



Rochford District Council Local Development Plan

Rayleigh Area Action Plan

SUSTAINABILITY APPRAISAL/ STRATEGIC ENVIRONMENTAL ASSESSMENT OF PRE- SUBMISSION AAP

December 2013

Rochford District Council Local Development Framework

Rayleigh Area Action Plan

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for and on behalf of Enfusion Ltd:

<i>date:</i>	December 2013	
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Rochford District Council Local Development Framework Rayleigh Area Action Plan

SUSTAINABILITY APPRAISAL/STRATEGIC ENVIRONMENTAL ASSESSMENT PRE-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 Rayleigh Area Action Plan (AAP) Development Planning Document (DPD): Pre-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 Rayleigh Area Action Plan has been prepared in accordance with these requirements for SA/SEA.

THE LOCAL DEVELOPMENT PLAN AND RAYLEIGH 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 Rayleigh Area Action Plan (AAP) creates a policy framework for development of Rayleigh from which applications for planning permission will be determined against. The AAP sets out a vision for the future which declares that Rayleigh will continue to be recognised as Rochford District's main centre and that new development will help to enhance the centre's historic setting.
- 0.6 The AAP sets a vision for the settlement's future based on an understanding of the unique context that drives change and development in Rayleigh. It translates this vision into implementation objectives, policies and guidance that will act as a robust framework for delivery.

THE CHARACTER OF RAYLEIGH

- 0.7 Rayleigh town centre is situated in the south west of the District, approximately 32 miles from London and 4.9 miles from Southend-on-Sea. It is the largest retail centre in the District with a strong comparison and convenience offer, low vacancy rates and a range of unit sizes.
- 0.8 A large portion of the town centre is designated as a Conservation Area and includes a number of listed buildings as well as the Rayleigh Mount, which is designated as a Scheduled Monument.

SA SCOPING & ISSUES FOR SUSTAINABILITY

- 0.9 A SA scoping process was undertaken to help ensure that the SA covers the key sustainability issues that are relevant to Rayleigh. This included the development of an SA Framework of objectives to comprise the basis for appraisal. An SA Scoping Report was prepared to summarise the findings of the scoping process and was sent to statutory consultees for consultation in September 2012. As part of the scoping process plans and programmes were reviewed and information was collated relating to the current and predicted social, environmental and economic characteristics of Rayleigh.
- 0.10 From these studies, the key sustainability issues and opportunities for the AAP and the SA were identified, as follows:

Key Sustainability Issues for Rayleigh AAP
<ul style="list-style-type: none"> ▪ The provision of quality and affordable housing to meet housing needs in Rayleigh.
<ul style="list-style-type: none"> ▪ Improve the connectivity between the High Street, Rayleigh Mount, the Windmill and Mill Arts and Leisure Centre.
<ul style="list-style-type: none"> ▪ Improve the connectivity between the High Street and the main town centre parking facility on Websters Way.
<ul style="list-style-type: none"> ▪ Reduce traffic along Websters Way and improve pedestrian movement.
<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 and pedestrian movement.
<ul style="list-style-type: none"> ▪ The protection of the Rayleigh 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"> Air quality concerns in Rayleigh High Street and Eastwood Road (an AQMA is being designated) which may restrict new traffic-generating development.
<ul style="list-style-type: none"> Opportunity to improve retail and provide a greater range of leisure service providers, comparison goods and mixed-use schemes incorporating floorspace.
<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

0.11 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 Rayleigh 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 RAYLEIGH AAP

0.12 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

- 0.13 The SA of the options (alternatives) was undertaken in November 2012. The purpose and key objectives of the AAP have been set at a higher level; therefore it was considered that the alternatives available to the plan-maker in preparing the AAP were limited to the level and type of intervention/development that should be accommodated in the Town Centre.
- 0.14 The Issues and Options Document (2009) identified a number of areas within the town centre where opportunities may exist for redevelopment, as well as a range of opportunities related to transport and circulation and the public realm. A range of options were proposed in relation to each area and some involved a number of key aspects which included the redevelopment of existing buildings or vacant for mixed-uses, or the redevelopment of existing businesses to enlarge existing car parking facilities. Some options were devised using a number of interventions which would result in differing levels of change i.e. low, medium, high and/or higher.
- 0.15 The options which proposed interventions which sought to improve the quality and attractiveness of particular areas, supported mixed-use development and/ or improve pedestrian links were found to progress many of the SA objectives relating to communities, health, accessibility, the economy, heritage, townscape and sustainable design. The significance of effects was found to increase along with the level of intervention. However, with a higher level of intervention there is also some uncertainty and this was because the proposed development could have the potential for negative effects in the short-term on SA objectives through increased noise and congestion. The SA also found that options which recommended full pedestrianisation may have negative effects on communities and health as they could potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement.
- 0.16 Furthermore, with reference to the spatial options, it was considered that composite option that sought the higher level of intervention proposed in option 4 with the shared space treatments proposed in option 3 (rather than the pedestrianisation of the High Street), would not require the diversion of traffic and would provide greater benefits to a wider area.
- 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 December 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 December 2013. On the whole, the findings of the SA suggest that the emerging AAP policies

will make significant contributions to the progression of SA objectives. Throughout the development of the AAP and the Sustainability Appraisal process, data gaps and uncertainties were uncovered and these have been acknowledged in the appraisal matrices, where applicable.

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 Rayleigh AAP	
Key relevant SA Objective:	Positive effects identified:
1.Balanced communities & 2.Healthy and Safe Communities	The AAP will have positive effects on communities through providing a mix of uses in the town centre, including retail, cultural, leisure facilities and new public spaces. New, improved and enhanced pedestrian links should encourage more people to get out and about and improve their fitness. Improving the quality of the area could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect effects on the health of the community. The combination of these effects is likely to lead to significant positive cumulative effects.
4.Economy and Employment	A significant positive effect on the local economy is likely through enhanced opportunities for retail, leisure and offices. It seeks to enhance consumer choice through encouraging opportunities for development in addition to the main focus on retail which should provide more employment opportunities (skilled and unskilled) for local residents. It also seeks to strengthen pedestrian links across Rayleigh which is likely to provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy. Improvements to the public realm will also make the town centre a more attractive and enjoyable place for people to shop, visit and live. The combination of these effects is likely to lead to significant positive cumulative effects.
5. Accessibility	Significant positive cumulative effects for accessibility are likely through a range of improvements to the public realm, upgrades to bus facilities, access to the train station and increased accessibility for pedestrians and cyclists.
6.Landscape and Townscape	The setting of key principles for development to contribute positively to the local townscape and character, focusing on the individual parts of the AAP area, is likely to lead to positive cumulative

	effects. In addition, the combined requirements for enhancing the public realm and the likely redevelopment of derelict, degraded or underused land will also contribute to an overall significant positive cumulative effect.
7. Cultural Heritage	The main thrust of the AAP is to ensure that the historic character of the centre is protected and where possible enhanced. It advocates new and improved pedestrian signage to key cultural heritage assets such as the Mount and the Windmill which will hopefully improve access to heritage. Furthermore, public realm interventions and regeneration are likely to help improve the aesthetic value of the AAP area which is likely to benefit the conservation area and the settings of the listed buildings. The combination of these effects is likely to lead to significant positive cumulative effects.

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 negative effects of the emerging Rayleigh AAP	
Key relevant SA Objective:	Negative Effects identified:
7. Cultural Heritage	Some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. Any other effects were considered to be mitigated by policies contained within the Core Strategy and Development Management DPDs.
2. Healthy and Safe Communities and 12. Air quality	There have been exceedences of the annual mean air quality objective for nitrogen dioxide at Eastwood Road/Rayleigh High Street and Eastwood Road. Any new development has the potential to increase nitrogen dioxide levels in the both the short-term and the long-term. Mitigation already in place through Core Strategy Polices. There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.

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 Rayleigh, 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 Rayleigh AAP, with additional specific suggestions made during the preparation of the Rayleigh AAP. This SA has also made further suggestions, which are detailed in the main SA report.

CONCLUSIONS AND NEXT STEPS

- 0.24 The SA of the Rayleigh 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 Rayleigh Town Centre and will also play a role in improving sustainability in the wider Rochford District. Significant positive effects were identified for communities, economy and employment, accessibility, landscape and townscape and cultural heritage.
- 0.25 The sustainability appraisal did not identify any significant likely negative effects from the plan alone. However, possible significant cumulative negative effects were identified for cultural heritage, healthy and safe communities and air quality. It is expected that these can be mitigated and managed through further detailed planning, monitoring as well as by policies already in place which are contained within the Core Strategy and Development Management DPDs. To reduce short-term negative effects on cultural heritage and on health, it was also recommended that either a construction management plan could be developed or phasing could be introduced at the project level.
- 0.26 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.
- 0.27 This SA Report will accompany the AAP on Pre-Submission consultation for 6 weeks, during which time interested parties are invited to make

representations on the AAP or the SA. The SA will form part of the evidence base during the Examination of the AAP and if any further significant changes are made to the plan the SA Report will be updated accordingly. A finalised report will accompany the adopted DPD when it is published.

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 Rayleigh Area Action Plan (AAP) Development Planning Document (DPD): Pre-Submission Document. 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 for consultation with the Rayleigh AAP Pre-Submission Document in accordance with SEA Regulations and SA Guidance.

AREA ACTION PLAN: DPD CONTENTS AND 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 DCLG (August 2013) National Planning Practice Guidance: Strategic environmental assessment and sustainability appraisal.

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

Policy RTC4 - Rayleigh Town Centre

The Council will ensure that Rayleigh town centre's role as the District's principal town centre is retained through the production and implementation of an Area Action Plan which delivers the following:

- *Improved accessibility to and within the town centre*
- *A safe and high quality environment for residents and visitors*
- *A predominance of retail uses, including intensification of existing retail uses, which cater for a variety of needs*
- *A range of evening leisure uses*
- *Promotes provision of community facilities, including exploration of potential locations for a healthcare centre and, if appropriate delivery of such facility*

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

Rayleigh Area Action Plan

- 1.5 The Rayleigh Area Action Plan (AAP) creates a policy framework for development of Rayleigh from which applications for planning permission will be determined against. The AAP sets out a vision for the future which declares that Rayleigh will continue to be recognised as Rochford District's main centre and that new development will help to enhance the centre's historic setting.
- 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 Rayleigh. It translates this vision into implementation objectives, policies and guidance that will act as a robust framework for delivery.

Vision

'Rayleigh will continue to be recognised as the District's main centre. By 2025, the town centre's retail and leisure offer will be improved through the provision of additional retail floorspace, as well as accommodation for complementary uses, such as leisure facilities, offices and homes. Further environmental enhancements will create a high quality public realm, encourage investment and ensure that the town centre is highly accessible by foot, public transport and private motor vehicle. All new development will help to enhance the town centre's historic setting and respect its existing character, including that of nearby suburban, low-density neighbourhoods.'

- 1.7 The four key objectives that support this vision are set out below:
- 1) Strengthening Rayleigh's role as Rochford District's principal town centre.
 - 2) Improving accessibility for all
 - 3) Making the most of historic assets

4) Delivering public realm improvements

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 Rayleigh 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 Rayleigh. 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 Rayleigh were initially identified through an Issues and Options Document published for consultation in September 2009. The options identified in this Report (Rayleigh 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. 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 Rayleigh 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 This SA Report is being published alongside the Rayleigh AAP Pre-Submission DPD. It will be published on the Council's website <http://www.rochford.gov.uk/> and sent to statutory consultees and other relevant stakeholders for consideration and comment.

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 relationship of the plan with other plans or programmes and how their environmental objectives have been taken into account during its preparation⁶. 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 Rayleigh. It includes Policy RTC 4 (Rayleigh Town Centre) which sets out the requirement for an Area Action Plan for Rayleigh.

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 an annual basis for RDC by Essex County Council. The latest version of the baseline (2010) 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 Rayleigh 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 DCLG (August 2013) National Planning Practice Guidance: Strategic environmental assessment and sustainability appraisal.

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

- Rayleigh town centre is situated in the south west of the District, approximately 32 miles from London and 4.9 miles from Southend-on-Sea. It is the largest retail centre in the District with a strong comparison and convenience offer, low vacancy rates and a range of unit sizes.
- A large portion of the town centre is designated as a Conservation Area and includes a number of listed buildings as well as the Rayleigh Mount, which is designated as a Scheduled Ancient Monument.

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

- 74% of people in the Wheatley Ward⁸ are classed as being in employment with 2.9% unemployed.
- The percentage of people claiming Job Seekers Allowance (JSA) in the Wheatley Ward is 2.5% (July 2012).
- Employment by occupation in the ward is as follows: manager & senior officials 19.6%; professional 10.4%; associate professional & technical 16.3%; administrative & secretarial 16.9%; skilled trades 10.8%; personal services 5.8%; sales & customer services 7.8%; process plant & machine operatives 4.5% and elementary occupations 7.7%.
- There are 14 convenience good units in Rayleigh, which equates to 7.0% of the total number of units in Rayleigh - slightly below the national average of 8.42%. In terms of floorspace however Rayleigh is just above the national average with 15.0% of total floorspace compared to the national average of 13.71%.
- There are 75 comparison units within Rayleigh Town Centre with a range of national multiples present including Boots, Dorothy Perkins and Woolworths, equating to 37.5% of the total number of units in Rayleigh. This compares to a national average of 35.71%. The retail offer is therefore slightly above the national average.
- The retail service sector and financial and business service sectors are well represented in Rayleigh, coming in above the national averages for unit numbers and proportion of floorspace, while the leisure service sector is below the national average in both cases.

⁸ The Wheatley Ward includes the majority of the AAP area.

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

- Available information indicates that there are air quality concerns relating to the exceedance of annual mean nitrogen dioxide (NO₂) emissions in Rayleigh.⁹ A review¹⁰ undertaken in 2011 concluded that an Air Quality Management Area (AQMA) will be required for the annual mean objective around the junction of Eastwood Road and the High Street.
- There is an existing Air Quality Management Area at Rawreth Industrial Estate, Rayleigh however this is outside of the AAP area and is caused by fine dust emissions from industry, therefore is unlikely to be influenced by the plan.
- There are no international, national or locally designated sites for biodiversity or geodiversity within or adjacent to the town centre.
- The Strategic Flood Risk Assessment identified that the Area Action Plan for Rayleigh is located within Flood Zone 1, associated with low probability of flooding from fluvial and tidal sources.
- A large portion of the AAP area is part of the Rayleigh Conservation Area, which includes 24 listed buildings.
- Included within the Conservation Area and adjacent to the AAP area is the Rayleigh Mount, which is designated as a Scheduled Ancient Monument.

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

- The population in the Rochford 008¹¹ Middle Layer Super Output Area¹²
- 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

⁹ AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. Online at <http://www.essexair.org.uk> [accessed November 2013]

¹⁰ Air Quality Consultants (2011) Detailed Assessment of Air Quality in Rayleigh. Online at <http://www.essexair.org.uk> [accessed November 2013]

¹¹ This Super Output Area includes the area covered by the AAP.

¹² Super Output Areas (SOAs) are a geography designed for the collection and publication of small area statistics. They are used by the Office for National Statistics.

- increased.
- Rayleigh's railway station is located five to ten minutes walking distance from the High Street. A mainline service operated by Anglia National Express runs between Southend-on-Sea and London Liverpool Street.
 - The town has frequent bus services to and from neighbouring towns in the district.
 - Traffic is limited to one lane along Websters Way, which coupled with the presence of the main town centre car park and retail servicing arrangements is causing congestion.
 - As with other centres in Rochford District, there does not appear to be any specific provision for cyclists or people with disabilities other than limited cycle parking at the Railway Station.

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 later in this Section) 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 Rayleigh.

Table 3.4: Key Sustainability Issues for Rayleigh AAP
<ul style="list-style-type: none"> ▪ The provision of quality and affordable housing to meet housing needs in Rayleigh.
<ul style="list-style-type: none"> ▪ Improve the connectivity between the High Street, Rayleigh Mount, the Windmill and Mill Arts and Leisure Centre.
<ul style="list-style-type: none"> ▪ Improve the connectivity between the High Street and the main town centre parking facility on Websters Way.
<ul style="list-style-type: none"> ▪ Reduce traffic along Websters Way and improve pedestrian movement.
<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 and pedestrian movement.
<ul style="list-style-type: none"> ▪ The protection of the Rayleigh 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"> ▪ Air quality concerns in Rayleigh High Street and Eastwood Road which may restrict new traffic-generating development.
<ul style="list-style-type: none"> ▪ Opportunity to improve retail and provide a greater range of leisure service providers, comparison goods and mixed-use schemes incorporating floorspace.
<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 Rayleigh AAP, however a number of amendments have been made to ensure the 'decision-aiding questions' address the specific concerns facing Rayleigh. 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 Rayleigh? ▪ 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 Rayleigh? ▪ 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?

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
	<ul style="list-style-type: none"> ▪ 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 Rayleigh? ▪ 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 Rayleigh? ▪ Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?
Economy & Employment	
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 Rayleigh? ▪ 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 Rayleigh? ▪ 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?

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
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 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 Rayleigh? ▪ 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 Rayleigh? ▪ Will it provide for effective wastewater treatment?

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
	<ul style="list-style-type: none"> ▪ 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 land in Rayleigh? ▪ 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 (e.g. 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? ▪ 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 November 2012 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 RTC4 - Rayleigh Town Centre from the Adopted Core Strategy, which requires a certain level of intervention in Rayleigh to achieve regeneration objectives.
- 4.2 The options considered for the AAP fell under a number of different categories including: Issues; Components, Circulation and Spatial. The following provides a summary of the appraisal findings for the different options. The detailed appraisal of options is provided in Appendix IV. Full descriptions and details of each individual option are provided in Rochford District Council's 'Rayleigh Town Centre Issues and Options - A discussion and consultation report' (Urban Initiatives, 2009) which is available online at http://fs-drupal-rochford.s3.amazonaws.com/pdf/raap_issues_options.pdf

ISSUES

Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.

- 4.3 For this issue, four options were considered which relate to differing levels of intervention or change: Low; Medium; High; and Higher.
- 4.4 The options propose varying levels of intervention to enhance the quality and setting of the conservation area. All of the options have the potential for positive effects on SA objectives relating to communities, health, the economy, heritage, townscape and sustainable design. The higher the level of intervention the more positive the effect is likely to be; however, the redevelopment of unsympathetic buildings, particularly in large blocks, also adds an element of uncertainty. The high and higher options have the potential for negative effects on a number of SA objectives in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects. The high option was assessed as having an uncertain effect on accessibility and health as a shared space scheme could make it difficult for blind members of the community to move through the town centre.
- 4.5 The higher option also has the potential for negative effects on communities and health as a result of the pedestrianisation of the High Street. This would result in the diversion of traffic along surrounding routes (Bellingham Lane,

Church Street, London Hill & Websters Way), which would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. It could lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.

Issue 2. Need to introduce a greater range of leisure service providers, further comparison goods floorspace and office space.

- 4.6 For this issue, four options were also considered which relate to differing levels of intervention or change: Low; Medium; High; and Higher.
- 4.7 All of the options have the potential for a positive effect on social and economic SA objectives as they seek to improve access to a greater mix of uses. The higher option has the potential for the greater positive effect as it proposes the development of a major mixed-use redevelopment at the southern end of the High Street and could potentially result in new residential development within the town centre. This would help to regenerate the existing community and improve access to employment, housing and retail with indirect positive effect on transport by reducing the need for people to travel. The assessment identified some uncertainty in relation to the medium, high and higher options given the development they propose and potential impacts on communities, townscape and transport during construction. However, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts. There are a number of potential negative effects that could arise as a result of the pedestrianisation of the High Street, which are set out in the summary appraisal of the Issue 1 options.

Issue 3. Cluster of leisure and cultural uses around Rayleigh Mount are poorly integrated with the town centre core.

- 4.8 For this issue, three options were considered which relate to differing levels of intervention or change: Low; Medium; and High.
- 4.9 The options propose improvements to the pedestrian environment around Rayleigh Mount and improved access to the town centre core. This has the potential for a positive effect on SA objectives relating to the economy and communities. The low option will not have the same benefits as the other options in terms of accessibility as no new access routes are proposed. The medium and high option are likely to have similar effects; however, the assessment did identify uncertainty in relation to the shared space treatments proposed in the high option, which can have implications for blind members of the community.

Issue 4. Traffic dominated, service access nature of Websters Way represents a poor quality environment and arrival to the town centre.

- 4.10 For this issue, four options were considered which relate to differing levels of intervention or change: Low; Medium; High; and Higher.
- 4.11 The options were assessed as having the potential for a positive effect on communities, health and the economy through measures intended to improve the environment of Websters Way. Compared to the other options, the higher option was assessed as having the potential for greater a positive effect for communities and the economy through the creation of a multi-storey car park and the redevelopment of the block fronting Eastwood Road for mixed-uses. However, it was also assessed that the creation of a multi-storey car park on Websters Way could have a negative effect on townscape as well as the Rayleigh Conservation Area. Development would need to be carefully planned and designed.

Issue 5. Pedestrian movement hindered or uncatered for in some locations through a combination of vehicle dominated junction forms, street clutter and guardrailing, narrow or missing pavements, or poorly defined routes.

- 4.12 For this issue, four options were also considered which relate to differing levels of intervention or change: Low; Medium; High; and Higher.
- 4.13 The options seek to improve pedestrian movement in the AAP area through a variety of different interventions, including improved or new pedestrian routes and junctions, which have the potential for long-term positive effects on communities, health, the economy and accessibility. The low and medium options propose improving existing routes with the medium option having the added benefit of providing walking improvements at junctions which is an identified issue within the AAP area. The high option is likely to have the greatest positive effect on SA objectives as it proposes redevelopment at strategic locations to create new, direct walking routes as well as reconfiguring the taxi rank and bus stop on the High Street to provide high quality walking routes. The higher option is unlikely to have the same benefits as it will only result in improved pedestrian movement along the High Street, whereas the high option will improve connectivity throughout the AAP area. There are a number of potential negative effects that could arise as a result of the pedestrianisation of the High Street, which are set out in the summary appraisal of the Issue1 options.

Issue 6. Congestion along Websters Way and approaches into the town centre.

- 4.14 For this issue, four options were considered which relate to differing levels of intervention or change: Low; Medium; High; and Higher.
- 4.15 The low option was assessed as having the potential for a positive effect on communities, health and accessibility as it seeks to improve conditions for walking and cycling within the town centre. It was also assessed as having a positive effect on climate change and air quality as it will help to encourage people to use alternative modes of transportation other than the private car, therefore reducing emissions from vehicles. The medium, high and higher options all propose measures to try and reduce the level of traffic within the

town centre, which will have a positive effect on SA objectives relating to communities, health, accessibility, townscape, climate change and air quality. A composite option that sought to not only reduce traffic in the town centre but also improve walking and cycling conditions would have a greater positive effect against SA objectives than any of the proposed options.

