

# **Rochford District Council – Rochford Town Centre Area Action Plan SA/SEA Adoption Statement**

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## **Rochford Town Centre Area Action Plan SA/SEA Adoption Statement**

Rochford District Council adopted the Rochford Town Centre Area Action Plan as a Development Plan Document on 21 April 2015.

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

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

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

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

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

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

### **How sustainability considerations have been integrated into the Development Plan Document**

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

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

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

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

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

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

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

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

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

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

| Consultation Stage  | Details  |
|---|--|
| <b>Initial public participation and consultation 2008</b> | Placecheck event   |
|   | Online consultation  |
| <b>Issues and Options 2009</b>                            | Issues and Options Document published for consultation, 21 September 2009                          |
|   | Representations invited 21 September 2009 – 30 November 2009. Consultation letters and emails sent |
|   | Two public exhibitions in the Women's Institute in the   |

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| Consultation Stage   | Details   |
|--|---|
|  | <p>Market Square during the day</p> <p>Rochford District Matters article</p> <p>Press release</p> <p>Posters and information boards</p> <p>SA Framework sent to statutory consultees for consultation, February 2012</p> <p>SA Scoping Report sent to statutory consultees for consultation, September 2012</p> <p>Representations on the SA of Issues and Options Document considering the sustainability effects of the Area Action Plan Options invited 27 February 2013 and 10 April 2013</p> |
| <b>Pre-Submission Document – additional consultation on the emerging framework</b> | <p>Representations invited 15 and 29 January 2013. Consultation letters and emails sent</p> <p>Public exhibition held at Rochford Library</p> <p>Rochford Chamber of Trade meeting, 7 March 2013</p>  |
| <b>Pre-Submission Document 2013</b>  | <p>Pre-Submission Document published for consultation, 3 July 2013</p> <p>Representations invited 3 July 2013 to 29 August 2013. Consultation letters and emails sent</p> <p>Drop-in event held in the evening of 29 July 2013 at Rochford Parish Council offices in West Street</p> <p>Press release</p> <p>SA of Pre-Submission Document was also consulted upon at this time</p>   |
| <b>Examination in public</b>   | <p>Pre-Submission Document submitted to the Government for independent examination on 20 November 2013</p> <p>Examination hearing sessions, 19 February 2014</p>  |
| <b>Focussed changes consultation on the two options for Rochford Market Square</b> | <p>During the examination the Planning Inspector requested that the Council determine a preferred option for the Market Square</p> <p>Representations invited 25 March 2014 – 8 May 2014. Consultation letters and emails sent</p>  |

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| <b>Consultation Stage</b>             | <b>Details</b>   |
|---------------------------------------|--|
|                                       | Exhibition in the Market Square on 22 April 2014 (Market Day)  |
| <b>Schedule of Modifications 2014</b> | Following the hearing session on 19 February 2014 the Inspector requested the Council prepare a list of proposed modifications to the plan. The Council produced a consolidated Schedule of Modifications to the Rochford Town Centre Area Action Plan |
|                                       | SA of the Schedule of Modifications was completed in August 2013. This report formed an addendum to the Pre-Submission Document SA   |
|                                       | Representations on the Schedule of Modifications and SA invited between 23 October 2014 and 4 December 2014  |
| <b>Inspector's Report</b>             | The Inspector published his final report on the Rochford Town Centre Area Action Plan on 16 March 2015   |
| <b>Adoption</b>                       | The Rochford Town Centre Area Action Plan was adopted at a meeting of Full Council on 21 April 2015  |

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

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

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

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

| <b>Key Sustainability Issues for Rochford Town Centre Area Action Plan</b>   |
|--|
| The provision of quality and affordable housing to meet housing needs in Rochford.   |
| Direct, safe and convenient links between the health and community activities to the north west of the town centre and other uses are essential to the pattern of movement in the town centre. |
| Taking account of environmental and physical constraints when accommodating new development.   |
| Opportunity to improve the public realm by enhancing pedestrian crossing facilities and reducing the speed of traffic through the town centre.   |
| The protection of the Rochford Conservation Area and listed buildings.   |
| High levels of car ownership and travelling to work using a private vehicle.   |
| A watching brief should be maintained for air quality concerns and traffic congestion in Rochford Town Centre.   |
| Opportunity to improve retail and stimulate the local economy.   |
| Climate change is a significant issue facing all communities and the AAP will need to consider issues around energy efficiency, renewables and reducing greenhouse gas emissions.              |

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

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

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| <b>SA Objective</b>   | <b>Decision-Aiding Question<br/>Will it (the Policy)...?</b>  |
|---|---|
|   | sheltered and lifetime homes or those that can be easily adapted so?  |
| <b><i>Economy &amp; Employment</i></b>  |   |
| 4. To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability   | <ul style="list-style-type: none"> <li>▪ Does it promote and enhance existing centres by focusing development in such centres?</li> <li>▪ Will it improve business development in Rochford?</li> <li>▪ Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?</li> <li>▪ Does it promote mixed use and high density development in urban centres?</li> <li>▪ Does it promote a wide variety of jobs across all sectors?</li> <li>▪ Does it secure more opportunities for residents to work in the District?</li> <li>▪ Will it aid the realisation of London Southend Airport’s economic potential?</li> </ul>  |
| <b><i>Accessibility</i></b>   |   |
| 5. To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling | <ul style="list-style-type: none"> <li>▪ Will it increase the availability of sustainable transport modes in Rochford?</li> <li>▪ Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?</li> <li>▪ Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?</li> <li>▪ Will it reduce the need to travel?</li> <li>▪ Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?</li> <li>▪ Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?</li> <li>▪ Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?</li> </ul> |



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| <b>SA Objective</b>  | <b>Decision-Aiding Question<br/>Will it (the Policy)...?</b>   |
|--|--|
|  | <ul style="list-style-type: none"> <li>▪ Does it enable access to green infrastructure and the wider natural environment to all sections of the community?</li> </ul>  |
| <b><i>Biodiversity</i></b>   |  |
| <p>6. To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development</p> | <ul style="list-style-type: none"> <li>▪ Will it conserve and enhance natural/semi natural habitats, including the District’s distinctive estuaries and salt marshes?</li> <li>▪ Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?</li> <li>▪ Will it maintain and enhance sites designated for their nature conservation interest?</li> <li>▪ Will it conserve and enhance sites of geological significance?</li> <li>▪ Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?</li> <li>▪ Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?</li> </ul> |
| <b><i>Cultural Heritage</i></b>  |  |
| <p>7. To maintain and enhance the cultural heritage and assets of the District</p>   | <ul style="list-style-type: none"> <li>▪ Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?</li> <li>▪ Will it support locally-based cultural resources and activities?</li> </ul>  |
| <b><i>Landscape &amp; Townscape</i></b>  |  |
| <p>8. To maintain and enhance the quality of landscapes and townscapes</p>   | <ul style="list-style-type: none"> <li>▪ Does it seek to enhance the range and quality of the public realm and open spaces?</li> <li>▪ Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?</li> <li>▪ Will it reduce the amount of derelict, degraded and underused land?</li> </ul>  |



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| SA Objective  | Decision-Aiding Question<br>Will it (the Policy)...?  |
|---|---|
|   | <ul style="list-style-type: none"> <li>▪ Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?</li> <li>▪ Will it preserve and/or enhance townscape character and value?</li> </ul>  |
| <b>Climate Change &amp; Energy</b>                                      |   |
| 9. To reduce contributions to climate change                            | <ul style="list-style-type: none"> <li>▪ Will it reduce emissions of greenhouse gases by reducing energy consumption?</li> <li>▪ Will it lead to an increased proportion of energy needs being met from renewable sources in Rochford?</li> <li>▪ Does it adapt to and provide for the consequences of climate change in a largely low-lying area?</li> </ul>   |
| <b>Water</b>  |   |
| 10. To improve water quality and reduce the risk of flooding            | <ul style="list-style-type: none"> <li>▪ Will it improve the quality of inland water?</li> <li>▪ Will it improve the quality of coastal waters?</li> <li>▪ Will it provide for an efficient water conservation and supply regime in Rochford?</li> <li>▪ Will it provide for effective wastewater treatment?</li> <li>▪ Will it require the provision of sustainable drainage systems in new development?</li> <li>▪ Will it reduce the risk of flooding?</li> <li>▪ Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?</li> </ul> |
| <b>Land &amp; Soil</b>  |   |
| 11. To maintain and improve the quality of the District's land and soil | <ul style="list-style-type: none"> <li>▪ Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?</li> <li>▪ Will higher-density development be promoted where appropriate?</li> <li>▪ Will soil quality be preserved?</li> <li>▪ Will it promote the remediation of contaminated land</li> </ul>  |

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

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

| Stage | Task   |
|-------|--|
| B1    | Testing the DPD objectives against the SA framework                              |
| B2    | Developing the DPD options   |
| B3    | Predicting the effects of the DPD  |
| B4    | Evaluating the effects of the DPD  |
| B5    | Considering ways of mitigating adverse effects and maximising beneficial effects |

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| Stage | Task  |
|-------|---|
| B6    | Proposing measures to monitor the significant effects of implementing the DPD |

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

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

Following the examination hearing sessions, and receipt of the Inspector's interim report on the soundness of the Rochford Area Action Plan Submission Document, a Schedule of Modifications was produced. These modifications were subject to SA, and an addendum to the SA Report was produced.

The SA Addendum of the Schedule of Modifications to the Rochford Area Action Plan Submission Document found that, overall, the proposed modifications to the policies would have positive sustainability benefits on a number of SA objectives.

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

An SA Scoping Report was prepared to summarise the findings of the Scoping process. This was sent to statutory consultees for consultation in September 2012. Comments were received from Natural England, which have been taken into account and informed the development of the SA Framework (see Appendix 3).

The Issues and Options Document was prepared and consulted on between 21 September and 30 November 2009. A total of 349 representations were made at the Issues and Options stage by 48 different respondents. A summary of the responses to the consultation, which includes the issues raised and officers' initial responses to these, was also published.

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A number of issues were raised to the consultation on the Issues and Options Document, which were addressed in the Pre-Submission Document through for example preparing policies which reflect the different character areas of the town centre, the removal of some identified opportunity sites and retaining car parking in the Market Square. The main comments raised include:

- The importance and improvement of the heritage and character of the town, which included support for the redevelopment of Site A (the Spar building)
- Concern in relation to full pedestrianisation of Site B (the Market Square)
- Impact of redevelopment proposals on existing businesses (particularly at Site A, C and D)
- Opposition to proposed option for the redevelopment Site E (Whittingham's Garage)
- Concern in relation to the potential loss of car parking and facilities at Site G and H (Back Lane car park and doctor's surgery)
- Concern in relation to the development of a multi-storey car park (Site J)
- Improved access/signage to the train station and reservoir from the town is needed (Site K)
- Concern in relation to traffic congestion, speeding and parking around the town, and re-routing of buses to avoid the Market Square
- Although development at Site F may create a stronger frontage, this would result in the loss of this open space

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

Given the delay between consultation on the Issues and Options Document and the preparation of the Submission Document, and the subsequent material changes that had taken place in the meantime (different economic climate and new developments constructed within the town), it was considered appropriate to consult on the emerging framework in light of these prior to formal pre-submission consultation. An additional informal stage of consultation on the Rochford Town Centre Area Action Plan, which involved an unmanned public exhibition held at Rochford Library, was consulted on between 15 and 29 January 2013.

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

The SA of the Pre-Submission Document noted that in preparing the AAP, the Council had already sought to address many of the sustainability problems in Rochford, and consequently the majority of the SA findings were positive. The findings of the SA were available on the

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Council's website for public consultation alongside the pre-Submission Document, and sent to statutory consultees for comment from 3 July to 29 August 2013. A total of 31 representations were made on the Pre-Submission Document by 17 different respondents. No responses were received in relation to the SA Report.

The Pre-Submission Document was submitted to the Government for independent examination on 20 November 2013 and a hearing session took place on 19 February 2014. The results of the consultation on the Pre-Submission Document were considered during the examination process, which culminated in proposed modifications to the Plan. The Schedule of Modifications were subject to SA, which found have positive sustainability benefits on a number of SA objectives. The Schedule of Modifications and SA (which formed an addendum to the Pre-Submission Document SA Report) was consulted on between 23 October and 4 December 2014. The proposed modifications were integrated into the adopted Rochford Town Centre Area Action Plan, following confirmation from the Inspector that the Plan was sound and legally compliant.

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

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

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

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

| Options Considered and Appraised  | Reasons for Progressing or Rejecting the Option in Plan Making  |
|---|---|
| <b>Site A – Eastern Side of the Market Square</b>   |   |
| 1) Redevelopment of Site A for two-storey retail building designed as a modern interpretation of the once existing Market | Options 1 and 2 were found to perform similarly against the SA objectives, although Option 2 was found to perform slightly better |

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| Options Considered and Appraised  | Reasons for Progressing or Rejecting the Option in Plan Making  |
|---|---|
| <p>Hall.</p> <p>2) Redevelopment of Site A comprising a landmark building on corner of North Street/ West Street. Three-storeys, ground floor retail with residential above.</p> <p>3) Removal of building currently occupied by Spar without replacement building. Improved streetscaping linking North Street with Town square.</p> <p>4) No redevelopment of Site A.</p>   | <p>as it would promote a mixed use development rather than just re-providing existing retail facilities.</p> <p>Option 3 would have a negative impact on the economy and employment objective, as it would lead to a loss of local businesses and services and employment. Option 3 was therefore rejected.</p> <p>Option 4 was rejected as it would have a negative impact on a number of SA objectives, including cultural heritage.</p> <p>This site has been identified as an opportunity site for redevelopment in the plan. An amalgamation of Options 1 and 2 was taken forward in the plan, though no firm, short-term proposals for the redevelopment of the site have been put forward, given current challenging market conditions.</p>                      |
| <b>Site B – The Market Square and West Street</b>   |   |
| <p>1) Full pedestrianisation of market square with re-provision/ increase of short-term parking spaces in Back Lane car park. Free parking provided at Old Ship Lane car park.</p> <p>2) Part pedestrianisation of Market Square by restricting parking on the square to the part alongside west Street, thereby creating a larger pedestrian area. Free parking provided at Old Ship Lane car park.</p> <p>3) Part pedestrianisation of Market Square, with parking rationalised to those core spaces needed only to provide for loading and servicing, for taxi and bus access, as well as a limited number of disabled parking bays. Free parking provided at Old Ship Lane car park.</p> <p>4) Additional restaurant uses within Market Square through relaxation of policy requiring 75% of primary shop frontage for the Market</p> | <p>Options 1 to 8 were found to have varying impacts on the SA objectives. Options 1 to 3 and 5 to 7 in particular, which involve either full or part pedestrianisation/removal of vehicles in the Market Square, were found to provide a number of positive benefits on communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality.</p> <p>However, Option 1 has not been taken forward primarily as a result of feedback from community involvement.</p> <p>Although Option 5 was found to have a positive impact on a number of SA objectives, it was considered to have potential for a negative effect on elderly and disabled members of the community in terms of accessibility. This option has not</p> |

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| Options Considered and Appraised  | Reasons for Progressing or Rejecting the Option in Plan Making  |
|---|---|
| <p>Square to comprise retail uses.</p> <p>5) Removal of Bus route through West Street.</p> <p>6) Removal of taxi rank.</p> <p>7) Full pedestrianisation of Market Square on market days only.</p> <p>8) Removal and relocation of Pump and Trough to a more sustainable location, and incorporating the Martyrs plaque, forming a heritage centre for the Square.</p> | <p>been taken forward in the plan.</p> <p>Option 7 would have temporary benefits in terms of communities, health and safety, cultural heritage and economy and employment, however, the current arrangement for the weekly market is not proposed to be changed.</p> <p>Community involvement suggested that the Pump and Trough should remain, and so Option 8 was rejected.</p> <p>A combination of Options 2, 3 and 6 have been taken forward within the proposed policies for the Market Square and West Street. Additionally, a variation of Option 4, which will improve the vitality and vibrancy of the area leading to economic and sustainability benefits, was also taken forward.</p>   |
| <b>Site C – Western end of West Street</b>  |   |
| <p>1) Redevelopment at corner of West Street and Bradley Way, involving possible relocation/ removal of florist and Indian Restaurant at western end of West Street. Potential alteration to layout of highway at junction of Bradley Way and West Street.</p> <p>2) Create heritage entrances and improved signage on the main routes into town centre.</p>          | <p>The predicted impact of Option 1 on a number of SA objectives was found to be uncertain and it was considered that further details would be required to provide certainty. However, Options 1 and 2 combined were considered to enhance the positive effects further on cultural heritage, landscape and townscape, economy and employment and accessibility.</p> <p>Although the site is not specifically identified in the plan, elements of both options and recommendations from the initial SA work, have been incorporated into the relevant policies, for example promoting mixed use (retail and other appropriate town centre uses) within the secondary shopping frontage, improvements to the public realm and promoting character-sensitive development.</p> |



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| Options Considered and Appraised   | Reasons for Progressing or Rejecting the Option in Plan Making  |
|--|---|
|  | No specific proposals have been put forward, given current challenging market conditions.   |
| <b>Site D – Junction of North Street and Weir Pond Road</b>  |   |
| <p>1) Redevelopment of shops/ restaurant</p> <p>2) Development of vacant part of site and car park for residential use</p> <p>3) Development of vacant part of site for residential use</p> <p>4) Leave unused land vacant</p> | <p>Many of the potential impacts for Options 1 to 3 are uncertain – further detail would be needed to provide certainty.</p> <p>Option 1 main benefits lie in the removal of buildings which are considered to have a very negative impact on the character and appearance of the area. However, it only re-provides existing services and therefore does perform as well as Options 2 and 3 against the SA objectives. Options 2 and 3 were found to perform well against SA objectives.</p> <p>However it is unlikely that Option 4 would have a significant effect on any of the SA Objectives. Option 4 was rejected.</p> <p>This area has been identified as an opportunity site for redevelopment in the plan, though no specific proposals have been put forward, given current challenging market conditions. An amalgamation of Options 1, 2 and 3 have been taken forward in the preparation of the plan.</p> |
| <b>Site E</b>  |   |
| <p>1) Redevelopment of site for residential use.</p> <p>2) No redevelopment.</p>   | <p>Many of the impacts for Option 1 are uncertain and it is expected that further details will be provided at the project level.</p> <p>However it was found that this option provides benefits for housing, landscape and townscape, sustainability and on communities.</p> <p>Option 2 is unlikely to have an impact on any of the SA Objectives.</p> <p>Given the significant support for Option 2, as</p>   |

