

Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Rochford District Council adopted the Rayleigh Centre Area Action Plan as a Development Plan Document on 20 October 2015.

This statement has been prepared in accordance with Regulation 16 of the Environmental Assessment of Plans and Programmes Regulations 2004.

As an integral part of the preparation of the Rayleigh Centre Area Action Plan, and in accordance with the Planning and Compulsory Purchase Act 2004, Section 19 (5), the Plan has been subject to Sustainability Appraisal (SA). The SA process assesses the likely significant economic, social and environmental effects of the Plan.

The SA of the Rochford District Core Strategy fully incorporates the requirements of the European Directive on Strategic Environmental Assessment (Environmental Assessment of Plans and Programmes Regulations 2004), and has played an important role in the development of the Rayleigh Centre Area Action Plan.

In accordance with Regulation 16 of the Environmental Assessment of Plans and Programmes Regulations 2004, this statement addresses each of the following issues in relation to the Rayleigh Centre Area Action Plan:

- how sustainability considerations have been integrated into the development plan document;
- how the options and consultation responses received on the development plan document and sustainability appraisal reports have been taken into account;
- the reasons for choosing the development plan document in light of other reasonable alternatives; and
- monitoring measures.

Each of the above matters is considered in turn within this SA/SEA Statement.

How sustainability considerations have been integrated into the Development Plan Document

An overarching SA Scoping Report generic to all Rochford District Development Plan Documents was produced as part of the preparation of the Core Strategy, and as such the overarching SA of the Council's planning policies is the Core Strategy SA Report. This was in accordance with government guidance which stated that the SA must be proportionate to the plan in question and it should not repeat the appraisal of higher level policy.

The Council's Core Strategy was submitted to the Planning Inspectorate for examination (to be undertaken by the independent Inspector on behalf of the Secretary of State for Communities and Local Government) on 14 January 2010.

The final SA Report for the Core Strategy Submission Document with an integrated Strategic Environmental Assessment (SEA) was produced in 2009. However, following the Forest Heath case (Save Historic Newmarket v. Forest Heath District Council) in March 2011 which provided an additional interpretation on undertaking SEA, the Council requested that

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

the Inspector delay the issuing of a decision on the soundness of the Core Strategy to enable a review of the Core Strategy Submission SA to be undertaken. The Inspector accepted this request, and an addendum to the submitted Core Strategy SA was produced, and consulted upon in June/July 2011.

The addendum appraised in further detail the preferred general locations for housing and employment development and the reasonable alternatives. The addendum should be read in conjunction with the Core Strategy Submission SA Report.

The Core Strategy was found sound, subject to changes and the Inspector's Report stated that the SA/SEA work undertaken, including the addendum, was adequate. The Core Strategy was adopted on 13 December 2011.

The SEA Baseline Information Profile for the District, which contains a wealth of environmental, economic and social information, and is appended to the SA Report for the Rayleigh Centre Area Action Plan was used to inform the appraisal of Plan.

The stages in the SA process for the Rayleigh Centre Area Action Plan were as follows:

Stage	Task
Stage A	SA Scoping Process
Stage B	Developing and refining options and assessing effects.
Stage C	Preparing the SA Report.
Stage D	Consulting on the Plan and the SA Report.
Stage E	Monitoring and implementing the Plan.

Each formal stage of the Rayleigh Centre Area Action Plan has been the subject of an SA which has been prepared to inform the appropriate document. The milestones for the preparation of the Rayleigh Centre Area Action Plan are set out below:

Consultation Stage	Details
Initial public participation and consultation 2009	Placecheck event
Issues and Options 2009	Issues and Options Document published for consultation, 5 November 2009
	Representations invited 5 November 2009 – 30 January 2010. Consultation letters and emails sent
	Manned public exhibition in the Mill Centre, 28 November 2009
	Rochford District Matters article