COMPONENTS

Area around the Police Station and Somerfield Store

- 4.16 For this component, three options were considered which focus on key aspects for bringing about change: Option 1; Option 2; and Option 3.
- 4.17 All of the options were assessed as having a positive effect on SA objectives relating to communities, health, heritage and townscape as they seek to improve the south of the High Street, which is a gateway to the town centre. Option 3 has the potential to provide the greatest benefits, particularly for the economy, as it proposes the highest level of intervention, which includes a new town centre food store and mixed-use developments. With a higher level of intervention comes a degree of uncertainty as development has the potential for negative effects in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to minimise impacts and address any significant effects.

The High Street taxi rank ('Boots Lagoon')

- 4.18 For this component, two options were considered which focus on key aspects for bringing about change: Option 1; and Option 2.
- 4.19 Option 2 was assessed as having the greatest positive effect on SA objectives relating to communities, health and the economy through public realm improvements and the creation of a new public space in the town centre.

Opportunities between the High Street and Mount

- 4.20 For this component, three options were considered which focus on key aspects for bringing about change: Option 1; Option 2; and Option 3.
- 4.21 Option 3 was assessed as having the greatest potential for sustainability benefits through the provision of a large mixed-use development, the creation of large central public space and wider public realm improvements along the High Street and Bellingham Lane. It has the potential for long-term positive effects on SA objectives relating to communities, health, housing, the economy and accessibility. The other options also have the potential for positive effects on SA objectives although not the same level of significance as option 3. However, given the higher level of intervention, option 3 has the potential for negative effects on heritage and townscape unless development is carefully planned and designed. There is also the potential for negative effects on communities and the economy in the short-term during construction.

Development opportunities along Websters Way

- 4.22 For this component, three options were considered which focus on key aspects for bringing about change: Option 1; Option 2; and Option 3.
- 4.23 All of the options will help to progress sustainability objectives relating to communities, health, the economy and accessibility as they seek to improve the quality and attractiveness of Websters Way as well as the pedestrian routes along it and connecting to the High Street. Option 3 was assessed as having the greatest potential for positive effects as it proposes the redevelopment of the former Tesco store for mixed-uses and the strengthening of pedestrian links between Websters Way and the High Street by formalising routes between the two. Option 3 was also identified as having the potential for a positive effect on housing as there is the potential for providing housing as part of the mixed-use development. The assessment considered that option 3 also has the potential for a long-term positive effect on the quality and setting of the Conservation Area as it proposes the redevelopment of the former Tesco store, which is rated by the Rayleigh Conservation Area Appraisal (2007)¹³ as having a very negative impact. As noted in the option, any redevelopment of the former Tesco store would need to be sensitively designed to respond to the Conservation Area.

Development opportunities at Rayleigh Lanes

- 4.24 For this component, two options were considered which focus on key aspects for bringing about change: Option 1; and Option 2.
- 4.25 The options consider development opportunities at Rayleigh Lanes and for potential to improve the quality and attractiveness of the area as well as pedestrian links. Both options have the potential for positive effects on SA objectives relating to communities, health, the economy and accessibility. Option 3 was assessed as have the potential for the greatest sustainability benefits as it proposes the redevelopment of an infill site for a mix of uses including retail, commercial and residential.

Car parking provision on Websters Way

- 4.26 For this component, two options were considered which focus on key aspects for bringing about change: Option 1; and Option 2.
- 4.27 The options seek to address the loss of car parking on Websters Way potentially lost as a result of changes proposed in other options. Both options have the potential for a positive effect against SA objectives relating to communities, health, sustainable design and the economy through improvements to the pedestrian crossing conditions at the junction of Eastwood Road and Websters Way. Option 2 is likely to have further enhanced benefits through signal controlled junction improvements and the provision of new links to and development addressing King Georges Fields. The positive effect on the local economy is likely to be greater for Option 2 through the provision of a multi-storey car park wrapped with commercial

¹³ Rochford Council (2007) Rayleigh Conservation Area Appraisal and Management Plan.

activities to create an active street front. The assessment also identified the potential for uncertainty as proposed development has the potential negative effects in the short-term for communities, health and the economy; however, it is considered that suitable mitigation is available at the project level to minimise any negative effects.

CIRCULATION

- 4.28 The town centre circulation and public realm options included the following:
1. Working with the existing network
 2. Partial pedestrianisation
 3. Partial or full pedestrianisation
 4. Two way working on the High Street
- 4.29 Option 1 seeks to work within the existing network and provide improvements to pedestrian crossings at roundabouts, a shared space along the High Street and capacity improvements to the junctions at either end of Websters Way. This has the potential for long-term positive effects on SA objectives relating to communities, health and safety, accessibility and the economy. This option has the potential for the greatest benefits compared to the others as it will not shift transport issues elsewhere in the area and will not increase the levels of traffic along the High Street.
- 4.30 The partial or full pedestrianisation of the High Street, or sections of the High Street, proposed in Options 2 and 3 would mean the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way). This would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. Options 2 could also lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures. While Options 2 and 3 have the potential for positive effects through improvements to the public realm the diversion of traffic has the potential to have negative effects in other areas that have not been pedestrianised.
- 4.31 Option 4 will not result in the public realm improvements as proposed in the other options as it proposes two-way traffic on the High Street. This has the potential to double the amount of traffic using the High Street. Crossing would be regulated at controlled crossing points to allow the movement of pedestrians. The option would remove the need to divert traffic along Websters Way and help to relieve congestion through the town centre by adding a second lane for eastbound traffic. This has the potential for a positive effect, particularly through the provision of two-way buses, which would improve on the efficiency of the bus network. This option would not help to encourage walking within the town centre and has the potential for negative effects on climate change and air quality.

SPATIAL

- 4.32 A total of four spatial options were considered:
- Option Level 1: Low
 - Option Level 2: Medium
 - Option Level 3: High
 - Option Level 4: Higher
- 4.33 All of the options have the potential for long-term positive effects on communities, health and safety, accessibility, the economy and heritage through improvements to the public realm and amenity of the plan area as well as enhanced movement for pedestrians. The significance of this effect increases along with the level of intervention. The higher levels of intervention proposed in options 3 & 4 will have a greater positive effect on communities and the economy through the provision of mixed-use developments and more dramatic changes to pedestrian movement along the High Street. However, with a higher level of intervention there is also some uncertainty as proposed development has the potential for negative effects in the short-term on SA objectives through increased noise and congestion.
- 4.34 Option 4 has the potential for negative effects on a number of SA objectives as a result of the pedestrianisation of the High Street. This would result in the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way), which would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. It could lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.
- 4.35 A composite option that sought the higher level of intervention proposed in option 4 with the shared space treatments proposed in option 3 (rather than the pedestrianisation of the High Street) would not require the diversion of traffic and would provide greater benefits to a wider area.

REASONS FOR PROGRESSING/ REJECTING OPTIONS

- 4.36 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 Rayleigh 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 Summary of Approach to Alternatives Assessment and Selection

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
Issues	
Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.	
Low Medium High Higher	The high and higher level of intervention options were assessed as generally having the most positive effects. However, there were a number of negative effects identified in respect of full pedestrianisation of Rayleigh High Street, including in respect of accessibility and potential for traffic issues to occur elsewhere within the AAP area. Consequently, this option was not progressed.
Issue 2. Need to introduce a greater range of leisure service providers, further comparison goods floorspace and office space.	
Low Medium High Higher	Higher level intervention options were assessed as generally having the most positive effects. However, some of the aspects of the highest level intervention options were not progressed to the next iteration of the Plan due to viability and deliverability issues. For example, since the Issues and Options report was published the economic climate has changed; and, in addition, a number of organisations, including Essex Police, have reviewed their property portfolios and informed the Council that land previously believed to be available for redevelopment is now included in their future plans.
Issue 3. Cluster of leisure and cultural uses around Rayleigh Mount are poorly integrated with the town centre core.	
Low Medium High	The options propose improvements to the pedestrian environment around Rayleigh Mount and improved access to the town centre core. This has the potential for a positive effect on SA objectives relating to the economy and communities. The low option would not have the same benefits as the other options in terms of accessibility as no new access routes are proposed. In progressing options, the Council has also been mindful of consultation responses regarding the feasibility of additional pedestrian routes on Rayleigh Mount, including concerns expressed by Rayleigh National Trust Local Committee.
Issue 4. Traffic dominated, service access nature of Websters Way represents a poor quality environment and arrival to the town centre.	
Low Medium High Higher	Compared to the other options, the higher option was assessed as having the potential for greater a positive effects for communities and the economy through the creation of a multi-storey car park and the redevelopment of the block fronting Eastwood Road for mixed-uses. However, it was also assessed that the creation of a multi-storey car park on Websters Way could have a negative effect on townscape as well as the Rayleigh Conservation Area. In progressing options, the Council was mindful of the results of community involvement, which indicated opposition to a retail-led development of Websters Way car park: retail-led redevelopment of Websters Way car park and the construction of a multi-storey car park was

	considered likely to cause visual harm, have a negative impact on openness and cause security problems. There were also concerns that such a development would have a detrimental impact on the town centre's vitality. Consequently, this option was not progressed.
Issue 5. Pedestrian movement hindered or uncatered for in some locations through a combination of vehicle dominated junction forms, street clutter and guardrailing, narrow or missing pavements, or poorly defined routes.	
Low Medium High Higher	The option of full pedestrianisation of the High Street, whilst assessed as having a number of positive effects, gave rise to a number of concerns including in respect of accessibility and potential for traffic issues to occur elsewhere within the AAP area. Consequently, this option was not progressed. Other options for improved pedestrian movement have been progressed and included in the Submission Document, but the Council's approach has had to have regard to viability and deliverability – as such, some of the higher level intervention options that entailed significant redevelopment have not been progressed. Options to improve the layout of the High Street, including alterations to the layout of the taxi rank and improved pedestrian crossings, have however been progressed to the Submission Document.
Issue 6. Congestion along Websters Way and approaches into the town centre.	
Low Medium High Higher	Improvements to Websters Way were assessed as having a number of positive effects and have been progressed to the Submission Document.
The Component Options	
Area around the Police Station and Somerfield Store	
Option 1 Option 2 Option 3	All of the options were assessed as having a positive effect on SA objectives relating to communities, health, heritage and townscape as they seek to improve the south of the High Street, which is a gateway to the town centre. Option 3 was assessed as having the potential to provide the greatest benefits, particularly for the economy, as it proposes the highest level of intervention, which includes a new town centre food store and mixed-use developments. In determining how to progress options, the Council were mindful of viability issues in respect of any major redevelopment; and concerns expressed through community involvement in respect of a new food store
The High Street taxi rank ('Boots Lagoon')	
Option 1 Option 2	Alterations to the pedestrian environment and taxi rank were assessed as having positive effects and progressed to the Submission Document.
Opportunities between the High Street and Mount	
Option 1 Option 2 Option 3	Option 3 was assessed as having the greatest potential for sustainability benefits through the provision of a large mixed-use development, the creation of large central public space and wider public realm improvements along the High Street and Bellingham Lane. It has the potential for long-term positive effects on SA objectives relating to communities, health, housing, the economy and accessibility. The other options also have the potential for positive effects on SA objectives although not the same level of significance as option 3. However, given the higher level of intervention, option 3 has the potential for negative effects on heritage and townscape unless development is

	carefully planned and designed. Given the above issues in addition to those in respect of deliverability, a less interventionist approach is proposed in the Submission Document which sets out a criteria based policy which seeks to enhance the character of the area and the town centre's retail offer.
Development opportunities along Websters Way	
Option 1 Option 2 Option 3	All of the options assessed were considered to progress sustainability objectives relating to communities, health, the economy and accessibility as they sought to improve the quality and attractiveness of Websters Way as well as the pedestrian routes along it and connecting to the High Street. The Submission Document proposes a criteria based policy which seeks to increase provision of uses appropriate for the town centre, deliver environmental improvements, improve pedestrian links, and ensure that car parking provision is retained.
Development opportunities at Rayleigh Lanes	
Option 1 Option 2	Both options considered at Issues and Options were found to have the potential for positive effects on SA objectives relating to communities, health, the economy and accessibility. The Submission Document proposes a criteria based policy which seeks to enhance the retail provision within the town centre. The Submission Document acknowledges that Rayleigh Lanes manages to present an active address to both the High Street and Websters Way
Car parking provision on Websters Way	
Option 1 Option 2	Both options were assessed as having the potential for a positive effect against SA objectives relating to communities, health, sustainable design and the economy through improvements to the pedestrian crossing conditions at the junction of Eastwood Road and Websters Way. Option 2 is likely to have further enhanced benefits through signal controlled junction improvements and the provision of new links to and development addressing King Georges Fields. The positive effect on the local economy is likely to be greater for Option 2 through the provision of a multi-storey car park wrapped with commercial activities to create an active street front. The assessment also identified the potential for uncertainty as proposed development has the potential negative effects in the short-term for communities, health and the economy. In progressing the options to the Submission Document the Council were mindful of concerns expressed through community involvement that a multi-storey car park would cause visual harm, have a negative impact on openness and cause security problems. Consequently, a multi-storey car park is not proposed in the Submission Document.
Circulation Options	
Town centre circulation and public realm options	
1. Working with the existing network 2. Partial pedestrianisation 3. Partial or full pedestrianisation 4. Two way	Option1 sought to work within the existing network and provide improvements to pedestrian crossings at roundabouts, a shared space along the High Street and capacity improvements to the junctions at either end of Websters Way. This was assessed as having the potential for long-term positive effects on SA objectives relating to communities, health and safety, accessibility and the economy. This option was found to have the potential for the greatest benefits compared to the others as it would not shift transport issues elsewhere in the area and will not increase the levels of traffic along the High Street.

<p>working on the High Street</p>	<p>The partial or full pedestrianisation of the High Street, or sections of the High Street, proposed in Options 2 and 3 would mean the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way). This would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. Options 2 could also lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures. While Options 2 and 3 have the potential for positive effects through improvements to the public realm the diversion of traffic has the potential to have negative effects in other areas that have not been pedestrianised.</p> <p>Having regard to all of the above, and especially concerns with altering the existing highway network, the Submission Document includes a movement framework that does not alter the existing traffic regime, but does seek to give pedestrians greater priority.</p>
<p>Spatial Options</p>	
<p>Option Level 1: Low Option Level 2: Medium Option Level 3: High Option Level 4: Higher</p>	<p>All of the options were assessed as having the potential for long-term positive effects on communities, health and safety, accessibility, the economy and heritage through improvements to the public realm and amenity of the plan area as well as enhanced movement for pedestrians. The significance of this effect was found to increase along with the level of intervention. The higher levels of intervention proposed in options 3 and 4 would have a greater positive effect on communities and the economy through the provision of mixed-use developments and more dramatic changes to pedestrian movement along the High Street. However, with a higher level of intervention there would also be some uncertainty as proposed development has the potential for negative effects in the short-term on SA objectives through increased noise and congestion.</p> <p>Option 4 has was found to have the potential for negative effects on a number of SA objectives as a result of the pedestrianisation of the High Street. This would result in the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way), which would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. It could lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.</p> <p>In progressing the options to the Submission Document, the Council was mindful of changes in circumstances since the Issues and Options document was published. In particular, the current economic climate is significantly more challenging than it was at the beginning of the AAP process. In addition, a</p>

	<p>number of organisations, including Essex Police, have reviewed their property portfolios and informed the Council that land previously believed to be available for redevelopment is now included in their future plans. As such, deliverability and viability – particular for major redevelopment projects – is more difficult. Furthermore, community involvement has not indicated there is a desire to see a significant degree of change in the town centre. Consequently, the more dramatic and higher level intervention suggestions in the Issues and Options document have generally not been progressed.</p>
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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 December 2013.
- 5.2 The Vision was found to be very compatible with a number of SA Objectives including the ones relating to Balanced Communities; Healthy and Safe Communities; Economy and Employment; Accessibility; Biodiversity and Cultural Heritage. The vision is also considered to be compatible with SA Objectives 2, 3, 6, 8, 10 and 11 as it seeks to provide new homes which if of good quality can have indirect positive effects on health and also enhance and respect the town center's character which will have positive effects on the quality of its townscape. In addition, environmental enhancements could lead to positive effects on biological diversity, land, water and soil quality and health. The uncertainties identified within the compatibility analysis relate to the overarching nature of the vision, which cannot be expected to cover all aspects of sustainability in detail. The certainty of compatibility with SA Objectives 9 and 12 could be improved if greater emphasis was placed on improving access in the AAP area by more sustainable modes of transport, by foot and public transport, rather than by private motor vehicles.
- 5.3 The AAP Objectives were found to be compatible with the majority of SA Objectives. The uncertainty that has been identified can largely be mitigated with higher level policies in the Rochford District Council Core Strategy, for example, Policy ENV10 –BRAM and Policy ENV9 – Code for Sustainable Homes would support the AAP Objectives to ensure the certainty of compatibility with SA Objective 13. However, it would be recommend that reference is made to 'environmental enhancements' within the Objectives to ensure they fully support the Vision and to further reduce uncertainty identified for SA Objectives 6 and 9 to 13.

SUMMARY OF SA OF PRE-SUBMISSION POLICIES

- 5.4 The Pre-Submission policies were subject to detailed SA in December 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.
- 5.5 There are a number of negative effects which were found to be common to all the AAP policies which supported new development. Firstly, it was considered that there could be potential negative effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is

available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.

- 5.6 In addition, it was considered that for all policies, greater positive effects on sustainable design and construction and also biodiversity could be achieved if the design of any development was required to maximise opportunities for biodiversity by taking account of 'Biodiversity by Design' (Town and Country Planning Association, 2004).

POLICY 1 – RAYLEIGH AREA ACTION PLAN FRAMEWORK

- 5.7 This policy requires development to be in accordance with the spatial development framework, which aims to create new opportunities for development, in particular, retail and to require new development to contribute to appropriate town centre environmental improvements. All of these aims are consistent with the SA objectives developed for the Rayleigh AAP, and the predicted effect is one that is positive for sustainability in the long-term. The policy has the potential for major positive long-term effects on communities, health, the economy and accessibility. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce the negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.
- 5.8 It was considered that this policy could be strengthened with regard to biodiversity, if more detail was inserted with regard to biodiversity improvements including other forms of green infrastructure e.g. creation of greenway linkages. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure.

POLICY 2 – RETAIL DEVELOPMENT IN RAYLEIGH

- 5.9 This policy was designed to encourage new retail-led development within the town centre in order to strengthen Rayleigh's position in the local retail hierarchy. The policy has the potential for major positive long-term effects on communities and the economy and minor positive effects for health/safety, accessibility, land and soil, landscape/townscape, cultural heritage and sustainable design/construction.
- 5.10 It was considered that this policy could be strengthened with regard to accessibility if the emphasis of improving key public routes was placed on the promotion of walking and cycling over the use of cars.

POLICY 3 – RAYLEIGH'S SHOPPING FRONTAGES

- 5.11 This policy aims to protect existing retail uses but also where appropriate and subject to a number of conditions, it will support non-retail uses. It is concerned with change of use rather than development of new buildings. The policy has the potential for major positive long-term effects on communities and the economy and minor positive effects for housing, landscape/townscape, land/soil, cultural heritage and sustainable design/construction. Potential for negative effects were only identified against SA objectives relating to health/safety and air quality through permitting A3 and A4 uses which may have an impact on odour and smoke on adjoining uses. It was considered that the nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. Also, it was found that mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and also by Policy ENV 5 –Air Quality and therefore the potential residual effects are not considered to be significant.

POLICY 4 – RAYLEIGH'S CHARACTER AREAS

- 5.12 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 objectives developed for the Rochford AAP, and the predicted overall result is one that is positive for sustainability. It also emphasises the importance of the historic character of the centre and requires that it is protected and where possible, enhanced. The policy has the potential for major long-term positive effects on SA objectives relating to communities, health/safety, accessibility and cultural heritage and minor positive effects for a number of other objectives, including, the economy, landscape/ townscape, climate change/energy, sustainable design/construction and biodiversity.

POLICY 5 – CHARACTER AREA A: CENTRAL HIGH STREET

- 5.13 This policy identifies a number of important principles for any development proposed in the Central High Street character area, which includes the requirement for development to respond positively to the local townscape character. Specific proposals within the policy include the potential public realm improvements focusing on the creation of new public space. The regeneration of the Central High Street Area, will help to strengthen the retail function and create a stronger sense of place as well as improve accessibility, which has the potential for long-term positive effects against a number of SA objectives, including accessibility, health, landscape/townscape, land and soil and biodiversity, and in particular communities and the economy.
- 5.14 It was considered that the certainty of positive effects resulting from the implementation of this policy on biodiversity could be increased if a requirement was introduced to create a potential greenway, focused on pedestrians, which would link the centre and the Mount (an important

cultural heritage asset). It was considered that this could also lead to additional positive effects for many other SA Objectives, in particular, for cultural heritage and health. It was also recommended that account should be taken of the written guidance provided by Natural England.

POLICY 6 – CHARACTER AREA B: HIGH STREET NORTH AND BELLINGHAM LANE

- 5.15 This policy identifies a number of important principles for any development proposed in the High Street (north) and Bellingham Lane Character Area B. This includes the requirement for development to respond positively to the local townscape character with regard to several key elements one of which refers to the high quality of the historic townscape. The regeneration of Area B will help support the main retail function of the central high street covered by the previous policy primarily through the provision of complementary uses. All of the principles are consistent with the SA objectives developed for the Rayleigh AAP, and the predicted effect is one that is positive for sustainability in the long-term. The policy was considered likely to lead to major positive effects on the SA objectives of communities and the economy.
- 5.16 Uncertain effects were identified for biodiversity and it was considered that the certainty of positive effects on biodiversity could be enhanced if there was a requirement to protect and retain existing trees and shrubbery. It was also suggested that wording could be inserted into the supporting text which specified that the public space outside of the Mill Arts and Events Centre and the Mill itself could be turned into a communal greenspace to incorporate fine grain habitats to boost biodiversity and aesthetic value. In addition, it was suggested that creating a potential greenway focused on pedestrians linking Area B, with the Mount, the Mill and the main centre could also provide additional positive effects for biodiversity as well as many other SA Objectives, in particular for cultural heritage. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure.

