

Local Development Framework

Allocations Submission Document



LDF

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1. Introduction

The Role of the Allocations Document

- 1.1 The Allocations Document forms an important part of the Rochford District Local Development Framework (or LDF) – a collection of documents that will set out how the District develops in the future. The Allocations Document is a Development Plan Document. It sets out how land will be allocated across the District for a range of uses.
- 1.2 This document provides a structure for clear, visible, consistent decision making by ensuring that land allocations for different uses are clearly set out. The Allocations Document does not just identify land for residential, educational, and employment development, sites across the District are also set out in this document for protection, including the Green Belt, Local Wildlife Sites, open spaces and the Upper Roach Valley.
- 1.3 Boundary allocations relating to the town centres of Rochford, Hockley and Rayleigh are also identified, where appropriate. However, the detailed land allocations for these three town centres as well as London Southend Airport and its surrounding area will be addressed within separate Area Action Plans; Hockley Area Action Plan, Rochford Area Action Plan, Rayleigh Area Action Plan and London Southend Airport and Environs Joint Area Action Plan.
- 1.4 Sites that were put forward for consideration as part of the Allocations Document came from a variety of sources, including those identified by Rochford District Council, those suggested to the Council by landowners, agents, developers, or members of the public, and those identified for a specific land use within the Rochford District Council Replacement Local Plan 2006.
- 1.5 The sites that have been identified across the District can all be seen on the Proposals Map located towards the end of this document.
- 1.6 The Allocations Document is structured as follows:
 1. **Introduction** – This section sets out the context for the Allocations Document.
 2. **Brownfield Residential Land Allocations** – This chapter establishes the approach to the allocation of sites for housing on previously developed land. This sets the site context and capacity, identifies the site boundary and outlines the design principles through a Concept Statement for the individual brownfield sites.
 3. **Settlement Extension Residential Land Allocations** – This section identifies the sites allocated for housing on land previously allocated as Green Belt, involving an extension to the existing residential envelope. This chapter also identifies sites to be allocated for Traveller accommodation. This sets the site context and capacity, identifies the site boundary and outlines the design principles through a Concept Statement for each of these sites.

4. **Existing Employment Land Allocations** – This chapter sets out the existing sites allocated for employment use identified to be protected within the Core Strategy.
5. **New Employment Land Allocations** – This section identifies the sites allocated for employment use on land previously allocated as Green Belt. This sets the site context and capacity, identifies the site boundary and outlines the design principles through a Concept Statement for each of these sites.
6. **Ecological and Landscape Allocations** – This chapter identifies locally important ecological and landscape designations; Local Wildlife Sites, the Coastal Protection Belt and the Upper Roach Valley.
7. **Educational Land Allocations** – This section sets out the approach to the allocation of new and existing schools.
8. **Open Space and Leisure Facilities Allocations** – This chapter identifies new and existing areas of open space and existing leisure facilities.
9. **Town Centre and Primary Shopping Area Boundary Allocations** – This section establishes the town centre boundaries and primary shopping areas for Rayleigh and Rochford town centres.
10. **Implementation, Delivery and Monitoring** – This chapter sets out how the policies within the Allocations Document will be implemented and monitored.
11. **Proposals Map** – This section brings together all of the individually identified allocations of land in the previous sections of the Allocations Document, and displays these on a District-wide map. This includes the revised Green Belt boundary, which will be created as a result of the allocation of land in the previous sections of the Allocations Documents effect on the Green Belt boundary previously established through the 2006 Rochford District Replacement Local Plan.
12. **Characteristics Map** – This chapter includes a map showing a number of land use designations/characteristics which whilst are not allocations for the purposes of the Local Development Framework, nevertheless provide useful information relevant to planning.

Relationship with other LDF Documents

- 1.7 There are a number of different documents which together will set out the Development Plan for the District. The diagram below (Figure 1) shows what these documents are and how they fit together. Planning applications will be determined in accordance with the Development Plan. Development Plan Documents will set the blueprint for the future development of the District through planning policies. Supplementary Planning Documents, however, do not contain policies and as such are not part of the Development Plan. These documents will sit below the policy documents and provide additional advice and guidance, where appropriate, to assist officers in the determination of planning applications.

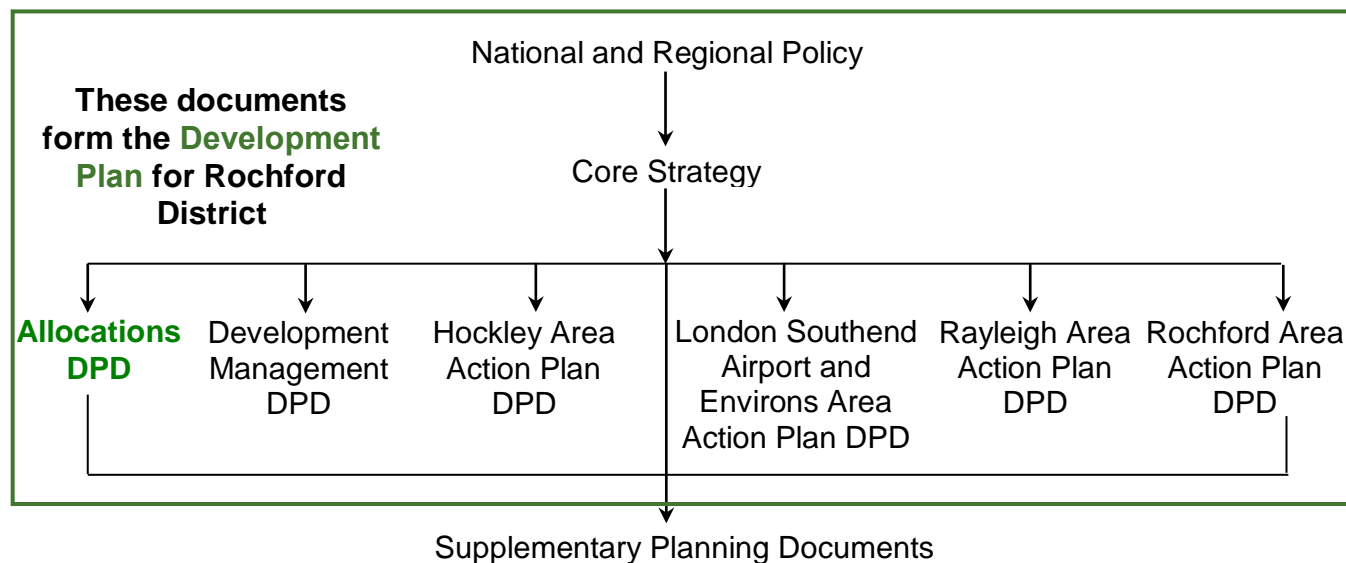


Figure 1 – The Development Plan

- 1.8 The Core Strategy is the overarching planning policy document of the LDF, which sets out our main issues for the future and the policies which will shape the future development of the District. The Allocations Document will sit below the Core Strategy in the LDF and must conform to the approach set out in it in order to be found 'sound' through independent examination and to deliver our vision. The Allocations Document must not repeat the policies in the Core Strategy and should be read in conjunction with them. Therefore both these documents will be used in the determination of planning applications for the development and use of land and buildings in the District.
- 1.9 The other documents which will form the LDF of the District play an important role in shaping what the District will look like in the future. The Development Management DPD will set out the detailed day-to-day planning policies through which development within the District will be delivered. The four Area Actions Plans will provide policies specific to the areas they cover (the three main shopping areas, and the airport and its surrounding area). Together these documents will form the Development Plan for the District.
- 1.10 The Allocations Document will be subject to several stages of public consultation, which will help shape its preparation. This consultation document is the second stage in the process and has been developed having regard to our approach to future development as set out in the Core Strategy, and comments received during public consultation on the first version of the Allocations Document (the Discussion and Consultation Document) in 2010.
- 1.11 The Core Strategy was adopted on 13 December 2011. The Allocations Document will support and aid the delivery of the policies within the Core Strategy.
- 1.12 This document should be read in conjunction with the approach outlined in the Core Strategy.
- 1.13 The Core Strategy is divided into various sub-sections; the Allocations Document covers these sub-sections as set out below:

Table 1 – Relationship between the Core Strategy and Allocations Document

Core Strategy	Allocations
Housing	Residential land Allocations
Character of Place	Design of development and the historic environment are considered as part of the allocations
Green Belt	Green Belt land Allocations
Upper Roach Valley and Wallasea Island	Ecological and Landscape Allocations
Environmental Issues	Ecological and Landscape Allocations
Community Infrastructure, Leisure and Tourism	Open Space and Leisure Facilities Allocations
Transport	Transport and highway improvements are required as part of the allocations
Economic Development	Employment land Allocations
Retail and Town Centres	Town Centre and Primary Shopping Area Boundary Allocations

Vision

1.14 Our vision is shared with that of the Local Strategic Partnership:

‘To make Rochford District a place which provides opportunities for the best possible quality of life for all who live, work and visit here’

1.15 To support this, we have four main corporate objectives. These are:

- Making a difference to our people
- Making a difference to our community
- Making a difference to our environment
- Making a difference to our local economy

1.16 The strategic vision for the District during the plan period is set out in the Core Strategy. The Core Strategy and Allocations Document have a key role to play in the delivery of the vision for Rochford District. For each theme of development management, the vision and objectives for that topic as determined in the Core Strategy have been set out, where appropriate. The Allocations Document will contribute to the vision and objectives in conjunction with the Core Strategy. Together, these all contribute to the overall vision for the District. The vision and objectives for the plan period have been adapted from those in the Core Strategy to reflect changing circumstances, emerging initiatives and suggestions from community involvement.

Sustainability Appraisal

- 1.17 The preparation of a Sustainability Appraisal is a mandatory requirement under the Planning and Compulsory Purchase Act 2004 for the production of the documents which together form the Local Development Framework. The integration of this document into the development of planning policy ensures that the wider social, environmental and economic effects of the draft policies and proposals contained within Development Plan Documents (such as the Core Strategy DPD, Development Management DPD and the Allocations DPD) are fully assessed.
- 1.18 The initial stage of the Allocations Document, called the Discussion and Consultation Document, was published for consultation in 2010. This document was assessed for its environmental, economic and social impacts (Sustainability Appraisal). This assessment and an analysis of the consultation responses received, as well as existing and new evidence that has emerged, have informed the development of this document. This document has also been appraised in sustainability terms.
- 1.19 The results of the Sustainability Appraisals, including non-technical summaries, and the Consultation Summary for each stage of the Allocations Document (combined in the Consultation Statement) are available as separate documents.
- 1.20 The Sustainability Appraisal, as well as the Consultation Statement, form part of the evidence base of the Local Development Framework.

Community Involvement

- 1.21 Community involvement is an important and integral part of the development of the Local Development Framework. The preparation of this Pre-Submission document has taken into account the findings of community involvement exercises from the various public consultation stages which have informed the development of the Core Strategy, as well as at the Discussion and Consultation version of the Allocations Document.

Relationship with Other Strategies

- 1.22 As stated above, the Allocations Document will have to conform to the Core Strategy. The Core Strategy has been developed having regard to a wealth of other strategies, at higher and lower tiers to the District (i.e. regional, sub-regional, county and sub-district level strategies). The Allocations Document should also take into account these other strategies, and contribute towards their delivery.
- 1.23 The Sustainable Community Strategy (2009) is the long-term vision for the District and sets out the priorities for improvement intended to deliver the vision. It is developed by the Local Strategic Partnership which is a partnership of local public, private and voluntary sector organisations who play a key part in the provision of services within the District.
- 1.24 Our Local Development Framework should aid the delivery of the Sustainable Community Strategy and act as an umbrella for all other strategies developed for the area.

1.25 The Sustainable Community Strategy identifies seven key priorities:

- Supporting the Ageing Population
- Fostering Greater Community Cohesion
- Strengthening the Third Sector (voluntary sector)
- Increasing Accessibility to Services
- Keeping Rochford Safe
- Encouraging Economic Development: Skills, Employment and Enterprise
- Promoting a Greener District

1.26 The Core Strategy, as the main planning policy document of the District's Local Development Framework, has a key role to play in delivering all of the above. The Allocations Document will address the Sustainable Community Strategy priorities primarily through aiding the delivery of the Core Strategy.

1.27 In addition to the Sustainable Community Strategy, there are a number of other strategies which influence our Local Development Framework. These are set out in paragraph 1.27 of the Rochford Core Strategy.

1.28 National planning policy in the form of the National Planning Policy Framework or NPPF, has also shaped the production of the Allocations Document.

Evidence Base

1.29 This document, where appropriate, has also drawn upon the extensive evidence base which has informed the development of the Core Strategy. The evidence base contains numerous plans, studies and strategies which support the emerging policies and proposals in the Local Development Framework. Evidence base documents particularly pertinent to the allocation of land in the District include the 'call for sites', the Strategic Housing Land Availability Assessment and the Sustainability Appraisal / Strategic Environmental Assessment. These and other key documents are detailed as follows:

- **Affordable Housing Viability Study (2010)** assesses the viability of the affordable housing policy in the Core Strategy.
- **Annual Monitoring Reports** report on a range of indicators on an annual basis since 2004.
- **Call for Sites** was carried out in early 2007 and resulted in the submission of a number of sites from developers, land-owners and agents for consideration by the Council. Over 200 responses were received as part of this process, with land holdings of various sizes and uses across the whole district being put forward for consideration. These sites have then been considered against their proposed uses, in terms of size, location, constraints, sustainability, and viability.

Appendix 1 to the initial stage of the Allocations Document (the Discussion and Consultation Document) provides a detailed assessment of sites that were put forward for consideration. Please note that, due to the size of this assessment, Appendix 1 is available as a separate document.

