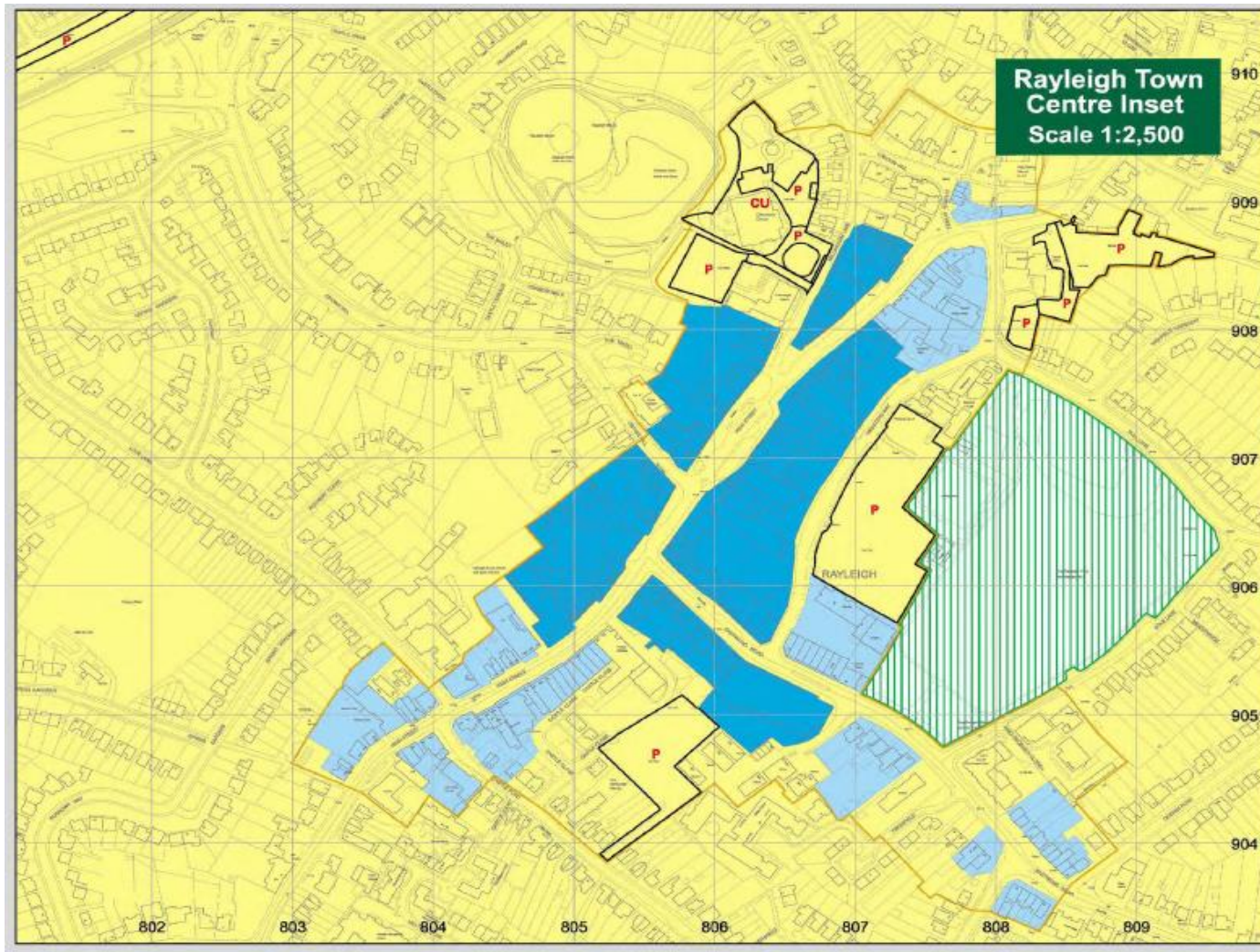