POLICY 7 – CHARACTER AREA C: HIGH STREET SOUTH AND EASTWOOD ROAD

- 5.17 This policy identifies a number of important principles for any development proposed in the High Street (south) and Eastwood Road Character Area C. This includes the requirement for development to respond positively to the local townscape character with regard to several key elements which mainly concern design aspects (development grain and building heights). The regeneration of Area C will help support the main retail function of the central high street covered by policy 5, primarily through the provision of secondary retailing and complementary uses as well as maintaining existing car parking. Major positive effects were identified for SA objectives relating to communities and the economy, with minor positive effects identified for health, housing, landscape/townscape, land and soil, accessibility and sustainable design and construction.
- 5.18 Uncertain effects were identified for biodiversity and it was considered that the certainty of positive effects on biodiversity could be increased if there was a requirement to protect and retain existing trees and shrubbery. It was also

suggested that new development could be encouraged to contribute to creating a potential continuous street tree canopy which would link High street and Eastwood Road to King George's Park. This could also provide additional positive effects for many other SA Objectives, in particular for landscape and townscape. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure.

POLICY 8 – CHARACTER AREA D: WEBSTERS WAY

- 5.19 This policy identifies a number of important principles for any development proposed in Websters Way Character Area D. The policy seeks to protect the area's role as providing the main car parking and servicing areas for the main high street. All of the principles are consistent with the SA Framework objectives developed for the Rayleigh AAP, and the predicted effect is one that is positive for sustainability in the long-term. The policy was considered likely to lead to major positive effects on the SA objectives of communities and the economy. One of the policy's successes in terms of realising positive effects regards cultural heritage, as it advocates development which will improve the area with a degree of flexibility to allow for creative ideas and as a result it was considered that this should to help address the issues identified by the Rayleigh Conservation Area Appraisal (Rochford District Council, 2007) for this area.
- 5.20 As for a number of the other policies, uncertain effects were identified for biodiversity and it was considered that the certainty of positive effects on biodiversity could be increased if there was a requirement to protect and retain existing trees and shrubbery. It was also suggested that in the supporting text a way to improve the environment could be inserted such as encouraging new development to contribute to creating a potential continuous street tree canopy which would link High street, Eastwood Road, Bull Lane and Webster's Way to King George's Park. This could also provide additional positive effects for many other SA Objectives, in particular for landscape and townscape. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure.

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 SA Framework, 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 – Rayleigh Area Action Plan Framework	++	+ +	?	+	++	++	+	+	?	+	+	0	+	?	+
Policy 2 – Retail Development In Rayleigh	++	+	?	0	++	+	0	+	?	+	0	0	+	?	+
Policy 3 – Rayleigh’s Shopping Frontages	++	?	+	++	0	0	+	?	+	0	0	+	?	+	
Policy 4 – Rayleigh’s Character Areas	++	+ +	?	0	+	++	+	+	?	+	+	0	0	?	+
Policy 5 – Character Area A: Central High Street	++	+	?	0	++	+	+	+	?	+	+	0	+	?	+
Policy 6 – Character Area B: High Street North And Bellingham Lane	++	+	?	+	++	+	?	+	?	+	0	0	+	?	+
Policy 7 – Character Area C: High Street South And Eastwood Road	++	+	?	+	++	+	?	+	?	+	0	0	+	?	+
Policy 8 – Character Area D: Websters Way	++	+	?	+	++	+	?	+	?	+	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 Rayleigh Town Centre and the wider area. The following table summarises the significant positive effects identified.

Table 6.2: Significant positive effects of the emerging Rayleigh AAP

Significant positive effects of the emerging Rayleigh AAP	
Key relevant SA Objective:	Positive effects identified:
1.Balanced communities & 2.Healthy and Safe Communities	The combined individual requirements of the AAP will lead to: a mix of uses in the town centre, including retail, cultural, leisure facilities and new public spaces; more people to get out and about and improve their fitness; reduce the incidence of crime; and the potential for new employment opportunities. The combination of these effects is likely to lead to significant positive cumulative effects.
4.Economy and Employment	Potential for positive effects on the local economy identified for individual policies result from enhanced opportunities for retail, leisure and offices and improvements to the public realm. The combining of the resulting benefits of greater consumer choice, potential provision of employment opportunities (skilled and unskilled), greater access to the centre, a high quality public space, is likely to lead to significant positive cumulative effects.
5. Accessibility	Significant positive cumulative effects for accessibility are likely through a range of improvements to the public realm, upgrades to bus facilities, access to the train station and increased accessibility for pedestrians and cyclists.
6.Landscape and Townscape	The setting of key principles for development will contribute positively to the local townscape and character, focusing on the individual parts of the AAP area, is likely to lead to positive cumulative effects. In addition, the combined requirements for enhancing the public realm and the likely redevelopment of derelict, degraded or underused land will also contribute to an overall significant positive cumulative effect.
7. Cultural Heritage	The main thrust of the AAP is to ensure that the historic character of the centre is protected and where possible enhanced. It advocates new and improved pedestrian signage to key cultural heritage assets such as the Mount and the Windmill which will hopefully improve access to heritage.

	Furthermore, public realm interventions and regeneration are likely to help improve the aesthetic value of the AAP area which is likely to benefit the conservation area and the settings of the listed buildings. The combination of these effects is likely to lead to significant positive cumulative effects.
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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 Rayleigh AAP

Potentially significant negative effects of the emerging Rayleigh AAP	
Key relevant SA Objective:	Negative Effects identified:
7. Cultural Heritage	Some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. Any other effects were considered to be mitigated by policies contained within the Core Strategy and Development Management DPDs.
2. Healthy and Safe Communities and 12. Air quality	There have been exceedences of the annual mean air quality objective for nitrogen dioxide at Eastwood Road/Rayleigh High Street and Eastwood Road. Any new development has the potential to increase nitrogen dioxide levels in the both the short-term and the long-term. Mitigation already in place through Core Strategy Policies. There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.

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 Rochford (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 Rayleigh.

Table 6.4: Inter-Plan Cumulative Effects

SA Objective	Significant combined effects of Rayleigh AAP with other plans, projects or policies
1. Balanced communities & 2. Healthy & Safe Communities	Increased access to employment, leisure 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.
4. Economy & Employment	An increase in mixed-use development and new shops, services and a higher quality environment 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 Hockley as well as the Core Strategy and help to improve overall use of public transport, encourage cycling and walking in the District. This should help the District to achieve a higher level of containment, reducing out-commuting to other areas and hopefully reduce traffic congestion.
7. Cultural heritage & 8. Landscape and Townscape	Firm proposals and measures have been put in place to ensure that the local townscape, the historic environment and the character of the AAP area. Overall, the regeneration of the town centre has the potential for positive effects on heritage although given the sensitivity of the historic environment of the area and the wider District, new development will need to be carefully considered and designed and planned sensitively.
10. Water	Alone the AAP is unlikely to have significant impacts on the water environment; however, it could 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 although an element of uncertainty remains as the High Street/ Eastwood Road given the exceedances in NO ₂ levels. However, it is likely still 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 Rayleigh AAP, with additional specific suggestions underlined and in red text.

SA MONITORING PROPOSALS FOR THE RAYLEIGH 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.■ Monitoring of air quality in Rayleigh Town Centre, particularly on Eastwood Road and High Street.
13. Sustainable Design & Construction To promote sustainable design and construction
<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 Rayleigh 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 Rayleigh Town Centre and will also play a role in improving sustainability in the wider Rochford District.
- 8.2 Significant positive effects were identified for communities, economy and employment, accessibility, landscape and townscape and cultural heritage. These effects mainly resulted from: enhanced opportunities for retail, leisure and other mixed used development; public realm enhancements; greater pedestrianisation; the improvement of more pedestrian and cycle links; upgraded bus facilities; design-led principles for the individual character areas; and specified protection/ enhancement suggestions for historic assets and character. The AAP seeks to enhance consumer choice and should provide more employment opportunities (skilled and unskilled) for local residents. It also seeks to strengthen pedestrian links across Rayleigh which is likely to provide better and safer access for all the community. The AAP overall is likely to create a more attractive and enjoyable place with a strong local character and a firm sense of place for people to shop, visit and live.
- 8.3 The SA did not identify any significant likely negative effects from the plan alone. However, possible significant cumulative negative effects were identified for cultural heritage, healthy and safe communities and air quality. It is expected that these can be mitigated and managed through further detailed planning, monitoring as well as by policies already in place which are contained within the Core Strategy and Development Management DPDs. To reduce short-term negative effects on cultural heritage and on health, it was also recommended that either a construction management plan could be developed or phasing could be introduced at the project level.
- 8.4 In preparing the AAP and deciding on its preferred option for Rayleigh 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.
- 8.5 This SA Report will accompany the AAP on Pre-Submission consultation for 6 weeks, during which time interested parties are invited to make representations on the AAP or the SA. The SA will form part of the evidence base during the Examination of the AAP and if any further significant changes are made to the plan the SA Report will be updated accordingly. A finalised report will accompany the adopted DPD when it is published.

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

- 1.1 *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 Rayleigh Area Action Plan (AAP). The relationship with other relevant plans is summarised in Section 3 and Appendix III of this report.
- 1.2 *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 Rayleigh 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 Rayleigh AAP published in July 2012.
- 1.3 *The environmental characteristics of areas likely to be significantly affected:*
- Where relevant and available, information regarding Rayleigh and its town centre has been included in Section 3 (under the sub heading 'Description of the Baseline conditions').
- 1.4 *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 Rayleigh Town Centre and surrounding area.
- 1.5 *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'.
- 1.6 *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

Rayleigh Area Action Plans Sustainability Appraisal Scoping Consultation (October 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	Noted. The SA Framework developed for the Rochford Core Strategy was considered to be suitable for the appraisal of the Rayleigh AAP subject to a number of amendments to ensure the 'decision-aiding

	<p>change and ensure that GI is an integral, cross-cutting theme throughout the AAPs.</p> <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. 	<p>questions' address the specific concerns facing Rayleigh 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.</p>
<p>SA Framework</p>	<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>	<p>Noted, the SA Framework has been amended to include reference to Biodiversity by design under SA objectives 6 and 13.</p>

	from the TCPA website: http://www.tcpa.org.uk/pages/biodiversity-by-design.html	
Environment Agency (22/03/12)		
General	<p>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.</p> <p>We therefore have no further comments to make but please do contact me if you require any additional information from us.</p>	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)

Draft Appraisal of Rayleigh Area Action Plan Options (November 2012)

Appraisal key

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

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
1. Balanced Communities	Positive effect on this SA objective by improving the public realm/ environment for residents and visitors.	+	This option has the potential for an enhanced positive effect compared to the low option as there is a greater level of intervention, including Façade treatments to unsympathetic buildings and furniture along the High Street.	+	This Option focuses on the strategic redevelopment of unsympathetic buildings and the provision of a shared space scheme along the high street. Further enhanced positive community benefits.	+	This option proposes either full or partial pedestrianisation of the High St, including wider traffic measures, as well as the redevelopment of large development blocks. This option is likely to have the greatest positive effect compared to the other three options; however, there is an element of uncertainty as this level of intervention could have short-term negative effects on transport (congestion) and disturbance to residents (noise) as a result construction. There is also the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere creating another barrier to movement within the AAP area.	-

							This could also have impacts on the efficiency of bus services.	
2. Healthy & Safe Communities	Improving the public realm/ environment for residents and visitors will encourage more people to walk, which will have a positive effect on this SA objective.	+	Further enhanced positive benefits compared to the low option as there will be greater public realm improvements.	+	Shared space scheme along the high street could have positive effects on this SA objective; however there are potential issues for blind pedestrians.	+	The pedestrianisation of the high street and wider traffic measures will help to reduce traffic and encourage people to walk with positive effects on health. There is an element of uncertainty as this level of intervention could have short-term negative effects on transport and disturbance to residents as a result of construction. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area.	+
						?		-
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

<p>4. Economy & Employment</p>	<p>Improving the public realm/ environment for residents and visitors, including shop front improvements, will have positive effects for business.</p>	<p>+</p>	<p>Further enhanced positive benefits compared to the low option as there will be greater public realm improvements and façade treatments to unsympathetic buildings.</p>	<p>+</p>	<p>The strategic redevelopment of unsympathetic buildings and a shared space scheme would have a positive effect on business. Potential for short-term negative effects on business as a result of construction (noise & traffic). Suitable mitigation available at the project level to minimise impacts.</p>	<p>+</p> <p>The option is likely to have the greatest benefit for the economy as it would result in the redevelopment of large development blocks. The pedestrianisation of the high street would also provide a better shopping experience for residents and visitors. There is the potential for short-term negative effects to the economy during construction as a result of transport disruption and noise pollution. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area.</p>	<p>++</p> <p>?</p>
<p>5. Accessibility</p>	<p>No significant effect identified.</p>	<p>0</p>	<p>No significant effect identified.</p>	<p>0</p>	<p>A shared space scheme could make it difficult for blind members of the community to move through the High Street.</p>	<p>?</p> <p>Potential for short-term negative effects on transport as a result of the redevelopment of large blocks. Construction and transport management plans</p>	<p>+</p> <p>-</p>

							would ensure that negative impacts would be minimised. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	
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	Positive effect on this SA objective by helping to improve the setting of heritage assets.	+	Further enhanced positive benefits compared to the low option as there will be a greater level of intervention.	+	Potential for positive effects on this SA objective through redevelopment of unsympathetic buildings and a shared space scheme. The redevelopment of buildings has the potential for short-term negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the project level.	+	Potential for positive effects on this SA objective through redevelopment of unsympathetic buildings and pedestrianisation of the high street. The redevelopment of buildings has the potential for short-term negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the	++
						?	?	

							project level.	
8. Landscape & Townscape	Improving the public realm/ environment for residents and visitors, including shop front improvements, will have positive effects on the townscape, helping to create a more friendly pedestrian and retail-friendly environment.	+	Further enhanced positive benefits on townscape compared to the low option as there will be greater public realm improvements and façade treatments to unsympathetic buildings.	+	Strategic development of unsympathetic buildings and a shared space scheme have the potential for positive effects on townscape. There redevelopment of buildings has the potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level.	+	This option has the potential for greatest positive effect on the townscape through the redevelopment of large development blocks, including around the police station. Compared to high option it also has the potential for a greater short-term negative effect as a result of construction. However, as for the high option it is considered that suitable mitigation measures are available at the project level.	++
						?		?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	There are significant issues relating to the diversion of traffic and capacity of surrounding routes as a result of the pedestrianisation of the High Street, which could create barriers to pedestrian movement in the AAP area. While there would be no traffic on the pedestrianised	?

							section of the High Street levels of traffic and congestion would increase in other areas.	
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	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	As for the appraisal against SA objective 9.	?
13. Sustainable Design & Construction	Improving the public realm/ environment for residents and visitors will have a positive effect on this SA objective.	+	Further enhanced positive benefits compared to the low option as there will be greater public realm improvements.	+	The redevelopment of buildings and a shared space scheme will have enhanced benefits over the low and medium options.	+	This option has the potential for greatest positive effect on sustainable design and construction through the redevelopment of large development blocks, including around the police station, and the pedestrianisation of the high street.	++

Summary:

The options propose varying levels of intervention to enhance the quality and setting of the conservation area. All of the options have the potential for positive effects on SA objectives relating to communities, health, the economy, heritage, townscape and sustainable design. The higher the level of intervention the more positive the effect is likely to be; however, the redevelopment of unsympathetic buildings, particularly in large blocks, also adds an element of uncertainty. The high and higher options have the potential for negative effects on a number of SA objectives in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects. The high option was assessed as having an uncertain effect on accessibility and health as a shared space scheme could make it difficult for blind members of the community to move through the town centre.

The higher option also has the potential for negative effects on communities and health as a result of the pedestrianisation of the High Street. This would result in the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way), which would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. It could lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.

SA Objective	Issue 2. Need to introduce a greater range of leisure service providers, further comparison goods floorspace and office space.							
	Low		Medium		High		Higher	
1. Balanced Communities	Enhancing access to and the offer of the market along with a proactive approach to reusing vacant units will have a positive effect on this SA objective. Reviewing existing planning policy to allow for a greater mix of uses within the town centre could also contribute to the regeneration and enhancement of the AAP area.	+	Further enhanced positive benefits over the low option through the development of infill sites and the refurbishment and re-use of the Police Station as a new community hub. There is an element of uncertainty as the development of infill sites could have negative effects on residents and visitors in the short-term during construction; however, it is considered that suitable mitigation	+	This option will have a further enhanced positive effect over the low and medium options as it will have a higher level of intervention, which includes the strategic development of existing buildings, new courtyard retail/leisure areas and relocation of the taxi rank to permanently accommodate the market. There is an element of uncertainty as the redevelopment of existing buildings	++	This option has the potential for the greatest positive effect through the regeneration and enhancement of existing communities. The provision of a major mixed-use redevelopment and potentially some residential development could have negative effects on residents in the short-term during construction; however, it is considered that suitable mitigation	++

			measures are available at the project level to address potential negative effects.		could have negative effects on residents in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.		measures are available at the project level to address potential negative effects. There is also the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	
2. Healthy & Safe Communities	Minor positive effect through improved access to the market and potentially a greater mix of uses within the town centre.	+	The refurbishment and re-use of the Police Station as a new community hub has the potential for a greater positive effect on the health of residents than the low option. Potential for short-term negative effects as a result of the development of infill sites. Suitable mitigation is considered available at the project level to minimise impacts.	+	The provision of new courtyard leisure areas and public realm improvements has the potential for long-term positive effects on health. Potential for short-term negative effects as a result of the redevelopment of existing buildings. Suitable mitigation is considered available at the project level to minimise impacts.	++	The pedestrianisation of the high street could have a long-term positive effect on health by encouraging people to walk within the town centre. There is an element of uncertainty as this level of intervention could have short-term negative effects on transport and disturbance to residents as a result of construction. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere	++
				?		?		-

							creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	Potential for this option to provide new residential development in the town centre. Long-term positive effects on this SA objective.	++
4. Economy & Employment	Extending the market licence and improving access along with a proactive approach to reusing vacant lots has the potential for a minor positive effect on the local economy.	+	The development of infill sites for a mix of uses, the refurbishment and re-sues of the Police Station and the relocation of the market will have enhanced positive effects on the local economy over the low option. There is an element of uncertainty as the development of infill sites could have negative effects on residents and visitors in the short-term during construction; however, it is considered that suitable mitigation measures are available at the	+	Further enhanced positive effects on the economy through the strategic development of existing buildings, new courtyard retail/leisure areas and relocation of the taxi rank to permanently accommodate the market. As for the medium option there is an element of uncertainty as the strategic development of existing buildings could have negative effects on residents and visitors in the short-term during construction; however, it is considered that	++	A major mixed-use redevelopment at the southern end of the High Street has the potential for long-term positive effects on the economy. There is the potential for a greater short-term negative effect as a result of construction. However, as for the medium and high option it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
				?		?		?

			project level to address potential negative effects.		suitable mitigation measures are available at the project level to address potential negative effects.			
5. Accessibility	Enhancing access to the market through improved wayfinding and widening the offer will have a minor positive effect on this SA objective.	+	The development of infill sites for a mix of uses will have a positive effect on accessibility.	+	Potential for a positive effect on access through the provision of new courtyard retail/leisure areas and extended public realm improvements.	+	Further enhanced benefits for pedestrian movement along the High Street. There is the potential for significant long-term positive effects as this option will improve access to housing and employment opportunities within the AAP area, which could help to reduce the need for people to travel. Potential for short-term negative effects on transport due to disruption during construction. However, there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another barrier to movement within the AAP area. This option could also	++ -

							result in the diversion of buses away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.	
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	Development of infill sites has the potential for a negative effect on heritage; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	?	The strategic redevelopment of buildings has the potential for short-term negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the project level.	?	A major mixed-use redevelopment has the potential for negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the project level.	?
8. Landscape & Townscape	There is the potential for a minor positive effect on townscape through enhanced wayfinding and a proactive approach to reusing vacant units for temporary uses.	+	Potential for positive effect on townscape through the development of infill sites and refurbishment of the Police Station. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are	+	Strategic development of unsympathetic buildings and extended public realm improvements have the potential for a positive effect on townscape. The redevelopment of buildings has the potential for short-term negative effects on townscape during construction; however,	+	A new major mixed-use development at the southern end of the High Street has the potential to improve the townscape at the periphery of the town centre. The pedestrianisation of the High Street also has the potential to create a more pedestrian and retail-	++
				?		?		?

			available at the project level to minimise potential impacts.		it is considered that suitable mitigation measures are available at the project level.		friendly environment. As for the high option, this option also has the potential for a short-term negative effect on townscape as a result of construction. However, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	There is the potential for positive effect as this option will improve access to housing and employment opportunities within the AAP area, which could help to reduce the need for people to travel. There are significant issues relating to the diversion of traffic and capacity of surrounding routes as a result of the pedestrianisation of the High Street, which could create barriers to pedestrian movement in the AAP	+ -

							area. While there would be no traffic on the pedestrianised section of the High Street levels of traffic and congestion would increase in other areas.	
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	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	As for the appraisal against SA objective 9.	+ -
13. Sustainable Design & Construction	Potential for a positive effect through enhanced wayfinding and potentially allowing a greater mix of uses within the town centre.	+	The development of infill sites for a mix of uses has the potential for a positive effect on this SA objective.	+	Potential for a positive effect; however, there is also the potential for an adverse effect on the local vernacular, unless redevelopment of existing buildings is carefully planned and designed.	?	The provision of a mixed-use development has the potential for a positive effect; however, there is also the potential for an adverse effect on the local vernacular, unless the development is carefully planned and designed.	?
Summary:								
All of the options have the potential for a positive effect on social and economic SA objectives as they seek to improve access to a greater mix of uses. The higher option has the potential for the greater positive effect as it proposes the development of a major mixed-use redevelopment at the southern end of the High Street and could potentially result in new residential development within the town centre. This would help to regenerate the existing community and improve access to employment, housing and retail with indirect positive effect on transport by reducing								

the need for people to travel. The assessment identified some uncertainty in relation to the medium, high and higher options given the development they propose and potential impacts on communities, townscape and transport during construction. However, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts. There are a number of potential negative effects that could arise as a result of the pedestrianisation of the High Street, which are set out in the summary appraisal of the Issue 1 options.