Additional sites were submitted following the initial consultation on the document in 2010. All of the sites (a total of 225 sites were suggested) have been considered in the 2012 Site Screening Report in terms of their relationship with the Core Strategy requirements. The sites which were then screened in – those within the general locations identified in the Core Strategy for residential and employment use – were assessed in more detailed in the 2012 Detailed Residential/Employment Site Options Assessments.

- **Community Involvement** carried out at each stage of the development of the Core Strategy (i.e. Issues and Options, Preferred Options, Revised Preferred Options, and Pre-Submission). Comments on the Discussion and Consultation version of the Development Management DPD were invited in March/April 2010.
- **Conservation Area Appraisals and Management Plans (2007)** assess the characteristics of the District's Conservation Areas, as well as proposing action to ensure their value is retained or enhanced.
- **Allocations Development Plan Document: Detailed Assessment of Potential Employment Sites (March 2012)** assesses the options for new employment land to the west of Rayleigh and to the south of Great Wakering.
- **Allocations Development Plan Document: Detailed Assessment of Potential Additional Employment Site Options (Evidence Base Document) (September 2012)** assesses the alternative options for new employment land suggested for consideration.
- **Allocations Development Plan Document: Detailed Assessment of Potential Residential Site Options (Evidence Base Document) (September 2012)** assesses the options for extensions to the residential envelope in the Core Strategy general locations.
- **Allocations Development Plan Document: Site Screening Report (Evidence Base Document) (September 2012)** assesses each of the sites submitted through the 'Call for Sites' process in terms of compliance with the Core Strategy.
- **Designing Gypsy and Traveller Sites: Good Practice Guide (2008)** sets out detailed advice for the siting and designing of traveller sites.
- **Employment Land Study** examines the supply and demand for various forms of employment land and compares this to the current and projected future economic profile of the District in order to determine the spatial requirements for future employment.

- **Essex and South Suffolk Shoreline Management Plan (2010)** identifies the best ways to manage flood and erosion risk to people and to the developed, historic and natural environment along the Essex and South Suffolk coast. It also identifies opportunities where shoreline management can work with others to make improvements.
- **Essex County Council Development Management Policies (February 2011)** provides policies relating to highways and transport infrastructure.
- **Essex Gypsy and Traveller Accommodation Assessment (2009)** provides an update assessment of the accommodation needs of Gypsies and Travellers.
- **Essex Landscape Character Assessment (2003)** outlines the extent of the three broad landscape character types within the District, and includes an assessment of their sensitivity to different forms of development.
- **Essex Thames Gateway Water Cycle Study – Scoping Study (2009)** a sub-regional review of the existing condition of both the natural water environment and the water infrastructure which serves the population of the South Essex
- **Joint Strategic Needs Assessment (2008)** details a wealth of data around health and well-being issues in Essex.
- **Local Wildlife Site Review (2007)** is an assessment of existing and potential local wildlife sites to determine their importance as natural habitats.
- **Looking Back and Moving Forward – Assessing the Housing Needs of Gypsies and Travellers in Essex (2006)** provides an assessment of the projected future accommodation needs for Gypsies and Travellers up until 2016.
- **Open Space Study (2009)** examines the current provision and quality of a variety of open spaces throughout the District.
- **Planning and Design for Outdoor Sport and Play (2008)** sets out principles for the planning and design of outdoor sport and play facilities (both children and young people).
- **Playing Pitch Strategy (2012)** examines the supply and demand for playing pitches in Rochford District, in relation to a number of sports.
- **Retail and Leisure Study (2008)** examines the shopping and leisure use habits of the District's residents, and the spatial implications of these for the future development of the area.
- **Rochford Biodiversity Action Plan** sets out actions and targets to enhance biodiversity in the District.
- **Rochford District Historic Environment Characterisation Project (2006)** provides a wealth of evidence on the importance of the historic environment within the District and facilitates the integration of management and conservation principles within the planning process.
- **Rochford Futures Report** profiles the social, economic and environmental characteristics of Rochford District at a District and Ward level.

- **Strategic Environmental Assessment Baseline Information Profile** presents a plethora of secondary data about the social, physical, environmental and demographic characteristics of the District.
- **Strategic Flood Risk Assessment Level 1 & 2 Final Report (February 2011)** provides a revision to the previous Thames Gateway South Essex Strategic Flood Risk Assessment report, and has been progressed following the scoping report in 2009. This is a combined Level 1 and Level 2 report, which includes a strategic overview of all potential sources of flooding which is sufficiently detailed to enable the application of the Sequential Test within the District (Level 1), and provides more detail of flood risk where there is development pressure in areas that are at Medium and High risk and to facilitate the application of the Exception Test where necessary (Level 2).
- **Strategic Housing Land Availability Assessment** determines the availability, suitability and achievability of housing development sites within the District. The 2012 Strategic Housing Land Availability Assessment (SHLAA) assessed the quantum of land available for residential development. The study confirmed the capacity from extant permissions and other appropriate sites, and ascertained that there would have to be some Green Belt release in order to meet the District's housing requirements. The SHLAA determined that there were deliverable sites within the general locations identified in the Core Strategy capable of providing the required number of dwellings.
- **Strategic Housing Market Assessment 2008** provides data on housing supply and demand at the sub-regional level. The **Strategic Housing Market Assessment: Update Report 2010** provides a review of the situation in order to reflect changes to the Thames Gateway South Essex housing market in the period from October 2008 to February 2010.
- **Surface Water Management Plan 2011** sets out a co-ordinated approach to the management of surface water within south Essex (encompassing Basildon Borough, Castle Point Borough and Rochford District).
- **Sustainability Appraisals and Strategic Environmental Assessments** are an integral part of the development of the planning policy documents forming the Local Development Framework. A Sustainability Appraisal was carried out at each stage in the development of the Core Strategy, assessing the social, economic and environmental impacts of proposed policies. The Sustainability Appraisals have influenced the development of the Core Strategy and thus the strategic approach to future development. This has subsequently shaped the approach of the Allocations Document.

Furthermore the findings of the Sustainability Appraisals assessing the Allocations Document, both at the Discussion and Consultation Document and Pre-Submission Document stages, have been incorporated into this document. The combined Sustainability Appraisal of the Allocations Document has informed identification of the final sites, and should be read in conjunction with the Core Strategy Sustainability Appraisal and Addendum.

- **Thames Gateway South Essex Strategic Flood Risk Assessment** determined the areas at risk of flooding across the sub-region, and calculated the probability of their flooding, enabling land across the sub-region to be categorised as Flood Zone 1, 2, 3 depending on the risk.
- **Thames Gateway South Essex Strategic Flood Risk Assessment Review – Scoping Report (2009)** provides a review of the Thames Gateway South Essex Strategic Flood Risk Assessment (SFRA) which was published in 2006.
- **Urban Capacity Study (2007)** examines the capacity to accommodate development within the District on existing appropriate sites. This study has been superseded by the Strategic Housing Land Availability Assessment.
- **Water Cycle Study (2011)** identifies any key constraints on housing and employment growth planned within Basildon Borough, Castle Point Borough and Rochford District that may be imposed by the water cycle and how these can be resolved.

National Planning Policy Framework

Presumption in Favour of Sustainable Development

- 1.30 When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.
- 1.31 Planning applications that accord with the policies in this Local Plan (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.
- 1.32 Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:
- Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
 - Specific policies in that Framework indicate that development should be restricted.

Key Diagram

- 1.33 The Core Strategy sets out the broad framework for managing development in the District. A balanced approach is adopted as depicted on the Key Diagram below.

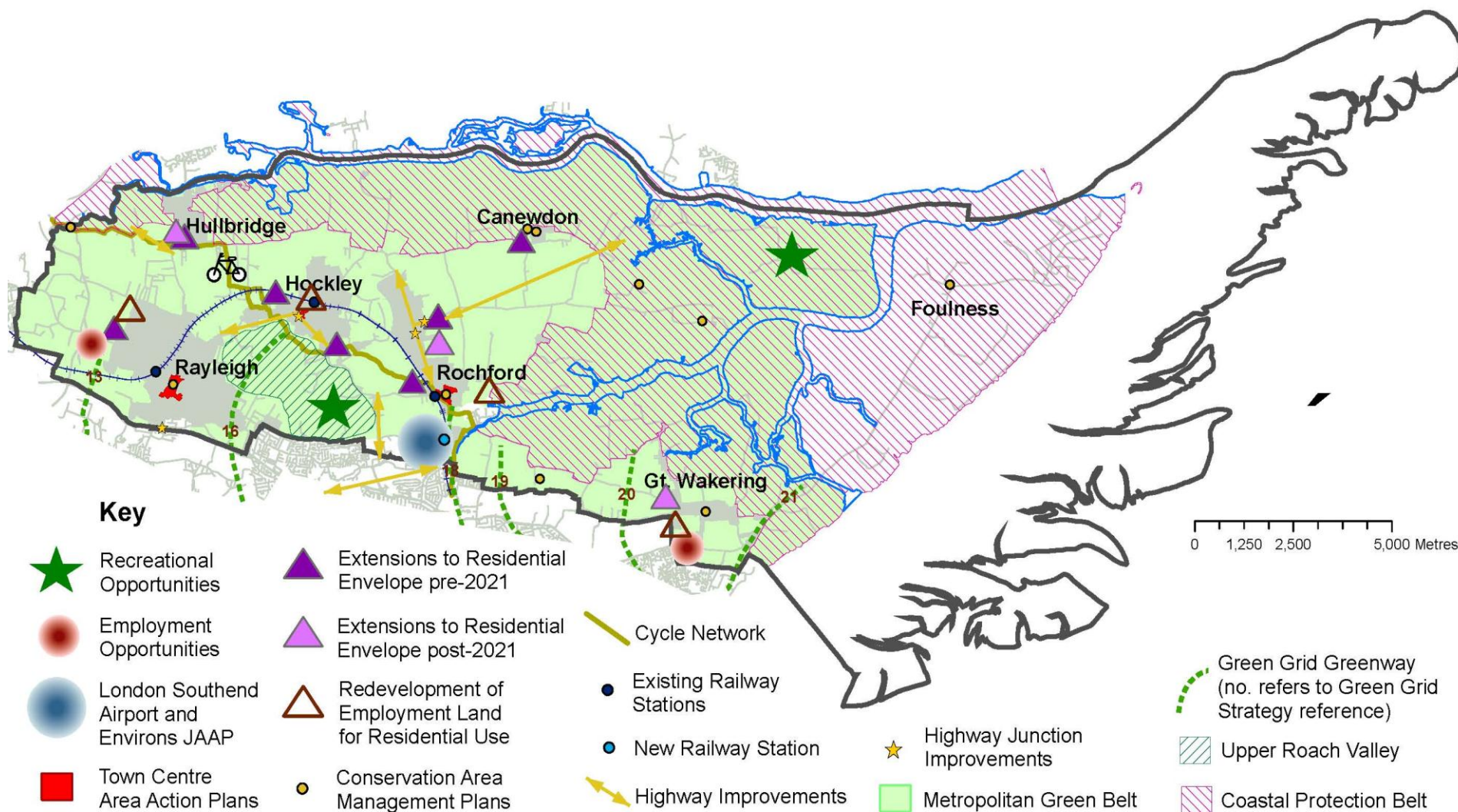


Figure 2 – The Key Diagram

2 Brownfield Residential Land Allocations

Introduction

- 2.1 There are a limited number of brownfield sites within the District which have the potential to contribute to the District's housing requirements. The Core Strategy (Policy ED3) identifies existing employment land which can fulfil a portion of this housing need, and as such will no longer be protected through the planning system. Four sites – Star Lane Industrial Estate, Eldon Way/Foundry Industrial Estate, Stambridge Mills and Rawreth Industrial Estate will be reallocated for alternative uses. However, an appropriate use for these sites includes some employment generating uses.
- 2.2 The infrastructure and service requirements to accompany the reallocation of these existing employment sites are detailed within Appendix H1 of the Core Strategy.

Policy BFR1 – Star Lane Industrial Estate, Great Wakering

Site Context

- 2.3 Star Lane Industrial Estate is located towards the western end of the High Street to the east of Star Lane in Great Wakering. It comprises two areas with distinct characteristics – the northern section which is currently in use and the southern section which is a disused brickworks.
- 2.4 The site primarily consists of a range of industrial buildings and structures to the northern section and hardstanding to the southern section. Decontamination of the site may be required prior to development. There are existing access points onto the site from Star Lane.
- 2.5 Located to the east of the site is the Star Lane Pits Local Wildlife Site (R35). There is an access road along the southern boundary of the site which provides vehicular access to this Local Wildlife Site. An existing public footpath also runs along the southern boundary of the site.

Site Capacity

- 2.6 The close proximity of this site to the Local Wildlife Site is an important factor in determining the appropriate density for this site. The scale and mass of the buildings currently occupying the northern section of the site would also need to be considered. Consequently a balance needs to be struck, as identified in the SHLAA (2012).
- 2.7 Combined, the site area of Star Lane Industrial Estate is 5.8 hectares.
- 2.8 The SHLAA (2012) indicates that this site has the potential to accommodate between 87 and 131 dwellings based on a calculation of 50% and 75% developable area respectively, at an estimated appropriate density of 30 dwellings per hectare. At 40 dwellings per hectare, the site has the potential to accommodate between 116 and 174 dwellings based on a calculation of 50% and 75% developable area respectively.

- 2.9 However, the expectation is that this site could deliver 131 dwellings as identified in the Strategic Housing Land Availability Assessment.
- 2.10 This site is also required to provide a range of infrastructure, services and facilities to accompany residential development:
- Local highway capacity and infrastructure improvements
 - Public transport infrastructure improvements and service enhancements
 - Link and enhancements to local pedestrian/cycling and bridleway network
 - Sustainable drainage systems
 - Public open space
 - Play space
 - Youth facilities and community facilities
- 2.11 Star Lane Industrial Estate is illustrated in Figure 3.
- 2.12 The principles for the development of this site are set out in the Concept Statement.