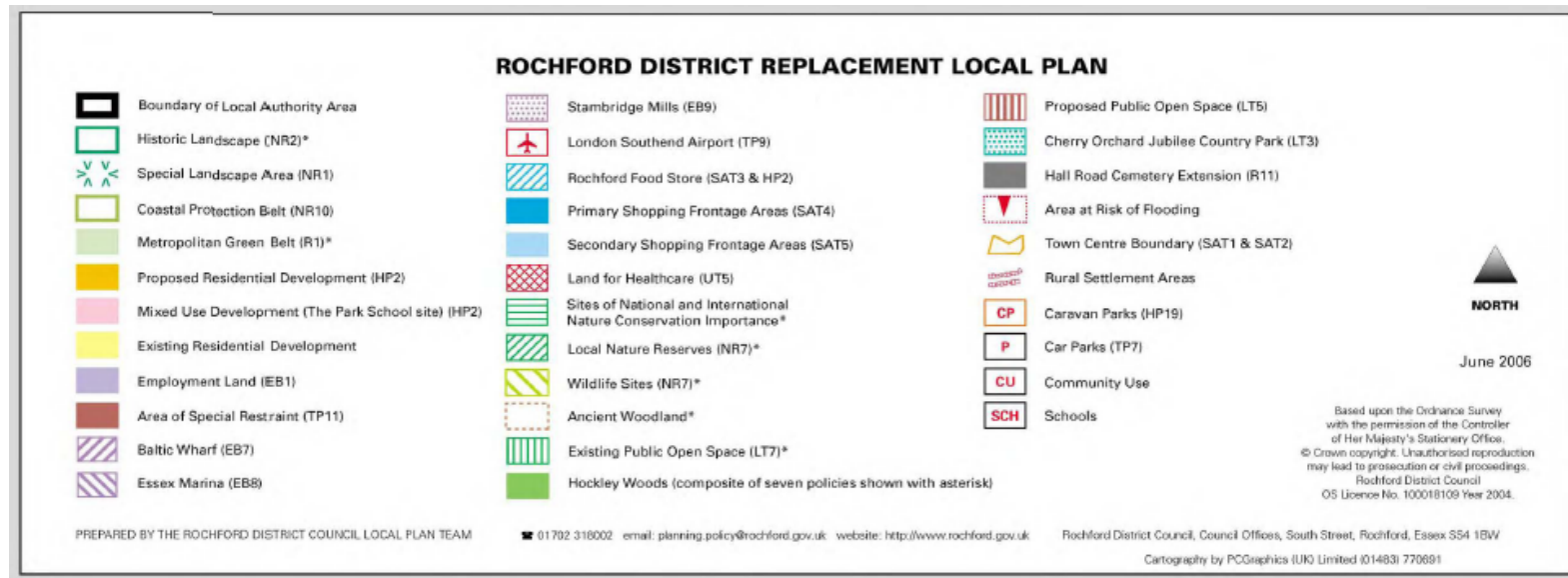