SA Objective	Issue 3. Cluster of leisure and cultural uses around Rayleigh Mount are poorly integrated with the town centre core.					
	Low		Medium		High	
1. Balanced Communities	Enhancements to town centre wayfinding and pedestrian conditions along Bellingham Lane will have a positive effect on existing communities.	+	Further enhanced positive community benefits over the low option through the creation of new access routes and the creation of a new 'courtyard' shopping area.	+	Similar positive effect as the medium option through improvements to the public realm, new access routes and the creation of a new 'courtyard' shopping area.	+
2. Healthy & Safe Communities	Improved pedestrian conditions and lighting along Bellingham Lane has the potential for a positive effect on health.	+	Improved frontage and pedestrian conditions will provide a higher quality pedestrian environment with a positive effect on this SA objective. Further enhanced health benefits compared to the low option through the provision of new access routes, which could help to encourage walking.	+	Similar positive effect as the medium option by providing a higher quality pedestrian environment and new access routes. Shared space treatments could make it difficult for blind members of the community to move along and through Bellingham Lane.	+
						?
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Enhancements to town centre wayfinding and pedestrian conditions along Bellingham Lane will have a positive effect on business.	+	Further enhanced economic benefits over the low option through the creation of new access routes and the creation of a new 'courtyard' shopping area.	+	Similar positive effect as the medium option through improvements to the public realm, new access routes and the creation of a new 'courtyard' shopping area.	+
5. Accessibility	No significant effect identified.	0	Option will result in the creation of new access routes which will have a positive effect on this SA objective.	+	As for the medium option, although there is an element of uncertainty as shared space treatments could have issues for the safety of blind pedestrians.	+
						?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural	Cosmetic improvements to the	+	Further enhanced benefits over	+	This option does not appear to	+

Heritage	rear of properties as well as landscaping and lighting along Bellingham Lane have the potential for a positive effect on the setting of heritage assets.		the low option through façade treatments to improve frontage conditions along Bellingham Lane and landscaping to Rayleigh Mount car park.		provide for the same level of frontage improvements as the medium option and does not propose landscaping at the Rayleigh Mount car park. Therefore it is likely to have a reduced positive effect on the setting of heritage assets compared to the medium option.	
8. Landscape & Townscape	Cosmetic improvements to the rear of properties as well as landscaping and lighting along Bellingham Lane have the potential for a positive effect on townscape.	+	Further enhanced benefits over the low option through façade treatments to improve frontage conditions along Bellingham Lane and landscaping to Rayleigh Mount car park.	+	This option does not appear to provide for the same level of frontage improvements as the medium option and does not propose landscaping at the Rayleigh Mount car park. Therefore it is likely to have a reduced positive effect on townscape compared to the medium option.	+
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	Improved wayfinding in the town centre and enhanced pedestrian conditions along Bellingham Lane will have a positive effect on this SA objective.	+	Improved pedestrian conditions and access to the town centre will have a positive effect on this SA objective.	+	Shared space treatments and improved access have the potential for a positive effect on this SA objective.	+
Summary:						
The options propose improvements to the pedestrian environment around Rayleigh Mount and improved access to the town centre core. This						

has the potential for a positive effect on SA objectives relating to the economy and communities. The low option will not have the same benefits as the other options in terms of accessibility as no new access routes are proposed. The medium and high option are likely to have similar effects; however, the assessment did identify uncertainty in relation to the shared space treatments proposed in the high option, which can have implications for blind members of the community.

SA Objective	Issue 4. Traffic dominated, service access nature of Websters Way represents a poor quality environment and arrival to the town centre.							
	Low		Medium		High		Higher	
1. Balanced Communities	Landscaping, lighting and screening along Websters Way will have a positive effect on the pedestrian environment. The creation of a new footway along the length of Websters Way and Bull Lane will also have a positive effect.	+	Further enhanced positive community benefits through façade treatments, development of infill sites, the creation of new active frontages and junction improvements which will all help to regenerate and enhance the existing community.	+	The redevelopment of properties between the High Street and Websters Way and improved pedestrian connections will help to regenerate and enhance the existing community with positive effects. There is an element of uncertainty as the redevelopment of buildings could have a negative effect on the community in the short-term during construction (traffic & noise); however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	+	Further enhanced positive community benefits over the medium and high options through the creation of a multi-storey car park, redevelopment of block fronting Eastwood Road for mixed-uses and improved links between the high street and King George Fields. The provision of a multi-storey car park and redevelopment for mixed-uses could have negative effects on residents in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	++
		?		?				

2. Healthy & Safe Communities	An enhanced pedestrian environment and the creation of a new walkway will have a positive effect on health.	+	Junction improvements will have a positive effect on health as pedestrian movement across junctions is an identified issue.	+	Positive effect on health by improving pedestrian connections between the High Street and Websters Way. Potential for short-term negative effects on health during construction (traffic & noise). Suitable mitigation available at the project level to minimise impacts.	+	The potential for a positive effect on health through the creation of improved, direct links between the High Street and King Georges Fields. The creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage people to walk. Proposed development also has the potential for short-term negative effects on health during construction (noise and traffic). Suitable mitigation available at the project level to minimise impacts.	+
						?		?
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	Potential to deliver housing as part of the mixed-use redevelopment of the block fronting Eastwood Road.	+
4. Economy & Employment	Landscaping, lighting and a more defined public realm will have a positive effect on business as Websters Way acts as one of the	+	Further enhanced benefits on the economy through the creation of new active frontages, development of infill sites and	+	Redevelopment of larger properties and improved connectivity between Websters Way and the High Street will have a positive effect	+	Redevelopment of the block fronting Eastwood Road for mixed-uses, creation of a multi-storey car park and improved links	++

	main arrival points to the town centre.		enhanced gateway locations. Potential for short-term negative effects on businesses during the development of infill sites (noise & traffic).	?	on the economy. Potential for short-term negative effects on businesses during the redevelopment of large properties (noise & traffic).	?	between the High Street and King Georges Fields will have a long-term positive effect on the economy. Potential for short-term negative effects on businesses during construction (noise and traffic). Suitable mitigation available at the project level to minimise impacts.	?
5. Accessibility	The creation of a new footway along the length of Websters Way and Bull Lane will have a positive effect on accessibility.	+	Long-term positive effect on accessibility through enhanced gateway locations.	+	Long-term positive effects on accessibility through improved pedestrian connections.	+	Long-term positive effect on accessibility through improved, direct links between the High Street and King Georges Fields. It should be noted that the creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage more sustainable modes of transport, such as walking and cycling.	+ ?
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	Landscaping and screening of service areas has the potential	+	Potential for an indirect positive effect on the setting of heritage	+	Potential for a positive effect through improved pedestrian	+	The creation of a multi-storey car park on Websters Way has the	?

	for an indirect positive effect on the setting of the Rayleigh Conservation Area.		through façade treatments to blank walls, development of infill sites and enhanced gateway locations. Development of infill sites has the potential for a negative effect on heritage; however, it is considered that suitable mitigation measures are available at the project level to address negative impacts on heritage.	?	access to heritage. Potential for short-term negative effects on heritage during the redevelopment of large properties; however, it is considered that suitable mitigation measures are available at the project level to address negative impacts on heritage.	?	potential for a negative effect on the Rayleigh Conservation Area. Development would need to be carefully planned and designed.	
8. Landscape & Townscape	Landscaping and screening of service areas along Websters Way has the potential for a positive effect on townscape as it acts as one of the main arrival points to the town centre.	+	Potential for a positive effect on townscape through façade treatments to blank walls, development of infill sites and enhanced gateway locations. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	+	The redevelopment of properties between the High Street and Websters Way has the potential for a positive effect on townscape given the service access nature of Websters Way, which is a gateway location to the High Street. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	+	Option has the potential for negative effects on townscape through the development of a multi-storey car park. Development would need to be carefully planned and designed.	?

9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	The creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage more sustainable modes of transport, such as walking and cycling.	?
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	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	The creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage more sustainable modes of transport, such as walking and cycling.	?
13. Sustainable Design & Construction	Landscaping, lighting and a more defined public realm will have a positive effect on this SA objective.	+	Enhanced gate way locations will have a positive effect on this SA objective, particularly pedestrian improvements at junctions.	+	Improved pedestrian connections will have a positive effect on this SA objective.	+	Mixed-use development and improved, direct links between the High Street and King Georges Fields will have a positive effect on this Objective.	+

Summary:

The options were assessed as having the potential for a positive effect on communities, health and the economy through measures intended to improve the environment of Websters Way. Compared to the other options, the higher option was assessed as having the potential for greater a positive effect for communities and the economy through the creation of a multi-storey car park and the redevelopment of the block fronting Eastwood Road for mixed-uses. However, it was also assessed that the creation of a multi-storey car park on Websters Way could have a negative effect on townscape as well as the Rayleigh Conservation Area. Development would need to be carefully planned and designed.

SA Objective	Issue 5. Pedestrian movement hindered or uncatered for in some locations through a combination of vehicle dominated junction forms, street clutter and guardrailing, narrow or missing pavements, or poorly defined routes.							
	Low		Medium		High		Higher	
1. Balanced Communities	Enhancing the public realm and improving pedestrian circulation will have a positive effect on the existing community as well as any visitors.	+	As per the low option, this option will improve the quality of existing routes between Websters Way and the High Street. Additionally it will also result in façade treatments and infill development as well as walking focussed improvements at junctions. Further enhanced positive effects for communities.	+	Further enhanced community benefits over the low and medium option through the redevelopment of strategic locations to create new, direct walking routes and the introduction of formal crossing facilities. There is an element of uncertainty as the redevelopment of buildings could have a negative effect on the community in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	+	The full or partial pedestrianisation of the High St will improve pedestrian environment having a long-term positive effect for communities. However, this option will not improve access to the High Street from surrounding areas as the medium and high option. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	+
						?		-
2. Healthy & Safe Communities	The option will encourage people to walk by enhancing the public realm and improved pedestrian circulation.	+	This option will have a long-term positive effect on health as it will encourage people to walk through enhancements to	++	New direct walking routes and formal walking facilities will have a long-term positive effect on health by encouraging	++	The pededstrianisation of the high street will have a long-term positive effect on the safety of pedestrians on the High Street and	++

			existing routes and also addresses current issue of poor pedestrian crossings at junctions. Potential for short-term negative effects as a result of the development of infill sites. Suitable mitigation is considered available at the project level to minimise impacts.	?	people to walk. Shared space treatments could make it difficult for blind members of the community to move through the town centre. Potential for short-term negative effects as a result of construction during the redevelopment of buildings. Suitable mitigation is considered available at the project level to minimise impacts.	?	health of communities by encouraging walking. However, there is the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere creating another barrier to movement and safety issues within the AAP area. While there may be health and safety benefits on the High Street other areas within the AAP area may experience negative effects.	-
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	Enhanced pedestrian routes between the High Street and Websters Way along with an enhanced public realm will have a long-term positive effect for business.	+	Further enhanced benefits for business as this option will improve pedestrian movement as well as provide infill development and the creation of new active frontages. There is an element of uncertainty as the development of infill sites could have negative effects on business in the short-term during construction; however, it is considered that	++	The redevelopment of strategic locations to create new, direct walking routes and enhanced pedestrian environment on the High Street, including formal crossing facilities, will have a long-term positive effect on the economy. Potential for short-term negative effects on businesses as a result of disturbance during the redevelopment of	++	The pedestrian of the high street will have a long-term positive effect on business improving pedestrian movement along the High Street and creating a more pleasant shopping environment. However, there is the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another	++

			suitable mitigation measures are available at the project level to address potential negative effects.		strategic locations.		barrier to movement within the AAP area, which could have impacts on the economy.	
5. Accessibility	This option will have a positive effect on accessibility by enhancing existing pedestrian routes from Websters Way through to the High Street and the removal of guardrailling and rationalisation of street furniture.	+	Long-term positive effect on accessibility through improved pedestrian routes, in particular at junctions.	++	Long-term positive effect on this SA objective through the redevelopment of strategic locations to create new, direct walking routes and the introduction of formal crossing facilities.	++	Long-term positive effect on this SA objective through the full or partial pedestrianisation of the High Street. This will have a greater positive effect on pedestrian movement along the High Street compared to the medium and high options; however, it will not improve access and pedestrian movement in surrounding areas as they do. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	++ -
6. Biodiversity	No significant effect	0	No significant effect	0	No significant effect	0	No significant effect	0

	identified.		identified.		identified.		identified.
7. Cultural Heritage	Potential for a positive effect through improved pedestrian access to heritage. The option could also encourage walking and help to reduce levels of traffic in the AAP area with indirect positive effects for heritage.	+	As per the low option, however there is also an element of uncertainty as development of infill sites has the potential for a negative effect on heritage. It is considered that suitable mitigation measures are available at the project level to address potential impacts on heritage.	+	Further enhanced benefits on access to heritage and reduced traffic than the low and medium options. However, there is also an element of uncertainty as redevelopment of existing buildings has the potential for a negative effect on heritage. It is considered that suitable mitigation measures are available at the project level to address potential impacts on heritage.	+	Potential for a positive effect on heritage along the High Street through improved pedestrian access and the removal of traffic. However, there is the potential for the pedestrianisation of the High St to shift traffic issues elsewhere, which could affect heritage in other areas.
				?		?	
8. Landscape & Townscape	No significant effect identified.	0	Potential for positive effect on townscape through the development of infill sites and improvement of pedestrian routes. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential	+	Further enhanced benefits compared to the medium option.	+	Potential for a positive effect on the townscape of the High Street through the removal of traffic. However, there is the potential for the pedestrianisation of the High St to shift traffic issues elsewhere, which could affect townscape in other areas.
				?		?	

			impacts.					
9. Climate Change & Energy	The option could encourage walking and help to reduce levels of traffic in the AAP area with indirect positive effects for climate change.	+	As per the low option.	+	Further enhanced benefits compared to the low and medium option.	+	This option could help to reduce or fully remove traffic from the High Street and encourage walking, which has the potential for a positive effect on this SA objective. However, there is the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere, which will not address the emission of greenhouse gasses.	?
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	The option could encourage walking and help to reduce levels of traffic in the town centre with indirect positive effects for air quality.	+	As per the low option.	+	Further enhanced benefits compared to the low and medium option.	+	As for the appraisal against SA objective 9.	?
13. Sustainable Design & Construction	An enhanced public realm will have a positive effect on this SA objective.	+	As per the low option.	+	Further enhanced benefits compared to the low and medium option.	+	Potential for a positive effect on this SA objective through the pedestrianisation of	+

							the High Street.	
<p>Summary:</p> <p>The options seek to improve pedestrian movement in the AAP area through a variety of different interventions, including improved or new pedestrian routes and junctions, which have the potential for long-term positive effects on communities, health, the economy and accessibility. The low and medium options propose improving existing routes with the medium option having the added benefit of providing walking improvements at junctions which is an identified issue within the AAP area. The high option is likely to have the greatest positive effect on SA objectives as it proposes redevelopment at strategic locations to create new, direct walking routes as well as reconfiguring the taxi rank and bus stop on the High Street to provide high quality walking routes. The higher option is unlikely to have the same benefits as it will only result in improved pedestrian movement along the High Street, whereas the high option will improve connectivity throughout the AAP area. There are a number of potential negative effects that could arise as a result of the pedestrianisation of the High Street, which are set out in the summary appraisal of the Issue1 options.</p>								

SA Objective	Issue 6. Congestion along Websters Way and approaches into the town centre.							
	Low		Medium		High		Higher	
1. Balanced Communities	Positive effect through improved conditions for walking and cycling.	+	Minor capacity improvements to junctions could help to reduce the level of traffic in the town centre, which will have a positive effect for residents and visitors.	+	Signalised traffic control all junctions on approaches to the town centre will have a similar effect to the medium option by reducing traffic in the town centre.	+	This option proposes traffic management measures to encourage through traffic to use alternative routes outside the town centre. This has the potential to have a similar effect as the medium and high option as it will reduce traffic within the town centre.	+
2. Healthy & Safe Communities	Improved conditions for walking and cycling will have a long-term positive effect on health.	+	A reduction in traffic within the town centre could have a positive effect on pedestrian safety and therefore health.	+	As per the medium option.	+	As per the medium and high option.	+
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	No significant effect identified.	0	A reduction in traffic will provide a more pleasant shopping environment with positive effects for business.	+	As per the medium option.	+	As per the medium and high option.	+
5. Accessibility	The option seeks to improve conditions for walking and cycling through public realm	+	A reduction in traffic will have a positive effect on accessibility to the town centre.	+	As per the medium option.	+	As per the medium and high option.	+

	treatments, which could encourage people to use alternative modes of transportation other than the private car. Potential for a positive long-term effect on this SA objective.							
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	Potential for a positive effect by enhancing walking and cycling access to heritage.	+	A reduction in traffic will have a positive effect on the Rayleigh Conservation Area.	+	As per the medium option.	+	As per the medium and high option.	+
8. Landscape & Townscape	No significant effect identified.	0	A reduction in traffic within the town centre has the potential for a positive effect on townscape.	+	As per the medium option.	+	As per the medium and high option.	+
9. Climate Change & Energy	Improved conditions for walking and cycling could help to reduce the number of private vehicles and therefore reduce green house gas emissions.	+	Reduced traffic will have a positive effect on this SA objective through a reduction in greenhouse gas emissions.	+	As per the medium option.	+	As per the medium and high option.	+
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	Improved conditions for	+	Reduced traffic will	+	As per the medium	+	As per the medium	+

	walking and cycling could help to reduce the number of private vehicles.		have a positive effect on this SA objective through a reduction in emission from vehicles.		option.		and high option.	
13. Sustainable Design & Construction	Enhanced conditions for walking and cycling will have a positive effect on this SA objective.	+	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
Summary:								
<p>The low option was assessed as having the potential for a positive effect on communities, health and accessibility as it seeks to improve conditions for walking and cycling within the town centre. It was also assessed as having a positive effect on climate change and air quality as it will help to encourage people to use alternative modes of transportation other than the private car, therefore reducing emissions from vehicles. The medium, high and higher options all propose measures to try and reduce the level of traffic within the town centre, which will have a positive effect on SA objectives relating to communities, health, accessibility, townscape, climate change and air quality. A composite option that sought to not only reduce traffic in the town centre but also improve walking and cycling conditions would have a greater positive effect against SA objectives than any of the proposed options.</p>								

The Component Options

SA Objective	Area around the Police Station and Somerfield Store					
	Option 1		Option 2		Option 3	
1. Balanced Communities	Minor positive effect for communities through improving the street frontage along Eastwood Road and walking conditions between the Council car park and Eastwood Road.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station for re-use as a new community hub, which could potentially include a new health centre, library as well as education and training facilities.	++	Further enhanced benefits over Option 2 through the redevelopment of the library for retail and residential uses, the provision of a new town centre foodstore and the development of infill to create safe, active and well defined streets. This level of intervention could have negative effects on residents in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
						?
2. Healthy & Safe Communities	Minor positive effect through the provision of paving, lighting and tree planting to improve walking conditions between the Council car park and Eastwood Road.	+	Further enhanced benefits over Option 1 through the provision of a new community hub which could include a new or relocated health centre.	++	Further enhanced benefits over Option 2 through the redevelopment of the library for retail and residential uses, the provision of a new town centre foodstore and the development of infill to create safe, active and well defined streets. This level of intervention could have negative effects on health in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures	++
						?

					are available at the project level to address potential negative effects.	
3. Housing	No significant effect identified.	0	No significant effect identified.	0	The redevelopment of the library would include residential development. Positive effect on this SA objective.	+
4. Economy & Employment	No significant effect identified.	0	Minor positive effect on the economy through the refurbishment of the former police station, shop front improvement schemes and encouragement of temporary uses in vacant units.	+	Further enhanced benefits over Option 2 through the redevelopment of the library, new town centre foodstore and other modern retail units. Potential for long-term positive effects on the economy. This level of intervention also has the potential for a negative effect on the economy in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
						?
5. Accessibility	No significant effect identified.	0	Potential for the option to improve accessibility to health facilities and education.	+	Further enhanced benefits over Option 2 given the higher level of intervention.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Minor positive effect on heritage through improvements to the façade of the existing Somerfield foodstore.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station and a shop front improvement scheme.	+	Further enhanced benefits over Option 2 through the redevelopment of unsympathetic buildings and development of infill sites. However, given the higher level of intervention there is also the potential for negative effect on heritage in the short-term	+
						?

					during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	
8. Landscape & Townscape	Minor positive effect on townscape through improvements to the façade of the existing Somerfield foodstore.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station and a shop front improvement scheme.	+	Further enhanced benefits over Option 2 through the redevelopment of unsympathetic buildings and development of infill sites. However, given the higher level of intervention there is also the potential for negative effect on townscape in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
						?
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	Minor positive effect on this SA objective through improved walking conditions between the Council car park and Eastwood Road.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station for re-use as a new community hub, which could potentially include a new health centre, library as well as education and training facilities.	+	This option encourages a mix of uses, which will have a positive effect on this SA objective.	+
Summary:						

All of the options were assessed as having a positive effect on SA objectives relating to communities, health, heritage and townscape as they seek to improve the south of the High Street, which is a gateway to the town centre. Option 3 has the potential to provide the greatest benefits, particularly for the economy, as it proposes the highest level of intervention, which includes a new town centre food store and mixed-use developments. With a higher level of intervention comes a degree of uncertainty as development has the potential for negative effects in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to minimise impacts and address any significant effects.

SA Objective	The High Street taxi rank ('Boots Lagoon')			
	Option 1		Option 2	
1. Balanced Communities	Minor positive effect through an enhanced public realm on the High Street.	+	Further enhanced community benefits through the creation of a new central public space in the town centre.	++
2. Healthy & Safe Communities	An enhanced public realm could help to improve the quality and environment of the retail shopping in the town centre. Minor positive effect on this SA objective.	+	Positive effect on health through the provision of a new central public space in the town centre.	++
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Potential for a minor positive effect on businesses through improvements to the quality and environment of the town centre.	+	Potential for a long-term positive effect on the economy through public realm and landscaping of the area and the creation of a new public space in the town centre.	++
5. Accessibility	Public realm improvements including the creation of an increased area of public space will have a positive effect on this SA objective.	+	Public realm improvements including the creation of a new area of public space will have a positive effect on this SA objective.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	
7. Cultural Heritage	Minor positive effect on the setting of heritage through an enhanced public realm on the High Street.	+	Further enhanced benefits on heritage through the removal of the taxi rank on the high street and public realm improvements, including the creation of a new public space.	+

8. Landscape & Townscape	Minor positive effect on townscape through an enhanced public realm on the High Street.	+	Further enhanced benefits on townscape through the removal of the taxi rank on the high street and public realm improvements, including the creation of a new public space.	+
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	Positive effect on this SA objective through an improved public realm and the provision of public space.	+	Further enhanced benefits against this SA objective through the provision of a new central public space in the town centre.	+
Summary:				
Option 2 was assessed as having the greatest positive effect on SA objectives relating to communities, health and the economy through public realm improvements and the creation of a new public space in the town centre.				