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| Options Considered and Appraised   | Reasons for Progressing or Rejecting the Option in Plan Making   |
|--|--|
|  | <p>a result of community involvement, this site has not been specifically identified within the plan for redevelopment. The proposed policy, however, sets out suitable requirements should development come forward in this location.</p>   |
| <b>Site F Options</b>  |  |
| <p>1) Redevelopment of site for retail/residential use, comprising a row of units fronting onto Bradley Way.</p> <p>2) Redevelopment of site for office use, fronting Bradley Way.</p> <p>3) No development at Site F.</p>                       | <p>Option 1 was found to generally contribute to the overall regeneration of the town centre and the provision of retail/residential at this location was found to have a positive effect on communities, housing, the economy and accessibility, although some negative effects were identified, for example on land and soil.</p> <p>Option 2 was found to perform similarly to Option 1, although the provision of office space would increase employment opportunities in the area with a positive effect on communities, the economy and accessibility.</p> <p>However, Option 3 would generally have no impact on the SA objectives, as it does not propose development.</p> <p>Given the general support for Option 3, as a result of community involvement, this site has not been specifically identified within the plan for redevelopment. The proposed policy, however, sets out suitable requirements should development come forward in this location.</p> |
| <b>Site G Options</b>  |  |
| <p>1) Back Lane car parking retained, with provision of short-stay spaces. Possible streetscene improvements.</p> <p>2) Partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses.</p> | <p>Option 1 has the potential for a positive effect on communities and sustainable design through improvements to the public realm.</p> <p>There was found to be an element of uncertainty against the majority of SA</p>  |

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| Options Considered and Appraised  | Reasons for Progressing or Rejecting the Option in Plan Making   |
|---|--|
| <p>Designed to be in keeping with Rochford Conservation Area. Possible Health Centre. Provision of car parking at alternative location (see options for Site J).</p>  | <p>objectives for Option 2, as it is dependent on the development of a multi-storey car park on Site J.</p> <p>Option 1 has generally been taken forward in the proposed policies, as supported by community involvement.</p>  |
| <b>Site H Options</b>   |  |
| <p>1) Retain current doctor’s surgery and car park.</p> <p>2) Extend provision of healthcare facilities on this site.</p> <p>3) Redevelopment of site for residential with healthcare facilities re-accommodated on Site C.</p> | <p>Whilst Option 1 would not result in any disruption to the doctor’s surgery, it would not contribute to the overall regeneration of the town centre.</p> <p>Option 2 has the potential for a long-term positive effect on communities and health.</p> <p>Option 3 was found to have the potential to contribute to the overall regeneration of the town centre with positive effects on SA objectives relating to communities, housing and the economy. Negative effects such as loss of car parking were also identified.</p> <p>Option 1 has been taken forward in the proposed policies, as supported by community involvement.</p> |
| <b>Site J Options</b>   |  |
| <p>1) Redevelop car park as multi-storey car park for both hospital and public use</p> <p>2) Retain surface car park as existing</p>  | <p>Option 1 was found to potentially have a negative impact on a number of SA objectives, including accessibility and cultural heritage. Option 1 was rejected.</p> <p>Option 2, however, would have no significant impact on most of the SA objectives, as it does not propose change. Option 2 was taken forward, as generally supported by community involvement.</p>   |
| <b>Site K Options</b>   |  |
| <p>1) Refurbishment of train station including provision of a café, public toilets, newsagent and real time travel information. Improve bus rail interchange.</p>   | <p>All three options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p>  |

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| Options Considered and Appraised   | Reasons for Progressing or Rejecting the Option in Plan Making  |
|--|---|
| <p>2) Ramp/steps facility up embankment linking the proposed West Street signalised junction (see Transport Options) to the car park. Re-design car park to provide a direct pedestrian linkage from this ramp through to the station. This link would be paved and be lined with trees to increase its prominence.</p> <p>3) Create pedestrian links between train station and public open space and reservoir to south-east of Freight House, including improvements to fencing at reservoir.</p>  | <p>The core elements of options 2 and 3 have been taken forward in the proposed policies. Although the train station (Option 1) is not specifically identified within the plan for redevelopment, the proposed policy sets out suitable requirements should development come forward in this location.</p>  |
| <b>Parking and travel demand management</b>  |   |
| <p><b>Option:</b> Manage parking more strictly in Rochford by prioritising parking in the town centre in the following hierarchy: for elderly and disabled, for loading and servicing, taxi access, and for short term parking needs associated with retail premises. On street commuter parking would be actively discouraged in the town centre and soft measures such as providing information on other travel options and through education campaigns/travel plans, can also support hard measures in changing people’s travel behaviour.</p> <p><b>Option:</b> Given the importance of encouraging commuter trips to be taken by rail, it is further proposed that the park and ride facility at the train station be increased in size to allow for additional parking spaces in the future.</p> | <p>Both options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>Community involvement exercises demonstrated that there was general support for the retention of adequate car parking to serve the needs of the town centre. Some of the important elements of both options were included, including changes to car parking in Market Square, at the heart of the town centre, improving access to and use of Back Lane and Old Ship Lane car parks for short-stay parking and improvements to the rail station car park for long-stay parking.</p> |
| <b>North and South Streets</b>   |   |
| <p><b>Option:</b> In the short-term potential exists for small scale improvements to be progressed, aimed at slowing vehicle speeds and improving pedestrian crossings. This would include changing the layout of kerbs and public realm materials to this effect. This</p>  | <p>These options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>The various options for North and South Streets could be implemented progressively,</p>  |

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| Options Considered and Appraised  | Reasons for Progressing or Rejecting the Option in Plan Making  |
|---|---|
| <p>could also include an additional pedestrian crossing on North Street.</p> <p><b>Option:</b> In the longer term potential exists for South and North Street to form a continuous two-way link through the town connecting into Bradley Way which would slow vehicle speeds, improve the legibility of the town centre and create a more accessible town centre making distances between destinations shorter. The increased storefront exposure afforded by two-way directional flow would also make retail and commercial activities more viable at the street level.</p> <p><b>Option:</b> In the long-term, and in conjunction with redevelopment of Site A if such an option were to be pursued, the existing one-way section of North Street could be made two-way and kerb extensions could take place at East Street junction and the Weir Pond Road and North Street junction in order to improve pedestrian movement in these areas. Also the junction could be controlled by lights or other means to make it safe for vehicles accessing the town from the east. In addition parking could be removed from the eastern side of North Street from Old Ship Lane to Weir Pond Road in favour of parking on the western side.</p> <p><b>Option:</b> Adoption of Roche Close off North Street, allowing parking restrictions to be implemented and resolving issues with parking on-street interfering with flow of vehicular movements.</p> | <p>rather than being mutually exclusive.</p> <p>The short-term elements of improving the public realm along North Street have been incorporated into the proposed policies, as have proposals to improve informal pedestrian crossings at the junction of North Street and Weir Pond Road.</p> <p>The longer-term opportunity for converting North Street to two-way working and rearranging the junctions at either end could be further tested in terms of viability and costing, but is likely to be reliant on significant redevelopment or removal of the building on Site A (Spar building) in order to allow some widening of the carriageway. This option has therefore not been developed further at this point.</p> |
| <b>Weir Pond Road</b>   |   |
| <p><b>Option:</b> Enhancements to footpaths and additional pedestrian crossings, creating better links to town centre.</p>  | <p>These options were found to have a positive impact on a number of SA objectives, including balanced communities and</p>  |

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| Options Considered and Appraised  | Reasons for Progressing or Rejecting the Option in Plan Making  |
|---|---|
| <p><b>Option:</b> On-street parking restrictions to allow for better traffic flow through one way system.</p> <p><b>Option:</b> Removal of traffic island at the junction of Weir Pond Road and East Street, allowing buses better access through town centre. Potential to incorporate street scene improvements, enhancing appearance of town in prominent location.</p>  | <p>accessibility.</p> <p>The various options for Weir Pond Road could be implemented independently, rather than being mutually exclusive.</p> <p>An amalgamation of the options considered has therefore been proposed within the plan. This includes public realm and informal crossing improvements and traffic calming measures at the junctions on either end of Weir Pond Road which are key gateways to the town.</p>   |
| <b>Bradley Way</b>  |   |
| <p><b>Option:</b> The street could be redesigned so as to balance movement with various place functions. On-street parking bays should be provided on both sides of the street in a manner that ensures that traffic still moves efficiently. These spaces would allow for people to stop off at the park to take rest and respite as part of journeys through Rochford. This would greatly improve opportunities for people to use the park rather than drive by it, and improve levels of passive surveillance. This option would also allow for possible retail usage along Bradley way.</p> <p><b>Option:</b> The junction with West Street could be signalised. Whilst this may have implications on vehicular journey times through this route, it is deemed to be the most effective manner by which pedestrian movements can be safely provided for from the Market Square through to the rail station – a critical route required to support the successful regeneration of the town centre.</p> | <p>The potential effect of the option to provide on-street parking along Bradley Way on the SA objectives was found to be uncertain. However, the assessment noted that there is potential for this option to reduce the pedestrian environment in this location and potential to create traffic congestion. This option was rejected.</p> <p>The alternative option considered was found to have a positive impact on a number of SA objectives. However, this option was not taken forward in the plan.</p> <p>While neither of the options was taken forward, one of their shared objectives was to improve pedestrian crossing opportunities from the town centre to the rail station and to the green space. This has been incorporated into the proposed policies, with proposals to improve informal crossing opportunities at the junction with West Street and to consider a new formal crossing midway along Bradley Way connecting to a new entrance to the green space.</p> |
| <b>West Street</b>  |   |
| <p><b>Option:</b> Footways could be widened on</p>  | <p>The options for West Street could be</p>   |



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| Options Considered and Appraised  | Reasons for Progressing or Rejecting the Option in Plan Making  |
|---|---|
| <p>both sides, narrowing the carriageway but retaining bus and traffic movements. The carriageways could be paved in materials that are similar although differentiated from footways. Carriageways and footways would be differentiated via a nominal kerb to assist the visually impaired, and also deflecting vehicles from footways. In combination these measures would ensure that any vehicle using West Street does so in a manner that respects the needs of pedestrians, including the elderly and disabled, and protects the historic buildings along it.</p> <p><b>Option:</b> Signalised junction with Hall Road, replacing current roundabout. This option would have to be carefully examined by Essex County Council Highways Department to determine the impacts on traffic flow at this important junction between West Street, Hall Road and Ashingdon Road.</p> | <p>implemented independently, rather than being mutually exclusive.</p> <p>The first option was found to have the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. This option, which proposes to enhance the pedestrian environment along West Street, has been taken forward in the plan.</p> <p>Whilst the second option was found to have a positive impact on communities, it was considered to have an uncertain impact on climate change, air quality, accessibility and cultural heritage. This option, which proposes a signalised junction to replace the current roundabout, would provide improved pedestrian crossing facilities and would enable greater traffic capacity, particularly in relation to anticipated growth to the west along Hall Road. This option has been taken forward in the plan.</p> |
| <b>West Street - bus routing and facilities</b>   |   |
| <p><b>Option:</b> Stop facilities should be improved to include a map of Rochford with stops and services noted on it, to provide users with information required to plan their journeys. In addition real time bus information should also be provided at the Rochford train station to facilitate improved interchange between these modes.</p> <p><b>Option:</b> Reroute bus service to avoid Market Square.</p>   | <p>The first option was found to have the potential for a short-term positive effect on communities and accessibility. Improvements to stop facilities have been included within the proposed policies.</p> <p>The assessment for the second option identified the potential for positive and uncertain effects against SA objectives relating to communities and the economy.</p> <p>The removal of the bus route from the Market Square would require relocation of the stop serving these routes to a more remote position in the town centre, reducing overall accessibility. This option has therefore not been taken forward in the plan, due to likely negative impacts on some</p>  |



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| Options Considered and Appraised | Reasons for Progressing or Rejecting the Option in Plan Making   |
|----------------------------------|--|
|                                  | members of the community. However, there are area-wide proposals for improvements to bus facilities, as set out in option 1. |

**Monitoring measures**

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

| Potential Indicators  |
|---|
| <p><b>1. Balanced Communities</b></p> <p>To ensure the delivery of high quality sustainable communities where people want to live and work</p>  |
| <ul style="list-style-type: none"> <li>● Changing educational attainment at GCSE Level</li> <li>● Proportion of persons in the local population with a degree level qualification.</li> <li>● Parishes with a GP, post office, play area, pub, village hall</li> <li>● Percentage of completed retail, office and leisure development in town centre</li> <li>● Mix of housing tenure within settlements</li> <li>● Provision of new community facilities secured through new developments, <a href="#">including a break-down by settlement</a></li> </ul>   |
| <p><b>2. Healthy &amp; Safe Communities</b></p> <p>Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion</p>  |
| <ul style="list-style-type: none"> <li>● Monitor the number of domestic burglaries, violent offences, vehicle crimes, vandalism and all crime per 1,000 population.</li> <li>● Percentage of residents surveyed who feel ‘fairly safe’ or ‘very safe’ during the day whilst outside in their Local Authority, <a href="#">including in key settlements</a></li> <li>● Indexes of Multiple Deprivation throughout the District.</li> <li>● Monitor the type and number of applications permitted in the greenbelt.</li> <li>● Life expectancy</li> <li>● Hectares of new greenspace created, <a href="#">including location of greenspace</a></li> <li>● Percentage of eligible open spaces managed to green flag award standard</li> <li>● Death rates from circulatory disease, cancer, accidents and suicide</li> </ul> |

| <b>Potential Indicators</b>  |
|--|
| <ul style="list-style-type: none"> <li>● Residents description of Health</li> <li>● Obesity levels</li> </ul>  |
| <p><b>3. Housing</b><br/>To provide everybody with the opportunity to live in a decent home</p>  |
| <ul style="list-style-type: none"> <li>● Number of unfit homes per 1,000 dwellings.</li> <li>● Indices of Multiple Deprivation – Housing and Services Domain</li> <li>● Percentage of households rented from the Council or in Housing Association/Registered Social Landlords properties</li> <li>● Percentage of new housing which is affordable, <a href="#">including in key settlements</a></li> <li>● Average house price compared with average earnings</li> <li>● Number of housing Completions</li> </ul>   |
| <p><b>4. Economy &amp; Employment</b><br/>To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability</p>   |
| <ul style="list-style-type: none"> <li>● The changing diversity of main town centre uses (by number, type and amount of floorspace), <a href="#">including a breakdown for the 3 town centres</a>.</li> <li>● The changing density of development</li> <li>● Percentage change in the total number of VAT registered businesses in the area</li> <li>● Percentage of employees commuting out of the District to work</li> <li>● Amount of land developed for employment (by type)</li> <li>● Retail health checks/economic prosperity of smaller towns and villages <a href="#">and key settlements</a></li> </ul> |
| <p><b>5. Accessibility</b><br/>To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling</p>  |
| <ul style="list-style-type: none"> <li>● Changes in the travel to work mode of transport</li> <li>● Indices of Multiple Deprivation most notably the Housing and Services Domain</li> <li>● Car ownership</li> <li>● Percentage of new residential development within 30 minutes public transport time of a GP, hospital, primary and secondary school, employment and a major health centre</li> <li>● Kilometres of cycle routes and facilities for cyclists</li> </ul>  |

| <b>Potential Indicators</b>  |
|--|
| <ul style="list-style-type: none"> <li>● Kilometres of new walking routes provided</li> <li>● Number of houses within a specified radius of services/facilities</li> <li>● <a href="#"><u>Pedestrian and cycle counts in the 3 town centres of Hockley, Rochford and Rayleigh</u></a></li> </ul>   |
| <p><b>6. Biodiversity</b></p> <p>To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development</p>  |
| <ul style="list-style-type: none"> <li>● Net change in natural/ semi natural habitats</li> <li>● Change in areas and populations of biodiversity importance</li> <li>● Condition of designated sites</li> <li>● Change in area of woodland</li> <li>● Proportion of new developments delivering habitat creation or restoration</li> </ul>   |
| <p><b>7. Cultural Heritage</b></p> <p>To maintain and enhance the cultural heritage and assets of the District</p>   |
| <ul style="list-style-type: none"> <li>● Buildings of Grade I and II at risk of decay</li> <li>● Condition of Conservation Areas</li> <li>● Number of historic parks and gardens</li> </ul>  |
| <p><b>8. Landscape &amp; Townscape</b></p> <p>To maintain and enhance the quality of landscapes and townscapes</p>   |
| <ul style="list-style-type: none"> <li>● To monitor the number of parks awarded Green Flag Status</li> <li>● To monitor the number of landscape or built environment designations</li> <li>● Hectares of new development outside settlement boundaries</li> <li>● Hedgerow and/or veteran tree loss</li> <li>● Area of /change in landscape designations</li> <li>● % of development on previously developed land</li> </ul> |
| <p><b>9. Climate Change &amp; Energy</b></p> <p>To reduce contributions to climate change</p>  |
| <ul style="list-style-type: none"> <li>● Changes in the travel to work mode of transport</li> <li>● Greenhouse gas emissions</li> <li>● Renewable energy capacity installed by type</li> <li>● Percentage of new development including renewable energy generation</li> </ul>  |

| <b>Potential Indicators</b>   |
|---|
| <ul style="list-style-type: none"> <li>● Energy consumption</li> </ul>  |
| <p><b>10. Water</b><br/>To improve water quality and reduce the risk of flooding</p>  |
| <ul style="list-style-type: none"> <li>● Changing water quality</li> <li>● Groundwater levels</li> <li>● Percentage of new development incorporating water efficiency measures</li> <li>● Water consumption per household</li> <li>● Number of homes built against Environment Agency advice on flooding</li> </ul>   |
| <p><b>11. Land &amp; Soil</b><br/>To maintain and improve the quality of the District's land and soil</p>   |
| <ul style="list-style-type: none"> <li>● Use of previously developed land</li> <li>● Density of new residential development</li> <li>● Number of sites/hectares decontaminated as a result of new development</li> </ul>  |
| <p><b>12. Air Quality</b><br/>To improve air quality</p>  |
| <ul style="list-style-type: none"> <li>● AQMA designations or threshold designations</li> <li>● Growth in cars per household</li> <li>● Growth in car trip generation</li> <li>● Type of travel mode to work</li> <li>● % change in public transport patronage</li> <li>● Number of days in the year when air quality is recorded as moderate or high for NO<sub>2</sub>, SO<sub>2</sub>, PM<sub>10</sub>, CO and Ozone on average per site.</li> </ul> |
| <p><b>13. Sustainable Design &amp; Construction</b><br/>To promote sustainable design and construction</p>  |
| <ul style="list-style-type: none"> <li>● Percentage of new development incorporating energy and water efficiency measures, and sustainable drainage systems</li> <li>● Percentage of new development meeting BREEAM very good/excellent standards</li> <li>● Percentage use of aggregates from secondary and recycled sources</li> </ul>  |