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Consultation Stage	Details
	<p>Press release</p> <p>Posters and information boards</p> <p>Presentation to the Women’s Institute, 21 April 2010</p> <p>SA Scoping Report sent to statutory consultees for consultation, September 2012</p> <p>Representations on the SA of Issues and Options Document considering the sustainability effects of the Area Action Plan Options invited 27 February 2013 and 10 April 2013</p>
Proposed Pre-Submission Document – additional consultation on the emerging framework	<p>Representations invited 15 and 29 January 2013. Consultation letters and emails sent</p> <p>Public exhibition held at Rayleigh Library</p> <p>Meeting with Rayleigh Town Council, 18 February 2013</p> <p>Meeting with District Councillors, 13 March 2013</p> <p>Rochford District Matters article highlighting forthcoming consultation</p>
Proposed Pre-Submission Document 2013	<p>Pre-Submission Document published for consultation, 13 June 2013</p> <p>Representations invited 13 June – 8 August 2013. Consultation letters and emails sent</p> <p>Two drop-in events: in the High Street on market day, 26 June 2013, and Rayleigh Civic Suite in the evening, 3 July 2013</p> <p>Meeting with Rayleigh Town Council, 18 February 2013</p> <p>Rochford District Matters article</p> <p>Press release</p>
Pre-Submission Document 2013	<p>Pre-Submission Document published for consultation, 22 January 2014</p> <p>Representations invited 22 January – 5 March 2014. Consultation letters and emails sent</p> <p>Notice in local newspapers</p> <p>Press release</p> <p>SA of Pre-Submission Document was also consulted</p>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Consultation Stage	Details
	upon at this time
Examination in public	Pre-Submission Document submitted to the Government for independent examination on 5 December 2014
	Examination hearing session, 4 March 2015
Schedule of Modifications 2015	Following the hearing session on 4 March 2015 the Inspector requested the Council prepare a list of proposed modifications to the plan
	SA of the Schedule of Modifications was completed in March 2015. This report formed an addendum to the Pre-Submission Document SA 2013
	Representations on the Schedule of Modifications and SA invited between 7 April and 22 June 2015
Inspector’s Report	The Inspector published his final report on the Rayleigh Centre Area Action Plan on 6 August 2015
Adoption	The Rayleigh Centre Area Action Plan was adopted at a meeting of Full Council on 20 October 2015

The stages of the SA scoping process (Stage A) were as follows:

Task	Purpose
A1: Reviewing Relevant Policies, Plans and Programmes	To identify other relevant plans, policies, programmes and sustainability objectives, and assess the context provided by them, in particular relevant environmental, social and economic objectives and requirements.
A2: Collecting baseline information	To provide the basis to predict and monitor effects and help to identify sustainability problems and alternative ways of dealing with them.
A3: Identifying the sustainability issues and the appraisal objectives	To define key issues for the DPD and develop sustainability plan objectives and options to link to evidence by reference to baseline information.
A4: Considering options and alternatives	To identify the effects of ‘reasonable alternatives’ as set out in the SEA Directive, as appropriate. However, there is no need to devise alternatives simply to comply with the Directive.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Task	Purpose
A5: Developing the SA Framework	To identify SA Objectives, where possible to be expressed in the form of targets and sustainability indicators. The issues to be covered in the SA Framework and the level of detail should be such that they are relevant and proportionate to the plan.
A6: Consultation on Scope of the SA	Statutory, specific and general stakeholders.

The key sustainability issues for the District are identified in the Core Strategy Submission SA Report. It was considered that this list is of relevance to the Rayleigh Centre Area Action Plan. These issues were used in developing the objectives and policies of the document, as detailed below under Task A5. The key sustainability issues for the Rayleigh Centre Area Action Plan are as follows:

Key Sustainability Issues for Rayleigh Centre Area Action Plan
The provision of quality and affordable housing to meet housing needs in Rayleigh
Improve the connectivity between the High Street, Rayleigh Mount, the Windmill and Mill Arts and Leisure Centre
Improve the connectivity between the High Street and the main town centre parking facility on Websters Way
Reduce traffic along Websters Way and improve pedestrian movement
Taking account of environmental and physical constraints when accommodating new development
Opportunity to improve the public realm and pedestrian movement
Opportunity to improve the public realm and pedestrian movement
The protection of the Rayleigh Conservation Area and listed buildings
High levels of car ownership and travelling to work using a private vehicle

An SA Framework used to appraise the policies set out in the Rayleigh Centre Area Action Plan was produced. The decision-aiding questions of the SA Framework were adapted from that of the Core Strategy Submission Document to reflect the differing perspectives and scales of the Development Plan Document, where appropriate. The SA Framework was developed having regard to consultation response, and the final SA Framework used was as follows:

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

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? ▪ 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?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

SA Objective	Decision-Aiding Question Will it (the Policy)...?
	<ul style="list-style-type: none"> ▪ Does it meet the resident’s needs in terms of sheltered and lifetime homes or those that can be easily adapted so?
<i>Economy & Employment</i>	
<p>4. To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability</p>	<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?
<i>Accessibility</i>	
<p>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</p>	<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?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

SA Objective	Decision-Aiding Question Will it (the Policy)...?
	<ul style="list-style-type: none"> ▪ Does it enable access to green infrastructure and the wider natural environment to all sections of the community?
<i>Biodiversity</i>	
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?
<i>Cultural Heritage</i>	
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?
<i>Landscape & Townscape</i>	
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?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

SA Objective	Decision-Aiding Question Will it (the Policy)...?
	<ul style="list-style-type: none"> ▪ 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? ▪ 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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

SA Objective	Decision-Aiding Question Will it (the Policy)...?
	in Rayleigh? <ul style="list-style-type: none"> ▪ Will the best and most versatile agricultural land be protected?
Air Quality	
12. To improve air quality	<ul style="list-style-type: none"> ▪ Will air quality be improved through reduced emissions (eg. through reducing car travel)? ▪ Will it direct transport movements away from AQMAs and/or potentially significant junctions?
Sustainable Design & Construction	
13. To promote sustainable design and construction	<ul style="list-style-type: none"> ▪ Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses? ▪ 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?