SA Objective	Opportunities between the High Street and Mount					
	Option 1		Option 2		Option 3	
1. Balanced Communities	Potential for a minor positive effect on communities through improvements to paving, lighting, tree planting and signage along the High Street and Bellingham Lane.	+	Further enhanced benefits for communities through the provision of small scale and residential courtyard development and the landscaping of the mount Car Park with formalised pedestrian routes. Potential for negative effects in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Potential for a long-term positive effect on communities through the provision of large retail, residential and commercial development along with the creation of a large central public space and wider public realm improvements. Potential for negative effects in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	++
				?		?
2. Healthy & Safe Communities	The public realm improvements outlined against SA objective 1 will have a minor positive effect on health.	+	Further enhanced benefits on health through formalised pedestrian routes and the provision of retail and residential development. Uncertainty identified as for SA objective 1.	+	Wider public realm improvements and improved access to employment opportunities and housing will have a long-term positive effect on health. Uncertainty identified as for SA objective 1.	++
				?		?
3. Housing	No significant effect identified.	0	Potential for a minor positive effect through the provision of small scale retail development.	+	The provision of a large scale residential development will have a long-term positive effect on this SA objective.	++
4. Economy & Employment	Minor positive effect on the economy through an enhanced public realm and shop front improvements along the High Street and Bellingham Lane.	+	The provision of small scale retail and residential development along with improvements to the public realm will have a positive effect on the economy. Uncertainty identified as for SA objective 1.	+	The provision of large retail, residential and commercial development along with the creation of a large central public space and wider public realm improvements will have a long-term positive effect on the	++
				?		?

					economy. Uncertainty identified as for SA objective 1.	
5. Accessibility	Improved paving, lighting and signage along the High Street and Bellingham Lane will have a minor positive effect on accessibility.	+	The option will improve movement between the Mount, Bellingham Lane and the High Street with a positive effect on this SA objective.	+	Further enhanced benefits on accessibility through wider public realm improvements and the provision of a large-scale retail, residential and commercial development.	++
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Cosmetic façade treatments and shop front improvements will have a minor positive effect on an area that is identified as having a negative effect on the Conservation Area. Improvements to the public realm will also help to improve pedestrian access to heritage.	+	Further enhanced benefits over option 1. Uncertainty identified as per SA objective 1.	+	There is the potential for this option to have a positive effect on the quality and setting of the Conservation Area. However, given the level of intervention there is also the potential for negative effects unless development is carefully planned and designed.	+
				?		?
8. Landscape & Townscape	Minor positive effect on townscape through Cosmetic façade treatments, shop front improvements and an enhanced public realm.	+	Further enhanced benefits on townscape compared to option 1. Uncertainty identified as for SA objective 1.	+	There is the potential for this option to have a positive effect on townscape. However, given the level of intervention there is also the potential for negative effects unless development is carefully planned and designed.	+
				?		?
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 &	Minor positive effect on this SA objective.	+	Further enhanced benefits compared to option 1.	+	Wider public realm improvements, the provision of mixed-use	+

Construction				development and the creation of a large central public space will have a positive effect on this SA objective.
Summary:				
<p>Option 3 was assessed as having the greatest potential for sustainability benefits through the provision of a large mixed-use development, the creation of large central public space and wider public realm improvements along the High Street and Bellingham Lane. It has the potential for long-term positive effects on SA objectives relating to communities, health, housing, the economy and accessibility. The other options also have the potential for positive effects on SA objectives although not the same level of significance as option 3. However, given the higher level of intervention, option 3 has the potential for negative effects on heritage and townscape unless development is carefully planned and designed. There is also the potential for negative effects on communities and the economy in the short-term during construction.</p>				

SA Objective	Development opportunities along Websters Way				
	Option 1		Option 2		Option 3
1. Balanced Communities	The creation of a new footpath and public realm improvements along Websters Way as well as screening and cosmetic façade treatments will improve the quality of the pedestrian environment with a minor positive effect on the community.	+	Further enhanced benefits for communities through façade improvements and the development of infill sites which will help to formalise pedestrian routes between Websters Way and the High Street. Potential for negative effects in the short-term during the development of infill sites (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Potential for a long-term positive effect on communities through the redevelopment of the former Tesco store for mixed-use and strengthened pedestrian links. Potential for negative effects in the short-term during the redevelopment of the former Tesco store (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.
				?	++
					?

2. Healthy & Safe Communities	Potential for a positive effect on health and safety through improvements to the public realm and the opening up of pedestrian routes between the High Street and Websters Way.	+	Further enhanced benefits on health and safety through development of infill sites which will help to formalise pedestrian routes between Websters Way and the High Street. Uncertainty identified as for SA objective 1.	+	A mixed-use development and strengthening pedestrian links between Websters Way and the High Street will have a long-term positive effect on health and safety. Uncertainty identified as for SA objective 1.	++
				?		?
3. Housing	No significant effect identified.	0	No significant effect identified.	0	Potential for a positive effect through the provision of small scale residential development.	+
4. Economy & Employment	This option will improve pedestrian movement along Websters Way and between the High Street as well as the quality and attractiveness of the area. Potential for a positive effect on the economy.	+	Further enhanced benefits for the economy through the development of infill sites and wider improvements to pedestrian movement and the quality and attractiveness of the area. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits for the economy through the redevelopment of the former Tesco store for mixed-use development. Uncertainty identified as for SA objective 1.	++
				?		?
5. Accessibility	Potential for a positive effect on this SA objective through improved pedestrian movement along Websters Way and improved access to the High Street.	+	Formalised pedestrian routes and the creation of new building fronts will have a positive effect on accessibility.	+	Further enhanced benefits on accessibility through strengthening pedestrian links by formalising routes and the provision of a mixed-use development.	++
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Improvements to the quality and attractiveness of Websters Way have the potential for a positive effect on the setting of the Conservation Area.	+	Further enhanced benefits over option 1. Uncertainty identified as per SA objective 1.	+	The redevelopment of the former Tesco store has the potential for a long-term positive effect on the quality and setting of the Conservation Area. However, there is also the potential for negative effects unless the redevelopment is carefully planned and designed. The option acknowledges this by	++
				?		?

					stating that development would need to be sensitively designed to respond to the Conservation Area.	
8. Landscape & Townscape	Improvements to the quality and attractiveness of Websters Ways have the potential for a positive effect on townscape.	+	Further enhanced benefits on townscape compared to option 1. Uncertainty identified as for SA objective 1.	+	There is the potential for this option to have a positive effect on townscape. However, given the level of intervention there is also the potential for negative effects unless development is carefully planned and designed.	+
				?		?
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	Improvements to the public realm and the quality and attractiveness of the area will have a positive effect on this SA objective.	+	Further enhanced benefits compared to option 1.	+	As for option 2.	+
Summary:						
<p>All of the options will help to progress sustainability objectives relating to communities, health, the economy and accessibility as they seek to improve the quality and attractiveness of Websters Way as well as the pedestrian routes along it and connecting to the High Street. Option 3 was assessed as having the greatest potential for positive effects as it proposes the redevelopment of the former Tesco store for mixed-uses and the strengthening of pedestrian links between Websters Way and the High Street by formalising routes between the two. Option 3 was also identified as having the potential for a positive effect on housing as there is the potential for providing housing as part of the mixed-use development. The assessment considered that option 3 also has the potential for a long-term positive effect on the quality and setting of the</p>						

Conservation Area as it proposes the redevelopment of the former Tesco store, which is rated by the Rayleigh Conservation Area Appraisal (2007)¹ as having a very negative impact. As noted in the option, any redevelopment of the former Tesco store would need to be sensitively designed to respond to the Conservation Area.

SA Objective	Development opportunities at Rayleigh Lanes			
	Option 1		Option 2	
1. Balanced Communities	Minor positive effect on communities through landscaping, lighting and paving improvements as well as the formalising of pedestrian connections between Websters Way and the High Street.	+	Further enhanced community benefits through the redevelopment of the adjacent site to Rayleigh Lanes for a mix of retail, commercial and residential houses. Potential for minor negative effects in the short-term during the redevelopment of the infill site (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	++ ?
2. Healthy & Safe Communities	The interventions outlined above against SA objective 1 will have a minor positive effect on health and safety.	+	Further enhanced benefits through the redevelopment of infill site for a mix of uses and the landscaping of servicing and parking area to the rear of properties. Uncertainty identified as for SA objective 1.	++ ?
3. Housing	No significant effect identified.	0	Potential for a positive effect through the provision of residential uses.	+
4. Economy & Employment	Minor positive effect on businesses through an enhanced public realm.	+	Further enhanced benefits for the economy through the redevelopment of the infill site for mixed-use development. Uncertainty identified as for SA objective 1.	++ ?
5. Accessibility	Minor positive effect on accessibility through	+	As for option 1.	+

¹ Rochford Council (2007) Rayleigh Conservation Area Appraisal and Management Plan.

	landscaping, lighting and paving improvements as well as the formalising of pedestrian connections between Websters Way and the High Street.			
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Improvements to the quality and attractiveness of Websters Way have the potential for a positive effect on the setting of the Conservation Area.	+	As for option 1. Uncertainty identified as for SA objective 1.	+ ?
8. Landscape & Townscape	Improvements to the quality and attractiveness of Websters Ways have the potential for a positive effect on townscape.	+	As for option 1. Uncertainty identified as for SA objective 1.	+ ?
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	Improvements to the public realm and the quality and attractiveness of the area will have a positive effect on this SA objective.	+	As for option 1.	+
Summary:				
The options consider development opportunities at Rayleigh Lanes and for potential to improve the quality and attractiveness of the area as well as pedestrian links. Both options have the potential for positive effects on SA objectives relating to communities, health, the economy and accessibility. Option 2 was assessed as have the potential for the greatest sustainability benefits as it proposes the redevelopment of an infill site for a mix of uses including retail, commercial and residential.				

SA Objective	Car parking provision on Websters Way			
	Option 1		Option 2	
1. Balanced Communities	Improvements to pedestrian crossing conditions at the junction of Eastwood Road and Websters Way will have a positive effect on all members of the community. Potential for minor negative effects in the short-term during the redevelopment of existing businesses; however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Potential for a positive effect through the provision of commercial activities and signal controlled junction improvements at junction of Eastwood Road and Websters Way. Potential for negative effects in the short-term during the development of a multi-storey car park and commercial activities (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+
		?		?
2. Healthy & Safe Communities	Positive effect on health and safety through improved pedestrian crossing conditions at the junction of Eastwood Road and Websters Way. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits through signal control junction improvements and improved access to commercial activities. Potential for a positive effect on health. Uncertainty identified as for SA objective 1.	+
		?		?
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Ensuring that there is adequate parking provision and improving pedestrian crossing conditions will have a positive effect on local businesses. Uncertainty identified as for SA objective 1.	+	A multi-storey car park wrapped with commercial activities to create an active street front has the potential for a positive effect on the local economy. Uncertainty identified as for SA objective 1.	+
		?		?
5. Accessibility	Improved pedestrian crossing conditions will have a positive effect on this SA objective. The option is not proposing additional car parking but is rather trying to compensate for the loss of parking as a result of development proposed in other options.	+	Signalled controlled junctions and improved access to commercial activities will have a positive effect on this SA objective. The option is not proposing additional car parking but is rather trying to compensate for the loss of parking as a result of development proposed in other options.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Potential for minor negative effects on the setting of the Conservation Area in the short-term during construction.	?	The creation of a multi-storey car park has the potential for a negative effect on the Rayleigh Conservation Area. Development would need to be carefully planned and designed.	?

8. Landscape & Townscape	Potential for minor negative effects on townscape in the short-term during construction.	?	The creation of a multi-storey car park has the potential for a negative effect on townscape. Development would need to be carefully planned and designed	?
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	Improved pedestrian crossing conditions will have a minor positive effect on this SA objective.	+	Signal controlled junction improvements along with new links to development addressing King Georges Fields will have a minor positive effect on this SA objective.	+
Summary:				
<p>The options seek to address the loss of car parking on Websters Way potentially lost as a result of changes proposed in other options. Both options have the potential for a positive effect against SA objectives relating to communities, health, sustainable design and the economy through improvements to the pedestrian crossing conditions at the junction of Eastwood Road and Websters Way. Option 2 is likely to have further enhanced benefits through signal controlled junction improvements and the provision of new links to and development addressing King Georges Fields. The positive effect on the local economy is likely to be greater for Option 2 through the provision of a multi-storey car park wrapped with commercial activities to create an active street front. The assessment also identified the potential for uncertainty as proposed development has the potential negative effects in the short-term for communities, health and the economy; however, it is considered that suitable mitigation is available at the project level to minimise any negative effects.</p>				

Circulation Options

SA Objective	Town centre circulation and public realm options							
	1. Working with the existing network		2. Partial pedestrianisation		3. Partial or full pedestrianisation		4. Two way working on the High Street	
1. Balanced Communities	Improved pedestrian crossings at roundabouts and a shared space along the high street would improve the pedestrian environment having a positive effect on the community and therefore this SA objective.	++	The option proposes the partial pedestrianisation of the eastern arm of the High Street along with the improvements to pedestrian crossings at roundabouts and capacity improvements at junctions proposed in option 1. Potential for a positive effect on communities through an improved public realm that will provide a higher quality space. Potential for negative effects on in the short-term as this option will divert traffic and require significant capacity improvements/modifications to the junction of Church Street and the High Street.	+	Further enhanced benefits for pedestrians as the majority of the High Street will be partially or fully pedestrianised. However, there is also the potential for negative effects on communities as traffic will have to be diverted onto other routes, which will have impacts on access to Rayleigh Mount and the Community Centre. Improvements to junctions and routes to accommodate traffic will also have negative effects in the short-term through increased noise and traffic.	+	Option proposes allowing two-way traffic on the High Street. This option will not have the public realm improvements associated with the other options and would double the amount of traffic using the High Street. Crossing would be regulated at controlled crossing points to allow the movement of pedestrians. The option would remove the need to divert traffic along Websters Way and help to relieve congestion through the town centre by adding a second lane for eastbound traffic. There is also the potential to allow the provision of two-way	+
				?		-		?

							buses, which would have a significant improvement on the efficiency of the bus network. Potential for both positive and negative effects for communities.	
2. Healthy & Safe Communities	Potential for a long-term positive effect this SA objective through improved pedestrian crossings at roundabouts and a more pedestrian friendly environment along the high street with reduced traffic speeds. Potential for the option to also encourage people to walk. Shared space treatments could make it difficult for blind members of the community to move along the high street.	++	As for option 1 there is the potential for long-term positive effects on health and safety through improved pedestrian crossings and an enhanced public realm. Further enhanced benefits for safety as there will be less traffic on the eastern arm of the High Street; however buses will still be required to use it. There are potential issues with pedestrian areas in the evenings as when shops close there is no reason for people to use the space so it becomes deserted, which can lead to anti-social behaviour and activities. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits for pedestrians as the majority of the High Street will be partially or fully pedestrianised. However, there is also the potential for negative effects as disabled parking would need to be relocated to Websters Way car park or the Market car park, greatly increasing the distance and number of obstacles to access the High Street. This option could result in the diversion of buses away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures.	++	This option is unlikely to have as significant a positive effect as the other options for the health and safety of pedestrians. It does however have the potential to reduce congestion and provide controlled crossing points which could have a positive effect on health and safety.	+
		?		?		-		?
3. Housing	No significant effect	0	No significant effect	0	No significant effect	0	No significant effect	0

	identified.		identified.		identified.		identified.	
4. Economy & Employment	Improvements to the pedestrian environment will help to increase footfall past retail premises along the High Street with a positive effect on businesses.	++	Further enhanced benefits for businesses along the eastern section of the High Street through pedestrianisation but less of a positive effect for the rest of the High Street compared to option 1. Uncertainty identified as for SA objective 1.	+	Potential for a positive effect on businesses along the High Street as an improved pedestrian environment could increase footfall. However, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another barrier to movement within the AAP area.	+	Reducing congestion in the town centre and providing controlled crossing points has the potential for a positive effect on the local economy. This option will not have the same level of benefits in terms of increasing footfall past retail premises. However it has the potential to significantly improve the efficiency of bus services which could have a positive effect on this SA objective. Double the amount of traffic could have negative effects on the amenity of the High Street.	+
				?				?
5. Accessibility	Long-term positive effect on this SA objective as the option will improve pedestrian access to the High Street as well as encourage walking.	++	As for option 1 there will be positive effects on this SA objective. However, this option will have a greater effect on pedestrian accessibility on the eastern arm of the High Street. Uncertainty identified as for SA objective 1. This option could result in the	+	Further enhanced benefits for pedestrian movement along the High Street. However, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes.	+	This option will not have the same benefits for pedestrian movement as the other options. Reduced congestion and an improved bus service have the potential for a positive effect on accessibility. This option will shift traffic and therefore	+

			diversion of traffic along Bellingham Lane, Church Street and London Hill, which could create a barrier to pedestrian movement in the AAP.	-	This option could shift traffic issues elsewhere creating another barrier to movement within the AAP area. This option could also result in the diversion of buses away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures.	-	accessibility issues elsewhere within the AAP area.	
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	Enhanced public realm and reduced traffic along the high street and Websters Way will have a positive effect on the Conservation Area. Also potential for the option to improve pedestrian access to heritage.	+	As for option 1; however there is also some uncertainty as identified against SA objective 1.	+	As for option 1 & 2; however, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere with negative effects on the setting of the Conservation Area and impacts on pedestrian access to Rayleigh Mount.	+	This option will not have the same benefits as the others in terms of improving the setting of the Conservation Area or improved pedestrian access to heritage. It does have the potential to reduce congestion and improve bus services which could have a positive effect on this SA objective.	+
8. Landscape & Townscape	Potential for a positive effect on townscape	+	As for option 1; however there is also some	+	As for option 1 & 2; however, as identified	+	This option will not have the same	?

	through an improved public realm.		uncertainty as identified against SA objective 1.		in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes, which could have negative effects on townscape.		positive effects on townscape as the other options. Reduced congestion could have positive effects but there still an element of uncertainty.	
9. Climate Change & Energy	The option could encourage walking and help to reduce levels of traffic in the AAP area with indirect positive effects for climate change.	+	As for option 1; however there is also the potential for short-term negative effects through increased traffic as significant capacity improvements/ modifications will be required for the junction of Church Street and the High Street.	+	This option could help to encourage walking through the pedestrianisation of the High Street. However, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes, which could create barriers to pedestrian movement in the AAP area. While there would be no traffic on the pedestrianised section of the High Street levels of traffic and congestion would increase in other areas.	+	This option would double the amount of traffic along the High Street and unlike the other options will not help to encourage walking within the town centre. Potential for negative effects.	-

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	The option could encourage walking and help to reduce levels of traffic in the town centre with indirect positive effects for air quality.	+	As for option 1; however there is also some uncertainty as identified against SA objective 9.	+	As for the appraisal against SA objective 9.	+	This option would double the amount of traffic along the High Street and unlike the other options will not help to encourage walking within the town centre. Potential for negative effects.	-
13. Sustainable Design & Construction	Improvements to the pedestrian environment including enhanced crossings at roundabouts will have a positive effect on this SA objective.	+	As for option 1.	+	As for option 1.	+	Doubling the traffic along the High Street will have a negative effect on this SA objective.	-

Summary:

Option 1 seeks to work within the existing network and provide improvements to pedestrian crossings at roundabouts, a shared space along the High Street and capacity improvements to the junctions at either end of Websters Way. This has the potential for long-term positive effects on SA objectives relating to communities, health and safety, accessibility and the economy. This option has the potential for the greatest benefits compared to the others as it will not shift transport issues elsewhere in the area and will not increase the levels of traffic along the High Street.

The partial or full pedestrianisation of the High Street, or sections of the High Street, proposed in Options 2 and 3 would mean the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way). This would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. Options 2 could also lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures. While Options 2 and 3 have the potential for positive effects through improvements to the public realm the diversion of traffic

has the potential to have negative effects in other areas that have not been pedestrianised.

Option 4 will not result in the public realm improvements as proposed in the other options as it proposes two-way traffic on the High Street. This has the potential to double the amount of traffic using the High Street. Crossing would be regulated at controlled crossing points to allow the movement of pedestrians. The option would remove the need to divert traffic along Websters Way and help to relieve congestion through the town centre by adding a second lane for eastbound traffic. This has the potential for a positive effect, particularly through the provision of two-way buses, which would improve the efficiency of the bus network. This option would not help to encourage walking within the town centre and has the potential for negative effects on climate change and air quality.