## Appendix 1 – Appraisal of Issues and Options Document

### Appraisal key

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

| SA Objective | Site A – Eastern Side of the Market Square  |  |   |                                |
|--------------|---|--|---|--------------------------------|
|              | 1) Redevelopment of Site A for two-storey retail building designed as a modern interpretation of the once existing Market Hall. | 2) Redevelopment of Site A comprising a landmark building on corner of North Street/ West Street. Three-storeys, ground floor retail with residential above. | 3) Removal of building currently occupied by Spar without replacement building. Improved streetscaping linking North Street with Town square. | 4) No redevelopment of Site A. |

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

|                                       |  |   |  |   |  |   |   |                                      |
|---------------------------------------|--|---|--|---|--|---|---|--------------------------------------|
| <p><b>1. Balanced Communities</b></p> | <p>The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected that the modern interpretation will reinforce local distinctiveness and sense of place. It will improve the attractiveness of the site. Further opportunities to improve the public realm could be taken here.</p> <p>However, the Option has the potential for negative effects in the short-term during construction (noise, dust &amp; traffic); however, it is considered that suitable mitigation measures are available at the project level to minimise negative impacts.</p> <p>Potential for the Option to incorporate ways to: improve accessibility between North and Street and the Market</p> | <p style="text-align: center;">+</p> <p style="text-align: center;">?</p> | <p>In addition to the long term positive benefits identified for Option 1), this Option will provide residential uses as well as re-providing the existing retail use to support the local community. The installation of the Landmark building will create a focal point for people to find their way around the area. Also further opportunities to improve the public realm could be taken here.</p> <p>The negative impacts are similar to those in Option 1) and mainly concern issues with ease of movement and disruption during the construction phase. Potential for the Option to incorporate ways to: improve accessibility between North and Street and the Market Square and improve ease of pedestrian movement.</p> | <p style="text-align: center;">+</p> <p style="text-align: center;">?</p> | <p>The Option would improve the ease of movement from North Street with the Market Square and improve the public realm by making it an attractive place to use.</p> <p>This Option would lead to a loss of retail and office facilities and constitute a negative impact. However given the size of the site it would be expected to be minor.</p> | <p style="text-align: center;">+</p> <p style="text-align: center;">?</p> | <p>This option would not result in any disruption or disturbance to the community but would not contribute to the overall regeneration of the town centre.</p> <p>The site will remain the same. There will be no increase in facilities for the local community and local distinctiveness and the public realm will not be improved.</p> <p>This option could seek to improve the façade of the current building, replacing windows, painting the brickwork, landscaping with plants/ trees and/or providing window boxes.</p> | <p style="text-align: center;">?</p> |
|---------------------------------------|--|---|--|---|--|---|---|--------------------------------------|

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

|  |   |   |  |   |  |   |  |   |
|--|---|---|--|---|--|---|--|---|
|  | Square and improve ease of pedestrian movement.   |   |  |   |  |   |  |   |
| <b>2. Healthy &amp; Safe Communities</b> | <p>No significant effect identified.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p> | ? | No significant effect identified but the Option may have the same temporary negative impacts in the short term as Option 1).                           | ? | No significant effect identified but the Option may have the same temporary negative impacts in the short term as Option 1).   | ? | No significant effect identified.  | 0 |
| <b>3. Housing</b>                        | No significant effect identified.   | 0 | This Option would provide additional housing which is needed in the area.  | + | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>4. Economy &amp; Employment</b>       | <p>The Option may reinvigorate the Market square which may encourage more people to use the facilities provided. The impacts of this are uncertain.</p> <p>The Option will maintain the existing use (retail)</p>   | ? | This Option will have similar impacts to Option 1). There is the potential for negative effects on this SA objective through the loss of office space. | ? | The Option would lead to a loss of local businesses and services and employment, which will have negative impacts in the short and long-term. However, it might benefit the other local businesses in the area | - | This option would not result in any disruption or disturbance to the community but would not contribute to the overall regeneration of the town centre. There would be no change to existing retail facilities or to the local economy and | ? |



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|                         | and thus is unlikely to lead to the creation of new jobs and it will not improve consumer choice. There is also the potential for a negative effect on this SA objective through the loss of office space. In addition, it will cause a temporary disruption to local businesses during construction and as a result is expected to have a negative impact. |   |                   |   | by making the area more attractive and inviting but this is outweighed by the loss of shopping facilities.<br><br>Option 1) and 2) provide lesser negative impacts than this Option on the local economy and employment. |   | these need to be improved and stimulated. |   |
| <b>5. Accessibility</b> | No significant effects identified.<br><br>Please see the Transport Options for this Site.   | 0 | As for Option 1). | 0 | As for Option 1).  | 0 | As for Option 1).                         | 0 |
| <b>6. Biodiversity</b>  | No significant effects identified.<br><br>There could be opportunities to provide native trees and plants in landscaping.   | 0 | As for Option 1). | 0 | As for Option 1).  | 0 | As for Option 1).                         | 0 |

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

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

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

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

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

**Summary:**

There are four different Options for Site A where Options 1) to 3) involve re-developing the Site to remove the existing building which is considered to have a very negative impact on the Conservation Area and on the quality of the Landscape and Townscape. Option 4)

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represents the 'do nothing' Option and will not result in any development.

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

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

| SA Objective | Site B – The Market Square and West Street  |  |  |   |
|--------------|---|--|--|---|
|              | 1) Full pedestrianisation of market square with re-provision/ increase of short-term parking spaces in Back Lane car park. Free parking provided at Old Ship Lane car park. | 2) Part pedestrianisation of Market Square by restricting parking on the square to the part alongside west Street, thereby creating a larger pedestrian area. Free parking provided at Old Ship Lane car park. | 3) Part pedestrianisation of Market Square, with parking rationalised to those core spaces needed only to provide for loading and servicing, for taxi and bus access, as well as a limited number of disabled parking bays. Free parking provided at Old Ship Lane car park. | 4) Additional restaurant uses within Market Square through relaxation of policy requiring 75% of primary shop frontage for the Market Square to comprise retail uses. |



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|                                       |   |   |  |   |   |   |   |   |
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| <p><b>1. Balanced Communities</b></p> | <p>The main benefit of this option is that it will create an inclusive and large civic space which may encourage more people to visit.</p> <p>This Option provides further benefits to encourage people to use the area in terms of improved ease of movement in and to/ from the North of the Square and by reducing intimidation from road vehicles. Alternative parking identified is within a two minute walking distance.</p> <p>In addition, this Option would result in the loss of a few disabled car parking places which is considered to be a negative impact.</p> <p>Further concerns were raised by local residents that the pedestrianisation might lead to an increase in anti-social behaviour.</p> | + | <p>As with Option 1), it will create an inclusive and large civic space although this will be slightly smaller than Option 1), improve ease of movement. Alternative parking identified is within a two minute walking distance and it is assumed that there will still disabled spaces available.</p> | + | <p>Benefits in terms of ease of movement and spaces for disabled users will be retained. Alternative parking identified is within a two minute walking distance.</p> <p>Again, it will create an inclusive and large civic space although this will be slightly smaller than Option 1).</p> | + | <p>This Option will lead to beneficial impacts by improving the diversity of the area. It will provide a greater mix of facilities in the Square which may encourage more people to visit and to spend longer (during the day and into the night) in the Market Square, improving its viability and vitality.</p> | + |
|                                       |   | ? |  |   |   |   |   |   |

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| <b>2. Healthy &amp; Safe Communities</b> | <p>This Option would have a positive effect as safety could be improved for pedestrians by reducing the risk of accidents with motor vehicles.</p> <p>In addition, the ambient noise levels will be reduced.</p> | + | <p>The positive benefits are similar to those for Option 1), although disabled spaces could still be provided in this Option making it more beneficial.</p> | + | <p>The positive benefits are similar to those in Option 2) but the benefits in terms of public safety are greater.</p> | + | <p>There is the potential for safety to be reduced through a greater number of pedestrians using the area and coming into contact with motor vehicles whilst crossing from the South. It is recommended that a combination other Options such as 1) to 3) or 5) to 7) are implemented to protect users. Restaurants could help to improve the evening economy and therefore surveillance to address concerns raised by residents regarding the potential for anti-social behaviour.</p> | + |
| <b>3. Housing</b>                        | <p>No significant effects identified.</p>  | 0 | <p>No significant effects identified.</p>   | 0 | <p>No significant effects identified.</p>  | 0 | <p>No significant effects identified.</p>   | 0 |
| <b>4. Economy &amp; Employment</b>       | <p>The Option will create an inclusive and large civic space which may encourage more people to use the shops</p>  | + | <p>As for Option 1) but with a slightly smaller civic space.</p>  | + | <p>As for Option 1) but with a slightly smaller civic space.</p>   | + | <p>This Option will lead to beneficial impacts by improving the diversity of the area. It will provide a greater mix</p>  | + |

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|  | <p>and services surrounding the market place.</p> <p>Alternative parking identified is within a two minute walking distance and as a result it is not expected to affect the trade of local shops.</p> <p>Furthermore, the Option could reduce the incidence of pedestrians being intimidated by the noise and the presence of motor vehicles. This may encourage more people to use the shops and facilities in the area.</p> <p>Local businesses will need to find alternatives to receive/ deliver new/ existing stock. However, this is not expected to be a significant issue as unloading would still be possible along North Street and north of Market Square.</p> |  |  |  |  | <p>of facilities in the Square which may encourage more people to visit and to spend longer (during the day and into the night) in the Market Square, improving its viability and vitality. More jobs may be created and this may stimulate the local economy. There is also the potential for a negative effect as this option will result in the loss of retail choice.</p> | <p>2</p> |
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| <b>5. Accessibility</b>               | No significant effects identified.<br><br>Please see the Transport Options for this Site.  | 0 | As for Option 1).  | 0 | As for Option 1).  | 0 | As for Option 1).   | 0 |
| <b>6. Biodiversity</b>                | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>7. Cultural Heritage</b>           | This Option could lead to long-term positive impacts through reduced vibration on listed buildings and visual intrusion and noise from motor vehicles on both the Conservation Area as a whole and individual listed buildings in close proximity. | + | As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area. | + | As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area. | + | No significant effects identified.<br><br>Consideration should be given as to whether listed buildings are to be allowed to have their use changes from retail to restaurant use. | 0 |
| <b>8. Landscape &amp; Townscape</b>   | This Option could lead to long-term positive impacts through reduced vibration, visual intrusion and noise from motor vehicles on both the Conservation Area as a whole.   | + | As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area. | + | As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area. | + | The adding of this additional use may create a mix of uses which will provide greater diversity. This should enhance the Townscape.   | + |
| <b>9. Climate Change &amp; Energy</b> | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.   | 0 |

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| <b>10. Water</b>                                 | No significant effect identified.   | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified.   | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>12. Air Quality</b>                           | This Option could benefit air quality in the area through reduced vehicle emissions.  | + | As for Option 1) although benefits would be slightly less as some vehicles will still be allowed to access the site. | + | As for Option 1) although benefits would be slightly less as some vehicles will still be allowed to access the site. | + | No significant effects.   | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effects identified.<br><br>If this Option is progressed it is recommended that the Pre-Submission AAP should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc. | 0 | As for Option 1).  | 0 | As for Option 1).  | 0 | The Option offers a more beneficial impact compared to Options 1) and 3) as it involves creating a mix of uses (residential and retail) which will improve the diversity, viability and vibrancy of the area. | + |

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| SA Objective                   | Site B   |                   |  |                   |   |          |  |          |
|--------------------------------|--|-------------------|--|-------------------|---|----------|--|----------|
|                                | 5) Removal of Bus route through West Street.   |                   | 6) Removal of taxi rank.   |                   | 7) Full pedestrianisation of Market Square on market days only.   |          | 8) Removal and relocation of Pump and Trough to a more sustainable location, and incorporating the Martyrs plaque, forming a heritage centre for the Square. |          |
| <b>1. Balanced Communities</b> | <p>This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly for the majority of people; however, this could have a negative effect on those members of the community who may have mobility</p> | <p>+</p> <p>?</p> | <p>As for option 1, there is the potential for a positive effect on pedestrian movement in the Market Square. The new location of the taxi rank is approximately 5 minutes walk from its current location., so there is unlikely to be a significant effect for the majority of people; however, this could have a negative effect on those members of the community who may have mobility issues.</p> | <p>+</p> <p>?</p> | <p>The main benefit of this option is that it will create an inclusive and large civic space on market day which may encourage more stalls to take part and more people to visit.</p> <p>In addition, this Option will provide benefits in terms of improved ease of movement in and to/ from the North of the Square. It may also encourage more people to use the area due to the reduced intimidation from road vehicles. These benefits will only exist a few times a week.</p> | <p>?</p> | <p>No significant effects identified.</p>  | <p>0</p> |

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|  | issues.  |   |  |   |   |   |                                    |   |
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| <b>2. Healthy &amp; Safe Communities</b> | This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on the health and safety of pedestrians. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly. | + | The taxi rank here is currently in a central location in the town; although, it is considered unlikely that its removal would be reduce access to health facilities. It might however, force people to walk further and cross roads at night where they could be put at risk. It is recommended that street lighting and appropriate road crossing facilities from this Site to the new proposed taxi rank are considered. | ? | This would have a positive effect as safety would be improved for pedestrians on market day only by reducing the risk of accidents with motor vehicles.   | ? | No significant effect identified.  | 0 |
| <b>3. Housing</b>                        | No significant effects identified.   | 0 | No significant effects identified.   | 0 | No significant effects identified.  | 0 | No significant effects identified. | 0 |
| <b>4. Economy &amp; Employment</b>       | The Option could reduce the incidence of pedestrians being intimidated by the noise and thrust that large buses produce as they pass. This may encourage more people to use the shops and facilities in the  | + | No significant effects identified.   | 0 | Similar to those benefits outline in Option 1), as it will encourage people to the Market Square with the potential for a positive effect on retail. However, it is unlikely to have the same level of benefits | + | No significant effects identified. | 0 |

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|                             | area.   |   |  |   | as it would just be for a few times a week.  |   |  |   |
| <b>5. Accessibility</b>     | This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly. | ? | No significant effects.<br><br>The new location of the taxi rank is approximately 5 minutes walk from its current location.  | 0 | As for Option 1) but only for a few times a week.  | ? | No significant effects identified.   | 0 |
| <b>6. Biodiversity</b>      | No significant effect identified.   | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>7. Cultural Heritage</b> | This Option could lead to long-term positive effects through reduced vibration on listed buildings and visual intrusion and noise from buses on both the Conservation Area as a whole and   | + | This Option could lead to long-term positive effects through reduced visual intrusion and noise from taxis on both the Conservation Area as a whole and individual listed buildings in close | + | This Option could lead to positive impacts on a temporary basis through reduced vibration on listed buildings and visual intrusion and noise from buses on both the Conservation | ? | This will create a focal point for heritage in the centre of the Square which will help to promote the heritage of the area. | + |



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|  | individual listed buildings in close proximity.  |   | proximity.   |   | Area as a whole and individual listed buildings in close proximity.                                      |   | The Pump and Trough will still be located in the Market Square |   |
| <b>8. Landscape &amp; Townscape</b>              | This Option could lead to minor long-term positive effects through reduced vibration, visual intrusion and noise from motor vehicles on both the Conservation Area as a whole. | + | As for Option 5).  | + | As for Option 1) but benefits will only be realised on market days.                                      | ? | No significant effect identified.                              | 0 |
| <b>9. Climate Change &amp; Energy</b>            | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.                              | 0 |
| <b>10. Water</b>                                 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.                              | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.                              | 0 |
| <b>12. Air Quality</b>                           | This Option could benefit air quality in the area through reduced vehicle emissions.   | + | This Option could benefit air quality in the area through reduced vehicle emissions. | + | This Option could benefit air quality in the area through reduced vehicle emissions on market days only. | ? | No significant effect identified.                              | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.                              | 0 |

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### Summary:

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

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

| SA Objective                   | Site C – Western end of West Street   |   |  |   |
|--------------------------------|---|---|--|---|
|                                | 1) Redevelopment at corner of West Street and Bradley Way, involving possible relocation/ removal of florist and Indian Restaurant at western end of West Street. Potential alteration to layout of highway at junction of Bradley Way and West Street.   |   | 2) Create heritage entrances and improved signage on the main routes into town centre.   |   |
| <b>1. Balanced Communities</b> | The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected the redevelopment will reinforce local distinctiveness and sense of place at a prominent location. It will improve the attractiveness of the site. Further opportunities to improve the public realm | + | Improved signage and the creation of heritage entrances will improve legibility providing easily recognisable routes and landmarks to help people find their way around. | + |

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|  |  |   |  |   |
|--|--|---|--|---|
|  | <p>could be taken here.</p> <p>It is recommended that the Option should not involve the loss of retail establishments.</p>   |   |  |   |
| <b>2. Healthy &amp; Safe Communities</b> | <p>Redevelopment could have the potential make the place area feel safer through creating a more attractive place to visit or walk past.</p> <p>There may be some temporary negative impacts in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>  | ? | No significant effects indentified.  | 0 |
| <b>3. Housing</b>                        | <p>The Option does not provide enough detail at this stage. It is recommended that this Option should increase the housing stock with this option without losing existing retail.</p>  | ? | No significant effects indentified.  | 0 |
| <b>4. Economy &amp; Employment</b>       | <p>This Option may lead to beneficial impacts by improving the diversity of the area. It is hoped that it may provide a greater mix of facilities which may encourage more people to visit, improving its viability and vitality. More jobs may be created and this may stimulate the local economy. These impacts are uncertain at this stage. It is recommended that a mixed use development is encouraged for this Option.</p> <p>In addition, this option may also cause a temporary disruption to local businesses during construction.</p> | ? | Improving the legibility for pedestrians and navigability for vehicles may encourage more people to visit the area and spend more time buying goods and services in the town centre as they have spent less time travelling. | + |
| <b>5. Accessibility</b>                  | <p>This option will enable junction improvements to be made which could lead to a better flow of traffic and provide easier access to the station for all types of</p>   | + | The Option may lead to potential benefits through making the area more navigable for motor vehicles and pedestrians.   | + |

