul style="list-style-type: none"> ▪ Taking account of environmental and physical constraints when accommodating new development.
<ul style="list-style-type: none"> ▪ Opportunity to improve the public realm by enhancing pedestrian crossing facilities and reducing the speed of traffic through the town centre.
<ul style="list-style-type: none"> ▪ The protection of the Rochford Conservation Area and listed buildings.
<ul style="list-style-type: none"> ▪ High levels of car ownership and travelling to work using a private vehicle.
<ul style="list-style-type: none"> ▪ A watching brief should be maintained for air quality concerns and traffic congestion in Rochford Town Centre.
<ul style="list-style-type: none"> ▪ Opportunity to improve retail and stimulate the local economy.
<ul style="list-style-type: none"> ▪ Climate change is a significant issue facing all communities and the AAP will need to consider issues around energy efficiency, renewables and reducing greenhouse gas emissions.

THE SA FRAMEWORK

- 3.9 The proposed SA Framework provides the basis by which the sustainability effects of emerging AAP will be described, analysed and compared. It includes a number of sustainability objectives, elaborated by 'decision-aiding questions'. The SA Framework developed for the Rochford Core Strategy is considered to be suitable for the appraisal of the Rochford AAP, however a number of amendments have been made to ensure the 'decision-aiding questions' address the specific concerns facing Rochford Town Centre. The final SA Framework is provided in Table 3.5 below and has been informed by statutory consultee responses to the SA Scoping Report.

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
Balanced Communities	
1. To ensure the delivery of high quality sustainable communities where people want to live and work	<ul style="list-style-type: none"> ▪ Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs? ▪ Will it ensure the regeneration and enhancement of existing rural and urban communities? ▪ Will it ensure equal opportunities and that all sections of the community are catered for? ▪ Will it meet the needs of an ageing population in Rochford? ▪ Will the policies and options proposed seek to enhance the qualifications and skills of the local community? ▪ Will income and quality-of-life disparities be reduced?
Healthy & Safe Communities	
2. Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	<ul style="list-style-type: none"> ▪ Will it ensure the delivery of high quality, safe and inclusive design? ▪ Will it improve health and reduce health inequalities in Rochford? ▪ Will it promote informal recreation and encourage healthy, active lifestyles? ▪ Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced? ▪ Will it minimise noise pollution? ▪ Will it minimise light pollution?
Housing	
3. To provide everybody with the opportunity to live in a decent home	<ul style="list-style-type: none"> ▪ Will it increase the range and affordability of housing for all social groups in Rochford? ▪ Will a mix of housing types and tenures be promoted? ▪ Will it reduce the number of unfit homes? ▪ Does it promote high quality design? ▪ Is there sustainable access to key services in Rochford? ▪ Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?
Economy & Employment	

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
4. To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	<ul style="list-style-type: none"> ▪ Does it promote and enhance existing centres by focusing development in such centres? ▪ Will it improve business development in Rochford? ▪ Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community? ▪ Does it promote mixed use and high density development in urban centres? ▪ Does it promote a wide variety of jobs across all sectors? ▪ Does it secure more opportunities for residents to work in the District? ▪ Will it aid the realisation of London Southend Airport's economic potential?
Accessibility	
5. To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	<ul style="list-style-type: none"> ▪ Will it increase the availability of sustainable transport modes in Rochford? ▪ Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling? ▪ Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services? ▪ Will it reduce the need to travel? ▪ Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations? ▪ Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly? ▪ Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced? ▪ Does it enable access to green infrastructure and the wider natural environment to all sections of the community?
Biodiversity	
6. To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	<ul style="list-style-type: none"> ▪ Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes? ▪ Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species? ▪ Will it maintain and enhance sites designated for their nature conservation interest? ▪ Will it conserve and enhance sites of geological significance? ▪ Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic? ▪ Does new development integrate within it opportunities for new habitat creation, particularly

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
	where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?
Cultural Heritage	
7. To maintain and enhance the cultural heritage and assets of the District	<ul style="list-style-type: none"> ▪ Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas? ▪ Will it support locally-based cultural resources and activities?
Landscape & Townscape	
8. To maintain and enhance the quality of landscapes and townscapes	<ul style="list-style-type: none"> ▪ Does it seek to enhance the range and quality of the public realm and open spaces? ▪ Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe? ▪ Will it reduce the amount of derelict, degraded and underused land? ▪ Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area? ▪ Will it preserve and/or enhance townscape character and value?
Climate Change & Energy	
9. To reduce contributions to climate change	<ul style="list-style-type: none"> ▪ Will it reduce emissions of greenhouse gases by reducing energy consumption? ▪ Will it lead to an increased proportion of energy needs being met from renewable sources in Rochford? ▪ Does it adapt to and provide for the consequences of climate change in a largely low-lying area?
Water	
10. To improve water quality and reduce the risk of flooding	<ul style="list-style-type: none"> ▪ Will it improve the quality of inland water? ▪ Will it improve the quality of coastal waters? ▪ Will it provide for an efficient water conservation and supply regime in Rochford? ▪ Will it provide for effective wastewater treatment? ▪ Will it require the provision of sustainable drainage systems in new development? ▪ Will it reduce the risk of flooding? ▪ Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?
Land & Soil	
11. To maintain and improve the quality of the District's land and soil	<ul style="list-style-type: none"> ▪ Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District? ▪ Will higher-density development be promoted where appropriate? ▪ Will soil quality be preserved? ▪ Will it promote the remediation of contaminated

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
	<p>land in Rochford?</p> <ul style="list-style-type: none"> ▪ Will the best and most versatile agricultural land be protected?
Air Quality	
12. To improve air quality	<ul style="list-style-type: none"> ▪ Will air quality be improved through reduced emissions (eg. through reducing car travel)? ▪ Will it direct transport movements away from AQMAs and/or potentially significant junctions?
Sustainable Design & Construction	
13. To promote sustainable design and construction	<ul style="list-style-type: none"> ▪ Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses, the incorporation of biodiversity by design? ▪ Will climate proofing design measures be incorporated? ▪ Will the local character/vernacular be preserved and enhanced through development? ▪ Will it require the re-use and recycling of construction materials? ▪ Will it encourage locally-sourced materials? ▪ Will it require best-practice sustainable construction methods, for example in energy and water efficiency?

4.0 SA OF AREA ACTION PLAN OPTIONS (ALTERNATIVES)

SA OF AREA ACTION PLAN OPTIONS

- 4.1 The SA of the options (alternatives) was undertaken in February 2013 using the SA Framework, with the predicted effects recorded in a matrix (Appendix IV) and detailed commentary and justification provided where necessary. The purpose and key objectives of the AAP have been set at a higher level; therefore it is 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. A do-nothing approach is not considered appropriate in this instance as it would not be in accordance with Policy RTC5 - Rochford Town Centre from the Adopted Core Strategy, which requires a certain level of intervention in Rochford to achieve regeneration objectives.
- 4.2 The Issues and Options Document (Sept 2009) identified a number of sites where opportunities may exist for redevelopment as well as a range of opportunities related to transport and movement and the public realm. A total of ten sites were identified, including: Market Square and the Spar building to its east side, Back Lane, Rochford Hospital and the rail station car parks, and a number of potential infill sites towards the edge of the centre. A range of options were proposed in relation to each site, which included the redevelopment of existing buildings or vacant plots for residential, retail or office development, or the reconfiguration of existing car parking arrangements to free up land for town centre development.
- 4.3 The options for transport include tighter parking controls and provision of increased information relating to public transport across the AAP area. Options for specific areas were also proposed; these included the rerouting of existing one-way traffic to recreate two-way streets and improvements to the pedestrian environment, such as the widening of footways.
- 4.4 The detailed Sustainability Appraisal undertaken of the AAP options is provided at Appendix IV. Each of the site and transport options were considered against the SA Framework.

Site Options

Site A - Eastern Side of the Market Square

- 4.5 There are four different Options for Site A where Options 1) to 3) involve re-developing the Site to remove the existing building which is considered to have a very negative impact on the Conservation Area and on the quality of the Landscape and Townscape. Option 4) represents the 'do nothing' Option and will not result in any development.
- 4.6 Options 1) and 2) are similar, although Option 2) could offer the greatest potential to have positive effects as it seeks to build a mixed use development rather than just re-provide existing retail facilities. Option 2)

provides the opportunity to increase the housing stock in the area which is greatly needed and is the most sustainable development option with regard to use of the space. In addition, consideration could be given to incorporating measures to improve the ease of movement between North Street and the Market Square.

- 4.7 In contrast to Option 2), Option 4) could be improved to reduce its negative impacts on cultural heritage, landscape and townscape, economy and employment and communities by incorporating measures to improve the facade/ shop frontage. The measures could include: the extension at the front to improve the shop facade; replacement of windows; painting the brick work; landscaping with plants/ trees; and/or providing window boxes.

Site B - The Market Square and West Street

- 4.8 There are eight different Options for Site B where Options 1) to 3) and 5) to 7) involve either full or part pedestrianisation/ removal of vehicles in the Market Square. These Options provide a number of positive benefits on communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality. Option 4) seeks to allow for additional restaurant uses to be incorporated into the Square which will improve the vitality and vibrancy of the area leading to economic and sustainability benefits. Finally, Option 8) involves the moving of the Trough and Pump to create heritage centre in the Square which is expected to have benefits on the cultural heritage of the area.
- 4.9 Options 2) part pedestrianisation, 4) additional restaurant uses and 8) creation of a heritage centre, could be used in combination to maximise potential long-term benefits and potentially by-pass the negative effects that could result from the other Options. For example, Option 7) involves full pedestrian of the Market Square on market days leading to only temporary benefits to be realised in terms of communities, health and safety, cultural heritage and economy and employment, whereas Option 2), would provide these permanently. Similarly, Option 1) involves full pedestrianisation which could exclude disabled people from accessing goods and services in the Market Square whereas Option 2) will not exclude disabled people in this way. Furthermore, Option 2) also incorporates Options 5) and 6) and thus realises the same potential benefits of these Options. Option 2) combined with Option 4) could increase the beneficial impacts on economy and employment and combined with Option 8) could further enhance benefits on cultural heritage. The removal of the bus route and taxi rank has the potential for a negative effect on elderly and disabled members of the community.

Site C - Western end of West Street

- 4.10 The assessment identified that many of the potential impacts for Option 1) are uncertain at this stage and it is considered that further details to provide certainty are required. The Option provides benefits for cultural heritage, landscape and townscape, accessibility, sustainability and on communities as it is expected to involve the removal of buildings which are considered to be detrimental to the character and appearance of the area and improve the

highway junction. Option 1) could potentially provide many other positive impacts on the SA objectives if recommendations are put in place, for example, to encourage mixed use redevelopment to include housing; to not reduce the number of retail premises on the site; and to incorporate ways to improve the public realm.

- 4.11 Option 2) seeks to provide better signage in the area and this provides many benefits in terms of legibility, navigability and accessibility. This Option could be combined with the option 1) to enhance the positive effects further on cultural heritage, landscape and townscape, economy and employment and accessibility.

Site D - Junction of North Street and Weir Pond Road

- 4.12 There are four Options proposed in total for this site. Each Option is different with: Option 1) seeking to redevelopment the shops/ restaurant to the South of the Site; Option 2) allowing for the development of the vacant part of the site and car park for residential use; Option 3) allowing for residential development of just the vacant part of the Site; and finally Option 4 representing the 'do nothing' option. The assessment has identified that many of the potential impacts for Options 1) to 3) are uncertain at this stage and it is anticipated that further details to provide certainty will not be available unless that option is progressed.
- 4.13 Option 1) main benefits lie in the removal of buildings which are considered to have very negative impact on the character and appearance of the area. However, it only re-provides existing services and therefore does perform as well as Option 2) and 3) against the SA objectives.
- 4.14 Options 2) and 3) perform well against SA objectives, mainly by having the potential to generate positive impacts on communities, housing, the local economy, cultural heritage, landscape and townscape and sustainability. Both options provide housing which will contribute to a mixing of uses in the town centre and improve vitality and vibrancy by increasing the number of people who may consume local goods and services.
- 4.15 In addition, the SA has identified that the Option 4) is unlikely to have a significant effect on any of the SA Objectives.

Site E

- 4.16 The SA identified that many of the impacts for Option 1) are uncertain at this stage and it is expected that further details will be provided at the project level. The Option provides benefits for housing, landscape and townscape, sustainability and on communities as it is expected to improve the attractiveness of the area and contribute towards a mix of uses in the town centre by providing additional housing.
- 4.17 Option 2) represents the 'do nothing' option and the SA has identified that the Option is unlikely to have an impact on any of the SA Objectives.

Site F

- 4.18 The first option seeks the redevelopment of site for retail/ residential use, comprising a row of units fronting onto Bradley Way. The option would contribute to the overall regeneration of the town centre and the provision of retail/residential would have a positive effect on communities, housing, the economy and accessibility. Potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could potentially have negative effects on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect. Although the site is within the curtilage of the hotel it is not PDL, there is therefore the potential for a negative effect on land & soil.
- 4.19 The second option proposes the redevelopment of the site for office use, fronting Bradley Way. Similarly to the first option this will contribute to the overall regeneration of the town centre. Provision of office space would increase employment opportunities in the area with a positive effect on communities, the economy and accessibility. As for the first option there is potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building and there is also the potential for negative effects on the Conservation Area and townscape unless carefully planned and designed. There is also the potential for a negative effect on land & soil as the site is not PDL.
- 4.20 The final option proposes that the site remain as it is with no development. This option would not result in any disruption or disturbance to the adjacent hotel and office but would also not contribute to the overall regeneration of the town centre so will not have the positive effects associated with the first two options.

Site G

- 4.21 The first option seeks to retain the existing Back Lane car park, with provision of short-stay spaces and streetscene improvements. This option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which will contribute to the regeneration of the town centre. Potential for a positive effect on communities and sustainable design through improvements to the public realm.
- 4.22 The second option seeks partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Development could potentially include the provision of a Health Centre. There is an element of uncertainty against the majority of SA objectives as this option is dependent on the development of a multi-storey car park on Site J. The provision of residential development and a Health Centre has the potential for long-term positive effects on SA objectives relating to communities, health, housing and accessibility. Proposed development

could potentially have a negative effect on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

Site H

- 4.23 The first option seeks to retain the current doctor's surgery and car park, which would not result in any disruption to the doctor's surgery but would not contribute to the overall regeneration of the town centre. The second option seeks to extend the provision of healthcare facilities on the site. This has the potential for a long-term positive effect on communities and health. The final option proposes the redevelopment of the site for residential with healthcare facilities to be re-accommodated on Site C. This has the potential to contribute to the overall regeneration of the town centre with positive effects on SA objectives relating to communities, housing and the economy. There is also the potential for negative effects to communities and health during the relocation of healthcare facilities. This option would also lead to the loss of parking in close proximity to the town centre and restrict options for removing parking in Market Square, depending on the progression of options for Site J. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could also potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

Site J

- 4.24 The first option seeks to redevelop the hospital car park in order to provide a multi-storey car park. This would enable the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre with positive effect for communities and the economy. Given the proximity to the hospital there is still the potential for short-term negative effects during construction (noise & dust). The option recognises that there is the potential to affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a Dust and Noise Management Plan. A multi-storey car park could also potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.
- 4.25 The second option seeks to retain the existing car park and would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre. The potential effect of this option against SA objectives relating to communities and the economy was uncertain.

Site K

- 4.26 One of the options seeks improvements to the train station, including the provision of a café, public toilets, newsagent and real time travel information. This has the potential for a positive effect on SA objective relating to communities, the economy and accessibility. The train station is identified as having a negative effect on the Conservation Area; therefore this option has the potential for a positive effect on cultural heritage. An improved station could also help to encourage more people to use the train instead of the private vehicle, with positive effects on SA objectives relating to climate change and air quality.
- 4.27 The second option seeks to improve the pedestrian link and make it easier for people to navigate between the town centre and railway station. This has the potential for a positive effect on a number of SA objectives, which includes communities, health, the economy and accessibility. As for the first option this one also has the potential encourage people to use the train instead of the private vehicle.
- 4.28 The final option seeks to improve pedestrian links between the station and the public open space to the south-east. This has the potential for a positive effect on SA objectives relating to communities, health and accessibility.

Transport Options**Parking and travel demand management**

- 4.29 Both options were assessed as having the potential for a short-term positive effect on communities, the economy and accessibility. One option seeks to prioritise parking in the town centre for the disabled/elderly, which has the potential to benefit members of the community who are less mobile and improve their access to the town centre. This option also seeks to discourage on street commuter parking, which could open up more space for short-term parking for retail premises and help to reduce queuing traffic in the Market Square.
- 4.30 The other option seeks to increase the park and ride facility at the train station to allow for more parking spaces. It is assumed that this option would not only increase the number of parking spaces but would also improve the park and ride bus service, which could be diverted through the town centre and improve access. Not only would this option improve access to the town centre but it would also help to reduce on street commuter parking along Weir Pond Road by encouraging commuter parking at the station, which would also open up more space for short term parking for retail premises.

North and South Streets

- 4.31 The options propose significantly different choices and levels of intervention to address traffic flow along North and South Street. One of the options proposes the adoption of Roche Close off North Street, to allow parking restrictions to be implemented to try and resolve issues with parking on-street

interfering with flow of vehicular movements. It was considered that this is unlikely to have significant effect against the majority of SA objectives. There is the potential short-term positive effect on accessibility as the option could reduce congestion along North Street. Another option proposes short-term small scale improvements to reduce vehicle speeds and improve pedestrian crossings along North and South Street. This has the potential for a short-term positive effect on SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design.

- 4.32 Two of the options propose the potential for converting a section of North Street from one-way to two-way traffic. There are potential benefits of converting to two-way traffic flow (with oncoming traffic) as it could help to reduce the speed of vehicles and increase storefront exposure with long-term positive effects on health and safety and the economy. It could also have long-term positive effects on accessibility by shortening journey times into and through the town centre. However, converting a section of North Street to two-way traffic will double the amount of traffic present, which has the potential for negative effects on pedestrian safety and the Listed Buildings present. One of the options is likely to have greater benefits as it proposes kerb extensions and a signalled junction which could have positive effects for the safety of pedestrians.

Weir Pond Road

- 4.33 One of the options proposes enhancements to footpaths and additional pedestrian crossings which has the potential to create better links to town centre. This has the potential for short-term positive effects for SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design. Another option proposes on-street parking restrictions to allow for better traffic flow through one way system. This is unlikely to have a significant effect against the majority of SA objectives but does have the potential for short-term positive effects on the economy and accessibility.
- 4.34 The final option proposes the removal of the traffic island at the junction of Weir Pond Road and East Street as well as street scene improvements. The removal of the traffic island could improve access for bus services to the town centre with the potential for a short-term positive effect on communities, the economy and accessibility. However, there is also the potential for a negative effect as removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street. Unlike the other options this option also has the potential for a positive effect on the townscape through street scene improvements, given the junctions prominent location.

Bradley Way

- 4.35 One option proposes the provision of on-street parking bays along Bradley Way, which has the potential to improve access to the park for elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative

effect on pedestrian movement. There is also the potential for the parking bays to create congestion along Bradley Way if not planned carefully. The option would allow for possible retail usage along Bradley Way as well as other areas, however this is uncertain. The potential effect of this option on SA objectives is uncertain.

- 4.36 The other option seeks to provide a signalled crossing at the junction of West Street and Bradley Way. This has the potential for a positive effect on SA objectives relating to communities, health and safety, the economy and accessibility as it will improve pedestrian movement between the station and the town centre. The option has the potential to increase vehicular journey times but this is unlikely to be significant. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in queuing traffic. Uncertainty was also identified against cultural heritage as traffic lights could potentially have negative effects on the Conservation Area.
- 4.37 The preferred option for Bradley Way should also seek to improve walking and cycling links between the park and the town centre.

West Street

- 4.38 One option seeks to better define the boundary between the carriageway and pedestrian environment as well as extend footpaths along West Street. This could help to reduce vehicle speeds and has the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. There is also the potential for a positive effect on the listed Buildings along West Street.
- 4.39 The other option seeks the provision of a signalised junction with Hall Road, replacing the current roundabout. This has the potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in increased journey times and queuing traffic. Uncertainty was identified against cultural heritage as traffic lights could have potentially have negative effects on the Conservation Area.

West Street - bus routing and facilities

- 4.40 The first option seeks to improve bus stop facilities by providing maps with stop and service information as well as real time bus information at the train station. This will allow people to plan their journey and navigate their way more easily around the town centre. This has the potential for a short-term positive effect on communities and accessibility.
- 4.41 The second option proposes rerouting bus services to avoid the Market Square. This has the potential to improve pedestrian movement as well as the character of the Market Square but could reduce the accessibility of the town centre. The assessment identified the potential for positive and uncertain effects against SA objectives relating to communities and the

economy. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly. Option also has the potential for a positive effect on Listed Buildings along West Street.

REASONS FOR PROGRESSING/ REJECTING OPTIONS

4.42 Table 4.1 below summarises the options/alternatives considered for the AAP, with an outline of the reasons for rejection where relevant. It should be noted that whilst the SA findings are considered by the Council in its selection of options and form part of the evidence supporting the Rochford AAP, the SA findings are not the sole basis for a decision; planning and feasibility factors play a key role in the decision-making process.

Table 4.1 Reasons for the selection/ rejection of options in plan-making

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
Site A – Eastern Side of the Market Square	
<p>1) Redevelopment of Site A for two-storey retail building designed as a modern interpretation of the once existing Market Hall.</p> <p>2) Redevelopment of Site A comprising a landmark building on corner of North Street/ West Street. Three-storeys, ground floor retail with residential above.</p> <p>3) Removal of building currently occupied by Spar without replacement building. Improved streetscaping linking North Street with Town square.</p> <p>4) No redevelopment of Site A.</p>	<p>Options 1 and 2 were found to perform similarly against the SA objectives, although Option 2 was found to perform slightly better as it would promote a mixed use development rather than just re-providing existing retail facilities.</p> <p>Option 3 would have a negative impact on the economy and employment objective, as it would lead to a loss of local businesses and services and employment. Option 3 was therefore rejected.</p> <p>Option 4 was rejected as it would have a negative impact on a number of SA objectives, including cultural heritage.</p> <p>This site has been identified as an opportunity site for redevelopment in the plan. An amalgamation of Options 1 and 2 was taken forward in the plan, though no firm, short-term proposals for the redevelopment of the site have been put forward, given current challenging market conditions.</p>
Site B – The Market Square and West Street	
<p>1) Full pedestrianisation of market square with re-provision/ increase of short-term parking spaces in Back Lane car park. Free parking provided at Old Ship Lane car park.</p> <p>2) Part pedestrianisation of Market Square by restricting parking on the square to the part alongside west Street, thereby creating a larger pedestrian area. Free parking</p>	<p>Options 1 to 8 were found to have varying impacts on the SA objectives. Options 1 to 3 and 5 to 7 in particular, which involve either full or part pedestrianisation/removal of vehicles in the Market Square, were found to provide a number of positive benefits on communities, health and safety, economy and employment, cultural heritage,</p>

<p>provided at Old Ship Lane car park.</p> <p>3) Part pedestrianisation of Market Square, with parking rationalised to those core spaces needed only to provide for loading and servicing, for taxi and bus access, as well as a limited number of disabled parking bays. Free parking provided at Old Ship Lane car park.</p> <p>4) Additional restaurant uses within Market Square through relaxation of policy requiring 75% of primary shop frontage for the Market Square to comprise retail uses.</p> <p>5) Removal of Bus route through West Street.</p> <p>6) Removal of taxi rank.</p> <p>7) Full pedestrianisation of Market Square on market days only.</p> <p>8) Removal and relocation of Pump and Trough to a more sustainable location, and incorporating the Martyrs plaque, forming a heritage centre for the Square.</p>	<p>landscape and townscape and air quality.</p> <p>However, Option 1 has not been taken forward primarily as a result of feedback from community involvement.</p> <p>Although Option 5 was found to have a positive impact on a number of SA objectives, it was considered to have potential for a negative effect on elderly and disabled members of the community in terms of accessibility. This option has not been taken forward in the plan.</p> <p>Option 7 would have temporary benefits in terms of communities, health and safety, cultural heritage and economy and employment, however, the current arrangement for the weekly market is not proposed to be changed.</p> <p>Community involvement suggested that the Pump and Trough should remain, and so Option 8 was rejected.</p> <p>A combination of Options 2, 3 and 6 have been taken forward within the proposed policies for the Market Square and West Street. Additionally, a variation of Option 4, which will improve the vitality and vibrancy of the area leading to economic and sustainability benefits, was also taken forward.</p>
<p>Site C – Western end of West Street</p>	
<p>1) Redevelopment at corner of West Street and Bradley Way, involving possible relocation/ removal of florist and Indian Restaurant at western end of West Street. Potential alteration to layout of highway at junction of Bradley Way and West Street.</p> <p>2) Create heritage entrances and improved signage on the main routes into town centre.</p>	<p>The predicted impact of Option 1 on a number of SA objectives was found to be uncertain and it was considered that further details would be required to provide certainty. However, Options 1 and 2 combined were considered to enhance the positive effects further on cultural heritage, landscape and townscape, economy and employment and accessibility.</p> <p>Although the site is not specifically identified in the plan, elements of both options and recommendations from the initial SA work, have been incorporated into the relevant policies, for example promoting mixed use (retail and other appropriate town centre uses) within the secondary shopping frontage, improvements to the public realm and promoting character-sensitive development.</p> <p>No specific proposals have been put</p>

	forward, given current challenging market conditions.
Site D – Junction of North Street and Weir Pond Road	
<p>1) Redevelopment of shops/ restaurant 2) Development of vacant part of site and car park for residential use 3) Development of vacant part of site for residential use 4) Leave unused land vacant</p>	<p>Many of the potential impacts for Options 1 to 3 are uncertain – further detail would be needed to provide certainty.</p> <p>Option 1 main benefits lie in the removal of buildings which are considered to have a very negative impact on the character and appearance of the area. However, it only re-provides existing services and therefore does perform as well as Options 2 and 3 against the SA objectives. Options 2 and 3 were found to perform well against SA objectives.</p> <p>However it is unlikely that Option 4 would have a significant effect on any of the SA Objectives. Option 4 was rejected.</p> <p>This area has been identified as an opportunity site for redevelopment in the plan, though no specific proposals have been put forward, given current challenging market conditions. An amalgamation of Options 1, 2 and 3 have been taken forward in the preparation of the plan.</p>
Site E	
<p>1) Redevelopment of site for residential use. 2) No redevelopment.</p>	<p>Many of the impacts for Option 1 are uncertain and it is expected that further details will be provided at the project level. However it was found that this option provides benefits for housing, landscape and townscape, sustainability and on communities.</p> <p>Option 2 is unlikely to have an impact on any of the SA Objectives.</p> <p>Given the significant support for Option 2, as a result of community involvement, this site has not been specifically identified within the plan for redevelopment. The proposed policy, however, sets out suitable requirements should development come forward in this location.</p>
Site F Options	
<p>1) Redevelopment of site for retail/ residential use, comprising a row of units fronting onto Bradley Way. 2) Redevelopment of site for office use, fronting Bradley Way. 3) No development at Site F.</p>	<p>Option 1 was found to generally contribute to the overall regeneration of the town centre and the provision of retail/residential at this location was found to have a positive effect on communities, housing, the economy and accessibility, although some negative effects were identified, for example on land and soil.</p>