Spatial Options

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
1. Balanced Communities	Potential for long-term positive effects on communities through improvements to the public realm, enhanced access to the town centre and the potential for a greater mix of uses.	+	Further enhanced benefits through façade treatments and infill developments along Websters Way creating new active street fronts opening out onto pedestrian routes. The option also proposes a new mixed use courtyard on land to the rear of the High Street that will provide a direct connection to the Mount. There is an element of uncertainty as proposed development could have negative effects on residents and visitors in the short-term during construction (noise and congestion); however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	+	Potential for a long-term positive effect on communities through the provision a new retail, commercial and leisure space (compared to Option 2), the introduction of a shared surface treatment along the High Street and signalisation of road junctions at gateway entry points. The higher level of intervention has the potential for greater negative effects in the short-term (noise & congestion); however, it is considered that suitable mitigation is available at the project level to address negative effects.	++	Further enhanced benefits over the other options through public realm improvements and the provision of mixed-use developments over a wider area. However, there is also the potential for negative effects on communities as traffic will have to be diverted onto other routes, which will have impacts on access to services and facilities in other areas, such as the Community Centre. Compared to option 3, proposed development also has the potential for a greater negative effect in the short-term through increased noise and congestion. The higher level of intervention also has	++
				?		?		-

							the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that suitable mitigation is available at the project level to address negative effects.	
2. Healthy & Safe Communities	Improved pedestrian links to the town centre and enhanced public realm will have a positive effect on health.	+	Further enhanced benefits over option 1 through greater improvements to junctions and pedestrian crossing facilities. Uncertainty identified as for SA objective 1.	+	Potential for long-term positive effects on health and safety through the introduction of shared space treatments and provision of new traffic management measures. Shared space treatments could make it difficult for blind members of the community to move along Bellingham Lane and the High Street. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits for pedestrians as the High Street will be pedestrianised. However, there is also the potential for negative effects as the pedestrianisation of the High Street would require traffic to be diverted and could shift health and safety issues elsewhere in the area. This option would also result in the diversion of buses away from the High Street along other routes which could result in delays to journeys and little opportunity to provide	++
				?		?		-

							priority measures. The higher level of intervention also has the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that suitable mitigation is available at the project level to address negative effects.	
3. Housing	No significant effect identified.	0	New mixed development could potentially provide residential uses.	+	New mixed development could potentially provide residential uses.	+	New mixed development could potentially provide residential uses.	+
4. Economy & Employment	Improved pedestrian links to the town centre and public realm improvements along the High Street have the potential for positive effects on the local economy.	+	Infill developments along Websters Way to create new active street fronts opening out onto pedestrian routes, improved pedestrian links and a new mixed use courtyard development will have a positive effect on the local economy. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits for the economy through the redevelopment of the former Tesco store for mixed-use development and expansion of courtyard development. Shared space treatment also has the potential to increase footfall along the High Street and Bellingham Lane. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits over the other options through public realm improvements and the provision of mixed-use developments over a wider area. However, there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another	++
				?		?		?

							barrier to movement within the AAP area. The higher level of intervention also has the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that suitable mitigation is available at the project level to address negative effects.	
5. Accessibility	Potential for a positive effect through the provision of a new pavement along the north side of Websters Way, improved wayfinding strategy between the High Street and Mount and better defined routes from Castle Road car park to Eastwood Road.	+	Further enhanced benefits over option 1 through greater improvements to junctions and pedestrian crossing facilities. Proposed development could have minor negative effect on accessibility in the short-term. Suitable mitigation available at project level to minimise impacts.	+	Further enhanced benefits through introduction of shared space treatments and provision of new traffic management measures as well as improved access to retail and commercial uses and leisure space. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits for pedestrian movement along the High Street and over the wider plan area. Improved access to health centre, library facilities and other mixed use development. However, there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another	++
				?		?		-

							barrier to movement within the AAP area. This option could also result in the diversion of buses away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.	
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	Improvements to the amenity of the High Street and Websters Way have the potential for a positive effect on the Conservation Area. Improved pedestrian routes and wayfinding also has the potential to improve pedestrian access to heritage.	+	Further enhanced benefits over option 1 through a higher level of intervention to the amenity of Websters Way and greater improvements to junctions and pedestrian crossing facilities. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits over option 1 & 2 through the redevelopment of the former Tesco store, which is having a negative effect on the setting and quality of the Conservation Area. However, there is also the potential for negative effects unless the redevelopment is carefully planned and designed.	+	Will have further enhanced benefits to the setting and quality of the Conservation Area as improvements will happen over a wider area. Given the higher level of development/ intervention proposed there is the potential for a greater negative effect than option 3. Development will need to be carefully planned and designed. As identified against other SA objectives there are significant issues relating to the diversion of traffic and	+

							capacity of surrounding routes. This option could shift traffic issues elsewhere with negative effects on the Conservation Area and impacts on pedestrian access to Rayleigh Mount.	
8. Landscape & Townscape	Improvements to the amenity of the High Street and Websters Way have the potential for a positive effect on town and streetscape.	+	Further enhanced benefits over option 1 through a higher level of intervention to the amenity of Websters Way. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits over option 1 & 2 through the redevelopment of the former Tesco store, which is having a negative effect on the townscape. The higher level of intervention has the potential for greater negative effects in the short-term (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Will have further enhanced benefits to townscape as amenity improvements will happen over a wider area. As identified against other SA objectives there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere with negative effects on townscape. The higher level of intervention also has the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that	+
				?		?		?

							suitable mitigation is available at the project level to address negative effects.	
9. Climate Change & Energy	Improved pedestrian links and an enhanced public realm have the potential to encourage walking within the town centre and reduce private vehicle use.	+	Further enhanced benefits over option 1 through improvements to junctions and pedestrian crossing facilities.	+	Further enhanced benefits over option 1 & 2 through the signalisation of road junctions at gateway entry points which could reduce congestion. Shared space treatments also have the potential to encourage people to walk. Potential for short-term negative effects during construction of proposed development, which could increase congestion.	+	This option could help to encourage walking through the pedestrianisation of the High Street. However, as identified against other SA objectives there are significant issues relating to the diversion of traffic and capacity of surrounding routes, which could create barriers to pedestrian movement in the AAP area. While there would be no traffic on the pedestrianised section of the High Street levels of traffic and congestion would increase in other areas.	+
						?		-
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	Improved pedestrian links and an enhanced public realm have the potential to encourage walking within the town centre and reduce private vehicle use.	+	Further enhanced benefits over option 1 through improvements to junctions and pedestrian crossing facilities.	+	Further enhanced benefits over option 1 & 2 through the signalisation of road junctions at gateway entry points which could reduce congestion. Shared space treatments also have the potential to encourage people to walk. Uncertainty identified as for SA objective 9.	+	As for the appraisal against SA objective 9.	+
13. Sustainable Design & Construction	Positive effect through improvements to the public realm and amenity of the town centre.	+	Further enhanced benefits through the provision of a new mixed use courtyard development.	+	Further enhanced benefits through the provision of shared space treatments.	+	Further enhanced benefits as interventions will occur over a wider area.	+

Summary:

All of the options have the potential for long-term positive effects on communities, health and safety, accessibility, the economy and heritage through improvements to the public realm and amenity of the plan area as well as enhanced movement for pedestrians. The significance of this effect increases along with the level of intervention. The higher levels of intervention proposed in options 3 & 4 will have a greater positive effect on communities and the economy through the provision of mixed-use developments and more dramatic changes to pedestrian movement along the High Street. However, with a higher level of intervention there is also some uncertainty as proposed development has the potential for negative effects in the short-term on SA objectives through increased noise and congestion.

Option 4 has the potential for negative effects on a number of SA objectives as a result of the pedestrianisation of the High Street. This would result in the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way), which would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. It could lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.

A composite option that sought the higher level of intervention proposed in option 4 with the shared space treatments proposed in option 3

(rather than the pedestrianisation of the High Street) would not require the diversion of traffic and would provide greater benefits to a wider area.

Appendix V: SA of Rayleigh AAP Vision and Objectives

Key:

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

Rayleigh AAP Vision

Rayleigh will continue to be recognised as the District's main centre. By 2025, the town centre's retail and leisure offer will be improved through the provision of additional retail floorspace, as well as accommodation for complementary uses, such as leisure facilities, offices and homes. Further environmental enhancements will create a high quality public realm, encourage investment and ensure that the town centre is highly accessible by foot, public transport and private motor vehicle. All new development will help to enhance the town centre's historic setting and respect its existing character, including that of nearby suburban, low-density neighbourhoods.

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	C

SA Objectives		Compatibility Analysis
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	VC
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	C
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 very compatible with a number of SA Objectives including the ones relating to Balanced Communities; Healthy and Safe Communities; Economy and Employment; Accessibility; Biodiversity and Cultural Heritage. The vision is also considered to be compatible with SA Objectives 2, 3, 6, 8, 10 and 11 as it seeks to provide new homes which if of good quality can have indirect positive effects on health and also enhance and respect the town center's character which will have positive effects on the quality of its townscape. In addition, environmental enhancements could lead to positive effects on biological diversity, land, water and soil quality and health. The uncertainties identified within the compatibility analysis relate to the overarching nature of the vision, which cannot be expected to cover all aspects of sustainability in detail. The certainty of compatibility with SA Objectives 9 and 12 could be improved if greater emphasis was placed on improving access in the

AAP area by more sustainable modes of transport, by foot and public transport, rather than by private motor vehicles.

SA Objectives		AAP Objectives			
		1) Strengthening Rayleigh's role as Rochford District's principal town centre.	2) Improving accessibility for all	3) Making the most of historic assets	4) Delivering public realm improvements
1	To ensure the delivery of high quality sustainable communities where people want to live and work	VC	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	U	C	N	U
3	To provide everybody with the opportunity to live in a decent home	C	N	N	N
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	VC	C	U	U
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	VC	N	N
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	U
7	To maintain and enhance the cultural heritage and assets of the District	U	C	VC	C
8	To maintain and enhance the quality of landscapes and townscapes	C	U	C	C

SA Objectives		AAP Objectives			
		1) Strengthening Rayleigh's role as Rochford District's principal town centre.	2) Improving accessibility for all	3) Making the most of historic assets	4) Delivering public realm improvements
9	To reduce contributions to climate change	U	U	N	U
10	To improve water quality and reduce the risk of flooding	U	N	N	U
11	To maintain and improve the quality of the District's land and soil	U	N	N	U
12	To improve air quality	U	U	N	U
13	To promote sustainable design and construction	U	U	U	U

Summary:

The AAP Objectives are compatible with the majority of SA Objectives. The uncertainty that has been identified for SA objectives can largely be mitigated with higher level policies in the Rochford District Council Core Strategy, for example, Policy ENV10 –BRAM and Policy ENV9 – Code for Sustainable Homes would support the AAP Objectives to ensure the certainty of compatibility with SA Objective 13. However, it would be recommend that reference is made to 'environmental enhancements' within the Objectives to ensure they fully support the Vision and to further reduce uncertainty identified for SA Objectives 6 and 9 to 13.

Appendix VI: SA of Rayleigh AAP Pre-Submission Policies

Appraisal key

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

POLICY 1 – RAYLEIGH AREA ACTION PLAN FRAMEWORK			
<p>New opportunities for retail development or other town centre uses together, supported by or contributing to appropriate town centre environmental improvements, will help to strengthen the town’s role as Rochford District’s principal town centre.</p> <p>Development within the Rayleigh AAP area should contribute towards the delivery of the spatial framework as shown in Figure 5. Key elements of this framework are:</p> <ol style="list-style-type: none"> 1. A consolidated and strengthened primary retail core along High Street; 2. Opportunities for new and intensified retail and other mixed-use development as sites become available; 3. The promotion of appropriate proportions and concentrations of uses other than A1 including A2-5, leisure, cultural and community uses, particularly in locations outside the primary retail core, including Bellingham Lane and Eastwood Road; 4. New and improved routes within the AAP area and linking the centre with the railway station and the surrounding area; and 5. New and improved public realm and environmental improvements throughout the centre as identified on the spatial framework. 			
SA Objective	Assessment of Effects		Evidence and Reference (where available)
	Nature of the predicted sustainability effect (positive/negative, short/medium/long-term, cumulative, scale, reversibility, likelihood)		Proposed and Potential Mitigation
1. Balanced Communities	<p>Potential for major long-term positive effects for the Rayleigh community by regenerating the area and encouraging diversity and choice of shops and services to meet the needs of all in the community. The aim of the policy is to strengthen Rayleigh's centre which should lead to a stronger sense of place and identity. Greater pedestrianisation of the area will help reduce intimidation from road vehicles leading to more people feeling able to use the centre and its shops and facilities more frequently. In addition, any increase in diversity of shops and services could help to enhance the</p>	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.

	qualifications and skills of the community.				
2. Healthy & Safe Communities	<p>New, improved and enhanced pedestrian and cycling facilities should encourage more people to get out and about and improve their fitness. In addition, greater predestination is likely to increase the safety of the area. Improving the quality of the area could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect effects on the health of the community. This policy has the potential for a major long-term positive effect.</p> <p>Exceedances in the level NO₂ have been identified (AMEC, 2012) and new development supported by the policy has the potential to contribute to NO₂ levels. However, there is considered to be suitable mitigation available and therefore the residual effects on health are not considered to be significant but uncertainty still exists. Please see SA Objective 12 for further details.</p> <p>There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>	+	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking) and Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy DPD Policy CP1 - Design. • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.
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 encouraging development which will promote and enhance the existing town centre. It seeks to enhance consumer choice through encouraging opportunities for mixed use development in addition to the main focus on retail which should provide more employment opportunities	++		<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	

	<p>(skilled and unskilled) for local residents. In addition, new and improved routes are likely to provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy.</p> <p>Improvements to the public realm will also make the town centre a more attractive and enjoyable place for people to shop, visit and live.</p>			
5. Accessibility	<p>The policy requires development to contribute to new and improved routes within the AAP area linking the centre with the railway station and the surrounding area. The movement framework set out in the supporting text seeks to: deliver greater pedestrian priority; rationalize the taxi rank; creation of more informal crossing points; retain existing bus stops; and enhancement of pedestrian and cycle links across the centre. All of these improvements are likely to increase accessibility and they promote more sustainable transport choices. Therefore the policy is likely to lead to major positive effects.</p> <p>Accessibility improvement which are likely to be brought about by this policy can also have indirect positive effects on the SA Objectives of economy and employment, climate change and energy, air quality and balanced communities.</p>	++	<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) and Policy T3 (Public Transport). 	
6. Biodiversity	<p>The overarching policy requires new development to be supported by or contribute to appropriate town centre environmental improvements which could include the planting of additional trees. Therefore is the potential for minor positive effects on biodiversity.</p>	+	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	<p>This policy could be strengthened if more detail was inserted with regard to biodiversity improvements including other forms of green infrastructure e.g. creation of greenway linkages. It is recommended that account should be taken</p>

				<p>of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004): http://www.tcpa.org.uk/pa-ges/biodiversity-by-design.html</p>
<p>7. Cultural Heritage</p>	<p>Any development could have the potential to affect the conservation area and the listed buildings within the area. New opportunities for retail development or other town centre uses including cultural uses in the AAP area has the potential for long-term positive effect on heritage but Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. Therefore the effects on cultural heritage of this policy are considered to be minor positive.</p> <p>However, there may be some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>	<p>+ ?</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; Policy CP2 – Conservation Areas). • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). • Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	<p>The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.</p>

8. Landscape & Townscape	The policy is likely to lead to minor positive effects on landscape and townscape. The main aim of the policy is to conserve and enhance the townscape character and value to strengthen the town's role as Rochford District's principal town centre. One of the policy's key elements is to ensure that development contributes towards the delivery of new and improved public realm. In addition, undeveloped sites are limited within the AAP area and therefore any development is more likely to use derelict, degraded and underused land - leading to further positive effects.	+		
9. Climate Change & Energy	The policy could result in small reductions in private vehicular travel and therefore greenhouse gas emissions. This could have minor positive effects on climate change. 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 T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of any proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for 	

	<p>out the water efficiency requirements for all new housing and non-residential developments.</p> <p>The closest watercourses of the River Roach, Noble's Ditch and Eastwood Brook area over 600 m from the AAP area and the current ecological quality is moderate and the current chemical quality is considered not to require assessment (EA, 2013). The predicted ecological and chemical quality for 2015 is not expected to change (EA, 2013).</p> <p>The AAP is located in Flood Zone 1 associated with low probability of flooding from fluvial and tidal sources (Rochford District Council, 2011). Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the probability of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).</p>		<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). • Environment Agency (EA) (2013) Flood maps and other information. http://maps.environment-agency.gov.uk 	
11. Land & Soil	<p>It is likely that development supported by the policy will involve the re-use of previously developed land given the lack of Greenfield sites within the centre. In addition, it is not known whether there is any contamination present in the AAP area. However, contaminants are more likely to be found on previously –used sites and therefore redevelopment of existing buildings and re-use of old derelict sites, may lead to the removal of contaminants present. Therefore, there is potential for the policy to lead to minor positive effects in the long-term.</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>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality</p>	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development 	

	<p>Management Area (AQMA) designated.</p> <p>Any new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Although ambient levels of NO₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors to NO₂ are cars and it should be noted that the policy supports greater pedestrianisation and better pedestrian and cycle links. Mitigation is also provided by Core Strategy Policy ENV 5 – Air Quality. Therefore giving consideration to the ambient levels of NO₂ and the mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.</p>		<p>Management DPD (Submission Document) Policy DM29 - Air Quality.</p> <ul style="list-style-type: none"> • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	
<p>13. Sustainable Design & Construction</p>	<p>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 which will lead to long-term positive effects against this SA objective.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	<p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpcpa.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 create new opportunities for development, in particular, retail and to require new development to contribute to appropriate town centre environmental improvements. All of these aims are consistent with the SA objectives developed for the Rayleigh AAP, and the predicted effect is one that is positive for sustainability in the long-term. The policy has the potential for major positive long-term effects on communities, health, the economy and accessibility.</p>				

The potential for negative effects was identified for some SA objectives. Firstly, it was considered that there could be potential negative effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.

It was considered that this policy could be strengthened with regard to biodiversity, if more detail was inserted with regard to biodiversity improvements including other forms of green infrastructure e.g. creation of greenway linkages. It was recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004): <http://www.tcpa.org.uk/pages/biodiversity-by-design.html>. This would in turn help lead to greater positive effects on sustainable design and construction.

POLICY 2 – RETAIL DEVELOPMENT IN RAYLEIGH

Rayleigh town centre is Rochford District's principal shopping centre. The Council will support development proposals that retain or strengthen Rayleigh's position in the local retail hierarchy.

New retail-led development within Rayleigh town centre will be permitted where it would:

1. Maintain the predominance of retail uses in the centre, at concentrations and proportions appropriate to the relevant designated shopping area defined under Policy 3;
2. Contribute positively to the local retail character of the relevant area of the town centre, as identified under Policies 4-8; and
3. Where possible, deliver improved physical linkages along key public routes and between the core High Street and the town's principal car parks.

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 Rayleigh community by regenerating the area and further retail development will give the area a stronger sense of place and identity. In addition, any increase in diversity of shops could help to enhance the qualifications and skills of the community.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	<p>Improving the quality of the area could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect effects on the health of the community. This policy has the potential for a minor long-term positive effect.</p> <p>Exceedances in the level NO₂ have been identified (AMEC, 2012) and new development supported by the</p>	+ ?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking) and Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy DPD Policy CP1 - Design. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.

	<p>policy has the potential to contribute to NO₂ levels. However, there is considered to be suitable mitigation available and therefore the residual effects on health are not considered to be significant but uncertainty still exists. Please see SA Objective 12 for further details.</p> <p>There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>		<ul style="list-style-type: none"> • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	
3. Housing	No significant effects identified.	0		
4. Economy & Employment	The policy will have major long-term positive effects on economy and employment through encouraging development which will promote and enhance the existing town centre and its main retail function. In addition, where possible improvements will be made to key public routes and this is likely to provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy.	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	New retail-led development will only be permitted where it would, where possible, deliver improved physical linkages along key public routes. Therefore, this is likely to lead to minor positive effects on accessibility. The policy also emphasizes the importance of improving the physical linkages between the centre and the car parks and whilst this does not support the promotion of more sustainable modes of transport, it could be considered necessary to support Rayleigh's role as the largest shopping destination in Rochford District and to maintain its connectivity to other centres within the District and the outlying areas. As a result the effects are considered to be minor positive.	+	<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) and Policy T3 (Public Transport). 	This policy could be strengthened if the emphasis of improving key public routes involved the promotion of walking and cycling over the use of cars.

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	<p>Any development could have the potential to affect the conservation area and the listed buildings within the area. New opportunities for retail development or other town centre uses in the AAP area has the potential for long-term positive effect on heritage. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. Therefore the effects on cultural heritage of this policy are considered to be minor positive.</p> <p>However, there may be some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</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; Policy CP2 – Conservation Areas). Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.
8. Landscape & Townscape	The policy is likely to lead to minor positive effects on landscape and townscape. The main aim of the policy is to support new development that will strengthen Rayleigh's position in the local retail hierarchy and making sure it positively contributes to the local retail character. Again, undeveloped sites are limited within	+		

	the AAP area and therefore new development is more likely to use derelict, degraded and underused land - leading to further positive effects.			
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel and therefore greenhouse gas emissions. Given the small reductions in emissions anticipated, the effects are unlikely to be significant.	0	<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 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 any 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 closest watercourses of the River Roach, Noble's Ditch and Eastwood Brook area over 600 m from the AAP area and the current ecological quality is moderate and the current chemical quality is considered not to require assessment (EA, 2013). The predicted ecological and</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). 	

	<p>chemical quality for 2015 is not expected to change (EA, 2013).</p> <p>The AAP is located in Flood Zone 1 associated with low probability of flooding from fluvial and tidal sources (Rochford District Council, 2011). Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the probability of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).</p>		<ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). • Environment Agency (EA) (2013) Flood maps and other information. http://maps.environment-agency.gov.uk 	
11. Land & Soil	<p>It is likely that development supported by the policy will involve the re-use of previously developed land given the lack of Greenfield sites within the centre. In addition, it is not known whether there is any contamination present in the AAP area. However, contaminants are more likely to be found on previously –used sites and therefore redevelopment of existing buildings and re-use of old derelict sites, may lead to the removal of contaminants present. Therefore, there is potential for the policy to lead to minor positive effects in the long-term.</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>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality Management Area (AQMA) designated.</p> <p>Any new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Although ambient levels of NO₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors</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. • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford 	

	to NO ₂ are cars. Mitigation is provided by Core Strategy Policy ENV 5 – Air Quality. Therefore giving consideration to the ambient levels of NO ₂ and the mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.		District Council.	
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 which will lead to long-term positive effects against this SA Objective.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	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:				
<p>This policy was designed to encourage new retail-led development within the town centre in order to strengthen Rayleigh's position in the local retail hierarchy. The policy has the potential for major positive long-term effects on communities and the economy and minor positive effects for health/safety, accessibility, land and soil, landscape/townscape, cultural heritage and sustainable design/construction.</p> <p>Potential for negative effects were identified for some SA objectives. Firstly, it was considered that there could be potential negative effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.</p> <p>It was considered that this policy could be strengthened with regard to accessibility if the emphasis of improving key public routes was placed on the promotion of walking and cycling over the use of cars. In addition, it was recommended that greater positive effects on sustainable design and construction could be achieved if the design of any development was required to maximise opportunities for biodiversity, taking account of 'Biodiversity by Design' (Town and Country Planning Association, 2004).</p>				

POLICY 3 – RAYLEIGH'S SHOPPING FRONTAGES

Within the town centre's primary and secondary shopping frontages, as defined on the Rayleigh AAP Proposals Map (Figure 10), proposals for A1 retail uses will be acceptable. A proposed change of use for non-retail (non-A1) purposes will be permitted where it would:

1. Not have a detrimental impact on, or undermine, the predominance of A1 uses within the centre, both within the centre as a whole and within the primary shopping frontage;
2. Not create a cluster of non-A1 uses within the same use class in a locality that undermines the retail character of the centre; and
3. Entail the provision of a non-A1 use which is considered to positively contribute to the overall offer and encourage people into the centre.

The Council will generally seek to ensure 75% of Rayleigh's primary shopping frontage and 50% of its secondary shopping frontage in retail (A1) use.