## Appendix A: Local Shopping Frontages 2006

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# Rochford District Council – RAAP Submission Document Examination: Council’s Response to Inspector’s Initial Questions (January 2015) Appendices A,B,C





## Appendix B: Rayleigh Frontage Options (AMUP)

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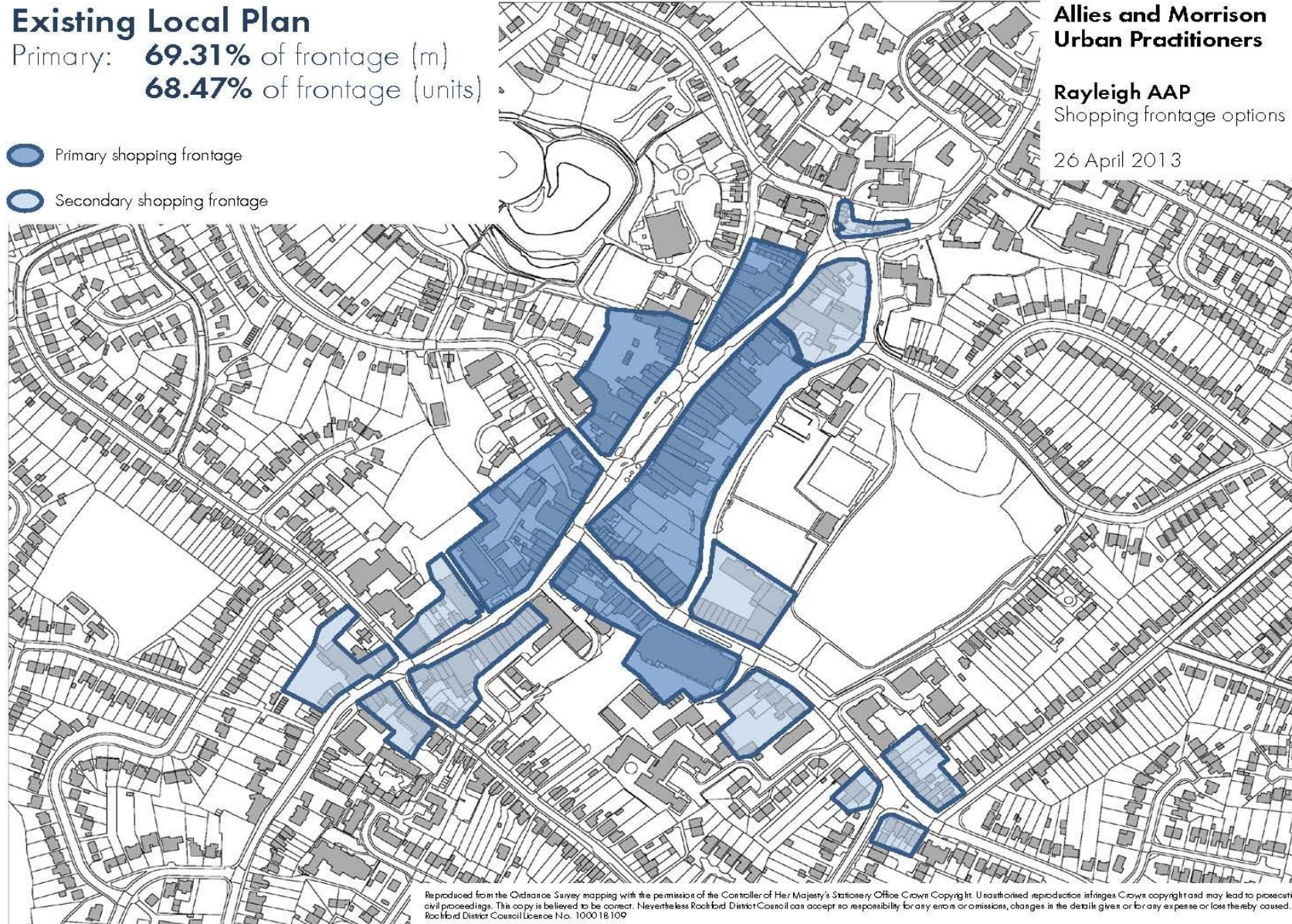


# Rochford District Council – RAAP Submission Document Examination: Council’s Response to Inspector’s Initial Questions (January 2015) Appendices A,B,C

## Existing Local Plan

Primary: **69.31%** of frontage (m)  
**68.47%** of frontage (units)