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|                             |   |   |   |   |
|-----------------------------|---|---|---|---|
|                             | vehicles.   |   |   |   |
| <b>6. Biodiversity</b>      | <p>No significant effects identified.</p> <p>There could be opportunities to provide native trees and plants in landscaping.</p>  | 0 | No significant effects identified.                              | 0 |
| <b>7. Cultural Heritage</b> | <p>The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a negative impact on the character and appearance of the area.</p> <p>The scale, massing and height of the new building have not yet been determined. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings.</p> <p>Furthermore, if any new buildings are to be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p> | + | This Option seeks to promote the cultural heritage of the area. | + |
|                             |   | ? |   |   |
| <b>8. Landscape &amp;</b>   | The Option is expected to enhance the townscapes' character and value in the long-term by the removal   | + | This Option seeks to promote the landscape and                  | + |

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|                                       |  |          |                                     |   |
|---------------------------------------|--|----------|-------------------------------------|---|
| <b>Townscape</b>                      | <p>of the buildings which are considered to have a negative impact on heritage and conservation.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>   | <p>?</p> | Townscape of the area.              |   |
| <b>9. Climate Change &amp; Energy</b> | <p>It is assumed that building standards have improved since the existing buildings were erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO<sub>2</sub>. Also energy will be used in the demolition of the old and construction of the new buildings. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p> | <p>?</p> | No significant effects indentified. | 0 |
| <b>10. Water</b>                      | <p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>  | <p>0</p> | No significant effects indentified. | 0 |

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|   |   |                                      |  |                                      |
|---|---|--------------------------------------|--|--------------------------------------|
| <b>11. Land &amp; Soil</b>  | <p>The Option re-uses previously developed land.</p> <p>There may be potential for contaminants to be present given the existing use of one of the building and hardstanding as a garage/ MOT facility. Appropriate mitigation could be established at the project level.</p>   | <p style="text-align: center;">+</p> | <p>No significant effects indentified.</p> | <p style="text-align: center;">0</p> |
| <b>12. Air Quality</b>  | <p>No significant effects identified.</p> <p>There will be a minor negative impact in the short-term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.</p>   | <p style="text-align: center;">?</p> | <p>No significant effects indentified.</p> | <p style="text-align: center;">0</p> |
| <b>13. Sustainable Design &amp; Construction</b>  | <p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible; require best-practice sustainable construction methods etc.</p> <p>However, the Option offers beneficial impacts as it has the potential to create a mix of uses (residential and retail) which could improve the diversity, viability and vibrancy of the area.</p> | <p style="text-align: center;">+</p> | <p>No significant effects indentified.</p> | <p style="text-align: center;">0</p> |
| <p><b>Summary:</b></p> <p>The assessment identified that many of the potential impacts for Option 1) are uncertain at this stage and it is considered that further details to provide certainty are required. The Option provides benefits for cultural heritage, landscape and townscape, accessibility, sustainability and on communities as it is expected to involve the removal of buildings which are considered to be detrimental to the character and appearance of</p> |   |                                      |  |                                      |

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

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

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

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



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|  |  |          |   |                   |   |   |          |
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| <b>2. Healthy &amp; Safe Communities</b> | <p>There may be some temporary negative impacts in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>   | <p>?</p> | <p>As for Option 1).</p>  | <p>?</p>          | <p>As for Option 1).</p>  | <p>?</p> <p>No significant effect identified.</p> <p>There will however not be any noise and dust generated as the Option does not involve development.</p> | <p>0</p> |
| <b>3. Housing</b>                        | <p>No significant effect identified.</p>   | <p>0</p> | <p>This Option would provide additional housing which is greatly needed in the area.</p>  | <p>++</p>         | <p>This Option would provide additional housing which is greatly needed in the area.</p>  | <p>++</p> <p>No significant effect identified.</p>  | <p>0</p> |
| <b>4. Economy &amp; Employment</b>       | <p>The Option may reinvigorate the area which may encourage more people to use the facilities provided. The impacts of this are uncertain.</p> <p>The Option will maintain the businesses and thus is unlikely to lead to the creation of new jobs and it will not improve consumer choice. In addition, it will cause a temporary disruption to local businesses during construction and as a</p> | <p>?</p> | <p>The provision of additional housing will increase the population density in the area which may improve a viability and vitality of the area. The shops and service around the area may be used more as a result of the increase in population.</p> <p>The Option includes development of the pub's customer car park which could discourage customers using it which</p> | <p>+</p> <p>?</p> | <p>The provision of additional housing will increase the population density in the area which may improve a viability and vitality of the area. The shops and service around the area may be used more as a result of the increase in population.</p> | <p>+</p> <p>No significant effect identified.</p>   | <p>0</p> |

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|                             |   |            |  |   |                   |   |                                    |   |
|-----------------------------|---|------------|--|---|-------------------|---|------------------------------------|---|
|                             | result is expected to have a negative impact.   |            | may affect its viability.  |   |                   |   |                                    |   |
| <b>5. Accessibility</b>     | No significant effects identified.<br><br>Please see the Transport Options for this Site.   | 0          | As for Option 1).  | 0 | As for Option 1). | 0 | No significant effects identified. | 0 |
| <b>6. Biodiversity</b>      | No significant effects identified.<br><br>There could be opportunities to provide native trees and plants in landscaping.   | 0          | As for Option 1).  | 0 | As for Option 1). | 0 | No significant effects identified. | 0 |
| <b>7. Cultural Heritage</b> | The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a very negative impact on the character and appearance of the area.<br><br>The scale, massing and height of the new building have not yet been determined. Consideration will need to be given to the listed | +<br><br>? | Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings.<br><br>Furthermore, as the new building(s) will be erected, there is potential to negatively impact on buried archaeology through construction of the foundations. Mitigation | ? | As for Option 2). | ? | No significant effects identified. | 0 |

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|  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|
|  | <p>Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings.</p> <p>Furthermore, if any new buildings are to be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p> |  | <p>for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings in close proximity. These could be mitigated at the project level.</p> |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|

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|  |  |                   |  |                   |                          |                   |   |          |
|--|--|-------------------|--|-------------------|--------------------------|-------------------|---|----------|
| <p><b>8. Landscape &amp; Townscape</b></p>   | <p>The Option is expected to enhance the townscapes' character and value in the long-term by the removal of the buildings which provide a poor frontage onto north Street.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p> | <p>+</p> <p>?</p> | <p>The Option is expected to enhance the townscapes' character and value in the long-term by filling in the gaps in the street scene.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>              | <p>+</p> <p>?</p> | <p>As for Option 2).</p> | <p>+</p> <p>?</p> | <p>No significant effects identified.</p> | <p>0</p> |
| <p><b>9. Climate Change &amp; Energy</b></p> | <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied</p>  | <p>?</p>          | <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO<sub>2</sub>. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental</p> | <p>?</p>          | <p>As for Option 2).</p> | <p>?</p>          | <p>No significant effects identified.</p> | <p>0</p> |

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|                  |   |   |  |   |                   |   |   |   |
|------------------|---|---|--|---|-------------------|---|---|---|
|                  | CO <sub>2</sub> . Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.   |   | Management Plan (CEMP) could be recommended.   |   |                   |   |   |   |
| <b>10. Water</b> | <p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will</p> | 0 | <p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had a semi-impermeable surface.</p> <p>The building standards assumption still applies for this option.</p> | 0 | As for Option 2). | 0 | <p>No significant effects identified.</p> <p>There will be no change to the existing development and there are not any known existing water issues on the Site.</p> | 0 |

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|  |   |   |   |   |  |   |                                    |   |
|--|---|---|---|---|--|---|------------------------------------|---|
|  | be minor and in light of the above it is considered to represent no change against the Objective.   |   |   |   |  |   |                                    |   |
| <b>11. Land &amp; Soil</b>                       | <p>No significant effects identified.</p> <p>The Option re-uses previously developed land.</p> <p>It is assumed that there would be limited potential for contamination.</p>  | 0 | The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere. | + | The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere but to a lesser extent than option 2. | + | No significant effects identified. | 0 |
| <b>12. Air Quality</b>                           | <p>No significant effects identified.</p> <p>There will be a minor negative impact in the short term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.</p> | 0 | As for Option 1).   | 0 | As for Option 1).  | 0 | No significant effects identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effects identified.  | 0 | As with Option 1), it recommended that sustainable design and construction principles are incorporated at pre-    | + | As with Option 1) and 2), it recommended that sustainable design and construction principles   | + | No significant effects identified. | 0 |

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|  |  |   |  |   |  |  |
|--|--|---|--|---|--|--|
|  | <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.</p> | <p>submission.</p> <p>The Option offers a beneficial impact compared to Option 1) as it contributes towards creating a mix of uses in the Town centre which will improve the diversity and viability of the area. However, it may reduce the viability of the pub as it removes its customer car park</p> |  | <p>are incorporated at pre-submission.</p> <p>In addition, the Option offers a beneficial impact as it contributes towards creating a mix of uses in the Town centre which will improve the diversity, viability and vibrancy of the area. It will also support local businesses.</p> |  |  |
|--|--|---|--|---|--|--|

**Summary:**

There are four Options proposed in total for this site. Each Option is different with: Option 1) seeking to redevelopment the shops/ restaurant to the South of the Site; Option 2) allowing for the development of the vacant part of the site and car park for residential use; Option 3) allowing for residential development of just the vacant part of the Site; and finally Option 4 representing the 'do nothing' option. The assessment has identified that many of the potential impacts for Options 1) to 3) are uncertain at this stage and it is anticipated that further details to provide certainty will not be available unless that option is progressed.

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

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

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

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



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

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|                            |   |   |                                     |   |
|----------------------------|---|---|-------------------------------------|---|
|                            | The Option involves new build which may utilise new materials that may contain high levels of embodied CO <sub>2</sub> . Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.  |   |                                     |   |
| <b>10. Water</b>           | <p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p> | 0 | No significant effects indentified. | 0 |
| <b>11. Land &amp; Soil</b> | <p>The Option re-uses previously developed land.</p> <p>There may be potential for contaminants to be present given the existing use of one of the building and hardstanding as a garage/ MOT facility. Appropriate mitigation could be established at the project level.</p>   | + | No significant effects indentified. | 0 |
| <b>12. Air Quality</b>     | <p>No significant effects identified.</p> <p>There will be a minor negative impact in the short term during construction when dust could be generated and mobilised. This could be mitigated by having an</p>   | ? | No significant effects indentified. | 0 |

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|   |  |   |                                     |   |
|---|--|---|-------------------------------------|---|
|   | appropriate CEMP.  |   |                                     |   |
| <b>13. Sustainable Design &amp; Construction</b>  | <p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible; require best-practice sustainable construction methods etc.</p> <p>However, the Option offers beneficial impacts as it has the potential to improve the mix of uses in the town centre which could improve the diversity, viability and vibrancy of the area.</p> | + | No significant effects indentified. | 0 |
| <b>Summary:</b>   |  |   |                                     |   |
| <p>The SA identified that many of the impacts for Option 1) are uncertain at this stage and it is expected that further details will be provided at the project level. The Option provides benefits for housing, landscape and townscape, sustainability and on communities as it is expected to improve the attractiveness of the area and contribute towards a mix of uses in the town centre by providing additional housing.</p> <p>Option 2) represents the 'do nothing' option and the SA has identified that the Option is unlikely to have an impact on any of the SA Objectives.</p> |  |   |                                     |   |

| SA Objective                   | Site F Options   |  |   |   |  |                           |
|--------------------------------|--|--|---|---|--|---------------------------|
|                                |  | Redevelopment of site for retail/residential use, comprising a row of units fronting onto Bradley Way. |   | Redevelopment of site for office use, fronting Bradley Way. |  | No development at Site F. |
| <b>1. Balanced Communities</b> | Option would contribute to the overall regeneration of the town centre. Provision of | +  | Option would contribute to the overall regeneration of the town centre. Provision of office space | +   | This option would not result in any disruption or disturbance to adjacent hotel and office but | ?                         |

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|  |   |    |  |   |   |   |
|--|---|----|--|---|---|---|
|  | retail/residential would have a positive effect on communities. Potential for short-term negative effects during construction (noise, dust & traffic) for visitors at the hotel and to the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts.  |    | would increase employment opportunities in the area with a positive effect on communities. Potential for short-term negative effects during construction (noise, dust & traffic) for visitors at the hotel and to the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts.  |   | would not contribute to the overall regeneration of the town centre.  |   |
|  |   | ?  |  | ? |   |   |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effect identified.   | 0  | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>3. Housing</b>                        | Potential for a long-term positive effect through the provision of residential development.   | ++ | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>4. Economy &amp; Employment</b>       | Potential for a positive effect as the option would contribute to the overall regeneration of the town centre through the provision of retail and residential uses. Potential for short-term negative effects during construction (noise, dust & traffic) for the hotel and the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts. There is also the potential for negative effects on the hotel as the garden area is | +  | Potential for a long-term positive effect on the economy and employment as the option would contribute to the overall regeneration of the town centre and would provide employment opportunities. Potential for short-term negative effects during construction (noise, dust & traffic) for the hotel and the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts. There is also the potential for negative effects on the hotel as the garden area is used for | + | This option would not result in any disruption or disturbance to adjacent hotel and office but would not contribute to the overall regeneration of the town centre. | ? |
|  |   | ?  |  | ? |   |   |

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

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

### Summary:

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

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

The final option proposes that the site remain as it is with no development. This option would not result in any disruption or disturbance to the

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adjacent hotel and office but would also not contribute to the overall regeneration of the town centre so will not have the positive effects associated with the first two options.

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

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

|                                       |  |   |   |   |
|---------------------------------------|--|---|---|---|
|                                       |  |   | objective 1.  | ? |
| <b>4. Economy &amp; Employment</b>    | Option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which would contribute to the regeneration of the town centre | ? | Potential for a positive effect on the economy through residential development which would improve the vitality and vibrancy of the town centre. Uncertainty as identified against SA objective 1. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts. | + |
|                                       |  |   |   | ? |
| <b>5. Accessibility</b>               | No significant effect identified.  | 0 | Option would improve access to housing and health care facilities, potential for a positive effect. Uncertainty as identified against SA objective 1.   | + |
|                                       |  |   |   | ? |
| <b>6. Biodiversity</b>                | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>7. Cultural Heritage</b>           | No significant effect identified.  | 0 | Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.  | ? |
| <b>8. Landscape &amp; Townscape</b>   | No significant effect identified.  | 0 | Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.  | ? |
| <b>9. Climate Change &amp; Energy</b> | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>10. Water</b>                      | No significant effect identified.  | 0 | No significant effect identified.   | 0 |



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|  |   |   |  |   |
|--|---|---|--|---|
| <b>11. Land &amp; Soil</b>   | No significant effect identified.   | 0 | The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.  | + |
| <b>12. Air Quality</b>   | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>13. Sustainable Design &amp; Construction</b>   | Potential for a positive effect through improvements to the public realm. | + | No significant effects identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc. | 0 |
| <p><b>Summary:</b></p> <p>The first option seeks to retain the existing Back Lane car park, with provision of short-stay spaces and streetscene improvements. This option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which will contribute to the regeneration of the town centre. Potential for a positive effect on communities and sustainable design through improvements to the public realm.</p> <p>The second option seeks partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Development could potentially include the provision of a Health Centre. There is an element of uncertainty against the majority of SA objectives as this option is dependent on the development of a multi-storey car park on Site J. The provision of residential development and a Health Centre has the potential for long-term positive effects on SA objectives relating to communities, health, housing and accessibility. Proposed development could potentially have a negative effect on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.</p> |   |   |  |   |

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| SA Objective                             | Site H Options  |   |   |   |  |        |
|--|---|---|---|---|--|--------|
|  | Retain current doctor's surgery and car park.   |   | Extend provision of healthcare facilities on this site.   |   | Redevelopment of site for residential with healthcare facilities re-accommodated on Site C.  |        |
| <b>1. Balanced Communities</b>           | This option would not result in any disruption to the doctor's surgery but would not contribute to the overall regeneration of the town centre. | ? | Extending the provision of healthcare facilities on the site would have a long-term positive effect on communities. | + | Potential for a long-term positive effect through the provision of residential development that will contribute to the regeneration of the town centre. There is also the potential for short to medium-term negative effects as the healthcare facilities would be relocated to Site C. There would also be a loss of parking in close proximity to the town centre. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts. | +<br>- |
| <b>2. Healthy &amp; Safe Communities</b> | This option would not result in any disruption to the doctor's surgery.   | + | Long-term positive effect on health through the provision of extended healthcare facilities.                        | + | There is also the potential for short to medium-term negative effects on health during the relocation of healthcare facilities to Site C. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise  | -      |

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|                                    |   |   |   |   |  |    |
|------------------------------------|---|---|---|---|--|----|
|                                    |   |   |   |   | impacts.   |    |
| <b>3. Housing</b>                  | No significant effect identified.   | 0 | No significant effect identified.   | 0 | Potential for long-term positive effects on this SA objective through the provision of housing and apartments.   | ++ |
| <b>4. Economy &amp; Employment</b> | Option would not contribute to the overall regeneration of the town centre. | ? | No significant effect identified.   | 0 | Potential for a positive effect on the economy through residential development which would improve the vitality and vibrancy of the town centre. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.                                  | +  |
|                                    |   |   |   |   |  | ?  |
| <b>5. Accessibility</b>            | No significant effect identified.   | 0 | Potential for a positive effect through improved access to healthcare facilities. | + | Option would improve access to housing with positive effects but could reduce access to health care facilities in the short to medium-term with negative effects on this SA objective. There is also the potential for increased congestion during the construction phase. Depending on the progression of other options parking will also be less accessible for the relocated healthcare facility. | +  |
|                                    |   |   |   |   |  | ?  |
| <b>6. Biodiversity</b>             | No significant effect identified.   | 0 | No significant effect identified.   | 0 | No significant effect identified.  | 0  |