The second stage in the preparation of the SA for the Rayleigh Centre Area Action Plan (Stage B) encompassed the development and refinement of policies and assessment of effects. The six main tasks were as set out below.

Stage	Task
B1	Testing the DPD objectives against the SA framework
B2	Developing the DPD options
B3	Predicting the effects of the DPD
B4	Evaluating the effects of the DPD
B5	Considering ways of mitigating adverse effects and maximising beneficial effects
B6	Proposing measures to monitor the significant effects of implementing the DPD

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

A detailed assessment of the proposed policies and the alternative options against the SA objectives was undertaken as part of Stage C. A summary of the results was included in the SA Report, within the detailed assessment appended to the report. The results of this assessment were used to shape the Plan, including the selection and rejection of options.

The SA process also made some recommendations to make the Plan more sustainable. The table appended to this document as Appendix 1 sets out the assessment of the options included in the Issues and Options Document. Appendix 2 sets out the assessment of the proposed policies within the Pre-Submission Document. The SA found that options which proposed mixed use developments coupled with public realm improvements performed well against SA objectives. The Pre-Submission Document SA notes that the Council has considered the recommendations made throughout the SA process, and amended the plan where appropriate. This has contributed to further enhancing the positive sustainability effects of the AAP.

Following the examination hearing session, and receipt of the Inspector's post-hearing note on the soundness of the Rayleigh Centre Area Action Plan Pre-Submission Document 2013, a Schedule of Modifications was produced. These modifications were subject to SA, and an addendum to the SA Report was produced (see Appendix 4).

The SA Addendum of the Schedule of Modifications to the Rayleigh Centre Area Action Plan Pre-Submission Document found that, overall, the modifications would have a positive effect on the key sustainability criteria, as well as the overall effect of the plan, including cumulative and incremental effects.

How the options and consultation responses received on the development plan document and sustainability appraisal reports have been taken into account

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. Comments were received from Natural England and the Environment Agency, which have been taken into account and informed the development of the SA Framework (see Appendix 3).

The Issues and Options Document was prepared and consulted on between 5 November 2009 and 30 January 2010. A total of 418 representations were made at the Issues and Options stage by 45 different respondents. A summary of the responses to the consultation, which includes the issues raised and officers' initial responses to these, was also published.

A number of issues were raised to the consultation on the Issues and Options Document, which were addressed in the Pre-Submission Document including:

- The links between Holy Trinity Church and the town centre need to be considered
- Parts of Eastwood Road and the High Street are peripheral areas to the core area

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

- The rear of the shops backing onto Websters Way could be better utilised
- The town centre should not be pedestrianised
- The recommendations of the Retail and Leisure Study and the Employment Land Study should be endorsed
- A multi-storey car park is not appropriate for Websters Way
- Although it was suggested that the taxi rank should be relocated, it was highlighted that relocation could make this service less accessible for some
- The town's heritage should be promoted and any new development should not negatively impact on the character of the town centre
- Some of the options proposed for the development of potential opportunity sites in the town centre are too drastic

The draft SA Report of the Issues and Options Document was published in February 2013 and statutory consultees were consulted on this document for a six week period between 27 February and 10 April 2013. The document was also published on the Council's website. The comments received and the responses to these are presented in Appendix 3.

Given the delay between consultation on the Issues and Options Document and the preparation of the Pre-Submission Document, and the subsequent material changes that have taken place in the meantime (different economic climate and the emergence of new priorities, for example the retention of the Police Station), it was considered appropriate to consult on the emerging framework in light of these prior to informal pre-submission consultation.

An additional informal stage of consultation on the Rayleigh Centre Area Action Plan, which involved an unmanned public exhibition held at Rayleigh Library, was consulted on between 15 and 29 January 2013. This consultation subsequently informed a further, informal, iteration of the Rayleigh Centre Area Action Plan (the Proposed Pre-Submission Document) which was consulted on for an eight-week informal consultation period between 13 June and 8 August 2013.

The comments received in relation to the Issues and Options Document and additional informal consultations were taken into account in the development of the Pre-Submission Document and accompanying SA.

The SA of the Pre-Submission Document found that, on the whole, the emerging AAP policies would make significant contributions to the progression of SA objectives. The findings of the SA were available on the Council's website for public consultation alongside the Pre-Submission Document between 22 January and 5 March 2014. A total of 25 representations were made at the Pre-Submission stage by 11 different respondents. No responses were received in relation to the SA Report.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

The Pre-Submission Document was submitted to the Government for independent examination on 5 December 2014 and a hearing session took place on 4 March 2015. The results of the consultation on the Pre-Submission Document were considered during the examination process, which culminated in proposed modifications to the Plan. The Schedule of Modifications were subject to SA, which found have positive sustainability benefits on a number of SA objectives. The Schedule of Modifications and SA (which formed an addendum to the Pre-Submission Document SA Report) was consulted on between 27 April and 22 June 2015. The proposed modifications were integrated into the adopted Rayleigh Centre Area Action Plan, following confirmation from the Inspector that the Plan was sound and legally compliant.

