



HOCKLEY AREA ACTION PLAN  
OPTIONS REPORT

November 2010



WILBERN AVENUE

GARDEN ROAD

WOODLAND ROAD

WILSON ROAD

GARDEN ROAD

WILSON ROAD

WILSON ROAD

WOODLAND ROAD

WILSON ROAD

## Contents

1. Introduction.....	2
2. Context for the AAP options.....	4
3. Consultation feedback.....	8
4. Overarching framework and principles.....	14
5. Option 1.....	20
6. Option 2.....	26
7. Option 3.....	42
8. Transport options.....	58
9. Funding and delivery.....	66
10. Next steps.....	70

# I. Introduction

Urban Practitioners was commissioned by Rochford District Council to prepare a spatial options report for the Hockley Area Action Plan (AAP). The options report revisits and updates earlier options developed for the AAP in 2009, in order to address concerns raised during public consultation on those earlier options.

The project team for the development of the updated options includes transport planners, Alan Baxter and Associates, and property and delivery experts, Urban Delivery.

The process for the updated AAP options has not duplicated work undertaken for the original AAP project, with the policy context, baseline analysis and consultation feedback from the original project reviewed as part of the process in developing the updated AAP options.

This report sets out the review of material developed for the Hockley AAP and introduces the updated draft options so that the local community can provide comment on these, help to shape the refined options and inform the development of a preferred spatial option for Hockley centre.

## **Drivers for a Hockley Area Action Plan**

A number of strategic drivers exist for the development of an AAP in Hockley, which can help to shape future development and provide a framework to support the economic health of Hockley's centre. These drivers include:

- The absence of a current strategic planning document which focuses specifically on Hockley to preserve its assets, support investment in the centre and provide a coordinated framework for its long term future.
- Hockley's size and character, which sits between that of a town and a village, and makes the settlement more sensitive to larger scale development but also more vulnerable to the loss of some town centre uses.
- The retail hierarchy of the surrounding settlements, with a strong retail pull at Southend, Basildon and Chelmsford and large supermarkets in the immediate surrounding area, drawing retail spend away.
- The requirement for new homes in the area, with site options for these being on Green Belt land or in existing settlements, and a clear strategy required for assessing the benefits and issues associated with possible locations.
- The low density nature of Hockley, the resulting development potential here and the risk for new buildings on private land to develop in a piecemeal fashion and without consideration for the overall character of the area if no clear planning framework is in place.

- Hockley's rich heritage - the limited physical legacy of this places greater importance on buildings of reasonable character in the centre which are therefore deserving of strategic level protection.

## **Structure of the document**

The report is set out according to the following structure:

- Chapter two reviews the baseline analysis and policy context for the AAP;
- Chapter three reviews the consultation feedback from the original AAP process, responses to the initial options, and consultation undertaken for the updated options;
- Chapter four sets out the overarching approach which has informed the options;
- Chapter five sets out option 1;
- Chapter six sets out option 2;
- Chapter seven sets out option 3;
- Chapter eight provides detail on the transport options;
- Chapter nine provides an overview of financial and delivery considerations; and
- Chapter ten sets out the next steps for the Hockley Area Action Plan.



THE SPA

C.A.D. FLOORING LTD  
CARPETS & REMOVALS SPECIALISTS  
Tel: 200232

C.A.D. FLOORING LTD  
100 PRINCE

MEDIC COSMETIC APPLIANCES  
FREE DELIVERY & REMOVAL SERVICE

Medic  
Cosmetic Appliances

## 2. Context for the AAP options

This chapter sets out the planning and policy context which governs Hockley and reviews the key messages from the baseline analysis undertaken to support the wider Area Action Plan development.

### THE POLICY CONTEXT

#### *East of England Plan*

The East of England Plan provided a key policy context for the original Hockley AAP but Regional Spatial Strategies (RSSs) have since been revoked by the Coalition Government. The Plan did allocate a 4,600 new homes target to Rochford District Council, with a policy steer supporting mixed-use economies in which town centres help to attract investment and avoid the need for Green Belt land to be developed, where at all possible.

These housing targets are no longer binding, but the underlying requirement for new homes in the region and the tension between Green Belt and town centre development remains.

#### *Rochford District Council Core Strategy Submission Document (2010)*

During the original AAP process, Rochford District Council was at the preferred option stage in the preparation of the Core Strategy. This prioritised new development on brownfield sites, including town centres, and allocated 400 new homes to the Hockley/Hawkwell area. Proposed changes to the Core Strategy Submission Document in

light of changes to government policy are currently out to consultation, with comments due back by 30 November 2010.

Updates to the Core Strategy document include Policy HI, with reference to the fact that the nature of any redevelopment of Eldon Way/Foundry Industrial Estates should be determined through the Hockley Area Action Plan.

#### *Employment Land Study (2008)*

This study considered the current supply and quality, future need and demand of employment space within Rochford District and forms a technical background report to the Council's Local Development Framework. The report considered the Eldon Way Industrial Estate to be strategically well placed with adequate vehicular access, good public transport access, and proximity to the centre. The report recommended that the land use here only change if office space is provided as part of a mixed-use scheme, to ensure that jobs are not lost in the centre.

The buildings on Eldon Way were generally considered to be in good condition. 25% were identified as being in poor condition, though the location of these was not identified.

#### *Retail and leisure study (2008)*

This study found Hockley to be the smallest of Rochford District's three main centres and did not consider it to meet the definition of a town centre as set out in PPS6 (since replaced by PPS4). However, it was considered to benefit from a strong comparison goods sector and mix of independent shops.

The report highlighted that Hockley retains just 8.1% of food expenditure, as a result of the limited range of convenience goods on offer within the centre, but is used for top-up food spending. The report also drew attention to the lack of larger retail unit sizes in Hockley to attract national retailers, and the lack of leisure service operators in the centre.

The report identified potential to enhance the frontages in Hockley to create a high quality centre and advised the encouragement of specialist businesses to create a 'boutique' retail centre, whilst acknowledging economic challenges here. The report recommended extension and improvement to existing retail over large scale development of new retail and a reclassification of Hockley to District Centre status, to be reviewed at a later date.



Southend Road/Main Road, Hockley

### *Hockley Parish Plan (2007)*

The Hockley Parish Plan was developed in 2007, following detailed consultation with local residents. The Plan promotes a greening of Hockley's centre, with more planting and trees and enhancement of the public realm, with shop front improvements and additional seating and lighting.

The plan emphasises the importance of avoiding coalescence between Hockley and neighbouring urban areas by protecting Green Belt land from development. The local community stressed during consultation that they would prefer to see any new development on previously developed land, and would like to limit the overall level of new housing in the area, and ensure that affordable starter homes are provided in any new development.

### **THE PHYSICAL CONTEXT**

#### *Hockley's strategic location and local setting*

Hockley is located approximately 5 miles to the north west of Southend-on-Sea, on a peninsula bound by the River Thames to the south, the River Crouch to the north and the North Sea to the east. This gives the centre a unique landscape setting which is further enhanced by the ancient Hockley Woods immediately to the south of the centre, forming part of the Upper Roach Valley. The centre is surrounded by Metropolitan Green Belt land, which has conserved the area's rural feel.

Within the district of Rochford, Hockley sits between the larger town centres of Rochford, to the south east, and Rayleigh to the south west. It is located on the Great Eastern rail connection between Southend and London Liverpool Street, which supports commuting from the centre into London.

In terms of road networks, Hockley sits on the vehicular route between Rochford and Rayleigh, but is not connected directly to an A road. Hockley's position on a rural peninsula means that no significant new roads are required to the north or east of the settlement. Strategic roads are picked up to the west of Rayleigh, where the A127, A13 and A130 meet. Local attractors for car journeys are Southend, Basildon to the west and Chelmsford to the north west.

## 2. Context for the AAP options

### *History of Hockley*

Hockley has a considerable history, with evidence of a Roman presence at Plumberow Mount and a strong early Saxon presence. The settlement was mentioned in the Domesday Book, completed in 1086, and the local St Peter and Paul Church is dated in its current form to the twelfth century though is believed to have existed prior to this.

Hockley Spa represented a high point for the settlement when it was established in 1843, although it was not used for a significant number of years as visitors headed to coastal resorts. The Great Eastern rail line was completed in 1889 and had a significant impact on Hockley, with much residential development following this thanks to a new found accessibility. However, the extremely long history of Hockley and its small size today indicates that despite the arrival of rail, Hockley did not experience the scale of expansion seen elsewhere in the country.

### *Hockley's character*

Hockley's village heritage and the surrounding rural landscape provide a strong identity for the local community despite changes to the settlement over the years. Some historic buildings still exist within the settlement and provide visual links to this heritage. These include The Spa Pump Room on Spa Road; the former hotel to accompany this, now the Spa pub; St Peter and Paul's Church; the old Fire Station on Main Road; the thatched cottage; and some commercial buildings on Spa Road. The historic street layout has also been retained, with the historic centre of the settlement at the Spa roundabout. This still represents the focus of activity, although the physical environment here would now benefit from improvement.

Hockley was classified as a minor local centre in 2008 by Management Horizon Europe, to Rochford's local centre and Rayleigh's minor district centre, and this classification is echoed on the parish council website which identifies Hockley as "too large to be a village but too small to be a town". The size of Hockley presents a conundrum for the settlement in terms of its character and role and it is important for the AAP to find a way forward that does not let the centre stagnate but which respects the identity formed from its landscape context and the collective memory of the community. The options outlined for the AAP draw on the assets of the centre and ensure development is focused upon the needs of local residents.

### *The study area*

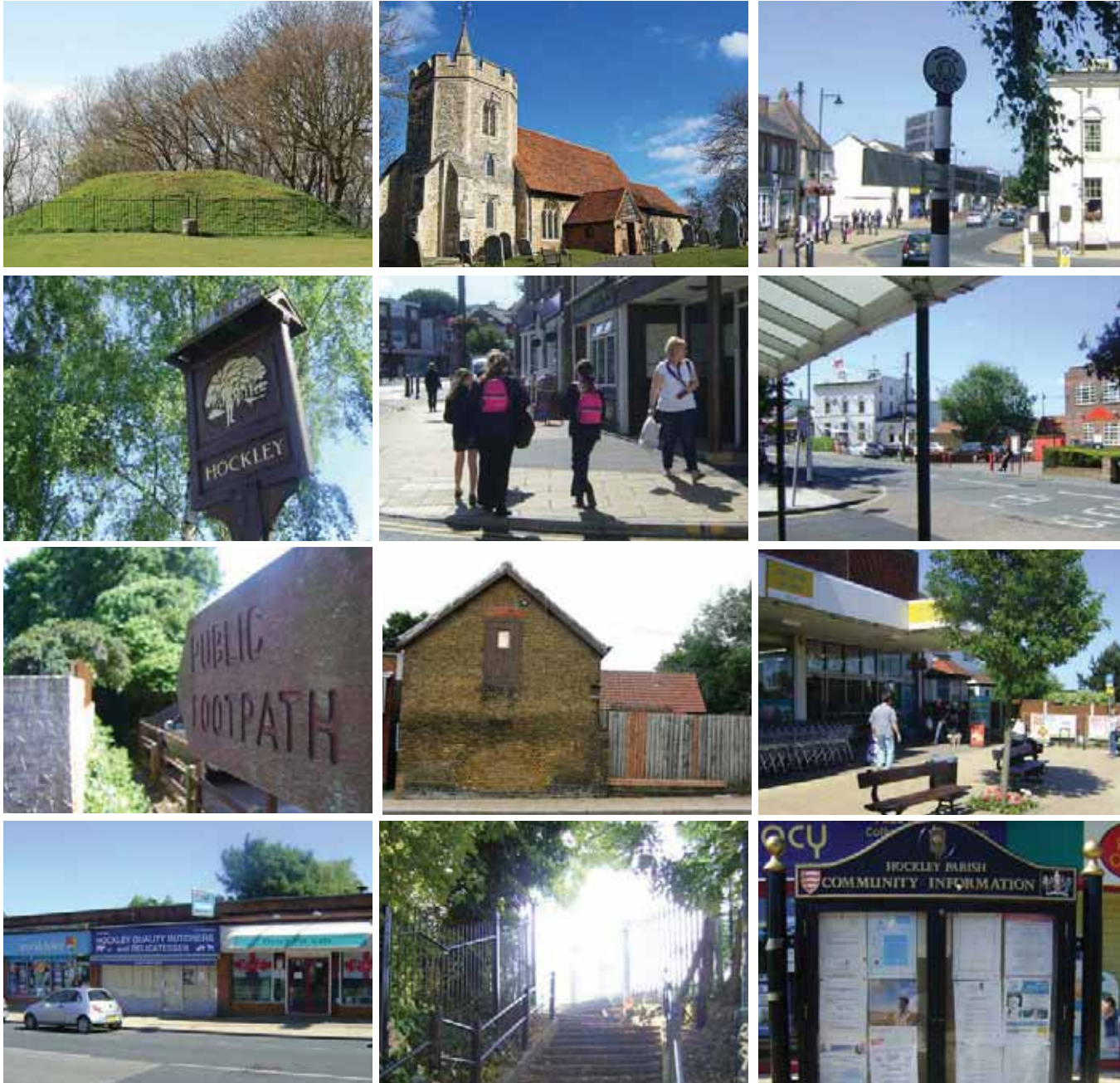
The core study area for the Hockley Area Action Plan covers the train station area, the Eldon Way and Foundry Industrial Estates, Spa Road, and the central sections of Main Road and Southend Road. This covers the area broadly considered to be Hockley's centre.

The retail offer in the study area is relatively limited in comparison with nearby towns, with few high-street multiples but a reasonable selection of independent comparison shops. At the southern end of the study area, a collection of community uses, comprising a library, Health Surgery and the Parish Council is found.

Between the main central retail area and railway station there is a relatively recent development of apartments and town houses and some office space which has remained vacant since completion in 2009. The Eldon Way employment area has seen some recent approvals for conversion of employment units to leisure uses in recent years, but these are currently located amongst the remaining industrial uses, which can cause safety issues. Demand for private office space in the area is weak.

Beyond the core study area, Hockley quickly shifts to a suburban residential character, and these areas are considered to be stable and successful and are therefore not considered part of the study area.





*Hockley's character and identity with its village roots evident*

### **Baseline analysis**

Baseline analysis was undertaken for the original AAP project, which considered the land uses, form and structure, street network and management, parking issues and opportunities within the centre.

This information has been reviewed as part of the process for the development of the new AAP options, but is not duplicated in this report. For further information on the original baseline information for the AAP, please see the original Hockley Area Action Plan options consultation report (2009).