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|  |                                   |   |  |   |  |   |
|--|-----------------------------------|---|--|---|--|---|
| <b>7. Cultural Heritage</b>                      | No significant effect identified. | 0 | Proposed extension could potentially have negative effects on the Conservation Area unless carefully planned and designed. | ? | Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect. | ? |
| <b>8. Landscape &amp; Townscape</b>              | No significant effect identified. | 0 | Proposed extension could potentially have negative effects on townscape unless carefully planned and designed.             | ? | Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.         | ? |
| <b>9. Climate Change &amp; Energy</b>            | No significant effect identified. | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>10. Water</b>                                 | No significant effect identified. | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified. | 0 | No significant effect identified.  | 0 | The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.  | + |
| <b>12. Air Quality</b>                           | No significant effect identified. | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effect identified. | 0 | No significant effect identified.  | 0 | Potential for a positive effect through the provision of a mixed use development. If this Option is progressed it is recommended that the pre-submission should include sustainable design or  | + |

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

| SA Objective                   | Site J Options   |   |  |   |
|--------------------------------|--|---|--|---|
|                                | Redevelop car park as multi-storey car park for both hospital and public use   |   | Retain surface car park as existing  |   |
| <b>1. Balanced Communities</b> | A multi-storey car park enables the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre. | + | This option would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre. | ? |
| <b>2. Healthy &amp; Safe</b>   | The option recognises that there is the potential to   | - | No significant effect identified.  | 0 |

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|                                    |   |   |  |   |
|------------------------------------|---|---|--|---|
| <b>Communities</b>                 | affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. There is still the potential for short-term negative effects during construction (noise & dust), particularly to the patients in the hospital. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a CEMP. |   |  |   |
| <b>3. Housing</b>                  | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>4. Economy &amp; Employment</b> | A multi-storey car park enables the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre. Potential for a short-term negative effect on local businesses during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.  | + | This option would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre. | ? |
|                                    |   | ? |  |   |
| <b>5. Accessibility</b>            | Potential for a short-term negative effect during construction through increased traffic at the junction between Bradley Way and West Street, which is an important transport node.   | - | No significant effect identified.  | 0 |
| <b>6. Biodiversity</b>             | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>7. Cultural Heritage</b>        | A multi-storey car park could potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.  | - | No significant effect identified.  | 0 |
| <b>8. Landscape &amp;</b>          | A multi-storey car park could potentially have a long-  | - | No significant effect identified.  | 0 |

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|  |  |   |                                   |   |
|--|--|---|-----------------------------------|---|
| <b>Townscape</b>   | term negative effect on townscape unless carefully planned and designed.   |   |                                   |   |
| <b>9. Climate Change &amp; Energy</b>  | The multi-storey car park would replace parking lost through development proposed in other options.  | 0 | No significant effect identified. | 0 |
| <b>10. Water</b>   | No significant effect identified.  | 0 | No significant effect identified. | 0 |
| <b>11. Land &amp; Soil</b>   | No significant effect identified.  | 0 | No significant effect identified. | 0 |
| <b>12. Air Quality</b>   | Potential for short-term negative effects during construction (dust), however it is considered that suitable mitigation is available at the project level to minimise impacts.   | ? | No significant effect identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b>   | No significant effects identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc. | 0 | No significant effect identified. | 0 |
| <b>Summary:</b>  |  |   |                                   |   |
| <p>The first option seeks to redevelop the hospital car park in order to provide a multi-storey car park. This would enable the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre with positive effect for communities and the economy. Given the proximity to the hospital there is still the potential for short-term negative effects during construction (noise &amp; dust). The option recognises that there is the potential to affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a Dust and Noise Management Plan. A multi-storey car park could also potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.</p> <p>The second option seeks to retain the existing car park and would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre. The potential effect of this option against SA objectives relating to communities</p> |  |   |                                   |   |

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and the economy was uncertain.

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



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|                                       |  |   |  |   |  |   |
|---------------------------------------|--|---|--|---|--|---|
|                                       | objective.   |   | station and the town centre.   |   |  |   |
| <b>5. Accessibility</b>               | Provision of real time travel information at the station will help people to plan their journeys with a positive effect on accessibility.                | + | This option will help to improve the pedestrian link and make it easier for people to navigate between the town centre, railway station and bus links. Potential for a positive effect on accessibility. | + | Option will improve accessibility to public open space, potential for a positive effect. | + |
| <b>6. Biodiversity</b>                | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>7. Cultural Heritage</b>           | The refurbishment of the train station has the potential for a positive effect as it is identified as having a negative effect on the Conservation Area. | + | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>8. Landscape &amp; Townscape</b>   | Potential for a positive effect on townscape.  | + | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>9. Climate Change &amp; Energy</b> | An improved station might encourage people to use the train instead of the private vehicle. Potential for a positive effect.                             | + | Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private vehicle.                                 | + | No significant effect identified.  | 0 |
| <b>10. Water</b>                      | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>11. Land &amp; Soil</b>            | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>12. Air Quality</b>                | An improved station might encourage people to use the train instead of the private vehicle. Potential for a positive                                     | + | Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private  | + | No significant effect identified.  | 0 |

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|   |                                   |   |                                   |   |                                     |
|---|-----------------------------------|---|-----------------------------------|---|-------------------------------------|
|   | effect.                           |   | vehicle.                          |   |                                     |
| <b>13. Sustainable Design &amp; Construction</b>  | No significant effect identified. | 0 | No significant effect identified. | 0 | No significant effect identified. 0 |
| <p><b>Summary:</b></p> <p>One of the options seeks improvements to the train station, including the provision of a café, public toilets, newsagent and real time travel information. This has the potential for a positive effect on SA objective relating to communities, the economy and accessibility. The train station is identified as having a negative effect on the Conservation Area; therefore this option has the potential for a positive effect on cultural heritage. An improved station could also help to encourage more people to use the train instead of the private vehicle, with positive effects on SA objectives relating to climate change and air quality.</p> <p>The second option seeks to improve the pedestrian link and make it easier for people to navigate between the town centre and railway station. This has the potential for a positive effect on a number of SA objectives, which includes communities, health, the economy and accessibility. As for the first option this one also has the potential encourage people to use the train instead of the private vehicle.</p> <p>The final option seeks to improve pedestrian links between the station and the public open space to the south-east. This has the potential for a positive effect on SA objectives relating to communities, health and accessibility.</p> |                                   |   |                                   |   |                                     |

### Transport Options

|                     |   |  |
|---------------------|---|--|
| <b>SA Objective</b> | <b>Parking and travel demand management</b>   |  |
|                     | <p><b>Option:</b> Manage parking more strictly in Rochford by prioritising parking in the town centre in the following hierarchy: for elderly and disabled, for loading and servicing, taxi access, and for short term parking needs associated with retail premises. On street commuter parking would be actively discouraged in the town centre and soft measures such as providing information on other travel options and through education campaigns/travel plans, can also support hard measures in changing peoples travel</p> | <p><b>Option:</b> Given the importance of encouraging commuter trips to be taken by rail, it is further proposed that the park and ride facility at the train station be increased in size to allow for additional parking spaces in the future.</p> |

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|  |  |   |  |   |
|--|--|---|--|---|
|  | behaviour.   |   |  |   |
| <b>1. Balanced Communities</b>           | Prioritising parking for the elderly and disabled has the potential for a short-term positive effect on sections of the community who are less mobile. There is only a small proportion of on street commuter parking available in the town centre and this is predominantly along Weir Pond Road. Discouraging this could have a minor positive effect on pedestrian movement.  | + | People who travel by rail would also be able to utilise the park and ride service, which could be directed through the town centre, therefore enhancing access.  | + |
| <b>2. Healthy &amp; Safe Communities</b> | Potential for a short-term positive effect by improving access for the elderly and disabled to the town centre.  | + | No significant effect identified.  | 0 |
| <b>3. Housing</b>                        | No significant effect identified.  | 0 | No significant effect identified.  | 0 |
| <b>4. Economy &amp; Employment</b>       | Discouraging on street commuter parking could open up more space for short term parking for retail premises, which has the potential for a short-term positive effect on local businesses. Improved parking for loading/servicing also has the potential for a positive effect.  | + | Potential for a short-term positive effect on businesses through improved access to the town centre from the station. This option could also help to reduce on street commuter parking along Weir Pond Road opening up more space for short term parking for retail premises.                    | + |
| <b>5. Accessibility</b>                  | Prioritising parking for the disabled/ elderly has a potential for a short-term positive effect on this SA objective. Discouraging on street commuter parking would allow more space for short term parking for retail premises. This could help to reduce queuing traffic at Market Square and improve accessibility. Potential for a positive effect. Option could also encourage commuter parking in the car parks at Back Lane and the rail station. | + | Option could improve access to the town centre from the station through an improved park and ride service. Could also help to reduce on street commuter parking along North Street opening up more space for short term parking for retail premises. Potential for a short-term positive effect. | + |
| <b>6. Biodiversity</b>                   | No significant effect identified.  | 0 | No significant effect identified.  | 0 |

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|  |                                   |   |                                   |   |
|--|-----------------------------------|---|-----------------------------------|---|
| <b>7. Cultural Heritage</b>                      | No significant effect identified. | 0 | No significant effect identified. | 0 |
| <b>8. Landscape &amp; Townscape</b>              | No significant effect identified. | 0 | No significant effect identified. | 0 |
| <b>9. Climate Change &amp; Energy</b>            | No significant effect identified. | 0 | No significant effect identified. | 0 |
| <b>10. Water</b>                                 | No significant effect identified. | 0 | No significant effect identified. | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified. | 0 | No significant effect identified. | 0 |
| <b>12. Air Quality</b>                           | No significant effect identified. | 0 | No significant effect identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effect identified. | 0 | No significant effect identified. | 0 |

### Summary:

Both options were assessed as having the potential for a short-term positive effect on communities, the economy and accessibility. One option seeks to prioritise parking in the town centre for the disabled/elderly, which has the potential to benefit members of the community who are less mobile and improve their access to the town centre. This option also seeks to discourage on street commuter parking, which could open up more space for short-term parking for retail premises and help to reduce queuing traffic in the Market Square.

The other option seeks to increase the park and ride facility at the train station to allow for more parking spaces. It is assumed that this option would not only increase the number of parking spaces but would also improve the park and ride bus service, which could be diverted through the town centre and improve access. Not only would this option improve access to the town centre but it would also help to reduce on street commuter parking along Weir Pond Road by encouraging commuter parking at the station, which would also open up more space for short term parking for retail premises.

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

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

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|                         |   |   |  |        |   |        |  |   |
|-------------------------|---|---|--|--------|---|--------|--|---|
|                         | positive effect on businesses.  |   | along the one-way section of North Street would increase storefront exposure and improve accessibility to the town centre.   |        | directional flow would increase storefront exposure. This option also has the potential to improve pedestrian movement through the town centre as long it it is implemented in conjunction with improvements to pedestrian crossings. |        |  |   |
| <b>5. Accessibility</b> | Option has the potential to improve pedestrian movement through the town centre with a short-term positive effect on this SA objective. | + | Potential to improve accessibility and shorten journey times into and through the town centre. Long-term positive effect on accessibility. However, doubling traffic along a section of North Street as well as the loss of on-street parking could have a negative effect on accessibility, depending on other the implementation of other options. | +<br>? | Potential to improve accessibility in the town centre. However, doubling traffic along a section of North Street could have a negative effect on pedestrian movement, depending on the implementation of other options.               | +<br>? | Short-term positive effect on accessibility as the option could reduce congestion caused by on-street parking. | + |
| <b>6. Biodiversity</b>  | No significant effect identified.   | 0 | No significant effect identified.  | 0      | No significant effect identified.   | 0      | No significant effect identified.  | 0 |
| <b>7. Cultural</b>      | No significant effect   | 0 | Doubling the level of  | ?      | Doubling the level of   | ?      | No significant effect  | 0 |

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|                                       |                                   |   |   |   |   |   |                                   |   |
|---------------------------------------|-----------------------------------|---|---|---|---|---|-----------------------------------|---|
| <b>Heritage</b>                       | identified.                       |   | traffic along a section of North Street could potentially have a negative effect on the Listed Buildings that are present.  |   | traffic along a section of North Street could potentially have a long-term negative effect on the Listed Buildings that are present. Traffic lights could potentially have a negative effect on the Conservation Area   |   | identified.                       |   |
| <b>8. Landscape &amp; Townscape</b>   | No significant effect identified. | 0 | Doubling the level of traffic along a section of North Street could potentially have a negative effect on the townscape. However, given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.           | ? | Doubling the level of traffic along a section of North Street could potentially have a long-term negative effect on the townscape. However, given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant. | ? | No significant effect identified. | 0 |
| <b>9. Climate Change &amp; Energy</b> | No significant effect identified. | 0 | Option has the potential to double the level of traffic along a section of North Street therefore increasing greenhouse gas emissions, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already | ? | Option has the potential to double the level of traffic along a section of North Street therefore increasing greenhouse gas emissions, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already | ? | No significant effect identified. | 0 |



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|--|---|---|--|---|--|---|-----------------------------------|---|
|  |   |   | allow two-way traffic, this is unlikely to be significant.   |   | allow two-way traffic, this is unlikely to be significant.   |   |                                   |   |
| <b>10. Water</b>                                 | No significant effect identified.   | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified. | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified.   | 0 | No significant effect identified.  | 0 | No significant effect identified.  | 0 | No significant effect identified. | 0 |
| <b>12. Air Quality</b>                           | No significant effect identified.   | 0 | Option has the potential to double the level of traffic along North and South Street therefore increasing atmospheric pollution, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant. | ? | Option has the potential to double the level of traffic along North Street therefore increasing atmospheric pollution, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant. | ? | No significant effect identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | Improved pedestrian crossings have the potential for a short-term positive effect on this SA objective. | + | Doubling the level of traffic travelling along a section of North Street could have a long-term negative effect on this SA objective, unless implemented in conjunction with   | ? | Doubling the level of traffic travelling along a section of North Street could have a long-term negative effect on this SA objective, unless implemented in conjunction with improvements  | + | No significant effect identified. | 0 |

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|  |  |  |                                       |  |  |  |  |
|--|--|--|---------------------------------------|--|--|--|--|
|  |  |  | improvements<br>pedestrian crossings. |  | pedestrian crossings.<br>Option also has the<br>potential for a long-<br>term positive effect<br>through kerb<br>extensions. |  |  |
|--|--|--|---------------------------------------|--|--|--|--|

### Summary:

The options propose significantly different choices and levels of intervention to address traffic flow along North and South Street. One of the options proposes the adoption of Roche Close off North Street, to allow parking restrictions to be implemented to try and resolve issues with parking on-street interfering with flow of vehicular movements. It was considered that this is unlikely to have significant effect against the majority of SA objectives. There is the potential short-term positive effect on accessibility as the option could reduce congestion along North Street. Another option proposes short-term small scale improvements to reduce vehicle speeds and improve pedestrian crossings along North and South Street. This has the potential for a short-term positive effect on SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design.

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

| SA Objective | Weir Pond Road  |  |   |
|--------------|---|--|---|
|              | <b>Option:</b> Enhancements to footpaths and additional pedestrian crossings, creating better links to town centre. | <b>Option:</b> On-street parking restrictions to allow for better traffic flow through one way system. | <b>Option:</b> Removal of traffic island at the junction of Weir Pond Road and East Street, allowing buses better access through town centre. Potential to incorporate street scene improvements, enhancing appearance of town in |

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|  |   |   |  |   | prominent location.   |   |
|--|---|---|--|---|---|---|
| <b>1. Balanced Communities</b>           | Enhancements to footpaths and additional pedestrian crossing will have a short-term positive effect on communities.             | + | No significant effect identified.  | 0 | Improving access for bus services to the town centre has the potential for a short-term positive effect on communities. However, there is also the potential for a negative effect as removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street. | ? |
| <b>2. Healthy &amp; Safe Communities</b> | Potential for a short-term positive effect on health and safety through enhanced footpaths and additional pedestrian crossings. | + | No significant effect identified.  | 0 | Removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street, have a negative effect on health and safety. This will be dependent on the progression and implementation of other options.   | ? |
| <b>3. Housing</b>                        | No significant effect identified.   | 0 | No significant effect identified.  | 0 | No significant effect identified.   | 0 |
| <b>4. Economy &amp; Employment</b>       | Short-term positive effect through improved pedestrian links to the town centre.  | + | Improved traffic flow has the potential for a short-term positive effect on the economy.   | + | Improved access for bus services to the town centre will have a positive effect on the economy.   | + |
| <b>5. Accessibility</b>                  | Potential for a short-term positive effect through improved pedestrian links to the town centre.                                | + | Improved traffic flow has the potential for a short-term positive effect on transport. Also the potential for a negative effect through the loss of car parking. | + | Improving access for bus services to the town centre has the potential for a short-term positive effect on this SA objective. However, there is also the potential for a negative effect as removing the traffic island could reduce accessibility for  | ? |
|  |   |   |  | ? |   |   |

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|  |   |   |                                   |   |   |   |
|--|---|---|-----------------------------------|---|---|---|
|  |   |   |                                   |   | pedestrians.  |   |
| <b>6. Biodiversity</b>                           | No significant effect identified.   | 0 | No significant effect identified. | 0 | No significant effect identified.   | 0 |
| <b>7. Cultural Heritage</b>                      | No significant effect identified.   | 0 | No significant effect identified. | 0 | No significant effect identified.   | 0 |
| <b>8. Landscape &amp; Townscape</b>              | No significant effect identified.   | 0 | No significant effect identified. | 0 | Potential for a positive effect on the townscape through street scene improvements as it is a prominent location. | + |
| <b>9. Climate Change &amp; Energy</b>            | No significant effect identified.   | 0 | No significant effect identified. | 0 | No significant effect identified.   | 0 |
| <b>10. Water</b>                                 | No significant effect identified.   | 0 | No significant effect identified. | 0 | No significant effect identified.   | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified.   | 0 | No significant effect identified. | 0 | No significant effect identified.   | 0 |
| <b>12. Air Quality</b>                           | No significant effect identified.   | 0 | No significant effect identified. | 0 | No significant effect identified.   | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | Short-term positive effect on this SA objective through enhancements to footpaths and additional pedestrian crossing. | + | No significant effect identified. | 0 | No significant effect identified.   | 0 |

### Summary:

One of the options proposes enhancements to footpaths and additional pedestrian crossings which has the potential to create better links to town centre. This has the potential for short-term positive effects for SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design. Another option proposes on-street parking restrictions to allow for better traffic flow through one way system. This is unlikely to have a significant effect against the majority of SA objectives but does have the potential for short-term positive effects on the economy and accessibility.