The reasons for choosing the development plan document in light of other reasonable alternatives

A number of options for the future development of Rayleigh centre were initially identified through the Issues and Options Document published for consultation in November 2009. As a result of consultation responses received, SA recommendations and other evidence, including the different economic situation and new developments undertaken in the town, the Proposed Pre-Submission Document was prepared. Following this additional stage of informal consultation, the Pre-Submission Document was prepared.

The detailed assessment of the options in the Issues and Options Document is set out in Appendix 1; the detailed assessment for the Pre-Submission Document is set out in Appendix 2.

A summary of the options/alternatives considered for the AAP, with an outline of the reasons for rejection where relevant, is set out in the Pre-Submission Document SA Report and is reproduced below. The SA noted that whilst the SA findings have been considered by the Council in its selection of options and form part of the evidence supporting the Rochford Town Centre Area Action Plan, the SA findings are not the sole basis for a decision; planning and feasibility factors play a key role in the decision-making process.

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	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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Options Considered and Appraised		Reasons for Progressing or Rejecting the Option in Plan Making
Higher	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 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	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
	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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
	Websters Way.
Car parking provision on Websters Way	
Option 1 Option 2	<p>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.</p>
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 working on the High Street	<p>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> <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</p>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
	<p>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>
Spatial Options	
<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 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 number of</p>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
	<p>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>

Monitoring measures

The SA process identified suitable indicators to monitor the SA Framework objectives. These are as follows:

Potential Indicators
<p>1. Balanced Communities</p> <p>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, including a break-down by settlement
<p>2. Healthy & Safe Communities</p> <p>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, including in key settlements ■ Indexes of Multiple Deprivation throughout the District. ■ Monitor the type and number of applications permitted in the greenbelt. ■ Life expectancy ■ Hectares of new greenspace created, including location of greenspace

Potential Indicators
<ul style="list-style-type: none"> ■ 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</p> <p>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, <u>including in key settlements</u> ■ Average house price compared with average earnings ■ Number of housing Completions
<p>4. Economy & Employment</p> <p>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), <u>including a breakdown for the 3 town centres.</u> ■ 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 <u>and key settlements</u>
<p>5. Accessibility</p> <p>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

Potential Indicators
<ul style="list-style-type: none"> ■ <u>Pedestrian and cycle counts in the 3 town centres of Hockley, Rochford and Rayleigh</u>
<p>6. Biodiversity</p> <p>To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development</p>
<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
<p>7. Cultural Heritage</p> <p>To maintain and enhance the cultural heritage and assets of the District</p>
<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
<p>8. Landscape & Townscape</p> <p>To maintain and enhance the quality of landscapes and townscapes</p>
<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
<p>9. Climate Change & Energy</p> <p>To reduce contributions to climate change</p>
<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
<p>10. Water</p> <p>To improve water quality and reduce the risk of flooding</p>
<ul style="list-style-type: none"> ■ Changing water quality ■ Groundwater levels

Potential Indicators
<ul style="list-style-type: none"> ■ Percentage of new development incorporating water efficiency measures ■ Water consumption per household ■ Number of homes built against Environment Agency advice on flooding
<p>11. Land & Soil</p> <p>To maintain and improve the quality of the District's land and soil</p>
<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
<p>12. Air Quality</p> <p>To improve air quality</p>
<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 ■ 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. ■ <u>Monitoring of air quality in Rayleigh Town Centre, particularly on Eastwood Road and High Street.</u>
<p>13. Sustainable Design & Construction</p> <p>To promote sustainable design and construction</p>
<ul style="list-style-type: none"> ■ Percentage of new development incorporating energy and water efficiency measures, and sustainable drainage systems ■ Percentage of new development meeting BREEAM very good/excellent standards ■ Percentage use of aggregates from secondary and recycled sources

Appendix 1 – Appraisal of Issues and Options Document

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	+
								-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
							<p>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.</p>	
2. Healthy & Safe Communities	<p>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.</p>	+	<p>Further enhanced positive benefits compared to the low option as there will be greater public realm improvements.</p>	+	<p>Shared space scheme along the high street could have positive effects on this SA objective; however there are potential issues for blind pedestrians.</p>	+	<p>The pededstrianisation 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</p>	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
						?	as this level of intervention could have short-term negative effects on transport and disturbance to residents as a result 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
4. Economy & Employment	Improving the public realm/ environment for residents and visitors, including shop front improvements, will have positive effects for business.	+	Further enhanced positive benefits compared to the low option as there will be greater public realm improvements and façade treatments to unsympathetic buildings.	+	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.	+	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	++
								?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
							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.	
5. Accessibility	No significant effect identified.	0	No significant effect identified.	0	A shared space scheme could make it difficult for blind members of the community to move through the High Street.	?	Potential for short-term negative effects on transport as a result of the redevelopment of large blocks. Construction and transport management plans 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	+ -