### 3. Consultation feedback

A number of community engagement and consultation exercises have been undertaken in Hockley in recent years, to support the development of the Hockley Parish Plan, Hockley Area Action Plan and the Rochford District Core Strategy. For the purpose of developing the updated Hockley AAP options, the project team has reviewed feedback from:

- The Hockley Parish Plan residents survey;
- The Placecheck consultation undertaken for the original Hockley AAP process;
- Feedback on the original AAP options; and
- Feedback specifically related to Hockley from the Rochford Core Strategy Draft Submission document consultation.

As part of the process for the updated AAP options development, the project team also held an evening drop-in consultation session on 2 August 2010 in Kilnfield House on the Foundry Business Park. This was attended by approximately 60 local residents and gave the project team the opportunity to speak directly with the local community and understand their concerns and aspirations for the area. AI plans of the local area were provided for people to sketch out their ideas and AI sheets were provided for people to note down their priorities for the area.

The results of the consultation feedback from the drop-in consultation session are set out over the following pages. This is followed by a review of the key messages from previous consultation undertaken in Hockley.

#### *Homes and employment*

- More homes will bring more cars and road infrastructure could not cope.
- If we have to have housing it must be affordable housing for workers and suitable infrastructure must be provided including more doctors/dentists/schools.
- The area is already saturated and has enough residents.
- Businesses and flats above shops on Spa Road.
- Eldon Way provides jobs for local people so keep it, there is nowhere else suitable for it.
- On Eldon Way there should be a mixture of homes and businesses. Keep the businesses as they support the high street shops.

#### *The physical Environment*

- Improve shop front but don't make them all the same.
- Retain the village character (though one comment was left that said Hockley was not a village).
- Keep original buildings which add character, e.g. Spa Pub, thatched cottage, Spa building, Victorian shops on the north side of Spa Road.
- Make a green area in the centre of the village.
- Avoid building on Green Belt land.

- Keep green spaces between Hockley and surrounding towns so that it remains a separate space (Rayleigh).
- Landscaping for Spa Road would be nice.
- Fill the empty shops on Spa Road and use empty shops on Main Road to be redeveloped for residential.
- Speak to the church at an early stage about a pedestrian route through from the Fire station.
- Remove railings outside the bank and improve the appearance of that area.
- Make pavements wider to create a café culture.
- Don't rip the heart out of the village – e.g. keep the post office.
- Any redevelopment would cause too much disruption in Hockley.
- Hockley does not need a town square.
- Spa House and the new housing development next to it show the quality, height and style that are needed in the centre of Hockley.

### **Shops and Leisure:**

- Two smaller supermarkets could encourage competition, there is no need for one huge one (no Tesco).
- Reduce business rates to encourage small businesses
- Retain independent shops and businesses (e.g. Urban café) so that Hockley offers something different from the surrounding area.
- Existing local services are excellent.
- Not everyone can drive so there needs to be suitable shopping facilities in Hockley that are able to support the whole population e.g. greengrocers/butcher/baker.
- A Medium sized supermarket on Eldon Way with car parking to replace Somerfield/Co-op.
- Remove pub fence and open up/improve outdoor/ French/farmers markets to attract more Saturday shoppers.
- Suggestion that the North Side (with Victorian shops on Spa Road) remain but are tidied up, but the south side (with Somerfield and Alldays) be redeveloped.
- Youth club, Fab, needs more advertising and encouragement. There needs to be more facilities for young people.
- No three or four storey buildings on Spa Road.
- No more restaurants and takeaways.

- Keep long standing family run businesses that have earned their place in the community.
- Introduce branded low/medium end clothing shops to bring people in e.g. New Look.
- Any supermarket proposals should be away from the village centre to reduce immediate competition with smaller shops already in the village.
- Happy with leisure already available at Eldon Way.
- Eldon Way needs to remain as it is – no clubs or pubs.
- Eldon Way should be used for leisure and not housing.
- Downgrade Hockley from Town to a District Centre (RDC retail and leisure study and DPD consultation responses).

### **Transport and Movement**

- Short term parking for free, e.g. 20mins.
- One Way traffic system through Hockley to Southend and Main Road (but some say no as it cuts off part of Hockley).
- No traffic lights at Spa Road but it does need improvements.
- Refurbish railway station.
- Too many cars for small roads and to support any more development.
- Need a by-pass (but at least 3 people did not agree with this saying it will kill Hockley).
- Make parking free at the station at weekends.
- Improve Lower Road to provide an alternative East-west route to release traffic congestion in Hockley (But issues of Green Belt designation).
- Buses should stop at the Railway station and not on Spa Road to reduce congestion. (but some said they need to stop adjacent to the shops for the elderly).
- Traffic calming needed throughout village.
- Traffic modifications should be careful not to make Woodlands Road a 'rat-run'.
- Traffic calming needed in Southend road between Great Eastern and Spa Roundabout to stop speeding.

### 3. Consultation feedback

- Create an alternative route for all the heavy duty vehicles.
- It would be nice to get traffic to the airport without impacting on the village.
- More parking needed.
- A footpath and information board in front of Spa Building.
- Increase numbers of pedestrian crossings.
- Buses to stop on Great Eastern Avenue.
- Bus services very frequent which is good.

#### Community

- Instead of a fair ground encourage fete/craft fair street celebration for all age groups.
- More visible policing.
- Encourage community involvement and help them to solve the problems themselves.
- Christmas lights.

#### Consultation plans

In addition to the general comments made by the local community on the AI worksheets, attendees were also invited to put their comments directly onto AI maps of Hockley centre, so that the project team were able to record spatial priorities according to local residents.

Three plans were set out on the tables at the drop-in session and the comments and sketches made on these are recorded over the following pages. The plans are not the result of three distinct discussion groups. Attendees were able to circulate between the tables with large plans and may have commented on more than one plan.

#### Key messages from previous consultation

The feedback from the drop-in consultation session provided similar themes and key messages to the feedback provided for the Hockley Parish Plan survey, for the original Placecheck consultation for the Hockley AAP and for feedback on the emerging Core Strategy for Rochford District Council.

The key messages from this earlier consultation have provided very useful background information for the project and have informed the development of the updated options for the Hockley AAP. The specific messages from these are not included in this report but have been recorded elsewhere. They can be reviewed on Rochford District Council's website and on the Hockley Parish Plan website.

#### Feedback on the original AAP options

A number of concerns were raised by the local community regarding the original Hockley AAP options, developed in 2009. This prompted Rochford District Council to review the options and commission a new study to develop amended options for the community to consider.

The community's comments on the original AAP options have also been taken into account in developing the updated options, and can be summarised as:

- The Hockley AAP should acknowledge the existing character of Hockley and seek to preserve and enhance this;
- The AAP should not only promote new development in Hockley but should guard against inappropriate development in the centre;
- A range of options should be provided for the centre, with different levels of intervention;
- Eldon Way Industrial Estate should be preserved as an employment use as much as possible;
- Greater attention should be given to improvements in Hockley which do not rely on new development;
- New housing in the centre should be limited in numbers and sensitive to the existing character; and
- Greater focus should be given to the delivery and funding of options for the Hockley AAP.

# HOCKLEY AREA ACTION PLAN

*Please add your suggestions for the local area...*

Move Somerfield to Eldon Way to improve access, space on High Street and parking

Possible clustering of village's community services in one area

Retain garages

No traffic lights at Spa Road roundabout but major traffic improvements needed

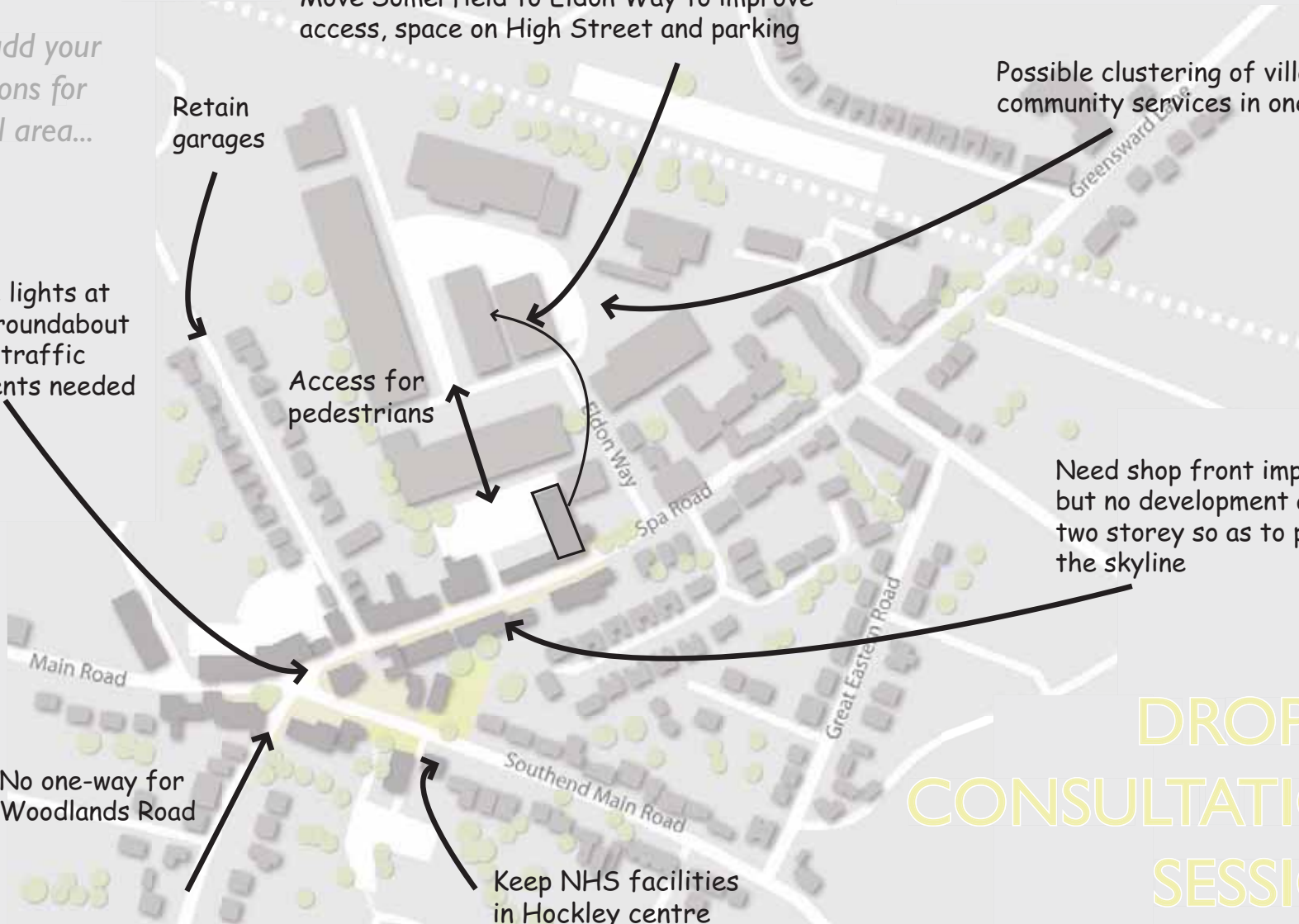
Access for pedestrians

Need shop front improvements but no development above two storey so as to preserve the skyline

No one-way for Woodlands Road

Keep NHS facilities in Hockley centre

## DROP-IN CONSULTATION SESSION



# HOCKLEY AREA ACTION PLAN

This road also serves three other industrial estates, therefore traffic flow needs to be a priority. This should govern decisions about the village.

*Please add your suggestions for the local area...*

Ambiguity about site has blighted land owners

Consider new entrances and exits for HGVs

Greensward Lane

We CANNOT do nothing - we need to invest BUT need to ensure the character of Hockley is retained and what gives it its identity

Mix of uses (retail, commercial, industry, leisure) needs considering. There should be some sort of grouping. There are currently both children and HGVs on one site which is a bad mix.

Get rid of Alldays

Eldon Way  
Spa Road

Need a children's playground and a defined public space for the village

Make more of Hockley's public footpaths

Main Road

Put the Spa pub on a roundabout to ease congestion and create a feature

Consider pedestrianisation of the high street (but maintain bus movements)

Southend Main Road

Great Eastern Road

Town Trail of historic buildings and link to woods

## DROP-IN CONSULTATION SESSION

# HOCKLEY AREA ACTION PLAN

*Please add your suggestions for the local area...*

Do not want to lose businesses on estate as they provide a living and are useful to many residents

No large supermarket, just one medium one on Eldon Way

Possible access behind shops to car parking

Use filter lane but not traffic lights

Area is dead after 5pm. Keep and improve leisure facilities to help with this

Network Rail own this - it is quite wide and could provide another access to Eldon Way.

Pedestrian route is treacherous in winter, road surface needs to be reconsidered.

Replace Alldays with car parking and create a space for a farmers market and community events

Add bus bay to prevent traffic congestion

Widen pavements to develop cafe culture

## DROP-IN CONSULTATION SESSION

## 4. Overarching framework and principles

This chapter sets out the overarching approach for the Hockley Area Action Plan. It is important that the AAP can provide a clear framework for future development and for planning decisions in the centre regardless of whether the AAP options for the centre come forward in the short or medium term.