	<p>Option 2 was found to perform similarly to Option 1, although the provision of office space would increase employment opportunities in the area with a positive effect on communities, the economy and accessibility.</p> <p>However, Option 3 would generally have no impact on the SA objectives, as it does not propose development.</p> <p>Given the general support for Option 3, as a result of community involvement, this site has not been specifically identified within the plan for redevelopment. The proposed policy, however, sets out suitable requirements should development come forward in this location.</p>
Site G Options	
<p>1) Back Lane car parking retained, with provision of short-stay spaces. Possible streetscene improvements.</p> <p>2) Partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Designed to be in keeping with Rochford Conservation Area. Possible Health Centre. Provision of car parking at alternative location (see options for Site J).</p>	<p>Option 1 has the potential for a positive effect on communities and sustainable design through improvements to the public realm.</p> <p>There was found to be an element of uncertainty against the majority of SA objectives for Option 2, as it is dependent on the development of a multi-storey car park on Site J.</p> <p>Option 1 has generally been taken forward in the proposed policies, as supported by community involvement.</p>
Site H Options	
<p>1) Retain current doctor's surgery and car park.</p> <p>2) Extend provision of healthcare facilities on this site.</p> <p>3) Redevelopment of site for residential with healthcare facilities re-accommodated on Site C.</p>	<p>Whilst Option 1 would not result in any disruption to the doctor's surgery, it would not contribute to the overall regeneration of the town centre.</p> <p>Option 2 has the potential for a long-term positive effect on communities and health.</p> <p>Option 3 was found to have the potential to contribute to the overall regeneration of the town centre with positive effects on SA objectives relating to communities, housing and the economy. Negative effects such as loss of car parking were also identified.</p> <p>Option 1 has been taken forward in the proposed policies, as supported by community involvement.</p>
Site J Options	
<p>1) Redevelop car park as multi-storey car park for both hospital and public use</p>	<p>Option 1 was found to potentially have a negative impact on a number of SA</p>

<p>2) Retain surface car park as existing</p>	<p>objectives, including accessibility and cultural heritage. Option 1 was rejected.</p> <p>Option 2, however, would have no significant impact on most of the SA objectives, as it does not propose change. Option 2 was taken forward, as generally supported by community involvement.</p>
<p>Site K Options</p>	
<p>1) Refurbishment of train station including provision of a café, public toilets, newsagent and real time travel information. Improve bus rail interchange.</p> <p>2) Ramp/steps facility up embankment linking the proposed West Street signalised junction (see Transport Options) to the car park. Re-design car park to provide a direct pedestrian linkage from this ramp through to the station. This link would be paved and be lined with trees to increase its prominence.</p> <p>3) Create pedestrian links between train station and public open space and reservoir to south-east of Freight House, including improvements to fencing at reservoir.</p>	<p>All three options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>The core elements of options 2 and 3 have been taken forward in the proposed policies.</p> <p>Although the train station (Option 1) is not specifically identified within the plan for redevelopment, the proposed policy sets out suitable requirements should development come forward in this location.</p>
<p>Parking and travel demand management</p>	
<p>Option: Manage parking more strictly in Rochford by prioritising parking in the town centre in the following hierarchy: for elderly and disabled, for loading and servicing, taxi access, and for short term parking needs associated with retail premises. On street commuter parking would be actively discouraged in the town centre and soft measures such as providing information on other travel options and through education campaigns/travel plans, can also support hard measures in changing people's travel behaviour.</p> <p>Option: Given the importance of encouraging commuter trips to be taken by rail, it is further proposed that the park and ride facility at the train station be increased in size to allow for additional parking spaces in the future.</p>	<p>Both options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>Community involvement exercises demonstrated that there was general support for the retention of adequate car parking to serve the needs of the town centre. Some of the important elements of both options were included, including changes to car parking in Market Square, at the heart of the town centre, improving access to and use of Back Lane and Old Ship Lane car parks for short-stay parking and improvements to the rail station car park for long-stay parking.</p>
<p>North and South Streets</p>	
<p>Option: In the short-term potential exists for small scale improvements to be progressed, aimed at slowing vehicle speeds and improving pedestrian crossings. This would include changing the layout of kerbs and public realm materials to this effect. This could also include an additional pedestrian crossing on North Street.</p> <p>Option: In the longer term potential exists for South and North Street to form a continuous two-way link through the town connecting</p>	<p>These options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>The various options for North and South Streets could be implemented progressively, rather than being mutually exclusive.</p> <p>The short-term elements of improving the public realm along North Street have been</p>

<p>into Bradley Way which would slow vehicle speeds, improve the legibility of the town centre and create a more accessible town centre making distances between destinations shorter. The increased storefront exposure afforded by two-way directional flow would also make retail and commercial activities more viable at the street level.</p> <p>Option: In the long-term, and in conjunction with redevelopment of Site A if such an option were to be pursued, the existing one-way section of North Street could be made two-way and kerb extensions could take place at East Street junction and the Weir Pond Road and North Street junction in order to improve pedestrian movement in these areas. Also the junction could be controlled by lights or other means to make it safe for vehicles accessing the town from the east. In addition parking could be removed from the eastern side of North Street from Old Ship Lane to Weir Pond Road in favour of parking on the western side.</p> <p>Option: Adoption of Roche Close off North Street, allowing parking restrictions to be implemented and resolving issues with parking on-street interfering with flow of vehicular movements.</p>	<p>incorporated into the proposed policies, as have proposals to improve informal pedestrian crossings at the junction of North Street and Weir Pond Road.</p> <p>The longer-term opportunity for converting North Street to two-way working and rearranging the junctions at either end could be further tested in terms of viability and costing, but is likely to be reliant on significant redevelopment or removal of the building on Site A (Spar building) in order to allow some widening of the carriageway. This option has therefore not been developed further at this point.</p>
Weir Pond Road	
<p>Option: Enhancements to footpaths and additional pedestrian crossings, creating better links to town centre.</p> <p>Option: On-street parking restrictions to allow for better traffic flow through one way system.</p> <p>Option: Removal of traffic island at the junction of Weir Pond Road and East Street, allowing buses better access through town centre. Potential to incorporate street scene improvements, enhancing appearance of town in prominent location.</p>	<p>These options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>The various options for Weir Pond Road could be implemented independently, rather than being mutually exclusive. An amalgamation of the options considered has therefore been proposed within the plan. This includes public realm and informal crossing improvements and traffic calming measures at the junctions on either end of Weir Pond Road which are key gateways to the town.</p>
Bradley Way	
<p>Option: The street could be redesigned so as to balance movement with various place functions. On-street parking bays should be provided on both sides of the street in a manner that ensures that traffic still moves efficiently. These spaces would allow for people to stop off at the park to take rest and respite as part of journeys through Rochford. This would greatly improve opportunities for people to use the park rather than drive by it, and improve levels of</p>	<p>The potential effect of the option to provide on-street parking along Bradley Way on the SA objectives was found to be uncertain. However, the assessment noted that there is potential for this option to reduce the pedestrian environment in this location and potential to create traffic congestion. This option was rejected.</p> <p>The alternative option considered was found to have a positive impact on a number of</p>

<p>passive surveillance. This option would also allow for possible retail usage along Bradley way.</p> <p>Option: The junction with West Street could be signalised. Whilst this may have implications on vehicular journey times through this route, it is deemed to be the most effective manner by which pedestrian movements can be safely provided for from the Market Square through to the rail station – a critical route required to support the successful regeneration of the town centre.</p>	<p>SA objectives. However, this option was not taken forward in the plan.</p> <p>While neither of the options was taken forward, one of their shared objectives was to improve pedestrian crossing opportunities from the town centre to the rail station and to the green space. This has been incorporated into the proposed policies, with proposals to improve informal crossing opportunities at the junction with West Street and to consider a new formal crossing midway along Bradley Way connecting to a new entrance to the green space.</p>
<p>West Street</p>	
<p>Option: Footways could be widened on both sides, narrowing the carriageway but retaining bus and traffic movements. The carriageways could be paved in materials that are similar although differentiated from footways. Carriageways and footways would be differentiated via a nominal kerb to assist the visually impaired, and also deflecting vehicles from footways. In combination these measures would ensure that any vehicle using West Street does so in a manner that respects the needs of pedestrians, including the elderly and disabled, and protects the historic buildings along it.</p> <p>Option: Signalised junction with Hall Road, replacing current roundabout. This option would have to be carefully examined by Essex County Council Highways Department to determine the impacts on traffic flow at this important junction between West Street, Hall Road and Ashingdon Road.</p>	<p>The options for West Street could be implemented independently, rather than being mutually exclusive.</p> <p>The first option was found to have the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. This option, which proposes to enhance the pedestrian environment along West Street, has been taken forward in the plan.</p> <p>Whilst the second option was found to have a positive impact on communities, it was considered to have an uncertain impact on climate change, air quality, accessibility and cultural heritage. This option, which proposes a signalised junction to replace the current roundabout, would provide improved pedestrian crossing facilities and would enable greater traffic capacity, particularly in relation to anticipated growth to the west along Hall Road. This option has been taken forward in the plan.</p>
<p>West Street - bus routing and facilities</p>	
<p>Option: Stop facilities should be improved to include a map of Rochford with stops and services noted on it, to provide users with information required to plan their journeys. In addition real time bus information should also be provided at the Rochford train station to facilitate improved interchange between these modes.</p> <p>Option: Reroute bus service to avoid Market Square.</p>	<p>The first option was found to have the potential for a short-term positive effect on communities and accessibility. Improvements to stop facilities have been included within the proposed policies.</p> <p>The assessment for the second option identified the potential for positive and uncertain effects against SA objectives relating to communities and the economy. The removal of the bus route from the Market Square would require relocation of the stop serving these routes to a more remote position in the town centre, reducing overall accessibility. This option has therefore not been taken forward in the plan, due to</p>

	likely negative impacts on some members of the community. However, there are area-wide proposals for improvements to bus facilities, as set out in option 1.
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5.0 SA OF AREA ACTION PLAN PRE-SUBMISSION POLICIES

SA OF AREA ACTION PLAN VISION AND OBJECTIVES

- 5.1 A compatibility analysis of the Pre-Submission AAP Vision and Objectives was carried out using the SA framework in May/June 2013. Overall the vision and objectives are compatible with the majority of SA objectives. The vision performs strongly against SA Objectives relating to high quality sustainable communities, the economy and accessibility. It was also found to be compatible with health and well-being, landscape and townscape through encouraging diversity leading to a greater number and range of services to support local communities and through encouraging the improvements to be made to make the area more attractive and more accessible. The uncertainties identified within the compatibility analysis relate to overarching nature of the vision, which cannot be expected to cover all aspects of sustainability in detail.
- 5.2 The objectives seek to support the vision are compatible with the majority of SA objectives. Uncertainty exists with SA Objective 3 (Housing) as it is not known whether the redevelopment of unused, underused, infill or unattractive sites will lead to an increase/ decrease in housing or whether existing housing will be upgraded. In addition, the uncertainties that exist with regard to the other SA Objectives can be mitigated with higher level policies in the Rochford District Council Core Strategy. For example, Policy ENV10 - BREEAM and Policy ENV9 - Code for Sustainable Homes would support the AAP Objectives to ensure compatibility with the SA Objective 13 (Sustainable Design & Construction).

SUMMARY OF SA OF PRE-SUBMISSION POLICIES

- 5.3 The Pre-Submission policies were subject to detailed SA in May/June 2013. A summary of the results of this appraisal is provided below, with the detailed working matrices provided in Appendix VI. On the whole, the findings of the SA suggest that the emerging AAP policies will make significant contributions to the progression of SA objectives.

Policy 1 - Rochford Area Action Plan Framework

- 5.4 This policy requires development to be in accordance with the spatial development framework, which aims to improve accessibility and to respect, and where possible, enhance the character of the area and improve the public realm. All of these aims are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted effect is one that is positive for sustainability in the long term. The policy has the potential for positive long term effects on communities, the economy, accessibility and landscape/townscape. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable

mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.

Policy 2 - Rochford's Primary Shopping Frontage

- 5.5 This policy not only seeks to protect Rochford's primary shopping area but also provides opportunities for a more diverse range and choice of uses to improve the vitality and viability of the Town Centre. The policy has the potential for a long term positive effect for communities and the economy. Uncertain effects were identified for air quality and health with regard to encouraging A3 and A4 uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.

Policy 3 - Rochford's Secondary Shopping Frontage

- 5.6 The aims of this Policy are similar to those of Policy 2 with the difference being that this Policy focuses on the secondary shopping frontage. Consequently, this policy has broadly similar effects on the SA Framework of objectives as Policy 2, with the predicted overall results for sustainability being positive. As for Policy 2, the effects were uncertain for air quality and health with regard to encouraging A3, A4, A5 and D uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level.

Policy 4 - Locks Hill Employment Site

- 5.7 This policy seeks to safeguard an existing employment site, enhance the character and appearance of the 'gateway' location and provide additional employment opportunities. The policy has the potential for major long term positive effects for the economy and minor positive effects for a number of SA objectives through improved access to employment. Uncertain effects were identified for air quality and localised air pollution, however this can be mitigated through other policies in this AAP and other documents, including those in the Core Strategy and through the appropriate mitigation at the project level.

Policy 5 - Rochford's Character Areas

- 5.8 This policy identifies a number of important principles for any development proposed in the four character areas. Specifically it supports public realm interventions to be incorporated where possible for new development, enhanced cycling facilities, improved bus facilities and new and improved

pedestrian signage. All of these principles are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted overall result is one that is positive for sustainability. The policy has the potential for major long term positive effects on SA objectives relating to communities and accessibility and minor positive effects for a number of other objectives, including health, the economy and landscape/townscape.

Policy 6 - Character Area A: Central Area (Modest Market Square Improvements)

- 5.9 This policy identifies a number of important principles for any development proposed in the Central character area, which includes the requirement for development to respond positively to the local townscape character as well as protect and enhance the Rochford Conservation Area. Specific proposals within the policy include the potential redevelopment of a two storey building that provides a poor frontage onto West and North Street as well as traffic management and public realm enhancements to the Market Square. The regeneration of the Central Area, including the Market Square, will help to strengthen the retail function and character of the area as well as improve accessibility, which has the potential for long term positive effects against a number of SA objectives, including health, housing, heritage, landscape, land and soil and in particular communities, the economy and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.
- 5.10 The AAP identifies two options for the potential level of intervention at the Market Square. The first is a modest improvement scheme that would see a widening of pavements, the rationalisation of public parking and the taxi rank, retention of the bus stop, raised tables and junction improvements. The second is a more significant intervention that would see the part-pedestrianisation of the Square whilst retaining capacity for up to 10 parking spaces and the bus stop; however, the taxi rank would need to be relocated.
- 5.11 The main benefit of the first option is that it caters better to the less mobile members of the community or for those who are not within walking distance, through the provision of a greater number of parking spaces, which would also include a dedicated disabled parking space. The main benefit of the second option is that it will create an inclusive and large civic space which may encourage more people to visit. It has the potential to provide further benefits to the first option in terms of encouraging people to use the area as a result of improved ease of movement and by reducing intimidation from road vehicles. To improve access for all members of the community it is recommended that the second option should also include a dedicated disabled parking space.

Policy 7 - Character Area b: Northern/ Eastern Approach

- 5.12 This policy identifies a number of important principles for any development proposed in the Northeastern/Eastern Approach character area. It shares many of the same principles as Policy 6, but identifies different areas for improvement, such as the junction at Weir Pond Road and East Street and the creation of a new pedestrian link as well as aspects that should be protected, which includes the mixed housing character of the area, building heights and a varied building line. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policy 6, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.

Policy 8 - Character Area C: Southern Approach

- 5.13 This policy identifies a number of important principles for any development proposed in the Southern Approach character area. It shares many of the same principles as Policies 6 & 7, but names different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the high quality historic landscape along South Street and the landscape setting of Bradley Way. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6 & 7, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.

Policy 9 - Character Area D: Western Approach

- 5.14 This policy identifies a number of important principles for any development proposed in the Western Approach character area. It shares many of the same principles as Policies 6, 7 & 8, but identifies different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the small scale of the almshouses along West Street and the mixed commercial and residential character of the area. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6, 7 & 8, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a

result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects. It is recommended that this Policy seeks to improve pedestrian links from this character area to the green open space south west of Bradley way.

6.0 SUMMARY AND CUMULATIVE EFFECTS ANALYSIS

- 6.1 In addition to the appraisal of individual policies undertaken in SA/SEA, the SEA Directive requires consideration of the overall effects of the plan, including the secondary, synergistic and cumulative effects of plan policies. This may include incremental effects that can have a small effect individually, but can accrue to have significant environmental effects.
- 6.2 In good practice SA/SEA, the analysis of cumulative effects should also consider the significant effects of the plan in combination with the effects of other plans, policies and proposals.
- 6.3 This section summarises the key effects, including the cumulative effects of the plan policies (known as the intra-plan effects) and the combined effects with other relevant plans and projects (known as the inter-plan effects).

CUMULATIVE EFFECT OF PLAN POLICIES (INTRA-PLAN EFFECTS)

- 6.4 To assist in considering the overall effects of policies within the plan when assessed against the different SA Framework objectives, a summary has been prepared, illustrating how each policy has performed against each SA Objective. This is provided in the following table:

Table 6.1: Intra-plan effects: Cumulative summary of Pre-Submission Policies

Appraisal key

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

Policy	SA Objectives													
	1	2	3	4	5	6	7	8	9	10	11	12	13	
Policy 1 - Rochford Area Action Plan Framework	++	+	+	++	++	0	+	?	+	+	0	+	?	+
Policy 2 - Primary Shopping Frontage	++	?	0	++	+	0	?	+	+	0	+	?	+	
Policy 3 - Secondary Shopping Frontage	++	?	0	++	+	0	?	+	+	0	+	?	+	
Policy 4 - Locks Hill Employment Site	+	+	0	++	+	0	?	+	+	0	+	?	+	
Policy 5 - Rochford's Character Areas	++	+	0	+	++	0	+	+	+	0	+	+	+	
Policy 6 - Character Area A	++	+	?	+	++	0	+	?	+	+	0	+	?	+
Policy 7 - Character Area B	++	+	?	+	++	0	+	?	+	+	0	+	?	+
Policy 8 - Character Area C	++	+	?	+	++	0	+	?	+	+	0	+	?	+
Policy 9 - Character Area D	++	+	?	+	++	0	+	?	+	+	0	+	?	+

SIGNIFICANT POSITIVE CUMULATIVE EFFECTS OF PLAN POLICIES (INTRA-PLAN EFFECTS)

- 6.5 The SA found that the majority of policies could have significant positive sustainability benefits for Rochford Town Centre and the wider area. The following table summarises the significant positive effects identified.

Table 6.2: Significant positive effects of the emerging Rochford AAP

Key relevant SA Objective:	Positive effects identified:
1. Balanced communities	The AAP has the potential for a significant positive effect on communities through supporting the development of a mix of uses in the town centre, including housing, retail, employment and community facilities (particularly those catering for young people).
4. Economy & Employment	A significant positive effect on the local economy is likely through the regeneration of the Town Centre. The AAP will encourage diversity of employment and retail choice to meet the needs of consumers (local and visitors) whilst protecting the function of the Town Centre. Improvements to the public realm and connectivity will make the Town Centre a more attractive and enjoyable place for people to shop, visit and live.
5. Accessibility	Significant positive effects for accessibility are likely through a range of improvements to junctions, the public realm, signage and pedestrian links. Supporting the development of new housing, employment and community facilities also has the potential for long term positive effects on accessibility.

SIGNIFICANT NEGATIVE OR UNCERTAIN CUMULATIVE EFFECTS OF PLAN POLICIES (INTRA-PLAN EFFECTS)

- 6.6 Alongside the many positive effects of the plan, potential negative sustainability effects were also identified, although their effect is uncertain at this stage of the assessment and it is considered likely that these effects can be mitigated at a more detailed planning stage. These are summarised in Table 6.3 below.

Table 6.3: Potentially significant negative effects of the emerging Rochford AAP

Key relevant SA Objective:	Negative Effects identified:
2. Healthy & Safe Communities	There is the potential for temporary negative effects in the short term during demolition/ construction as waste, noise and dust nuisances may be created. However, it is considered that this can be mitigated at the project level.

7. Cultural Heritage	Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage.
12. Air quality	In the short term there is the potential for a negative effect on air quality as a result of localised air quality pollution during construction/redevelopment. However, it is considered that this can be mitigated through development controls.

INTERACTIONS WITH OTHER RELEVANT PLANS AND PROJECTS (INTER-PLAN EFFECTS)

6.7 In considering the effects of AAP with other plans and projects, priority has been given to key documents that affect planning and development in Rochford District, in particular the Rochford Core Strategy and the Area Action Plans for Hockley and Rayleigh (also in preparation). The aim of the analysis of inter-plan effects was to identify how other plans and key projects may affect the sustainability of Rochford.

Table 6.4: Inter-Plan Cumulative Effects

SA Objective	Significant combined effects of Hockely AAP with other plans, projects or policies
1. Balanced communities & 2. Healthy & Safe Communities	Increased access to housing, employment and community facilities and services as well as improved connections will combine with effects from the Core Strategy overall and other AAPs, to create a better and healthier environment for local residents across the District.
3. Housing	The AAP supports the delivery of new housing and therefore helps to deliver the objectives for affordable housing outlined in the Core Strategy.
4. Economy & Employment	An increase in mixed-use development and new shops, services and housing in Rochford will, when combined with the development outlined in the Rochford Core Strategy and AAPs, contribute to an improved local economy and increased employment opportunities.
5. Accessibility	Enhancements to accessibility proposed in the AAP will add to similar improvements in the other 2 AAPs for Rochford and Rayleigh as well as the Core Strategy and help to improve overall use of public transport in the District as well as improve pedestrian links. This should help the District to achieve a higher level of containment, reducing out-commuting to other areas.

7. Cultural heritage & 8. Landscape and Townscape	The AAP may contribute to wider negative impacts on the cultural heritage and identity of the area, in particular through increased development proposed in the Core Strategy. However, in the case of Rochford, these effects can be mitigated through sensitive design. The regeneration of the town centre has the potential for positive effects on heritage if development is designed and planned sensitively.
10. Water	Alone the AAP is unlikely to have significant impacts on the water environment; however, it will add to the pressures on water resources and water quality identified in the Rochford Core Strategy.
12. Air Quality	Alone the AAP is unlikely to have significant impacts on air quality; however, it has the potential to contribute to increased atmospheric pollution as a result of development proposed across the District through the Core Strategy and other AAPs.

7.0 IMPLEMENTATION & MONITORING

INTRODUCTION

- 7.1 This section discusses indicators and targets to help monitor the sustainability effects of the AAP. Monitoring arrangements should be designed to:
- highlight significant effects;
 - highlight effects which differ from those that were predicted; and
 - provide a useful source of baseline information for the future.
- 7.2 Local planning authorities are required to produce Annual Monitoring Reports including indicators and targets against which the progress of the Local Development Plan can be measured. There is also a requirement to monitor the predictions made in the SA and Government advises Councils to prepare a Monitoring Strategy that incorporates the needs of the Local Development Plan and the SA. Rochford District Council prepares an Annual Monitoring report each year, and in preparing the report, considers any recommendations made through the SA process, which have also been subject to consultation. The indicators and targets suggested for the SA monitoring of the Core Strategy in Table 7.1 are considered appropriate for the monitoring of the Rochford AAP, with additional specific suggestions underlined and in red text.

SA MONITORING PROPOSALS FOR THE ROCHFORD AAP

Table 7.1: Potential Indicators

Potential Indicators
<p>1. Balanced Communities To ensure the delivery of high quality sustainable communities where people want to live and work</p> <ul style="list-style-type: none"> ■ Changing educational attainment at GCSE Level ■ Proportion of persons in the local population with a degree level qualification. ■ Parishes with a GP, post office, play area, pub, village hall ■ Percentage of completed retail, office and leisure development in town centre ■ Mix of housing tenure within settlements ■ Provision of new community facilities secured through new developments, <u>including a break-down by settlement</u>
<p>2. Healthy & Safe Communities Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion</p> <ul style="list-style-type: none"> ■ Monitor the number of domestic burglaries, violent offences, vehicle crimes, vandalism and all crime per 1,000 population. ■ Percentage of residents surveyed who feel 'fairly safe' or 'very safe' during the day whilst outside in their Local Authority, <u>including in key settlements</u> ■ Indexes of Multiple Deprivation throughout the District.