-  Primary shopping frontage
-  Secondary shopping frontage



Allies and Morrison  
Urban Practitioners

Rayleigh AAP  
Shopping frontage options

26 April 2013

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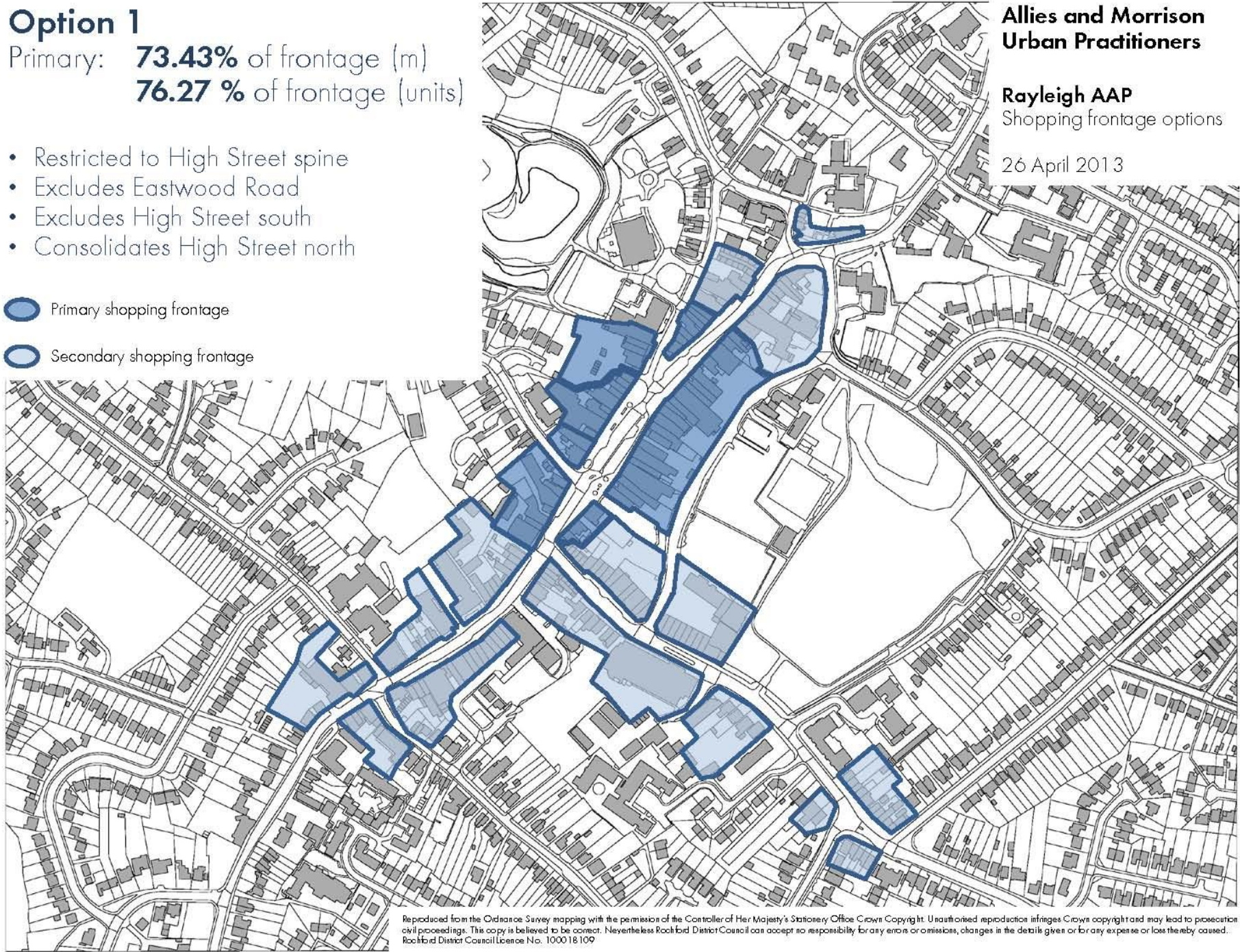


## Option 1

Primary: **73.43%** of frontage (m)  
**76.27 %** of frontage (units)

- Restricted to High Street spine
- Excludes Eastwood Road
- Excludes High Street south
- Consolidates High Street north