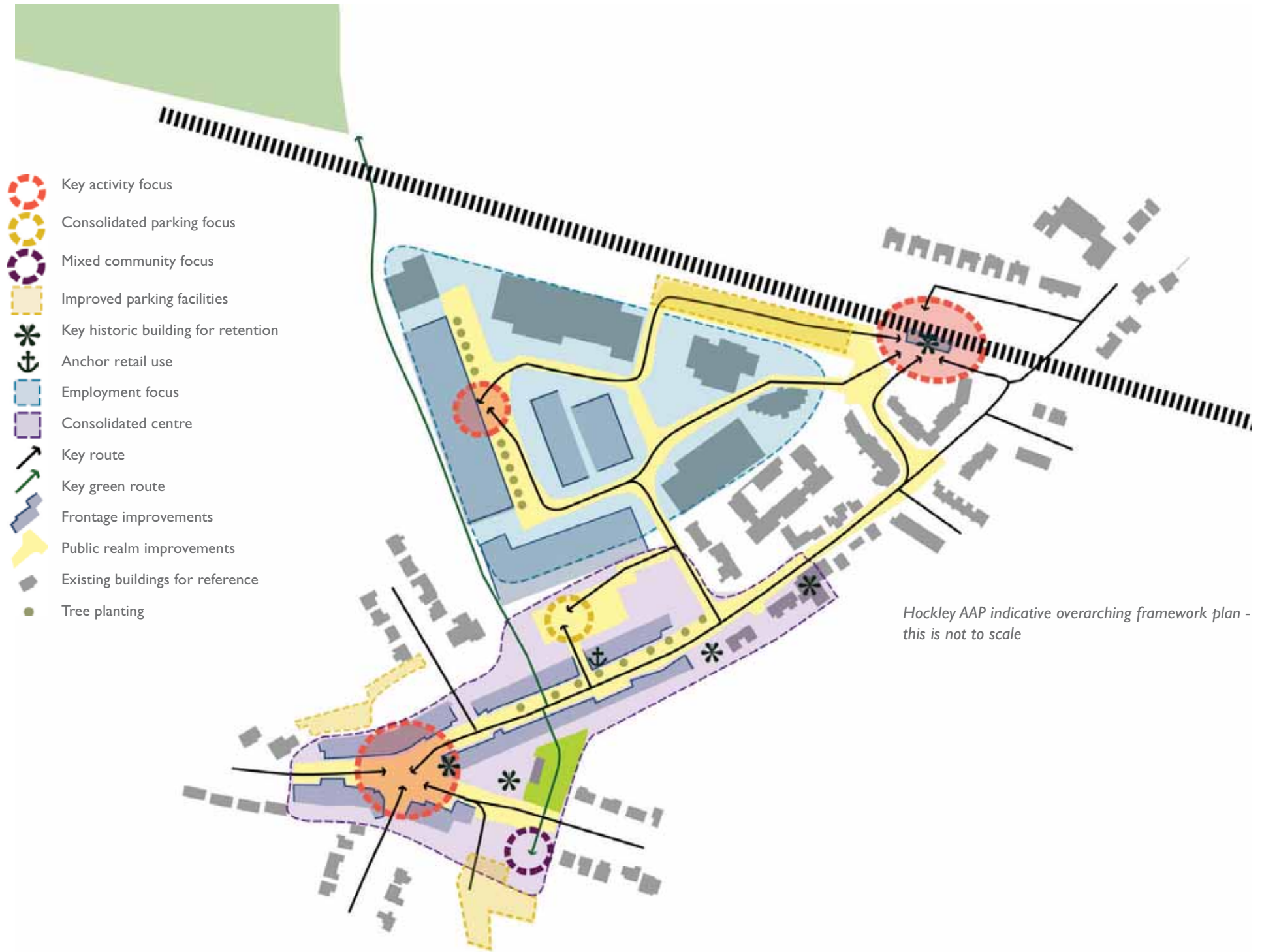
Setting out an overarching framework for agreed objectives in Hockley's centre and a number of themed planning and design principles to support this will help to guard against speculative development in the centre, preserve Hockley's character and protect the retail and employment role of the centre.

### Hockley AAP Planning and Design Principles

#### Land uses and activities

- Protect the level of jobs in the centre, by ensuring an equal number or increase in jobs is provided in new plans for the centre.
- Preserve employment space for independent businesses in the Eldon Way area in new plans.
- Limit the number of take-away outlets within the centre, in order to ensure a balanced mix of retailers and services.
- Attract leisure service operators to the centre, to address the relative lack of leisure facilities in the centre of Hockley.
- Attract restaurants to the local area, to address the relative lack of current provision.
- Improve the convenience offer within the centre by either expanding the existing convenience offer in the centre (Somerfield/Co-op) or by providing new space for a medium sized convenience retailer.
- Protect existing and support new independent retailers in the centre, which can complement a medium sized food store and enable residents to do their main food shopping in the centre of Hockley.
- Prevent the establishment of a large supermarket within Hockley.
- Tighten the boundary of the centre, to avoid vacant retail units (as seen on Main Road).
- Provide business start-up space and potentially public sector office space, to complement the employment uses at Eldon Way and overcome the lack of demand for private office space in Hockley.
- Consolidate the leisure uses in Eldon Way in one area, in order to avoid safety issues associated with any conflict of uses (industrial and leisure) here.
- Protect community facilities within Hockley's centre, including health facilities and the library.
- Explore options to provide additional youth facilities in the local area, or leisure facilities which appeal to young people.
- Ensure that any new housing development in the area includes affordable housing provision.
- Consider the potential of establishing a culture and heritage centre to celebrate Hockley's rich heritage.
- Ensure that community infrastructure requirements are reviewed if additional housing is considered for the centre, including education, health, transport, water and energy provision.





Hockley AAP indicative overarching framework plan - this is not to scale

## 4. Overarching framework and principles

### *Building form and character*

- Enhance the frontage of buildings within the centre of Hockley on Spa Road, Main Road and Southend Road.
- Enhance the frontage of buildings within Eldon Way.
- Consider the replacement of a section of Eldon Way, if this can bring greater benefit to Hockley as a whole in terms of uses which are valued by the community and support Hockley's economic health
- Establish a clear centre to Hockley – either at the historic core of the Spa Roundabout or at a central location on Spa Road.
- Protect historic buildings of strong or reasonable visual impact within Hockley, in order to maintain the area's character and provide continuity with its heritage, these could include:
  - The Spa pub;
  - The former Hockley Spa building;
  - 9-19 Main Road;
  - 1 Spa Road;
  - 14-22 Spa Road (with potential for refurbishment and additional storeys);
  - 44 Spa Road
  - 54 Spa Road;
  - 61-63 Southend Road;
  - The Old Fire Station; and
  - Hockley train station.
- Improve the physical environment by focusing new development on the replacement of poor quality existing buildings, which could include:
  - 2 Main Road;
  - 23-29 Spa Road;
  - 34-38 Spa Road; and
  - 40 Spa Road.
- Ensure that new development responds to the existing character of Hockley in terms of building heights and materials.
- Ensure that new development is built to sustainable standards, and meets Building for Life and Code for Sustainable Homes standards.
- Ensure that new development does not create issues of overlooking, particularly with regard to existing homes in the centre of Hockley.
- Protect the Green Belt from development and ensure that Hockley remains a distinct centre from Rochford and Rayleigh.
- Prioritise new development on previously developed and brownfield land.



*The Spa Pub*



*Thatched cottage, Spa Road*



Former Hockley Spa building



The former Fire Station

### **Pedestrian movement and public realm**

- Strengthen pedestrian links within the centre, particularly:
  - Between Hockley train station and Eldon Way;
  - Between Hockley train station and the centre; and
  - Between Spa Road and Eldon Way Industrial Estate.
- Create new and enhance existing green pedestrian links within Hockley, including:
  - The route linking Spa Road to the surrounding countryside, which runs adjacent to Eldon Way;
  - A potential route linking Southend Road and Spa Road through the churchyard; and
  - Links to Hockley Wood, to the south.
- Improve pedestrian signage within the centre for key destinations and attractors, including:
  - The train station;
  - The library;
  - The central retail area;
  - The health centre; and
  - Hockley Woods.
- Improve the physical environment on Spa Road by replacement of paving where this is poor and through tree planting.
- Improve safety levels and the physical environment in Eldon Way with new paving, tree planting and other measures.
- Improve the profile and accessibility of Hockley train station through physical environment improvements to create a clear 'front door' to the station.
- Ensure that all pedestrian routes are well lit to promote safety and the sense of safety.

## 4. Overarching framework and principles

### *Transport and parking*

- Address congestion at the Spa Road roundabout, balancing this with the impact on the pedestrian environment.
- Increase the levels of short-term on-street parking and free or cheap parking in the centre.
- Consolidate existing parking where possible, to maximise space numbers.
- Improve cycling facilities in the centre and cycle parking at the station, to encourage commuters to cycle to the station during the summer months, decreasing the number of cars on the road at peak times.
- Improve bus facilities in the local area to promote this as a feasible alternative to the car – providing more shelter and seating at bus stops and providing real time bus information.
- Encourage train use for trips to Southend from Hockley, to minimise the number of cars on the road.

### *Approach to the spatial options*

Spatial options have been developed for the Hockley Area Action Plan which help to address the drivers set out in the Introduction to this document and respond to the local community's wishes from earlier consultation. The options are designed to fit within the overarching framework and principles set out in this chapter.

Three spatial options have been developed for the AAP, each representing a different level of intervention in Hockley centre. These have been developed in order to identify uses that would help to support and strengthen Hockley centre and also to identify the particular areas that the community feels would benefit from investment, and those areas to protect.

The levels of intervention also draw out the relationship between physical environment improvements and the funding for these. In many cases, planning gain from developments can help to cross fund physical environment improvements nearby, which is particularly useful in a period of limited public funding. This should not provide a reason in itself for development, but does highlight that a plan for Hockley proposing purely public realm improvements would not be financially possible and helps to identify complementary interventions which could improve the public realm and strengthen Hockley's commercial centre whilst protecting its character and existing assets.

The spatial options have been developed in a modular fashion, so that some elements of one option may be combined with elements from a separate option. This helps the AAP options to respond to comments from the community and to provide flexibility to the market.



## 5. Spatial option 1

Spatial option 1 for the AAP is a 'minimal intervention approach' with a focus on improvements to pedestrian links, parking and the public realm and shop front improvements along Spa Road, with a small number of poor quality buildings being replaced by new shops. The key elements of option one can be summarised as:

### Development and land uses

- Providing shop front improvements to the units on the retail stretch of Spa Road and the central sections of Main Road and Southend Road.
- Replacement of the warehouse style building at 2 Main Road with new shop units and a small number of homes to provide stronger frontage to the historic centre of Hockley.
- Replacement of warehouse style retail units at 34-40 Spa Road.

### Traffic and parking

- Consolidation of the parking area behind Somerfield/ Co-op and the former Alldays store to provide more parking.
- Increasing the amount of parallel on-street parking on Spa Road.
- Consider the potential to open the western entrance to Potters car park, to help ease congestion at the Spa roundabout. Cars entering and exiting the car

park from the west would no longer need to use the roundabout and Spa Road to access the car park, relieving congestion at this point. This would need to be subject to further testing.

### Movement and public realm

- Improvements to the train station frontage and the public realm to provide a real front entrance to the station.
- Establishing a pedestrian link between the train station and Eldon Way employment area.
- Enhancing the green pedestrian link between Bramerton Road and Eldon Way.
- Provide paving and streetscape improvements to the retail core of Hockley, on Spa Road, Main Road and Southend Road to strengthen the presence and profile of the centre.
- Greening Spa Road and other key areas with tree planting.
- Providing table-top crossings for pedestrians at secondary road junctions on Spa Road.
- Providing a large table top crossing at the northern end of Woodlands Road, to help create a public space at the Spa roundabout, the historic core to Hockley.

### Benefits

This scheme preserves the character of Hockley, with minimal development intervention in the centre

The scheme improves parking capacity and accessibility with minimal intervention

### Potential issues

This spatial option has very limited development but a reasonable level of public realm improvements, which could prove challenging to fund

This scheme does not help to meet the demand for new homes in the local area and does not therefore relieve pressure on the Green Belt for new development

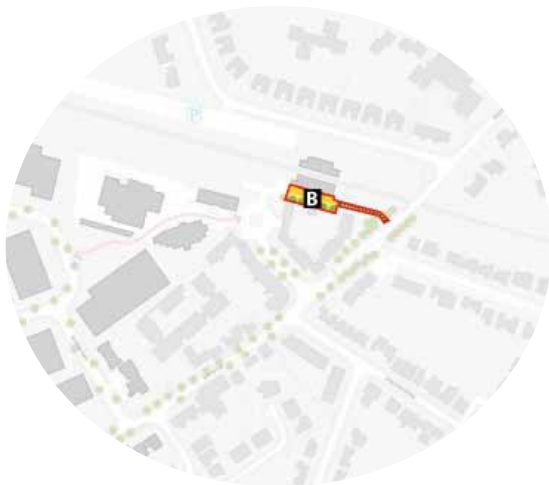
## Hockley Masterplan - Option 1



- R. Shops with flats above
- SR. Single storey shops
- Existing building maintained
- Streetscape improvements
- Heritage led frontage improvements
- - - Improved walking route
- New or retained tree
- P Public car park

# 5. Spatial option I

## Development site details



## Public realm investment

The table below sets out the proposed public realm investment in option I. The particular areas for the intervention are set out to the left. The table on the facing page sets out the building interventions, with the particular sites identified in the plans.

Site	Public realm description	Floor area (Red line area minus road area receiving no new treatment)
A	<ul style="list-style-type: none"> <li>• Extension of paving along Main Road and Southend Road from Spa Road roundabout.</li> <li>• On street parking along Spa Road on paved surface and slight narrowing of Spa Road.</li> <li>• Tree planting throughout area.</li> <li>• Secondary road treatment at start of Woodlands Road, Bramerton Road and car park entrances.</li> <li>• Potential for new street furniture.</li> <li>• Where possible, paving improvements to include areas within private ownership that were excluded from previous improvements.</li> </ul>	4,500
B	<ul style="list-style-type: none"> <li>• New paving and shared road surface at entrance to train station.</li> <li>• Improvements to footpath linking to Spa Road</li> </ul>	700

Heritage led frontage improvements: Length of frontage within improvement zone = 640m



### Development sites

Site	Existing use	Proposed use	Number of storeys	Existing areas			Proposed areas			Site area (sqm)
				Land use	Approx. no. of units	Gross external floor area (sqm)	Land use	Approx.	Gross external floor area (sqm)	
1	2 single storey retail units	2 retail units with flats above	3	Retail	2	275	Retail	2	360	700
							Flats	4	720	
2	Single storey retail and parking	Single storey retail	1	Retail	4	390	Retail	6	620	750



### Total increase in areas

Total increase if whole of masterplan delivered		
Land use	Gross external floor area (sqm)	Approx units
Retail	315 sqm	2
Flats	720 sqm	4

## 5. Spatial option I



*Axonometric visualisations of option I*



Price

Est 1974

SHOP TO LET  
FRESH FRUITS  
Wholesale - Retail

Chemical

POST OFFICE

POST OFFICE

## 6. Spatial option 2

Spatial option 2 provides a slightly higher level of intervention in the centre, in order to strengthen the uses in the centre and provide greater improvements to the public realm. The key elements of option two can be summarised as:

### *Development and land uses*

- Providing shop front improvements to the units on the retail stretch of Spa Road and the central sections of Main Road and Southend Road.
- Replacement of the warehouse style building at 2 Main Road with a new shop units and a small number of homes to provide stronger frontage to the historic centre of Hockley.
- Replacement of the former Alldays building with new shops with flats above.
- Replacement of one building in Eldon Way with a new light industry/business start-up/public sector offices employment space, fronting a new parking square.
- Creation of new leisure space, potentially to accommodate a skating use, which has potential in the area and new small retailers.
- Consolidation of existing leisure uses on Eldon Way on the western section of the area, to avoid a conflict of uses.
- Frontage improvements to the existing leisure buildings on Eldon Way and the central island buildings facing this.

- Consolidation of the Hockley centre, so that the poorly performing retail unit on Main Road can be transferred to housing, if appropriate.
- Redevelopment of the existing library and health centre to provide a new combined community centre with library and health facilities and shop units fronting Southend Road.
- A new home on Spa Road, close to the train station.