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 Rayleigh community encouraging diversity and choice of shops and services to meet the needs of all in the community. The policy seeks to protect the retail function of the centre leading to a stronger sense of place and identity. In addition, any increase in diversity of shops and services could help to enhance the qualifications and skills of the community.	++	<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 also by Policy ENV 5 –Air Quality. Therefore the	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies T6 (Cycling and Walking), CLT5 (Open Space) and ENV – Air Quality. • Rochford District Council Core Strategy DPD Policy 	

	residual effects are considered not to be significant but uncertainty still exists.		<ul style="list-style-type: none"> CP1 - Design. AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. National Planning Policy Framework (2012) 	
3. Housing	A change of use from A1 to non-A1 uses such as housing would be permitted subject to 3 conditions. Therefore there is potential for minor positive effects on housing.	+		
4. Economy & Employment	The policy will have major long-term positive effects on economy and employment through encouraging development which will promote and enhance the existing town centre. It seeks to enhance consumer choice through allowing the development of non-retail uses subject to a number of conditions which seek to protect the main retail function of the centre. Allowing development of different uses is likely to provide more employment opportunities (skilled and unskilled) for local residents.	++	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	No significant effects identified as policy is concerned with change of use rather than the building of new structures where opportunities to improve accessibility could be provided.	0	<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) and 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.u 	

			k	
7. Cultural Heritage	The policy is concerned with change of use rather than the building of new structures. However, any change in the façade of buildings and displays of the AAP area could have the potential to negatively affect the character and appearance of the conservation area to the north and or negatively affect the setting and or façade of a listed building. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. In addition, new development could have the potential to enhance the historic character if carefully and sympathetically designed which 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; Policy CP2 – Conservation Areas). Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	
8. Landscape & Townscape	The policy is likely to lead to minor positive effects on landscape and townscape. The main aim of the policy is to seek to protect the local retail character and only allowing a change of use subject to a number of conditions. Existing buildings will be used and there is potential for derelict, degraded or underused buildings to be brought back into use.	+		
9. Climate Change & Energy	No significant effects identified as policy is concerned with change of use rather than the building of new structures where opportunities to improve effects on	0	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable 	

	climate change and energy could be provided.		<p>Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation.</p> <ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	No significant effects identified as policy is concerned with change of use rather than the building of new structures.	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 	

			<p>Final Report (2011).</p> <ul style="list-style-type: none"> Environment Agency (EA) (2013) Flood maps and other information. http://maps.environment-agency.gov.uk 	
11. Land & Soil	It is likely that the policy will encourage the re-use of previously developed land as it will involve the change of use of existing structures. Therefore, there is potential for the policy to lead to minor positive effects in the long-term.	+	<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>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. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and also by Policy ENV 5 –Air Quality. Therefore the residual effects are considered not to be significant but uncertainty still exists.</p> <p>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality Management Area (AQMA) designated. However, it is considered unlikely that a change of use will increase contributions to NO₂.</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. AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. National Planning Policy Framework (2012) 	
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 which will lead to long-term positive effects against this SA Objective.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	

			<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	
<p>Summary:</p> <p>This policy aims to protect existing retail uses but also where appropriate and subject to a number of conditions, it will support non-retail uses. It is concerned with change of use rather than development of new buildings. The policy has the potential for major positive long-term effects on communities and the economy and minor positive effects for housing, landscape/townscape, land/soil, cultural heritage and sustainable design/construction. Potential for negative effects were only identified against SA objectives relating to health/safety and air quality through permitting A3 and A4 uses which may have an impact on odour and smoke on adjoining uses. It was considered that the nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. Also, it was found that mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and also by Policy ENV 5 –Air Quality and therefore the potential residual effects are not considered to be significant.</p>				

POLICY 4 – RAYLEIGH'S CHARACTER AREAS

Development will have regard to Rayleigh town centre's identified character areas as defined in Figure 11 and the important role that each of these play in helping to make Rayleigh a successful place. Guiding principles for these areas are outlined under Policies 5, 6, 7 and 8. Where these policies contain principles that specify environmental enhancements, development should either incorporate or contribute towards these improvements.

There are principles that are important in respect of development in all four of the character areas; development should either incorporate or contribute towards the specified schemes. The principles are:

1. Public realm interventions should include the replacement of poor quality paving, the removal of street clutter, the improvement of the lighting for pedestrian routes, and the planting of native 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 better shelters and increased seating provision; and
4. New and improved pedestrian signage should be introduced for key destinations and attractions, including the rail station, the town centre, the Mount, the Windmill, Holy Trinity Church and the Dutch Cottage.

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 Rayleigh community by regenerating the area and encouraging diversity and choice of shops and services to meet the needs of all in the community. The aim of the policy is to strengthen the key characteristics of the AAP area which has been divided into four and this should lead to a stronger sense of place and identity. Specific public realm improvements outlined in principle 1 of the policy should benefit the elderly and the disabled by enabling easier and more comfortable	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	

	access to goods and services in the centre.				
2. Healthy & Safe Communities	<p>The public realm improvements involve replacing poor quality pavements, improving lighting and removing street clutter and these will help, in particular, the elderly and disabled people move around the AAP area more easily and comfortably. 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 could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect effects on the health of the community. This policy has the potential for a long-term major positive effect.</p> <p>Exceedances in the level NO₂ have been identified (AMEC, 2012) and new development supported by the policy has the potential to contribute to NO₂ levels. However, there is considered to be suitable mitigation available and therefore the residual effects on health are not considered to be significant but uncertainty still exists. Please see SA Objective 12 for further details.</p> <p>There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>	+ +	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking) and Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy DPD Policy CP1 - Design. • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.
3. Housing	No significant effects identified.	0			
4. Economy & Employment	The policy will have minor long-term positive effects on economy and employment as it seeks to improve cycling and bus facilities which are likely to provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy.	+		<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	

	Improvements to the public realm will also make the town centre a more attractive and enjoyable place for people to shop, visit and live.			
5. Accessibility	<p>All the principles outlined in the policy are geared towards improving accessibility for all and for promoting more sustainable modes of transport such as walking, cycling and the use of buses. The public realm improvements involve replacing poor quality pavements, improving lighting and removing street clutter and these will help, in particular, the elderly and disabled people move around the AAP area more easily and comfortably. Improved pedestrian signage will also help realise positive effects on legibility. Therefore the policy is considered likely to lead to major positive effects in the long-term on accessibility.</p> <p>Accessibility improvement which are likely to be brought about by this policy can also have indirect positive effects on the SA Objectives of economy and employment, climate change and energy, air quality and balanced communities.</p>	++	<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) and Policy T3 (Public Transport). 	
6. Biodiversity	The overarching policy cements the need for new development to incorporate or contribute towards environmental enhancements specified in Policies 5 to 8. It also requires that public realm improvements should include the planting of native trees in the streets. Therefore is the potential for minor positive effects on biodiversity.	+	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	The main thrust of the AAP is to ensure that the historic character of the centre is protected and where possible enhanced and this principle is set out in the supporting text to this policy. The policy itself advocates new and improved pedestrian signage to key cultural heritage assets such as the Mount and the Windmill which will hopefully improve access to heritage. Furthermore,	+ +	<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; Policy CP2 – 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.

	<p>public realm interventions are likely to help improve the aesthetic value of the AAP area which could have positive effects on the conservation area and the settings of the listed buildings. In addition, policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. Therefore the overall effects on cultural heritage of this policy are considered to be major positive in the long-term.</p> <p>However, there may be some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>		<p>Conservation Areas).</p> <ul style="list-style-type: none"> • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). • Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	
<p>8. Landscape & Townscape</p>	<p>The policy is likely to lead to minor positive effects on landscape and townscape. The policy divides the AAP area into four character areas and sets the scene for policies 5 to 8 to draw out the key principles for maintaining the character for that part of the AAP area. Key principle 1 regards public realm interventions which are applicable to the entire AAP area and these will help improve the conserve and enhance the AAP's townscape and its quality.</p>	<p>+</p>		
<p>9. Climate Change & Energy</p>	<p>The policy could result in small reductions in vehicular travel and therefore greenhouse gas emissions. The requirement to plant native tree species can also help off-set carbon emissions of new development. This could have minor positive effects on climate change.</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 	

			<p>Development Management DPD (Submission Document).</p> <ul style="list-style-type: none"> • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • 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 any 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 closest watercourses of the River Roach, Noble's Ditch and Eastwood Brook area over 600 m from the AAP area and the current ecological quality is moderate and the current chemical quality is considered not to require assessment (EA, 2013). The predicted ecological and chemical quality for 2015 is not expected to change (EA, 2013).</p> <p>The AAP is located in Flood Zone 1 associated with low probability of flooding from fluvial and tidal sources (Rochford District Council, 2011). Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the probability of 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). • Environment Agency (EA) (2013) Flood maps and other information. http://maps.environment-agency.gov.uk 	

11. Land & Soil	No significant effects identified.	0	<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>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality Management Area (AQMA) designated.</p> <p>Any new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Although ambient levels of NO₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors to NO₂ are cars and it should be noted that the policy supports enhanced cycle park facilities and upgraded bus facilities. Mitigation is also provided by Core Strategy Policy ENV 5 – Air Quality. Therefore giving consideration to the ambient levels of NO₂ and the mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.</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. AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	
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 which will lead to long-term positive effects against this SA objective.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	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 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 objectives developed for the Rochford AAP, and the predicted overall result is one that is positive for sustainability. It also emphasises the importance of the historic character of the centre and requires that it is protected and where possible, enhanced. The policy has the potential for major long-term positive effects on SA objectives relating to communities, health/safety, accessibility and cultural heritage and minor positive effects for a number of other objectives, including, the economy, landscape/townscape, climate change/energy, sustainable design/construction and biodiversity.

Again, potential for negative effects was identified for some SA objectives. Firstly, it was considered that there could be potential negative effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.

In addition, it was recommended that greater positive effects on sustainable design and construction could be achieved if the design of any development was required to maximise opportunities for biodiversity, taking account of 'Biodiversity by Design' (Town and Country Planning Association, 2004).

POLICY 5 – CHARACTER AREA A: CENTRAL HIGH STREET

Development in the Central High Street area will help to protect and improve Rayleigh's position as the District's principal retail centre. Retail (A1) uses will be supported by a high quality public realm and excellent links to the rest of the town centre and the wider surrounding area.

The following principles are important:

1. Development will respond positively to local townscape character, key elements of which include:

a. A strong building line at the back edge of pavement;

b. Town centre, predominantly A1 retail, uses at ground floor level;

c. Prevailing building heights of 3 storeys; and

d. Principal points of access to ground and upper floors positioned to address the High Street directly.

2. In accordance with Policy 3, shopping frontages should be predominately A1 in use;

3. Development will be acceptable where it would lead to the creation of additional A1 use floorspace which would strengthen the retail function and character of the town centre;

4. Public realm enhancements should be focused on the creation of a new public space at the centre of the High Street and include the rationalisation and reduction in size of the existing taxi rank; and

5. Pedestrian links within the AAP area, including those between the central High Street area and the Websters Way car park, and across Rayleigh, including to the rail station, should be strengthened.

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 Rayleigh community by regenerating the area and encouraging diversity and choice of shops to meet the needs of all in the community. The aim of the policy is to strengthen Rayleigh's retail centre and create a high	++	<ul style="list-style-type: none"> Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	

	quality public realm which should lead to a stronger sense of place and identity.			
2. Healthy & Safe Communities	<p>New, improved and enhanced pedestrian links should encourage more people to get out and about and improve their fitness. Improving the quality of the area could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect effects on the health of the community. This policy has the potential for a minor long-term positive effect.</p> <p>Exceedances in the level NO₂ have been identified (AMEC, 2012) and new development supported by the policy has the potential to contribute to NO₂ levels. However, there is considered to be suitable mitigation available and therefore the residual effects on health are not considered to be significant but uncertainty still exists. Please see SA Objective 12 for further details.</p> <p>There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>	+ ?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking) and Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy DPD Policy CP1 - Design. • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.
3. Housing	No significant effects identified.	0		
4. Economy & Employment	The policy will have major long-term positive effects on economy and employment through encouraging development of multi-storey buildings for retail uses (3 storeys) which will promote and enhance the existing town centre. The main focus of the policy is on supporting retail development on retail which should provide more employment opportunities for local residents. In addition, it also requires that pedestrian links to the centre should be strengthened which is likely to	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	

	<p>provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy.</p> <p>Improvements to the public realm will also make the town centre a more attractive and enjoyable place for people to shop, visit and live.</p>			
5. Accessibility	<p>The policy requires that pedestrian links within the AAP area to be strengthened and mentions specifically links to the Railway station and the car park in Websters Way. As mentioned previously whilst improving pedestrian links to the car does not support the promotion of more sustainable modes of transport, it could be considered necessary to support Rayleigh's role as the largest shopping destination in Rochford District and to maintain its connectivity to other centres within the District and the outlying areas. As a result the effects are considered to be minor positive.</p>	+	<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) and Policy T3 (Public Transport). 	
6. Biodiversity	<p>There are no specified environmental improvements relating to biodiversity under this policy. There are existing mature trees and shrubbery which are stated in the supporting text as significantly contributing to the local townscape character and as a result they are offered protection by the policy with regard to the protection and enhancement of the area's character. Therefore the effects on biodiversity are considered to be minor positive.</p> <p>Potential opportunities to improve biodiversity and access to biodiversity or natural greenspace also exist as a result of the character area being adjacent to a BAP priority Habitat of Deciduous Woodland – the Mount (Defra, 2013).</p>	+	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	<p>Certainty of positive effects on biodiversity would be increased, if a requirement was introduced to create a potential greenway focused on pedestrians which would link the centre and the Mount. This could also provide additional positive effects for many other SA Objectives, in particular for cultural heritage. It is recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and</p>

				the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004): http://www.tcpa.org.uk/pages/biodiversity-by-design.html
7. Cultural Heritage	<p>Any development could have the potential to affect the conservation area and the listed buildings within the area. Furthermore, public realm interventions are likely to help improve the aesthetic value of the AAP area which could have positive effects on the conservation area and the settings of the listed buildings. In addition, policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. Therefore the effects on cultural heritage of this policy are considered to be minor positive in the long-term.</p> <p>However, there may be some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</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; Policy CP2 – Conservation Areas). Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.
8. Landscape & Townscape	The policy is likely to lead to minor positive effects on landscape and townscape. The policy sets out the key principles for conserving and enhancing the central high street's character with particular emphasis on design,	+		

	development use and improvements to the public realm. Again, undeveloped sites are limited within the AAP area and therefore new development is more likely to use derelict, degraded and underused land - leading to further positive effects.			
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel resulting from the creation of strengthened pedestrian links within AAP area and therefore there could be a reduction in greenhouse gas emissions. Given the small reductions in emissions anticipated, the effects are unlikely to be significant.	+	<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 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 any 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 closest watercourses of the River Roach, Noble's Ditch and Eastwood Brook area over 600 m from the AAP area and the current ecological quality is moderate and</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 	

	<p>the current chemical quality is considered not to require assessment (EA, 2013). The predicted ecological and chemical quality for 2015 is not expected to change (EA, 2013).</p> <p>The AAP is located in Flood Zone 1 associated with low probability of flooding from fluvial and tidal sources (Rochford District Council, 2011). Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the probability of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).</p>		<p>Water Cycle Study, Scoping Study (2009).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). • Environment Agency (EA) (2013) Flood maps and other information. http://maps.environment-agency.gov.uk 	
11. Land & Soil	<p>It is likely that development supported by the policy will involve the re-use of previously developed land given the lack of Greenfield sites within the centre. In addition, it is not known whether there is any contamination present in the AAP area. However, contaminants are more likely to be found on previously –used sites and therefore redevelopment of existing buildings and re-use of old derelict sites, may lead to the removal of contaminants present. It also requires new development to respond positively to the prevailing building heights which are 3 storeys high. This encourages high-density development and the best use of space. Therefore, there is potential for the policy to lead to minor positive effects in the long-term.</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>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality Management Area (AQMA) designated.</p> <p>Any new development has the potential to increase NO₂</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>levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Although ambient levels of NO₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors to NO₂ are cars and it should be noted that the policy supports the creation of better pedestrian links within this part of the AAP area. Mitigation is also provided by Core Strategy Policy ENV 5 – Air Quality. Therefore giving consideration to the ambient levels of NO₂ and the mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.</p>		<ul style="list-style-type: none"> • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	
<p>13. Sustainable Design & Construction</p>	<p>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 which will lead to long-term positive effects against this SA objective.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	<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 identifies a number of important principles for any development proposed in the Central High Street character area, which includes the requirement for development to respond positively to the local townscape character. Specific proposals within the policy include the potential public realm improvements focusing on the creation of new public space. The regeneration of the Central High Street Area, will help to strengthen the retail function and create a stronger sense of place as well as improve accessibility, which has the potential for long-term positive effects against a number of SA objectives, including accessibility, health, landscape/townscape, land and soil and biodiversity, and in particular communities and the economy.</p> <p>Again, potential for negative effects was identified for some SA objectives. Firstly, it was considered that there could be potential negative</p>				

effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.

It was considered that the certainty of positive effects resulting from the implementation of this policy on biodiversity could be increased if a requirement was introduced to create a potential greenway, focused on pedestrians, which would link the centre and the Mount (an important cultural heritage asset). It was considered that this could also lead to additional positive effects for many other SA Objectives, in particular, for cultural heritage and health. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004). This would in turn help lead to greater positive effects on sustainable design and construction.

POLICY 6 – CHARACTER AREA B: HIGH STREET NORTH AND BELLINGHAM LANE

Development in the High Street North and Bellingham Lane area will support the retail function of the central High Street area, primarily through the provision of complementary uses, including leisure, cultural and community facilities – many of which contribute positively to the evening and night time economy. The character of this area is underpinned by a number of important heritage and leisure/cultural assets and civic uses.

The Council will support development in the High Street North and Bellingham Lane area that would protect and enhance its existing character, with a particular emphasis on its role supporting the central High Street area and the need to respect the setting of its key heritage assets. The following principles are important:

1. Development will respond positively to local townscape character, key elements of which include:

a. High quality historic townscape;

b. Town centre uses at ground floor level;

c. Prevailing building heights of 2 and 3 storeys – with taller prominent landmark buildings; and

d. An urban morphology characterised by fine grain development benefitting from rich and varied traditional building detailing and materials.

2. In accordance with Policy 3, shopping frontages should be in a mix of retail (A1) and other appropriate town centre uses, including leisure, cultural, community facilities and uses that contribute to the evening and night time economy;

3. Development will be acceptable where it would lead to the creation of additional floorspace for appropriate town centre uses that support the main retail function of the central High Street area;

4. The development of building backs will be acceptable where this would not have an undue negative impact on the operation of units fronting the High Street;

5. Development in the area should, where possible, seek to deliver improvements in the townscape and environmental quality of the Bellingham Lane area – including the opportunities to improve the public space in front of The Mill Arts and Events Centre; and

6. Pedestrian links across Rayleigh, including to the Mount, should be strengthened.

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)			
<p>1. Balanced Communities</p>	<p>Potential for major long-term positive effects for the Rayleigh community by regenerating the area and encouraging diversity and choice of shops and services to meet the needs of all in the community. The aim of the policy is to maintain the historic character of this part of the AAP area which should lead to a stronger sense of place and identity. In addition, any increase in diversity of shops and services could help to enhance the qualifications and skills of the community.</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>New, improved and enhanced pedestrian links should encourage more people to get out and about and improve their fitness. Improving the quality of the area could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect effects on the health of the community. This policy has the potential for a minor long-term positive effect.</p> <p>Exceedances in the level NO₂ have been identified (AMEC, 2012) and new development supported by the policy has the potential to contribute to NO₂ levels. However, there is considered to be suitable mitigation available and therefore the residual effects on health are not considered to be significant but uncertainty still exists. Please see SA Objective 12 for further details.</p> <p>There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects</p>		<p>+ ?</p> <ul style="list-style-type: none"> Rochford District Council Core Strategy Policy T6 (Cycling and Walking) and Core Strategy Policy CLT5 (Open Space). Rochford District Council Core Strategy DPD Policy CP1 - Design. AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	<p>The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.</p>

	on this SA objective are considered to be uncertain.			
3. Housing	Housing development would be supported if it would protect and enhance the area's existing character, with particular emphasis on the area's role in supporting the centre and respecting the setting of key heritage assets. The housing development must also be subject to a number of principles. Therefore there is potential for minor positive effects in the long-term.	+		
4. Economy & Employment	<p>The policy will have major long-term positive effects on economy and employment through encouraging development of multi-storey buildings for retail uses (2 - 3 storeys) which will promote and enhance the existing town centre. It seeks to enhance consumer choice through encouraging opportunities for development in addition to the main focus on retail which should provide more employment opportunities (skilled and unskilled) for local residents. In addition, the policy seeks to strengthen pedestrian links across Rayleigh which is likely to provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy.</p> <p>Improvements to the townscape and environmental quality of the Belling Lane area and to the public space in front of the Mill Arts and Events centre will also contribute to making the area a more attractive and enjoyable place for people to shop, visit and live.</p>	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy requires that pedestrian links across Rayleigh are strengthened. Therefore it is considered to lead to minor positive effects in the long-term.	+	<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) and Policy T3 (Public 	

<p>6. Biodiversity</p> <p>The policy requires that development should where possible seek to deliver improvements to the environmental quality of Bellingham Lane area including opportunities to improve the public space in front of the Mill Arts and Events Centre. However, there are existing trees and shrubbery which contribute to the biodiversity of the area and should be retained. Therefore the effects on biodiversity are considered to be uncertain.</p> <p>Again as with Area A, potential opportunities to improve biodiversity and access to biodiversity or natural greenspace also exist as a result of the character area being adjacent to a BAP priority Habitat of Deciduous Woodland – the Mount (Defra, 2013).</p>		?	<p>Transport).</p> <ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	<p>Certainty of positive effects on biodiversity would be enhanced if there was a requirement to protect and retain existing trees and shrubbery. It could also be specified in the supporting text that the public space outside of the Mill Arts and Events Centre and the Mill itself could be turned into a communal greenspace to incorporate fine grain habitats to boost biodiversity and aesthetic value. In addition, creating a potential greenway focused on pedestrians which linking Area B, with the Mount, the Mill and the main centre could also provide additional positive effects for biodiversity as well as many other SA Objectives, in particular for cultural heritage. It is recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country</p>
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				Planning Association, 2004): http://www.tcpa.org.uk/pages/biodiversity-by-design.html
7. Cultural Heritage	<p>This policy applies to the part of the AAP area which falls with the Rayleigh Conservation Area. Great emphasis is placed on the high quality historic townscape in this part of the AAP and as a result the policy requires that development will protect and where possible enhance the existing character with particular emphasis on the need to respect the setting of key heritage assets. The policy itself requires that pedestrian links are strengthened across Rayleigh including to the key heritage asset -the Mount new and this should increase access to heritage leading to positive effects. In addition, policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. Therefore the effects on cultural heritage of this policy are considered to be minor positive in the long-term.</p> <p>However, there may be some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</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; Policy CP2 – Conservation Areas). Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. yes
8. Landscape & Townscape	The policy is likely to lead to minor positive effects on landscape and townscape. The policy sets out the key principles for conserving and enhancing the high street's (north) and Bellingham Lane's character with particular emphasis on design, it's historic assets, development use and also specifically requiring development, where possible to deliver improvement to the public space in	+		

	front of the Mill Arts and Events Centre. Again, undeveloped sites are limited within the AAP area and therefore new development is more likely to use derelict, degraded and underused land - leading to further positive effects.			
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel resulting from the creation of strengthened pedestrian links within AAP area and therefore there could be a reduction in greenhouse gas emissions. Given the small reductions in emissions anticipated, the effects are unlikely to be significant.	0	<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 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 any 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 closest watercourses of the River Roach, Noble's Ditch and Eastwood Brook area over 600 m from the AAP area and the current ecological quality is moderate and</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 	

	<p>the current chemical quality is considered not to require assessment (EA, 2013). The predicted ecological and chemical quality for 2015 is not expected to change (EA, 2013).</p> <p>The AAP is located in Flood Zone 1 associated with low probability of flooding from fluvial and tidal sources (Rochford District Council, 2011). Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the probability of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).</p>		<p>Water Cycle Study, Scoping Study (2009).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). • Environment Agency (EA) (2013) Flood maps and other information. http://maps.environment-agency.gov.uk 	
11. Land & Soil	<p>It is likely that development supported by the policy will involve the re-use of previously developed land given the lack of Greenfield sites within the centre. In addition, it is not known whether there is any contamination present in the AAP area. However, contaminants are more likely to be found on previously –used sites and therefore redevelopment of existing buildings and re-use of old derelict sites, may lead to the removal of contaminants present. It also requires new development to respond positively to the prevailing building heights which are 2 - 3 storeys high. This encourages high-density development and the best use of space. The policy also supports the development of building backs subject to conditions. Therefore, there is potential for the policy to lead to minor positive effects in the long-term.</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>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality Management Area (AQMA) designated.</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>Any new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Although ambient levels of NO₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors to NO₂ are cars and it should be noted that the policy supports the creation of better pedestrian links within this part of the AAP area. Mitigation is also provided by Core Strategy Policy ENV 5 – Air Quality. Therefore giving consideration to the ambient levels of NO₂ and the mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.</p>		<p>Policy DM29 - Air Quality.</p> <ul style="list-style-type: none"> • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	
<p>13. Sustainable Design & Construction</p>	<p>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 which will lead to long-term positive effects against this SA objective.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	<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 identifies a number of important principles for any development proposed in the High Street (north) and Bellingham Lane Character Area B, which includes the requirement for development to respond positively to the local townscape character with regard to several key elements one of which refers to the high quality of the historic townscape. The regeneration of Area B will help support the main retail function of the central high street covered by the previous policy primarily through the provision of complementary uses. All of principles are consistent with the SA objectives developed for the Rayleigh AAP, and the predicted effect is one that is positive for sustainability in the long-term. The policy was considered likely to lead to major positive effects on the SA objectives of communities and the economy.</p> <p>Again, potential for negative effects was identified for some SA objectives. Firstly, it was considered that there could be potential negative</p>				

effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.