-  Primary shopping frontage
-  Secondary shopping frontage



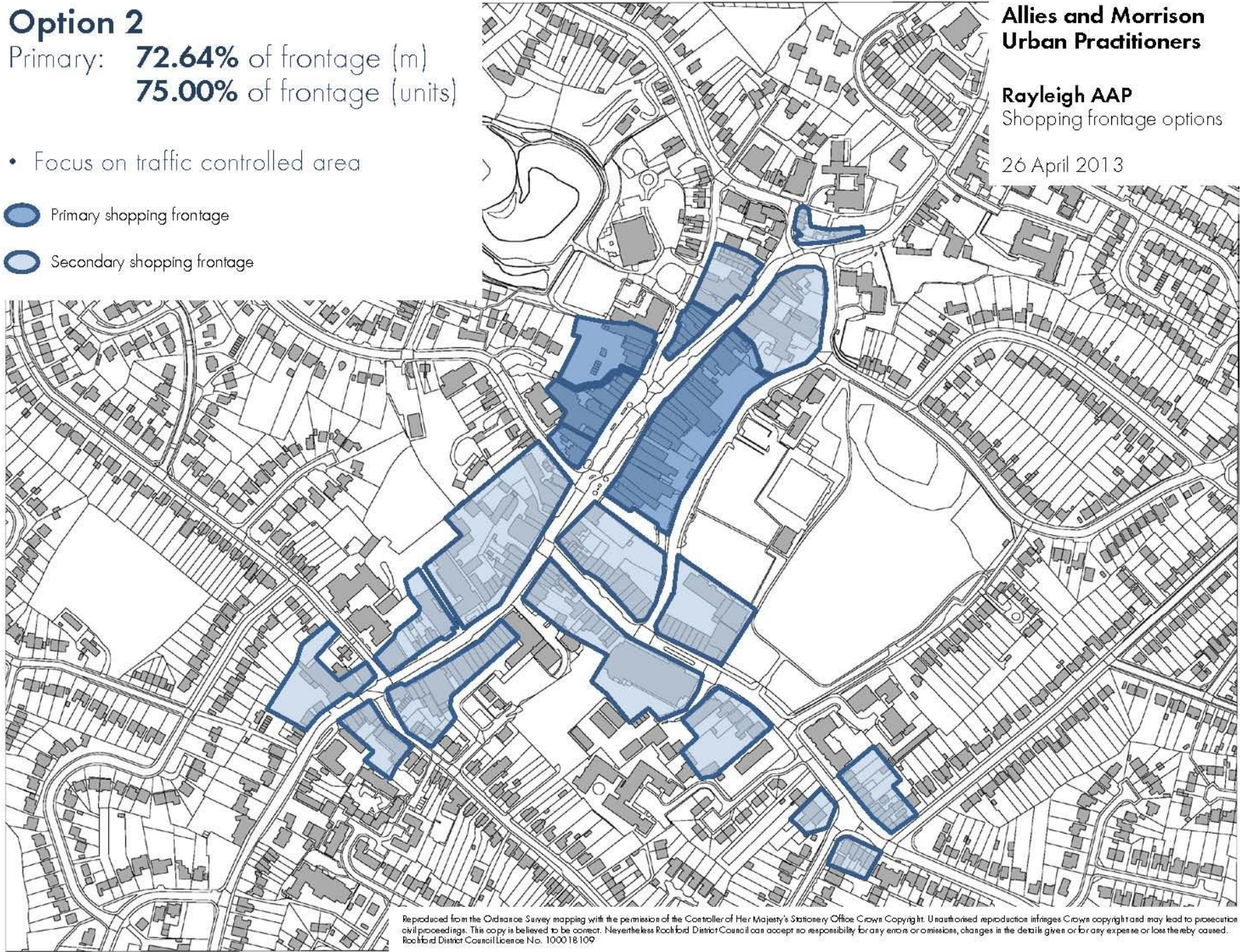


## Option 2

Primary: 72.64% of frontage (m)  
75.00% of frontage (units)