Potential Indicators
<ul style="list-style-type: none"> ■ Monitor the type and number of applications permitted in the greenbelt. ■ Life expectancy ■ Hectares of new greenspace created, including location of greenspace ■ Percentage of eligible open spaces managed to green flag award standard ■ Death rates from circulatory disease, cancer, accidents and suicide ■ Residents description of Health ■ Obesity levels
<p>3. Housing To provide everybody with the opportunity to live in a decent home</p>
<ul style="list-style-type: none"> ■ Number of unfit homes per 1,000 dwellings. ■ Indices of Multiple Deprivation – Housing and Services Domain ■ Percentage of households rented from the Council or in Housing Association/Registered Social Landlords properties ■ Percentage of new housing which is affordable, including in key settlements ■ Average house price compared with average earnings ■ Number of housing Completions
<p>4. Economy & Employment To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability</p>
<ul style="list-style-type: none"> ■ The changing diversity of main town centre uses (by number, type and amount of floorspace), including a breakdown for the 3 town centres. ■ The changing density of development ■ Percentage change in the total number of VAT registered businesses in the area ■ Percentage of employees commuting out of the District to work ■ Amount of land developed for employment (by type) ■ Retail health checks/economic prosperity of smaller towns and villages and key settlements
<p>5. Accessibility To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling</p>
<ul style="list-style-type: none"> ■ Changes in the travel to work mode of transport ■ Indices of Multiple Deprivation most notably the Housing and Services Domain ■ Car ownership ■ Percentage of new residential development within 30 minutes public transport time of a GP, hospital, primary and secondary school, employment and a major health centre ■ Kilometres of cycle routes and facilities for cyclists ■ Kilometres of new walking routes provided ■ Number of houses within a specified radius of services/facilities ■ Pedestrian and cycle counts in the 3 town centres of Hockley, Rochford and Rayleigh
<p>6. Biodiversity To conserve and enhance the biological and geological diversity of the</p>

Potential Indicators
environment as an integral part of social, environmental and economic development
<ul style="list-style-type: none"> ■ Net change in natural/ semi natural habitats ■ Change in areas and populations of biodiversity importance ■ Condition of designated sites ■ Change in area of woodland ■ Proportion of new developments delivering habitat creation or restoration
7. Cultural Heritage To maintain and enhance the cultural heritage and assets of the District
<ul style="list-style-type: none"> ■ Buildings of Grade I and II at risk of decay ■ Condition of Conservation Areas ■ Number of historic parks and gardens
8. Landscape & Townscape To maintain and enhance the quality of landscapes and townscapes
<ul style="list-style-type: none"> ■ To monitor the number of parks awarded Green Flag Status ■ To monitor the number of landscape or built environment designations ■ Hectares of new development outside settlement boundaries ■ Hedgerow and/or veteran tree loss ■ Area of /change in landscape designations ■ % of development on previously developed land
9. Climate Change & Energy To reduce contributions to climate change
<ul style="list-style-type: none"> ■ Changes in the travel to work mode of transport ■ Greenhouse gas emissions ■ Renewable energy capacity installed by type ■ Percentage of new development including renewable energy generation ■ Energy consumption
10. Water To improve water quality and reduce the risk of flooding
<ul style="list-style-type: none"> ■ Changing water quality ■ Groundwater levels ■ Percentage of new development incorporating water efficiency measures ■ Water consumption per household ■ Number of homes built against Environment Agency advice on flooding
11. Land & Soil To maintain and improve the quality of the District's land and soil
<ul style="list-style-type: none"> ■ Use of previously developed land ■ Density of new residential development ■ Number of sites/hectares decontaminated as a result of new development
12. Air Quality To improve air quality
<ul style="list-style-type: none"> ■ AQMA designations or threshold designations ■ Growth in cars per household ■ Growth in car trip generation ■ Type of travel mode to work ■ % change in public transport patronage

Potential Indicators
<ul style="list-style-type: none"> ■ Number of days in the year when air quality is recorded as moderate or high for NO2, SO2, PM10, CO and Ozone on average per site.
<p>13. Sustainable Design & Construction To promote sustainable design and construction</p>
<ul style="list-style-type: none"> ■ Percentage of new development incorporating energy and water efficiency measures, and sustainable drainage systems ■ Percentage of new development meeting BREEAM very good/excellent standards ■ Percentage use of aggregates from secondary and recycled sources

8.0 CONCLUSIONS AND NEXT STEPS

- 8.1 The SA of the Rochford Area Action Plan has appraised the effects of individual policies, as well as the overall effect of the plan, including cumulative and incremental effects. It has also considered and appraised reasonable alternatives to the plan itself; information which has been made available to the Council to help in the selection of the preferred plan. Overall the SA has found that the AAP will help to resolve a number of key sustainability issues in Rochford Town Centre and will also play a role in improving sustainability in the wider District.
- 8.2 The AAP has the potential for significant long term positive effects on communities, the economy and accessibility through supporting the development of new housing, retail, employment and community services. It also seeks a range of improvements to junctions, the public realm (including signage) and pedestrian links. Greater retail choice and improved pedestrian environments will make the Town Centre a more attractive and enjoyable place for people to shop, work and live. The regeneration of the Town Centre, which includes improved accessibility to housing, employment and facilities along with an enhanced public realm, has the potential for indirect long term positive effects on health, townscape, climate change, the efficient use of land and sustainable design.
- 8.3 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 is 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 Rochford Conservation Area.
- 8.3 In preparing the AAP and deciding on its preferred option for Rochford Town Centre the Council has considered the recommendations made throughout the Sustainability Appraisal process, and amended the plan accordingly. This has contributed to further enhancing the positive sustainability effects of the plan.
- 8.4 Following the Pre-Submission consultation a number of minor modifications were made to the AAP to take into account consultation responses. The minor modifications provided further clarification and are not considered significant changes with regard to the SA.
- 8.5 This SA Report is published alongside the Rochford AAP Submission Document and will be subject to public examination.

Appendix I: Statement on Compliance with the SEA Directive & Regulations

- I.1 *An outline of the contents, main objectives of the plan and relationship with other relevant plans:*
- Section 1 of this SA Report sets out the contents and main objectives of the Rochford Area Action Plan (AAP). The relationship with other relevant plans is summarised in Section 3 and Appendix IV of this report.
- I.2 *The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan:*
- Section 3 of this SA Report summarises the relevant baseline conditions for sustainability (including the state of relevant environmental aspects) for Rochford and the wider area. The likely evolution of current conditions ('trends') is detailed in Section 3, where appropriate. Further information is also available in the SA Scoping report for Rochford AAP published in September 2012.
- I.3 *The environmental characteristics of areas likely to be significantly affected:*
- Where relevant and available, information regarding Rochford and its town centre has been included in Section 3 (under the sub heading 'Description of the Baseline conditions').
- I.4 *Any existing environmental problems which are relevant to the plan including, in particular, those relating to any areas of a particular environmental importance:*
- Section 3 of this SA Report (under the subheading 'Key sustainability issues, problems and opportunities') summarises existing sustainability problems (including environmental problems) for the Rochford Town Centre and surrounding area.
- I.5 *The environmental protection objectives relevant to the plan and the way those objectives and any environmental considerations have been taken into account during its preparation:*
- A summary of objectives relevant to the plan area (including environmental objectives) and implications for the AAP is provided in Section 3 of this report, under the subheading 'Review of relevant plans and programmes'.
- I.6 *The likely significant effects on the environment including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air,*

climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. These effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects:

- The SA Framework of objectives presented in Section 3 of this SA Report shows which of the issues listed by the SEA Regulations are progressed by which SA Objectives. This assures that all of the issues are considered during the assessment of each part of the AAP, as each policy is assessed against each SA Objective.
- The likely sustainability effects of implementing the AAP (including environmental effects) are summarised in Sections, 4, 5, 6 and 8 of this SA Report, and detailed in Appendix IV, V and VI. Where possible, an indication of whether effects are likely to be cumulative, short, medium and long-term etc has been included.

1.7 *The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan:*

- Where significant adverse effects, including environmental effects, have been predicted, the SA has sought where possible to identify means of offsetting these effects. These are detailed in Appendix VI and summarised in section 5 and 6 of this SA Report.

1.8 *An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties encountered in compiling the required information:*

- The assessment of alternatives is summarised in Section 4 of the SA report and the detailed appraisal is provided in Appendix IV. Details of how the assessment was undertaken are provided in Section 2 of this SA Report (appraisal methods), and difficulties encountered in compiling information are summarised in Section 2 also.

1.9 *A description of the measures envisaged concerning monitoring:*

- Measures envisaged concerning the monitoring of the sustainability effects (including environmental effects) of implementing the AAP are provided in Section 7 of this report.

1.10 *A non-technical summary of the information provided under the above headings:*

- The non-technical summary is set out at the beginning of this report.

Appendix II: Summary of Consultation Responses

Comments received in response to the SA Framework Letter sent 29 February 2012

SA Framework Letter	Consultee Comments/ Responses	Comments
Natural England (20/03/12)		
General	We welcome the draft framework and believe the SA objectives and decision-aiding questions will enable a comprehensive assessment of environmental issues to be undertaken, in accordance with the requirements of the 2004 Regulations. We particularly welcome detailed consideration of issues in relation to biodiversity and green infrastructure, including protection and enhancement of designated sites, and also landscape, soils and climate change.	Noted.
Environment Agency (22/03/12)		
General	We are generally very supportive of the objectives and decision-aiding questions that you have identified as they cover a wide variety of environmental matters including flood risk; water quality; biodiversity; adaptation to climate change; remediation of contaminated land; and resource efficiency (water, waste and energy). This should provide you with a good framework to identify the likely significant environmental effects of your plans.	Noted.

Comments received in response to the SA Scoping Report (September 2012)

SA Scoping Report	Consultee Comments/ Responses	Comments
Natural England (12/10/12)		
General	Natural England is satisfied that the two scoping reports have been prepared in accordance with the requirements of the SEA Directive, as transposed through the Environmental Assessment of Plans and Programmes Regulations 2004. We believe that the reports provide full consideration of relevant aspects of the environment including protection of the natural environment and the need to address climate change.	Noted.
SA Framework	Natural England particularly welcomes the objectives and decision aiding questions in relation to biodiversity and geodiversity as set out in section 6 of the SA Framework in both reports, including the protection, maintenance and enhancement of designated sites and species. The AAPs will need to include suitable wording to ensure that development does not have an adverse effect on sites of local biodiversity importance. We would recommend that the AAPs specify the requirement for detailed ecological assessment and identification of mitigation where development is likely to have an adverse effect on designated sites, habitats or species.	Noted.
SA Framework	Although Green Infrastructure (GI) has been mentioned under a number of objective headings we consider that the SA Objectives could be improved by considering the importance of (GI) and its multifunctional benefits as an objective on its own. This would assist in the delivery of a range of SA topic areas, e.g. biodiversity, landscape, health and wellbeing and climate change and ensure that GI is an integral, cross-cutting theme throughout the AAPs.	Noted. The SA Framework developed for the Rochford Core Strategy was considered to be suitable for the appraisal of the Rochford AAP subject to a number of amendments to ensure the 'decision-aiding questions' address the specific concerns facing Rochford Town Centre. It is considered that Green Infrastructure is sufficiently covered through the current SA

		Framework and that an additional SA objective for Green Infrastructure is not necessary.
SA General	<p>We would particularly like the SA to emphasise the importance of good quality local accessible green spaces as they can offer a range of benefits, e.g.</p> <ul style="list-style-type: none"> • Access to local greenspace can reduce health inequalities • Increased and improved accessibility to greenspace can help increase physical activity • Contact with greenspace can help improve health and wellbeing • Green space contributes to functioning ecosystem services that can have a positive influence on health. Ecosystem services can assist in adapting to the extremes of climate change, e.g. green areas have less heat-island effect than built up areas. • Greenspace can also help improve air quality and respiratory irritants. Function ecosystem services can also mitigate the risks associated with flooding from extreme rainfall events. 	Noted.
SA Framework	<p>In section 13 of the SA Framework for both reports, regarding Sustainable Design and Construction we would like to see an additional point included that incorporates 'Biodiversity by Design'. By incorporating ecologically sensitive design and features for biodiversity early on within a development scheme, significant improvements for biodiversity can be achieved, along with easier integration with wider environmental, design and planning aspects. For example designing for biodiversity can include the retention of sensitive or valuable habitats present, or enhancements for protected species that may be present, whilst integrating other development design requirements such as drainage and engineering. By addressing ecological aspects early on, design aspects such as site layout can be tailored to provide enhancements and improvements for biodiversity that may not be possible later on within the design process. Measures to encourage biodiversity can include green roofs, planting and landscaping using native species, setting up bird and bat boxes and sustainable urban drainage systems. Further information on "Biodiversity by Design" can be obtained</p>	Noted, the SA Framework has been amended to include reference to Biodiversity by design under SA objective 13.

	from the TCPA website: http://www.tcpa.org.uk/pages/biodiversity-by-design.html	
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Comments received in response to the SA of Options (March 2012)

SA Scoping Report	Consultee Comments/ Responses	Comments
Natural England (09/04/13)		
General	Natural England is satisfied that the Sustainability Appraisal has been prepared in accordance with the requirements of the SEA Directive, as transposed through the Environmental Assessment of Plans and Programmes Regulations 2004. We believe that the report provides full consideration of the relevant aspects of the environment including protection of the natural environment and the need to address climate change.	Noted.
Sustainable Design	Natural England is satisfied that the SA identifies that options are unlikely to have a significant adverse effect on biodiversity, including designated sites. We welcome consideration of enhancement opportunities through provision of native trees and plants in landscaping. We would also refer you to our previous comments, in our letter dated 12th October 2012, regarding Sustainable Design and Construction and the incorporation of 'Biodiversity by Design'; measures to enhance biodiversity could include the incorporation of green walls and roofs, setting up bird and bat boxes and sustainable urban drainage systems (SUDS). Further information on "Biodiversity by Design" can be obtained from the TCPA website: http://www.tcpa.org.uk/pages/biodiversity-by-design.html	Noted, the SA Framework has now been amended to include reference to Biodiversity by design under SA objective 13.
General	Natural England believes the preferred option would be that which results in least impact on and offers greatest opportunities for enhancement of the natural environment. As per our previous response of 12th October 2012, we would advise that the AAP should include suitable wording to ensure that development does not have an adverse effect on sites of local biodiversity importance and that the Plan should specify the requirement for detailed	Noted.

	ecological assessment and identification of mitigation where development is likely to have an adverse effect on designated sites, habitats or species.	
Green Infrastructure	With reference to our previous comments regarding Green Infrastructure (GI) we are pleased to see proposals for pedestrian and landscaped links to public open space and Rochford Reservoir. This will assist in the delivery of a range of SA topic areas, e.g. biodiversity, landscape, health and wellbeing and climate change.	Noted.

Appendix III: New/ Updated Plans and Programmes

A.1.1 Sustainable Development & Environmental Policy

National

Zero Carbon Homes, DCLG July 2010

Sustainable New Homes: The Road to Zero Carbon: Consultation on the Code for Sustainable Homes and the Energy Efficiency standard for Zero Carbon Homes, December 2009

Zero Carbon for New Non-domestic Buildings: Consultation on Policy Options, November 2009

A.1.2 Air Quality & Noise

A.1.3 Climatic Factors

National

DfT Local and Regional Climate Change Research Report, DfT, July 2010
Energy Act 2011

Regional

East of England Renewable and Low Carbon Energy Capacity Study - For the Department for Energy and Climate Change (2011)

County

Essex and South Suffolk Shoreline Management Plan

A.1.4 Economy

A.1.5 Landscape, Open Space & Recreation

Local

Open Space Study 2009

A.1.6 Cultural Heritage including Architectural & Archeological Heritage

A.1.7 Biodiversity, Fauna, Flora & Soil

National

Biodiversity 2020: A Strategy for England's wildlife and ecosystem services

A.1.8 Water

National

Flood and Water Management Act 2010, Royal Ascent April 2010

Regional

River Basin Management Plan - Anglian River Basin District (December 2009)

Essex and Suffolk Water Resource Management Plan (2010)

County

South Essex Outline Water Cycle Study Technical Report (September 2011)

Local

Strategic Flood Risk Assessment Level 1 & 2 Final Report (February 2011)

A.1.9 Material Assets

Regional

Essex and Southend-on Sea Joint Waste Management Strategy (2009)

A.1.10 Transport

National

Department for Transport White Paper Creating Growth, cutting carbon, making sustainable transport happen (2011)

County

Essex Transport Strategy: the Local Transport Plan for Essex (June 2011)
Essex Schools and Colleges Sustainable modes of Transport Strategy 2009

A.1.11 Housing

National

Creation of Local Housing Trusts DCLG June 2010

Local

Affordable Housing Viability Study (2010)

A.1.12 Communities & Health

County

Essex Gypsy and Traveller Accommodation Assessment (2009)
A Golden Opportunity – Health in South West Essex - NHS SWE Strategic Plan 2009-2014

Local

Rochford Sustainable Community Strategy 2010-2015

A.1.13 Other Spatial Development Policy

National

National Planning Policy Framework (2012)
Community Infrastructure Levy (CIL) (2010)
Community Right to Build, DCLG (2010)
Positive Planning for New Free Schools, DCLG, July 2010
Structural Reform Plan, DCLG, July 2010

Regional

Thames Gateway South Essex Strategic Housing Market Assessment: Update Report (2010)

Local

Rochford District Core Strategy DPD (adopted 2011)

Rochford District Allocations Submission DPD (April 2013)

Rochford District Development Management Proposed Submission DPD (June 2013)

Rochford District Hockley AAP Submission DPD (April 2013)

Appendix IV: Appraisal of Rochford Area Action Plan Options

Appraisal key

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

SA Objective	Site A – Eastern Side of the Market Square							
	1) Redevelopment of Site A for two-storey retail building designed as a modern interpretation of the once existing Market Hall.		2) Redevelopment of Site A comprising a landmark building on corner of North Street/ West Street. Three-storeys, ground floor retail with residential above.		3) Removal of building currently occupied by Spar without replacement building. Improved streetscaping linking North Street with Town square.		4) No redevelopment of Site A.	
1. Balanced Communities	<p>The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected that the modern interpretation will reinforce local distinctiveness and sense of place. It will improve the attractiveness of the site. Further opportunities to improve the public realm could be taken here.</p> <p>However, the Option has the potential for negative effects in the short-term during construction (noise, dust & traffic); however, it is considered that suitable mitigation</p>	+	<p>In addition to the long term positive benefits identified for Option 1), this Option will provide residential uses as well as re-providing the existing retail use to support the local community. The installation of the Landmark building will create a focal point for people to find their way around the area. Also further opportunities to improve the public realm could be taken here.</p> <p>The negative impacts are similar to those in Option 1) and mainly concern issues with ease of movement and disruption during the construction phase.</p>	+	<p>The Option would improve the ease of movement from North Street with the Market Square and improve the public realm by making it an attractive place to use.</p> <p>This Option would lead to a loss of retail and office facilities and constitute a negative impact. However given the size of the site it would be expected to be minor.</p>	+	<p>This option would not result in any disruption or disturbance to the community but would not contribute to the overall regeneration of the town centre. The site will remain the same. There will be no increase in facilities for the local community and local distinctiveness and the public realm will not be improved.</p> <p>This option could seek to improve the façade of the current building, replacing windows, painting the brickwork, landscaping with plants/ trees and/or providing window boxes.</p>	?

	<p>measures are available at the project level to minimise negative impacts.</p> <p>Potential for the Option to incorporate ways to: improve accessibility between North and Street and the Market Square and improve ease of pedestrian movement.</p>		<p>Potential for the Option to incorporate ways to: improve accessibility between North and Street and the Market Square and improve ease of pedestrian movement.</p>					
2. Healthy & Safe Communities	<p>No significant effect identified.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>	?	<p>No significant effect identified but the Option may have the same temporary negative impacts in the short term as Option 1).</p>	?	<p>No significant effect identified but the Option may have the same temporary negative impacts in the short term as Option 1).</p>	?	<p>No significant effect identified.</p> <p>There will however not be any noise and dust generated as the Option does not involve development.</p>	0
3. Housing	<p>No significant effect identified.</p>	0	<p>This Option would provide additional housing which is needed in the area.</p>	+	<p>No significant effect identified.</p>	0	<p>No significant effect identified.</p>	0

<p>4. Economy & Employment</p>	<p>The Option may reinvigorate the Market square which may encourage more people to use the facilities provided. The impacts of this are uncertain.</p> <p>The Option will maintain the existing use (retail) and thus is unlikely to lead to the creation of new jobs and it will not improve consumer choice. There is also the potential for a negative effect on this SA objective through the loss of office space. In addition, it will cause a temporary disruption to local businesses during construction and as a result is expected to have a negative impact.</p>	<p>?</p>	<p>This Option will have similar impacts to Option 1). There is the potential for negative effects on this SA objective through the loss of office space.</p>	<p>?</p>	<p>The Option would lead to a loss of local businesses and services and employment, which will have negative impacts in the short and long-term. However, it might benefit the other local businesses in the area by making the area more attractive and inviting but this is outweighed by the loss of shopping facilities.</p> <p>Option 1) and 2) provide lesser negative impacts than this Option on the local economy and employment.</p>	<p>-</p>	<p>This option would not result in any disruption or disturbance to the community but would not contribute to the overall regeneration of the town centre. There would be no change to existing retail facilities or to the local economy and these need to be improved and stimulated.</p>	<p>?</p>
<p>5. Accessibility</p>	<p>No significant effects identified.</p> <p>Please see the Transport Options for this Site.</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>
<p>6. Biodiversity</p>	<p>No significant effects identified.</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>

	There could be opportunities to provide native trees and plants in landscaping.							
7. Cultural Heritage	<p>The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a very negative impact on the character and appearance of the area. The scale, massing and height of the new building are the same as the existing. It will compliment adjoining buildings.</p> <p>There is the potential for buried archaeology to be present. Given the site has been previously developed and the new buildings will be of a similar size and thus not require deeper foundations, it is expected that an effect is unlikely to occur.</p> <p>In addition, there could</p>	<p>+</p> <p>?</p>	<p>As with Option 1), this Option has the potential to enhance the Conservation Area. However, the scale, massing and height of the new building will be greater than the surrounding buildings. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, as the new building will be taller, the foundations will need to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for</p>	?	<p>Again, as with Option 1, this Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a very negative impact on the character and appearance of the area.</p> <p>The potential for buried archaeology is expected to be minimal as the ground is just expected to be levelled.</p>	<p>+</p>	<p>There will be no change to the existing building which is considered to be having a very negative impact on the Conservation Area.</p> <p>As mentioned previously, the negative impacts of the existing facades of the current building could be improved by front extension, replacing windows, re-painting, landscaping with plants/ trees and/or providing window boxes.</p>	-

	be the potential for short-term negative impacts during demolition/ construction from noise and vibration and impacts with regard to setting, on the Conservation Area and Listed Buildings. These could be mitigated at the project level.		short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.				
8. Landscape & Townscape	<p>The Option is expected to enhance the townscapes' character and value in the long-term by the removal of the buildings which provides a poor frontage onto West and North Street.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>	+	As with Option 1), this Option has the potential to enhance townscape. However, the scale, massing and height of the new building will be greater than the surrounding buildings. Consideration will need to be given to potential impacts on townscape as a result of a taller building.	+	This option has the potential for a positive effect on this SA objective through the removal of a building that is considered to have a negative effect on townscape. However, the removal of the building would also result in the loss of the distinctive town square with the potential for negative effects on townscape.	?	There will be no change to the existing poor frontage of the current buildings. Ways to improve this have been suggested above under SA Objective 7.

<p>9. Climate Change & Energy</p>	<p>It is assumed that building standards have improved since the existing building was erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	<p>?</p>	<p>As for Option 1.</p>	<p>?</p>	<p>The use of new building materials and energy during demolition and construction is likely to be much less than in Options 1) and 2) and will therefore have a lesser negative impact. The mitigation identified for Option 1) relating to the above impacts could be applied.</p> <p>In addition, during the use of the site there may be a decrease in energy usage as the buildings will not have been replaced. This is expected to be negligible.</p>	<p>?</p>	<p>No significant effects identified.</p> <p>There will be no change to the existing development and no construction/ demolition impacts as there are with the other Options and there are not any known existing issues or problems relating to climate change and energy.</p> <p>There could be potential to improve this Option at the project level through ways of making the building more energy efficient, for example, installing insulation.</p>	<p>0</p>
<p>10. Water</p>	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as</p>	<p>0</p>	<p>No significant effects identified.</p> <p>There will be no change to the existing development and there are not any</p>	<p>0</p>

	<p>redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>				<p>redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>In addition consumption of water is likely to be less as the buildings would have been removed on the Site. This impact is expected to be negligible.</p>		<p>known water issues on the Site.</p>	
11. Land & Soil	<p>No significant effects identified.</p> <p>The Option re-uses previously developed land.</p> <p>It is assumed that there would be limited potential for contamination.</p>	0	<p>The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.</p>	+	<p>As for Option 1).</p>	0	<p>No significant effects identified.</p> <p>There will be no change to the existing development and there are not any known existing land and soil issues on the Site.</p>	0
12. Air Quality	<p>No significant effects identified.</p> <p>There is the potential for a negative effect in the short-term during</p>	0	<p>As for Option 1).</p>	0	<p>As for Option 1).</p>	0	<p>No significant effects identified.</p> <p>The Option does not involve development.</p>	0

	construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.							
13. Sustainable Design & Construction	<p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the Pre-Submission Document should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.</p>	0	<p>As with Option 1), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>However, the Option offers a more beneficial impact compared to Options 1) and 3) as it involves creating a mix of uses (residential and retail) which will improve the diversity, viability and vibrancy of the area.</p>	+	<p>As with Option 1) and 2), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>This Option also leads to a loss of local businesses, employment and facilities for the local community to use which would represent a more negative impact than the other Options.</p>	?	<p>No significant effects identified.</p> <p>The Option does not involve development.</p>	0

Summary:

There are four different Options for Site A where Options 1) to 3) involve re-developing the Site to remove the existing building which is considered to have a very negative impact on the Conservation Area and on the quality of the Landscape and Townscape. Option 4) represents the 'do nothing' Option and will not result in any development.

Options 1) and 2) are similar, although Option 2) could offer the greatest potential to have positive effects as it seeks to build a mixed use development rather than just re-provide existing retail facilities. Option 2) provides the opportunity to increase the housing stock in the area which is greatly needed and is the most sustainable development option with regard to use of the space. In addition, consideration could be given to incorporating measures to improve the ease of movement between North Street and the Market Square.

In contrast to Option 2), Option 4) could be improved to reduce its negative impacts on cultural heritage, landscape and townscape,

economy and employment and communities by incorporating measures to improve the facade/ shop frontage. The measures could include: the extension at the front to improve the shop facade; replacement of windows; painting the brick work; landscaping with plants/ trees; and/or providing window boxes.