Site Map

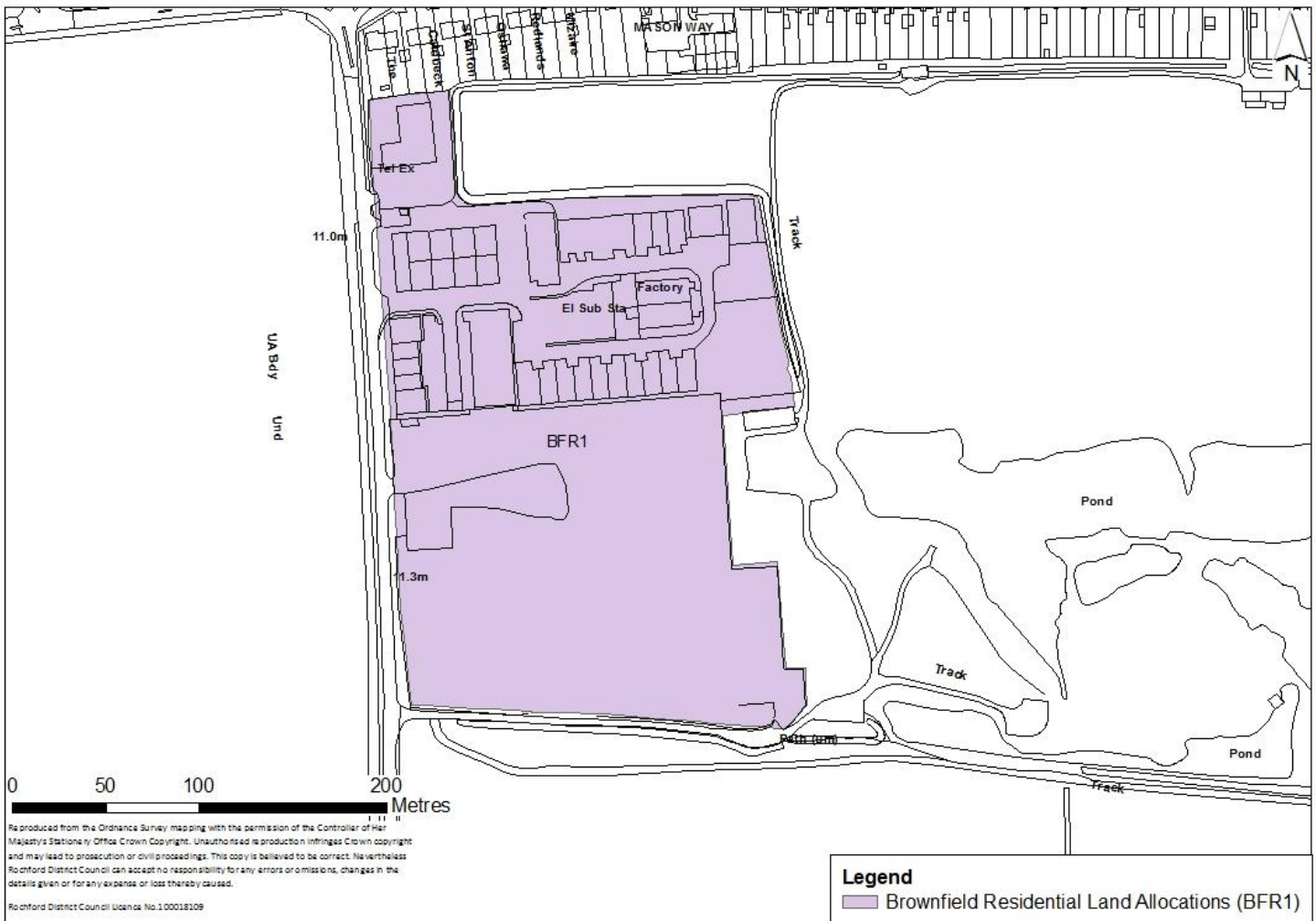


Figure 3 – Star Lane Industrial Estate, Great Wakering

Concept Statement

- 2.13 A minimum of 87 dwellings should be provided across the site, of which at least 30 dwellings should be set aside as affordable housing units and should be provided 'tenure blind'. However, the expectation is that this site could deliver 131 dwellings as identified in the Strategic Housing Land Availability Assessment.
- 2.14 All dwellings should comply with the Lifetime Homes Standard plus a minimum of two dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.

- 2.15 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 2.16 At least 0.6 hectares of public open space should be provided across the site. This calculation of need is based on a minimum of the provision of 87 dwellings. In the event a greater number are provided, the provision of public open space should increase. This should take the form of natural/semi-natural greenspace. Amenity greenspace should also be provided across the site.
- 2.17 At least a local area for play (LAP) on a minimum of 0.01 hectares should be provided on the site, but developers should look to provide local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP) which require a minimum of 0.04 hectares and 0.1 hectares respectively. These areas should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.
- 2.18 The site is adjacent to a Local Wildlife Site which is located to the east. A green buffer between the development and the Local Wildlife Site should be provided to minimise disturbance along the eastern boundary. Given the proximity of the site to an area of ecological value, a Local Wildlife Site management plan should be prepared in consultation with relevant bodies such as the Council, Natural England and the Essex Wildlife Trust, given potential increased recreational pressure on the site from development.
- 2.19 The road to the south of the industrial estate (which is located within the Green Belt) provides access/egress to the adjacent Local Wildlife Site which would need to be considered. Development of the site should not restrict existing vehicular/pedestrian access/egress to the Local Wildlife Site. However, the potential to utilise the existing access/egress for the Local Wildlife Site (which is in the Green Belt) to enable a combined access/egress point for these development should be explored.
- 2.20 The relationship between this site and employment land to the south (Policy NEL3) would need to be considered, particularly in terms of potential impact on communities (avoiding the development of a ‘bad neighbour’ use), visual impact and highway network to be considered at the planning application stage. A green buffer to the south of the site should be provided, including the retention of existing vegetation on the southern side of the access road to the Local Wildlife Site.
- 2.21 An appropriately sized green buffer between the site to the south of the High Street (Policy SER9b) and the northern section of the industrial estate, should it not come forward prior to the development of the site, will be required. However, this should not restrict future integration of the two sites.
- 2.22 The loss of any trees on site or in the vicinity of the sites should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.

- 2.23 Trees and hedges should be developed in garden areas along the eastern, northern and southern boundaries of the site to create a green buffer in perpetuity between development of this site and adjacent development (Policy SER9b), whilst promoting integration.
- 2.24 Development of the site should contribute towards the provision of local youth and community facilities. These could be provided on-site, or alternatively, take the form of financial contributions towards the development, enhancement and maintenance of existing or emerging facilities such as a Multi Use Games Area (MUGA). Each part of the site should make a proportionate contribution to the provision of facilities both on- and off-site. This would depend on the distribution of dwellings across the site.
- 2.25 The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and / or outdoor facilities. The type of youth facilities provided should be determined in consultation with young people and agreed by at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.
- 2.26 The above calculations of greenspace, play space and youth facilities requirements is based on 87 dwellings being provided across the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 2.27 The site comprises two separate components: the northern element, which is closer to the existing settlement but currently occupied by employment uses; and the southern section which is the former brickworks site and currently vacant.
- 2.28 Given the differing characteristics of the northern and southern sections of the site, there is potential for the southern section to be developed before the northern section. Should this occur, then a green buffer should be provided along the northern boundary of the southern section to minimise impact of the industrial use to the north, on the amenity of the residents to the south. However, the design of the development should still facilitate integration between the two sections of the site
- 2.29 Similarly, should the southern section of the neighbouring industrial estate be developed prior to the northern section, the site to the south of the High Street (Policy SER9b) should be well linked and integrated into any development on the southern section in terms of providing adequate access/egress to the highway network. Pedestrian access may also be enhanced through the integration of the southern section of the industrial estate and land to the east/north east providing access onto the High Street (Policy SER9b).
- 2.30 Star Lane Industrial Estate (Policy BFR1) is adjacent to the site to the south of the High Street (Policy SER9b) which is allocated for residential development. The different land levels, particularly as the site to the south of the High Street is relatively low lying compared to Star Lane Industrial Estate would need to be taken into consideration at the planning application stage.
- 2.31 The development should facilitate links and enhancements to the local pedestrian/cycling and bridleway network. Financial contributions towards the development of the Greenway 20 to the west may also be required.

- 2.32 Financial contributions towards local highway capacity and infrastructure improvements and public transport infrastructure improvements and service enhancements will be required to accompany development of this site.
- 2.33 Development to the east of Star Lane and to the south of the High Street (Policy SER9b, BFR1 and NEL3) should be comprehensively planned to enable integration between these different land uses when they are delivered. One access/egress point onto Star Lane to serve these developments should be carefully considered at the planning application stage to avoid a proliferation of access/egress roads along Star Lane. Access/egress to the land within Policy SER9b should not go through the Local Wildlife Site but should be provided to the north east corner of the southern section of the industrial estate, if delivered prior to the northern section. Any impact on the existing footpath (from Star Lane eastwards to Alexandra Road) would also need to be considered.
- 2.34 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 2.35 The possible dislocation between the development of the northern and southern sections of the site has the potential to impact on the range of Sustainable Drainage Systems (SUDS) developed. Attenuation SUDS of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 2.36 The capacity constraints in relation to Southend Waste Water Treatment Works are noted (both transfer and transmission). This will have to be overcome at the design stage in conjunction with Anglian Water.
- 2.37 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 2.38 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 2.39 The site is previously developed land and has been in use for a variety of employment/industrial activities. A contaminated land study should be undertaken prior to development, and decontamination undertaken as required.
- 2.40 The southern section is currently vacant there is potential that it could have ecological value which may need to be taken into consideration at the planning application stage.

- 2.41 Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account. Development towards the eastern section of the industrial estate should be of a lower density, if deemed appropriate at the planning application stage, to reflect the presence of the Local Wildlife Site.

Policy BFR2 – Eldon Way/Foundry Industrial Estate, Hockley

Site Context

- 2.42 Eldon Way/Foundry Industrial Estate lies within the study area of the Hockley Area Action Plan. The Core Strategy sets out the concept of redeveloping Eldon Way/Foundry Industrial Estate, however, the details of the redevelopment will be established through the preparation of the Hockley Area Action Plan.
- 2.43 This industrial estate is located to the west of Hockley train station to the north of Spa Road. There are two parts to this site – Eldon Way Industrial Estate which encompasses the main portion of the site and the much smaller Foundry Industrial Estate located towards the east, adjacent to the train line.
- 2.44 Two roads provide access to this site; Eldon Way and Station Approach. There are a range of buildings, structures and hardstanding on site. Decontamination of the site may be required prior to development.
- 2.45 There are two Tree Preservation Order points along the southern boundary of the site.

Site Capacity

- 2.46 Although the precise detail of this site will be determined through the Hockley Area Action Plan, the SHLAA (2012) sets out potential appropriate densities given the site's central and well-connected location. An estimation of capacity based on densities of 75 and 80 dwellings per hectare are set out below, however, this does not indicate that the site should be developed in this manner.
- 2.47 Combined, the site area is 4.6 hectares.
- 2.48 The housing trajectory originally envisaged the delivery of 150 dwellings through the Hockley Area Action Plan. However, the emerging Hockley Area Action Plan now suggests that 150 dwellings in the centre is unlikely to be delivered, although work on the Hockley Area Action Plan has identified other sites already allocated for residential, capable of delivering housing near Hockley centre in proximity to the train station.
- 2.49 The principles for the development of this site (identified in the Core Strategy) are set out in the Concept Statement.

Concept Statement

2.50 Whilst the Hockley Area Action Plan will determine the detail in terms of the appropriate uses for this brownfield site, the Core Strategy (Policy RTC6) sets out the following principles for the redevelopment of the industrial estate:

- A safe and high quality environment for residents
- Enhanced retail offer for Hockley
- Redevelopment of Eldon Way/Foundry for a variety of uses more appropriate for a town centre location, including residential, commercial, employment and leisure
- A public space within a defined centre
- Improved connectivity between retail focus and train station
- Redevelopment of industrial uses for retail, leisure and residential development
- Green landscaping along Main Road, Spa road and Southend Road to enhance the visual amenity

2.51 The infrastructure, services and facilities required to accompany any redevelopment of the site are established in Appendix H1 of the Core Strategy, as follows:

- Contribution towards Hockley centre regeneration to be determined through development of Area Action Plan, including:
 - Public transport infrastructure improvements and service enhancements.
 - Healthcare facilities.
 - Public open space.
 - Landscaping and street furniture.
 - Pedestrian links between centre and train station, linking residential development to both.
 - Early years and childcare facility.
 - Youth and community facilities.
 - Local highway capacity and infrastructure improvements, including Spa Road/Main Road junction improvements.

2.52 The detailed policies for this site and the wider central area of Hockley, based on the above principles, will be set out in the Hockley Area Action Plan.

Policy BFR3 – Stambridge Mills, Rochford

Site Context

- 2.53 Stambridge Mills is a disused site formally in industrial use located to the east of Rochford. There are large, industrial buildings with considerable bulk and mass present on site.
- 2.54 It is situated on the banks of the river Roach which has a number of nature conservation designations. The site is detached from the existing settlement, and the constrained nature of the site means that it may be challenging to incorporate a range of house types for example.
- 2.55 Stambridge Mills is located within flood zone 2 and 3, and consequently both the Sequential Test and the Exceptions Test, as required by the NPPF, would have to be passed before development can take place.
- 2.56 The site is also in proximity to a Listed Building.