Uncertain effects were identified for biodiversity and it was considered that the certainty of positive effects on biodiversity could be increased if there was a requirement to protect and retain existing trees and shrubbery. It was also suggested that wording could be inserted into the supporting text which specified that the public space outside of the Mill Arts and Events Centre and the Mill itself could be turned into a communal greenspace to incorporate fine grain habitats to boost biodiversity and aesthetic value. In addition, it was suggested that creating a potential greenway focused on pedestrians linking Area B, with the Mount, the Mill and the main centre could also provide additional positive effects for biodiversity as well as many other SA Objectives, in particular for cultural heritage. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004). This would in turn help lead to greater positive effects on sustainable design and construction.

POLICY 7 – CHARACTER AREA C: HIGH STREET SOUTH AND EASTWOOD ROAD

Development in the High Street south and Eastwood Road area will support the retail function of the central High Street area, with an emphasis on the provision of secondary retailing and complementary uses, including service and office uses and community facilities. The area is well served by public parking which supports nearby convenience retailing.

The Council will support development in the High Street south and Eastwood Road area that would protect and enhance its existing character, with an emphasis on its role supporting the central High Street area. The following principles are important:

1. Development will respond positively to local townscape character, key elements of which include:
 - a. A more coarse grain of development – more suited to accommodating larger floor-plates;
 - b. Town centre uses at ground floor level; and
 - c. Prevailing building heights of 3 storeys.
2. In accordance with Policy 3, shopping frontages should be in a mix of retail (A1) and other appropriate town centre uses, including leisure and community facilities;
3. Development will be acceptable where it would lead to the creation of additional floorspace for appropriate town centre uses that support the main retail function of the central High Street area. The area is considered the most appropriate location for additional convenience retail floorspace;
4. Pedestrian links within the AAP area, including those between the High Street south and Eastwood Road area and the Castle Road car park, should be strengthened; and
5. Development should not result in an overall loss of public parking in this area which plays a critical role in supporting the vitality and viability of the businesses in the town centre.

SA Objective	Assessment of Effects		
	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
1. Balanced	Potential for major long-term positive effects for the	++	• Rochford District Local

Communities	Rayleigh community by regenerating the area and encouraging diversity and choice of shops and services to meet the needs of all in the community. The policy requires new development to respond positively to the local townscape character which should lead to a stronger sense of place and identity. Protection is also afforded to car parking in this area of the AAP which is particularly important for disabled people and convenience shopping. In addition, any increase in diversity of shops and services could help to enhance the qualifications and skills of the community.		Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.	
2. Healthy & Safe Communities	<p>The potential for new employment opportunities will have positive indirect effects on the health of the community. This policy has the potential for a minor long-term positive effect.</p> <p>Exceedances in the level NO₂ have been identified (AMEC, 2012) and new development supported by the policy has the potential to contribute to NO₂ levels. However, there is considered to be suitable mitigation available and therefore the residual effects on health are not considered to be significant but uncertainty still exists. Please see SA Objective 12 for further details.</p> <p>There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>	+ ?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking) and Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy DPD Policy CP1 - Design. • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.
3. Housing	Housing development would be supported if it would protect and enhance the area's existing character, with an emphasis on the area's role in supporting the centre. The housing development must also be subject to a number of principles. Therefore there is potential for minor positive effects in the long-term.	+		

<p>4. Economy & Employment</p>	<p>The policy will have major long-term positive effects on economy and employment through encouraging development of multi-storey buildings for retail uses (3 storeys) which will promote and enhance the existing town centre. It seeks to enhance consumer choice through encouraging opportunities for mixed use development in addition to the main focus on retail which should provide more employment opportunities (skilled and unskilled) for local residents. It also seeks to protect existing car parking which is considered to play a critical roles in supporting the businesses in the town centre. In addition, new and improved routes are likely to provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy.</p> <p>Improvements to environment to the lanes between Webster Way and High Street and the promotion of the lane alongside the Spread Eagle Pub to provide pop-up retail stalls and events will also contribute to making the area a more attractive, vibrant and a more diverse place for people to shop, visit and live.</p>	<p>++</p>	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
<p>5. Accessibility</p>	<p>The policy requires that pedestrian links with the AAP area are strengthened and mentions specifically links to the car park in Castle Road. As mentioned previously whilst improving pedestrian links to the car does not support the promotion of more sustainable modes of transport, it could be considered necessary to support Rayleigh's role as the largest shopping destination in Rochford District and to maintain its connectivity to other centres within the District and the outlying areas. For this area of the AAP, it is also mentioned that public car parking supports the nearby convenience retailing and is vitally important to supporting the vitality and viability of the businesses in the town centre. As a result the effects are considered to be minor positive.</p>	<p>+</p>	<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) and Policy T3 (Public Transport). 	

<p>6. Biodiversity</p>	<p>In the supporting text of the policy, the library has been identified as a place where there is potential to deliver environmental improvements. However, there are existing trees and shrubbery which contribute to the biodiversity of the area and should be retained. Therefore the effects on biodiversity are considered to be uncertain.</p> <p>Potential opportunities to improve biodiversity and access to biodiversity also exist as a result part of the character area being adjacent to King George's park.</p>	<p>?</p>	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	<p>Certainty of positive effects on biodiversity would be increased if there was a requirement to protect and retain existing trees and shrubbery. In addition, new development could be encouraged to contribute to creating a potential continuous street tree canopy which would link High street and Eastwood Road to King George's Park. This could also provide additional positive effects for biodiversity as well as many other SA Objectives, in particular for landscape and townscape. It is recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004): http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>7. Cultural Heritage</p>	<p>This policy applies to the part of the AAP area which houses few listed heritage assets and only the northern tip is covered by the conservation area which is</p>	<p>+ ?</p>	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. 	<p>The short-term effects could be resolved by requiring that a</p>

	<p>characterised by 19th Century buildings and buildings from the 1920s. The policy requires that development should respond positively to the local townscape character which would implicitly protect any local cultural heritage. Any development could have the potential to negatively affect the conservation area and the listed buildings within the area. In addition, policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. Therefore the overall effects of the policy are considered to be major positive.</p> <p>However, there may be some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>		<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD (adopted) (Policy CP3 - Local List; Policy CP2 – Conservation Areas). • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). • Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	<p>construction management plan is developed or by incorporating phasing at the project level.</p>
8. Landscape & Townscape	<p>The policy is likely to lead to minor positive effects on landscape and townscape. The policy sets out the key principles for conserving and enhancing the high street's (south) and Eastwood Road's character with particular emphasis on design and development use. Again, undeveloped sites are limited within the AAP area and therefore new development is more likely to use derelict, degraded and underused land - leading to further positive effects.</p>	+		
9. Climate Change & Energy	<p>The policy could result in small reductions in vehicular travel resulting from the creation of strengthened pedestrian links within AAP area and therefore there could be a reduction in greenhouse gas emissions. Given the small reductions in emissions anticipated, the</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 	

	<p>effects are unlikely to be significant.</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 T6 (Cycling and Walking). • 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 any 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 closest watercourses of the River Roach, Noble's Ditch and Eastwood Brook area over 600 m from the AAP area and the current ecological quality is moderate and the current chemical quality is considered not to require assessment (EA, 2013). The predicted ecological and chemical quality for 2015 is not expected to change (EA, 2013).</p> <p>The AAP is located in Flood Zone 1 associated with low probability of flooding from fluvial and tidal sources (Rochford District Council, 2011). Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the probability of flooding</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, 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). • Environment Agency (EA) 	

	although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).		(2013) Flood maps and other information. http://maps.environment-agency.gov.uk	
11. Land & Soil	It is likely that development supported by the policy will involve the re-use of previously developed land given the lack of Greenfield sites within the centre. In addition, it is not known whether there is any contamination present in the AAP area. However, contaminants are more likely to be found on previously –used sites and therefore redevelopment of existing buildings and re-use of old derelict sites, may lead to the removal of contaminants present. It also requires new development to respond positively to the prevailing building heights which are 3 storeys high. This encourages high-density development and the best use of space. Therefore, there is potential for the policy to lead to minor positive effects in the long-term.	+	<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>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality Management Area (AQMA) designated.</p> <p>Any new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Although ambient levels of NO₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors to NO₂ are cars and it should be noted that the policy supports the creation of better pedestrian links within this part of the AAP area. Mitigation is also provided by Core Strategy Policy ENV 5 – Air Quality. Therefore giving consideration to the ambient levels of NO₂ and the</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. • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	

	mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.			
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 which will lead to long-term positive effects against this SA objective.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	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:				
<p>This policy identifies a number of important principles for any development proposed in the High Street (south) and Eastwood Road Character Area C. This includes the requirement for development to respond positively to the local townscape character with regard to several key elements which mainly concern design aspects (development grain and building heights). The regeneration of Area C will help support the main retail function of the central high street covered by policy 5, primarily through the provision of secondary retailing and complementary uses as well as maintaining existing car parking. Major positive effects were identified for the SA objectives of communities and the economy, with minor positive effects identified for health, housing, landscape/townscape, land and soil, accessibility and sustainable design and construction.</p> <p>Again, potential for negative effects was identified for some SA objectives. Firstly, it was considered that there could be potential negative effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.</p> <p>Uncertain effects were identified for biodiversity and it was considered that the certainty of positive effects on biodiversity could be increased if there was a requirement to protect and retain existing trees and shrubbery. It was also suggested that new development could be encouraged</p>				

to contribute to creating a potential continuous street tree canopy which would link High street and Eastwood Road to King George's Park. This could also provide additional positive effects for many other SA Objectives, in particular for landscape and townscape. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004). This would in turn help lead to greater positive effects on sustainable design and construction.

POLICY 8 – CHARACTER AREA D: WEBSTERS WAY

Development in the Websters Way area will support the retail function of the central High Street area, foremost through the provision of car parking and servicing areas. The role of Websters Way itself, which takes service and through traffic away from High Street, will also be protected.

The Council will support improvements to Websters Way through development which introduces buildings which directly address this key route whilst not undermining the role that it plays in providing car parking and servicing for the central High Street area. The following principles are important:

1. Development will be acceptable where it would lead to the creation of additional floorspace for appropriate town centre uses that support the main retail function of the central High Street area;
2. The development of building backs will be acceptable where this would not have an undue negative impact on the operation of units fronting the High Street, the safety and operation of Websters Way or the levels of town centre car parking;
3. Opportunities to make better use of and deliver environmental improvements to the lanes between Websters Way and High Street will be supported. In particular, the lane alongside The Spread Eagle Pub has the potential to provide flexible space for temporary and pop-up retail stalls and events;
4. Pedestrian links within the AAP area, including those between the central High Street area and the Websters Way car park, and across Rayleigh, including to King George V Playing Fields, should be strengthened; and
5. Development should not result in an overall loss of public parking in this area which plays a critical role in supporting the vitality and viability of the businesses in the town 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 Rayleigh community by regenerating the area. The policy seeks to improve the environment of this area of the AAP and also make better use of the space within it	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community 	

	<p>which should lead to a stronger sense of place and identity. Protection is also afforded to car parking in this area of the AAP which is particularly important for disabled people and the elderly who cannot walk long distances to access goods and services. In addition, any increase in diversity of shops and services could help to enhance the qualifications and skills of the community.</p>		<p>Strategy 2010 - 2015.</p>	
<p>2. Healthy & Safe Communities</p>	<p>New, improved and enhanced pedestrian links should encourage more people to get out and about and improve their fitness. Improving the quality of the area could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect effects on the health of the community. This policy has the potential for a long-term minor positive effect.</p> <p>Exceedances in the level NO₂ have been identified (AMEC, 2012) and new development supported by the policy has the potential to contribute to NO₂ levels. However, there is considered to be suitable mitigation available and therefore the residual effects on health are not considered to be significant but uncertainty still exists. Please see SA Objective 12 for further details.</p> <p>There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>	<p>+ ?</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking) and Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy DPD Policy CP1 - Design. • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	<p>The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.</p>
<p>3. Housing</p>	<p>Housing development would be supported if it would introduce buildings which would not undermine the role the area plays in providing car parking and servicing for the central High Street area. The housing development must also be subject to a number of principles. Therefore there is potential for minor positive effects in the long-</p>	<p>+</p>		

	term.			
4. Economy & Employment	The policy will have major long-term positive effects on economy and employment through encouraging development which will support the town centre including the protection of existing car parking. It seeks to enhance consumer choice through encouraging opportunities for additional floorspace for other uses that support the main retail function which should provide more employment opportunities (skilled and unskilled) for local residents. In addition, the policy seeks to strengthen pedestrian links across Rayleigh and to and from the centre which is likely to provide better access for consumers and workers to the centre of Rayleigh thereby boosting the local economy.	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy requires that pedestrian links with the AAP area are strengthened and mentions specifically links to the car park and King George V Playing Fields (open space). As mentioned previously whilst improving pedestrian links to the car does not support the promotion of more sustainable modes of transport, it could be considered necessary to support Rayleigh's role as the largest shopping destination in Rochford District and to maintain its connectivity to other centres within the District and the outlying areas. In this area of the AAP, it is also mentioned that public car parking is vitally important to supporting the vitality and viability of the businesses in the town centre. As a result the effects are considered to be minor positive.	+	<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) and Policy T3 (Public Transport). 	
6. Biodiversity	The policy identifies that opportunities to deliver environmental improvements to the lanes between Websters Way and High Street would be supported. However, there are existing trees and shrubbery which contribute to the biodiversity of the area and should be retained. Therefore the effects on biodiversity are considered to be uncertain.	?	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	Certainty of positive effects on biodiversity would be increases if there was a requirement to protect and retain existing trees and shrubbery. In addition, in the supporting it could be suggested that a way to

				<p>improve the environment could be to encourage new development to contribute to creating a potential continuous street tree canopy which would link High street, Eastwood Road, Bull Lane and Webster's Way to King George's Park. This could also provide additional positive effects for biodiversity as well as many other SA Objectives, in particular for landscape and townscape. It is recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004): http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>7. Cultural Heritage</p>	<p>The policy covers Websters Way which forms part of the Rayleigh Conservation Area. Many listed buildings back onto this road and the road performs a very important function which is to relieve traffic congestion in the High Street - indirect positive effects on listed buildings in the High Street through reduction in pollution and vibration. Any new development could have the potential to</p>	<p>+ ?</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; Policy CP2 – 	<p>The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.</p>

	<p>negatively affect the conservation area and the listed buildings within the area. The area covered by the policy contains many poor structures and as identified by the Rayleigh Conservation Area Appraisal (), '<i>despite recent improvements, the road has failed to acquire any streetscape that could be considered attractive, and is the most problematic part of the conservation area.</i>'</p> <p>The policy recognises the important function of Websters Way and seeks to protect it. It also advocates development which will improve this area giving a degree of flexibility for creative ideas and this should help address the issues identified by the Rayleigh Conservation Area Appraisal (Rochford District Council, 2007). In addition, policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not negatively affect any important local heritage. Therefore the effects of the policy are considered to be minor positive.</p> <p>However, there may be some temporary negative effects in the short-term during demolition/ construction as noise and vibration will be created but it is expected that this can be mitigated at the project level. As the mitigation is not known at this stage, the effects on this SA objective are considered to be uncertain.</p>		<ul style="list-style-type: none"> Conservation Areas). Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List). Rochford District Council (2007) <i>Rayleigh Conservation Area Appraisal</i>. Local Development Framework Evidence Base. 	
8. Landscape & Townscape	<p>The policy is likely to lead to minor positive effects on landscape and townscape. The policy sets out the key principles for conserving and enhancing Websters Way's character with particular emphasis on development use. Again, undeveloped sites are limited within the AAP area and therefore new development is more likely to use derelict, degraded and underused land - leading to further positive effects.</p>	+		
9. Climate Change &	<p>The policy could result in small reductions in vehicular travel resulting from the creation of strengthened</p>	0	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy 	

Energy	pedestrian links within AAP area and therefore there could be a reduction in greenhouse gas emissions. Given the small reductions in emissions anticipated, the effects are unlikely to be significant.		<p>ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation.</p> <ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • 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 any 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 closest watercourses of the River Roach, Noble's Ditch and Eastwood Brook area over 600 m from the AAP area and the current ecological quality is moderate and the current chemical quality is considered not to require assessment (EA, 2013). The predicted ecological and chemical quality for 2015 is not expected to change (EA, 2013).</p> <p>The AAP is located in Flood Zone 1 associated with low probability of flooding from fluvial and tidal sources</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 	

	(Rochford District Council, 2011). Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the probability of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).		<p>Assessment - Level 1 & 2 Final Report (2011).</p> <ul style="list-style-type: none"> Environment Agency (EA) (2013) Flood maps and other information. http://maps.environment-agency.gov.uk 	
11. Land & Soil	It is likely that development supported by the policy will involve the re-use of previously developed land given the lack of Greenfield sites within the centre. In addition, it is not known whether there is any contamination present in the AAP area. However, contaminants are more likely to be found on previously –used sites and therefore redevelopment of existing buildings and re-use of old derelict sites, may lead to the removal of contaminants present. In addition, it supports the development of existing building backs subject to conditions and also specifically encouraging developers to come up with opportunities to make better use of the space. Therefore, there is potential for the policy to lead to minor positive effects in the long-term.	+	<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>It has been identified in a report produced by AMEC (2012) that there have been exceedences of the annual mean air quality objective for nitrogen dioxide (NO₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality Management Area (AQMA) designated.</p> <p>Any new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Although ambient levels of NO₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors to NO₂ are cars and it should be noted that the policy supports the creation of better pedestrian links within this</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. AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	

	part of the AAP area. Mitigation is also provided by Core Strategy Policy ENV 5 – Air Quality. Therefore giving consideration to the ambient levels of NO ₂ and the mitigation provided, there are not likely to be any significant residual effects.			
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 which will lead to long-term positive effects against this SA Objective.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	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:</p> <p>This policy identifies a number of important principles for any development proposed in Websters Way Character Area D. The policy seeks to protect the area's role as providing the main car parking and servicing areas for the main high street. All of the principles are consistent with the SA objectives developed for the Rayleigh AAP, and the predicted effect is one that is positive for sustainability in the long-term. The policy was considered likely to lead to major positive effects on the SA objectives of communities and the economy. One of the policy's successes in terms of realising positive effects regards cultural heritage, as it advocates development which will improve the area with a degree of flexibility to allow for creative ideas and as a result it was considered that this should to help address the issues identified by the Rayleigh Conservation Area Appraisal (Rochford District Council, 2007) for this area.</p> <p>Again, potential for negative effects was identified for some SA objectives. Firstly, it was considered that there could be potential negative effects on health and air quality, as new development has the potential to increase NO₂ levels in the short-term during construction through an increase in heavy goods vehicles and in the long-term through increases in light good vehicles and cars. Secondly, negative effects were also identified in the short-term with reference to health/ safety and sensitive heritage assets as a result of waste, noise, vibration and noise nuisances being created during demolition/ construction. It was considered that in most cases suitable mitigation is available either in the policy wording itself or in Core Strategy and Development Management DPDs to reduce these identified negative effects. To reduce short-term negative effects on cultural heritage and on health it was recommended that either a construction management plan could be developed or phasing could be introduced at the project level.</p>				

Uncertain effects were identified for biodiversity and it was considered that the certainty of positive effects on biodiversity could be increased if there was a requirement to protect and retain existing trees and shrubbery. It was also suggested that in the supporting text a way to improve the environment could be inserted such as encouraging new development to contribute to creating a potential continuous street tree canopy which would link High street, Eastwood Road, Bull Lane and Webster's Way to King George's Park. This could also provide additional positive effects for many other SA Objectives, in particular for landscape and townscape. It was also recommended that account should be taken of the written guidance/ reports provided by Natural England with reference to green infrastructure and the following guidance document 'Biodiversity by Design' (Town and Country Planning Association, 2004). This would in turn help lead to greater positive effects on sustainable design and construction.