SA Objective	Site B – The Market Square and West Street							
	1) Full pedestrianisation of market square with re-provision/ increase of short-term parking spaces in Back Lane car park. Free parking provided at Old Ship Lane car park.		2) Part pedestrianisation of Market Square by restricting parking on the square to the part alongside west Street, thereby creating a larger pedestrian area. Free parking provided at Old Ship Lane car park.		3) Part pedestrianisation of Market Square, with parking rationalised to those core spaces needed only to provide for loading and servicing, for taxi and bus access, as well as a limited number of disabled parking bays. Free parking provided at Old Ship Lane car park.		4) Additional restaurant uses within Market Square through relaxation of policy requiring 75% of primary shop frontage for the Market Square to comprise retail uses.	
1. Balanced Communities	<p>The main benefit of this option is that it will create an inclusive and large civic space which may encourage more people to visit. This Option provides further benefits to encourage people to use the area in terms of improved ease of movement in and to/ from the North of the Square and by reducing intimidation from road vehicles. Alternative parking identified is within a two minute walking distance.</p> <p>In addition, this Option would result in the loss</p>	<p style="text-align: center;">+</p> <hr style="border: 1px solid black;"/> <p style="text-align: center;">?</p>	<p>As with Option 1), it will create an inclusive and large civic space although this will be slightly smaller than Option 1), improve ease of movement. Alternative parking identified is within a two minute walking distance and it is assumed that there will still disabled spaces available.</p>	<p style="text-align: center;">+</p>	<p>Benefits in terms of ease of movement and spaces for disabled users will be retained. Alternative parking identified is within a two minute walking distance.</p> <p>Again, it will create an inclusive and large civic space although this will be slightly smaller than Option 1).</p>	<p style="text-align: center;">+</p>	<p>This Option will lead to beneficial impacts by improving the diversity of the area. It will provide a greater mix of facilities in the Square which may encourage more people to visit and to spend longer (during the day and into the night) in the Market Square, improving its viability and vitality.</p>	<p style="text-align: center;">+</p>

	<p>of a few disabled car parking places which is considered to be a negative impact.</p> <p>Further concerns were raised by local residents that the pedestrianisation might lead to an increase in anti-social behaviour.</p>							
2. Healthy & Safe Communities	<p>This Option would have a positive effect as safety could be improved for pedestrians by reducing the risk of accidents with motor vehicles.</p> <p>In addition, the ambient noise levels will be reduced.</p>	+	<p>The positive benefits are similar to those for Option 1), although disabled spaces could still be provided in this Option making it more beneficial.</p>	+	<p>The positive benefits are similar to those in Option 2) but the benefits in terms of public safety are greater.</p>	+	<p>There is the potential for safety to be reduced through a greater number of pedestrians using the area and coming into contact with motor vehicles whilst crossing from the South. It is recommended that a combination other Options such as 1) to 3) or 5) to 7) are implemented to protect users. Restaurants could help to improve the evening economy and therefore surveillance to address concerns raised by residents regarding the potential for anti-social behaviour.</p>	+
3. Housing	No significant effects	0	No significant effects	0	No significant effects	0	No significant effects	0

	identified.		identified.		identified.		identified.	
<p>4. Economy & Employment</p>	<p>The Option will create an inclusive and large civic space which may encourage more people to use the shops and services surrounding the market place.</p> <p>Alternative parking identified is within a two minute walking distance and as a result it is not expected to affect the trade of local shops.</p> <p>Furthermore, the Option could reduce the incidence of pedestrians being intimidated by the noise and the presence of motor vehicles. This may encourage more people to use the shops and facilities in the area.</p> <p>Local businesses will need to find alternatives to receive/ deliver new/ existing stock. However, this is not expected to be a</p>	+	<p>As for Option 1) but with a slightly smaller civic space.</p>	+	<p>As for Option 1) but with a slightly smaller civic space.</p>	+	<p>This Option will lead to beneficial impacts by improving the diversity of the area. It will provide a greater mix of facilities in the Square which may encourage more people to visit and to spend longer (during the day and into the night) in the Market Square, improving its viability and vitality. More jobs may be created and this may stimulate the local economy. There is also the potential for a negative effect as this option will result in the loss of retail choice.</p>	<p>+</p> <p>?</p>

	significant issue as unloading would still be possible along North Street and north of Market Square.							
5. Accessibility	No significant effects identified. Please see the Transport Options for this Site.	0	As for Option 1).	0	As for Option 1).	0	As for Option 1).	0
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	This Option could lead to long-term positive impacts through reduced vibration on listed buildings and visual intrusion and noise from motor vehicles on both the Conservation Area as a whole and individual listed buildings in close proximity.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	No significant effects identified. Consideration should be given as to whether listed buildings are to be allowed to have their use changes from retail to restaurant use.	0
8. Landscape & Townscape	This Option could lead to long-term positive impacts through reduced vibration, visual intrusion and noise from motor vehicles on both the Conservation Area as a whole.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	The adding of this additional use may create a mix of uses which will provide greater diversity. This should enhance the Townscape.	+
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect	0	No significant effect	0	No significant effect	0	No significant effect	0

	identified.		identified.		identified.		identified.	
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	This Option could benefit air quality in the area through reduced vehicle emissions.	+	As for Option 1) although benefits would be slightly less as some vehicles will still be allowed to access the site.	+	As for Option 1) although benefits would be slightly less as some vehicles will still be allowed to access the site.	+	No significant effects.	0
13. Sustainable Design & Construction	No significant effects identified. If this Option is progressed it is recommended that the Pre-Submission AAP should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0	As for Option 1).	0	As for Option 1).	0	The Option offers a more beneficial impact compared to Options 1) and 3) as it involves creating a mix of uses (residential and retail) which will improve the diversity, viability and vibrancy of the area.	+

SA Objective	Site B			
	5) Removal of Bus route through West Street.	6) Removal of taxi rank.	7) Full pedestrianisation of Market Square on market days only.	8) Removal and relocation of Pump and Trough to a more sustainable location, and incorporating the Martyrs plaque, forming a heritage centre for the

						Square.		
1. Balanced Communities	This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly for the majority of people; however, this could have a negative effect on those members of the community who may have mobility issues.	+	As for option 1, there is the potential for a positive effect on pedestrian movement in the Market Square. The new location of the taxi rank is approximately 5 minutes walk from its current location., so there is unlikely to be a significant effect for the majority of people; however, this could have a negative effect on those members of the community who may have mobility issues.	+	The main benefit of this option is that it will create an inclusive and large civic space on market day which may encourage more stalls to take part and more people to visit. In addition, this Option will provide benefits in terms of improved ease of movement in and to/ from the North of the Square. It may also encourage more people to use the area due to the reduced intimidation from road vehicles. These benefits will only exist a few times a week.	?	No significant effects identified.	0
		?		?				
2. Healthy & Safe Communities	This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on the health and safety of	+	The taxi rank here is currently in a central location in the town; although, it is considered unlikely that its removal would be reduce access to health facilities. It might	?	This would have a positive effect as safety would be improved for pedestrians on market day only by reducing the risk of accidents with motor vehicles.	?	No significant effect identified.	0

	pedestrians. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	?	however, force people to walk further and cross roads at night where they could be put at risk. It is recommended that street lighting and appropriate road crossing facilities from this Site to the new proposed taxi rank are considered.					
3. Housing	No significant effects identified.	0	No significant effects identified.	0	No significant effects identified.	0	No significant effects identified.	0
4. Economy & Employment	The Option could reduce the incidence of pedestrians being intimidated by the noise and thrust that large buses produce as they pass. This may encourage more people to use the shops and facilities in the area.	+	No significant effects identified.	0	Similar to those benefits outline in Option 1), as it will encourage people to the Market Square with the potential for a positive effect on retail. However, it is unlikely to have the same level of benefits as it would just be for a few times a week.	+	No significant effects identified.	0
5. Accessibility	This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative	?	No significant effects. The new location of the taxi rank is approximately 5 minutes walk from its current location.	0	As for Option 1) but only for a few times a week.	?	No significant effects identified.	0

	effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.							
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	This Option could lead to long-term positive effects through reduced vibration on listed buildings and visual intrusion and noise from buses on both the Conservation Area as a whole and individual listed buildings in close proximity.	+	This Option could lead to long-term positive effects through reduced visual intrusion and noise from taxis on both the Conservation Area as a whole and individual listed buildings in close proximity.	+	This Option could lead to positive impacts on a temporary basis through reduced vibration on listed buildings and visual intrusion and noise from buses on both the Conservation Area as a whole and individual listed buildings in close proximity.	?	This will create a focal point for heritage in the centre of the Square which will help to promote the heritage of the area. The Pump and Trough will still be located in the Market Square	+
8. Landscape & Townscape	This Option could lead to minor long-term positive effects through reduced vibration, visual intrusion and noise from motor vehicles on both the Conservation Area as a whole.	+	As for Option 5).	+	As for Option 1) but benefits will only be realised on market days.	?	No significant effect identified.	0
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	This Option could benefit air quality in the area through reduced vehicle emissions.	+	This Option could benefit air quality in the area through reduced vehicle emissions.	+	This Option could benefit air quality in the area through reduced vehicle emissions on market days only.	?	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

Summary:

There are eight different Options for Site B where Options 1) to 3) and 5) to 7) involve either full or part pedestrianisation/ removal of vehicles in the Market Square. These Options provide a number of positive benefits on communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality. Option 4) seeks to allow for additional restaurant uses to be incorporated into the Square which will improve the vitality and vibrancy of the area leading to economic and sustainability benefits. Finally, Option 8) involves the moving of the Trough and Pump to create heritage centre in the Square which is expected to have benefits on the cultural heritage of the area.

Options 2) part pedestrianisation, 4) additional restaurant uses and 8) creation of a heritage centre, could be used in combination to maximise potential long-term benefits and potentially by-pass the negative effects that could result from the other Options. For example, Option 7) involves full pedestrian of the Market Square on market days leading to only temporary benefits to be realised in terms of communities, health and safety, cultural heritage and economy and employment, whereas Option 2), would provide these permanently. Similarly, Option 1) involves full pedestrianisation which could exclude disabled people from accessing goods and services in the Market Square whereas Option 2) will not exclude disabled people in this way. Furthermore, Option 2) also incorporates Options 5) and 6) and thus realises the same potential benefits of these Options. Option 2) combined with Option 4) could increase the beneficial impacts on economy and employment and combined with Option 8) could further enhance benefits on cultural heritage. The removal of the bus route and taxi rank has the potential for a negative effect on elderly and disabled members of the community.

SA Objective	Site C – Western end of West Street			
	1) Redevelopment at corner of West Street and Bradley Way, involving possible relocation/ removal of florist and Indian Restaurant at western end of West Street. Potential alteration to layout of highway at junction of Bradley Way and West Street.		2) Create heritage entrances and improved signage on the main routes into town centre.	
1. Balanced Communities	<p>The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected the redevelopment will reinforce local distinctiveness and sense of place at a prominent location. It will improve the attractiveness of the site. Further opportunities to improve the public realm could be taken here.</p> <p>It is recommended that the Option should not involve the loss of retail establishments.</p>	+	Improved signage and the creation of heritage entrances will improve legibility providing easily recognisable routes and landmarks to help people find their way around.	+
2. Healthy & Safe Communities	<p>Redevelopment could have the potential make the place area feel safer through creating a more attractive place to visit or walk past.</p> <p>There may be some temporary negative impacts in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>	?	No significant effects indentified.	0
3. Housing	The Option does not provide enough detail at this stage. It is recommended that this Option should increase the housing stock with this option without losing existing retail.	?	No significant effects indentified.	0
4. Economy & Employment	This Option may lead to beneficial impacts by improving the diversity of the area. It is hoped that it may provide a greater mix of facilities which may encourage more people to visit, improving its viability and vitality. More jobs may be created and this may	?	Improving the legibility for pedestrians and navigability for vehicles may encourage more people to visit the area and spend more time buying goods and services in the town centre as they have spent less time travelling.	+

	<p>stimulate the local economy. These impacts are uncertain at this stage. It is recommended that a mixed use development is encouraged for this Option.</p> <p>In addition, this option may also cause a temporary disruption to local businesses during construction.</p>			
5. Accessibility	<p>This option will enable junction improvements to be made which could lead to a better flow of traffic and provide easier access to the station for all types of vehicles.</p>	+	<p>The Option may lead to potential benefits through making the area more navigable for motor vehicles and pedestrians.</p>	+
6. Biodiversity	<p>No significant effects identified.</p> <p>There could be opportunities to provide native trees and plants in landscaping.</p>	0	<p>No significant effects identified.</p>	0
7. Cultural Heritage	<p>The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a negative impact on the character and appearance of the area.</p> <p>The scale, massing and height of the new building have not yet been determined. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, if any new buildings are to be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p>	<p>+</p> <p>?</p>	<p>This Option seeks to promote the cultural heritage of the area.</p>	+

<p>8. Landscape & Townscape</p>	<p>The Option is expected to enhance the townscapes' character and value in the long-term by the removal of the buildings which are considered to have a negative impact on heritage and conservation.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>	<p>+</p> <p>?</p>	<p>This Option seeks to promote the landscape and Townscape of the area.</p>	<p>+</p>
<p>9. Climate Change & Energy</p>	<p>It is assumed that building standards have improved since the existing buildings were erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new buildings. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	<p>?</p>	<p>No significant effects indentified.</p>	<p>0</p>
<p>10. Water</p>	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>	<p>0</p>	<p>No significant effects indentified.</p>	<p>0</p>

11. Land & Soil	The Option re-uses previously developed land.	+	No significant effects indentified.	0
	There may be potential for contaminants to be present given the existing use of one of the building and hardstanding as a garage/ MOT facility. Appropriate mitigation could be established at the project level.	?		
12. Air Quality	No significant effects identified.	?	No significant effects indentified.	0
	There will be a minor negative impact in the short-term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.	?		
13. Sustainable Design & Construction	No significant effects identified.	+	No significant effects indentified.	0
	If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible; require best-practice sustainable construction methods etc.	+		
	However, the Option offers beneficial impacts as it has the potential to create a mix of uses (residential and retail) which could improve the diversity, viability and vibrancy of the area.	+		
Summary:				
<p>The assessment identified that many of the potential impacts for Option 1) are uncertain at this stage and it is considered that further details to provide certainty are required. The Option provides benefits for cultural heritage, landscape and townscape, accessibility, sustainability and on communities as it is expected to involve the removal of buildings which are considered to be detrimental to the character and appearance of the area and improve the highway junction. Option 1) could potentially provide many other positive impacts on the SA objectives if recommendations are put in place, for example, to encourage mixed use redevelopment to include housing; to not reduce the number of retail premises on the site; and to incorporate ways to improve the public realm.</p>				

Option 2) seeks to provide better signage in the area and this provides many benefits in terms of legibility, navigability and accessibility. This Option could be combined with the option 1) to enhance the positive effects further on cultural heritage, landscape and townscape, economy and employment and accessibility.

SA Objective	Site D – Junction of North Street and Weir Pond Road							
	1) Redevelopment of shops/ restaurant		2) Development of vacant part of site and car park for residential use		3) Development of vacant part of site for residential use		4) Leave unused land vacant	
1. Balanced Communities	<p>The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected that the Option could reinforce local distinctiveness and sense of place through creation of new buildings. It will improve the attractiveness of the site.</p> <p>However, the Option could have negative impacts in the short and long-term. These could be alleviated if the Option incorporates ways to reduce the disruption to local businesses and the services they provide to the local community during construction.</p>	+	<p>The Option will provide additional housing for the local community.</p> <p>The development of the car park could discourage people from using the pub across the road. Consideration should be given as to whether parking for the pub could be provided elsewhere.</p>	+	<p>The Option will provide additional housing for the local community. The housing provided will be less than Option 2).</p>	+	No significant effects identified.	0
2. Healthy & Safe Communities	There may be some temporary negative impacts in the short-	?	As for Option 1).	?	As for Option 1).	?	No significant effect identified.	0

	term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.						There will however not be any noise and dust generated as the Option does not involve development.	
3. Housing	No significant effect identified.	0	This Option would provide additional housing which is greatly needed in the area.	++	This Option would provide additional housing which is greatly needed in the area.	++	No significant effect identified.	0
4. Economy & Employment	<p>The Option may reinvigorate the area which may encourage more people to use the facilities provided. The impacts of this are uncertain.</p> <p>The Option will maintain the businesses and thus is unlikely to lead to the creation of new jobs and it will not improve consumer choice. In addition, it will cause a temporary disruption to local businesses during construction and as a result is expected to have a negative impact.</p>	?	<p>The provision of additional housing will increase the population density in the area which may improve a viability and vitality of the area. The shops and service around the area may be used more as a result of the increase in population.</p> <p>The Option includes development of the pub's customer car park which could discourage customers using it which may affect its viability.</p>	+	<p>The provision of additional housing will increase the population density in the area which may improve a viability and vitality of the area. The shops and service around the area may be used more as a result of the increase in population.</p>	+	No significant effect identified.	0
5. Accessibility	No significant effects identified.	0	As for Option 1).	0	As for Option 1).	0	No significant effects identified.	0

	Please see the Transport Options for this Site.							
6. Biodiversity	No significant effects identified. There could be opportunities to provide native trees and plants in landscaping.	0	As for Option 1).	0	As for Option 1).	0	No significant effects identified.	0
7. Cultural Heritage	The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a very negative impact on the character and appearance of the area. The scale, massing and height of the new building have not yet been determined. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, if any new	+ ?	Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, as the new building(s) will be erected, there is potential to negatively impact on buried archaeology through construction of the foundations. Mitigation for this could involve a watching brief at the development stage. In addition, there could be the potential for short-term negative impacts during demolition/ construction	?	As for Option 2).	?	No significant effects identified.	0

	<p>buildings are to be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p>		<p>on the Conservation Area and Listed Buildings in close proximity. These could be mitigated at the project level.</p>					
<p>8. Landscape & Townscape</p>	<p>The Option is expected to enhance the townscapes' character and value in the long-term by the removal of the buildings which provide a poor frontage onto north Street.</p> <p>In addition, there could be the potential for short-term negative impacts during</p>	<p style="text-align: center;">+</p> <p style="text-align: center;">?</p>	<p>The Option is expected to enhance the townscapes' character and value in the long-term by filling in the gaps in the street scene.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could</p>	<p style="text-align: center;">+</p> <p style="text-align: center;">?</p>	<p>As for Option 2).</p>	<p style="text-align: center;">+</p> <p style="text-align: center;">?</p>	<p>No significant effects identified.</p>	<p style="text-align: center;">0</p>

	demolition/ construction on the landscape and townscape. These could be mitigated at the project level.		be mitigated at the project level.					
9. Climate Change & Energy	<p>It is assumed that building standards have improved since the existing building was erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	?	<p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	?	As for Option 2).	?	No significant effects identified.	0
10. Water	No significant effects	0	No significant effects	0	As for Option 2).	0	No significant effects	0

	<p>identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>		<p>identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had a semi-impermeable surface.</p> <p>The building standards assumption still applies for this option.</p>			<p>identified.</p> <p>There will be no change to the existing development and there are not any known existing water issues on the Site.</p>		
11. Land & Soil	<p>No significant effects identified.</p> <p>The Option re-uses previously developed land.</p> <p>It is assumed that there would be limited potential for contamination.</p>	0	<p>The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.</p>	+	<p>The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere but to a lesser extent than option 2.</p>	+	<p>No significant effects identified.</p>	0

<p>12. Air Quality</p>	<p>No significant effects identified.</p> <p>There will be a minor negative impact in the short term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>No significant effects identified.</p>	<p>0</p>
<p>13. Sustainable Design & Construction</p>	<p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.</p>	<p>0</p>	<p>As with Option 1), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>The Option offers a beneficial impact compared to Option 1) as it contributes towards creating a mix of uses in the Town centre which will improve the diversity and viability of the area. However, it may reduce the viability of the pub as it removes its customer car park</p>	<p style="background-color: #d4f1d4;">+</p>	<p>As with Option 1) and 2), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>In addition, the Option offers a beneficial impact as it contributes towards creating a mix of uses in the Town centre which will improve the diversity, viability and vibrancy of the area. It will also support local businesses.</p>	<p style="background-color: #d4f1d4;">+</p>	<p>No significant effects identified.</p>	<p>0</p>

Summary:

There are four Options proposed in total for this site. Each Option is different with: Option 1) seeking to redevelopment the shops/ restaurant to the South of the Site; Option 2) allowing for the development of the vacant part of the site and car park for residential use; Option 3) allowing for residential development of just the vacant part of the Site; and finally Option 4 representing the 'do nothing' option. The assessment has

identified that many of the potential impacts for Options 1) to 3) are uncertain at this stage and it is anticipated that further details to provide certainty will not be available unless that option is progressed.

Option 1) main benefits lie in the removal of buildings which are considered to have very negative impact on the character and appearance of the area. However, it only re-provides existing services and therefore does perform as well as Option 2) and 3) against the SA objectives.

Options 2) and 3) perform well against SA objectives, mainly by having the potential to generate positive impacts on communities, housing, the local economy, cultural heritage, landscape and townscape and sustainability. Both options provide housing which will contribute to a mixing of uses in the town centre and improve vitality and vibrancy by increasing the number of people who may consume local goods and services.

In addition, the SA has identified that the Option 4) is unlikely to have a significant effect on any of the SA Objectives.

SA Objective	Site E			
	1) Redevelopment of site for residential use.		2) No redevelopment.	
1. Balanced Communities	<p>The Option will secure positive benefits in the long term for the site through ensuring its regeneration. It will improve the attractiveness of the site.</p> <p>It is recommended that the Option should not involve the loss of a commercial establishment.</p>	+	No significant effects indentified.	0
2. Healthy & Safe Communities	<p>Redevelopment could have the potential make the place area feel safer through creating a more attractive place to live and walk past.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>	?	No significant effects indentified.	0
3. Housing	The Option will provide additional housing in the area which is greatly needed.	+	No significant effects indentified.	0
4. Economy & Employment	<p>This Option may lead to beneficial impacts by improving the diversity of the area. It is hoped that it by contributing to the mix of uses it will improve the town centres' viability and vitality.</p> <p>The option will however lead to the loss commercial floor space.</p>	?	No significant effects indentified.	0
5. Accessibility	No significant effects indentified.	0	No significant effects indentified.	0
6. Biodiversity	<p>No significant effects identified.</p> <p>There could be opportunities to provide native trees and plants in landscaping.</p>	0	No significant effects indentified.	0

<p>7. Cultural Heritage</p>	<p>The scale, massing and height of the new residential building/ buildings have not yet been determined. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings.</p> <p>Furthermore, if any new buildings will be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p>	<p>?</p>	<p>No significant effects indentified.</p> <p>The existing buildings are not considered to be detrimental to the character and appearance for which the conservation area has been designated</p>	<p>0</p>
<p>8. Landscape & Townscape</p>	<p>The Option is expected to enhance the townscapes' character and value in the long-term by improving the attractiveness of the site which is in a prominent location near the station.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>	<p>+</p> <p>?</p>	<p>No significant effects indentified.</p>	<p>0</p>
<p>9. Climate Change & Energy</p>	<p>It is assumed that building standards have improved since the existing buildings were erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction</p>	<p>?</p>	<p>No significant effects indentified.</p>	<p>0</p>

	Environmental Management Plan (CEMP) could be recommended.			
10. Water	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>	0	No significant effects indentified.	0
11. Land & Soil	<p>The Option re-uses previously developed land.</p> <p>There may be potential for contaminants to be present given the existing use of one of the building and hardstanding as a garage/ MOT facility. Appropriate mitigation could be established at the project level.</p>	+	No significant effects indentified.	0
		?		
12. Air Quality	<p>No significant effects identified.</p> <p>There will be a minor negative impact in the short term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.</p>	?	No significant effects indentified.	0
13. Sustainable Design & Construction	<p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where</p>	+	No significant effects indentified.	0

	<p>possible; require best-practice sustainable construction methods etc.</p> <p>However, the Option offers beneficial impacts as it has the potential to improve the mix of uses in the town centre which could improve the diversity, viability and vibrancy of the area.</p>			
<p>Summary:</p> <p>The SA identified that many of the impacts for Option 1) are uncertain at this stage and it is expected that further details will be provided at the project level. The Option provides benefits for housing, landscape and townscape, sustainability and on communities as it is expected to improve the attractiveness of the area and contribute towards a mix of uses in the town centre by providing additional housing.</p> <p>Option 2) represents the 'do nothing' option and the SA has identified that the Option is unlikely to have an impact on any of the SA Objectives.</p>				

SA Objective	Site F Options					
	Redevelopment of site for retail/residential use, comprising a row of units fronting onto Bradley Way.		Redevelopment of site for office use, fronting Bradley Way.		No development at Site F.	
1. Balanced Communities	Option would contribute to the overall regeneration of the town centre. Provision of retail/residential would have a positive effect on communities. Potential for short-term negative effects during construction (noise, dust & traffic) for visitors at the hotel and to the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+ ?	Option would contribute to the overall regeneration of the town centre. Provision of office space would increase employment opportunities in the area with a positive effect on communities. Potential for short-term negative effects during construction (noise, dust & traffic) for visitors at the hotel and to the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+ ?	This option would not result in any disruption or disturbance to adjacent hotel and office but would not contribute to the overall regeneration of the town centre.	?
2. Healthy & Safe Communities	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
3. Housing	Potential for a long-term positive effect through the provision of residential development.	++	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Potential for a positive effect as the option would contribute to the overall regeneration of the town centre through the provision of retail and residential uses. Potential for short-term negative effects during construction (noise, dust & traffic) for the hotel and the adjacent office building; however, it is considered that	+ ?	Potential for a long-term positive effect on the economy and employment as the option would contribute to the overall regeneration of the town centre and would provide employment opportunities. Potential for short-term negative effects during construction (noise, dust & traffic) for the hotel and the adjacent office building; however, it is	+ ?	This option would not result in any disruption or disturbance to adjacent hotel and office but would not contribute to the overall regeneration of the town centre.	?

	suitable mitigation is available at the project level to minimise impacts. There is also the potential for negative effects on the hotel as the garden area is used for functions.		considered that suitable mitigation is available at the project level to minimise impacts. There is also the potential for negative effects on the hotel as the garden area is used for functions.			
5. Accessibility	Option would improve access to housing and retail, potential for a positive effect.	+	Option would improve access to employment, potential for a positive effect.	+	No significant effect identified.	0
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	No significant effect identified.	0
8. Landscape & Townscape	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. There is also the loss of greenspace; however, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. There is also the loss of greenspace; however, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	No significant effect identified.	0
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	Although the site is within the	-	Although the site is within the	-	No significant effect identified.	0

	curtilage of the hotel it is not PDL, potential for a negative effect on this SA objective.		curtilage of the hotel it is not PDL, potential for a negative effect on this SA objective.			
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Potential for a positive effect through the provision of a mixed use development. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	+	No significant effect identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0	No significant effect identified.	0

Summary:

The first option seeks the redevelopment of site for retail/ residential use, comprising a row of units fronting onto Bradley Way. The option would contribute to the overall regeneration of the town centre and the provision of retail/residential would have a positive effect on communities, housing, the economy and accessibility. Potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could potentially have negative effects on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect. Although the site is within the curtilage of the hotel it is not PDL, there is therefore the potential for a negative effect on land & soil.

The second option proposes the redevelopment of the site for office use, fronting Bradley Way. Similarly to the first option this will contribute to the overall regeneration of the town centre. Provision of office space would increase employment opportunities in the area with a positive effect on communities, the economy and accessibility. As for the first option there is potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building and there is also the potential for negative effects on the Conservation Area and townscape unless carefully planned and designed. There is also the potential for a negative effect on land & soil as the site is not PDL.