### *Traffic and parking*

- Creation of a new parking area on the south side of the train station, for weekday commuters and weekend shoppers, with vehicular drop-off and pick-up points moving from the roundabout to here.
- Narrowing of the train station roundabout, to prevent waiting here.
- Creation of a new parking square for the short-term, fronted by shops and offices. This would be landscaped to provide a pleasant environment.
- Increasing the amount of parallel on-street parking on Spa Road.
- Consider the potential to open the western entrance to Potters car park, to help ease congestion at the Spa roundabout. Cars entering and exiting the car park from the west would no longer need to use the roundabout and Spa Road to access the car park, relieving congestion at this point. This would need to be subject to further testing.

### *Movement and public realm*

- Improvements to the train station frontage and the public realm to provide a real front entrance to the station.
- Establishing a pedestrian link between the train station and Eldon Way employment area.
- Enhancing the green pedestrian link between Bramerton Road and Eldon Way.
- Provide paving and streetscape improvements to the retail core of Hockley, on Spa Road, Main Road and Southend Road to strengthen the presence and profile of the centre.
- Tree planting along Spa Road and other key areas.
- Providing table-top crossings for pedestrians at secondary road junctions on Spa Road.
- Providing a large table top crossing at the northern end of Woodlands Road, to help create a public space at the Spa roundabout, the historic core to Hockley.
- Enhancing the public realm at the new combined community centre on Southend Road.
- Strengthening the link between Spa Road and Eldon Way.
- Creating a green link between Spa Road and Southend Road, through the churchyard.
- Enhancing the environment and improving safety in front of the existing leisure uses in Eldon Way.



## Hockley Masterplan - Option 2

- Shops with flats above
- Larger format retail
- Library / Health centre with flats above
- Houses / Mews houses
- Offices
- Existing building maintained
- Shops converted to housing
- Streetscape improvements
- Heritage led frontage improvements
- Frontage improvements to industrial units
- Public art / frontage improvement
- Improved or new walking route
- New or retained tree
- Public car park

## 6. Spatial option 2

### Option 2a

Option 2a is the same as option 2, with a slightly greater level of intervention on Spa Road. In this option, the Somerfield/Co-op store and houses above these and the post office sorting offices are replaced by new retail units with homes above, which can help to provide quality retail space and can strengthen the links between Spa Road and Eldon Way further, with the creation of a new small public space.

Additional homes are provided on the site of the sorting office, to help improve the environment here and complement the existing housing opposite on Eldon Way.

The replaced warehouse buildings at 34-40 Spa Road are included in this option, highlighting the modular nature of the options.

Benefits
This scheme preserves the character of Hockley, with limited development intervention in the centre
The scheme improves parking capacity and accessibility in the centre
The scheme supports the commercial health of the centre, providing a small amount of new retail which can complement but not threaten existing retailers
The scheme provides flexible employment space, preserving Eldon Way as an employment and leisure area
The scheme provides new leisure space which could accommodate a skating use (currently seeking space in the area) and which connects well with the existing leisure uses
The scheme strengthens community uses in the centre
The scheme has the potential to cross fund public realm improvements in the centre
The scheme strengthens links between Spa Road and Eldon Way

Potential issues
The scheme requires the removal of an existing building in Eldon Way
The scheme requires the support and cooperation of land owners within the centre
The scheme includes the replacement of the library and health centre with similar uses, which may be challenging to fund
The scheme moves parking access on Spa Road to Eldon Way, which will increase the use of these roads
The scheme has a large number of public realm improvements and lower number of developments, which may prove challenging to finance
The scheme has potential for greater impact on Hockley's character, though if managed carefully, this could be a positive impact

## Hockley Masterplan - Option 2A



- Shops with flats above
- Larger format retail
- Library / Health centre with flats above
- Houses / Mews houses
- Employment - business start up
- Existing building maintained
- Shops converted to housing
- Streetscape improvements
- Heritage led frontage improvements
- Frontage improvements to industrial units
- Improved or new walking route
- New or retained tree
- P Public car park

## 6. Spatial option 2



*Axonometric visualisations of option 2*





*Axonometric visualisations of option 2a*

## 6. Spatial option 2

### *Photomontage of option 2a*

This photomontage provides an indication of the potential character along Spa Road following the interventions suggested in option 2a. This includes public realm improvements to Spa Road itself, with improved on-street parking and the replacement of Alldays and the row of shops including Somerfield (Co-op) with new shops and homes above these.

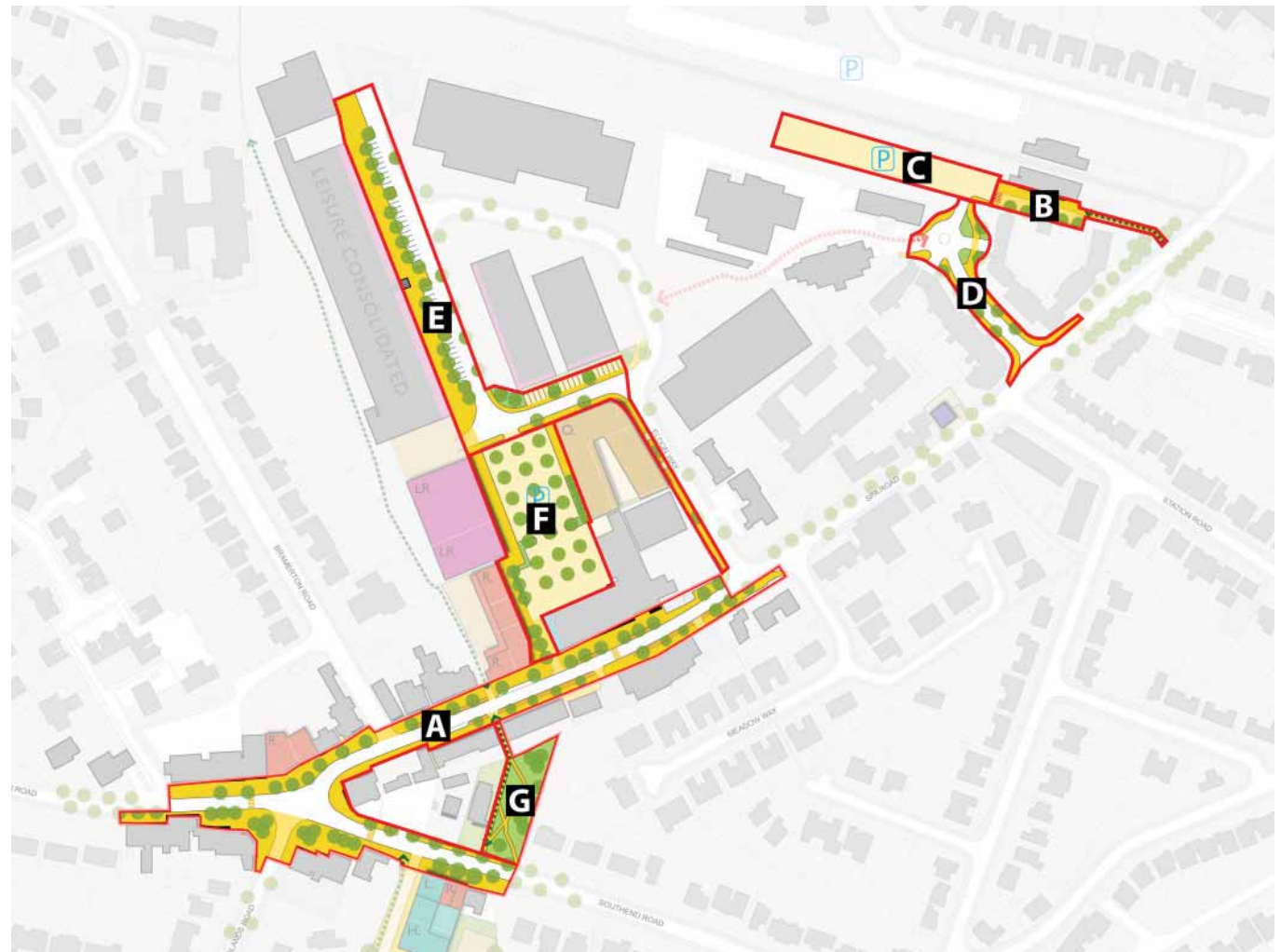




## 6. Spatial option 2

### Option 2 public realm investment detail

Detail on the public realm investment is provided on these pages. Distinct areas have been identified which would be likely to come forward either with development areas or as public realm investment projects. The project areas have been lettered and detail on the proposed improvements is set out in the table on the facing page.



Site	Public realm description	Floor area sqm (Red line area minus road area receiving no new treatment)
A	<ul style="list-style-type: none"> <li>• Extension of paving along Main Road and Southend Road from Spa Road roundabout.</li> <li>• On street parking along Spa Road on paved surface and slight narrowing of Spa Road.</li> <li>• Tree planting throughout area.</li> <li>• Secondary road treatment at start of Woodlands Road, Bramerton Road and car park entrances.</li> <li>• Potential for new street furniture.</li> <li>• Where possible, paving improvements to include areas within private ownership that were excluded from previous improvements.</li> </ul>	4,300
B	<ul style="list-style-type: none"> <li>• New paving and shared road surface at entrance to train station.</li> <li>• Improvements to footpath linking to Spa Road</li> </ul>	700
C	<ul style="list-style-type: none"> <li>• New car park</li> </ul>	1,500
D	<ul style="list-style-type: none"> <li>• Paving improvements along Station Approach including potential pavement widening and tree planting. Roundabout reduced in size to create small green space on approach to station.</li> </ul>	715
E	<ul style="list-style-type: none"> <li>• Paving improvements along Eldon Way and new parking spaces. With leisure uses consolidated in the main building to the west, vehicular access no longer needed into the buildings for loading and a wide paved area created between the building and car parking. This is seen as a 'child safety zone'.</li> </ul>	2,790
F	<ul style="list-style-type: none"> <li>• New car park with high quality floor material. Existing car park to have matching treatment.</li> <li>• Paving of connection between new shops and the high street to match existing paving in the central retail area.</li> </ul>	3,700
G	<ul style="list-style-type: none"> <li>• This is currently private green space owned by the Church, and public access would need to be granted before opening up this area. If consent is granted by the Church, there is potential for new footpaths and small scale landscaping to develop a valuable area of public open space within the centre of Hockley.</li> </ul>	1,000

## 6. Spatial option 2

### Option 2 development site details

Detail on the areas of intervention is provided on these pages. Distinct areas have been identified which would be likely to come forward as development sites. The sites have been numbered and detail on each of these is set out in the table on the facing page. The site numbers are consistent across all three options, to allow a modular approach to be taken. Number 2 is therefore missing in this plan, as it is included in options 1, 2a and 3.

The table below provides an overview of proposed land uses within the option.

Total increase if whole of masterplan delivered		
Land use	Gross external (sqm)	Approx units
Retail normal shops	505	2
Retail large shops	1,470	2
Flats	2,350	26
Houses	170	1
Offices (stand-alone)	3,610	190 people
Light industry / attached offices	-8,400	6



Site	Existing use	Proposed use	Number of proposed storeys	Existing areas			Proposed areas			Site area (sqm)			
				Land use	Approx. number of units	Gross external floor area (sqm)	Land use	Approx. number of units	Gross external floor area (sqm)				
1	2 single storey retail units	2 retail units with flats above	3	Retail	2	275	Retail	2	360	700			
							Flats	4	720				
3a	2 / 3 storeys of light industry and offices	Office space (with some undercroft parking in a half basement), surface car parking and 2 larger format retail stores	3 for offices 1 for retail	Light industry / offices	6 (3 occupied by single operator)	8400	Retail (large format)	2	1,470	6,630			
							Offices	190 people	3,610				
							Office undercroft parking	33 spaces	775				
							Surface car parking	66 spaces	1430				
3b	Single storey retail and parking	Retail with flats above	2	Retail	3 - 4	385	Retail	4	735	2,040			
							Flats	7	600				
4	Library and health centre	Library, health centre and retail with flats above and private parking for flats	2 facing Southend Main Road, 3 to rear	Library	1	280	Library	1	370	1,350			
							Health centre	1	300				
							Health centre	1	245		Retail	2	115
							Flats	13	1030				
5	Single storey retail	House	2	Retail	1	45	House	1	170	250			
6	1 / 2 storeys of light industry and leisure	Consolidated leisure uses within existing refurbished buildings	1 / 2	Light industry / leisure	8 - 13	4,150 (building footprint)	Leisure	6 - 10	4,150 (building footprint)	6,970			

## 6. Spatial option 2

### *Option 2a public realm investment detail*

Detail on the public realm investment is provided on these pages. Distinct areas have been identified which would be likely to come forward either with development areas or as public realm investment projects. The project areas have been lettered and detail on the proposed improvements is set out in the table on the facing page.





Site	Public realm description	Floor area (sqm) (Red line area minus road area receiving no new treatment)
A	<ul style="list-style-type: none"> <li>• Extension of paving along Main Road and Southend Road from Spa Road roundabout.</li> <li>• On street parking along Spa Road on paved surface and slight narrowing of Spa Road.</li> <li>• Tree planting throughout area.</li> <li>• Secondary road treatment at start of Woodlands Road, Bramerton Road and car park entrances.</li> <li>• Potential for new street furniture.</li> <li>• Where possible, paving improvements to include areas within private ownership that were excluded from previous improvements.</li> </ul>	4,300
B	<ul style="list-style-type: none"> <li>• New paving and shared road surface at entrance to train station.</li> <li>• Improvements to footpath linking to Spa Road</li> </ul>	700
C	<ul style="list-style-type: none"> <li>• New car park</li> </ul>	1,500
D	<ul style="list-style-type: none"> <li>• Paving improvements along Station Approach including potential pavement widening and tree planting. Roundabout reduced in size to create a small green space on the approach to the station.</li> </ul>	715
E	<ul style="list-style-type: none"> <li>• Paving improvements along Eldon Way and new parking spaces. With leisure uses consolidated in the main building to the west, vehicular access no longer needed into the buildings for loading and a wide paved area created between the building and car parking. This is seen as a 'child safety zone'.</li> </ul>	2,790
F	<ul style="list-style-type: none"> <li>• New car park with high quality floor material.</li> </ul>	2,020
FI	<ul style="list-style-type: none"> <li>• Paving of connection between new shops and the high street to match existing paving in the central retail area. New public space fronting Spa Road with central soft landscaped area to act as the 'village green'</li> </ul>	1,130
G	<ul style="list-style-type: none"> <li>• This is currently private green space owned by the Church, and public access would need to be granted before opening up this area. If consent is granted by the Church, there is potential for new footpaths and small scale landscaping to develop a valuable area of public open space within the centre of Hockley.</li> </ul>	1,000

## 6. Spatial option 2

### Option 2a development site details

Detail on the areas of intervention is provided on these pages. Distinct areas have been identified which would be likely to come forward as development sites. The sites have been numbered and detail on each of these is set out in the table on the facing page.