The final option proposes the removal of the traffic island at the junction of Weir Pond Road and East Street as well as street scene improvements. The removal of the traffic island could improve access for bus services to the town centre with the potential for a short-term

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

| SA Objective                                    | Bradley Way   |          |   |          |
|---|---|----------|---|----------|
|   | <p><b>Option:</b> The street could be redesigned so as to balance movement with various place functions. On-street parking bays should be provided on both sides of the street in a manner that ensures that traffic still moves efficiently. These spaces would allow for people to stop off at the park to take rest and respite as part of journeys through Rochford. This would greatly improve opportunities for people to use the park rather than drive by it, and improve levels of passive surveillance. This option would also allow for possible retail usage along Bradley way.</p> |          | <p><b>Option:</b> The junction with West Street could be signalised. Whilst this may have implications on vehicular journey times through this route, it is deemed to be the most effective manner by which pedestrian movements can be safely provided for from the Market Square through to the rail station – a critical route required to support the successful regeneration of the town centre.</p> |          |
| <p><b>1. Balanced Communities</b></p>           | <p>Providing on-street parking bays has the potential to improve access to the park for the elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative effect on pedestrian movement. Additional retail along Bradley Way could give communities more choice.</p>  | <p>?</p> | <p>Potential for a positive effect on pedestrian movement between the station and the town centre. However, it could also lead to slightly increased vehicular journey times.</p>   | <p>+</p> |
| <p><b>2. Healthy &amp; Safe Communities</b></p> | <p>Potential to improve access to the park for elderly/disabled members of the community who cannot walk. However, as identified against SA objective 1, option could also lead to the loss of some of the width of the footpath to accommodate parking bays which could affect pedestrian movement.</p>  | <p>?</p> | <p>A signalled crossing at the junction of West Street and Bradley Way could have a long-term positive effect on the safety of pedestrians.</p>   | <p>+</p> |

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|                                       |   |   |   |   |
|---------------------------------------|---|---|---|---|
| <b>3. Housing</b>                     | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>4. Economy &amp; Employment</b>    | Option could allow for possible retail usage along Bradley Way, however this is uncertain.  | ? | Potential for a positive effect through improved pedestrian access to the town centre. The option could increase vehicular journey times and potentially affect other junctions but this is unlikely to be significant. | + |
| <b>5. Accessibility</b>               | Potential to improve access to the park for elderly/disabled members of the community who cannot walk. However, as identified against SA objective 1, option could also lead to the loss of some of the width of the footpath to accommodate parking bays which could affect pedestrian movement. Potential for the parking bays to create congestion if not planned carefully. | ? | Option will improve pedestrian access between the station and town centre. Potential for a positive effect. It also has the potential to increase vehicular journey times but this is unlikely to be significant.       | + |
| <b>6. Biodiversity</b>                | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>7. Cultural Heritage</b>           | No significant effect identified.   | 0 | Traffic lights could potentially have a negative effect on the Conservation Area.   | ? |
| <b>8. Landscape &amp; Townscape</b>   | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>9. Climate Change &amp; Energy</b> | Potential for the parking bays to create congestion if not planned carefully.   | ? | Potential to result in queuing traffic at the signals if not planned carefully.   | ? |
| <b>10. Water</b>                      | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>11. Land &amp; Soil</b>            | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>12. Air Quality</b>                | Potential for the parking bays to create congestion if not planned carefully.   | ? | Potential to result in queuing traffic at the signals if not planned carefully.   | ? |

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|   |                                   |   |                                   |   |
|---|-----------------------------------|---|-----------------------------------|---|
| <b>13. Sustainable Design &amp; Construction</b>  | No significant effect identified. | 0 | No significant effect identified. | 0 |
| <p><b>Summary:</b></p> <p>One option proposes the provision of on-street parking bays along Bradley Way, which has the potential to improve access to the park for elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative effect on pedestrian movement. There is also the potential for the parking bays to create congestion along Bradley Way if not planned carefully. The option would allow for possible retail usage along Bradley Way as well as other areas, however this is uncertain. The potential effect of this option on SA objectives is uncertain.</p> <p>The other option seeks to provide a signalled crossing at the junction of West Street and Bradley Way. This has the potential for a positive effect on SA objectives relating to communities, health and safety, the economy and accessibility as it will improve pedestrian movement between the station and the town centre. The option has the potential to increase vehicular journey times but this is unlikely to be significant. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in queuing traffic. Uncertainty was also identified against cultural heritage as traffic lights could potentially have negative effects on the Conservation Area.</p> <p>The preferred option for Bradley Way should also seek to improve walking and cycling links between the park and the town centre.</p> |                                   |   |                                   |   |

|                     |  |  |
|---------------------|--|--|
| <b>SA Objective</b> | <b>West Street</b>   |  |
|                     | <p><b>Option:</b> Footways could be widened on both sides, narrowing the carriageway but retaining bus and traffic movements. The carriageways could be paved in materials that are similar although differentiated from footways. Carriageways and footways would be differentiated via a nominal kerb to assist the visually impaired, and also deflecting vehicles from footways. In combination these measures would ensure that any vehicle using West Street does so in a manner that respects the needs of pedestrians, including the elderly and disabled, and protects the historic buildings along it.</p> | <p><b>Option:</b> Signalised junction with Hall Road, replacing current roundabout. This option would have to be carefully examined by Essex County Council Highways Department to determine the impacts on traffic flow at this important junction between West Street, Hall Road and Ashingdon Road.</p> |

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|  |   |   |  |   |
|--|---|---|--|---|
| <b>1. Balanced Communities</b>           | Option has the potential to help reduce the speed of vehicles and improve the pedestrian environment.   | + | Potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square.   | + |
| <b>2. Healthy &amp; Safe Communities</b> | Potential for a positive effect on the health and safety of pedestrians.  | + | A signalled crossing at the junction could have a long-term positive effect on the safety of pedestrians.  | + |
| <b>3. Housing</b>                        | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>4. Economy &amp; Employment</b>       | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>5. Accessibility</b>                  | Option has the potential to enhance pedestrian access to the town centre with a positive effect on this SA objective.                                       | + | Option is unlikely to significantly improve pedestrian access to the town centre. There is the potential for negative effects as a result of increased journey times and congestion at the traffic lights. | ? |
| <b>6. Biodiversity</b>                   | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>7. Cultural Heritage</b>              | Having a more defined carriageway and footways will help to reduce vehicle speeds with indirect positive effects on the Listed Buildings along West Street. | + | Traffic lights could potentially have a negative effect on the Conservation Area   | ? |
| <b>8. Landscape &amp; Townscape</b>      | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>9. Climate Change &amp; Energy</b>    | No significant effect identified.   | 0 | Potential to result in queuing traffic at the signals if not planned carefully.  | ? |
| <b>10. Water</b>                         | No significant effect identified.   | 0 | No significant effect identified.  | 0 |
| <b>11. Land &amp; Soil</b>               | No significant effect identified.   | 0 | No significant effect identified.  | 0 |



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|  |   |   |   |   |
|--|---|---|---|---|
| <b>12. Air Quality</b>   | No significant effect identified.   | 0 | Potential to result in queuing traffic at the signals if not planned carefully. | ? |
| <b>13. Sustainable Design &amp; Construction</b>   | Potential for a positive effect against this SA objective through improving the pedestrian environment. | + | No significant effect identified.   | 0 |
| <b>Summary:</b>  |   |   |   |   |
| <p>One option seeks to better define the boundary between the carriageway and pedestrian environment as well as extend footpaths along West Street. This could help to reduce vehicle speeds and has the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. There is also the potential for a positive effect on the listed Buildings along West Street.</p> <p>The other option seeks the provision of a signalised junction with Hall Road, replacing the current roundabout. This has the potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in increased journey times and queuing traffic. Uncertainty was identified against cultural heritage as traffic lights could have potentially have negative effects on the Conservation Area.</p> |   |   |   |   |

|                                |   |   |   |   |
|--------------------------------|---|---|---|---|
| <b>SA Objective</b>            | <b>West Street - bus routing and facilities</b>   |   |   |   |
|                                | <p><b>Option:</b> Stop facilities should be improved to include a map of Rochford with stops and services noted on it, to provide users with information required to plan their journeys. In addition real time bus information should also be provided at the Rochford train station to facilitate improved interchange between these modes.</p> |   | <p><b>Option:</b> Reroute bus service to avoid Market Square.</p>   |   |
| <b>1. Balanced Communities</b> | The provision of maps at stop facilities, which will include information on stops and services, and real time bus information at the train station, will have a positive effect for community, particularly visitors who may not know the area.   | + | Rerouting the bus service to avoid the Market Square has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the | + |
|                                |   |   |   | ? |

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|  |   |   |   |   |
|--|---|---|---|---|
|  |   |   | Market Square will not be reduced significantly.  |   |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effect identified.   | 0 | Option could potentially have a positive effect on the health and safety of pedestrians along West Street.  | + |
| <b>3. Housing</b>                        | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>4. Economy &amp; Employment</b>       | No significant effect identified.   | 0 | Option has the potential for both positive and negative effects on this SA objective. Rerouting buses could improve the character and quality of West Street, including the Market Square but it could also reduce accessibility. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly. | + |
|  |   |   |   | ? |
| <b>5. Accessibility</b>                  | Option has the potential for a short-term positive effect on this objective through the provision of maps at stop facilities, which will include information on stops and services, and real time bus information at the train station. | + | Rerouting the bus service to avoid the Market Square would have a negative effect on this SA objective. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.   | ? |
| <b>6. Biodiversity</b>                   | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>7. Cultural Heritage</b>              | No significant effect identified.   | 0 | Potential for a positive effect on the Listed Buildings along West Street.  | + |
| <b>8. Landscape &amp; Townscape</b>      | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>9. Climate Change &amp; Energy</b>    | No significant effect identified.   | 0 | No significant effect identified.   | 0 |
| <b>10. Water</b>                         | No significant effect identified.   | 0 | No significant effect identified.   | 0 |

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

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

## Appendix 2 – Appraisal of Pre-Submission Document

### Appraisal key

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

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

### Policy 1 - Rochford Area Action Plan Framework

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

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

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

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

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

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

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

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

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

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



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

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

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

### Policy 2 - Rochford's Primary Shopping Frontage

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

1. Not have a detrimental impact on, or undermine, the vitality and viability of Rochford town centre.
2. Not create a cluster of similar uses within a locality that undermines the character of the centre.
3. Positively contribute to the overall offer and encourage people into the centre.

| SA Objective                             | Assessment of Effects  |    | Evidence and Reference (where available)  | Proposed and Potential Mitigation |
|--|--|----|---|-----------------------------------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |    |   |                                   |
| <b>1. Balanced Communities</b>           | Development adhering to this policy has the potential for major long term positive effects for the Rochford community by encouraging diversity and choice of shops and services to meet the needs of the community and encourage them to use their local centre rather than travel elsewhere.  | ++ | <ul style="list-style-type: none"> <li>• Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.</li> </ul>  |                                   |
| <b>2. Healthy &amp; Safe Communities</b> | When permitting A3 and A4 uses, consideration must be given to the effects of noise, smoke and odour on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential will be more sensitive than office uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage. | ?  | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>• Rochford District Council Core Strategy Policy CLT5 (Open Space).</li> </ul> |                                   |

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

|                                    |   |    |   |   |
|------------------------------------|---|----|---|---|
| <b>3. Housing</b>                  | No significant effects identified.  | 0  | • |   |
| <b>4. Economy &amp; Employment</b> | The policy has the potential for major long term positive effects on economy and employment through encouraging diversity of employment (a mix of skills) and choice to meet the needs of consumers (local and visitors) whilst protecting the function of the town centre. This will encourage consumers to shop in the town centre and boost the local economy.   | ++ | • | Rochford District Council Retail and Leisure Study (2008).  |
| <b>5. Accessibility</b>            | The policy could lead to minor long term positive effects as the enhanced town centre may reduce the need for people to travel outside the AAP area to shop.  | +  | • | Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management.<br>• Rochford District Council Core Strategy Policy T6 (Cycling and Walking).<br>• Rochford District Council Core Strategy Policy T3 (Public Transport). |
| <b>6. Biodiversity</b>             | No significant effects identified.  | 0  | • | Defra (2013) Magic – Statutory Rural Designations - <a href="http://magic.defra.gov.uk">http://magic.defra.gov.uk</a>   |
| <b>7. Cultural Heritage</b>        | The effects of this policy are uncertain and will be dependent of the implementation of the proposed development. Any development could have the potential to affect the conservation area and the listed buildings especially if a change of use will involve a listed building. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national | ?  | • | English Heritage: The National Heritage List for England.<br>• Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List.<br>• Rochford District Council Development Management DPD (Submission Document)   |

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

|                                       |  |   |   |  |
|---------------------------------------|--|---|---|--|
|                                       | policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.   |   | <p>Policy DM7 - Local List.</p> <ul style="list-style-type: none"> <li>• Rochford District Council Local List SPD.</li> <li>• Rochford District Council Development Management DPD (Submission Document)</li> </ul> <p>Policy DM9 – Development outside, but close to the boundary of, Conservation Areas.</p>  |  |
| <b>8. Landscape &amp; Townscape</b>   | The policy has the potential to reinforce and enhance Rochford Town Centre's function and in doing so will help give a better sense of place leading to positive effects in the long term. | + |   |  |
| <b>9. Climate Change &amp; Energy</b> | The policy could result in small reductions in vehicular travel and therefore greenhouse gas emissions. This could have minor positive effects on climate change.                          | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation.</li> <li>• Rochford District Council Development Management DPD (Submission Document).</li> <li>• Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013.</li> <li>• Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul> |  |

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

|                            |  |          |   |  |
|----------------------------|--|----------|---|--|
| <b>10. Water</b>           | No significant effects identified.   | <b>0</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</li> <li>• Essex Thames Gateway Water Cycle Study, Scoping Study (2009).</li> <li>• Essex Thames Gateway Water Cycle Study - Technical Report (2011).</li> <li>• Rochford District Council, Strategic Flood Risk Assessment - Level 1 &amp; 2 Final Report (2011).</li> </ul> |  |
| <b>11. Land &amp; Soil</b> | Positive long term benefits through the assumed re-use of previously developed land.   | <b>+</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing.</li> </ul>  |  |
| <b>12. Air Quality</b>     | The policy has the potential to decrease the number of trips generated and therefore reduce vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. In addition, when permitting A3 and A4 uses, consideration must be given to the impact on odour and smoke on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. It is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 | <b>?</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality.</li> </ul>   |  |

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

|  |   |                                      |   |  |
|--|---|--------------------------------------|---|--|
| <b>13. Sustainable Design &amp; Construction</b>   | <p>uses in the primary shopping frontage.</p> <p>The policy requires that new development respects and, where possible, enhances Rochford's existing local character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.</p> | <p style="text-align: center;">+</p> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy CP1 - Design.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</li> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM).</li> </ul> |  |
| <p><b>Summary:</b></p> <p>This policy not only seeks to protect Rochford's primary shopping area but also provides opportunities for a more diverse range and choice of uses to improve the vitality and viability of the Town Centre. The policy has the potential for a long term positive effect for communities and the economy. Uncertain effects were identified for air quality and health with regard to encouraging A3 and A4 uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.</p> |   |                                      |   |  |

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

### Policy 3 - Rochford's Secondary Shopping Frontage

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

1. Not have a detrimental impact on, or undermine, the vitality, viability and retail character of Rochford's Primary Shopping Frontage.
2. Not create a cluster of similar uses within a locality that undermines the character of the centre.
3. Positively contribute to the overall offer and encourage people into the centre.

| SA Objective                             | Assessment of Effects   |    | Evidence and Reference<br>(where available)   | Proposed and Potential Mitigation |
|--|---|----|---|-----------------------------------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)   |    |   |                                   |
| <b>1. Balanced Communities</b>           | Development adhering to this policy will lead to major long term positive effects for the Rochford community by encouraging diversity and choice of shops and services to meet the needs of the community and encourage them to use their local centre rather than travel greater distances. Including A and D uses will further increase diversity and choice.   | ++ | <ul style="list-style-type: none"> <li>• Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.</li> </ul>  |                                   |
| <b>2. Healthy &amp; Safe Communities</b> | When permitting A3, A4, A5 and D uses, consideration must be given to the effects of noise, smoke and odour on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. | ?  | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>• Rochford District Council Core Strategy Policy CLT5 (Open Space).</li> </ul> |                                   |
| <b>3. Housing</b>                        | No significant effects identified.  | 0  |   |                                   |

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



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

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

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|                                     |  |   | <p>Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> <li>• Essex Thames Gateway Water Cycle Study, Scoping Study (2009).</li> <li>• Essex Thames Gateway Water Cycle Study - Technical Report (2011).</li> <li>• Rochford District Council, Strategic Flood Risk Assessment - Level 1 &amp; 2 Final Report (2011).</li> </ul> |  |
| <b>11. Land &amp; Soil</b>          | Positive long term benefits through the assumed re-use of previously developed land.   | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing.</li> </ul>  |  |
| <b>12. Air Quality</b>              | The policy has the potential to lead to a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. In addition, when permitting A3, A4 and A5 uses, consideration must be given to the impact on odour and smoke on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. It is assumed that this can be mitigated at the project level. | ? | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality.</li> </ul>   |  |
| <b>13. Sustainable Design &amp;</b> | The policy requires that development will respect and, where possible, enhance Rochford's existing local   | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy</li> </ul>  |  |

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| <p><b>Construction</b></p>   | <p>character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.</p> |  | <p>CP1 - Design.</p> <ul style="list-style-type: none"> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</li> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM).</li> </ul> |  |
| <p><b>Summary:</b></p> <p>The aims of this Policy are similar to those of Policy 2 with the difference being that this Policy focuses on the secondary shopping frontage. Consequently, this policy has broadly similar effects on the SA Framework of objectives as Policy 2, with the predicted overall results for sustainability being positive. As for Policy 2, the effects were uncertain for air quality and health with regard to encouraging A3, A4, A5 and D uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level.</p> |   |  |  |  |

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

### Policy 4 - Locks Hill Employment Site

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

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

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

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

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

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

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

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

|   |  |  |                 |  |
|---|--|--|-----------------|--|
|   |  |  | ENV10 (BREEAM). |  |
| <b>Summary:</b> <p>This policy seeks to safeguard an existing employment site, enhance the character and appearance of the 'gateway' location and provide additional employment opportunities. The policy has the potential for major long term positive effects for the economy and minor positive effects for a number of SA objectives through improved access to employment. Uncertain effects were identified for air quality and localised air pollution, however this can be mitigated through other policies in this AAP and other documents, including those in the Core Strategy and through the appropriate mitigation at the project level.</p> |  |  |                 |  |

### **Policy 5 - Rochford's Character Areas**

Development will respond positively to Rochford town centre's identified character areas as defined in Figure 9, and the unique roles that each of these play in helping to make Rochford a successful place. Guiding principles for these areas are outlined under Policies 6, 7, 8 and 9.