The final option proposes that the site remain as it is with no development. This option would not result in any disruption or disturbance to the adjacent hotel and office but would also not contribute to the overall regeneration of the town centre so will not have the positive effects associated with the first two options.



SA Objective	Site G Options			
	Back Lane car parking retained, with provision of short-stay spaces. Possible streetscene improvements.		Partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Designed to be in keeping with Rochford Conservation Area. Possible Health Centre. Provision of car parking at alternative location (see options for Site J).	
1. Balanced Communities	Option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which would contribute to the regeneration of the town centre. Potential for a positive effect through improvements to the public realm.	+	The provision of housing and apartments as well as a health care centre would have a long-term positive effect on this SA objective. There is an element of uncertainty as this option is dependent on the development of a multi-storey car park on Site J. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+
2. Healthy & Safe Communities	No significant effect identified.	0	Improved access to health care facilities would have a long-term positive effect on this SA objective. Uncertainty as identified against SA objective 1. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+
3. Housing	No significant effect identified.	0	Potential for long-term positive effects on this SA objective through the provision of housing and apartments. Uncertainty as identified against SA objective 1.	++
4. Economy & Employment	Option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which would contribute to the regeneration of the town centre	?	Potential for a positive effect on the economy through residential development which would improve the vitality and vibrancy of the town centre. Uncertainty as identified against SA objective 1. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+

5. Accessibility	No significant effect identified.	0	Option would improve access to housing and health care facilities, potential for a positive effect. Uncertainty as identified against SA objective 1.	+
				?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?
8. Landscape & Townscape	No significant effect identified.	0	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.	+
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Potential for a positive effect through improvements to the public realm.	+	No significant effects identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0

Summary:

The first option seeks to retain the existing Back Lane car park, with provision of short-stay spaces and streetscene improvements. This option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which will contribute to the regeneration of the town centre. Potential for a positive effect on communities and sustainable design through improvements

to the public realm.

The second option seeks partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Development could potentially include the provision of a Health Centre. There is an element of uncertainty against the majority of SA objectives as this option is dependent on the development of a multi-storey car park on Site J. The provision of residential development and a Health Centre has the potential for long-term positive effects on SA objectives relating to communities, health, housing and accessibility. Proposed development could potentially have a negative effect on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

SA Objective	Site H Options					
	Retain current doctor's surgery and car park.		Extend provision of healthcare facilities on this site.		Redevelopment of site for residential with healthcare facilities re-accommodated on Site C.	
1. Balanced Communities	This option would not result in any disruption to the doctor's surgery but would not contribute to the overall regeneration of the town centre.	?	Extending the provision of healthcare facilities on the site would have a long-term positive effect on communities.	+	Potential for a long-term positive effect through the provision of residential development that will contribute to the regeneration of the town centre. There is also the potential for short to medium-term negative effects as the healthcare facilities would be relocated to Site C. There would also be a loss of parking in close proximity to the town centre. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+
2. Healthy & Safe Communities	This option would not result in any disruption to the doctor's surgery.	+	Long-term positive effect on health through the provision of extended healthcare facilities.	+	There is also the potential for short to medium-term negative effects on health during the relocation of healthcare facilities to Site C. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	-
3. Housing	No significant effect identified.	0	No significant effect identified.	0	Potential for long-term positive	++

					effects on this SA objective through the provision of housing and apartments.	
4. Economy & Employment	Option would not contribute to the overall regeneration of the town centre.	?	No significant effect identified.	0	Potential for a positive effect on the economy through residential development which would improve the vitality and vibrancy of the town centre. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+
						?
5. Accessibility	No significant effect identified.	0	Potential for a positive effect through improved access to healthcare facilities.	+	Option would improve access to housing with positive effects but could reduce access to health care facilities in the short to medium-term with negative effects on this SA objective. There is also the potential for increased congestion during the construction phase. Depending on the progression of other options parking will also be less accessible for the relocated healthcare facility.	+
						?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Proposed extension could potentially have negative effects on the Conservation Area unless carefully planned and designed.	?	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall	?

					regeneration of the town centre, which will have a positive effect.	
8. Landscape & Townscape	No significant effect identified.	0	Proposed extension could potentially have negative effects on townscape unless carefully planned and designed.	?	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.	+
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0	Potential for a positive effect through the provision of a mixed use development. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	+
Summary:						
The first option seeks to retain the current doctor's surgery and car park, which would not result in any disruption to the doctor's surgery but would not contribute to the overall regeneration of the town centre. The second option seeks to extend the provision of healthcare facilities on						

the site. This has the potential for a long-term positive effect on communities and health. The final option proposes the redevelopment of the site for residential with healthcare facilities to be re-accommodated on Site C. This has the potential to contribute to the overall regeneration of the town centre with positive effects on SA objectives relating to communities, housing and the economy. There is also the potential for negative effects to communities and health during the relocation of healthcare facilities. This option would also lead to the loss of parking in close proximity to the town centre and restrict options for removing parking in Market Square, depending on the progression of options for Site J. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could also potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

SA Objective	Site J Options			
	Redevelop car park as multi-storey car park for both hospital and public use		Retain surface car park as existing	
1. Balanced Communities	A multi-storey car park enables the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre.	+	This option would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre.	?
2. Healthy & Safe Communities	The option recognises that there is the potential to affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. There is still the potential for short-term negative effects during construction (noise & dust), particularly to the patients in the hospital. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a CEMP.	-	No significant effect identified.	0
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	A multi-storey car park enables the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre. Potential for a short-term negative effect on local businesses during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+	This option would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre.	?
5. Accessibility	Potential for a short-term negative effect during construction through increased traffic at the junction between Bradley Way and West Street, which is an important transport node.	-	No significant effect identified.	0
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0

7. Cultural Heritage	A multi-storey car park could potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.	-	No significant effect identified.	0
8. Landscape & Townscape	A multi-storey car park could potentially have a long-term negative effect on townscape unless carefully planned and designed.	-	No significant effect identified.	0
9. Climate Change & Energy	The multi-storey car park would replace parking lost through development proposed in other options.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	Potential for short-term negative effects during construction (dust), however it is considered that suitable mitigation is available at the project level to minimise impacts.	?	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effects identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0	No significant effect identified.	0

Summary:

The first option seeks to redevelop the hospital car park in order to provide a multi-storey car park. This would enable the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre with positive effect for communities and the economy. Given the proximity to the hospital there is still the potential for short-term negative effects during construction (noise & dust). The option recognises that there is the potential to affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a Dust and Noise Management Plan. A multi-storey car park could also potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.

The second option seeks to retain the existing car park and would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre. The potential effect of this option against SA objectives relating to communities

and the economy was uncertain.

SA Objective	Site K Options					
	Refurbishment of train station including provision of a café, public toilets, newsagent and real time travel information. Improve bus rail interchange.		Ramp/steps facility up embankment linking the proposed West Street signalised junction (see Transport Options) to the car park. Re-design car park to provide a direct pedestrian linkage from this ramp through to the station. This link would be paved and be lined with trees to increase its prominence.		Create pedestrian links between train station and public open space and reservoir to south-east of Freight House, including improvements to fencing at reservoir.	
1. Balanced Communities	Improvements to the train station, including the provision of a café, public toilets, newsagent and real time travel information will have a positive effect on residents and visitors.	+	This option will help to improve the pedestrian link and make it easier for people to navigate between the town centre and railway station. Potential for a positive effect.	+	Potential for a positive effect on communities by improving pedestrian links to open space and potentially offering different routes into the town centre.	+
2. Healthy & Safe Communities	No significant effect identified.	0	Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private vehicle.	+	Potential for a positive effect on health as the option will improve pedestrian links to an area of public open space.	+
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	The provision of a café and newsagent has the potential for a positive effect on this SA objective.	+	Short-term positive effect by improving pedestrian links and wayfinding between the rail station and the town centre.	+	No significant effect identified.	0
5. Accessibility	Provision of real time travel information at the station will help people to plan their journeys with a positive effect on accessibility.	+	This option will help to improve the pedestrian link and make it easier for people to navigate between the town centre, railway station and bus links. Potential for a positive effect on accessibility.	+	Option will improve accessibility to public open space, potential for a positive effect.	+

6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	The refurbishment of the train station has the potential for a positive effect as it is identified as having a negative effect on the Conservation Area.	+	No significant effect identified.	0	No significant effect identified.	0
8. Landscape & Townscape	Potential for a positive effect on townscape.	+	No significant effect identified.	0	No significant effect identified.	0
9. Climate Change & Energy	An improved station might encourage people to use the train instead of the private vehicle. Potential for a positive effect.	+	Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private vehicle.	+	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	An improved station might encourage people to use the train instead of the private vehicle. Potential for a positive effect.	+	Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private vehicle.	+	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

Summary:

One of the options seeks improvements to the train station, including the provision of a café, public toilets, newsagent and real time travel information. This has the potential for a positive effect on SA objective relating to communities, the economy and accessibility. The train station is identified as having a negative effect on the Conservation Area; therefore this option has the potential for a positive effect on cultural heritage. An improved station could also help to encourage more people to use the train instead of the private vehicle, with positive effects on SA objectives relating to climate change and air quality.

The second option seeks to improve the pedestrian link and make it easier for people to navigate between the town centre and railway station. This has the potential for a positive effect on a number of SA objectives, which includes communities, health, the economy and accessibility. As for the first option this one also has the potential encourage people to use the train instead of the private vehicle.

The final option seeks to improve pedestrian links between the station and the public open space to the south-east. This has the potential for a positive effect on SA objectives relating to communities, health and accessibility.

Transport Options

SA Objective	Parking and travel demand management			
	<p>Option: Manage parking more strictly in Rochford by prioritising parking in the town centre in the following hierarchy: for elderly and disabled, for loading and servicing, taxi access, and for short term parking needs associated with retail premises. On street commuter parking would be actively discouraged in the town centre and soft measures such as providing information on other travel options and through education campaigns/travel plans, can also support hard measures in changing peoples travel behaviour.</p>		<p>Option: Given the importance of encouraging commuter trips to be taken by rail, it is further proposed that the park and ride facility at the train station be increased in size to allow for additional parking spaces in the future.</p>	
<p>1. Balanced Communities</p>	<p>Prioritising parking for the elderly and disabled has the potential for a short-term positive effect on sections of the community who are less mobile. There is only a small proportion of on street commuter parking available in the town centre and this is predominantly along Weir Pond Road. Discouraging this could have a minor positive effect on pedestrian movement.</p>	<p>+</p>	<p>People who travel by rail would also be able to utilise the park and ride service, which could be directed through the town centre, therefore enhancing access.</p>	<p>+</p>
<p>2. Healthy & Safe Communities</p>	<p>Potential for a short-term positive effect by improving access for the elderly and disabled to the town centre.</p>	<p>+</p>	<p>No significant effect identified.</p>	<p>0</p>
<p>3. Housing</p>	<p>No significant effect identified.</p>	<p>0</p>	<p>No significant effect identified.</p>	<p>0</p>
<p>4. Economy & Employment</p>	<p>Discouraging on street commuter parking could open up more space for short term parking for retail premises, which has the potential for a short-term positive effect on local businesses. Improved parking for loading/servicing also has the potential for a positive effect.</p>	<p>+</p>	<p>Potential for a short-term positive effect on businesses through improved access to the town centre from the station. This option could also help to reduce on street commuter parking along Weir Pond Road opening up more space for short term parking for retail premises.</p>	<p>+</p>
<p>5. Accessibility</p>	<p>Prioritising parking for the disabled/ elderly has a potential for a short-term positive effect on this SA objective. Discouraging on street commuter parking</p>	<p>+</p>	<p>Option could improve access to the town centre from the station through an improved park and ride service. Could also help to reduce on street commuter parking</p>	<p>+</p>

	would allow more space for short term parking for retail premises. This could help to reduce queuing traffic at Market Square and improve accessibility. Potential for a positive effect. Option could also encourage commuter parking in the car parks at Back Lane and the rail station.		along North Street opening up more space for short term parking for retail premises. Potential for a short-term positive effect.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	No significant effect identified.	0
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0
Summary:				
<p>Both options were assessed as having the potential for a short-term positive effect on communities, the economy and accessibility. One option seeks to prioritise parking in the town centre for the disabled/elderly, which has the potential to benefit members of the community who are less mobile and improve their access to the town centre. This option also seeks to discourage on street commuter parking, which could open up more space for short-term parking for retail premises and help to reduce queuing traffic in the Market Square.</p> <p>The other option seeks to increase the park and ride facility at the train station to allow for more parking spaces. It is assumed that this option would not only increase the number of parking spaces but would also improve the park and ride bus service, which could be diverted through the town centre and improve access. Not only would this option improve access to the town centre but it would also help to reduce on street commuter parking along Weir Pond Road by encouraging commuter parking at the station, which would also open up more space for short</p>				

term parking for retail premises.

SA Objective	North and South Streets							
	<p>Option: In the short-term potential exists for small scale improvements to be progressed, aimed at slowing vehicle speeds and improving pedestrian crossings. This would include changing the layout of kerbs and public realm materials to this effect. This could also include an additional pedestrian crossing on North Street.</p>		<p>Option: In the longer term potential exists for South and North Street to form a continuous two-way link through the town connecting into Bradley Way which would slow vehicle speeds, improve the legibility of the town centre and create a more accessible town centre making distances between destinations shorter. The increased storefront exposure afforded by two-way directional flow would also make retail and commercial activities more viable at the street level.</p>		<p>Option: In the long-term, and in conjunction with redevelopment of Site A if such an option were to be pursued, the existing one-way section of North Street could be made two-way and kerb extensions could take place at East Street junction and the Weir Pond Road and North Street junction in order to improve pedestrian movement in these areas. Also the junction could be controlled by lights or other means to make it safe for vehicles accessing the town from the east. In addition parking could be removed from the eastern side of North Street from Old Ship Lane to Weir Pond Road in favour of parking on the western side.</p>	<p>Option: Adoption of Roche Close off North Street, allowing parking restrictions to be implemented and resolving issues with parking on-street interfering with flow of vehicular movements.</p>		
<p>1. Balanced Communities</p>	<p>Potential for short-term positive effects on communities as this option will seek small scale improvements to reduce vehicle speeds and improve pedestrian crossings.</p>	<p>+</p>	<p>Option could potentially reduce traffic speeds along North Street by converting the one-way system into a two-way link with long-term positive effects for communities.</p>	<p>?</p>	<p>This option seeks the conversion of the existing one-way section of North Street to two-way, including improvements to the pedestrian environment (kerb extensions) at junctions (East Street,</p>	<p>?</p>	<p>No significant effect identified.</p>	<p>0</p>

			However, it would also result in double the amount of traffic travelling along a section of North Street with the potential for a long-term negative effect on communities if not implemented in conjunction with improvements to pedestrian crossings.		Weir Pond Road and North Street) and the provision of a controlled junction for vehicles accessing the town centre from the east. Potential for long-term positive effects through improvements to pedestrian movement; however, also the potential for long-term negative effects as traffic would double along a section North Street.			
2. Healthy & Safe Communities	Reduced vehicle speeds and improved pedestrian crossings have the potential for a positive effect on health and safety.	+	Potential for both long-term positive and negative effects as this option could reduce vehicle speeds but also double the amount of traffic along a section of North Street.	?	Potential for long-term positive effects on health and safety through improvements to pedestrian movement; however, also the potential for long-term negative effects as traffic would double along a section of North Street.	?	No significant effect identified.	0
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Improved pedestrian movement through the town centre has the potential for short-term positive effect on businesses.	+	Potential for a long-term positive effect on the economy as two-way directional flow along the one-way section of North Street would increase	+	Potential for a long-term positive effect on businesses along North Street as two-way directional flow would increase storefront exposure. This option	+	No significant effect identified.	0

			storefront exposure and improve accessibility to the town centre.		also has the potential to improve pedestrian movement through the town centre as long it is implemented in conjunction with improvements to pedestrian crossings.			
5. Accessibility	Option has the potential to improve pedestrian movement through the town centre with a short-term positive effect on this SA objective.	+	Potential to improve accessibility and shorten journey times into and through the town centre. Long-term positive effect on accessibility. However, doubling traffic along a section of North Street as well as the loss of on-street parking could have a negative effect on accessibility, depending on other the implementation of other options.	+	Potential to improve accessibility in the town centre. However, doubling traffic along a section of North Street could have a negative effect on pedestrian movement, depending on the implementation of other options.	+	Short-term positive effect on accessibility as the option could reduce congestion caused by on-street parking.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Doubling the level of traffic along a section of North Street could potentially have a negative effect on the Listed Buildings that are present.	?	Doubling the level of traffic along a section of North Street could potentially have a long-term negative effect on the Listed Buildings that are present. Traffic lights could potentially have a negative effect	?	No significant effect identified.	0

					on the Conservation Area			
8. Landscape & Townscape	No significant effect identified.	0	Doubling the level of traffic along a section of North Street could potentially have a negative effect on the townscape. However, given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	Doubling the level of traffic along a section of North Street could potentially have a long-term negative effect on the townscape. However, given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	No significant effect identified.	0
9. Climate Change & Energy	No significant effect identified.	0	Option has the potential to double the level of traffic along a section of North Street therefore increasing greenhouse gas emissions, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	Option has the potential to double the level of traffic along a section of North Street therefore increasing greenhouse gas emissions, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

<p>12. Air Quality</p>	<p>No significant effect identified.</p>	<p>0</p>	<p>Option has the potential to double the level of traffic along North and South Street therefore increasing atmospheric pollution, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.</p>	<p>?</p>	<p>Option has the potential to double the level of traffic along North Street therefore increasing atmospheric pollution, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.</p>	<p>?</p>	<p>No significant effect identified.</p>	<p>0</p>
<p>13. Sustainable Design & Construction</p>	<p>Improved pedestrian crossings have the potential for a short-term positive effect on this SA objective.</p>	<p>+</p>	<p>Doubling the level of traffic travelling along a section of North Street could have a long-term negative effect on this SA objective, unless implemented in conjunction with improvements pedestrian crossings.</p>	<p>?</p>	<p>Doubling the level of traffic travelling along a section of North Street could have a long-term negative effect on this SA objective, unless implemented in conjunction with improvements pedestrian crossings. Option also has the potential for a long-term positive effect through kerb extensions.</p>	<p>+</p>	<p>No significant effect identified.</p>	<p>0</p>

Summary:

The options propose significantly different choices and levels of intervention to address traffic flow along North and South Street. One of the options proposes the adoption of Roche Close off North Street, to allow parking restrictions to be implemented to try and resolve issues with parking on-street interfering with flow of vehicular movements. It was considered that this is unlikely to have significant effect against the majority of SA objectives. There is the potential short-term positive effect on accessibility as the option could reduce congestion along North

Street. Another option proposes short-term small scale improvements to reduce vehicle speeds and improve pedestrian crossings along North and South Street. This has the potential for a short-term positive effect on SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design.

Two of the options propose the potential for converting a section of North Street from one-way to two-way traffic. There are potential benefits of converting to two-way traffic flow (with oncoming traffic) as it could help to reduce the speed of vehicles and increase storefront exposure with long-term positive effects on health and safety and the economy. It could also have long-term positive effects on accessibility by shortening journey times into and through the town centre. However, converting a section of North Street to two-way traffic will double the amount of traffic present, which has the potential for negative effects on pedestrian safety and the Listed Buildings present. One of the options is likely to have greater benefits as it proposes kerb extensions and a signalled junction which could have positive effects for the safety of pedestrians.

SA Objective	Weir Pond Road					
	Option: Enhancements to footpaths and additional pedestrian crossings, creating better links to town centre.		Option: On-street parking restrictions to allow for better traffic flow through one way system.		Option: Removal of traffic island at the junction of Weir Pond Road and East Street, allowing buses better access through town centre. Potential to incorporate street scene improvements, enhancing appearance of town in prominent location.	
1. Balanced Communities	Enhancements to footpaths and additional pedestrian crossing will have a short-term positive effect on communities.	+	No significant effect identified.	0	Improving access for bus services to the town centre has the potential for a short-term positive effect on communities. However, there is also the potential for a negative effect as removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street.	?
2. Healthy & Safe Communities	Potential for a short-term positive effect on health and safety through enhanced footpaths and additional pedestrian crossings.	+	No significant effect identified.	0	Removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street, have a negative effect on health and safety. This will be dependent on the progression and implementation of other options.	?
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Short-term positive effect through improved pedestrian links to the town centre.	+	Improved traffic flow has the potential for a short-term positive effect on the economy.	+	Improved access for bus services to the town centre will have a positive effect on the economy.	+
5. Accessibility	Potential for a short-term positive effect through improved pedestrian links to the town	+	Improved traffic flow has the potential for a short-term positive effect on transport. Also the	+	Improving access for bus services to the town centre has the potential for a short-term positive	?

	centre.		potential for a negative effect through the loss of car parking.	?	effect on this SA objective. However, there is also the potential for a negative effect as removing the traffic island could reduce accessibility for pedestrians.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0	Potential for a positive effect on the townscape through street scene improvements as it is a prominent location.	+
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Short-term positive effect on this SA objective through enhancements to footpaths and additional pedestrian crossing.	+	No significant effect identified.	0	No significant effect identified.	0
Summary:						
<p>One of the options proposes enhancements to footpaths and additional pedestrian crossings which has the potential to create better links to town centre. This has the potential for short-term positive effects for SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design. Another option proposes on-street parking restrictions to allow for better traffic flow through one way system. This is unlikely to have a significant effect against the majority of SA objectives but does have the potential for short-term positive effects on the economy and accessibility.</p> <p>The final option proposes the removal of the traffic island at the junction of Weir Pond Road and East Street as well as street scene improvements. The removal of the traffic island could improve access for bus services to the town centre with the potential for a short-term</p>						

positive effect on communities, the economy and accessibility. However, there is also the potential for a negative effect as removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street. Unlike the other options this option also has the potential for a positive effect on the townscape through street scene improvements, given the junctions prominent location.

SA Objective	Bradley Way			
	<p>Option: The street could be redesigned so as to balance movement with various place functions. On-street parking bays should be provided on both sides of the street in a manner that ensures that traffic still moves efficiently. These spaces would allow for people to stop off at the park to take rest and respite as part of journeys through Rochford. This would greatly improve opportunities for people to use the park rather than drive by it, and improve levels of passive surveillance. This option would also allow for possible retail usage along Bradley way.</p>		<p>Option: The junction with West Street could be signalised. Whilst this may have implications on vehicular journey times through this route, it is deemed to be the most effective manner by which pedestrian movements can be safely provided for from the Market Square through to the rail station – a critical route required to support the successful regeneration of the town centre.</p>	
<p>1. Balanced Communities</p>	<p>Providing on-street parking bays has the potential to improve access to the park for the elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative effect on pedestrian movement. Additional retail along Bradley Way could give communities more choice.</p>	<p>?</p>	<p>Potential for a positive effect on pedestrian movement between the station and the town centre. However, it could also lead to slightly increased vehicular journey times.</p>	<p>+</p>
<p>2. Healthy & Safe Communities</p>	<p>Potential to improve access to the park for elderly/disabled members of the community who cannot walk. However, as identified against SA objective 1, option could also lead to the loss of some of the width of the footpath to accommodate parking bays which could affect pedestrian movement.</p>	<p>?</p>	<p>A signalled crossing at the junction of West Street and Bradley Way could have a long-term positive effect on the safety of pedestrians.</p>	<p>+</p>
<p>3. Housing</p>	<p>No significant effect identified.</p>	<p>0</p>	<p>No significant effect identified.</p>	<p>0</p>
<p>4. Economy & Employment</p>	<p>Option could allow for possible retail usage along Bradley Way, however this is uncertain.</p>	<p>?</p>	<p>Potential for a positive effect through improved pedestrian access to the town centre. The option could increase vehicular journey times and potentially affect other junctions but this is unlikely to be significant.</p>	<p>+</p>
<p>5. Accessibility</p>	<p>Potential to improve access to the park for</p>	<p>?</p>	<p>Option will improve pedestrian access between the</p>	<p>+</p>

	elderly/disabled members of the community who cannot walk. However, as identified against SA objective 1, option could also lead to the loss of some of the width of the footpath to accommodate parking bays which could affect pedestrian movement. Potential for the parking bays to create congestion if not planned carefully.		station and town centre. Potential for a positive effect. It also has the potential to increase vehicular journey times but this is unlikely to be significant.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Traffic lights could potentially have a negative effect on the Conservation Area.	?
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0
9. Climate Change & Energy	Potential for the parking bays to create congestion if not planned carefully.	?	Potential to result in queuing traffic at the signals if not planned carefully.	?
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	Potential for the parking bays to create congestion if not planned carefully.	?	Potential to result in queuing traffic at the signals if not planned carefully.	?
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0
Summary:				
<p>One option proposes the provision of on-street parking bays along Bradley Way, which has the potential to improve access to the park for elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative effect on pedestrian movement. There is also the potential for the parking bays to create congestion along Bradley Way if not planned carefully. The option would allow for possible retail usage along Bradley Way as well as other areas, however this is uncertain. The potential effect of this option on SA objectives is uncertain.</p> <p>The other option seeks to provide a signalled crossing at the junction of West Street and Bradley Way. This has the potential for a positive effect on SA objectives relating to communities, health and safety, the economy and accessibility as it will improve pedestrian movement between</p>				

the station and the town centre. The option has the potential to increase vehicular journey times but this is unlikely to be significant. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in queuing traffic. Uncertainty was also identified against cultural heritage as traffic lights could potentially have negative effects on the Conservation Area.

The preferred option for Bradley Way should also seek to improve walking and cycling links between the park and the town centre.