The table below provides an overview of proposed land uses within the option.

Total increase if whole of masterplan delivered		
Land use	Gross external (sqm)	Approx units
Retail normal shops	585	0
Retail large shops	1,470	2
Flats	4,240	49
Houses	870	7
Offices (stand-alone)	3,610	190 people
Light industry / attached offices	-8,400	6



Site	Existing use	Proposed use	Number of proposed storeys	Existing areas			Proposed areas			Site area (sqm)
				Land use	Approx. number of units	Gross external floor area (sqm)	Land use	Approx. number of units	Gross external floor area (sqm)	
1	2 single storey retail units	2 retail units with flats above	3	Retail	2	275	Retail	2	360	700
							Flats	4	720	
2	Single storey retail	Retail with flats above	2	Retail	4	390	Retail	5	470	750
							Flats	5	440	
3a	2 / 3 storeys of light industry and offices	Office space (with some undercroft parking in a half basement), surface central retail area car parking and 2 larger format retail stores	3 for offices 1 for retail	Light industry / offices	6 (3 occupied by single operator)	8400	Retail (large format)	2	1,470	6,630
							Offices	190 people	3,610	
							Office undercroft parking	33 spaces	775	
							Surface car parking	66 spaces	1430	
3b	Single storey retail and parking	Retail with flats above	2	Retail	3 - 4	385	Retail	4	735	2,040
							Flats	7	600	
3c	Retail units with flats above and postal sorting office	Retail with flats above and houses	3	Retail	8	1250	Retail	5	1250	4,340
Flats				7	600	Flats	25	2050		
Sorting office				1	450	Houses	6	700		
4	Library and health centre	Library, health centre and retail with flats above and private parking for flats	2 facing Southend Main Road, 3 to rear	Library	1	280	Library	1	370	1,350
				Health centre	1	245	Health centre	1	300	
				Flats	13	1030	Retail	2	115	
				Flats	13	1030	Flats	13	1030	
5	Single storey retail	House	2	Retail	1	45	House	1	170	250
6	1 / 2 storeys of light industry and leisure	Consolidated leisure uses within existing refurbished buildings	1 / 2	Light industry / leisure	8 - 13	4,150 (building footprint)	Leisure	6 - 10	4,150 (building footprint)	6,970

## 7. Spatial option 3

Spatial option 3 provides a higher level of intervention in Hockley centre than options 1 and 2, in order to strengthen the uses in the centre, provide new homes in the area and provide greater improvements to the public realm. The key elements of option three can be summarised as:

### *Development and land uses*

- Providing shop front improvements to the units on the retail stretch of Spa Road and the central sections of Main Road and Southend Road.
- Replacement of warehouse style building at 2 Main Road with a new shop units and a small number of homes to provide stronger frontage to the historic centre of Hockley.
- Replacement of the corner building opposite this on Spa Roundabout, to provide stronger frontage to the roundabout and establish new shops and homes.
- Redevelopment of the existing library and health centre to provide a new combined community centre with library and health facilities and shop units fronting Southend Road.
- Replacement of poor quality building on Southend Road, with retail and homes to the rear
- Creation of two new homes at the northern end of the churchyard, to provide overlooking and natural surveillance for the pedestrian route through the green space here.

- Replacement of the Alldays building and one building on Eldon Way with business start-up/public sector offices employment space above shops, fronting onto a small public space.
- Creation of a new leisure space which could accommodate the potential skating rink in the area, replacing one building in Eldon Way.
- Replacement of the Somerfield/Co-op buildings and houses, with new retail and homes, fronting onto a small public space.
- Replacement of two buildings on Eldon Way with new homes, with public realm improvements.
- New homes to replace the health centre at Eldon Way, with this moving to a new combined community centre on Southend Road.
- Replacement of poor quality buildings at 34-40 Spa Road, with new retail.
- A new home on Spa Road, close to the train station.

### *Traffic and parking*

- Creation of a new parking area on the south side of the train station, for weekday commuters and weekend shoppers, with vehicular drop-off and pick-up points moving from the roundabout to here.
- Narrowing of the train station roundabout, to prevent waiting here but providing drop-off points next to the station.

- Creation of a new parking square for short-term parking, fronted by shops and offices.
- Increasing the amount of parallel on-street parking on Spa Road and providing echelon parking, where space permits.
- Providing a shared surface at Spa roundabout.
- Consider the potential to open the western entrance to Potters car park, to help ease congestion at the Spa roundabout. Cars entering and exiting the car park from the west would no longer need to use the roundabout and Spa Road to access the car park, relieving congestion at this point. This would need to be subject to further testing.

### *Movement and public realm*

- Improvements to the train station frontage and the public realm to provide a real front entrance to the station.
- Establishing a pedestrian link between the train station and Eldon Way employment area.
- Enhancing the green pedestrian link between Bramerton Road and Eldon Way.
- Provide paving and streetscape improvements to the retail core of Hockley, on Spa Road, Main Road and Southend Road to strengthen the presence and profile of the centre.
- Tree planting along Spa Road and other key areas

### Hockley Masterplan - Option 3



- Shops with flats above
- Supermarket
- L.  H. Library / Health centre with flats above
- Houses / Mews houses
- Flats
- Existing building maintained
- Leisure
- Offices
- Retail with offices above
- Streetscape improvements
- Heritage led frontage improvements
- Improved or new walking route
- New or retained tree
- Public car park

## 7. Spatial option 3

- Providing table-top crossings for pedestrians at secondary road junctions on Spa Road
- Providing a large table top crossing at the northern end of Woodlands Road, to help create a public space at the Spa roundabout, the historic core to Hockley
- Enhancing the public realm at the new combined community centre on Southend Road
- Strengthening the link between Spa Road and Eldon Way
- Creating a green link between Spa Road and Southend Road, through the churchyard
- Enhancing the environment and improving safety in front of the existing leisure uses in Eldon Way
- Improving the parking facilities and public realm at the neighbourhood shops on Main Road, to bring these into the centre and support them commercially.

### **Spatial option 3a**

Spatial option 3a is very similar to option 3, with a minor difference that new housing is provided to the north of the railway line, along Plumberow Avenue, in order to provide new homes whilst preserving the existing employment space on Eldon Way. This also helps to create a strong northern entrance to the train station. In this option, the leisure uses have been consolidated in one area of Eldon Way as in option 2, to increase safety levels for visitors.

<b>Benefits</b>
The scheme improves parking capacity and accessibility in the centre
The scheme supports the commercial health of Hockley centre, providing new retail which can complement but not threaten existing retailers
The scheme provides flexible employment space, preserving Eldon Way as an employment and leisure area in option 3a
The scheme provides new leisure space which could accommodate a skating use (currently seeking space in the area) and which connects well with the existing leisure uses
The scheme strengthens community uses in the centre
The scheme has the potential to cross fund public realm improvements in the centre of Hockley
The scheme strengthens links between Spa Road and Eldon Way
The scheme dramatically improves the physical environment at Spa roundabout, the historic core of Hockley
The scheme accommodates new homes in the area, easing pressure on the surrounding Green Belt

<b>Potential issues</b>
The scheme requires the removal of an existing building in Eldon Way
The scheme requires the support and cooperation of land owners within the centre
The scheme includes the replacement of the library and health centre with similar uses, which may be challenging to fund
The scheme moves parking access on Spa Road to Eldon Way, which will increase the use of these roads
The scheme has a large number of public realm improvements and lower number of developments, which may prove challenging to finance
The scheme has potential for greater impact on Hockley's character, though if managed carefully, this could be a positive impact
A larger level of intervention in the centre would need to be carefully phased, to avoid disruption to shops and services during development
Community infrastructure will need to be considered to test whether reasonable number of new homes can be accommodated in Hockley

## Hockley Masterplan - Option 3A



- Shops with flats above
- Supermarket
- Library / Health centre with flats above
- Houses / Mews houses
- Flats
- Existing building maintained
- Leisure
- Offices
- Retail with offices above
- Streetscape improvements
- Heritage led frontage improvements
- Improved or new walking route
- New or retained tree
- Public car park

## 7. Spatial option 3



*Axonometric visualisations of option 3*





*Axonometric visualisations of option 3a*

## 7. Spatial option 3





## 7. Spatial option 3

### *Option 3 public realm investment detail*

Detail on the public realm investment is provided on these pages. Distinct areas have been identified which would be likely to come forward either with development areas or as public realm investment projects. The project areas have been lettered and detail on the proposed improvements is set out in the table on the facing page.



Site	Public realm description	Floor area (sqm) (Red line area minus road area receiving no new treatment)
A	<ul style="list-style-type: none"> <li>• Extension of paving along Main Road and Southend road from Spa Road roundabout.</li> <li>• On street parking along Spa Road on paved surface and slight narrowing of Spa Road.</li> <li>• Tree planting throughout area.</li> <li>• Secondary road treatment at start of Woodlands Road, Bramerton Road and car park entrances.</li> <li>• Potential for new street furniture.</li> <li>• Shared surface at Spa Road roundabout.</li> <li>• Where possible, paving improvements to include areas within private ownership that were excluded from previous improvements.</li> <li>• On street parking reconfigured in front of western shops on Main Road with new spaces paved.</li> </ul>	5,000
B	<ul style="list-style-type: none"> <li>• New paving and shared road surface at entrance to train station.</li> <li>• Improvements to footpath linking to Spa Road</li> </ul>	700
C	<ul style="list-style-type: none"> <li>• New car park</li> </ul>	3,350
D	<ul style="list-style-type: none"> <li>• Paving improvements along Station Approach including potential pavement widening and tree planting. Roundabout reduced in size to create small green space on approach to station.</li> </ul>	715
E	<ul style="list-style-type: none"> <li>• Paving improvements along Eldon Way befitting its new mixed residential character.</li> </ul>	2,360
F	<ul style="list-style-type: none"> <li>• New car park with high quality floor material.</li> <li>• New public space facing Spa Road with soft landscaped 'village green'.</li> </ul>	2,700
G	<ul style="list-style-type: none"> <li>• This is currently private green space owned by the Church, and public access would need to be granted before opening up this area. If consent is granted, there is potential for new footpaths and small scale landscaping to develop a valuable area of public open space within the centre of Hockley.</li> </ul>	1,000
H	<ul style="list-style-type: none"> <li>• Linking road and pedestrian route to new train station car park</li> <li>• Extension of paving along Spa Road linking to improvements to Station Approach.</li> </ul>	475
I		490
J	<ul style="list-style-type: none"> <li>• Further paving improvements to Spa Road / Greensward Lane.</li> </ul>	415

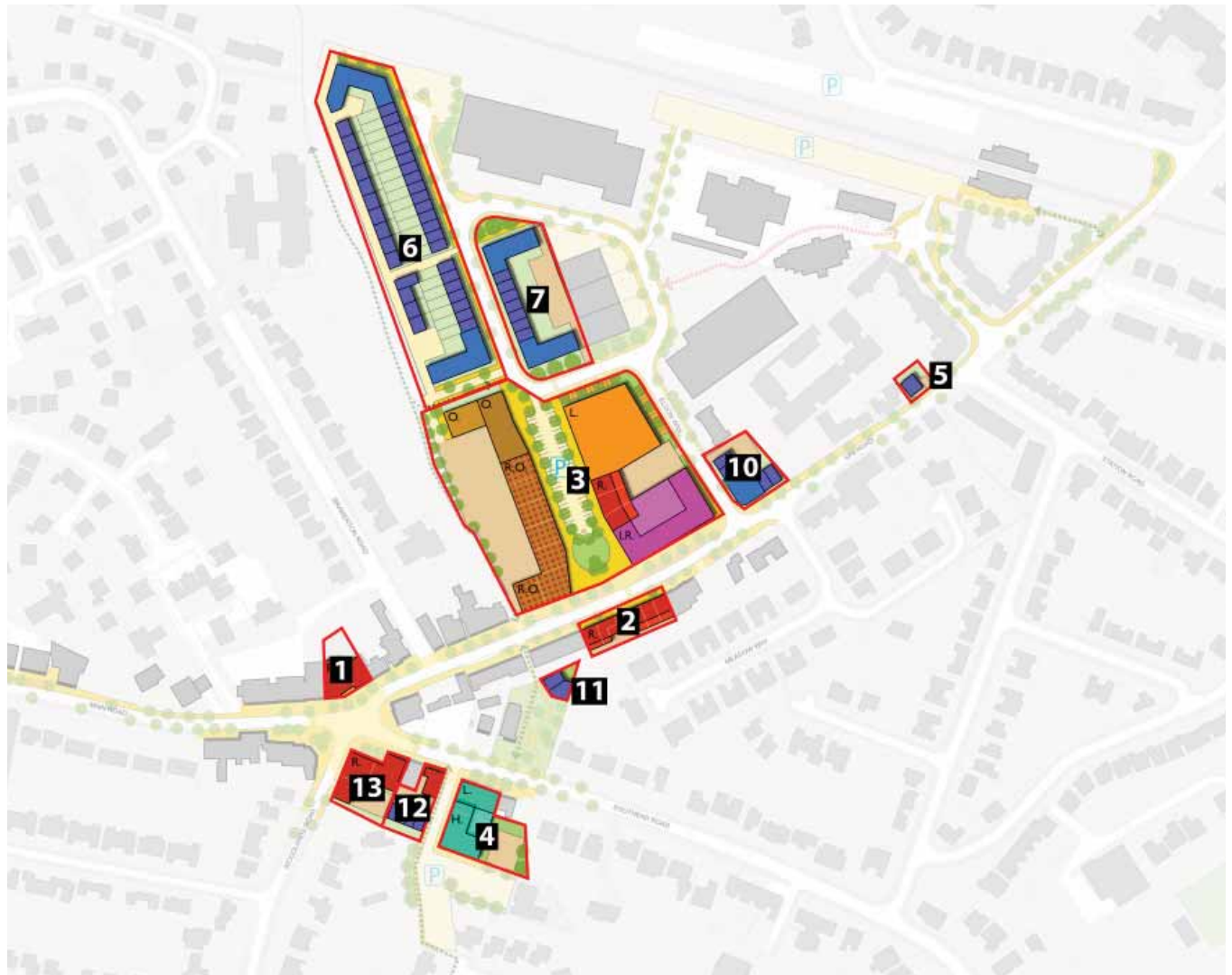
# 7. Spatial option 3

## Option 3 development site details

Detail on the areas of intervention is provided on these pages. Distinct areas have been identified which would be likely to come forward as development sites. The sites have been numbered and detail on each of these is set out in the table on the facing page.