Where these policies contain principles that specify route enhancements or junction improvements, new development should either incorporate or contribute towards these schemes where possible.

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

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



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| SA Objective                             | Assessment of Effects  |    | Evidence and Reference<br>(where available)  | Proposed and Potential<br>Mitigation |
|--|--|----|--|--------------------------------------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |    |  |                                      |
| <b>1. Balanced Communities</b>           | Potential for significant long term positive effects for the Rochford community by regenerating the area and improving the public realm to increase, in particular, accessibility for all during the night and day as well as improving the quality to make it an area where people will want to work and live.  | ++ | <ul style="list-style-type: none"> <li>Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.</li> </ul>   |                                      |
| <b>2. Healthy &amp; Safe Communities</b> | Upgrades to public transport will improve accessibility to healthcare within the AAP area and new, improved and enhanced pedestrian and cycling facilities should encourage more people to get out and about and improve their fitness. Improving the quality of the area could help reduce the incidence of crime. This policy has the potential for a long term positive effect. | +  | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>Rochford District Council Core Strategy Policy CLT5 (Open Space).</li> </ul>  |                                      |
| <b>3. Housing</b>                        | No significant effects identified.   | 0  |  |                                      |
| <b>4. Economy &amp; Employment</b>       | There could be indirect positive effects on the economy as improvements to the public realm will improve the attractiveness of the area which may encourage more people to visit and work in the area.   | +  | <ul style="list-style-type: none"> <li>Rochford District Council Retail and Leisure Study (2008).</li> </ul>   |                                      |
| <b>5. Accessibility</b>                  | The policy will have a significant long term positive effect on this SA objective through improved accessibility to, from and around the AAP area. Improved signage will aid in increasing the areas legibility and mark out key facilities and attractions which people can visit with ease.  | ++ | <ul style="list-style-type: none"> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management.</li> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> </ul> |                                      |

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|                                     |   |   | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul>   |  |
| <b>6. Biodiversity</b>              | It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.  | 0 | <ul style="list-style-type: none"> <li>Defra (2013) Magic – Statutory Rural Designations - <a href="http://magic.defra.gov.uk">http://magic.defra.gov.uk</a></li> </ul>   |  |
| <b>7. Cultural Heritage</b>         | Any new development has the potential to affect the conservation area and the listed buildings on and adjacent to the site. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character. Furthermore, new development or redevelopment could have the potential to enhance the historic character if carefully and sympathetically designed. This could lead to minor positive effects in the long term. | + | <ul style="list-style-type: none"> <li>English Heritage: The National Heritage List for England.</li> <li>Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List.</li> <li>Rochford District Council Local List SPD.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM9 - Development outside, but close to the boundary of, Conservation Areas.</li> </ul> |  |
| <b>8. Landscape &amp; Townscape</b> | All public realm improvements mentioned have the ability to have long term positive effects on the landscape and townscape of the area as long as the development respects and enhances the character of  | + |   |  |

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|                                       |   |   |   |  |
|---------------------------------------|---|---|---|--|
|                                       | the area.   |   |   |  |
| <b>9. Climate Change &amp; Energy</b> | <p>Enhanced cycling parking facilities as well as an improved public realm could help to encourage more people to walk and cycle resulting in small reductions in vehicular travel and therefore greenhouse gas emissions.</p> <p>In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>  | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation.</li> <li>• Rochford District Council Development Management DPD (Submission Document).</li> <li>• Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013.</li> <li>• Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul> |  |
| <b>10. Water</b>                      | <p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments.</p> <p>The River Roach and a small tributary pose a small risk of flooding but the majority of the AAP is located in Flood Zone 1. Any redevelopment which involves increasing the footprint of impermeable surfaces could worsen flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).</p> | 0 | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</li> <li>• Essex Thames Gateway Water Cycle Study, Scoping Study (2009).</li> <li>• Essex Thames Gateway Water Cycle Study - Technical Report (2011).</li> <li>• Rochford District Council, Strategic Flood Risk</li> </ul>                                 |  |

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|---|--|---|---|---|
|   |  |   | Assessment - Level 1 & 2 Final Report (2011).   |   |
| <b>11. Land &amp; Soil</b>  | Positive long term benefits through the potential re-use of previously developed land.   | + | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing.</li> </ul>  |   |
| <b>12. Air Quality</b>  | Increasing accessibility through upgrades to public transport, cycling and pedestrian facilities will result in a reduction in vehicular emissions in the AAP area. This will result in minor positive effects.  | + | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality.</li> </ul>   |   |
| <b>13. Sustainable Design &amp; Construction</b>  | Sustainable design and construction should be a core part of any policy which is absent here but there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective. | + | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy DPD Policy CP1 - Design.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</li> <li>Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM).</li> </ul> | The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: <a href="http://www.tcpa.org.uk/pages/biodiversity-by-design.html">http://www.tcpa.org.uk/pages/biodiversity-by-design.html</a> |
| <b>Summary:</b>   |  |   |   |   |
| <p>This policy identifies a number of important principles for any development proposed in the four character areas. Specifically it supports public realm interventions to be incorporated where possible for new development, enhanced cycling facilities, improved bus facilities and new and improved pedestrian signage. All of these principles are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted overall result is one that is positive for sustainability. The policy has the potential for major long term positive effects on SA objectives relating to communities and accessibility and minor positive effects for a number of other objectives, including health, the economy and landscape/townscape.</p> |  |   |   |   |

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

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

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

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

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| SA Objective                             | Assessment of Effects  |     | Evidence and Reference<br>(where available)   | Proposed and Potential Mitigation |
|--|--|-----|---|-----------------------------------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |     |   |                                   |
| <b>1. Balanced Communities</b>           | Policy has the potential for a significant long term positive effects for the community by regenerating the central area, which includes the Market Square. This includes improved shopping choice as well as the potential for improved access to housing and employment opportunities. The policy also supports improved pedestrian links throughout the AAP area as well as traffic management improvements to the Market Square, which will make the area more accessible for all members of the community.  | ++  | <ul style="list-style-type: none"> <li>Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.</li> </ul>  |                                   |
| <b>2. Healthy &amp; Safe Communities</b> | <p>Improvements made to the public realm, the protection of jobs and potential for new housing and job opportunities will have positive indirect effects on health in the long term. Reducing the number of car parking spaces and making the area more pedestrian friendly should also help improve safety, with indirect positive effects on health.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.</p> | + ? | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>Rochford District Council Core Strategy Policy CLT5 (Open Space).</li> </ul> |                                   |
| <b>3. Housing</b>                        | The policy supports the development of new residential units as part of the redevelopment of the two storey building on the eastern side of Market Square.   | +   |   |                                   |
| <b>4. Economy &amp; Employment</b>       | The policy supports the regeneration of the primary shopping area including new development that would lead to the creation of more job opportunities and  | ++  | <ul style="list-style-type: none"> <li>Rochford District Council Retail and Leisure Study (2008).</li> </ul>  |                                   |

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|                             | greater shopping choice. The policy protects existing retail but also supports the development of a limited number of restaurants, cafés and bars. Improvements to the public realm and traffic management will also make the town centre a more attractive and enjoyable place to shop and visit. Potential for a significant long term positive effect on this SA objective.  |     |   |  |
| <b>5. Accessibility</b>     | The policy has the potential for a long term positive effect on this SA objective through improved accessibility to retail uses, housing, employment, leisure facilities and services. This could help to reduce the number of trips generated and encourage the use of sustainable modes of transport, such as walking and cycling, particularly through the provision of new public spaces and improved pedestrian throughout the AAP area. The policy also supports traffic management improvements to the Market Square, which will make the area more accessible for all members of the community. | ++  | <ul style="list-style-type: none"> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management.</li> <li>• Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>• Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul> |  |
| <b>6. Biodiversity</b>      | It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.  | 0   | <ul style="list-style-type: none"> <li>• Defra (2013) Magic – Statutory Rural Designations - <a href="http://magic.defra.gov.uk">http://magic.defra.gov.uk</a></li> </ul>   |  |
| <b>7. Cultural Heritage</b> | Policy has the potential for a medium to long term positive effect on this SA objective through environmental and traffic management improvements that will respond positively to the area's heritage assets. It also requires a number of other improvements, for example, to the public realm and the redevelopment of a two storey building which is considered to negatively affect the townscape and provides a poor frontage onto West and North Street. These will further enhance the setting of heritage. The policy also seeks to protect   | + ? | <ul style="list-style-type: none"> <li>• English Heritage: The National Heritage List for England.</li> <li>• Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List.</li> <li>• Rochford District Council Development Management DPD</li> </ul>   |  |

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|                                       | <p>the conservation area and enhance particular features of it. Any development could have the potential to affect the conservation area and the listed buildings within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p> |   | <p>(Submission Document)<br/>Policy DM7 - Local List.</p> <ul style="list-style-type: none"> <li>• Rochford District Council Local List SPD.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas.</li> </ul> |  |
| <b>8. Landscape &amp; Townscape</b>   | <p>Policy supports the regeneration of the central area, including the Market Square and also seeks to protect and enhance the character of the area. Potential for a long term positive effect on townscape. It also supports improvements to the public realm and the redevelopment of a two storey building which is considered to negatively affect the townscape and provides a poor frontage onto West and North Street.</p>  | + |   |  |
| <b>9. Climate Change &amp; Energy</b> | <p>The policy supports improved pedestrian links throughout the AAP area as well as traffic management improvements in the Market Square. This along with the potential for improved access to the primary shopping area and greater choice could help to reduce the number of trips by private vehicle. Potential for a long term positive effect.</p>   | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation.</li> <li>• Rochford District Council Development</li> </ul>  |  |



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|                            | In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.   |          | <p>Management DPD (Submission Document).</p> <ul style="list-style-type: none"> <li>• Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013.</li> <li>• Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul>  |  |
| <b>10. Water</b>           | There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. There are no known flooding issues in this part of the AAP area. | <b>0</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</li> <li>• Essex Thames Gateway Water Cycle Study, Scoping Study (2009).</li> <li>• Essex Thames Gateway Water Cycle Study - Technical Report (2011).</li> <li>• Rochford District Council, Strategic Flood Risk Assessment - Level 1 &amp; 2 Final Report (2011).</li> </ul> |  |
| <b>11. Land &amp; Soil</b> | Positive long term benefits through the potential re-use of previously developed land.   | <b>+</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing.</li> </ul>  |  |
| <b>12. Air Quality</b>     | The policy supports improved pedestrian links throughout the AAP area as well as traffic management improvements in the Market Square. This along with the potential for improved access to the primary shopping area and greater choice could help to reduce the number of trips by private vehicle. Potential for a long           | <b>?</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality.</li> <li>• Rochford District Council Development Management DPD</li> </ul>  |  |

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|   | term positive effect. However, there is also the potential to concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. |   | (Submission Document)<br>Policy DM29 - Air Quality.   |  |
| <b>13. Sustainable Design &amp; Construction</b>  | The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.                                     | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy CP1 - Design.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</li> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM).</li> </ul> | The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design:<br><a href="http://www.tcpa.org.uk/pages/biodiversity-by-design.html">http://www.tcpa.org.uk/pages/biodiversity-by-design.html</a> |
| <b>Summary:</b>   |   |   |   |  |
| <p>This policy identifies a number of important principles for any development proposed in the Central character area, which includes the requirement for development to respond positively to the local townscape character as well as protect and enhance the Rochford Conservation Area. Specific proposals within the policy include the potential redevelopment of a two storey building that provides a poor frontage onto West and North Street as well as traffic management and public realm enhancements to the Market Square. The regeneration of the Central Area, including the Market Square, will help to strengthen the retail function and character of the area as well as improve accessibility, which has the potential for long term positive effects against a number of SA objectives, including health, housing, heritage, landscape, land and soil and in particular communities, the economy and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p> <p>The AAP identifies two options for the potential level of intervention at the Market Square. The first is a modest improvement scheme that would see a widening of pavements, the rationalisation of public parking and the taxi rank, retention of the bus stop, raised tables and junction</p> |   |   |   |  |

improvements. The second is a more significant intervention that would see the part-pedestrianisation of the Square whilst retaining capacity for up to 10 parking spaces and the bus stop; however, the taxi rank would need to be relocated.

The main benefit of the first option is that it caters better to the less mobile members of the community or for those who are not within walking distance, through the provision of a greater number of parking spaces, which would also include a dedicated disabled parking space. The main benefit of the second option is that it will create an inclusive and large civic space which may encourage more people to visit.

It has the potential to provide further benefits to the first option in terms of encouraging people to use the area as a result of improved ease of movement and by reducing intimidation from road vehicles. To improve access for all members of the community it is recommended that the second option should also include a dedicated disabled parking space.

### **Policy 7 - Character Area b: Northern/ Eastern Approach**

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

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

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

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| pedestrian link from Pollards Close to Roche Close should be created.                |  |  |   |
|--|--|--|---|
| 4. Improvements at the junction of Weir Pond Road and East Street will be supported. |  |  |   |
| SA Objective   | Assessment of Effects<br>Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)   | Evidence and Reference (where available) | Proposed and Potential Mitigation   |
| <b>1. Balanced Communities</b>   | The policy supports the development of new residential units and community facilities (particularly those catering for young people). It also seeks to improve connections throughout the area, particularly pedestrian links and supports improvements at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a community where people want to live and work.  | ++                                       | <ul style="list-style-type: none"> <li>Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.</li> </ul>  |
| <b>2. Healthy &amp; Safe Communities</b>   | <p>The potential for new housing and community facilities will have positive indirect effects on health in the long term. If the new community facilities include healthcare services this could lead to major positive effects. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.</p> | + ?                                      | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>Rochford District Council Core Strategy Policy CLT5 (Open Space).</li> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> </ul> |
| <b>3. Housing</b>  | The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.  | +  | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy - Policy H1 (The efficient use of land for housing)</li> </ul>   |

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| <b>4. Economy &amp; Employment</b> | The policy supports the regeneration of the eastern approach which will contribute to the regeneration of the AAP area. This along with improvements to pedestrian links will have a long term positive effect on the economy.   | +   |   |  |
| <b>5. Accessibility</b>            | The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing and community facilities. It also seeks to improve links throughout the AAP area, including those to the central area and Market Square and the creation of a new pedestrian link from Pollards Close to Roche Close. The policy also supports improvements at the junction of Weir Pond Road and East Street. Potential for a major long term positive effects on this SA objective.   | ++  | <ul style="list-style-type: none"> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management.</li> <li>• Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>• Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul> |  |
| <b>6. Biodiversity</b>             | It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.   | 0   |   |  |
| <b>7. Cultural Heritage</b>        | <p>Potential for a minor long term positive effect through enhancing the Northeastern/Eastern Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area.</p> <p>Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be</p> | + ? | <ul style="list-style-type: none"> <li>• English Heritage: The National Heritage List for England.</li> <li>• Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List.</li> </ul>                |  |

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|                                       | <p>resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>   |   | <ul style="list-style-type: none"> <li>• Rochford District Council Local List SPD.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas.</li> </ul>   |  |
| <b>8. Landscape &amp; Townscape</b>   | <p>Policy supports the regeneration of the Northeastern/Eastern Approach and also seeks to protect and enhance the character of the area. Potential for a long term positive effect on townscape.</p>  | + |   |  |
| <b>9. Climate Change &amp; Energy</b> | <p>The policy could result in small reductions in vehicular travel and a reduction in congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p> <p>The policy supports new development that has the potential to improve accessibility to housing and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Weir Pond Road and East Street. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p> | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation.</li> <li>• Rochford District Council Development Management DPD (Submission Document).</li> <li>• Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013.</li> <li>• Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul> |  |

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| <b>10. Water</b>                                 | <p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. There are no known flooding issues in this part of the AAP area.</p>   | <b>0</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</li> <li>• Essex Thames Gateway Water Cycle Study, Scoping Study (2009).</li> <li>• Essex Thames Gateway Water Cycle Study - Technical Report (2011).</li> <li>• Rochford District Council, Strategic Flood Risk Assessment - Level 1 &amp; 2 Final Report (2011).</li> </ul> |   |
| <b>11. Land &amp; Soil</b>                       | <p>Positive long term benefits through the potential re-use of previously developed land.</p>   | <b>+</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing.</li> </ul>  |   |
| <b>12. Air Quality</b>                           | <p>The provision of housing and community facilities within the area, alongside improved connections has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.</p> | <b>?</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality.</li> <li>• Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality.</li> </ul>   |   |
| <b>13. Sustainable Design &amp; Construction</b> | <p>The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be</p>  | <b>+</b> | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policy CP1 - Design.</li> <li>• Rochford District Council</li> </ul>   | <p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity</p> |

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|   | <p>achieved which has the potential for a long term positive effect against this SA objective.</p> |  | <p>Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</p> <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM).</li> </ul> | <p>by Design:<br/> <a href="http://www.tcpa.org.uk/pages/biodiversity-by-design.html">http://www.tcpa.org.uk/pages/biodiversity-by-design.html</a></p> |
| <p><b>Summary:</b></p> <p>This policy identifies a number of important principles for any development proposed in the Northeastern/Eastern Approach character area. It shares many of the same principles as Policy 6, but identifies different areas for improvement, such as the junction at Weir Pond Road and East Street and the creation of a new pedestrian link as well as aspects that should be protected, which includes the mixed housing character of the area, building heights and a varied building line. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policy 6, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p> |  |  |   |  |



**Policy 8 - Character Area C: Southern Approach**

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

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

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

| SA Objective                   | Assessment of Effects  |    | Evidence and Reference (where available)   | Proposed and Potential Mitigation |
|--------------------------------|--|----|--|-----------------------------------|
|                                | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |    |  |                                   |
| <b>1. Balanced Communities</b> | The policy supports the development of new residential units, employment as well as community facilities (particularly those catering for young people). It also seeks to improve connections throughout the area, | ++ | <ul style="list-style-type: none"> <li>• Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.</li> </ul> |                                   |

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

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

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

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

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

**Policy 9 - Character Area D: Western Approach**

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

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

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:

- a. The small scale of the almshouses along West Street as you enter the town from the west.
- b. The mixed commercial and residential character of the area where both long and recently established businesses sit comfortably adjacent to residential uses.