Site Capacity

- 2.57 The SHLAA (2012) suggests that a high density development would be appropriate for this site due to its exceptional circumstances, i.e. the scale and mass of the buildings currently occupying it.
- 2.58 The SHLAA (2012) indicates that this site, which is 1.84 hectares in size, has the potential to accommodate between 41 and 50 dwellings based on a calculation of 75% and 90% developable area respectively, at an estimated appropriate density of 30 dwellings per hectare. At 60 dwellings per hectare, the site has the potential to accommodate between 83 and 100 dwellings based on a calculation of 75% and 90% developable area respectively.
- 2.59 However, the expectation is that this site could deliver 98 dwellings as identified in the Strategic Housing Land Availability Assessment.
- 2.60 Alongside residential development, the site is also required to deliver the following:
- Flood defence
 - Public transport infrastructure improvements and service enhancements
 - Link and enhancements to local pedestrian/cycling and bridleway network
 - Sustainable drainage systems
 - Local highway capacity and infrastructure improvements
 - Public open space
 - Play space

2.61 Figure 4 shows the extent of Stambridge Mills.

2.62 The principles for the development of this site are set out in the Concept Statement.

Site Map

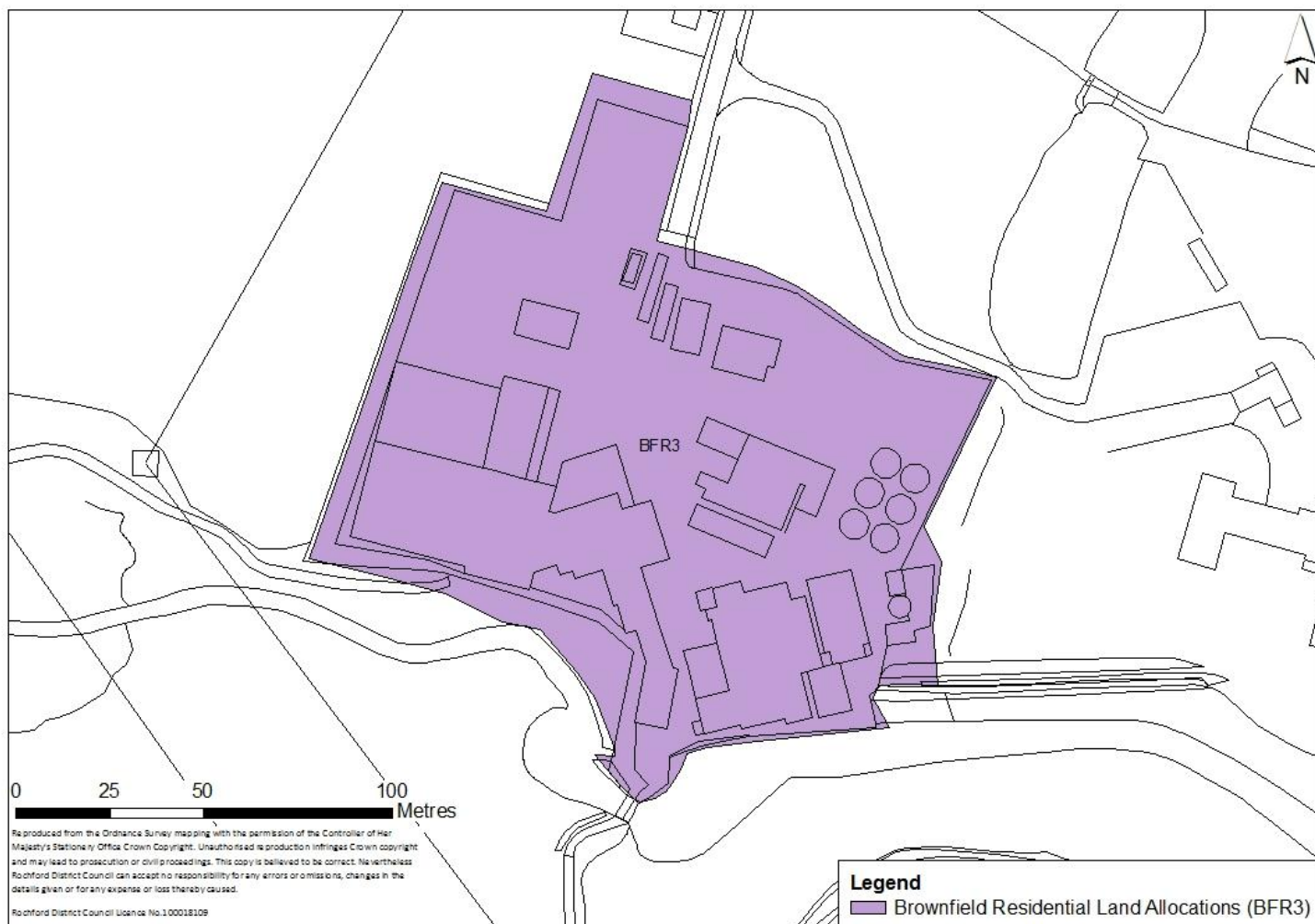


Figure 4 – Stambridge Mills, Rochford

Concept Statement

2.63 A minimum of 41 dwellings should be provided across the site, of which at least 14 dwellings should be set aside as affordable housing units and should be provided 'tenure blind'. However, the expectation is that this site could deliver 98 dwellings as identified in the Strategic Housing Land Availability Assessment.

2.64 All dwellings should comply with the Lifetime Homes Standard plus a minimum of one dwelling should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.

- 2.65 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 2.66 A minimum of 0.3 hectares of publicly accessible natural/semi-natural greenspace and amenity greenspace should be provided on-site. At least a local area for play (LAP) on a minimum of 0.01 hectares should be provided on the site, but developers should look to provide local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP) which require a minimum of 0.04 hectares and 0.1 hectares respectively. These areas should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.
- 2.67 The above calculations of greenspace and play space requirements are based on 41 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 2.68 Public transport infrastructure improvements and service enhancements and local highway capacity and infrastructure improvements should accompany development of this site.
- 2.69 Link and enhancements to local pedestrian/cycling and bridleway network should also be provided, with a view to enabling the integration of the site with Rochford.
- 2.70 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 2.71 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. This could be incorporated into the greenspace provided on-site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the sites.
- 2.72 In terms of wastewater transmission, network upgrades may be required. Any issues identified should be resolved in conjunction with Anglian Water.
- 2.73 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 2.74 The location of the site adjacent to the river Roach means that there are national and international nature conservation designations in proximity to the site. It is also adjacent to a Local Wildlife Site and as such a management plan for this should be

provided. Additionally, any specific development coming forward should be designed such as to avoid harm to these nature conservation designations, specifically through discouraging human activity within the areas designated for their ecological value along the banks of the Roach.

- 2.75 Given that the site is within an area at risk of flooding, the Exceptions Test for would need to be passed, and appropriate flood defences will have to be implemented prior to any residential redevelopment
- 2.76 Safe access and egress, above the 1 in 200 year flood level including allowances for climate change, must be provided from all parts of the development to an area in Flood Zone 1. A Flood Evacuation Plan should be prepared for future occupants of the site detailing access and egress routes and evacuation procedures.
- 2.77 .A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 2.78 The site is also in close proximity to a grade II Listed Building ('Broomhills, Stambridge Road, Stambridge/Rochford') which is located to the east. Development must not adversely impact on the setting of the building, and this must be demonstrated at the planning application stage.
- 2.79 The loss of any trees on site or in the vicinity of the sites should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 2.80 The site should be appropriately landscaped. Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account.

Policy BFR4 – Rawreth Industrial Estate, Rayleigh

Site Context

- 2.81 Situated to the west of Rayleigh, Rawreth Industrial Estate is accessible from Rawreth Lane to the north of the site. Existing residential development is adjacent to the site to the east and south. The site boundary does not encompass the large retail building towards the northern end of the industrial estate.
- 2.82 There are a range of industrial buildings, structures and hardstanding on site. Decontamination of the site may be required prior to development.
- 2.83 There are trees subject to Preservation Order along the northern, eastern and southern boundaries and there is a Tree Preservation Order area along the western and south western boundary of the site.
- 2.84 Rawreth Industrial Estate is adjacent to the general location to the north of London Road and should be considered in conjunction with the site identified in this location.

Site Capacity

- 2.85 This site covers an area of 6.2 hectares. It does not have any density restrictions, and so as identified in the SHLAA (2012) it could accommodate a relatively high density; it suggests between 30 and 60 dwellings per hectare.
- 2.86 This site has the potential to accommodate between 93 and 140 dwellings based on a calculation of 50% and 75% developable area respectively, at an estimated appropriate density of 30 dwellings per hectare. At 60 dwellings per hectare, for example, the site has the potential to accommodate between 186 and 279 dwellings based on a calculation of 50% and 75% developable area respectively.
- 2.87 However, the expectation is that this site could deliver 222 dwellings as identified in the Strategic Housing Land Availability Assessment.
- 2.88 Residential development on this site is also required to be accompanied by a range of infrastructure, services and facilities:
- Contribution towards new primary school within North of London Road, Rayleigh residential development
 - Public transport infrastructure improvements and service enhancements
 - Link and enhancements to local pedestrian/cycling and bridleway network
 - Public open space and play space
 - Sustainable drainage systems
 - Local highway capacity and infrastructure improvements
- 2.89 The extent of Rawreth Industrial Estate is set out in Figure 5.
- 2.90 The principles for the development of this site are set out in the Concept Statement.

Site Map

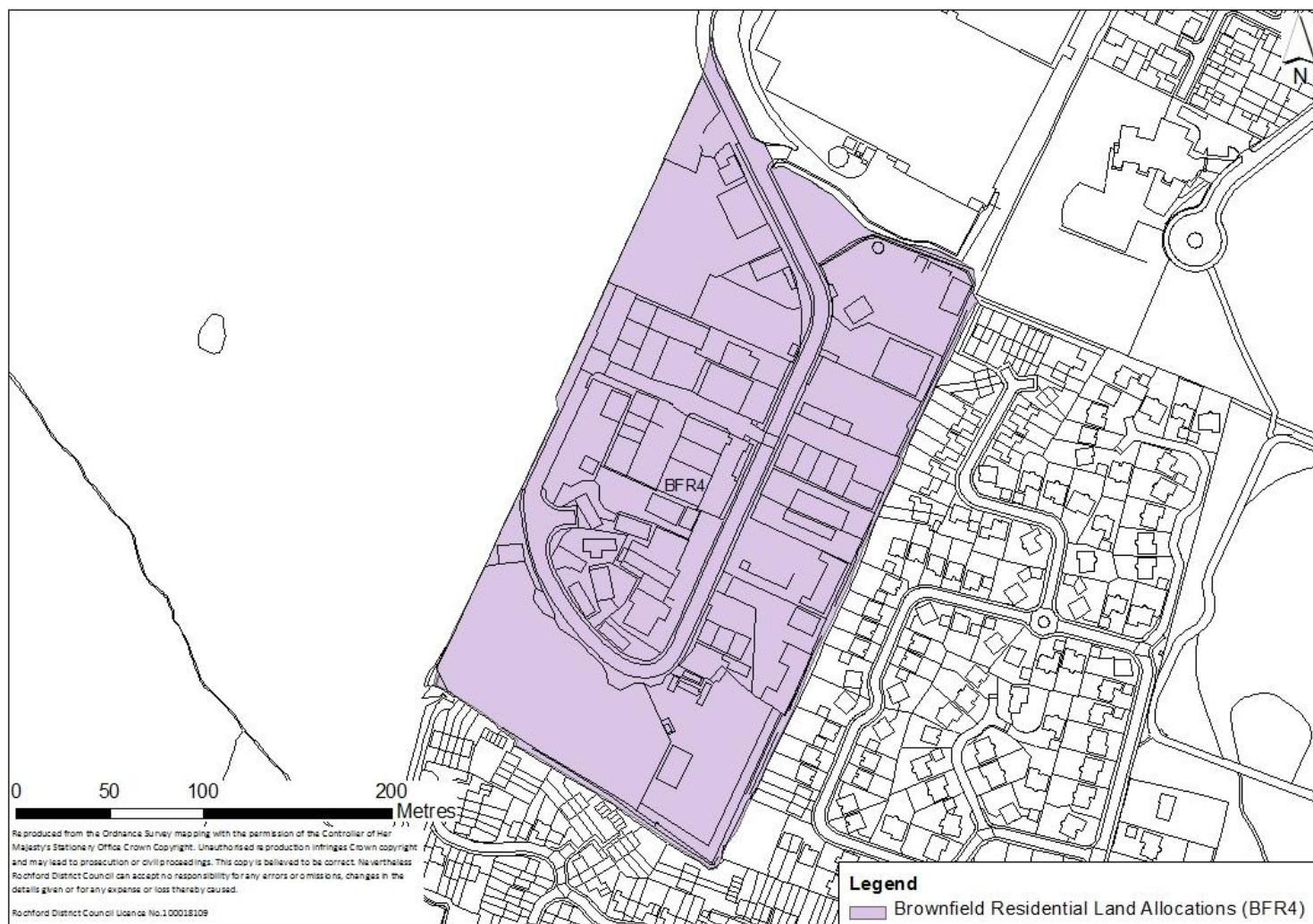


Figure 5 – Rawreth Industrial Estate, Rayleigh

Concept Statement

- 2.91 Development of this site should deliver a minimum of 89 dwellings, which should provide at least 31 'tenure blind' affordable housing units. However, the expectation is that this site could deliver 222 dwellings as identified in the Strategic Housing Land Availability Assessment.
- 2.92 All dwellings should comply with the Lifetime Homes Standard plus a minimum of two dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 2.93 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.