SA Objective	West Street			
	<p>Option: Footways could be widened on both sides, narrowing the carriageway but retaining bus and traffic movements. The carriageways could be paved in materials that are similar although differentiated from footways. Carriageways and footways would be differentiated via a nominal kerb to assist the visually impaired, and also deflecting vehicles from footways. In combination these measures would ensure that any vehicle using West Street does so in a manner that respects the needs of pedestrians, including the elderly and disabled, and protects the historic buildings along it.</p>		<p>Option: Signalised junction with Hall Road, replacing current roundabout. This option would have to be carefully examined by Essex County Council Highways Department to determine the impacts on traffic flow at this important junction between West Street, Hall Road and Ashingdon Road.</p>	
1. Balanced Communities	Option has the potential to help reduce the speed of vehicles and improve the pedestrian environment.	+	Potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square.	+
2. Healthy & Safe Communities	Potential for a positive effect on the health and safety of pedestrians.	+	A signalled crossing at the junction could have a long-term positive effect on the safety of pedestrians.	+
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	No significant effect identified.	0	No significant effect identified.	0
5. Accessibility	Option has the potential to enhance pedestrian access to the town centre with a positive effect on this SA objective.	+	Option is unlikely to significantly improve pedestrian access to the town centre. There is the potential for negative effects as a result of increased journey times and congestion at the traffic lights.	?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Having a more defined carriageway and footways will help to reduce vehicle speeds with indirect positive effects on the Listed Buildings along West Street.	+	Traffic lights could potentially have a negative effect on the Conservation Area	?
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0

9. Climate Change & Energy	No significant effect identified.	0	Potential to result in queuing traffic at the signals if not planned carefully.	?
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	Potential to result in queuing traffic at the signals if not planned carefully.	?
13. Sustainable Design & Construction	Potential for a positive effect against this SA objective through improving the pedestrian environment.	+	No significant effect identified.	0

Summary:

One option seeks to better define the boundary between the carriageway and pedestrian environment as well as extend footpaths along West Street. This could help to reduce vehicle speeds and has the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. There is also the potential for a positive effect on the listed Buildings along West Street.

The other option seeks the provision of a signalised junction with Hall Road, replacing the current roundabout. This has the potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in increased journey times and queuing traffic. Uncertainty was identified against cultural heritage as traffic lights could have potentially have negative effects on the Conservation Area.

SA Objective	West Street - bus routing and facilities			
	Option: Stop facilities should be improved to include a map of Rochford with stops and services noted on it, to provide users with information required to plan their journeys. In addition real time bus information should also be provided at the Rochford train station to facilitate improved interchange between these modes.		Option: Reroute bus service to avoid Market Square.	
1. Balanced Communities	The provision of maps at stop facilities, which will include information on stops and services, and real time bus information at the train station, will have a positive effect for community, particularly visitors who may not know the area.	+	Rerouting the bus service to avoid the Market Square has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	+
2. Healthy & Safe Communities	No significant effect identified.	0	Option could potentially have a positive effect on the health and safety of pedestrians along West Street.	+
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	No significant effect identified.	0	Option has the potential for both positive and negative effects on this SA objective. Rerouting buses could improve the character and quality of West Street, including the Market Square but it could also reduce accessibility. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	+
5. Accessibility	Option has the potential for a short-term positive effect on this objective through the provision of maps at stop facilities, which will include information on stops and services, and real time bus information at the train station.	+	Rerouting the bus service to avoid the Market Square would have a negative effect on this SA objective. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural	No significant effect identified.	0	Potential for a positive effect on the Listed Buildings	+

Heritage			along West Street.	
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0
Summary:				
<p>The first option seeks to improve bus stop facilities by providing maps with stop and service information as well as real time bus information at the train station. This will allow people to plan their journey and navigate their way more easily around the town centre. This has the potential for a short-term positive effect on communities and accessibility.</p> <p>The second option proposes rerouting bus services to avoid the Market Square. This has the potential to improve pedestrian movement as well as the character of the Market Square but could reduce the accessibility of the town centre. The assessment identified the potential for positive and uncertain effects against SA objectives relating to communities and the economy. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly. Option also has the potential for a positive effect on Listed Buildings along West Street.</p>				

Appendix V: SA of Rochford AAP Vision and Objectives

Key:

No Impact	N
Very Compatible	VC
Compatible	C
Uncertain	U
Incompatible	I
Very Incompatible	VI

Rochford AAP Vision

Rochford will develop its existing strengths as a small and attractive historic market town serving the needs of its local population and visitors. By 2026, the town centre offer will be more mixed, and will include a greater diversity of town centre uses, such as restaurants, cafés, and bars, leisure uses and community facilities, whilst retaining its existing office stock. Environmental enhancements and new development will improve key spaces, build on the town's historic character and make better use of unused or unattractive sites. Improvements to existing routes and the addition of new links will make the town more permeable and make travel by all modes of transport easier.

SA Objectives		Compatibility Analysis
1	To ensure the delivery of high quality sustainable communities where people want to live and work	VC
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	C
3	To provide everybody with the opportunity to live in a decent home	U
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	VC

SA Objectives		Compatibility Analysis
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	VC
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	C
7	To maintain and enhance the cultural heritage and assets of the District	VC
8	To maintain and enhance the quality of landscapes and townscapes	C
9	To reduce contributions to climate change	U
10	To improve water quality and reduce the risk of flooding	N
11	To maintain and improve the quality of the District's land and soil	C
12	To improve air quality	U
13	To promote sustainable design and construction	U

Summary:

The vision is compatible with the majority of the SA Objectives, particularly those relating to high quality sustainable communities, the economy and accessibility. It was also found to be compatible with health and well-being, landscape and townscape through encouraging diversity leading to a greater number and range of services to support local communities and through encouraging the improvements to be made to make the area more attractive and more accessible. The uncertainties identified within the compatibility analysis relate to overarching nature of the vision, which cannot be expected to cover all aspects of sustainability in detail.

		AAP Objectives				
SA Objectives		1) Provide a diverse range of uses, activities and facilities for local people	2) Enhance the historic core	3) Improve accessibility for all	4) Protect local employment	5) Promote the redevelopment of unused, underused, infill or unattractive sites
1	To ensure the delivery of high quality sustainable communities where people want to live and work	VC	N	VC	VC	VC
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	C	N	C	U	C
3	To provide everybody with the opportunity to live in a decent home	N	N	N	N	U
4	To achieve sustainable levels of economic growth/prosperity and promote town centre	VC	U	C	VC	C

		AAP Objectives				
SA Objectives		1) Provide a diverse range of uses, activities and facilities for local people	2) Enhance the historic core	3) Improve accessibility for all	4) Protect local employment	5) Promote the redevelopment of unused, underused, infill or unattractive sites
	vitality/viability					
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	N	N	VC	C	C
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	U	N	N	N	U
7	To maintain and enhance the cultural heritage and assets of	U	VC	C	N	U

		AAP Objectives				
SA Objectives		1) Provide a diverse range of uses, activities and facilities for local people	2) Enhance the historic core	3) Improve accessibility for all	4) Protect local employment	5) Promote the redevelopment of unused, underused, infill or unattractive sites
	the District					
8	To maintain and enhance the quality of landscapes and townscapes	C	C	U	U	VC
9	To reduce contributions to climate change	U	N	U	C	U
10	To improve water quality and reduce the risk of flooding	U	N	N	N	U
11	To maintain and improve the quality of the District's land and soil	U	N	N	N	VC
12	To improve air quality	U	N	U	N	U
13	To promote sustainable design and construction	U	U	U	U	U

Summary:

The AAP objectives which seek to support the vision are compatible with the majority of SA objectives. Uncertainty exists with SA Objective 3 (Housing) as it is not known whether the redevelopment of unused, underused, infill or unattractive sites will lead to an increase/ decrease in housing or whether existing housing will be upgraded. In addition, the uncertainties that exist with regard to the other SA Objectives can be mitigated with higher level policies in the Rochford District Council Core Strategy. For example, Policy ENV10 - BREEAM and Policy ENV9 - Code for Sustainable Homes would support the AAP Objectives to ensure compatibility with the SA Objective 13 (Sustainable Design & Construction).

Appendix VI: SA of Rochford AAP Policies

Appraisal key

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

Policy 1 - Rochford Area Action Plan Framework

Development will respect and, where possible, enhance Rochford's existing local character and strengthen its role serving the retail needs of the local population. This will be managed through a more compact defined town centre, a strengthened primary retail frontage centred on Market Square, an extended secondary shopping frontage and the designated Locks Hill employment site. Public realm enhancements and improved connections will be supported in the centre and at key gateways to the town.

All new development within the Rochford AAP area should contribute towards the delivery of the spatial framework as shown in Figure 6. The key elements of this framework are:

1. The focus of retail uses in the centre, with the highest concentration of A1 uses in the Market Square area.
2. The creation of a more vibrant and attractive Market Square, with public realm improvements and the encouragement of additional restaurant and café uses.
3. The protection of office-based employment uses in the Locks Hill area.
4. Opportunities for new mixed-use development as sites become available.
5. New and enhanced routes and key junctions within the AAP area and linking the centre with the rail station and the surrounding area.
6. New and improved public realm and environmental improvements throughout the centre.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Potential for major long term positive effects for the Rochford community by regenerating the area and improving the public realm (the market square in particular) to: encourage diversity and choice of services and facilities; improve access to existing and new services and facilities; and help create a sense of place.	++	Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.	
2. Healthy & Safe Communities	Improvements made to the public realm, the protection of jobs and potential for new housing and job	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 	

	opportunities will have positive indirect effects on health and well-being in the long term.		<ul style="list-style-type: none"> (Cycling and Walking). Rochford District Council Core Strategy Policy CLT5 (Open Space). 	
3. Housing	There will be opportunities to provide housing as part of new mixed-use development but only as sites become available.	+		
4. Economy & Employment	The policy will have significant long term positive effects on economy and employment through the regeneration of the Town Centre. Improvements to the public realm will also make the town centre a more attractive and enjoyable place for people to shop, visit and live.	++	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy will have a long-term positive effect on this SA objective through improved accessibility to housing, employment, retail, leisure facilities and services. This could help to reduce the number of trips generated and encourage walking, particularly through the provision of new public spaces and improved pedestrian links to the station, walkways and crossings.	++	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. Rochford District Council Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development. There policy seeks environmental improvements throughout the centre.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	The regeneration of the AAP area has the potential for long term positive effect on heritage. The policy requires development to respect and, where possible, enhance Rochford's existing local character. Any development could have the potential to affect the conservation area and the listed buildings within the area, negatively during construction as a result of the movement of heavy	+ ?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. 	

	<p>vehicles or positively through improvements to the public realm and frontages. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>		<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
<p>8. Landscape & Townscape</p>	<p>The regeneration of the AAP area, including the creation of a more vibrant and attractive Market Square, with public realm and environmental improvements has the potential for long term positive effects on the local character and townscape.</p>	<p>+</p>		
<p>9. Climate Change & Energy</p>	<p>The provision of housing, employment and retail opportunities within the AAP area, alongside improved routes has the potential to reduce the number of vehicle trips generated. This could result in small reductions in vehicular travel and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 	

			<p>2008 - 2013.</p> <ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	<p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments.</p> <p>The River Roach and a small tributary pose a small risk of flooding but the majority of the AAP is located in Flood Zone 1. Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the risk of flooding although mitigation is provided by Core Strategy Policy ENV3 - Flood Risk and Policy ENV4 - Sustainable Drainage Systems (SUDS).</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	<p>Positive long term benefits through the regeneration of brownfield land.</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	<p>The provision of housing, employment and retail opportunities within the AAP area, alongside improved connectivity has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in</p>	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) 	

	<p>localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.</p>		<p>Policy DM29 - Air Quality.</p>	
<p>13. Sustainable Design & Construction</p>	<p>The policy requires that development will respect and, where possible, enhance Rochford's existing local character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long-term positive effects against this SA objective.</p>	<p style="text-align: center;">+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy requires development to be in accordance with the spatial development framework, which aims to improve accessibility and to respect, and where possible, enhance the character of the area and improve the public realm. All of these aims are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted effect is one that is positive for sustainability in the long term. The policy has the potential for positive long term effects on communities, the economy, accessibility and landscape/townscape. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p>				

Policy 2 - Rochford's Primary Shopping Frontage			
<p>Within Rochford's Primary Shopping Frontage, as defined on the Rochford AAP Proposals Map, proposals for A1 retail uses will be acceptable. Proposals for A3 and A4 uses will also be considered acceptable where they would maintain A1 retail uses at 65% of defined primary shopping frontage. New A5 uses are not considered appropriate in the primary shopping frontage. Development for non-A1 uses will be permitted where it would:</p> <ol style="list-style-type: none"> 1. Not have a detrimental impact on, or undermine, the vitality and viability of Rochford town centre. 2. Not create a cluster of similar uses within a locality that undermines the character of the centre. 3. Positively contribute to the overall offer and encourage people into the centre. 			
SA Objective	Assessment of Effects	Evidence and Reference (where available)	Proposed and Potential Mitigation
Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Development adhering to this policy has the potential for major long term positive effects for the Rochford community by encouraging diversity and choice of shops and services to meet the needs of the community and encourage them to use their local centre rather than travel elsewhere.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.
2. Healthy & Safe Communities	When permitting A3 and A4 uses, consideration must be given to the effects of noise, smoke and odour on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential will be more sensitive than office uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space).
3. Housing	No significant effects identified.	0	<ul style="list-style-type: none"> •

4. Economy & Employment	The policy has the potential for major long term positive effects on economy and employment through encouraging diversity of employment (a mix of skills) and choice to meet the needs of consumers (local and visitors) whilst protecting the function of the town centre. This will encourage consumers to shop in the town centre and boost the local economy.	++	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy could lead to minor long term positive effects as the enhanced town centre may reduce the need for people to travel outside the AAP area to shop.	+	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. Rochford District Council Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	No significant effects identified.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent of the implementation of the proposed development. Any development could have the potential to affect the conservation area and the listed buildings especially if a change of use will involve a listed building. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. Rochford District Council 	

			<ul style="list-style-type: none"> Local List SPD. Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	The policy has the potential to reinforce and enhance Rochford Town Centre's function and in doing so will help give a better sense of place leading to positive effects in the long term.	+		
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel and therefore greenhouse gas emissions. This could have minor positive effects on climate change.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. Rochford District Council Development Management DPD (Submission Document). Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	No significant effects identified.	0	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policies ENV9 (Code for 	

			<p>Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the assumed re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy has the potential to decrease the number of trips generated and therefore reduce vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. In addition, when permitting A3 and A4 uses, consideration must be given to the impact on odour and smoke on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. It is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable	The policy requires that new development respects and,	+	<ul style="list-style-type: none"> • Rochford District Council 	

<p>Design & Construction</p>	<p>where possible, enhances Rochford's existing local character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.</p>		<p>Core Strategy DPD Policy CP1 - Design.</p> <ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	
<p>Summary:</p> <p>This policy not only seeks to protect Rochford's primary shopping area but also provides opportunities for a more diverse range and choice of uses to improve the vitality and viability of the Town Centre. The policy has the potential for a long term positive effect for communities and the economy. Uncertain effects were identified for air quality and health with regard to encouraging A3 and A4 uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.</p>				

Policy 3 - Rochford's Secondary Shopping Frontage			
<p>Within Rochford's Secondary Shopping Frontages, as defined on the Rochford AAP Proposals Map, new development for Class A and D uses and other uses considered appropriate in town centres will be acceptable. Development involving the loss of town centre uses will be permitted where it would:</p> <ol style="list-style-type: none"> 1. Not have a detrimental impact on, or undermine, the vitality, viability and retail character of Rochford's Primary Shopping Frontage. 2. Not create a cluster of similar uses within a locality that undermines the character of the centre. 3. Positively contribute to the overall offer and encourage people into the centre. 			
SA Objective	Assessment of Effects	Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)		
1. Balanced Communities	Development adhering to this policy will lead to major long term positive effects for the Rochford community by encouraging diversity and choice of shops and services to meet the needs of the community and encourage them to use their local centre rather than travel greater distances. Including A and D uses will further increase diversity and choice.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.
2. Healthy & Safe Communities	When permitting A3, A4, A5 and D uses, consideration must be given to the effects of noise, smoke and odour on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space).
3. Housing	No significant effects identified.	0	
4. Economy & Employment	The policy has the potential for major long term positive effects on economy and employment through	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study

	supporting diversity of employment (a mix of skills) and choice to meet the needs of consumers whilst protecting the function of the town centre. This will encourage consumers (local and visitors) to spend in the town centre which will boost the local economy.		(2008).	
5. Accessibility	The policy could lead to minor long term positive effects as the enhanced town centre may reduce the need for people to travel outside the AAP area to shop.	+	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	No significant effects identified.	0	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent on the implementation of the proposed development. Any development could have the potential to affect the conservation area and the listed buildings especially if a change of use will involve a listed building. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> • English Heritage: The National Heritage List for England. • Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. 	

			<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	The policy has the potential to reinforce and enhance Rochford town centre's function and in doing so will help give a better sense of place leading to positive effect in the long term.	+		
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel and therefore greenhouse gas emissions. This could have minor positive effects on climate change.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. Rochford District Council Development Management DPD (Submission Document). Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	No significant effects identified.	0	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and 	

			<p>ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the assumed re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy has the potential to lead to a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. In addition, when permitting A3, A4 and A5 uses, consideration must be given to the impact on odour and smoke on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. It is assumed that this can be mitigated at the project level.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires that development will respect and, where possible, enhance Rochford's existing local character. In addition there are a number of policies in	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. 	

	<p>the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.</p>		<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	
<p>Summary:</p> <p>The aims of this Policy are similar to those of Policy 2 with the difference being that this Policy focuses on the secondary shopping frontage. Consequently, this policy has broadly similar effects on the SA Framework of objectives as Policy 2, with the predicted overall results for sustainability being positive. As for Policy 2, the effects were uncertain for air quality and health with regard to encouraging A3, A4, A5 and D uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level.</p>				

Policy 4 - Locks Hill Employment Site

The Council will support new B1a (office) employment development within the Locks Hill employment site and protect the area from uses that would undermine its role as an employment generator. Alternative uses will be considered having regard to:

1. The number of jobs likely to be generated.
2. The compatibility with and impact on existing B1 (a) uses.
3. The impact on the vitality and viability of Rochford town centre.
4. Wider sustainability issues such as traffic generation considered against travel by sustainable modes.

Any new development at the Locks Hill employment site should be of a quality befitting this gateway location, safe and inclusive design which acts as a landmark and responds positively to its local context.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Policy supports new employment development within the Locks Hill site which has the potential for minor long term positive effects for the Rochford community through improving access to employment opportunities.	+	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	Improved access to employment opportunities will have positive indirect effects on the health of the community. In addition, the policy requires that any new development should be safe and involve inclusive design which supports this SA objective.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). 	
3. Housing	No significant effect identified.	0	<ul style="list-style-type: none"> • 	
4. Economy & Employment	The policy will have significant long term positive effects on the economy and employment through providing employment opportunities close to the Town Centre. It is	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	

	also in a gateway location which if designed well will enhance the local area and may make it more attractive to visitors.		<ul style="list-style-type: none"> Rochford District Council Employment Land Study (2008). 	
5. Accessibility	The policy will have a long term positive effect as increased opportunities for employment within the town centre will reduce the need for people to travel outside of the AAP area for work. Any new development could have the potential to increase traffic and congestion; however, mitigation is provided in the policy wording itself and Development Management DPD (Submission Document) Policy DM31 - Traffic Management.	+	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. Rochford District Council Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	Any new development has the potential to affect the conservation area and the listed buildings on and adjacent to the site. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character. Furthermore, new development or redevelopment could have the potential to enhance the historic character if carefully and sympathetically designed. This could lead to minor positive effects in the long-term.	?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. Rochford District Council Local List SPD. Rochford District Council Development 	

			Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas.	
8. Landscape & Townscape	New development or redevelopment could have the potential to enhance the local character of the townscape in the area leading to long term positive effects.	+		
9. Climate Change & Energy	The provision of employment opportunities has the potential to reduce the number of trips generated. This could result in small reductions in vehicular travel and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments.	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy 	

	The site is close to the River Roach and a small tributary which poses a risk of flooding but the site is located in Flood Zone 1. Any development which involves increasing the footprint of impermeable surfaces could increase flood risk although mitigation is provided by Core Strategy Policy ENV3 - Flood Risk and Policy ENV4 - Sustainable Drainage Systems (SUDS).		<p>ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the re-use of previously developed land.	+		
12. Air Quality	The policy has the potential to lead to a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires that any development should be of a quality befitting this gateway location, safe and inclusive design which acts as a landmark and responds positively to its local context. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html

Summary:

This policy seeks to safeguard an existing employment site, enhance the character and appearance of the 'gateway' location and provide additional employment opportunities. The policy has the potential for major long term positive effects for the economy and minor positive effects for a number of SA objectives through improved access to employment. Uncertain effects were identified for air quality and localised air pollution, however this can be mitigated through other policies in this AAP and other documents, including those in the Core Strategy and through the appropriate mitigation at the project level.

Policy 5 - Rochford's Character Areas

Development will respond positively to Rochford town centre's identified character areas as defined in Figure 9, and the unique roles that each of these play in helping to make Rochford a successful place. Guiding principles for these areas are outlined under Policies 6, 7, 8 and 9. Where these policies contain principles that specify route enhancements or junction improvements, new development should either incorporate or contribute towards these schemes where possible.

Principles important in respect of development in all four of the character areas include:

1. Public realm interventions should where possible be incorporated with proposals for new development, including the replacement of poor quality paving, the removal of street clutter, the improvement of lighting for pedestrian routes, and the planting of appropriate street trees.
2. Enhanced cycle parking facilities should be provided at suitable locations throughout the centre.
3. Bus facilities should be upgraded, with improvements including possible route alterations to enhance the pedestrian experience along West Street, better shelters and increased seating provision.
4. New and improved pedestrian signage, appropriate for a conservation area, should be introduced for key destinations and at tractors, including the rail station, the town centre and Market Square, the Council's offices, the hospital and the Locks Hill employment site.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Potential for significant long term positive effects for the Rochford community by regenerating the area and improving the public realm to increase, in particular, accessibility for all during the night and day as well as improving the quality to make it an area where people will want to work and live.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	Upgrades to public transport will improve accessibility to healthcare within the AAP area and new, improved and enhanced pedestrian and cycling facilities should encourage more people to get out and about and improve their fitness. Improving the quality of the area	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 	

	could help reduce the incidence of crime. This policy has the potential for a long term positive effect.		(Open Space).	
3. Housing	No significant effects identified.	0		
4. Economy & Employment	There could be indirect positive effects on the economy as improvements to the public realm will improve the attractiveness of the area which may encourage more people to visit and work in the area.	+	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy will have a significant long term positive effect on this SA objective through improved accessibility to, from and around the AAP area. Improved signage will aid in increasing the areas legibility and mark out key facilities and attractions which people can visit with ease.	++	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. Rochford District Council Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	Any new development has the potential to affect the conservation area and the listed buildings on and adjacent to the site. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character. Furthermore, new	+	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD 	

	development or redevelopment could have the potential to enhance the historic character if carefully and sympathetically designed. This could lead to minor positive effects in the long term.		(Submission Document) Policy DM7 - Local List. <ul style="list-style-type: none"> • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Submission Document) Policy DM9 - Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	All public realm improvements mentioned have the ability to have long term positive effects on the landscape and townscape of the area as long as the development respects and enhances the character of the area.	+		
9. Climate Change & Energy	Enhanced cycling parking facilities as well as an improved public realm could help to encourage more people to walk and cycle resulting in small reductions in vehicular travel and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 	

			(Public Transport).	
10. Water	<p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments.</p> <p>The River Roach and a small tributary pose a small risk of flooding but the majority of the AAP is located in Flood Zone 1. Any redevelopment which involves increasing the footprint of impermeable surfaces could worsen flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	Increasing accessibility through upgrades to public transport, cycling and pedestrian facilities will result in a reduction in vehicular emissions in the AAP area. This will result in minor positive effects.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	Sustainable design and construction should be a core part of any policy which is absent here but there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity

	<p>which will lead to long term positive effects against this SA objective.</p>		<p>Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</p> <ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the four character areas. Specifically it supports public realm interventions to be incorporated where possible for new development, enhanced cycling facilities, improved bus facilities and new and improved pedestrian signage. All of these principles are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted overall result is one that is positive for sustainability. The policy has the potential for major long term positive effects on SA objectives relating to communities and accessibility and minor positive effects for a number of other objectives, including health, the economy and landscape/townscape.</p>				

Policy 6 - Character Area A: Central Area (Modest Market Square Improvements)

Development in the central area will support and strengthen the retail function and character of the area.