The table below provides an overview of proposed land uses within the option.

Total increase if whole of masterplan delivered		
Land use	Gross external (sqm)	Approx units
Retail normal shops	940	1 - 2
Retail large shops	1,370	1
Flats	8,210	95
Houses	6,780	54
Offices	3,665	-
Light industry / attached offices	-14,520 (minimum, potentially more offices on upper floors)	20 -25
Leisure	3,060 (new build only, does not factor in existing leisure)	3 - 6 (new build only, does not factor in existing leisure)

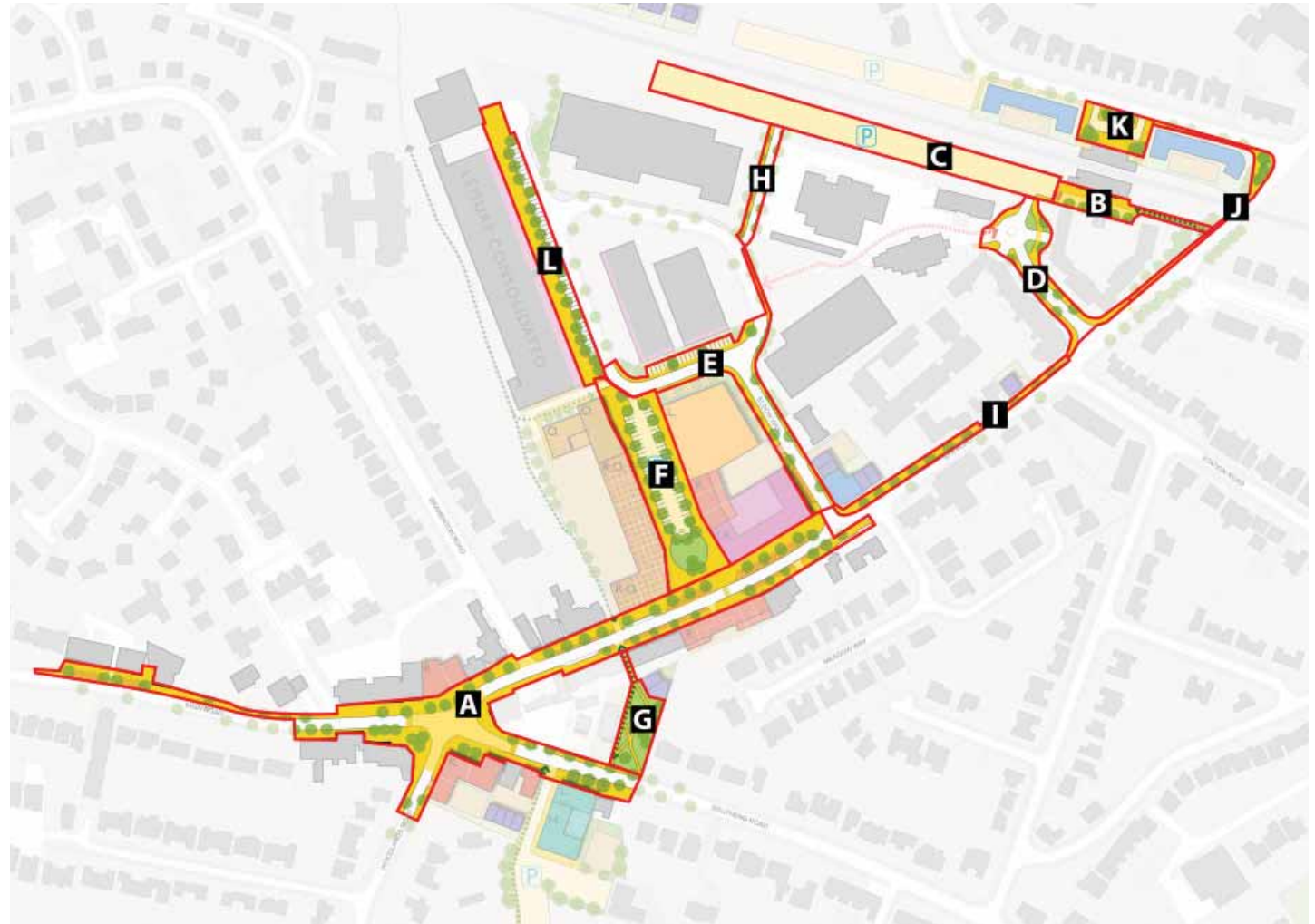


Site	Existing use	Proposed use	Number of proposed storeys	Existing areas			Proposed areas			Site area (sqm)			
				Land use	Approx. number of units	Gross external floor area (sqm)	Land use	Approx. number of units	Gross external floor area (sqm)				
1	2 single storey retail units	2 retail units with flats above	3	Retail	2	275	Retail	2	360	700			
				Flats	4	720	Flats	4	720				
2	Single storey retail	Retail with flats above	2	Retail	4	390	Retail	5	470	750			
				Flats	5	440	Flats	5	440				
3	Retail units facing Spa Road, with flats above main parade. Post sorting office. Detached house. Light industry with associated offices facing Eldon Way.	Retail with offices above, as well as some offices on ground floor. Leisure, including displaced from site 6. Shops with flats above, including large format store.	2 - 3	Light industry / offices	6 (3 occupied by single operator)	8,400	Retail (large format)	1	1370	13,010			
				Retail	11 - 12	1,635	Retail	10	1905				
				Flats	7	600	Offices	240 people	4565				
				Sorting office	1	450	Flats	22	1830				
				House	1	150	Leisure	3 - 6	3060				
4	Library and health centre	Library and health centre with flats above and private parking for flats	2 facing Southend Main Road, 3 to rear	Library	1	280	Library	1	355	1,350			
				Health centre	1	245	Health centre	1	425				
				Flats	13	1030	Flats	13	1030				
5	Single storey retail	House	2	Retail	1	45	House	1	170	250			
6	Light industry / Leisure	Flats and houses	2	Light industry / leisure	10 - 15	4970 (building footprints)	Flats	21	1750	9,185			
							Houses	36	3810		Houses	36	3810
7	Light industry	Flats and houses	2	Light industry	4	1150	Flats	16	1350	3,050			
							Houses	7	700		Houses	7	700
10	Health centre	Flats and houses	2	Health centre	1	260	Flats	6	480	950			
							Houses	4	440		Houses	4	440
11	Rear of church grounds	2 houses	2	N/A	N/A	N/A	Houses	2	270	215			
12	Restaurant car park	Shops with flats above and houses	2	N/A	N/A	N/A	Retail	1	130	600			
							Flats	2	130		Flats	2	130
							Houses	4	380		Houses	4	380
13	Offices	Shops with flats above	2 - 3	Offices	-	900	Retail	2	420	920			
							Flats	13	1080		Flats	13	1080

## 7. Spatial option 3

### *Option 3a public realm investment detail*

Detail on the public realm investment is provided on these pages. Distinct areas have been identified which would be likely to come forward either with development areas or as public realm investment projects. The project areas have been lettered and detail on the proposed improvements is set out in the table on the facing page.





Site	Public realm description	Floor area (sqm) (Red line area minus road area receiving no new treatment)
A	<ul style="list-style-type: none"> <li>• Extension of paving along Main Road and Southend road from Spa Road roundabout.</li> <li>• On street parking along Spa Road on paved surface and slight narrowing of Spa Road.</li> <li>• Tree planting throughout area.</li> <li>• Secondary road treatment at start of Woodlands Road, Bramerton Road and car park entrances.</li> <li>• Potential for new street furniture.</li> <li>• Shared surface at Spa Road roundabout.</li> <li>• Where possible, paving improvements to include areas within private ownership that were excluded from previous improvements.</li> <li>• On street parking reconfigured in front of western shops on Main Road with new spaces paved.</li> </ul>	5,000
B	<ul style="list-style-type: none"> <li>• New paving and shared road surface at entrance to train station.</li> <li>• Improvements to footpath linking to Spa Road</li> </ul>	700
C	<ul style="list-style-type: none"> <li>• New car park</li> </ul>	3,350
D	<ul style="list-style-type: none"> <li>• Paving improvements along Station Approach including potential pavement widening and tree planting. Roundabout reduced in size to create small green space on approach to station.</li> </ul>	715
E	<ul style="list-style-type: none"> <li>• Paving improvements along Eldon Way befitting its new mixed residential character.</li> </ul>	1,215
F	<ul style="list-style-type: none"> <li>• New car park with high quality floor material.</li> <li>• New public space facing Spa Road with soft landscaped 'village green'.</li> </ul>	2,700
G	<ul style="list-style-type: none"> <li>• This is currently private green space owned by the Church, and public access would need to be granted before opening up this area. If consent is granted, there is potential for new footpaths and small scale landscaping to develop a valuable area of public open space within the centre of Hockley.</li> </ul>	1,000
H	<ul style="list-style-type: none"> <li>• Linking road and pedestrian route to new train station car park</li> </ul>	475
I	<ul style="list-style-type: none"> <li>• Extension of paving along Spa Road linking to improvements to Station Approach.</li> </ul>	490
J	<ul style="list-style-type: none"> <li>• Further paving improvements to Spa Road / Greensward Lane.</li> </ul>	415
K	<ul style="list-style-type: none"> <li>• New station entrance and drop off point</li> </ul>	920
L	<ul style="list-style-type: none"> <li>• Paving improvements along Eldon Way and new parking spaces. With leisure uses consolidated in the main building to the west, vehicular access no longer needed into the buildings for loading and a wide paved area created between the building and car parking. This is seen as a 'child safety zone'.</li> </ul>	1,970

## 7. Spatial option 3

### Option 3a development site details

Detail on the areas of intervention is provided on these pages. Distinct areas have been identified which would be likely to come forward as development sites. The sites have been numbered and detail on each of these is set out in the table on the facing page.

The table below provides an overview of proposed land uses within the option.

Total increase if whole of masterplan delivered		
Land use	Gross external (sqm)	Approx units
Retail normal shops	940	1 - 2
Retail large shops	1,370	1
Flats	7,150	82
Houses	2,690	25
Offices	3,665	-
Light industry / attached offices	-8,400	-6
Leisure	3,060 (new build only, does not factor in existing leisure)	3 - 6 (new build only, does not factor in existing leisure)



Site	Existing use	Proposed use	Number of proposed storeys	Existing areas			Proposed areas			Site area (sqm)
				Land use	Approx. number of units	Gross external floor area (sqm)	Land use	Approx. number of units	Gross external floor area (sqm)	
1	2 single storey retail units	2 retail units with flats above	3	Retail	2	275	Retail	2	360	700
				Flats	4	720	Flats	4	720	
2	Single storey retail	Retail with flats above	2	Retail	4	390	Retail	5	470	750
				Flats	5	440	Flats	5	440	
3	Retail units facing Spa Road, with flats above main parade. Post sorting office. Detached house. Light industry with associated offices facing Eldon Way.	Retail with offices above, as well as some offices on ground floor. Leisure, including displaced from site 6. Shops with flats above, including large format store.	2 - 3	Light industry / offices	6 (3 occupied by single operator)	8,400	Retail (large format)	1	1370	13,010
				Retail	11 - 12	1,635	Retail	10	1905	
				Flats	7	600	Offices	240 people	4565	
				Sorting office	1	450	Flats	22	1830	
				House	1	150	Leisure	3 - 6	3060	
4	Library and health centre	Library and health centre with flats above and private parking for flats	2 facing Southend Main Road, 3 to rear	Library	1	280	Library	1	355	1,350
				Health centre	1	245	Health centre	1	425	
				Health centre	1	245	Flats	13	1030	
5	Single storey retail	House	2	Retail	1	45	House	1	170	250
6	1 / 2 storeys of light industry and leisure	Consolidated leisure uses within existing refurbished buildings	1 / 2	Light industry / leisure	8 - 13	4,150 (building footprint)	Leisure	6 - 10	4,150 (building footprint)	9,185
8	Railway siding	Houses	2	N/A	N/A	N/A	Houses	16	1,560	2,500
9	Surface car park and railway siding	Flats and new railway station entrance and drop off	2	N/A	N/A	N/A	Flats	24	2000	3,250
10	Health centre	Flats and houses	2	Health centre	1	260	Flats	6	480	950
							Houses	4	440	
11	Rear of church grounds	2 houses	2	N/A	N/A	N/A	Houses	2	270	215
12	Restaurant car park	Shops with flats above and houses	2	N/A	N/A	N/A	Retail	1	130	600
							Flats	2	130	
							Houses	4	380	
13	Offices	Shops with flats above	2 - 3	Offices	-	900	Retail	2	420	920
							Flats	13	1080	

## 8. Transport options

This chapter provides further detail on transport options for the Hockley Area Action Plan. These options can sit independently of the wider spatial options for the centre to improve the modular nature of the options and respond more effectively to local wishes. The key areas of focus for the transport proposals are:

- Options to address congestion at Spa roundabout;
- Options to improve accessibility and drop-off points at Hockley train station; and
- Parking provision within the centre;

Detail on each of these points is provided over the following pages, along with illustrative plans.

### Addressing congestion at Spa roundabout

One of the local community's principle concerns is congestion in the village centre, particularly at the busy Spa Road roundabout and along Spa Road itself.

Spa Road and the B1013 Main Road / Southend Road serve as key routes for commuters from the area travelling to and from Southend, Chelmsford and Basildon, as well as forming a strategic route between Rochford and Rayleigh. It also forms the entrance to Spa Road and links to employment uses north of Hockley.

The option of removing the roundabout and replacing with a signal-controlled junction was originally raised, but it was felt that while this may provide improved pedestrian crossing facilities and allow for greater dynamic control of traffic flows, this could also lead to greater vehicle queueing. An overly formalised junction was also not considered to be in keeping with this important location at the heart of Hockley.

The updated options for the AAP seek to address congestion at the junction in a number of ways which would not require such significant intervention at the roundabout. These include:

- Providing an additional slip lane at the roundabout, to support greater flow around the roundabout
- Providing a full shared surface at the roundabout, to naturally regulate traffic.

Detail on these options is set out over the following pages.

The options are supported by wider measures within the AAP spatial options which can help to address congestion at the roundabout. These include:

- Improving access and use levels at car parks within the centre which can be accessed before reaching the roundabout, such as the Southend Road car park, and Potters car park, with a western entrance
- Encouraging a modal shift in the Hockley by providing better cycling facilities and improving the pedestrian environment
- Naturally regulating the flow of traffic on Spa Road with a greater level of short-term on street parking.