- 2.94 There is a need to ensure that appropriate alternative employment land is in place before redevelopment of this site (see Policy NEL1 and NEL2).
- 2.95 Redevelopment of this site also needs to be considered within the context of residential development between Rawreth Lane and London Road (Policy SER1). Development of the site should be undertaken in a manner such as to enable future integration with residential development identified in Policy SER1 to the west of the site.
- 2.96 The site is previously developed land and has been in use for a variety of industrial activities. A contaminated land study should be undertaken prior to development, and decontamination undertaken as required.
- 2.97 Existing trees both on-site and along the boundaries of the site, particularly those with Tree Preservations Orders along the northern, eastern and southern boundaries should be retained, unless it can be demonstrated at the planning application stage that this would render development unviable/undeliverable.
- 2.98 The loss of any trees on site or in the vicinity of the sites should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 2.99 Consideration needs to be given to the integration of this site with land to the west (Policy SER1). If the industrial estate (Policy BFR4) is implemented prior to the development of land to the west, provision of a buffer between residential development and industrial uses, whilst ensuring the layout of the residential development will allow future integration with the residential redevelopment to the west. However, if the site is implemented following the redevelopment of land to the west for residential use should be integrated with new residential development on the industrial estate.
- 2.100 Trees and hedges should be developed in garden areas along the boundaries of the site to create a green buffer in perpetuity between new and existing development, whilst promoting integration.
- 2.101 Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account.
- 2.102 The site should accommodate a minimum of 0.6 hectares of natural/semi-natural greenspace, which should be publicly accessible and integrated into the development. This area of public open space may be provided to the south west of the site (where there is a small area at risk of flooding).
- 2.103 Additionally, at least 0.01 hectares of amenity greenspace should be provided on-site.
- 2.104 At least a local area for play (LAP) on a minimum of 0.01 hectares should be provided on the site, but developers should look to provide local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP) which require a minimum of 0.04 hectares and 0.1 hectares respectively. These areas should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play

spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.

- 2.105 The above calculations of greenspace and play space requirements are based on 89 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 2.106 There is existing access/egress onto the site from Rawreth Lane, however, local highway capacity and infrastructure improvements, public transport infrastructure improvements and service enhancements will be required.
- 2.107 Links and enhancements for walking and cycling and the bridleway network should be developed. Financial contributions towards the development of Greenway 13 and other non-vehicular routes such as the proposed Sustrans cycle route may also be required.
- 2.108 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 2.109 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the sites.
- 2.110 In terms of wastewater transmission, the network should be modelled. Any issues identified should be resolved in conjunction with Anglian Water.
- 2.111 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 2.112 The cumulative impact of any development to the west of Rayleigh on the grade II Listed Building to the west of the site ('Barn approximately 40 metres east of Rawreth Hall, Rawreth') would need to be carefully considered
- 2.113 Financial contributions towards a new primary school within residential development identified in Policy SER1 would be required.
- 2.114 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

3 Settlement Extension Residential Land Allocations

Introduction

- 3.1 The Core Strategy adopts a balanced approach to the location of new residential development, and distributes the housing allocation across the District through the identification of nine general locations (Policy H2 and H3):
- North of London Road, Rayleigh
 - West Rochford
 - West Hockley
 - South Hawkwell
 - East Ashingdon
 - South West Hullbridge
 - South Canewdon
 - South East Ashingdon
 - West Great Wakering
- 3.2 The Core Strategy acknowledges that the housing figures, as required by policy, are minimums and that the actual numbers will be established through this document. The infrastructure and service requirements to accompany the allocation of these sites are detailed within Appendix H1 of the Core Strategy. Concept statements setting out the principles for development of each site are also detailed within this document.
- 3.3 The Core Strategy sets out the approach for the provision of Gypsy and Traveller pitches over the plan period (Policy H7). Whilst there is no national definition of a 'pitch', for the purposes of this document it is considered to refer to an individual unit of accommodation within a site that can accommodate approximately one static and one touring caravan. However, as noted within the Essex Gypsy and Traveller Accommodation Needs Assessment (2009), a pitch could contain up to three caravans. A pitch is often a household unit.

Housing Allocations

- 3.4 Between 2006 and 2021 the Council is required to accommodate 3,790 dwellings at an approximate average of 250 dwellings per year. Post 2021, the District is required to continue the development rate of 250 dwellings per year. Accordingly, the Core Strategy sets out the approach to housing distribution to 2025.
- 3.5 The Allocations Document will aid the delivery of the Core Strategy through the allocation of appropriate sites for residential use. The District's housing supply includes extant permissions and sites already allocated for housing, but additional land needs to be allocated, including appropriate brownfield sites previously allocated for employment use (see chapter 2) and Green Belt land.

- 3.6 The detailed housing supply is set out in the Strategic Housing Land Availability Assessment (SHLAA) 2012 and will be monitored regularly through the Annual Monitoring Reports.
- 3.7 The Core Strategy identified the following approximate quantum of dwellings on Green Belt land (tables in Policy H2 and H3 combined):

Table 2 – The approximate quantum of dwellings required on Green Belt land

Area	Dwellings by 2015	Dwellings 2015-2021	Dwellings post 2021
North of London Road, Rayleigh		550	
West Rochford	450	150	
West Hockley	50		
South Hawkwell	175		
East Ashingdon	100		
South West Hullbridge		250	250
South Canewdon		60	
South East Ashingdon			500
West Great Wakering			250
Total	775	1010	1000

- 3.8 The above, whilst phasing the release of Green Belt, facilitates flexibility in the provision of a rolling five year supply of land for housing. The 'Plan, Monitor, Manage' approach through the Annual Monitoring Report will monitor and manage land available for housing during the plan period.
- 3.9 It is important that the allocation of land allows for a degree of flexibility in terms of the number of dwellings that can be delivered.
- 3.10 This chapter details policies for settlement extensions to the residential envelope. It sets out the context for each site including on-site constraints and other factors which would need to be considered during development of the site. The minimum dwelling requirement for each location, as per the Core Strategy, plus an allowance of 5% if required, demonstrating the flexibility of the settlement extension as required by national policy is set out.
- 3.11 Alongside a map of the site, a Concept Statement setting out the principles for inclusion and consideration in the development of planning applications are established.
- 3.12 Each site will be required to facilitate the creation of, and demonstrate the defensibility of, the revised Green Belt boundary.

Policy SER1 – North of London Road, Rayleigh

Site Context

- 3.13 The site is located on agricultural land to the west of Rayleigh. It extends from London Road northwards to Rawreth Lane, and is adjacent to the existing residential area and Rawreth Industrial Estate to the east. There is an increase in the height of the land from London Road towards Rawreth Lane at the northern end of the site, and increase in height of the land from the A1245 eastwards towards Rawreth Industrial Estate.
- 3.14 There are watercourses running through the site from the central area southwards towards London Road and eastwards across the central area of the site towards Grosvenor Road (to the south of Rawreth Industrial Estate), and consequently there is an area of flood zone 2 and 3 running through the site. There is also a foul sewer on site, and pylons currently run north eastwards directly to the west of the site.
- 3.15 There is a Tree Preservation Order area towards the south west corner of the site, and another Tree Preservation Order area adjacent to the site running along the south eastern boundary.
- 3.16 The site is also adjacent to a grade II Listed Building ('Barn approximately 40 metres east of Rawreth Hall, Rawreth') which is located just south of Rawreth Lane.

Site Capacity

- 3.17 The Core Strategy (Policy H2) identifies that the site in this general location should have the capacity to accommodate a minimum of 550 dwellings during the plan period. The site identified in Figure 6 is capable of providing 550 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 38.8 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- New primary school;
 - Local highway capacity and infrastructure improvements;
 - Public transport infrastructure improvements and service enhancements, including a link between Rawreth Lane and London Road;
 - Link and enhancements to local pedestrian/cycling and bridleway network
 - Link to green grid greenway no.13;
 - Public park land to provide a buffer between the built environment and the A1245;
 - Youth and community facilities;
 - Play space; and
 - Sustainable drainage systems.
- 3.18 The principles for the development of this site are set out in the Concept Statement.

Site Map

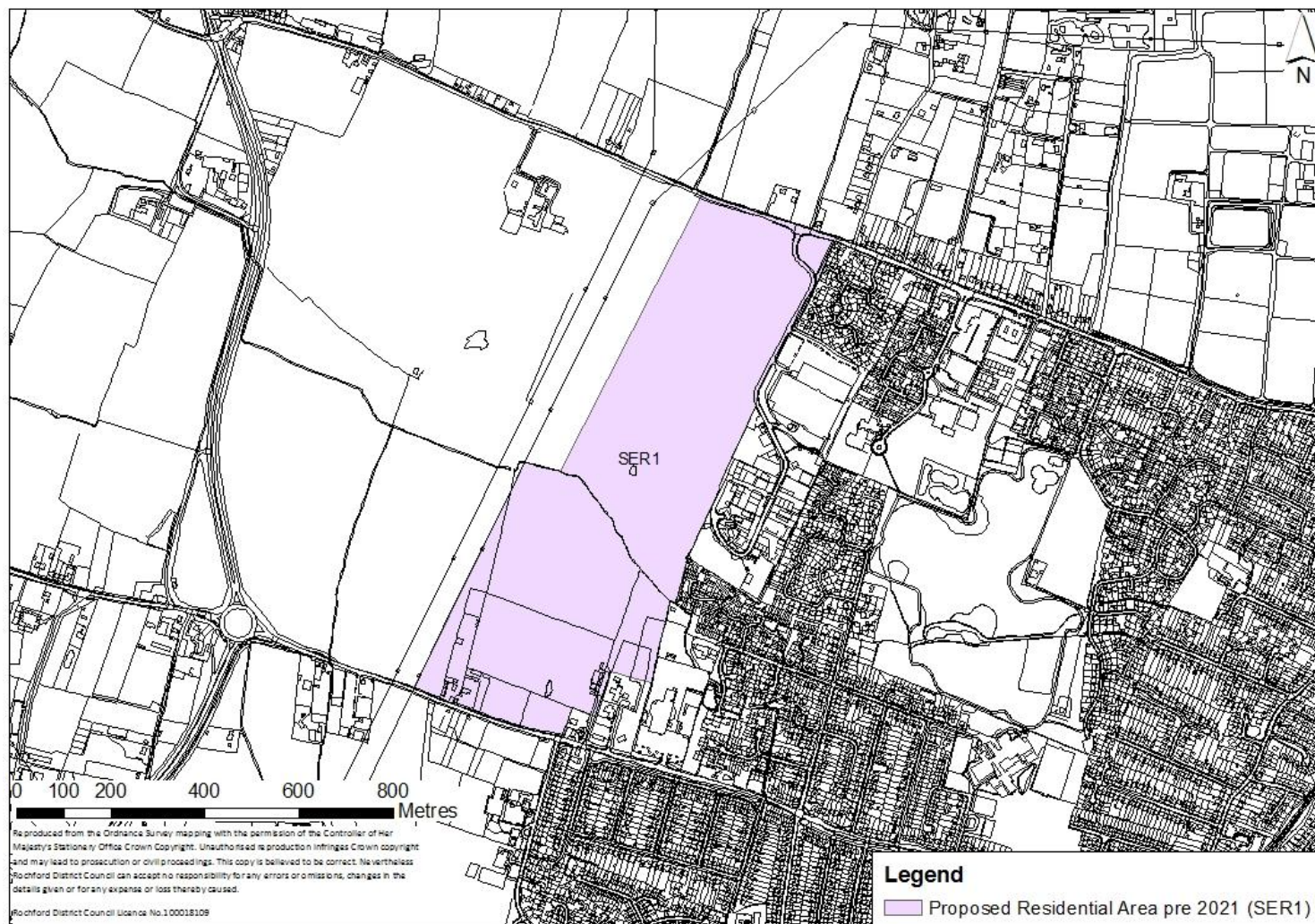


Figure 6 – North of London Road, Rayleigh

Concept Statement

3.19 Development of this site should provide 550 dwellings, of which at least 192 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 550 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and
- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

3.20 In any event, the total number of dwellings provided should not exceed 550 by more than 5%.

- 3.21 All dwellings should comply with the Lifetime Homes Standard plus a minimum of 16 dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.22 Compliance with the appropriate Code for Sustainable Homes standard will also be required and at least 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.23 A minimum area of 1.1 hectares should be set aside for a new primary school on site (Policy EDU1), which should be integrated into the development with good pedestrian and cycling access. A green travel plan will be required to accompany any planning application for the school. The potential for multi-use of the site, accommodating youth and community facilities, should be explored.
- 3.24 The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and outdoor facilities, but in any case, a minimum of 0.03 hectares for outdoor youth facilities should be provided, or equivalent area incorporated within other community buildings. The type of youth facilities provided should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.
- 3.25 A minimum of 0.07 hectares for play space should also be provided across the site, although the exact quantum may depend on the type of play space provided. Play space may take the form of a combination of local areas for play (LAP), local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP). This should be determined in consultation with the Council, however, for such a development at least a LEAP which requires a minimum of 0.04 hectares should be provided on-site. These areas should be appropriately distributed across the site to enable the local community to easily access them. They should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within appropriate walking times for the different spaces. Play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.
- 3.26 The above calculations of greenspace, play space and youth facilities requirements are based on 550 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.27 At least two vehicular access/egress points onto and off the site for vehicular traffic should be provided from Rawreth Lane and London Road. The site should be configured such that the majority (in the region of two thirds) of dwellings are accessed from London Road. The potential to provide a circular link with one strategic access point and one secondary access point onto London Road should be explored. A bus link will be created between Rawreth Lane and London Road (see Figure 7).

However, the road layout within the site will be such that there is no link for private cars between Rawreth Lane and London Road through the site. This could take the form of bus gates, cameras, and/or other forms of engineering to ensure that the relevant section of road is only suitable for buses. This should be determined at the planning application stage in consultation with the relevant bus company and the local highways authority. In addition a Traffic Regulation Order would be required to restrict movement for other road users along this route. However, a link between London Road and Rawreth Lane for all forms of transport may be explored. The route should be such that it would not encourage its use as a ‘through-route’ between Rawreth lane and London Road. The options for this site should be explored in consultation with Essex County Council highways.