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
							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	+	Further enhanced positive benefits on townscape compared to the low option as there will be greater public realm improvements and	+	Strategic development of unsympathetic buildings and a shared space scheme have the potential for positive effects on townscape. There	+	This option has the potential for greatest positive effect on the townscape through the redevelopment of large development blocks, including	++

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
	create a more friendly pedestrian and retail-friendly environment.		façade treatments to unsympathetic buildings.		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.		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.	?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
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.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and ‘street clutter’.			
	Low	Medium	High	Higher
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 measures are available at the	+	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 could have negative effects on residents in	++	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	++
				?		?		-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
			project level to address potential negative effects.		the short-term during construction; however, 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. 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	++
				?		?		-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
							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,	+	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	++	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	++
				?		?		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
			it is considered that suitable mitigation measures are available at the project level to address potential negative effects.		visitors 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.		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	++ -

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
							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	+	Potential for positive effect on townscape	+	Strategic development of unsympathetic	+	A new major mixed-use development at	++

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
	on townscape through enhanced wayfinding and a proactive approach to reusing vacant units for temporary uses.		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 available at the project level to minimise potential impacts.	?	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, it is considered that suitable mitigation measures are available at the project level.	?	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-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	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
							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.	+ -

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
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:								
<p>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 Issue1 options.</p>								

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	+	Further enhanced positive community benefits over the low option through the creation of new access routes and the	+	Similar positive effect as the medium option through improvements to the public realm, new access routes and the	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 3. Cluster of leisure and cultural uses around Rayleigh Mount are poorly integrated with the town centre core.					
	Low		Medium		High	
	on existing communities.		creation of a new 'courtyard' shopping area.		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 Heritage	Cosmetic improvements to the 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.	+	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.	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 3. Cluster of leisure and cultural uses around Rayleigh Mount are poorly integrated with the town centre core.		
	Low	Medium	High
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	+	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	++
						?		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
					impacts.		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	0	No significant effect	0	No significant effect	0	Potential to deliver	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
	identified.		identified.		identified.		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 main arrival points to the town centre.	+	Further enhanced benefits on the economy through the creation of new active frontages, development of infill sites and enhanced gateway locations. Potential for short-term negative effects on businesses during the development of infill sites (noise & traffic).	+	Redevelopment of larger properties and improved connectivity between Websters Way and the High Street will have a positive effect on the economy. Potential for short-term negative effects on businesses during the redevelopment of large properties (noise & traffic).	+	Redevelopment of the block fronting Eastwood Road for mixed-uses, creation of a multi-storey car park and improved links 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-	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
							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 for an indirect positive effect on the setting of the Rayleigh Conservation Area.	+	Potential for an indirect positive effect on the setting of heritage 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.	+	Potential for a positive effect through improved pedestrian 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.	+	The creation of a multi-storey car park on Websters Way has the 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	+	Potential for a positive effect on townscape through façade	+	The redevelopment of properties between the High Street and	+	Option has the potential for negative effects on townscape	?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
	Way has the potential for a positive effect on townscape as it acts as one of the main arrival points to the town centre.		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.	?	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.	?	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	0	No significant effect	0	No significant effect	0	No significant effect	0

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
	identified.		identified.		identified.		identified.	
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:								
<p>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.</p>								

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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 existing routes and also addresses current issue	++	New direct walking routes and formal walking facilities will have a long-term positive effect on health by encouraging people to walk. Shared space treatments	++	The pededstrianisation of the high street will have a long-term positive effect on the safety of pedestrians on the High Street and health of communities by encouraging	++

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
			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.	?	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.	?	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	++	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	++	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	++
				?		?		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
			construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.		disturbance during the redevelopment of strategic locations.		traffic issues elsewhere creating another 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 guardrailing 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.	++ -

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
							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	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	+	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	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
			negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	?		?	pedestrianisation of the High St to shift traffic issues elsewhere, which could affect townscape in other areas.	?
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	0	No significant effect	0	No significant effect	0	No significant effect	0

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
	identified.		identified.		identified.		identified.	
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.	+
Summary:								
<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>								

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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.	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 6. Congestion along Websters Way and approaches into the town centre.							
	Low		Medium		High		Higher	
	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 greenhouse 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	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Issue 6. Congestion along Websters Way and approaches into the town centre.							
	Low		Medium		High		Higher	
	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:

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.