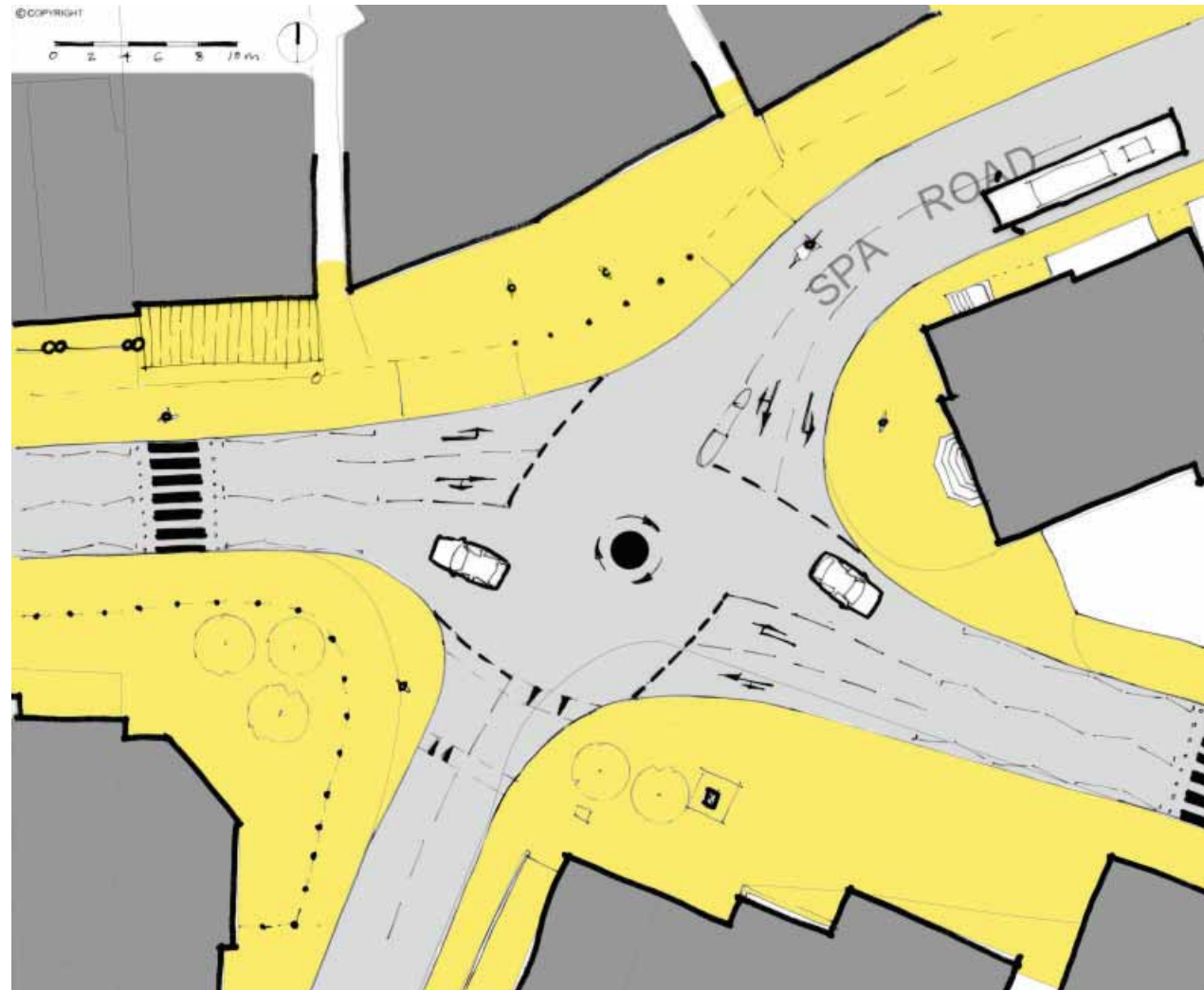
### Increasing capacity at the roundabout

An appropriate option for improving traffic flow may be to increase the capacity of the junction by incorporating two-lane approaches on the three principal arms of the roundabout. This would allow for left turning traffic (or straight ahead traffic in the case of the Southend Road approach) to more easily bypass vehicles waiting to turn right.

The sketch layout shows how this could be achieved with minimal changes to existing kerb lines or impact on existing pedestrian crossing facilities. Key changes include a widening of the carriageway to the south of Southend Road and build-out on the southwest corner of the roundabout to allow for the give-way line on the Main Road arm to be brought forward, along with relocation of the central island.

Additional minor improvements could include the construction of a raised entry treatment on the Woodlands Road arm, which accommodates lower traffic flows, and a slight build-out of the north side of Southend Road to allow for improved footway paving around the Spa Pub.

It should be noted that this alternate option is an initial sketch proposal and would require a level of more detailed design including traffic surveys, junction modelling, tracking of vehicle swept paths and a formal safety audit before being implemented.



Option setting out additional lane on Spa roundabout approach

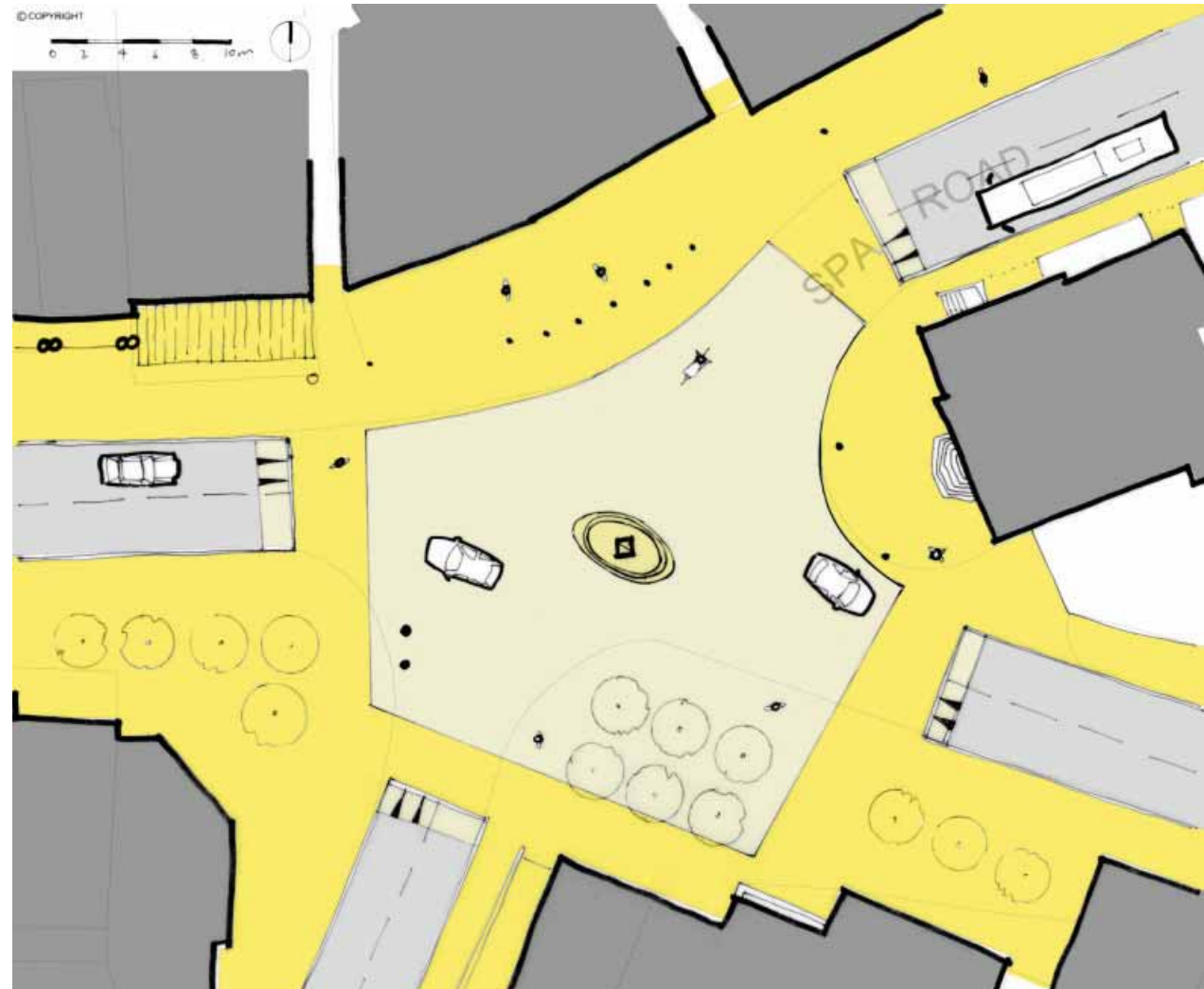
## 8. Transport options

### Providing a shared surface at the roundabout

A more radical approach to the Spa roundabout may be the replacement of the traditional roundabout with a shared space square with equal pedestrian / vehicle priority. This approach has been used successfully in Ashford, Kent and in Poundbury in Dorset and is also planned for Museum Street in Kensington.

This approach would improve the pedestrian environment significantly and would also help to naturally regulate traffic in the area. This does prevent an additional slip stream from being added, but would lower the impact of the pedestrian crossings on congestion at the roundabout, by distributing pedestrian crossing points.

The plan to the right sets out how this may be achieved and the images on the facing page provided examples of where this is planned for implementation or already in place.



Shared surface option at Spa roundabout



*A shared surface junction at Poundbury*



*A shared surface junction at Poundbury*



*Plans for a shared surface junction at Ashford*



*Shared surface at London Road, Southampton*

## 8. Transport options

### Improving on-street parking provision

The spatial options for the Hockley AAP include increased provision of on-street parking along Spa Road in order to ease pressure on existing car parks and improve the physical environment. In option 2, this is included as parallel parking and in option 3, this is included as echelon parking.

The plan on the facing page provides greater detail on how the echelon parking - the more space hungry of the two options - could be accommodated. The parking has been accommodated in a staggered fashion, to provide natural traffic calming. This technique has been used successfully on London Road in Southampton and is able to accommodate traffic seeking parking from either direction. The images to the right illustrate the scheme in Southampton,

The plan on the facing page also includes an indicative section for removing the retaining wall in front of Barclays on Spa Road, which currently acts as a barrier to pedestrian movement in the centre. The level difference at this section on Spa Road could instead be overcome with a set of shallow stairs or double kerbs and the disabled bays can be reprovided in on-street bays nearby. Examples of this are shown to the right.