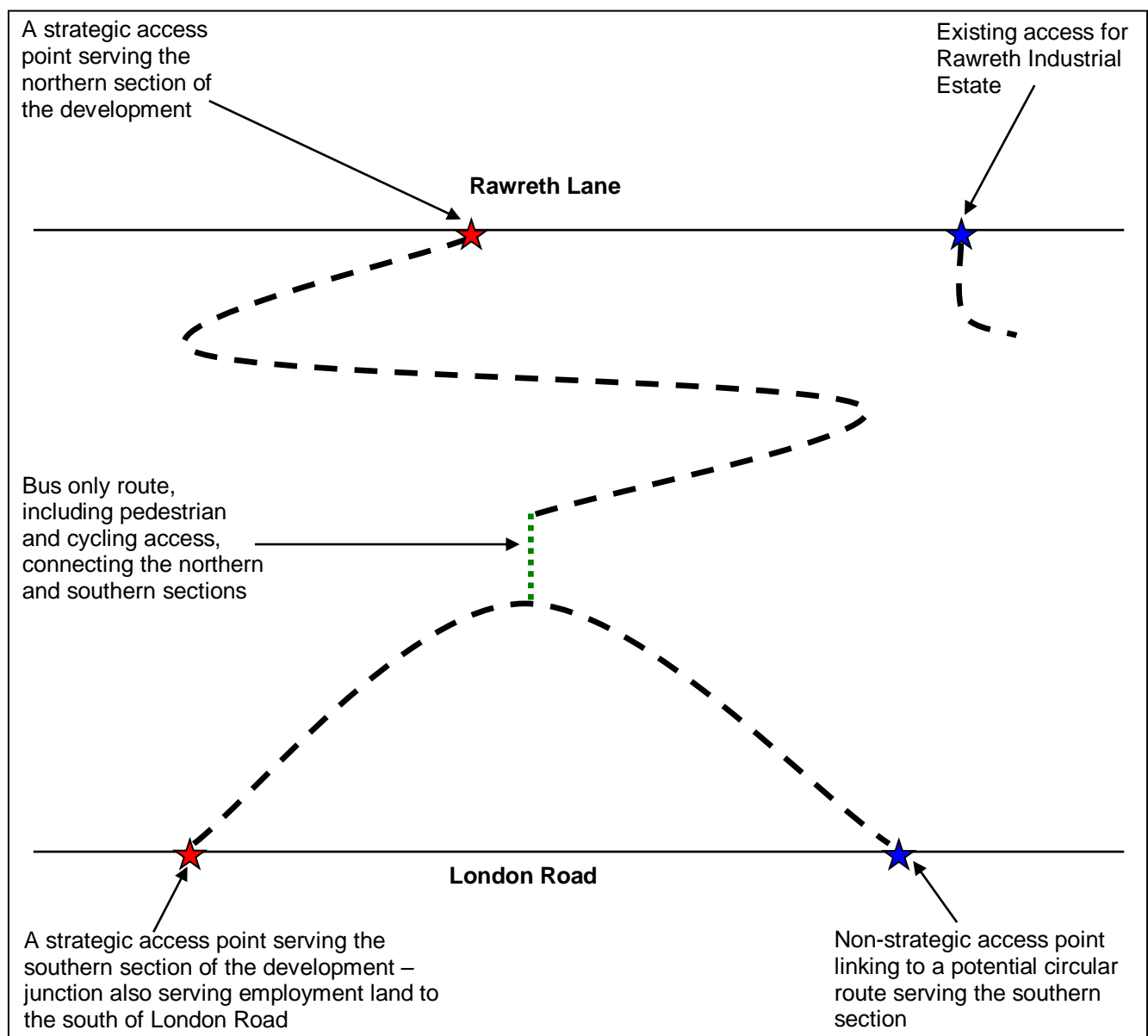


Figure 7 – Indicative Diagram of Highway Routes (*diagram not to scale*)

- 3.28 Pedestrian and cycle routes should be provided throughout the site, ensuring connectivity between the different elements of development, particularly between residential and community uses.
- 3.29 Financial contributions towards local highway capacity and infrastructure improvements, and public transport infrastructure improvements and service enhancements will be required.
- 3.30 A new junction along London Road will be required to serve both the residential area and the employment land to the south of London Road (Policy NEL1). This could take the form of a roundabout or a signalised junction and should be determined at the planning application stage. The new junction on London Road does not necessarily have to be within the area allocated for development. However, any element of the road link that does pass through the Green Belt and green buffer should be well landscaped.
- 3.31 A Transport Impact Assessment, including an assessment of air quality (particularly assessing the potential impact on Rayleigh town centre), must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.32 Financial contributions towards the improvement of road junctions in the vicinity of the development may be required. This should be determined at the planning application stage.
- 3.33 An area of approximately 3.1 hectares is within an area at risk of flooding (flood zone 2 and 3) based on the most recent data from the Environment Agency. This area should be set aside for public open space such as natural/semi-natural greenspace.
- 3.34 At least 4 hectares of natural/semi-natural greenspace should be provided (such as woodland). This calculation of need is based on the provision of 550 dwellings across the site. In the event a greater number are provided, the provision should increase proportionately. The majority of this minimum provision must be provided on site within the area at risk of flooding. The rest should be distributed throughout the site.
- 3.35 In addition an area of greenspace should be provided to the west of the site which will act as a buffer between residential development and the A1245. It will not form part of the development area, but will be situated in the Green Belt to the west of the residential settlement. The green buffer should take the form of parkland which is publicly accessible and integrated into the development. Allotments may also be accommodated within the green buffer to the west on an additional 0.3 hectares.
- 3.36 Amenity greenspace/appropriate landscaping should also be integrated into the site.
- 3.37 The playing field to the south of the site along London Road should be relocated. A replacement sports field with new ancillary facilities together with a new club house will be required to be provided ahead of any removal of the existing facility so as to ensure the continued and uninterrupted operation of this valuable community facility.

The new structure will be required to be built to the BREEAM (Very good) standard thus providing a new, efficient and environmentally friendly establishment which will be of great advantage to the community as a whole and to the operators of the Sports and Social club. It should be located within the green buffer to the west of the site, although the arrangement of the facility should be such that the clubhouse and associated development are positioned adjacent to the residential settlement to the east and integrated into the development. It is calculated that the new club house will be built within 340 metres of the existing location and will be served by a new road. Additionally this facility should be well connected to the pedestrian and cycling network.

- 3.38 Links and enhancements for walking and cycling and the bridleway network, including the provision of a public footpath along the northern boundary of the site should be developed. The site should also facilitate the development of, and link to, Greenway 13 to the south of London Road, and explore the potential for the development of Greenways through the development. Financial contributions towards the development of Greenway 13 and other non-vehicular routes such as the proposed Sustrans cycle route may also be required.
- 3.39 Existing trees on site, particularly those with Tree Preservations Orders, should be retained, unless it can be demonstrated at the planning application stage that this would render development unviable/undeliverable. The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 3.40 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on- and/or adjacent to the site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.41 There are pylons running north eastwards directly to the west of the site. Whilst the site follows the pylon line along its south western boundary, residential development of this site will be further than 60 metres from these. Siting of the replacement playing field and associated facilities (including car parking) should take into consideration the presence of the pylons. The alignment of the residential boundary in this location is such that, it follows natural features where possible and would facilitate the creation of a multi-use junction for this site and that within Policy NEL1 along London Road.
- 3.42 In relation to the presence of Rawreth Industrial Estate to the east, consideration should be given to the reallocation of this industrial estate. If the site is implemented prior to the redevelopment of Rawreth Industrial Estate (Policy BFR4), provision of a buffer between residential development and industrial uses, whilst ensuring the layout of the residential development will allow future integration with the residential redevelopment of Rawreth Industrial Estate, will be required. If the site is implemented following the redevelopment of Rawreth Industrial Estate for residential use, it should be integrated with the new residential development.

- 3.43 There is a grade II Listed Building ('Barn approximately 40 metres east of Rawreth Hall, Rawreth') in close proximity to the site. Development must not adversely impact on the setting of the building, and this must be demonstrated at the planning application stage. A green buffer may be provided to mitigate any potential detrimental impact.
- 3.44 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site.
- 3.45 Small-scale retail (A1) development in the form of neighbourhood shops should be integrated into the development. The number and distribution should be determined at the time of a planning application, having regard to viability.
- 3.46 This site will form a gateway into Rayleigh from the west. The topography of the location will need to be carefully considered at the design stage as there is an increase in the height of the land from London Road towards Rawreth Lane at the northern end of the site, and an increase in the height of the land from the A1245 eastwards towards Rawreth Industrial Estate. A green buffer to the west of the site should have a positive impact on the approach into Rayleigh from this direction. There is an opportunity for the development of landmark buildings towards the western end of the site taking into account the principles of the Essex Design Guide whilst being sensitive to the neighbouring landscape. Design throughout the development should be of high quality.

Policy SER2 – West Rochford

Site Context

- 3.47 The site is located on agricultural land between Hall Road and Ironwell Lane to the west of Oak Road. Ironwell Lane is an unmade track running from Ashingdon Road in Rochford to Rectory Road in Hawkwell. The site is adjacent to the existing residential area to the east.
- 3.48 The site is just outside the Rochford Conservation Area, which meets the site on its south eastern corner. There are listed structures and buildings in proximity to the site.
- 3.49 There is a small area in the north eastern corner of the site which lies within flood zone 2 and 3. There is also a Tree Preservation Order area along the south eastern boundary and other trees subject to Preservation Orders towards the south eastern corner of the site.
- 3.50 There is a public footpath running through the western section of the site northwards from Hall Road to Ironwell Lane, and an existing cycle route runs along Hall Road directly to the south of the site.

Site Capacity

3.51 The Core Strategy (Policy H2) identifies that the site in this general location should have the capacity to accommodate a minimum of 600 dwellings during the plan period. The site identified in Figure 8 is capable of providing 600 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 28.5 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:

- New primary school with commensurate early years and childcare provision;
- Local highway capacity and infrastructure improvements;
- Public transport infrastructure improvements and service enhancements;
- Link and enhancements to local pedestrian/cycling and bridleway network;
- Enhanced pedestrian access to town centre;
- Hall Road junction improvements;
- Sustainable drainage systems;
- Public open space;
- Play space;
- Youth facilities and community facilities; and
- Link to cycle network.

3.52 The principles for the development of this site are set out in the Concept Statement.

Site Map

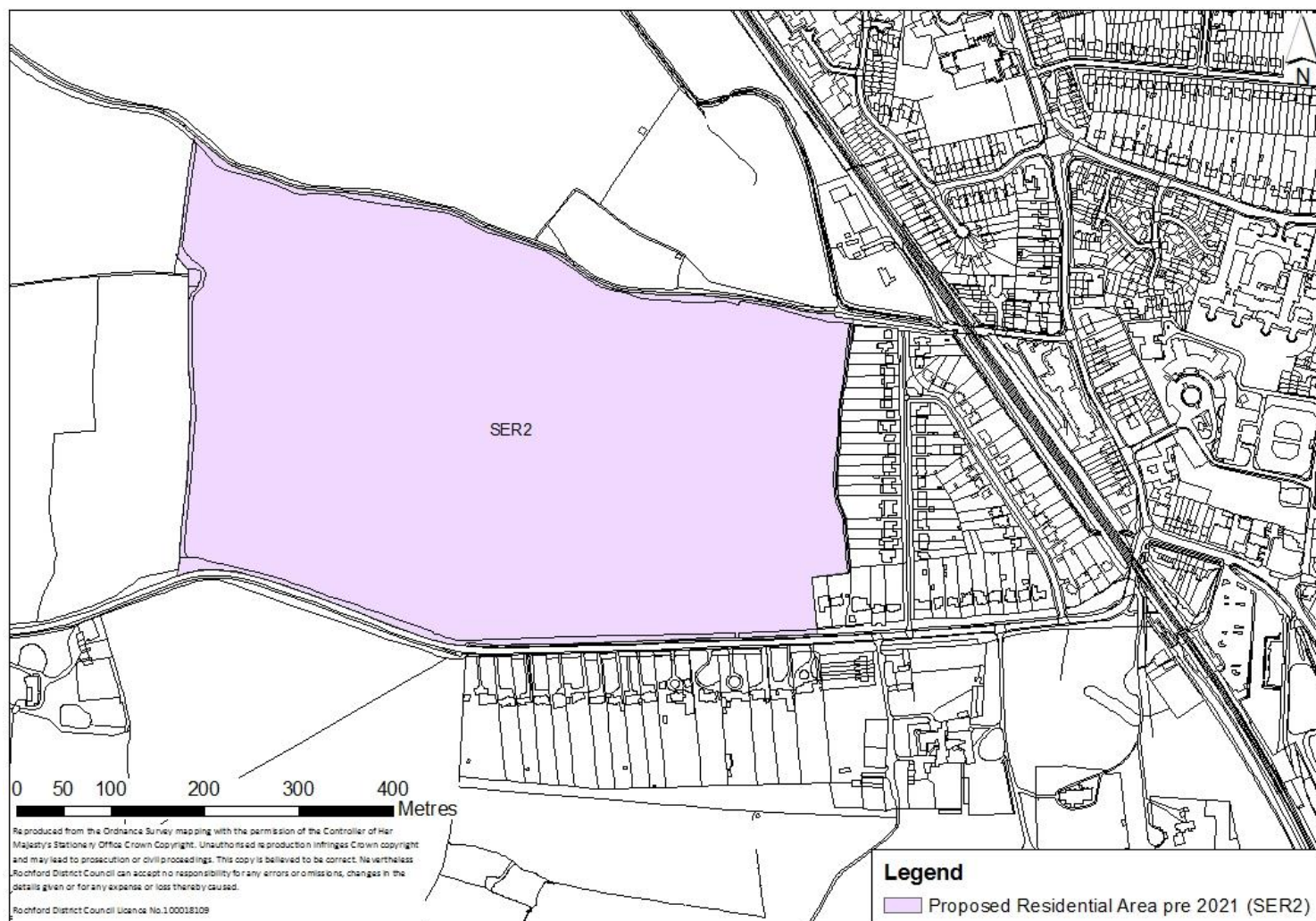


Figure 8 – West Rochford

Concept Statement

3.53 Development of this site should provide 600 dwellings, of which at least 210 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 600 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and
- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

3.54 In any event, the total number of dwellings provided should not exceed 600 by more than 5%.

- 3.55 All dwellings should comply with the Lifetime Homes Standard plus a minimum of 18 dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.56 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.57 Public open space should be provided to the west of the site to act as a buffer between residential development and open land to the west. It will not form part of the development area, but will be situated in the Green Belt to the west of the residential settlement. This area should be a minimum of 4.3 hectares, publically accessible and integrated into the development. Allotments may also be accommodated within the green buffer to the west on an additional 0.3 hectares. This calculation of need is based on 600 dwellings being provided across the site. In the event a greater number are provided, the provision of public open space should increase proportionately.
- 3.58 This site forms the gateway into Rochford and as such a high quality of design is expected. The south side of the site, adjacent to Hall Road, on the approach to the Conservation Area, is sensitive to new development and must be treated accordingly. The frontage should predominantly comprise detached houses, set back from the road frontage, with green landscaping. Fronting the site, hedges should be used to demarcate dwelling boundaries (as opposed to walls or fencing).
- 3.59 Trees and hedges should be developed in garden areas along the eastern boundary of the site to create a green buffer in perpetuity between new and existing development, whilst promoting integration.
- 3.60 Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design. The principles of the Essex Design Guide should be taken into account. The creation of a green buffer will have a positive impact on the western approach along Hall Road into Rochford in particular.
- 3.61 At least 1.1 hectares on site should be set aside for a new primary school with commensurate early years and childcare provision (Policy EDU2). This should be integrated into the development with good pedestrian and cycling access, and the potential for multi-use of the site, accommodating youth and community facilities, should be explored. A green travel plan will be required to accompany any planning application for the school.
- 3.62 The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and outdoor facilities, but in any case, a minimum of 0.03 hectares for outdoor youth facilities should be provided, or equivalent area incorporated within other community buildings. The type of youth facilities provided should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.