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	++	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	++

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Area around the Police Station and Somerfield Store				
	Option 1		Option 2		Option 3
			centre, library as well as education and training facilities.		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	+	Further enhanced benefits over Option 2 through the redevelopment of the library, new

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Area around the Police Station and Somerfield Store					
	Option 1		Option 2		Option 3	
			station, shop front improvement schemes and encouragement of temporary uses in vacant units.		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.	?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Area around the Police Station and Somerfield Store					
	Option 1		Option 2		Option 3	
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						

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Area around the Police Station and Somerfield Store		
	Option 1	Option 2	Option 3
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 &	Minor positive effect on townscape through an	+	Further enhanced benefits on townscape through the	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	The High Street taxi rank ('Boots Lagoon')			
	Option 1		Option 2	
Townscape	enhanced public realm on the High Street.		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	+	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	++

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Opportunities between the High Street and Mount					
	Option 1		Option 2		Option 3	
			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.	?	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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Opportunities between the High Street and Mount					
	Option 1		Option 2		Option 3	
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 & Construction	Minor positive effect on this SA objective.	+	Further enhanced benefits compared to option 1.	+	Wider public realm improvements, the provision of mixed-use development and the creation of a large central public space will have a positive effect on this SA objective.	+
Summary:						

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Opportunities between the High Street and Mount		
	Option 1	Option 2	Option 3
<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	+	Further enhanced benefits on health and safety through	+	A mixed-use development and strengthening pedestrian links	++

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Development opportunities along Websters Way					
	Option 1		Option 2		Option 3	
	improvements to the public realm and the opening up of pedestrian routes between the High Street and Websters Way.		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.	?	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	++
				?		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Development opportunities along Websters Way					
	Option 1		Option 2		Option 3	
					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>						

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Development opportunities along Websters Way		
	Option 1	Option 2	Option 3
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.	++ ?

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Development opportunities at Rayleigh Lanes			
	Option 1		Option 2	
5. Accessibility	Minor positive effect on accessibility through landscaping, lighting and paving improvements as well as the formalising of pedestrian connections between Websters Way and the High Street.	+	As for option 1.	+
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:				
<p>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.</p>				

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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.	?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Car parking provision on Websters Way			
	Option 1		Option 2	
			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.	+
<p>Summary:</p> <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	+
				?		-		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
							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.	++	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	++	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.	+
		?		?		-		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
			Uncertainty identified as for SA objective 1.		journeys and little opportunity to provide priority measures.			
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	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	++	As for option 1 there will be positive effects on this SA objective.	+	Further enhanced benefits for pedestrian movement along the	+	This option will not have the same benefits for pedestrian	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
	will improve pedestrian access to the High Street as well as encourage walking.		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 diversion of traffic along Bellingham Lane, Church Street and London Hill, which could create a barrier to pedestrian movement in the AAP.		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 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.		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 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	+	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	+	This option will not have the same benefits as the others in terms of improving the setting of the Conservation Area or	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
	Area. Also potential for the option to improve pedestrian access to heritage.			?	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.	?	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 through an improved public realm.	+	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, which could have negative effects on townscape.	+	This option will not have the same 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/	+	This option could help to encourage walking through the pedestrianisation of the High Street. However, as identified in the appraisal	+	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	-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
				modifications will be required for the junction of Church Street and the High Street.	?	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.	-	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	-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

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	
		+					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:								
<p>Option1 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.</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>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 improvement 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.</p>								

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	++
				?		?		-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options						
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher
							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	++	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
				?	for blind members of the community to move along Bellingham Lane and the High Street. Uncertainty identified as for SA objective 1.	?	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
							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.	+	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	++	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	++
				?		?		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
			Uncertainty identified as for SA objective 1.		increase footfall along the High Street and Bellingham Lane. Uncertainty identified as for SA objective 1.		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	+	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	+	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	++	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	++
				?		?		-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
	park to Eastwood Road.		mitigation available at project level to minimise impacts.		as for SA objective 1.		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	+	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	+	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	+	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	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
	access to heritage.		for SA objective 1.	?	the potential for negative effects unless the redevelopment is carefully planned and designed.	?	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	+	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	+
				?		?		?

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
					(noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.		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	+	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,	-

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
					during construction of proposed development, which could increase congestion.		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.	+ -

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 1

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
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:								
<p>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.</p> <p>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.</p> <p>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.</p>								

Appendix 2 – Appraisal of Pre-Submission Document

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

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.

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:

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;

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>			
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	<p>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 (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>	++	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	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	++	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. Rochford District Council 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>		<p>Core Strategy Policy T6 (Cycling and Walking) and Policy T3 (Public Transport).</p>	
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 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>
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</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>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>		<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 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.</p>	+		
9. Climate Change &	<p>The policy could result in small reductions in private vehicular travel and therefore greenhouse gas emissions. This could have minor positive effects on climate</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

<p>Energy</p>	<p>change.</p> <p>In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>		<p>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). 	
<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>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). 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	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).		<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. 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</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. 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	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 NO ₂ and the 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 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> <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.</p>				

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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	Improving the quality of the area could help reduce the incidence of crime and the potential for new employment opportunities will have positive indirect	+ ?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking) 	The short-term effects could be resolved by requiring that a

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>		<p>and Core Strategy Policy CLT5 (Open Space).</p> <ul style="list-style-type: none"> • 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>construction management plan is developed or by incorporating phasing at the project level.</p>
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	+	<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 	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.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	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.		(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.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.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

8. Landscape & Townscape	<p>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.</p>	+		
9. Climate Change & Energy	<p>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.</p>	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</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>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 Management DPD 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<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. Mitigation is 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>(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. 	
13. Sustainable Design & Construction	<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>	+	<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 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</p>				

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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 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).