- Focus on traffic controlled area

- Primary shopping frontage
- Secondary shopping frontage





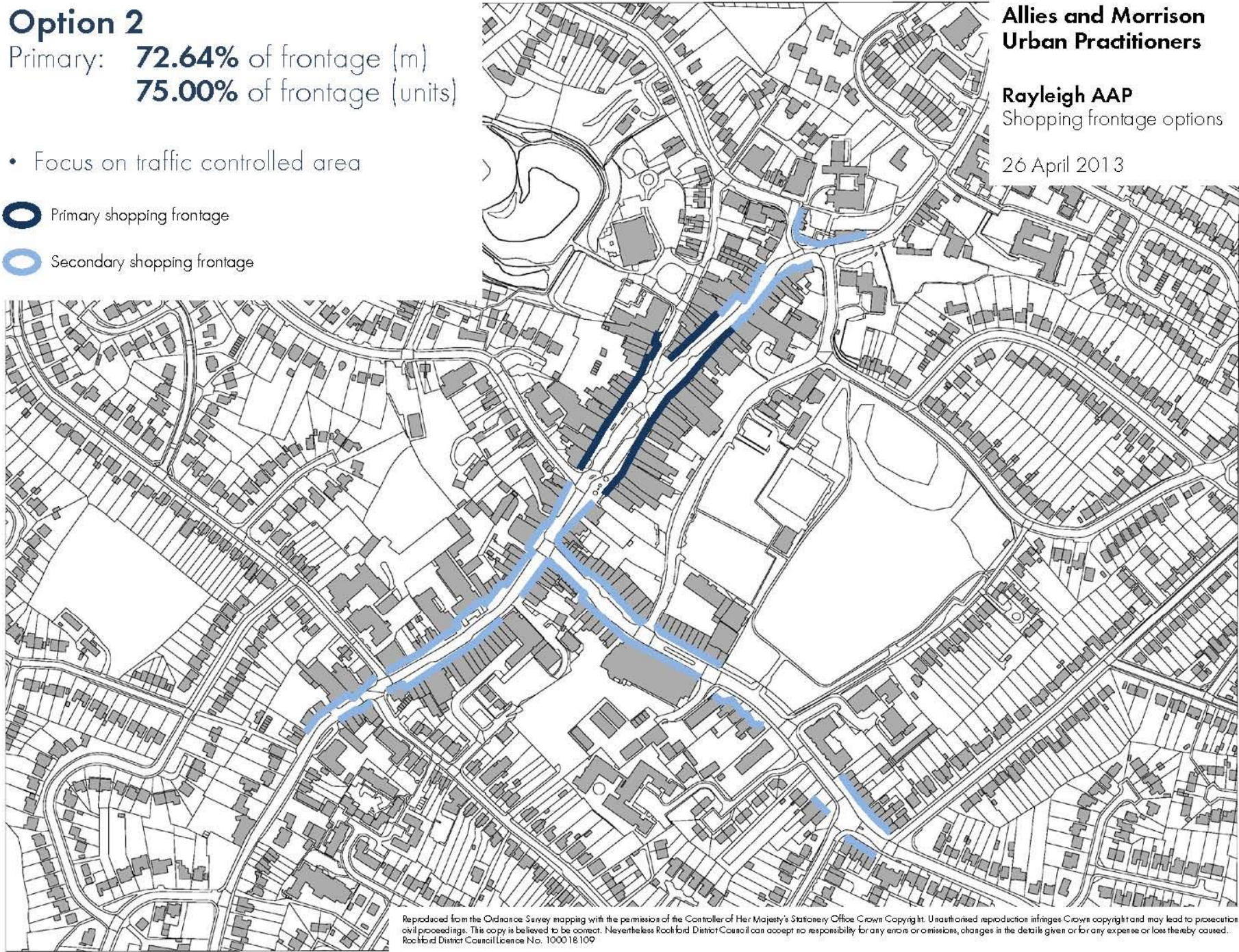


## Option 2

Primary: 72.64% of frontage (m)  
75.00% of frontage (units)