- 3.63 A minimum of 0.07 hectares for play space should also be provided across the site, although the exact quantum may depend on the type of play space provided. Play space may take the form of a combination of local areas for play (LAP), local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP). This should be determined in consultation with the Council, however, for such a development at least a LEAP which requires a minimum of 0.04 hectares should be provided on-site. These areas should be appropriately distributed across the site to enable the local community to easily access them. They should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within appropriate walking times for the different spaces. Play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.
- 3.64 Outdoor sports facilities, such as playing fields, should be provided within the site or off-site, for example through utilising the school playing field, or providing facilities in the adjacent green buffer on a minimum of 2.6 hectares.
- 3.65 The above calculations of greenspace, play space and youth facilities requirements are based on 600 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.66 There is a small area (approximately 0.2 hectares based on the most recent data from the Environment Agency) which is at risk of flooding to the north east corner of the site. This should be designated as public open space such as natural/semi-natural greenspace and integrated into the development.
- 3.67 Amenity greenspace/appropriate landscaping should also be integrated into the site.
- 3.68 There is a Tree Preservation Order area along the south eastern boundary and other trees subject to Preservation Orders towards the south eastern corner of the site which should be retained, unless it can be demonstrated at the planning application stage that this would render development unviable/undeliverable. The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 3.69 The development should be permeable; pedestrian and cycle routes should be provided throughout the site, ensuring connectivity between the different elements of development, particularly between residential and the education/community uses.
- 3.70 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on- and/or adjacent to the site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.71 The wastewater transmission network will need modelling at the planning application stage due to adjacent developments in the same catchment and the downstream transfer pumping station is likely to already be at capacity due to the number of sewer discharge/flood events in close proximity. Any issues identified should be resolved in conjunction with Anglian Water.

- 3.72 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 3.73 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.74 At least two vehicular access/egress points and suitable junctions should be provided to the site off Hall Road. Public transport infrastructure improvements and service enhancements in terms of a western bus link to and from the site should be provided. The site should facilitate the development of the proposed Sustrans cycle network particularly along the Ironwell Lane section to the north of the site through financial contributions. A new cycle network within the development should connect the route along Ironwell Lane to the existing cycle network along Hall Road, and provide a non-vehicular route to the Joint Area Action Plan area around London Southend Airport (Policy NEL4). Contributions towards the development of an on-road cycle route along the western end of Hall Road may also be required.
- 3.75 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.76 Financial contributions towards local highway capacity and infrastructure improvements will be required, and contributions towards the improvement of road junctions in the vicinity of the development may be required. This should be determined at the planning application stage.
- 3.77 A grade II listed milestone located to the south of the site ('Milestone on northern verge opposite house called Birches') and other Listed Buildings (such as the grade I listed 'Rochford Hall and Ruins', the adjacent grade II listed wall and barns, and the grade II* listed 'Church of St Andrews') would need to be taken into consideration at the planning applications stage. The detailed design and layout of development must ensure there is no adverse impact on the setting of these listed buildings.

Policy SER3 – West Hockley

Site Context

- 3.78 Folly Lane is located to the south of the site, and Church Road is located to the west. The main part of the site is an area of previously developed land consisting of large buildings, structures and hardstanding. There are existing employment uses on site, and there is existing access onto Folly Lane.

- 3.79 This site also includes greenfield land to the west comprising a wooded area with scrubland on site.
- 3.80 There is a large Tree Preservation Order area adjacent to the site, and there is also a smaller Tree Preservation Order area and several trees subject to Preservation Orders within the curtilage of 'Windfield'.

Site Capacity

- 3.81 The Core Strategy (Policy H2) identifies that the site in this general location should have the capacity to accommodate a minimum of 50 dwellings during the plan period. The site identified in Figure 9 is capable of providing 50 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 2.5 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- Local highway capacity and infrastructure improvements;
 - Public transport infrastructure improvements and service enhancements;
 - Link and enhancements to local pedestrian/cycling and bridleway network;
 - Sustainable drainage systems;
 - Public open space;
 - Play space; and
 - Link to cycle network.
- 3.82 The principles for the development of this site are set out in the Concept Statement.

Site Map

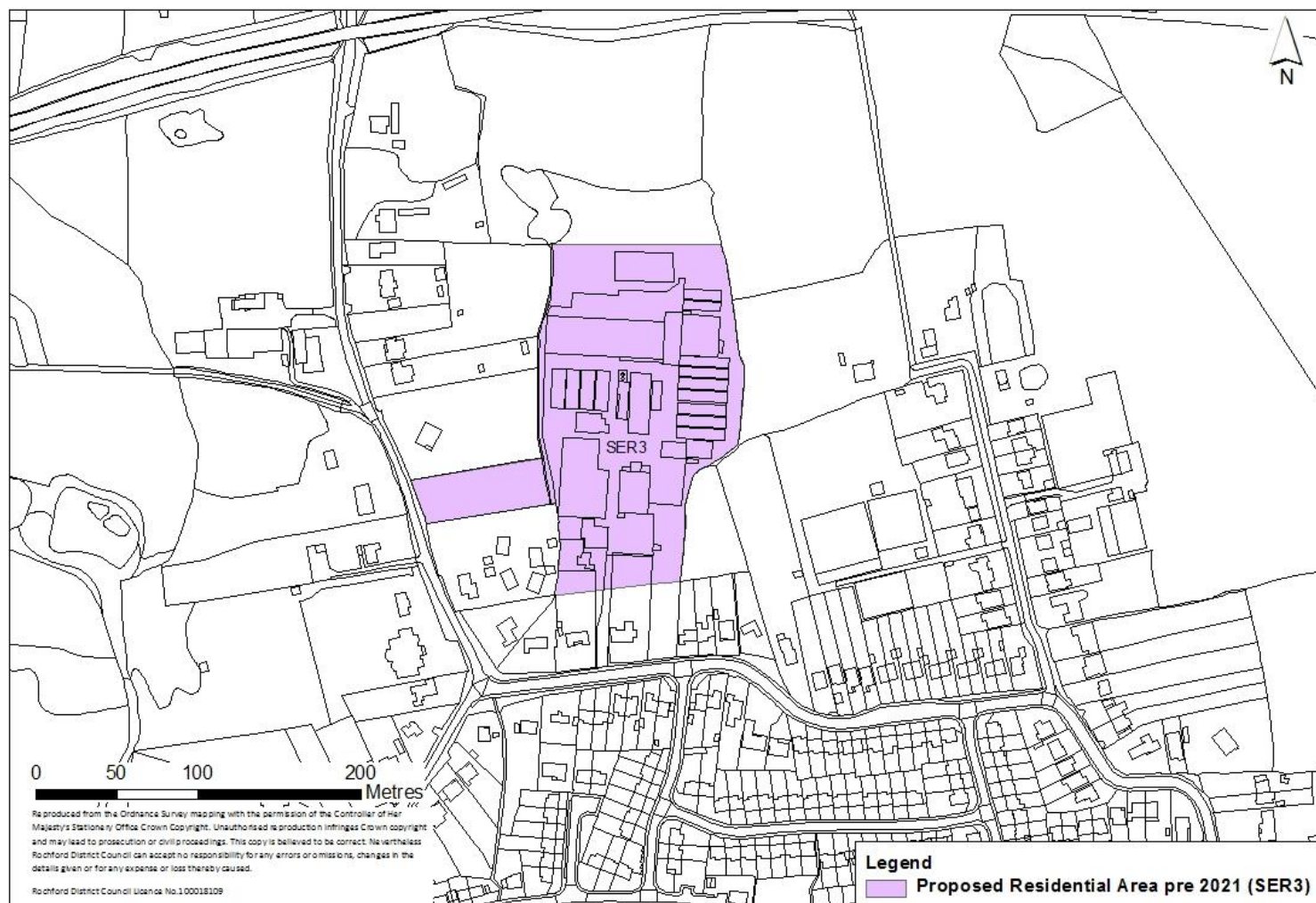


Figure 9 – West Hockley

Concept Statement

3.83 Development of this site should provide 50 dwellings, of which at least 17 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 50 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and
- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

3.84 In any event, the total number of dwellings provided should not exceed 50 by more than 5%.

- 3.85 All dwellings should comply with the Lifetime Homes Standard plus a minimum of one dwelling should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.86 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.87 A minimum of 0.4 hectares of amenity greenspace should be integrated into the development, and should be publicly accessible. The provision of other forms of open space such as allotments (a minimum of 0.02 hectares) and outdoor sports facilities (at least 0.2 hectares) could take the form of financial contributions and provided off-site, if it is demonstrated at the planning application stage to be undeliverable on-site.
- 3.88 At least a local area for play (LAP) on a minimum of 0.01 hectares should be provided on the site, but developers should look to provide local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP) which require a minimum of 0.04 hectares and 0.1 hectares respectively. These areas should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.
- 3.89 The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and / or outdoor facilities. The type of youth facilities provided should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.
- 3.90 The above calculations of allotments, youth facilities, play space and outdoor sports facilities on 50 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.91 There is a substantial Tree Preservation Order area adjacent to the site to the west, and there is also a smaller Tree Preservation Order area and several trees subject to Preservation Orders to the west of the site (predominantly within the curtilage of 'Windfield'). Existing trees in the vicinity, particularly those with a Tree Preservation Order, should be retained unless it can be demonstrated at the planning application stage that this would render development unviable / undeliverable. The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.

- 3.92 An appropriate buffer between the development and the Tree Preservation Order area should be provided.
- 3.93 Trees and hedges should be developed in garden areas along the southern and western boundaries of the site to create a green buffer in perpetuity between new and existing development, whilst promoting integration.
- 3.94 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on-site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.95 The site should provide linkages and enhancements to the local pedestrian/cycling and bridleway network. In particular it should facilitate the development of the proposed Sustrans cycle network particularly along the Church Road and Folly Lane section to the west and south of the site respectively through financial contributions. A cycle route from the site should connect to the Sustrans route along Church Road and Folly Lane.
- 3.96 Existing access/egress on to the site from Folly Lane should be acceptable provided it meets the required highway standards. An existing access/egress point from The Astors onto Church Road should be utilised; an additional access/egress point onto Church Road will not be permitted. This road should link to the north and east of the site.
- 3.97 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.98 Financial contributions towards local highway capacity and infrastructure improvements, and public transport infrastructure improvements and service enhancements will be required.
- 3.99 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.100 Part of the site is previously developed land and has been in use for a variety of employment activities. A contaminated land study should be undertaken prior to development, and decontamination undertaken as required.
- 3.101 Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account. Appropriate landscaping, particularly along the western boundary given the setting of Church Road, would be required.

Policy SER4 – South Hawkwell

Site Context

- 3.102 The site comprises a wooded area, a tree nursery, open land in use for grazing, paddocks, a horticultural nursery, open land, a tennis court and a group of buildings in use for business/industrial purposes. It is situated between Rectory Road, Clements Hall Way, Thorpe Road, Thorpe Road Industrial Estate (which is identified in the SHLAA 2012 for residential development) and Spencer's Park (which is an area of public open space). The site is adjacent to the existing residential area which is designated to the north west and east.
- 3.103 The site is in close proximity to Clements Hall Leisure Centre, and there is an existing public right of way along the northern boundary of the site.
- 3.104 There is a watercourse along the northern boundary, and an area at risk of flooding towards the north east corner of the site (flood zone 2 and 3).
- 3.105 A woodland Tree Preservation Order area is located to the central area of the site. There are also several trees subject to Preservation Orders to the south of the site, just inside the site boundary and another tree with a Preservation Order to the north west corner.
- 3.106 There is a grade II Listed Building ('The Old Rectory, Rectory Road') in proximity to the site to the south.