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	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	and services could help to enhance the qualifications and skills of the community.			
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 residual effects are considered not to be significant but uncertainty still exists.	?	<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 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	0	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	could be provided.		<p>Policy DM31 - Traffic Management.</p> <ul style="list-style-type: none"> • 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.uk 	
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. 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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 climate change and energy could be provided.	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	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 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

			<ul style="list-style-type: none"> 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	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</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) 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	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 NO ₂ .			
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. 	
Summary:				
<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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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 access to goods and services in the centre.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	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	+ ? +	<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 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>		Updating and Screening Assessment for Rochford District Council. Rochford District Council.	
3. Housing	No significant effects identified.	0		
4. Economy & Employment	<p>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.</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>	+	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	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	++	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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 Core Strategy Policy T6 (Cycling and Walking) and Policy T3 (Public Transport). 	
6. Biodiversity	<p>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.</p>	+	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	<p>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, 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</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 	<p>?</p> <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>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>boundary of, Conservation Areas and Policy DM7 - Local List).</p> <ul style="list-style-type: none"> • 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 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>	+		
9. Climate Change & Energy	<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>	+	<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 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

			<p>(Cycling and Walking).</p> <ul style="list-style-type: none"> • 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	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 (NO ₂) at Eastwood Road/Rayleigh High Street and Eastwood Road. However, there is not currently an Air Quality	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<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 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>		<p>(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. 	
13. Sustainable Design & Construction	<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>	+	<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 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</p>				

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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 quality public realm which should lead to a stronger sense of place and identity.	++	<ul style="list-style-type: none"> Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
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,</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.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	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.			
3. Housing	No significant effects identified.	0		
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 (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 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>	++	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	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.	+	<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	There are no specified environmental improvements relating to biodiversity under this policy. There are existing	+	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural 	Certainty of positive effects on biodiversity would be

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>		<p>Designations - http://magic.defra.gov.uk</p>	<p>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 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>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</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 	<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>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>		<p>Management DPD (Policy DM9 – Development outside, but close to the boundary of, Conservation Areas and Policy DM7 - Local List).</p> <ul style="list-style-type: none"> • 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 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.</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 effects are unlikely to be significant.</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

			<p>Sustainability Strategy 2008 - 2013.</p> <ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	<p>There will be a small increase in water use as a result of 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	<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</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>			
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 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	<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</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable 	<p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity</p>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>which will lead to long-term positive effects against this SA objective.</p>		<p>Homes) and ENV10 (BREEAM).</p> <ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	<p>by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the 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 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 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.</p>				

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.

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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 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>	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
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. 	<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>
3. Housing	<p>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</p>	+		

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	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 Transport). 	
6. Biodiversity	The policy requires that development should where possible seek to deliver improvements to the	?	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural 	Certainty of positive effects on biodiversity would be

	<p>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>Designations - http://magic.defra.gov.uk</p>	<p>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 Planning Association, 2004): http://www.tcpa.org.uk/pages/biodiversity-by-</p>
--	---	--	---	--

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

			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,	+		

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	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 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,</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 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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 - Technical Report (2011).</p> <ul style="list-style-type: none"> • 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> <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</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 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	through increases in light good vehicles and cars. Although ambient levels of NO ₂ are high in the area (Air Quality Consultants, 2011), the next biggest contributors to NO ₂ 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 NO ₂ and the mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.		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:				
<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 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</p>				

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

<p>floorspace;</p> <p>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</p> <p>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.</p>			
Assessment of Effects			
SA Objective	Nature of the predicted sustainability effect (positive/negative, short/medium/long-term, cumulative, scale, reversibility, likelihood)	Evidence and Reference (where available)	Proposed and Potential Mitigation
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 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.</p>	<p>++</p> <ul style="list-style-type: none"> Rochford District Local 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</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 	<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>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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>		District Council. Rochford District Council.	
3. Housing	<p>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>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</p>	++	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	place for people to shop, visit and live.			
5. Accessibility	<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>	+	<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>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>	?	<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</p>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

				<p>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 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>	<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 	<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>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

			Development Framework Evidence Base.	
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 (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.	+		
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	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 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<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. 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</p>	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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 mitigation provided, there are not likely to be any significant residual effects but there is an element of uncertainty.</p>		<p>ENV5 - Air Quality.</p> <ul style="list-style-type: none"> • 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	<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>	+	<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>
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</p>				

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.