2. New development in this location is considered particularly appropriate given the opportunities for new development taking advantage of the good quality public transport facilities.

3. New development is acceptable where it would lead to the creation of more residential units, job opportunities or community facilities, in particular those catering for young people.

4. Freight House is an attractive commercial building and should be retained. However, there is considered to be an opportunity to intensify the uses on this site, either through a new building or an extension to the existing building. Housing and/or employment uses would be appropriate, with a particular opportunity to take advantage of the excellent public transport accessibility and the proximity and relationship to the open space to the east.

5. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the rail station, should be strengthened.

6. Improvements at the junctions of Ashingdon Road, Hall Road and West Street, and West Street and Bradley Way will be supported.

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

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|  |  |            |   |   |
|--|--|------------|---|---|
| <b>1. Balanced Communities</b>           | <p>The policy supports the development of new residential units, employment as well as community facilities (particularly those catering for young people). It also seeks to improve connections throughout the area, particularly pedestrian links and supports improvement at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a community where people want to live and work.</p>   | <b>++</b>  | <ul style="list-style-type: none"> <li>Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.</li> </ul>  |   |
| <b>2. Healthy &amp; Safe Communities</b> | <p>Policy supports the development of new residential units, employment and community facilities, which has the potential for long term indirect positive effects on health. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.</p> | <b>+ ?</b> | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>Rochford District Council Core Strategy Policy CLT5 (Open Space).</li> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> </ul> |   |
| <b>3. Housing</b>                        | <p>The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.</p>   | <b>+</b>   |   |   |
| <b>4. Economy &amp; Employment</b>       | <p>The policy supports the regeneration of the area including new development that would lead to the creation of more job opportunities, which includes the potential for further employment at Freight House. Potential for a long term positive effect on the economy.</p>   | <b>+</b>   | <ul style="list-style-type: none"> <li>Rochford District Council Retail and Leisure Study (2008).</li> </ul>  |   |
| <b>5. Accessibility</b>                  | <p>The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing, employment and community facilities. It also seeks to improve links between the</p>   | <b>++</b>  | <ul style="list-style-type: none"> <li>Rochford District Council Development Management DPD (Submission Document)</li> </ul>  | <p>There is an opportunity to strengthen the policy through seeking to improve pedestrian links from this</p> |



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|                             |   |     |   |   |
|-----------------------------|---|-----|---|---|
|                             | central area and the rail station, in particular pedestrian routes, as well as improve the junctions of Ashingdon Road, Hall Road and West Street and West Street and Bradley Way.  |     | <ul style="list-style-type: none"> <li>Policy DM31 - Traffic Management.</li> <li>Rochford District Council Core Strategy Policy T6 (Cycling and Walking).</li> <li>Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul>  | character area to the green open space south west of Bradley way. |
| <b>6. Biodiversity</b>      | It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on this SA objective.   | 0   | <ul style="list-style-type: none"> <li>Defra (2013) Magic – Statutory Rural Designations - <a href="http://magic.defra.gov.uk">http://magic.defra.gov.uk</a></li> </ul>   |   |
| <b>7. Cultural Heritage</b> | <p>Potential for a minor long term positive effect through enhancing the Western Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area and the small scale almshouses along West Street.</p> <p>Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay</p> | + ? | <ul style="list-style-type: none"> <li>English Heritage: The National Heritage List for England.</li> <li>Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List.</li> <li>Rochford District Council Local List SPD.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of,</li> </ul> |   |

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|                                       |  |   |   |  |
|---------------------------------------|--|---|---|--|
|                                       | particular attention to retaining their character.   |   | Conservation Areas.   |  |
| <b>8. Landscape &amp; Townscape</b>   | Policy supports the regeneration of the Southern Approach and also seeks to protect and enhance the character of the area. Potential for a long term positive effect on townscape.   | + |   |  |
| <b>9. Climate Change &amp; Energy</b> | The policy supports new development that has the potential to improve accessibility to housing, employment and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Ashingdon Road, Hall Road and West Street and West Street and Bradley Way. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation. | + | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation.</li> <li>• Rochford District Council Development Management DPD (Submission Document).</li> <li>• Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013.</li> <li>• Rochford District Council Core Strategy Policy T3 (Public Transport).</li> </ul> |  |
| <b>10. Water</b>                      | There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. The character area includes a small tributary to the west which poses a small risk of flooding. Any development which involves increasing the footprint of impermeable surfaces could increase the risk of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and  | 0 | <ul style="list-style-type: none"> <li>• Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</li> <li>• Essex Thames Gateway Water Cycle Study, Scoping Study (2009).</li> </ul>   |  |

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|  |   |   |   |  |
|--|---|---|---|--|
|  | ENV4 - Sustainable Drainage Systems (SUDS).   |   | <ul style="list-style-type: none"> <li>Essex Thames Gateway Water Cycle Study - Technical Report (2011).</li> <li>Rochford District Council, Strategic Flood Risk Assessment - Level 1 &amp; 2 Final Report (2011).</li> </ul>  |  |
| <b>11. Land &amp; Soil</b>                       | Positive long term benefits through the potential re-use of previously developed land.  | + | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing.</li> </ul>  |  |
| <b>12. Air Quality</b>                           | The provision of housing, community and employment opportunities within the area, alongside improved connections has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. | ? | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality.</li> </ul>   |  |
| <b>13. Sustainable Design &amp; Construction</b> | The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.   | + | <ul style="list-style-type: none"> <li>Rochford District Council Core Strategy DPD Policy CP1 - Design.</li> <li>Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</li> <li>Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM).</li> </ul> | The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design:<br><a href="http://www.tcpa.org.uk/pages/biodiversity-by-design.html">http://www.tcpa.org.uk/pages/biodiversity-by-design.html</a> |

### **Summary:**

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

### Appendix 3 – Summary of Responses to SA Consultation

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

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

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

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

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

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

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### Comments received in response to the SA of Options (March 2013)

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



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|                             |  |        |
|-----------------------------|--|--------|
| <b>Green Infrastructure</b> | With reference to our previous comments regarding Green Infrastructure (GI) we are pleased to see proposals for pedestrian and landscaped links to public open space and Rochford Reservoir. This will assist in the delivery of a range of SA topic areas, e.g. biodiversity, landscape, health and wellbeing and climate change. | Noted. |
|-----------------------------|--|--------|

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

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

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

Policy 1 – Rochford Area Action Plan Framework (MM4)

| SA Objective                             | Assessment of Effects  |          |
|--|--|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |          |
| <b>1. Balanced Communities</b>           | The proposed modification to increase retail floorspace within the town centre could have a positive impact through encouraging regeneration and improving access to such facilities within the town centre.   | <b>+</b> |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effects identified.   | <b>0</b> |
| <b>3. Housing</b>                        | No significant effects identified.   | <b>0</b> |
| <b>4. Economy &amp; Employment</b>       | Increasing the proportion of retail floorspace within the town centre would have a positive impact through increasing consumer choice and employment opportunities in this location.                           | <b>+</b> |
| <b>5. Accessibility</b>                  | The proposed modification could have a positive impact through increasing access to jobs, shopping and services.   | <b>+</b> |
| <b>6. Biodiversity</b>                   | No significant effects identified.   | <b>0</b> |
| <b>7. Cultural Heritage</b>              | The inclusion of criteria to ensure that appropriate consideration of above ground heritage assets and below ground archaeological deposits in any proposal would have a positive impact on cultural heritage. | <b>+</b> |
| <b>8. Landscape &amp; Townscape</b>      | No significant effects identified.   | <b>0</b> |
| <b>9. Climate Change &amp; Energy</b>    | No significant effects identified.   | <b>0</b> |

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

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

**Policy 2 – Rochford’s Primary Shopping Area (MM9)**

| SA Objective                             | Assessment of Effects  |          |
|--|--|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |          |
| <b>1. Balanced Communities</b>           | The proposed modification would clarify the circumstances when a non-retail use would be appropriate within the centre, which would have a positive impact on the mix of uses within Rochford’s primary shopping area and the vitality of the town centre. | <b>+</b> |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effects identified.   | <b>0</b> |
| <b>3. Housing</b>                        | No significant effects identified.   | <b>0</b> |
| <b>4. Economy &amp; Employment</b>       | The modification to the policy would help to support the vitality and viability of Rochford’s primary shopping area by encouraging an appropriate mix of uses within the town centre.  | <b>+</b> |

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

**Policy 3 – Rochford’s Secondary Shopping Frontage (MM10)**

| SA Objective                             | Assessment of Effects  |          |
|--|--|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |          |
| <b>1. Balanced Communities</b>           | The proposed modification would clarify the circumstances when a non-retail use would be appropriate within the centre, which would have a positive impact on the mix of uses within Rochford’s secondary shopping frontage and the vitality of the town centre. | <b>+</b> |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effects identified.   | <b>0</b> |
| <b>3. Housing</b>                        | No significant effects identified.   | <b>0</b> |
| <b>4. Economy &amp; Employment</b>       | The modification to the policy would help to support the vitality and viability of Rochford’s secondary shopping frontage by encouraging an appropriate mix of uses within the town centre.  | <b>+</b> |
| <b>5. Accessibility</b>                  | No significant effects identified.   | <b>0</b> |
| <b>6. Biodiversity</b>                   | No significant effects identified.   | <b>0</b> |
| <b>7. Cultural Heritage</b>              | No significant effects identified.   | <b>0</b> |
| <b>8. Landscape &amp; Townscape</b>      | No significant effects identified.   | <b>0</b> |
| <b>9. Climate Change &amp; Energy</b>    | No significant effects identified.   | <b>0</b> |
| <b>10. Water</b>                         | No significant effects identified.   | <b>0</b> |

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

**Policy 5 – Rochford’s Character Areas (MM12)**

| SA Objective                             | Assessment of Effects   |          |
|--|---|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood) |          |
| <b>1. Balanced Communities</b>           | No significant effects identified.  | <b>0</b> |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effects identified.  | <b>0</b> |
| <b>3. Housing</b>                        | No significant effects identified.  | <b>0</b> |
| <b>4. Economy &amp; Employment</b>       | No significant effects identified.  | <b>0</b> |
| <b>5. Accessibility</b>                  | No significant effects identified.  | <b>0</b> |

| SA Objective                                     | Assessment of Effects  |          |
|--|--|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |          |
| <b>6. Biodiversity</b>                           | No significant effects identified.   | <b>0</b> |
| <b>7. Cultural Heritage</b>                      | The inclusion of criteria to ensure that appropriate consideration of above ground heritage assets and below ground archaeological deposits in any proposal would have a positive impact on cultural heritage. | <b>+</b> |
| <b>8. Landscape &amp; Townscape</b>              | No significant effects identified.   | <b>0</b> |
| <b>9. Climate Change &amp; Energy</b>            | No significant effects identified.   | <b>0</b> |
| <b>10. Water</b>                                 | No significant effects identified.   | <b>0</b> |
| <b>11. Land &amp; Soil</b>                       | No significant effects identified.   | <b>0</b> |
| <b>12. Air Quality</b>                           | No significant effects identified.   | <b>0</b> |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effects identified.   | <b>0</b> |



Policy 6 – Character Area A: Central Area (MM13)

| SA Objective                             | Assessment of Effects  |   |
|--|--|---|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |   |
| <b>1. Balanced Communities</b>           | The proposed modification would have a positive longer term impact on this objective. It would support an older population through retaining the taxi rank and increasing the number of car parking spaces in this central location. | + |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effects identified.   | 0 |
| <b>3. Housing</b>                        | No significant effects identified.   | 0 |
| <b>4. Economy &amp; Employment</b>       | No significant effects identified.   | 0 |
| <b>5. Accessibility</b>                  | Retaining the taxi rank and increasing the number of car parking spaces in this central location would have a positive long term impact on accessibility, particularly for the older or less able members of the population.         | + |
| <b>6. Biodiversity</b>                   | No significant effects identified.   | 0 |
| <b>7. Cultural Heritage</b>              | Retaining the existing car park in the Market Square will continue to have a long term impact on the setting of heritage assets and the wider Conservation Area.   | ? |
| <b>8. Landscape &amp; Townscape</b>      | The proposed modification to retain the existing car park in the Market Square would continue to impact on the character of the town in the longer term.   | ? |
| <b>9. Climate Change &amp; Energy</b>    | No significant effects identified.   | 0 |

| SA Objective                                     | Assessment of Effects   |          |
|--|---|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood) |          |
| <b>10. Water</b>                                 | No significant effects identified.  | <b>0</b> |
| <b>11. Land &amp; Soil</b>                       | No significant effects identified.  | <b>0</b> |
| <b>12. Air Quality</b>                           | Retaining the existing car park would continue to encourage traffic through the town centre.  | <b>?</b> |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effects identified.  | <b>0</b> |

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

| SA Objective                             | Assessment of Effects  |            |
|--|--|------------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |            |
| <b>1. Balanced Communities</b>           | The proposed modification removing the reference to the development of community facilities, particularly aimed at young people in this location, could have a longer term negative impact on this objective, if such facilities are not provided elsewhere in the AAP. However, the inclusion of the requirement for the opportunity site to include, in the region of, an additional 750sq.m. of retail floorspace would have a positive impact on balanced communities through increasing shopping opportunities in the town. | <b>? +</b> |
| <b>2. Healthy &amp; Safe Communities</b> | The proposed removal of the reference to the development of community facilities particularly aimed at young people in this policy could have a longer term negative impact on this objective, if such facilities are not provided elsewhere in the AAP.   | <b>?</b>   |

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| SA Objective                          | Assessment of Effects  |     |
|---------------------------------------|--|-----|
|                                       | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |     |
| <b>3. Housing</b>                     | Removing the requirement to provide youth facilities in this location would likely mean that a greater proportion of residential units could be provided which would have a positive impact.   | +   |
| <b>4. Economy &amp; Employment</b>    | The inclusion of the requirement for the opportunity site to include, in the region of, an additional 750sq.m. of retail floorspace would have a positive impact on this objective in longer term through increasing shopping, consumer choice and job opportunities in the town.  | +   |
| <b>5. Accessibility</b>               | The proposed modification removing the reference to the development of community facilities, particularly aimed at young people in this location, could have a longer term negative impact on accessibility, if such facilities are not provided elsewhere in the AAP. However, the proposed modification to increase retail floorspace would likely have a positive long term impact on accessibility, particularly for the older or less able members of the population. | ? + |
| <b>6. Biodiversity</b>                | No significant effects identified.   | 0   |
| <b>7. Cultural Heritage</b>           | No significant effects identified.   | 0   |
| <b>8. Landscape &amp; Townscape</b>   | No significant effects identified.   | 0   |
| <b>9. Climate Change &amp; Energy</b> | No significant effects identified.   | 0   |
| <b>10. Water</b>                      | No significant effects identified.   | 0   |
| <b>11. Land &amp; Soil</b>            | The proposed amendment to promote the site for a mixed development of residential and retail uses would likely have a positive impact on this objective through potentially safeguarding other land in the District, particularly greenfield land, from development.   | ? + |

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

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

| SA Objective                             | Assessment of Effects   |          |
|--|---|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)   |          |
| <b>1. Balanced Communities</b>           | The proposed amendment to the policy would promote the development of community facilities, particularly those catering for young people in this location, which would likely have a longer term positive impact on this objective. | <b>+</b> |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effects identified.  | <b>0</b> |
| <b>3. Housing</b>                        | The inclusion of reference to the development of residential units at the Police Station opportunity site in the policy would likely have a positive impact on this objective in the long term.                                     | <b>+</b> |
| <b>4. Economy &amp; Employment</b>       | No significant effects identified.  | <b>0</b> |
| <b>5. Accessibility</b>                  | No significant effects identified.  | <b>0</b> |

| SA Objective                                     | Assessment of Effects  |                   |
|--|--|-------------------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |                   |
| <b>6. Biodiversity</b>                           | No significant effects identified.   | <b>0</b>          |
| <b>7. Cultural Heritage</b>                      | No significant effects identified.   | <b>0</b>          |
| <b>8. Landscape &amp; Townscape</b>              | No significant effects identified.   | <b>0</b>          |
| <b>9. Climate Change &amp; Energy</b>            | No significant effects identified.   | <b>0</b>          |
| <b>10. Water</b>                                 | No significant effects identified.   | <b>0</b>          |
| <b>11. Land &amp; Soil</b>                       | The proposed amendment to promote the site for residential uses would likely have a positive impact on this objective through potentially safeguarding other land in the District, particularly greenfield land, from development. | <b>?</b> <b>+</b> |
| <b>12. Air Quality</b>                           | No significant effects identified.   | <b>0</b>          |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effects identified.   | <b>0</b>          |

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

| SA Objective                             | Assessment of Effects  |          |
|--|--|----------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)  |          |
| <b>1. Balanced Communities</b>           | No significant effects identified.   | <b>0</b> |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effects identified.   | <b>0</b> |
| <b>3. Housing</b>                        | The proposed amendment to the policy to support the development of residential units at the Freight House opportunity site would likely have a positive impact on this objective in the long term.                               | <b>+</b> |
| <b>4. Economy &amp; Employment</b>       | The inclusion of reference to the development of business uses such as offices and/or assembly/leisure uses at the Freight House opportunity site in the policy would likely have a long term positive impact on this objective. | <b>+</b> |
| <b>5. Accessibility</b>                  | The potential development of additional uses in the location could have a positive impact on accessibility.  | <b>+</b> |
| <b>6. Biodiversity</b>                   | No significant effects identified.   | <b>0</b> |
| <b>7. Cultural Heritage</b>              | No significant effects identified.   | <b>0</b> |
| <b>8. Landscape &amp; Townscape</b>      | No significant effects identified.   | <b>0</b> |
| <b>9. Climate Change &amp; Energy</b>    | No significant effects identified.   | <b>0</b> |

| SA Objective                                     | Assessment of Effects   |            |
|--|---|------------|
|  | Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)   |            |
| <b>10. Water</b>                                 | No significant effects identified.  | <b>0</b>   |
| <b>11. Land &amp; Soil</b>                       | The proposed amendment to promote the site for residential, business and assembly/leisure uses would likely have a positive impact on this objective through potentially safeguarding other land in the District, particularly greenfield land, from development. | <b>? +</b> |
| <b>12. Air Quality</b>                           | No significant effects identified.  | <b>0</b>   |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effects identified.  | <b>0</b>   |