*Natural traffic calming on London Road, Southampton*



*Shallow steps mediating height difference at Poundbury*

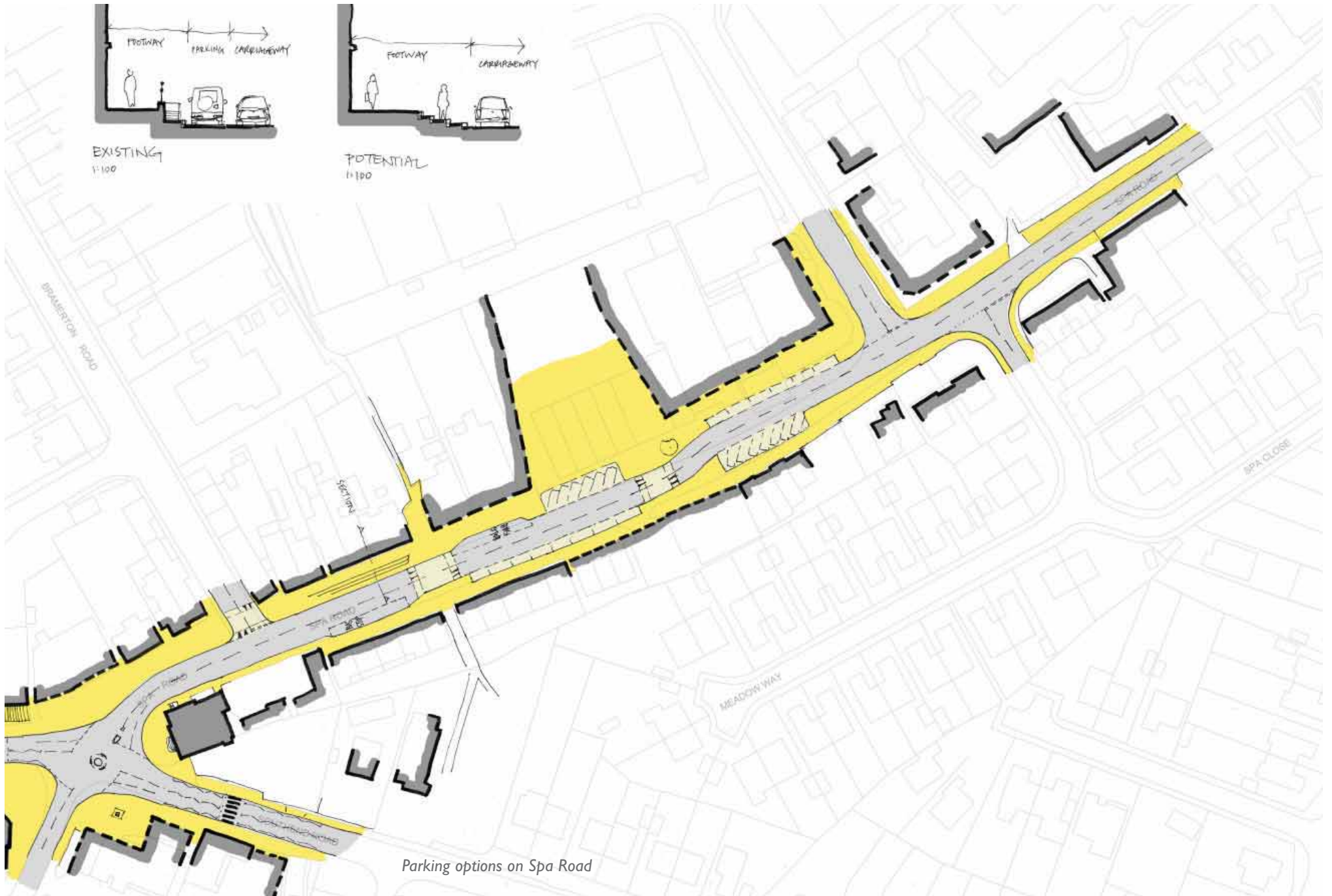


*Echelon Parking at London Road, Southampton*



*Shallow steps mediating height difference in Islington*





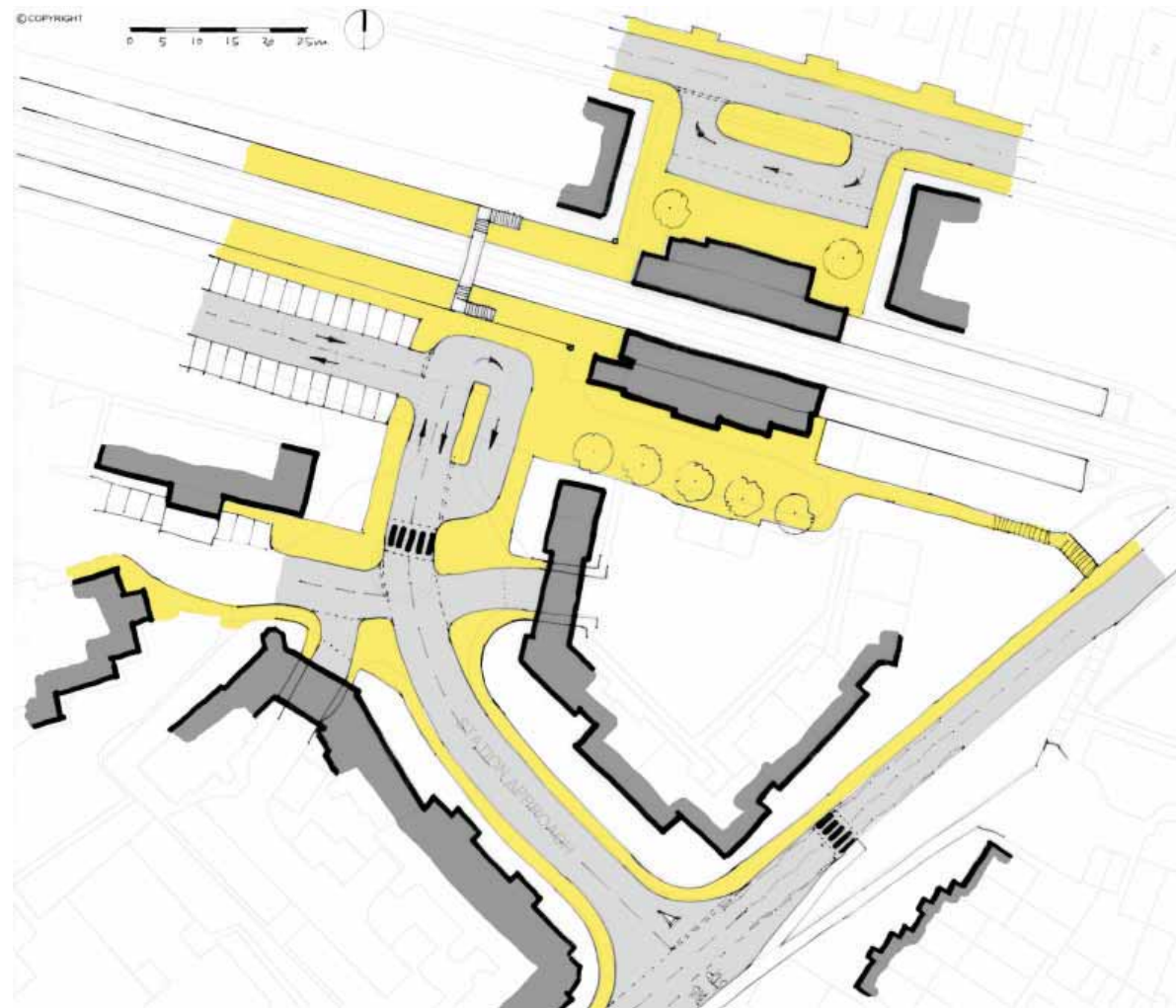
Parking options on Spa Road

## 8. Transport options

### Improving drop-off provision at the station

The spatial options have considered methods of improving the provision for drop-off and pick-up at the train station, whilst also improving the public realm at the station. Here, further detail is provided on how this could be accommodated.

The plan to the right identifies potential to remove the roundabout in front of the train station and replace this with a straightforward junction. A turning circle can then be provided close to the train station, with access to the left to the additional car park which has been created as part of the options. This would prevent cars from having to park on the roundabout and ease congestion in to the housing developments and Foundry Business Park here.



*Option to improve drop-off and pick-up provision at Hockley train station*



## 9. Funding and delivery

This section provides an overview of funding opportunities which could potentially be available in helping to deliver the Hockley Area Action Plan options, along with the key delivery issues which would be considered.

### **Funding opportunities**

The indicative nature of the urban design proposals, the early stage the project is currently at, and the pace with which national government continues to cut programmes and create new ones with associated funding pots makes assessing viable funding sources at this moment relatively difficult.

The platform of programmes and policies designed to support urban regeneration projects such as this are currently being comprehensively overhauled as a result of the change in national Government in May 2010, the resultant emergency budget and more recent comprehensive spending review. As part of this for example, agencies and structures established to deliver regeneration and administer funds such as Regional Development Agencies have been abolished and are in the process of being replaced by Local Economic Partnership's who's remit and resource remains unclear. The regeneration and associated funding landscape therefore remains cloudy and real clarity and stability is unlikely to arise until well into 2011.

Notwithstanding the above, it is increasingly clear that there are a number of options or emerging options that the council might wish to consider to support the delivery of the centre area action plan as follows:-

### **Tax Increment Finance (TIF)**

This approach is based on public authorities borrowing monies to fund infrastructure projects that will support economic development. The borrowing is secured against increases in forecast future business rates or business rates resulting from new enterprises for a fixed time period, that have arisen as a result of the infrastructure investment. This approach is being heavily supported at all levels but is reliant upon Treasury relinquishing control of non-domestic business rate collection and devolving it to local authorities or other sub-regional agencies. A limited number of TIF pilots are currently being considered but the ultimate extent of such a mechanism remains unclear. For example, it is possible that TIF will be limited to major economic development and infrastructure projects and that there may be floors or ceilings to the amount of funds that can be borrowed. There is also some discussion of a similar approach being applied to residential development where local authorities could borrow against future forecast council tax income.

### **Regional Growth Fund**

The Regional Growth Fund is designed to replace funding that in the past would have been distributed by the recently abolished Regional Development Agencies. The fund amounts to some £1.4bn over the next three years. The fund was opened on 28/10/10 and is now inviting bids from a broad range of agencies.

### **New Homes Bonus**

This approach is based on central government match-funding council tax revenues that arise from new residential development over a fixed period. The programme will be delivered over the next four years and has a pool of match funding totalling around £900m. It is designed to support and incentivise the delivery of new housing in a market that continues to stall and where there is still considerable uncertainty resulting from the abolition of Regional Spatial Strategies.

### **Asset backed vehicles**

This approach is based on councils (and other public agencies) pooling a sufficiently large and valuable portfolio of sites and procuring a long-term private sector partner to deliver development and regeneration in return for an equity share. The approach is simply based on the public sector providing land and the private sector providing funding to deliver projects. The long-term nature of these arrangements and ability to work in partnership with a local authority and utilise its statutory powers such as local authority assistance in land assembly makes this an attractive option and one of the few that is based principally on private as opposed to public investment. The model remains relatively new although vehicles are now established in Croydon and Tunbridge Wells.

We note that the developer market currently has improved confidence for the right opportunities but there is still a subdued market and access to finance is still more limited than prior to the financial crisis. Therefore, it is necessary

to have regard to the attractiveness of opportunity to the private sector, in terms of both the developer and the funder. On this basis careful consideration must be given to creating an appropriate and attractive scheme which can be better achieved by addressing issues such as land control, planning and timescales prior to procurement to have regard to the attractiveness of opportunity to the private sector, in terms of both the developer and the funder.

## 9. Funding and delivery

### Delivery issues

The key delivery issues associated with each of the spatial options have been identified here. These are taken on an option by option basis, with some issues spanning each of the options and others unique to a particular option.

These will be carefully considered, along with community feedback to the options, when refining the spatial options for the Hockley Area Action Plan and moving forward to a preferred option for the AAP.

Initial review of the options with regard to viability and deliverability indicates that options 2 and 2a are likely to be the most economically viable.

### Option 1

- This option proposes the development of only two relatively small plots. These should be non-contentious from a planning perspective whilst site assembly would also be relatively easy to achieve (subject to existing tenancies).
- Demand for retail space in Hockley remains strong although units of less than 140 sq m (1,500 sq ft) are less desirable for national retailers and units in excess of this should be incorporated into future development.
- The minimal intensification of land use will prove challenging in terms of economic viability, once site acquisition costs are considered.

### Option 2

- This option proposes intervention on the north side of Spa Road, to connect to Eldon Way
- This proposal includes the replacement of light industrial land with office space, retaining the employment use but with a shift in focus, which might be contentious.
- Demand for retail space in Hockley remains strong although units of less than 140 sq m (1,500 sq ft) are less desirable for national retailers and units in excess of this should be incorporated into future development.
- Demand for office space on the scale would require a guaranteed pre-let to be economically viable and would not be included in a scheme going forward if this was not the case.

- An organisational strategy will need to be considered for implementing the improvements to the 'consolidated leisure' units to the north of the scheme, to enable exchange of space.

### Option 2a

- This option slightly greater intervention on the north side of Spa Road, connecting to Eldon Way
- This proposal may be contentious from a planning perspective as it requires the loss of some employment land to replace it with retail.
- Site assembly would need to be considered here, with a range of freehold ownerships and occupiers to relocate, if only on a temporary basis. Given the multiple private land ownership, local authority assistance in land assembly may be required.
- The existing large convenience retailer would need to balance the benefits of a high street frontage and a larger store
- Demand for retail space in Hockley remains strong although units of less than 140 sq m (1,500 sq ft) are less desirable for national retailers and units in excess of this should be incorporated into future development.
- Demand for office space on the scale would require a guaranteed pre-let to be economically viable and would not be included in a scheme going forward if this was not the case.

- An organisational strategy will need to be considered for implementing the improvements to the 'consolidated leisure' units to the north of the scheme, to enable exchange of space.

### Option 3

- This option proposes greater intervention on the northern side of Spa Road, and the western section of Eldon Way
  - This proposal may be contentious from a planning perspective as it requires the loss of one employment building land to replace it with residential. However, leisure is relocated and office space is provided to replace the light industrial space.
  - Alternative accommodation would need to be identified for existing business owners.
  - Site assembly would need to be considered here, with a range of freehold ownerships and occupiers to relocate, if only on a temporary basis. Given the multiple private land ownership, local authority assistance in land assembly may be required.
  - The option would require a gap in trading for the Co-op, whilst building work is going on
  - Demand for retail space in Hockley remains strong although units of less than 140 sq m (1,500 sq ft) are less desirable for national retailers and units in excess of this should be incorporated into future development.
  - Demand for office space on the scale would require a guaranteed pre-let to be economically viable and
- would not be included in a scheme going forward if this was not the case. Access to the two residential units proposed in the church yard will need to be clarified.

### Option 3a

- This option proposes greater intervention on the northern side of Spa Road, and on the north side of the train station
  - This proposal may be contentious from a planning perspective as it replaces light industrial space with office space
  - Alternative accommodation would need to be identified for existing business owners.
  - Site assembly would need to be considered here, with a range of freehold ownerships and occupiers to relocate, if only on a temporary basis. Given the multiple private land ownership, local authority assistance in land assembly may be required.
  - The option would require a gap in trading for the Co-op, whilst building work is going on
  - Demand for retail space in Hockley remains strong although units of less than 140 sq m (1,500 sq ft) are less desirable for national retailers and units in excess of this should be incorporated into future development.
  - Demand for office space on the scale would require a guaranteed pre-let to be economically viable and would not be included in a scheme going forward if this was not the case. Access to the two residential units proposed in the church yard will need to be clarified.
- The two residential units at the churchyard entrance would need to be without parking facilities, but are close to the rail station.
  - Provision of residential use along the railway line and station car park will require negotiations with Network Rail to release operational land and require compliance with the Office of Rail Regulation.

# 10. Next steps

A series of next steps have been identified as part of the process for the refinement of the Hockley Area Action Plan spatial options and the progression to a preferred option for the AAP. These are set out below:

## **Stakeholder engagement**

In terms of testing the deliverability of the spatial options and achieving buy-in from key stakeholders, it will be important for stakeholder meetings to be undertaken in refining the options and moving forward to a preferred option. Key stakeholders have been identified as:

- Land owners including the church and Eldon Way property owners;
- Businesses affected by the options, such as retailers on Spa Road;
- Businesses at Eldon Way to better understand the current facilities and requirements for new facilities;
- Members of the Public;
- Rochford District Council environmental services;
- The Primary Care Trust;
- Essex County Council Library services;
- Essex County Council Highways; and
- Local leisure operators, including the operator currently seeking a site for a skate rink.

## **Review of community consultation feedback on the spatial options**

It will be important to take consideration of the views of the local community in amending and refining the draft spatial options for the Area Action Plan and moving forward to a preferred option.

Much valuable information has been collected from previous consultation programmes and it would be useful to draw out the elements from the options are supported and which would benefit from amendments.

Key areas for consideration here will be the uses at Eldon Way and the role of new housing in Hockley.

## **Sensitivity testing regarding financial viability**

The financial appraisals have identified some significant challenges for taking forward the AAP spatial options. This is as a result of the current economic climate and its impact on the property market and the particular uses and density levels which are considered suitable in Hockley.

The AAP spatial options have sought to balance the priorities identified by the local community and the strong opinions on appropriate use and scale in Hockley with measures to improve viability of a scheme through intensification and inclusion of income generating uses - residential development and a small supermarket.

However, the current market conditions are such that the delivery of the more intensive schemes would be challenging in the short term, resulting in lower viability levels for more intensive schemes.

It will be very useful to undertake sensitivity testing on spatial options for the Hockley Area Action Plan in order to identify the key uses and sites which are proving particularly challenging or have the potential to unlock the centre of Hockley.

## **Development of a preferred option for the Hockley Area Action Plan**

Once a review of the feedback from the local community has been undertaken, discussions have been held with key stakeholders who would be involved in taking any of the spatial options forward and sensitivity testing has been undertaken to assess and improve the viability and deliverability of spatial options, a preferred option can be considered and developed for the Area Action Plan.

This might well be a hybrid version of the spatial options for the AAP, which can effectively respond to community concerns and meet viability criteria.

In determining a preferred option, it would be useful to consider the following information, in testing the deliverability of the option:

- Community infrastructure such as medical centres, schools, water and electricity;



- Traffic counts if available and the predicted number of additional cars related to a scheme;
- Remediation requirements for any of the sites, including potential issues relating to the former brickworks and general industrial uses at Eldon Way;
- Updated housing requirements, reflecting the Coalition Government's steer;
- A review of housing, leisure and employment schemes in the local area which might have an impact on the viability of a scheme in Hockley.







# ST. PIUS X

## Hockley

Mass: Sunday 9.00am Thursday 10.00am  
Holy Days: 11.00am  
Confessions: 10.30 - 11.00am First Saturday  
or by appointment

Served from Rochford

Parish Priest: Fr. Gerry Drummond MA  
109 Ashington Road, Rochford, Essex, SS4 1RF

Tel: 01702 544334 Mob: 07919 416263  
[rochford@dioceseofbrentwood.org](mailto:rochford@dioceseofbrentwood.org)

Baptisms & Marriages by appointment with the Parish Priest