- Focus on traffic controlled area

-  Primary shopping frontage
-  Secondary shopping frontage



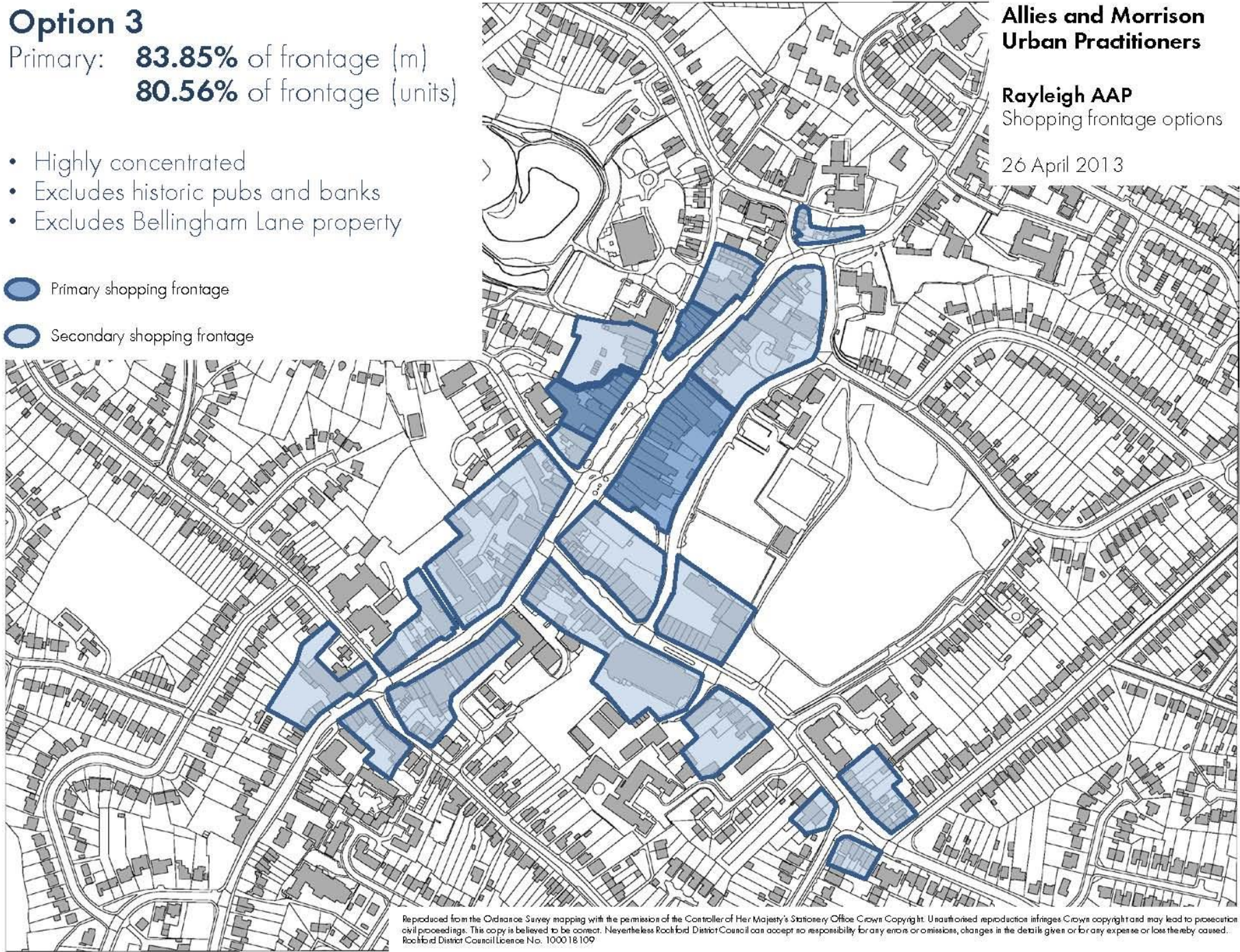


### Option 3

Primary: **83.85%** of frontage (m)  
**80.56%** of frontage (units)

- Highly concentrated
- Excludes historic pubs and banks
- Excludes Bellingham Lane property

- Primary shopping frontage
- Secondary shopping frontage





## **Appendix C: GL Hearn- Rayleigh Note**

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**Rayleigh Notes**

**Oct 2012**

### **Webster Way Car Park (2.23 acres) and Surrounds**

The Webster Way car park is the largest in the town comprising of 350 surface car park spaces. The car park is strategically located just to the rear of the High Street retail units and adjoins St Georges Park (and the Rayleigh bowling green in part) and as such was very well utilised at the time of inspection.

Futures uses – in addition to the consolidation of public car parking the site offers the best opportunity to attract a second food store to the town. In recent months Sainsbury's and Tesco's have both significantly scaled back their market interest especially for larger format stores. We have, however, held initial conversations with Waitrose who have shown an initial interest but would only likely consider an unencumbered opportunity which would require a site of circa 1.5 to accommodate a store and sufficient dedicated car parking.

The Webster Way opportunity also extends towards Eastwood Road, which comprises a number of third party interests, in the previous study. Although arguably the buildings present are visually poor, the area is well occupied comprising a mix of office, leisure (dance studio), retail and residential (2 floors) uses. In this context the cost of land assembly is likely to be overly prohibitive without significant cross subsidy / funding.

### **The Co-op Site**

The Co-op is the main foodstore and anchor in the town – the Co-op acquired the store following their buy out of Somerfield's in 2009. The store fronts onto Eastwood Road, which is off Rayleigh's prime pitch which extends along the High Street. The store itself is dated but is circa 20,000 sq ft in size which would represent a Co-op full offer store. The store has 50 dedicated car parking spaces to the rear but parking is relatively adhoc and there is likely to be conflicts arising between customer parking and deliveries.

We have made initial contact with the Co-op to understand their trading position and development aspirations further. We have been advised that they have not considered the opportunity in much detail to date – as a freehold store and is one of the largest in the portfolio it has not been considered a priority.

That said after explaining the purposes of our study they have agreed to consider further and report back to us in due course.

### **Industrial Estate and Castle Car Park**



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To the rear of the Co-op site is a small industrial estate comprising some trade counter retail uses (Rayleigh Flooring) and a number of ad hoc leisure uses namely a small private health club and Munchkins play centre.

The industrial units adjoin the Castle Road Public Car Park which consists of 148 surface car parking spaces and is accessed off Castle Road. There is a notable level difference between the Castle car park and the Co-op site and the retail units and police station site, which make comprehensive development challenging. The Car park and adjoining industrial estate offer good potential for residential development (assuming the car park is declared surplus to requirements).