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.

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 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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

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 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.	++	<ul style="list-style-type: none"> Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	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	+ ?	<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.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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"> • AMEC (2012) Air Quality Updating and Screening Assessment for Rochford District Council. Rochford District Council. 	
3. Housing	<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-term.</p>	+		
4. Economy & Employment	<p>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</p>	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	boosting the local economy.			
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 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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

				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
7. Cultural Heritage	<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 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</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). 	The short-term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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"> • 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 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>	<p>+</p>		
<p>9. Climate Change & Energy</p>	<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 effects are unlikely to be significant.</p>	<p>0</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

			<p>Climate Change and Sustainability Strategy 2008 - 2013.</p> <ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	<p>There will be a small increase in water use as a result of 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	<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</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	<p>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.</p>			
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 mitigation provided, there are not likely to be any significant residual effects.</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	<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</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policies CP1 – Design, ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pa</p>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 2

	SA Objective.		<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. 	ges/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> <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.</p>				

Appendix 3 – Summary of Responses to SA Consultation

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	<p>Although Green Infrastructure (GI) has been mentioned under a number of objective headings we consider that the SA Objectives could be improved by considering the importance of (GI) and its multifunctional benefits as an objective on its own. This would assist in the delivery of a range of SA topic areas, e.g. biodiversity, landscape, health and wellbeing and climate change and ensure that GI is an integral, cross-cutting theme throughout the AAPs.</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 	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 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.

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 3

	<ul style="list-style-type: none"> • 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. 	
SA Framework	<p>In section 13 of the SA Framework for both reports, regarding Sustainable Design and Construction we would like to see an additional point included that incorporates 'Biodiversity by Design'. By incorporating ecologically sensitive design and features for biodiversity early on within a development scheme, significant improvements for biodiversity can be achieved, along with easier integration with wider environmental, design and planning aspects. For example designing for biodiversity can include the retention of sensitive or valuable habitats present, or enhancements for protected species that may be present, whilst integrating other development design requirements such as drainage and engineering. By addressing ecological aspects early on, design aspects such as site layout can be tailored to provide enhancements and improvements for biodiversity that may not be possible later on within the design process. Measures to encourage biodiversity can include green roofs, planting and landscaping using native species, setting up bird and bat boxes and sustainable urban drainage systems. Further information on "Biodiversity by Design" can be obtained from the TCPA website: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>	<p>Noted, the SA Framework has been amended to include reference to Biodiversity by design under SA objectives 6 and 13.</p>
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>Noted.</p>

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 3

	We therefore have no further comments to make but please do contact me if you require any additional information from us.	
--	---	--

Appendix 4 – SA of Schedule of Modifications (SA Addendum)

Appraisal Key

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

This report forms an addendum to the Sustainability Appraisal (SA) technical report that accompanied the Rayleigh Area Action Plan on submission in December 2014. This report seeks to undertake an SA of Rochford District Council's Rayleigh Area Action Plan: Schedule of Modifications. The SA of the proposed modifications does not seek to repeat the assessment carried out for the SA of the Rayleigh Area Action Pre-Submission Document (November 2013), but rather seeks to assess the modifications made to the policies themselves. This report should therefore be read in conjunction with the SA technical report (December 2013) that accompanied the Rayleigh Area Action Plan on submission.

Policy 1 – Rayleigh Area Action Plan Framework (MM1)

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 4

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

Policy 1 – Rayleigh Area Action Plan Framework (MM2)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	The proposed modification clarifying that the Council expects that significant retail development within Rayleigh centre will contribute financially to the schemes proposed in the plan will help to ensure that the relevant financial contributions to projects within the AAP area are provided. This will help to ensure that potential schemes arising from the RAAP in the centre can be funded and	+

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 4

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

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 4

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

Section 3.4, Paragraph 3 – Rayleigh Area Action Plan Framework (MM3)

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

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

Figure 8 – Rayleigh Area Action Plan Framework (MM4)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	

Rochford District Council – Rayleigh Centre Area Action Plan SA/SEA Adoption Statement: Appendix 4

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

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	Potential improvements to key crossing points could have the effect of improving traffic flow within the AAP area.	+
13. Sustainable Design & Construction	No significant effects identified.	0

Table 1 – Rayleigh Area Action Plan Framework (MM5)

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

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

Policy 3 – Rayleigh Area Action Plan Framework (MM6)

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

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

Section 4.2 – Rayleigh Area Action Plan Framework (MM7)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	The proposal to remove the target of ensuring that 75% of Rayleigh’s primary shopping frontage and 50% of its secondary shopping frontage is in retail (A1) use, will have an impact in terms of economy and employment. Although the percentage targets have been removed from the policy, it is proposed in MM7 that they be included elsewhere within the main text of the RAAP. Therefore they still have a positive role to play in the plan, as they set a target that the Council will seek to reach.	+
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change & Energy	No significant effects identified.	0

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

Summary:

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