The Council will support environmental and traffic management improvements to the Market Square area which respond positively to the area's heritage assets, give greater priority for pedestrians and help relieve traffic problems in the town centre. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. Development which provides an active edge of town centre uses around Market Square and along key streets in the area.
 - b. A tight knit and organic urban grain with a varied roof line.
 - c. Buildings typically between two and three storeys in height.
 - d. West Street presenting the public 'front' of buildings with Back Lane providing service access.
2. In accordance with Policy 2, primary shopping frontages should be in predominately retail uses supported by a limited number of restaurants and cafés and public houses/wine bars (A1, A3 and A4). Secondary shopping frontages should be in a mix of retail and other appropriate town centre uses.
3. The redevelopment of the two storey building on the eastern side of Market Square would be supported provided that it is redeveloped in a style and form that contributes positively to the character of the area with A1, 3 or 4 uses addressing Market Square. Upper floors could be occupied by a range of uses including offices and residential.
4. Public realm enhancements should be focused on the creation of an improved Market Square and include the rationalisation and reduction in the number of car parking spaces and the potential relocation of the taxi rank to an appropriately central and accessible location.
5. Pedestrian links within the AAP area, including those to Back Lane car park and Roche Close, and across Rochford, including to the rail station and open space on the opposite side of Bradley Way, should be improved.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Policy has the potential for a significant long term positive effects for the community by regenerating the	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The 	

	central area, which includes the Market Square. This includes improved shopping choice as well as the potential for improved access to housing and employment opportunities. The policy also supports improved pedestrian links throughout the AAP area as well as traffic management improvements to the Market Square, which will make the area more accessible for all members of the community.		Sustainable Community Strategy 2010 - 2015.		
2. Healthy & Safe Communities	Improvements made to the public realm, the protection of jobs and potential for new housing and job opportunities will have positive indirect effects on health in the long term. Reducing the number of car parking spaces and making the area more pedestrian friendly should also help improve safety, with indirect positive effects on health. There may be some temporary negative impacts 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.	+	?	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy CLT5 (Open Space). 	
3. Housing	The policy supports the development of new residential units as part of the redevelopment of the two storey building on the eastern side of Market Square.	+			
4. Economy & Employment	The policy supports the regeneration of the primary shopping area including new development that would lead to the creation of more job opportunities and greater shopping choice. The policy protects existing retail but also supports the development of a limited number of restaurants, cafés and bars. Improvements to the public realm and traffic management will also make the town centre a more attractive and enjoyable place to shop and visit. Potential for a significant long term positive effect on this SA objective.	++		<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy has the potential for a long term positive effect on this SA objective through improved accessibility to retail uses, housing, employment, leisure facilities and	++		<ul style="list-style-type: none"> Rochford District Council Development Management DPD 	

	<p>services. This could help to reduce the number of trips generated and encourage the use of sustainable modes of transport, such as walking and cycling, particularly through the provision of new public spaces and improved pedestrian throughout the AAP area. The policy also supports traffic management improvements to the Market Square, which will make the area more accessible for all members of the community.</p>		<p>(Submission Document) Policy DM31 - Traffic Management.</p> <ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	<p>It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.</p>	0	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	<p>Policy has the potential for a medium to long term positive effect on this SA objective through environmental and traffic management improvements that will respond positively to the area's heritage assets. It also requires a number of other improvements, for example, to the public realm and the redevelopment of a two storey building which is considered to negatively affect the townscape and provides a poor frontage onto West and North Street. These will further enhance the setting of heritage. The policy also seeks to protect the conservation area and enhance particular features of it. Any development could have the potential to affect the conservation area and the listed buildings within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that</p>	+ ?	<ul style="list-style-type: none"> • English Heritage: The National Heritage List for England. • Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the 	

	proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.		boundary of, Conservation Areas.	
8. Landscape & Townscape	Policy supports the regeneration of the central area, including the Market Square and also seeks to protect and enhance the character of the area. Potential for a long term positive effect on townscape. It also supports improvements to the public realm and the redevelopment of a two storey building which is considered to negatively affect the townscape and provides a poor frontage onto West and North Street.	+		
9. Climate Change & Energy	<p>The policy supports improved pedestrian links throughout the AAP area as well as traffic management improvements in the Market Square. This along with the potential for improved access to the primary shopping area and greater choice could help to reduce the number of trips by private vehicle. Potential for a long term positive effect.</p> <p>In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of	0	<ul style="list-style-type: none"> • Rochford District Council 	

	proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. There are no known flooding issues in this part of the AAP area.		<p>Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy supports improved pedestrian links throughout the AAP area as well as traffic management improvements in the Market Square. This along with the potential for improved access to the primary shopping area and greater choice could help to reduce the number of trips by private vehicle. Potential for a long term positive effect. However, there is also the potential to concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design &	The policy requires all new development to respond positively to local townscape character. In addition	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy 	The design of any development should seek

<p>Construction</p>	<p>there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.</p>		<p>CP1 - Design.</p> <ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the Central character area, which includes the requirement for development to respond positively to the local townscape character as well as protect and enhance the Rochford Conservation Area. Specific proposals within the policy include the potential redevelopment of a two storey building that provides a poor frontage onto West and North Street as well as traffic management and public realm enhancements to the Market Square. The regeneration of the Central Area, including the Market Square, will help to strengthen the retail function and character of the area as well as improve accessibility, which has the potential for long term positive effects against a number of SA objectives, including health, housing, heritage, landscape, land and soil and in particular communities, the economy and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p> <p>The AAP identifies two options for the potential level of intervention at the Market Square. The first is a modest improvement scheme that would see a widening of pavements, the rationalisation of public parking and the taxi rank, retention of the bus stop, raised tables and junction improvements. The second is a more significant intervention that would see the part-pedestrianisation of the Square whilst retaining capacity for up to 10 parking spaces and the bus stop; however, the taxi rank would need to be relocated.</p> <p>The main benefit of the first option is that it caters better to the less mobile members of the community or for those who are not within walking distance, through the provision of a greater number of parking spaces, which would also include a dedicated disabled parking space. The main benefit of the second option is that it will create an inclusive and large civic space which may encourage more people to visit. It has the potential to provide further benefits to the first option in terms of encouraging people to use the area as a result of improved ease of movement and by reducing intimidation from road vehicles. To improve access for all members of the community it is recommended that the second option should also include a dedicated disabled parking space.</p>				



Policy 7 - Character Area b: Northern/ Eastern Approach

Development in the northern/eastern approach area will help to enhance the approach into Rochford town centre, in particular through redevelopment of underused sites and the creation of new routes from the north into the central area.

The Council will support development in the northern/eastern approach area that would protect and enhance its existing character. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. The mixed housing character of the area, with a predominance of traditional, weather-boarded housing along North Street and Weir Pond Road and more substantial, typically Victorian properties, along the East Street approach.
 - b. Building heights being typically two storeys with some higher density modern housing types.
 - c. A varied building line that adds character and variety to the street but that becomes stronger along the back edge of the pavement as one approaches the town centre.
2. New development will be acceptable on sites as they become available for development where they would lead to the creation of more residential units or community facilities, in particular those catering for young people.
3. Pedestrian links within the AAP area, including those to the central area and Market Square, should be strengthened. If possible, a new pedestrian link from Pollards Close to Roche Close should be created.
4. Improvements at the junction of Weir Pond Road and East Street will be supported.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	The policy supports the development of new residential units and community facilities (particularly those catering for young people). It also seeks to improve connections throughout the area, particularly pedestrian links and supports improvements at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	

	community where people want to live and work.			
2. Healthy & Safe Communities	<p>The potential for new housing and community facilities will have positive indirect effects on health in the long term. If the new community facilities include healthcare services this could lead to major positive effects. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts 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.</p>	+	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy Policy T6 (Cycling and Walking).
3. Housing	The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.	+		<ul style="list-style-type: none"> • Rochford District Council Core Strategy - Policy H1 (The efficient use of land for housing)
4. Economy & Employment	The policy supports the regeneration of the eastern approach which will contribute to the regeneration of the AAP area. This along with improvements to pedestrian links will have a long term positive effect on the economy.	+		
5. Accessibility	The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing and community facilities. It also seeks to improve links throughout the AAP area, including those to the central area and Market Square and the creation of a new pedestrian link from Pollards Close to Roche Close. The policy also supports improvements at the junction of Weir Pond Road and East Street. Potential for a major long term positive effects on this SA objective.	++		<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport).
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development.	0		

	There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.			
7. Cultural Heritage	<p>Potential for a minor long term positive effect through enhancing the Northeastern/Eastern Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area.</p> <p>Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>	+	?	<ul style="list-style-type: none"> • English Heritage: The National Heritage List for England. • Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas.
8. Landscape & Townscape	Policy supports the regeneration of the Northeastern/Eastern Approach and also seeks to protect and enhance the character of the area. Potential for a long term positive effect on townscape.	+		
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel and a reduction in congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site	+		<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8

	<p>renewable and low carbon energy generation.</p> <p>The policy supports new development that has the potential to improve accessibility to housing and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Weir Pond Road and East Street. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>		<ul style="list-style-type: none"> - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	<p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. There are no known flooding issues in this part of the AAP area.</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	<p>Positive long term benefits through the potential re-use of previously developed land.</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	

<p>12. Air Quality</p>	<p>The provision of housing and community facilities within the area, alongside improved connections has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.</p>	<p>?</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
<p>13. Sustainable Design & Construction</p>	<p>The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>

Summary:

This policy identifies a number of important principles for any development proposed in the Northeastern/Eastern Approach character area. It shares many of the same principles as Policy 6, but identifies different areas for improvement, such as the junction at Weir Pond Road and East Street and the creation of a new pedestrian link as well as aspects that should be protected, which includes the mixed housing character of the area, building heights and a varied building line. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policy 6, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.

Policy 8 - Character Area C: Southern Approach

Development in the southern approach area enhance this important and prominent approach into Rochford town centre and support the existing office uses in the Locks Hill employment site.

The Council will support development in the southern approach area that would protect and enhance its existing character. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. The high quality historic townscape along South Street, characterised by brick built two storey buildings with clay tiled roofs with varied building lines and roof forms which adds interest and character to the street.
 - b. The landscape setting of Bradley Way which benefits from some prominent trees along its route, particularly at its southern end.
2. New development will be acceptable where it would lead to the creation of more residential units or community facilities, in particular those catering for young people, except at the Locks Hill employment site, where only B1a uses will be acceptable, in accordance with Policy 4.
3. The Police Station building and site on South Street represents an important opportunity for reuse or conversion.
4. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the open space on the opposite side of Bradley Way, should be strengthened.
5. Improvements at the junction of Bradley Way, South Street and Southend Road will be supported. This location acts as a gateway to the town from the south but currently lacks definition and, combined with a reworking of the junction, there may be an opportunity for a new landmark development to strengthen this gateway.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	The policy supports the development of new residential units, employment as well as community facilities (particularly those catering for young people). It also	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community 	

	seeks to improve connections throughout the area, particularly pedestrian links and supports improvement at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a community where people want to live and work.		Strategy 2010 - 2015.	
2. Healthy & Safe Communities	<p>Policy supports the development of residential units and community facilities, which has the potential for a long term indirect positive effect on health. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts 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.</p>	+ ?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). 	
3. Housing	The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy H1 (The efficient use of land for housing) 	
4. Economy & Employment	The policy supports the regeneration of the area including redevelopment of the Police Station and new landmark gateway development that could lead to the creation of more job opportunities. It also supports existing employment at Locks Hill. Potential for a long term positive effect on the economy. If the landmark gateway development were to go ahead the significance of this effect would increase.	+	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). • Rochford District council Employment Land Study (2008). 	
5. Accessibility	The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing, employment and community facilities. It also seeks to improve pedestrian links as well as the junction at Bradley Way, South Street and Southend Road.	++	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council 	

			<p>Core Strategy Policy T6 (Cycling and Walking).</p> <ul style="list-style-type: none"> Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	<p>It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on this SA objective.</p>	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	<p>Potential for a minor long term positive effect through enhancing the Southern Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area and the high quality historic townscape along South Street and the landscape setting of Bradley Way.</p> <p>Any development could have the potential to affect the conservation area and the listed buildings within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>	+ ?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	

<p>8. Landscape & Townscape</p>	<p>Policy supports the regeneration of the Southern Approach and also seeks to protect and enhance the high quality historic townscape along South Street and the landscape setting of Bradley Way. Potential for a long term positive effect on this SA objective.</p>	<p>+</p>		
<p>9. Climate Change & Energy</p>	<p>The policy supports new development that has the potential to improve accessibility to housing, employment and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Bradley Way, South Street and Southend Road. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
<p>10. Water</p>	<p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. This character area includes the River Roach and a small tributary to the west which pose a small risk of flooding. Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the risk of flooding although mitigation is provided by Core Strategy Policies</p>	<p>0</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, 	

	ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).		<ul style="list-style-type: none"> Scoping Study (2009). Essex Thames Gateway Water Cycle Study - Technical Report (2011). Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy supports the development of new residential developments which could help to reduce the need for people to travel. It also supports improved pedestrian links and improved junctions which will help to reduce private vehicle use and reduce traffic. Potential for long term positive effects. However, there is also the potential to concentrate trip destinations within the area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy CP1 - Design. Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. Rochford District Council Core Strategy DPD Policies ENV9 (Code for 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html

			Sustainable Homes) and ENV10 (BREEAM).	
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the Southern Approach character area. It shares many of the same principles as Policies 6 & 7, but names different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the high quality historic landscape along South Street and the landscape setting of Bradley Way. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6 & 7, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p>				

Policy 9 - Character Area D: Western Approach

Development in the western approach area will help to enhance the approach into Rochford town centre, and in particular links between the central area and the rail station.

The Council will support development in the western approach area that would protect and enhance its existing character. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. The small scale of the almshouses along West Street as you enter the town from the west.
 - b. The mixed commercial and residential character of the area where both long and recently established businesses sit comfortably adjacent to residential uses.
2. New development in this location is considered particularly appropriate given the opportunities for new development taking advantage of the good quality public transport facilities.
3. New development is acceptable where it would lead to the creation of more residential units, job opportunities or community facilities, in particular those catering for young people.
4. Freight House is an attractive commercial building and should be retained. However, there is considered to be an opportunity to intensify the uses on this site, either through a new building or an extension to the existing building. Housing and/or employment uses would be appropriate, with a particular opportunity to take advantage of the excellent public transport accessibility and the proximity and relationship to the open space to the east.
5. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the rail station, should be strengthened.
6. Improvements at the junctions of Ashingdon Road, Hall Road and West Street, and West Street and Bradley Way will be supported.

Assessment of Effects			
SA Objective	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	Evidence and Reference (where available)	Proposed and Potential Mitigation

<p>1. Balanced Communities</p>	<p>The policy supports the development of new residential units, employment as well as community facilities (particularly those catering for young people). It also seeks to improve connections throughout the area, particularly pedestrian links and supports improvement at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a community where people want to live and work.</p>	<p>++</p>	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
<p>2. Healthy & Safe Communities</p>	<p>Policy supports the development of new residential units, employment and community facilities, which has the potential for long term indirect positive effects on health. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts 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.</p>	<p>+ ?</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). 	
<p>3. Housing</p>	<p>The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.</p>	<p>+</p>		
<p>4. Economy & Employment</p>	<p>The policy supports the regeneration of the area including new development that would lead to the creation of more job opportunities, which includes the potential for further employment at Freight House. Potential for a long term positive effect on the economy.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
<p>5. Accessibility</p>	<p>The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing, employment and community facilities. It also seeks to improve links between the central area and the rail station, in particular pedestrian routes, as well as improve the junctions of Ashington Road, Hall Road and West Street and West Street and</p>	<p>++</p>	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council 	<p>There is an opportunity to strengthen the policy through seeking to improve pedestrian links from this character area to the green open space south west of Bradley way.</p>

	Bradley Way.		<ul style="list-style-type: none"> Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on this SA objective.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	<p>Potential for a minor long term positive effect through enhancing the Western Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area and the small scale almshouses along West Street.</p> <p>Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>	+ ?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	Policy supports the regeneration of the Southern Approach and also seeks to protect and enhance the	+		

	character of the area. Potential for a long term positive effect on townscape.			
9. Climate Change & Energy	The policy supports new development that has the potential to improve accessibility to housing, employment and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Ashingdon Road, Hall Road and West Street and West Street and Bradley Way. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. The character area includes a small tributary to the west which poses a small risk of flooding. Any development which involves increasing the footprint of impermeable surfaces could increase the risk of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). 	

			<ul style="list-style-type: none"> Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The provision of housing, community and employment opportunities within the area, alongside improved connections has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy CP1 - Design. Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html
Summary:				
This policy identifies a number of important principles for any development proposed in the Western Approach character area. It shares many				

of the same principles as Policies 6, 7 & 8, but identifies different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the small scale of the almshouses along West Street and the mixed commercial and residential character of the area. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6, 7 & 8, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects. It is recommended that this Policy seeks to improve pedestrian links from this character area to the green open space south west of Bradley way.

Sustainability Appraisal of the Rochford Area Action Plan Submission Document – Schedule of Modifications

August 2014

Rochford District Council – Local Development Framework Rochford Area Action Plan Submission Document Schedule of Modifications: SA Addendum

Sustainability Appraisal of the Rochford Area Action Plan Schedule of Modifications

This report forms an addendum to the Sustainability Appraisal (SA) technical report that accompanied the Rochford Area Action Plan on submission in November 2013. This report seeks to undertake an SA of Rochford District Council's Rochford Area Action Plan Schedule of Modifications. The Schedule of Modifications sets out proposed modifications to the Rochford Area Action Plan Submission Document in light of the hearing sessions that have taken place and the Inspector's recommendations. The SA of proposed modifications does not seek to repeat the assessment carried out for the SA of the Rochford Area Action Submission Document, 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 (November 2013) that accompanied the Rochford Area Action Plan on submission.

The Sustainability Appraisal Process

Throughout the development of the Rochford 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 Rochford. 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 Rochford. 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 Rochford 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 February 2013. 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.

Rochford District Council – Local Development Framework Rochford Area Action Plan Submission Document Schedule of Modifications: SA Addendum

A total of ten sites were identified, including: Market Square and the Spar building to its east side, Back Lane, Rochford Hospital and the rail station car parks, and a number of potential infill sites towards the edge of the centre. A range of options were proposed in relation to each site, which included the redevelopment of existing buildings or vacant plots for residential, retail or office development, or the reconfiguration of existing car parking arrangements to free up land for town centre development.

The options for transport include tighter parking controls and provision of increased information relating to public transport across the AAP area. Transport options for specific areas were also proposed; these included the rerouting of existing one-way traffic to recreate two-way streets and improvements to the pedestrian environment, such as the widening of footways.

The SA found that options which proposed mixed use developments coupled with public realm improvements performed well against SA objectives. Options proposing the redevelopment of buildings considered to have a negative impact on the Rochford Conservation Area were assessed as having the potential for a positive effect on heritage and townscape. Transport options that sought to slow vehicle speeds and improve pedestrian crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.

A number of options were proposed for Market Square and West Street that involved the full or part pedestrianisation of the area. The SA considered that this could provide a number of positive benefits for communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality. The SA found that a mix of options could be used in combination to maximise potential long term benefits and potentially by-pass the negative effects that could result from the other Options. Two options proposed the removal of the bus route and taxi rank from the Market Square and West Street, which was assessed as having the potential for a negative effect on elderly and disabled members of the community.

Transport options that sought to slow vehicle speeds and improve pedestrian crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.

Alongside consultation responses, the Council considered the SA findings in its decision making.

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 May/June 2013. Overall the vision and objectives were found to be compatible with the majority of SA objectives.

Rochford District Council – Local Development Framework Rochford Area Action Plan Submission Document Schedule of Modifications: SA Addendum

The Pre-Submission policies were subject to detailed SA in May/June 2013, which appraised the effects of individual policies, as well as the overall effect of the plan, including cumulative and incremental effects. It has also considered and appraised reasonable alternatives to the plan itself; and this information has been made available to the Council to help in the selection of the preferred plan. Overall the SA has found that the AAP will help to resolve a number of key sustainability issues in Rochford Town Centre and will also play a role in improving sustainability in the wider District.

The AAP has the potential for significant long term positive effects on communities, the economy and accessibility through supporting the development of new housing, retail, employment and community services. It also seeks a range of improvements to junctions, the public realm (including signage) and pedestrian links. Greater retail choice and improved pedestrian environments will make the Town Centre a more attractive and enjoyable place for people to shop, work and live. The regeneration of the Town Centre, which includes improved accessibility to housing, employment and facilities along with an enhanced public realm, has the potential for indirect long term positive effects on health, townscape, climate change, the efficient use of land and sustainable design.

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 Rochford 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 HRA suggested that none of the policies in the Rochford Area Action Plan Submission Document are likely to have significant impacts, either alone or in combination, on European Sites. None of the proposed modifications are likely to have any impact on sites protected under the Habitats Directive.

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Sustainability Appraisal Update

The Rochford Area Action Plan Submission Document was submitted to the Secretary of State on 20 November 2013. An examination hearing session was held on 19 February 2014 at which the various aspects of the plan were discussed, including the future of Rochford Market Square. Following this hearing session, the Planning Inspector wrote to Rochford District Council and requested that the Council identify a preferred option for Rochford Market Square for inclusion in the Rochford Area Action Plan.

As part of the examination the Council sought views on which of the options for the Market Square should be the option included in the Area Action Plan – the option the Council will seek to realise for the Market Square. The consultation ran from 25 March to 8 May 2014, and focussed solely on the options for the Market Square.

The results of the consultation were discussed at a meeting of Members, Rochford District Council Planning Officers and Essex County Council Highway Officers on 22 July 2014, where the preferred option for the Market Square was agreed. The Inspector's suggested proposed amendments to the Submission Document, including a preferred option for the Market Square, have been integrated into the Schedule of Modifications. The main modifications relate to all policies, with the exception of Policy 4.

As per the SA of the Rochford Area Action Plan 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 Rochford Area Action Plan Submission Document.

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

A scoping exercise of the Schedule of Modifications was undertaken to determine which of the proposed modifications to the Plan would likely have an impact on the SA objectives. It was determined as a result that an appraisal of the potential sustainability effects of the proposed modifications to the policies, as opposed to the accompanying text, should be undertaken. In addition, it should be noted that the following includes an assessment of the effects of the proposed amendments to the policy, as opposed to simply the amended policies themselves. As such, it should be read in conjunction with the SA of the Submission Document.

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Policy 1 – Rochford 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 increase retail floorspace within the town centre could have a positive impact through encouraging regeneration and improving access to such facilities within the town centre.	+
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	Increasing the proportion of retail floorspace within the town centre would have a positive impact through increasing consumer choice and employment opportunities in this location.	+
5. Accessibility	The proposed modification could have a positive impact through increasing access to jobs, shopping and services.	+
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	The inclusion of criteria to ensure that appropriate consideration of above ground heritage assets and below ground archaeological deposits in any proposal would have a positive impact on cultural heritage.	+
8. Landscape & Townscape	No significant effects identified.	0
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 2 – Rochford’s Primary Shopping Area (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 would clarify the circumstances when a non-retail use would be appropriate within the centre, which would have a positive impact on the mix of uses within Rochford’s primary shopping area and the vitality of the town centre.	+
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 modification to the policy would help to support the vitality and viability of Rochford's primary shopping area by encouraging an appropriate mix of uses within the town centre.	+
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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Policy 3 – Rochford’s Secondary Shopping Frontage (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 would clarify the circumstances when a non-retail use would be appropriate within the centre, which would have a positive impact on the mix of uses within Rochford’s secondary shopping frontage and the vitality of the town centre.	+
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	The modification to the policy would help to support the vitality and viability of Rochford’s secondary shopping frontage by encouraging an appropriate mix of uses within the town centre.	+
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

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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 5 – Rochford’s Character Areas (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

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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	The inclusion of criteria to ensure that appropriate consideration of above ground heritage assets and below ground archaeological deposits in any proposal would have a positive impact on cultural heritage.	+
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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Policy 6 – Character Area A: Central Area (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	The proposed modification would have a positive longer term impact on this objective. It would support an older population through retaining the taxi rank and increasing the number of car parking spaces in this central location.	+
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	Retaining the taxi rank and increasing the number of car parking spaces in this central location would have a positive long term impact on accessibility, particularly for the older or less able members of the population.	+
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	Retaining the existing car park in the Market Square will continue to have a long term impact on the setting of heritage assets and the wider Conservation Area.	?
8. Landscape & Townscape	The proposed modification to retain the existing car park in the Market Square would continue to impact on the character of the town in the longer term.	?
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	Retaining the existing car park would continue to encourage traffic through the town centre.	?
13. Sustainable Design & Construction	No significant effects identified.	0

Policy 7 – Character Area B: Northern/Eastern Approach (MM17)

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 removing the reference to the development of community facilities, particularly aimed at young people in this location, could have a longer term negative impact on this objective, if such facilities are not provided elsewhere in the AAP. However, the inclusion of the requirement for the opportunity site to include, in the region of, an additional 750sq.m. of retail floorspace would have a positive impact on balanced communities through increasing shopping opportunities in the town.	? +

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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)	
2. Healthy & Safe Communities	The proposed removal of the reference to the development of community facilities particularly aimed at young people in this policy could have a longer term negative impact on this objective, if such facilities are not provided elsewhere in the AAP.	?
3. Housing	Removing the requirement to provide youth facilities in this location would likely mean that a greater proportion of residential units could be provided which would have a positive impact.	+
4. Economy & Employment	The inclusion of the requirement for the opportunity site to include, in the region of, an additional 750sq.m. of retail floorspace would have a positive impact on this objective in longer term through increasing shopping, consumer choice and job opportunities in the town.	+
5. Accessibility	The proposed modification removing the reference to the development of community facilities, particularly aimed at young people in this location, could have a longer term negative impact on accessibility, if such facilities are not provided elsewhere in the AAP. However, the proposed modification to increase retail floorspace would likely have a positive long term impact on accessibility, particularly for the older or less able members of the population.	? +
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	The proposed amendment to promote the site for a mixed development of residential and retail uses would likely have a positive impact on this objective through potentially safeguarding other land in the District, particularly greenfield land, from development.	? +
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Policy 8 – Character Area C: Southern Approach (MM19)

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 amendment to the policy would promote the development of community facilities, particularly those catering for young people in this location, which would likely have a longer term positive impact on this objective.	+

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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)	
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	The inclusion of reference to the development of residential units at the Police Station opportunity site in the policy would likely have a positive impact on this objective in the long term.	+
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
11. Land & Soil	The proposed amendment to promote the site for residential uses would likely have a positive impact on this objective through potentially safeguarding other land in the District, particularly greenfield land, from	? +

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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)	
	development.	
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Policy 9 – Character Area D: Western Approach (MM21)

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	The proposed amendment to the policy to support the development of residential units at the Freight House opportunity site would likely have a positive impact on this objective in the long term.	+
4. Economy &	The inclusion of reference to the development of business uses such as offices and/or assembly/leisure uses at the Freight House opportunity site in the policy would likely have a long term positive impact on this	+

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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	objective.	
5. Accessibility	The potential development of additional uses in the location could have a positive impact 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	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	The proposed amendment to promote the site for residential, business and assembly/leisure uses would likely have a positive impact on this objective through potentially safeguarding other land in the District, particularly greenfield land, from development.	?
12. Air Quality	No significant effects identified.	+
13. Sustainable Design & Construction	No significant effects identified.	0

Report to Rochford District Council

by Mike Fox

**an Inspector appointed by the Secretary of State for Communities and
Local Government**

Date: 16th March 2015

PLANNING AND COMPULSORY PURCHASE ACT 2004 (AS AMENDED)
SECTION 20

REPORT ON THE EXAMINATION INTO ROCHFORD AREA ACTION PLAN LOCAL PLAN

Document submitted for examination on 20 November 2013

Examination hearing held on 19 February 2014

File Ref: PINS/B1550/429/6

Abbreviations Used in this Report

AA	Appropriate Assessment
AAP	Area Action Plan
AMR	Annual Monitoring Report
CIL	Community Infrastructure Levy
DTC	Duty to Co-operate
LDS	Local Development Scheme
MM	main modification
PPG	National Planning Practice Guidance
PSED	Public Sector Equality Duty
RS	Regional Strategy
SA	Sustainability Appraisal
SCI	Statement of Community Involvement
SCS	Sustainable Community Strategy
<i>The Framework</i>	The National Planning Policy Framework (also known as the NPPF)

Non-Technical Summary

This report concludes that **the Rochford Area Action Plan (AAP) provides an appropriate basis for the planning of the Area**, providing a number of modifications are made to the Plan. Rochford District Council has specifically requested me to recommend any modifications necessary to enable the Plan to be adopted.

All of the modifications to address this were proposed by the Council but where necessary I have amended detailed wording and/or added consequential modifications and I have recommended their inclusion after considering the representations from other parties on these issues.

The Main Modifications can be summarised as follows:

- Name of Plan
 - Change title of Plan to: Rochford Town Centre Area Action Plan.
- Mixed use development sites – include the following sites:
 - A Rail Station Car Park – Residential development;
 - B North Street – Mixed residential/commercial development;
 - C Spar Building – Mixed residential/commercial development; and
 - D Police Station – Mixed conversion of main building to residential and residential new build
- Retail provision
 - Provision for additional comparison goods retail floorspace.
- Town centre uses
 - Safeguarding the living conditions (amenities) of nearby residents.
- Market Square
 - Improvements to the public realm.
- Archaeology
 - All new development to incorporate a mitigation strategy.
- Implementation and monitoring
 - Clarifying the role of the Infrastructure Delivery Plan (IDP) and Annual Monitoring Report (AMR).