### **The Police Station and adjoining retail frontage.**

The police station is a substantial building arranged over three storeys with a surface car park to rear and has good prominence onto the High Street. We have spoken to the estates team at Essex police (Jules Donald) who informed us that following a recent portfolio review the station and car park were identified as strategically important and as such will remain in operational use in the short to medium term at least. The portfolio review identified 18 sites / properties as surplus to requirements but Rayleigh was not one of them.

### **123 – 161 High Street (adjoining the police station)**

123 – 161 comprises a 1960's retail parade with two storey of offices accommodation above. The parade is anchored by Iceland and comprises a mix of independent and multinational operators. Key occupiers include Thomas Cook, Blockbuster and Premier Convenience Store. At the time of inspection the office accommodation on the upper floors were vacant and being marketed by Kemsley's agents. We have spoken to the agents who confirmed that the property has now been sold to a developer who is proposing conversion to residential. The agent confirmed that the office market is extremely limited in the town with typical rents of sub £10 per sq ft. At this level speculative office development would prove unviable.

### **113 – 117 High Street**

113 to 117 is a small site comprising a two storey corner plot, which adjoins the police station and fronts onto the High Street. Occupiers include a funeral directors and Connells estate agent. To the rear of the site are residential dwellings, which appear to be relatively new. Redevelopment options are limited for the site given its fully occupied.

### **Rayleigh Library and Council Offices**

The site comprises a 3 storey building fronting the High Street with a single storey building (the library) to the rear with associated surface car parking. The existing property is visually poor and the site does offer the potential for redevelopment subject to decisions being made in respect of the future operational need of the premises. The site is located just off the town's prime pitch which extends from Crown Hill to the split between Bellingham Lane and the High Street. If deemed surplus to requirements the site offers the potential for retail ground floor uses with residential use above, which would benefit from the views across the open space to the rear of the site.

### **The Dairy Crest Site (to the rear of 110 128 the High Street)**



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Dairy Crest occupies a large site to the rear of the High Street (adjoining the Library site). The site is currently an operational depot consisting of a yard and a range of industrial units. Dairy Crest has been actively pursuing disposal opportunities and although we are not aware of their intentions in respect of Rayleigh we have made contact with them and will report back shortly. In advance of talking to them the site offers the potential for residential development and could possibly be considered in conjunction with the adjoining library and council offices.

### **The High Street generally**

The High Street has a good mix of independents and national multiples including Boots, M&Co, New Look and Peacocks. Overall, Rayleigh is a relatively successful town which appears to have withstood the recession much better than most high streets. It benefits from having a mix of historically interesting properties as well as a good balance between retail and A3 occupiers of reasonable quality.

The quality of the public realm and use of the space in front of the retail units appears somewhat tired. Improvements in this area would assist in attracting new investment and stimulate occupier demand further for the town centre.

### **The Rayleigh Lanes (and adjoining car park)**

The Rayleigh Lanes indoor market is located to the east of the High Street. At the time of inspection the market appeared to be relatively busy. The indoor market stretches from the High Street through to Websters Way and acts as one of the main thoroughfares from Websters Way car park to the High Street. The potential exists to diversify and improve the Lanes concept by potentially utilising the adjoining car park (Site 14 – high change option).

### **Webster Way Backland Sites**

The previous option studies consider the potential for infill development to the rear of the high street properties to improve the aspect from Websters Way, which is currently aesthetically poor. The advantages of this from a design perspective are clear but commercially are extremely difficult to achieve. The sites are often not of sufficient size to create a viable proposition in isolation and therefore the challenge is to coordinate different landowners / investors as well as achieving the balance between new development and the need to maintain adequate servicing and car parking for staff.

Clearly improvements could be made to Websters Way through co-ordinated public realm improvements, which in theory would be easier to deliver when compared to built development.

### **44 – 62 High Street**

The site comprises two retail parades (with residential above) divided by the entrance to the service yard (including to the adjoining M&Co store) and car parking to the rear. The units were fully occupied at the time of inspection and occupiers include the Factory Shop, Vision Express, HSBC and the Co-op travel agents. The ownership structure is likely to be complex and the site will have a substantial existing use value given the range of occupiers present. It is difficult to see development coming forward in the short to medium term on this site.