Introduction

1. This report contains my assessment of the Rochford Area Action Plan (AAP) in terms of Section 20(5) of the Planning & Compulsory Purchase Act 2004 **(as amended)**. It considers first whether the Plan's preparation has complied with the Duty to Co-operate (DTC), in recognition that there is no scope to remedy any failure in this regard. It then considers whether the Plan is sound and whether it is compliant with the legal requirements. The National Planning Policy Framework, or *the Framework*¹ (paragraph 182) makes clear that to be sound, a Local Plan should be positively prepared; justified; effective; and consistent with national policy.
2. The starting point for the Examination is the assumption that the local authority has submitted what it considers to be a sound Plan. The basis for my Examination is the submitted Draft Plan (November 2013) which is the same as the document published for consultation in July 2013, and which went out for consultation from 3 July to 29 August 2013.
3. My report deals with the main modifications that are needed to make the Plan sound and legally compliant and they are identified in bold in the report **[MM]**. In accordance with section 20(7C) of the 2004 Act the Council requested that I should make any modifications needed to rectify matters that make the Plan unsound/not legally compliant and thus incapable of being adopted. These main modifications are set out in the Appendix.
4. The main modifications that are necessary for soundness all relate to matters that were discussed at the Examination Hearings. Following these discussions, the Council prepared a schedule of proposed main modifications and this schedule has been subject to public consultation for six weeks, from 23 October to 4 December 2014. I have taken account of all the consultation responses in coming to my conclusions in this report.
5. **In addition to the Framework, I have had full regard to the Government's Planning for Growth, the Localism Act 2011 and the national Planning Practice Guidance (PPG).**

Assessment of Duty to Co-operate

6. Section 20(5)(c) of the 2004 Act requires that I consider whether the Council complied with any duty imposed on them by section 33A of the 2004 Act in relation to **the Plan's** preparation. *The Framework* (paragraphs 178-181) sets out the requirement of the Duty to Cooperate (DTC). It refers to the need to demonstrate effective cooperation between neighbouring authorities on strategic matters, including evidence of effective collaboration, joint working on areas of common interest to be diligently undertaken for the mutual benefit of neighbouring authorities, and a continuous process of engagement, which is more than consultation.
7. **It is clear from the written evidence and also from the Council's comments** at the Examination Hearing that the Council has successfully worked with neighbouring authorities during the preparation of the now defunct East of

¹ DCLG: National Planning Policy Framework (*the Framework*); March 2012.

England Regional Strategy (RS), which has influenced the adopted *Core Strategy*², which in turn has been reflected in the strategic principles of the Plan before me. Although there has been regular consultation at all stages of the emerging Plan, no cross-boundary issues were identified by any of the neighbouring authorities or other groups or organisations.

8. The main strategic partner in formulating the policies in the Plan has been Essex County Council (ECC), as highway authority, and it is clear that there has been continuous working cooperation between ECC and Rochford District Council in the preparation of the Plan. No criticisms of the Council's working arrangements under DTC were made by any party, and on the evidence before me, and given the limited scope within the Plan for policies with an impact outside the boundaries of the District, I consider that the DTC has been met.

Assessment of Soundness

Overview

9. Rochford is a small, historic town in south Essex. Its Market Square is an important heritage asset and is the focal point for both the Plan Area and the wider town. The Market Square is also the subject of the most high profile policy in the Plan, which aims to improve its public realm. The town centre is also the town's principal retail and employment location.
10. The name of the Plan, however, is misleading, as it refers to the entire town and not just the town centre, which is clearly the remit of the Plan before me. The change of the name of the Plan therefore, to the Rochford Town Centre Area Action Plan **[MM1]**, is justified.

Main Issues

11. Taking account of all the representations, written evidence and the discussions that took place at the Examination Hearing, I have identified six main issues upon which the soundness of the Plan depends.

Issue 1 – Is the Plan strategy soundly based to meet the needs of Rochford town centre in relation to national policy, the *Core Strategy* and neighbouring plans and strategies? Is the Plan sustainable?

12. The Plan aims to deliver change in Rochford town centre in accordance with *Core Strategy* policy RTC5, and in particular the following: A safe and high quality environment for residents; a Market Square that encourages visitors; an enhanced retail offer for Rochford; a range of evening leisure activities; improved accessibility to and within the town centre; and the promotion of youth and community facilities.
13. These aims are appropriate for the town centre and accord with the economic, social and environmental aims of *the Framework*, the *Planning for Growth* Agenda and the Localism Act. The Plan is consistent with the

² Rochford District Council: *Core Strategy* Adopted Version; December 2011.

Sustainability Appraisal (SA)³, and picks up on its key sustainability issues, whilst no adverse effects are foreseen which cannot be addressed and mitigated. The SA emphasises the importance of Market Square and states that improvements to the Square could provide a number of positive benefits for the town.

14. Policy 1 sets out an Area Action Plan framework, supported by a movement framework plan, to achieve a sustainable town centre and in particular to (i) focus retail uses in and around Market Square; (ii) secure a more vibrant and attractive Market Square, including public realm improvements and additional restaurants and cafes; (iii) protect office-based activities in the Locks Hill area; (iv) identify opportunities for new mixed use development on key sites; (v) improve highway connections, especially between the town centre and the railway station; (vi) achieve environmental improvements throughout the area; and (vii) set a policy framework for the appropriate conservation of ground and below ground heritage assets. The Plan addresses all these strategic considerations at the appropriate level of detail for an AAP.

Conclusion – Issue 1

15. I therefore conclude that the strategy of the Plan is soundly based to meet the needs of Rochford town centre, and as such it is positively prepared, justified, and accords with both *the Framework* and the *Core Strategy*.

Issue 2 – Is the Plan’s provision for the local economy sound in relation to the scale and location of retail, office and employment provision, its definition of the town centre boundary and control of retail frontages?

Scale and location of proposed retail provision

16. At the time of the Examination Hearing (February 2014) the Council considered that the economic climate was significantly tougher for retail **development than at the time of the Council’s latest Retail and Leisure Study**⁴, dated August 2008. That study stated that significant proportions of available convenience and comparable expenditure leaked to out-of-district centres, and especially Southend, and that Rochford’s share of the total retail spending potential in the District was low. The study concluded, however, that both the convenience and comparison retail stores were overtrading, and that the provision of an additional capacity of 4,330 sq m comparison goods retail floorspace by 2026 was suggested as realistic for Rochford town centre, in order for it to maintain its market share⁵.
17. **The Council’s suggested increased comparison retail** floorspace is for a relatively modest amount, of 750 sq m, together with a potential opportunity site at the junction of North Street and Weir Pond Road **[MM2-3]**. Although this is lower than the recommendation of the Retail and

³ Report by Enfusion for Rochford District Council: *Sustainability Appraisal/Strategic Environmental Assessment of Submission AAP* (SA): Non-Technical Summary; November 2013 [Examination Document SUBDOC 3].

⁴ LDF Evidence Base: Retail and Leisure Study; by White Young Green for Rochford District Council; August 2008 [Examination Document SUBDOC 13].

⁵ Rochford Retail and Leisure Study, paragraph 8.63.

Leisure Study, it is justified on the grounds that there is limited scope for increased retail floorspace in the town centre for conservation reasons. However, some flexibility needs to be built into the policy with the introduction of the **use of the word "around"**, in case additional opportunities present themselves.

18. **The Council's view was that the capacity for convenience retail was largely** taken up with recent developments in the District. I also consider that a large supermarket in the town centre would be inappropriate in terms of its visual and traffic impact, given the close-knit network of narrow streets and organic urban grain of most of the traditional buildings in the Conservation Area, which encompasses the town centre.
19. The town centre has a low retail vacancy rate (7% in October 2013)⁶ with a fast turnaround. I note that a number of enquiries for town centre retail premises had recently been made at the time of the Examination Hearing, and that the Council was confident that the retail provision in the plan was appropriate and realistic. I share this view, although the Council may need to revise its retail provision elsewhere in the District, should the economy continue to improve and to prevent further leakage to retail centres outside the District.

Town centre boundary

20. The Plan identifies changes to the town centre boundary, based on the findings of the Retail and Leisure Study, and these are shown in Figure 1 in the submitted Plan. **The Council's reasoning is that rationalising the town centre boundary by deleting sections of East Street and Weir Pond Road will counter the effect of diluting town centre activities due to the proportion of residential and other non-retail uses.** The inclusion of the railway station and Council offices within the town centre boundary is considered to be appropriate, bearing in mind that these are key facilities supporting the local economy.
21. **No robust arguments were submitted to challenge the Council's stance, and I see no reason to disagree with the Council's logic;** I therefore have no soundness concerns relating to the revised town centre boundary.

Primary and secondary shopping frontages

22. As illustrated in Figure 8, the primary shopping frontage has been revised to focus predominantly on the north side of Market Square, which the Council considers to be the core area where retail uses should be focused. Policy 2, in line with the **Core Strategy**, seeks a predominance (65%) of the frontage in retail uses within this area, whilst taking a more positive approach than in previous local plans towards A3 uses (restaurants and cafes), and A4 uses (drinking establishments). I have no reason to question the soundness of these revisions to the earlier Plan.

⁶ Rochford District Council: Rochford Area Action Plan Hearing Statement, section 3.3; January 2014.

23. The secondary shopping frontage, where policy 3 operates, has been extended at the western end of West Street and along Roche Close to the north of Market Square. Policy 3 seeks to encourage an appropriate mix of town centre uses including food and drinking establishments, provided that they do not adversely impact on the viability and vitality of the primary retail frontage. Both policies 2 and 3 accord with the principles set out in *the Framework* (paragraphs 23-27) and in particular the need to define the extent, and clear definition of, primary and secondary shopping frontages, whilst keeping the focus on supporting the town centre's viability and vitality.
24. I also consider that these policies adequately address proposals for food and drinking establishments and cater for the evening economy. This is, however, subject to the modification to state that the impact on the living conditions (amenities) of nearby residents from uses such as night clubs will be an important consideration in determining planning applications **[MM 4]**. **This change is supported on the grounds of the Plan's justification and effectiveness.**

Employment development at Locks Hill

25. Policy 4 supports new employment development at Locks Hill and protects that area from uses which would undermine its role as an employment provider. This is based on the recommendations of the Employment Land Study⁷ which states that: "*Given the increasing future requirements for office stock set out in our base case and two scenarios we recommend that Rochford District Council should allocate the land at Locks Hill as employment land to emphasise the importance of the site for employment use. This will help to safeguard future office supply in the town centre*"⁸.
26. The Employment Land Study's view is supported by advice from the property specialists, GL Hearn⁹. **In my view, the study's advice also accords with paragraph 22 of *the Framework*.** This paragraph draws a distinction between sites which have no reasonable prospect of being used for employment use, where long-term protection should be avoided, and sites such as Locks Hill, where the implication is the opposite. Paragraph 21[3] of *the Framework* states that local planning authorities should support existing business sectors.

Conclusion – Issue 2

27. I therefore consider that policies 2, 3 and 4, subject to the above modifications, are justified, effective and accord with *the Framework*.

⁷ Report by GVA Grimley for Rochford DC: *Employment Land Study*; September 2008 [Examination Document SUBDOC15].

⁸ Employment Land Study, pages ii-iii.

⁹ Rochford DC: Rochford Area Action Plan Hearing Statement: Response to Matter 3.6, page 11 [Examination Document SUBDOC 1]; January 2014.

Issue 3 – Are the proposals for the enhancement of Market Square justified, deliverable and in accordance with national policy?

28. At the Examination Hearing, I raised a concern, which I had expressed in writing earlier¹⁰, that the Council was presenting two separate options in the same Plan for the future of Market Square, which, if unresolved, would give rise to continued uncertainty. One of these options involved significant pedestrianisation of the Square. The other option largely left the layout of the Square unchanged, albeit with a modest improvement scheme that would give greater priority to pedestrians with some pavement widening; it would also provide improvements to landscaping and street furniture, but would leave the car parking areas and taxi rank substantially intact.
29. Following the Hearing, at which the options were debated, the Council embarked upon a public consultation exercise on the future options for Market Square, which extended from 25 March to 8 May 2014. After considering the consultation responses at an Executive Meeting¹¹, the Council identified its preferred option for the Square, which was for a modest improvement scheme (referred to in its Executive Report as Option 3) which would give greater priority to pedestrians without the pedestrianisation of a significant part of the Square. The Council then included its preferred option for the Square together with all its other suggested modifications to the Plan, and these went out for public consultation between 23 October and 4 December 2014.
30. **The Council's preferred scheme for the future of the** Square is relatively unambitious and was not the preferred solution of English Heritage. Whilst it would not achieve the same environmental benefits associated with significant pedestrianisation of the Square as identified in the SA, and the Conservation Area Appraisal, it would be less expensive and more likely to be delivered. It would therefore be a realistic (effective) option, which would remove the uncertainty over the future of the Square, and provide a sound policy basis for the public realm enhancements proposed in policy 6.
31. The suggested scheme would result in some environmental improvements, including extending the footway material from the Square across West Street and repaving the pedestrian areas and it is supported by a clear majority of those who responded, both to **the Council's consultation exercise** on the future of the Square and **to the Council's suggested** main modifications. The Plan also promotes improvements to the historic environment of Market Square, primarily through supporting the redevelopment of the eastern side of the Square, which currently is unprepossessing and detracts significantly from the character and appearance of the Square, which is the **town's most significant heritage** asset and the centrepiece of the Conservation Area. The Option 3 Scheme is also supported by ECC as the highway authority and most of the local business community.

¹⁰ Letter from the Inspector to the Council, via the programme Officer; dated 12 December 2013.

¹¹ Executive Meeting of Rochford District Council: Proposed Schedule of Modifications to the Rochford Area Action Plan Submission Document; 6 October 2014.

32. The modifications to policy 6 and Table 1 of the Plan **[MM5-6]** also seek to ensure accessibility to the town centre. This is particularly true for disabled users¹², and for cyclists, through the development of cycle facilities, whilst the scheme also allows for bus penetration. The modifications therefore meet the test of soundness, **particularly in relation to the Plan's** effectiveness, and give a clear sense of direction and certainty, which was previously lacking in the Plan; it is also a low cost option and it is easily implementable, whilst the opportunities remain for further environmental enhancements at a later date.
33. Several representations of a detailed nature were made on the future of the Square, including comments relating to direction of traffic flow, location of box junctions and arrangements for the parking of vehicles, including taxis. These aspects go beyond the appropriate level of detail and scope of the Plan, and it is not therefore appropriate for me to comment on these aspects in this report. The representation in favour of increasing the pavement width on the south side of West Street would be a positive move in terms of highway and pedestrian safety as well as on environmental grounds, and would accord with policy 6 as modified.

Conclusion – Issue 3

34. I therefore conclude that policy 6, for a more vibrant and attractive Market Square, subject to the above modifications, accords with the **Core Strategy** and is supported on the grounds of ensuring that the Plan would be justified and effective.

Issue 4 – Is the character-led approach in the Plan appropriate and realistic for the town centre and does it provide a clear strategic focus for the location of new development?

35. The Plan recognises the high quality of the historic environment in much of the town centre and the need to conserve it. This is for several reasons, including its heritage value as well as for its amenity value to the residents and those who visit and work in the area, but also for valid economic reasons, as an attractive place to do business and to attract visitors to the town.
36. The character – led approach in the Plan as set out in policy 5 seems to me to be an effective way of focusing attention on the built environment. This shows itself in a number of ways; firstly, it identifies those areas which should be protected because of their distinctiveness, including the quality of any heritage assets; secondly, it identifies areas where enhancement is highly desirable; and thirdly, in some cases, to highlight development or redevelopment opportunities for specific opportunity sites. Finally, the policy would set a sustainable framework for the treatment of any windfall opportunities which may arise during the plan period.
37. The Plan has been modified so as to augment the provisions of policies 5-9 by identifying four opportunity sites both within policy 1.4 and on the Proposals Map for development **[MM7]**. These four sites, which are already

¹² *The Framework*, paragraphs 35[5] and 40.

identified on Figure 6 in the submitted Plan, ensure that the Plan provides the 'what' and 'where' of development, as required by *the Framework* (paragraph 157[5]). This also accords with the PPG¹³, which states that the Local Plan should make clear what is intended to happen in the area over the life of the Plan, where and when this will occur and how it will be delivered.

38. Concerns were expressed that housing development on part of the railway station car park would have a detrimental effect on the character and appearance of the area and reduce the amount of station car parking. The existing surface area car parking at this opportunity area, however, is of poor environmental quality, whilst the Council would still have control over the design and massing of any proposed development to ensure that it did not harm the surroundings and the Conservation Area, including Freight House. Moreover, the loss of car parking spaces as a result of this scheme would be slight.
39. Concerns were also raised over the police station site for housing, but policy 8.3 clearly states that the Plan is proposing at least part of the building for conversion. The other two proposals for opportunity sites – at North Street for a mixed housing/commercial development, and at the Spar site in Market Square, for mixed residential/commercial – were largely supported. I am satisfied from the evidence before me that all the four schemes are justified and deliverable.
40. The Council has also suggested a change to policy 1 and the supporting text to require any new proposals to ensure appropriate consideration of above ground heritage assets and below ground archaeological deposits **[MM8-9]**. These changes are endorsed in the interests of the justification of the Plan and to accord with national policy.

Conclusion – Issue 4

41. I conclude in relation to Issue 4 that the Plan, subject to the above modifications, is justified and effective in relation to its character-led approach.

Issue 5 – Are the transport provisions in the Plan justified and deliverable within the plan period?

42. The transport provision in the Plan links in closely with policies 1 and 5-9 and does not require a separate policy. The Plan has been prepared in partnership, and agreement with, ECC (the highway authority). The main transport provisions of the Plan are illustrated in Figure 7, which identifies a series of key junctions, whilst Table 1 provides a summary of the costs involved and likely existing and potential funding streams.
43. Pedestrian priority has not been maximised in Market Square. However, the modest pedestrian improvements and improved access for disabled users and cyclists identified in policy 6, together with appropriate traffic management, will bring some environmental and traffic safety

¹³ PPG Ref. ID: 12-002-20140306 – What should a Local Plan contain?

improvements. The omission of a significant pedestrianisation scheme for the Square, which would further improve pedestrian safety and the character and appearance of the Square would not be sufficient, in itself, to undermine the soundness of the Plan.

Conclusion – Issue 5

44. I conclude in relation to Issue 5 that the transport provision in the Plan is justified and deliverable.

Issue 6 – Infrastructure Delivery and Monitoring

45. The Plan has been prepared in consultation with key stakeholders and service providers and no elements which were capable of suspending the implementation of the Plan (sometimes referred to as showstoppers) were **identified. The Council’s intention to prepare** a Community Infrastructure Levy (CIL) and an Annual Monitoring Report (AMR) will add clarification to the effectiveness of the Plan, and changes to commit the Council to their preparation [MM10-15] are therefore supported.

Conclusion – Issue 6

46. I conclude in relation to Issue 6 that, subject to the above modifications, the Plan is effective.

Other matters

47. In addition to the six issues above, other parts and policies of the Plan were the subject of representations, some of which the Council has responded to in its minor modifications, which I do not address in this report. None of these representations, however, go to soundness of the Plan.

48. The Council also suggested changes to the illustrative diagram to show option 3. Whilst this is in my view helpful, it does not have the status of a main modification, and for this reason is not included in the Appendix below.

Assessment of Legal Compliance

49. My Examination of the compliance of the Plan with the legal requirements is summarised in the table below. I conclude that the Plan meets them all.

LEGAL REQUIREMENTS	
Local Development Scheme (LDS)	The AAP is identified within the approved LDS (November 2013) which sets out an expected adoption date of March 2014. Although the timetable has clearly slipped, this has been due to in the main to additional consultation on the future of Market Square. The content is compliant with the LDS.
Statement of Community Involvement (SCI) and relevant regulations	The SCI Addendum was adopted in March 2013 and consultation has been compliant with the requirements therein, including the consultation on the post-submission proposed 'main modification' changes (MMs)
Sustainability Appraisal (SA)	SA has been carried out and is adequate.
Appropriate Assessment (AA)	The Habitats Regulations AA Screening Report (November 2013) sets out why AA is not necessary.
National Policy	The AAP complies with national policy except where indicated and modifications are recommended.
Sustainable Community Strategy (SCS)	Satisfactory regard has been paid to the SCS.
Public Sector Equality Duty (PSED)	The AAP complies with the Duty.
2004 Act (as amended) and 2012 Regulations.	The AAP complies with the Act and the Regulations.

Overall Conclusion and Recommendation

50. The Plan has a number of deficiencies in relation to soundness for the reasons set out above which mean that I recommend non-adoption of it as submitted, in accordance with Section 20(7A) of the 2004 Act. These deficiencies have been explored in the main issues set out above.

51. The Council has requested that I recommend main modifications to make the Plan sound and/or legally compliant and capable of adoption. I conclude that with the recommended main modifications set out in the Appendix, the Rochford Area Action Plan (amended to Rochford Town Centre Area Action Plan) satisfies the requirements of Section 20(5) of the 2004 Act and meets the criteria for soundness in *the Framework*.

Mike Fox

INSPECTOR

This report is accompanied by the Appendix containing the Main Modifications

1.

Appendix – Main Modifications

The modifications below are expressed either in the conventional form of ~~striketrough~~ for deletions and underlining for additions of text, or by specifying the modification in words in *italics*.

The page numbers and paragraph numbering below refer to the submission local plan, and do not take account of the deletion or addition of text.

Ref	Page	Policy/ Paragraph	Main Modification
MM1		Throughout	<i>Change the title of the Plan to</i> Rochford <u>Town Centre</u> Area Action Plan
MM2	27	Policy 1	<i>In part 1:</i> <u>...the Market Square area, with an additional 750 sq.m of retail (A1) floorspace to be delivered within the AAP area;</u>
MM3	27	Third paragraph after Policy 1	<i>At the end of the paragraph, add:</i> <u>The AAP also identifies a potential opportunity site which has the capacity to accommodate 750 sq.m of A1 (retail) floorspace along North Street (at the junction with Weir Pond Road).</u>
MM4	35	Below Fifth paragraph	<i>Insert new paragraphs:</i> <u>However, there are uses of which the provision of additional units in Rochford town centre would not be considered to positively contribute to the overall offer of the centre. Such uses include hot food takeaways (A5 uses), planning applications for which shall not be supported, particularly within the Primary Shopping Frontage area.</u> <u>Some land uses associated with town centre locations have the potential to raise amenity (living conditions) issues for nearby residents. Such uses might include, but are not necessarily limited to, those falling in Use Classes A3, A4 and A5, or other, Sui Generis uses such as night clubs. The impact of such non-retail uses on the amenity of those living within or nearby the centre will be an important consideration in determining relevant planning applications, and applicants will be expected to demonstrate how negative impacts arising from such proposals will be mitigated, if applications are to be permitted.</u>
MM5	27	Table 1	<i>Amend second row of the table as set out at the foot of this Appendix.</i>
MM6	41	Policy 6	<i>Amend the policy as follows:</i> D4. Public realm enhancements should be focused on the creation of an improved Market Square and include the rationalisation and reduction in the number size of car parking spaces and the potential relocation of the taxi rank to an appropriately central and accessible

Item 13, Appendix 4b

Ref	Page	Policy/ Paragraph	Main Modification
			location, and
MM7	27	First paragraph	<p><i>Insert new paragraph below Policy 1:</i></p> <p><u>Four potential opportunity sites have been identified in Figure 6: the Spar building, the Police Station, the car park adjacent to freight House, and North Street (at the junction with Weir Pond Road). These sites offer the potential to contribute to a number of the key objectives of the Plan, including enhancing the historic core and promoting the redevelopment of unused, underused, infill or unattractive sites, particularly for residential and/or retail use. It is beneficial to establish uses that would be suitable for each site to provide certainty, as set out in Policies 6 to 9.</u></p>
MM8	10	Section 2.2, below first paragraph	<p><i>Insert new paragraph:</i></p> <p><u>Archaeological deposits relating to the development of the medieval and post medieval town are likely to survive, in particular around the central Market square and its axial road system as described above. All new development should incorporate a mitigation strategy for the preservation and/or recording of such deposits.</u></p>
MM9	39	Policy 5	<p><i>Insert new 5th paragraph in the second part of the policy as follows:</i></p> <p><u>5. Any new proposals must also ensure appropriate consideration of above ground heritage assets and below ground archaeological deposits.</u></p>
MM10	53	Section 6.4 (3 rd paragraph)	<p><i>Amend paragraph as follows:</i></p> <p>The AAP sets out priorities for delivering environmental improvements and highways schemes. The Council will expect that new developments within, and affecting the AAP area, contribute towards these identified priorities <u>either through the Community Infrastructure Levy (CIL), Section 106 or Section 278 Agreements as appropriate, in accordance with the Core Strategy.</u></p>
MM11	54	First row, last column	<p><i>Amend text as follows:</i></p> <p>The Council will record development through <u>the Annual Monitoring Report (AMR).</u></p>
MM12	55	Second row, last column	<p><i>Amend text as follows:</i></p> <p>Office commitments and completions will be recorded as part of the <u>Annual Monitoring Report (AMR).</u></p>
MM13	55	Third row, last column	<p><i>Amend text as follows:</i></p> <p>The quality of new development will be monitored as planning decisions</p>

Item 13, Appendix 4b

Ref	Page	Policy/ Paragraph	Main Modification
			are made, <u>and recorded in the Annual Monitoring Report (AMR).</u>
MM14	55	Fourth row, last column	<i>Amend text as follows:</i> The quality of new development will be monitored as planning decisions are made, <u>and recorded in the Annual Monitoring Report (AMR).</u>
MM15	56	6.5, third paragraph	<i>Amend paragraph as follows:</i> The Council's <u>Annual</u> Monitoring Report (<u>AMR</u>) will document whether or not the AAP's objectives are being met and will set out the necessary actions to aid the delivery of the AAP.

MM5 Amend the second row of this table as follows:

Environmental improvement /highways scheme	Lead partner	Other partners	Estimated cost	Potential funding streams	Comments	Justification
Market Square public realm enhancements	ECC	Rochford District Council / <u>developers</u>	£500,000 £750,000 <u>£20,000</u>	Pooled financial contributions/ ECC budget/ Local Highways Panel	<i>Detailed comments are beyond the remit of the main modifications for the Plan.</i>	<i>Detailed comments are beyond the remit of the main modifications for the Plan.</i>