Site Capacity

- 3.107 The Core Strategy (Policy H2) identifies that the site in this general location should have the capacity to accommodate a minimum of 175 dwellings during the plan period. The site identified in Figure 10 is capable of providing 175 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 11.2 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- Local highway capacity and infrastructure improvements;
 - Public transport infrastructure improvements and service enhancements;
 - Link and enhancements to local pedestrian/cycling and bridleway network;
 - Sustainable drainage systems;
 - Play space;
 - Link to cycle network; and
 - Local highway improvements
- 3.108 The principles for the development of this site are set out in the Concept Statement.

Site Map

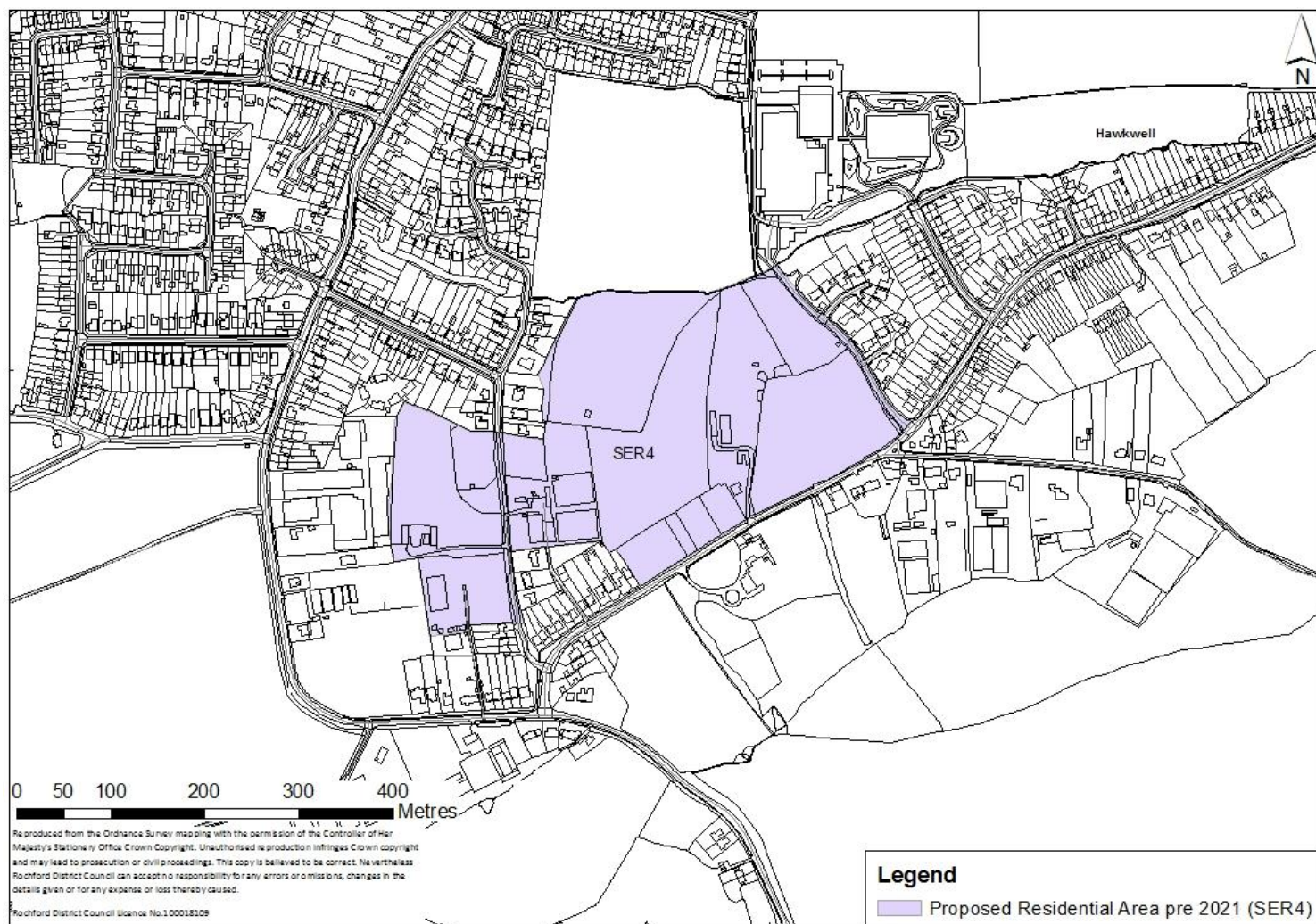


Figure 10 – South Hawkwell

Concept Statement

3.109 Development of this site should provide 175 dwellings, of which at least 61 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 175 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and
- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

3.110 In any event, the total number of dwellings provided should not exceed 175 by more than 5%.

- 3.111 All dwellings should comply with the Lifetime Homes Standard plus a minimum of five dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.112 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.113 There is a watercourse along the northern boundary of the site and an area at risk of flooding to the north east corner (approximately 0.5 hectares which is based on the most recent data from the Environment Agency). This area should be designated as public open space. Pedestrian and cycling links should also be provided to enhance connectivity between the site and the area of public open space to the north (Spencer's Park).
- 3.114 There is a Woodland Tree Preservation Order area towards the central area of the site and other trees subject to Preservation Orders on site which should be retained. The paddocks along Rectory Road and other existing trees along the boundary of the site should also be retained to preserve the setting of Rectory Road in this location. The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 3.115 Trees and hedges should be developed in garden areas along the boundaries of the site to create a green buffer in perpetuity between new and existing development, whilst promoting integration.
- 3.116 Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account. Amenity greenspace/appropriate landscaping should be provided on-site.
- 3.117 At least a local area for play (LAP) on a minimum of 0.02 hectares should be provided on the site, but developers should look to provide local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP) which require a minimum of 0.04 hectares and 0.1 hectares respectively. These areas should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.
- 3.118 The provision of outdoor youth facilities should be considered. The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and /or outdoor facilities but in any case, a minimum of 0.01 hectares for outdoor youth facilities should be provided. The type of youth facilities provided should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.

- 3.119 The above calculations of play space and youth facilities requirements are based on 175 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.120 Development of this site should enable integration with the site allocated for residential development to the west (Thorpe Road Industrial Estate). Should this site not come forward for development in a timely manner, then a green buffer may be needed to mitigate any potential impact of the employment site on residential amenity. However, this should not restrict future integration of the two sites.
- 3.121 The site should provide linkages and enhancements to the local pedestrian/cycling and bridleway network. In particular it should facilitate the development of the proposed Sustrans cycle network, particularly along the Mount Bovers Lane, Thorpe Road, Clements Hall Way and Ironwell Lane section to the west and, north and south east of the site through financial contributions.
- 3.122 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.123 Appropriate access/egress onto the site from the highway network would be required. Local highway capacity and infrastructure improvements, and public transport infrastructure improvements and service enhancements would be required. Links and enhancements to the local pedestrian/cycling and bridleway network should also be provided.
- 3.124 In terms of wastewater transmission, the network should be modelled to assess capacity as there are numerous sewer flooding events on the downstream network within Rochford, which could be exacerbated by development of the site. Any issues identified should be resolved in conjunction with Anglian Water.
- 3.125 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 3.126 There is a high pressure gas pipe line with easement on-site which should be moved prior to development on the site as appropriate.
- 3.127 A contaminated land study should be undertaken prior to development, and decontamination undertaken as required.
- 3.128 The potential impact on a nearby grade II Listed Building ('The Old Rectory, Rectory Road, Hawkwell') would need to be taken into consideration at the planning applications stage. The detailed design and layout of development must ensure there is no adverse impact on the setting of this listed building.

- 3.129 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on-site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.130 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

Policy SER5 – East Ashingdon

Site Context

- 3.131 The site is situated to the south of Brays Lane and to the east of Spencer Gardens. Grazing land occupies the central and western section of the site, and stables, hardstanding and outbuildings are located towards the eastern section.
- 3.132 The site is adjacent to the existing residential area to the west and King Edmund School borders the site to the south.
- 3.133 There are 10 trees subject to Preservation Orders along the southern, eastern and western boundaries of the site.

Site Capacity

- 3.134 The Core Strategy (Policy H2) identifies that the site in this general location should have the capacity to accommodate a minimum of 100 dwellings during the plan period. The site identified in Figure 11 is capable of providing 100 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 5.5 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- Local highway capacity and infrastructure improvements;
 - Public transport infrastructure improvements and service enhancements;
 - Link and enhancements to local pedestrian/cycling and bridleway network;
 - Access to King Edmund School;
 - Land made available for the expansion of King Edmund School;
 - Sustainable drainage systems;
 - Public open space;
 - Play space; and
 - Youth facilities and community facilities.

3.135 Development of this site would not be able to accommodate some of the infrastructure requirements such as youth and community facilities. It is likely to be more viable to provide such facilities off-site.

3.136 The principles for the development of this site are set out in the Concept Statement.

Site Map

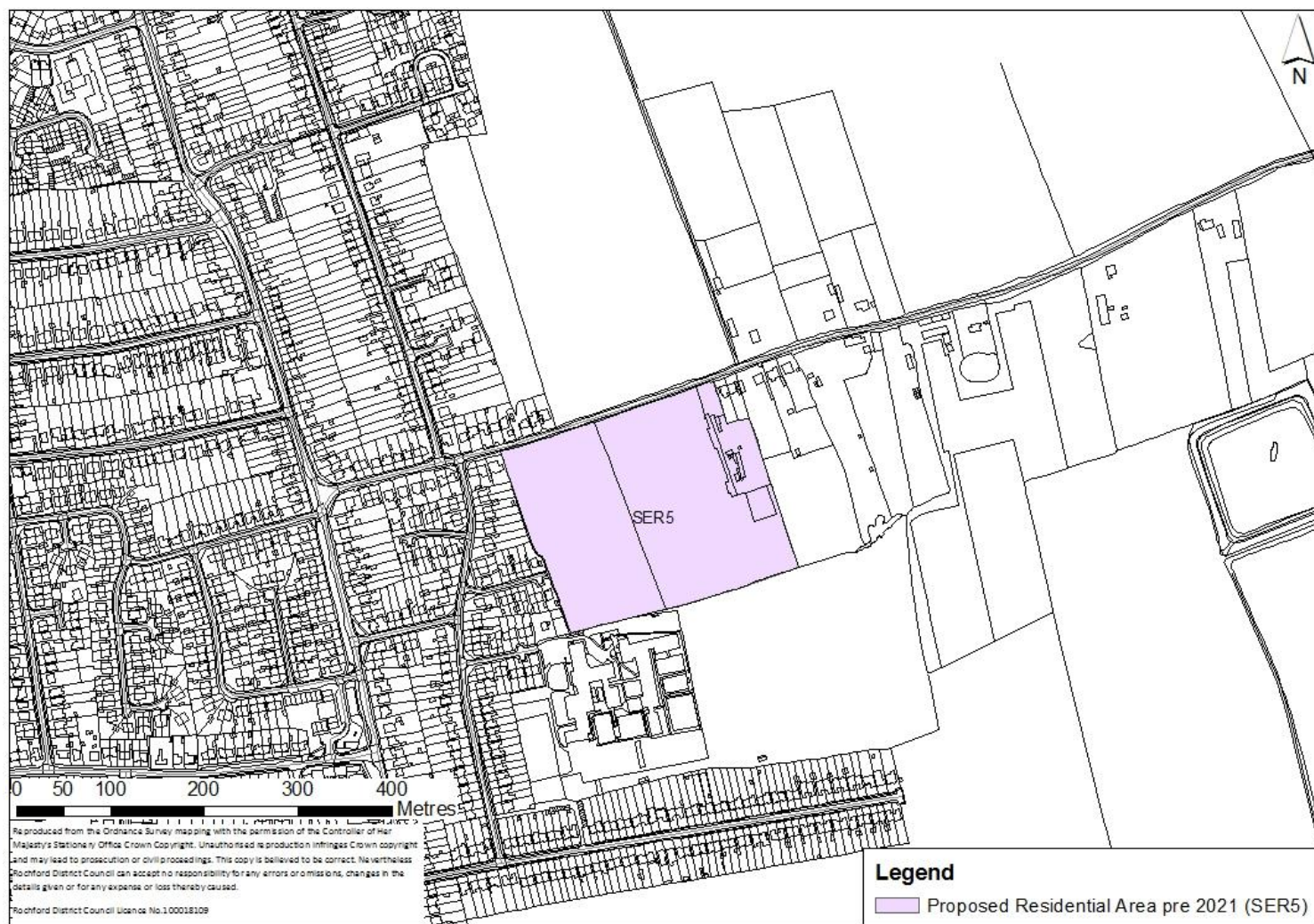


Figure 11 – East Ashingdon

Concept Statement

3.137 Development of this site should provide 100 dwellings, of which at least 35 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 100 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and

- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

- 3.138 In any event, the total number of dwellings provided should not exceed 100 by more than 5%.
- 3.139 All dwellings should comply with the Lifetime Homes Standard plus a minimum of three dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.140 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.141 Improved access/egress to King Edmund School should be provided through this site from Brays Lane. Local highway capacity and infrastructure improvements and public transport infrastructure improvements and service enhancements should also be provided.
- 3.142 Links and enhancements to the local pedestrian/cycling and bridleway network should be provided. A modal shift to reduce use of private vehicles and to encourage walking and cycling is particularly important in this location.
- 3.143 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.144 At least 0.7 hectares of natural/semi-natural greenspace which is publicly accessible should be provided on-site and integrated into the development. At least a local area for play (LAP) on a minimum of 0.02 hectares should be provided on the site, but developers should look to provide local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP) which require a minimum of 0.04 hectares and 0.1 hectares respectively. These areas should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.

- 3.145 The provision of youth facilities and community facilities should, if demonstrated to be undeliverable on-site at the planning application stage, be provided in proximity to the site on land identified within Policy SER8. Proportionate financial contributions towards this provision should be made. The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and / or outdoor facilities. The type of youth facilities provided should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.
- 3.146 Allotments (a minimum of 0.05 hectares) for this should be provided within Policy SER8, and contributions made accordingly.
- 3.147 The above calculations of greenspace, allotments, play space and youth facilities requirements are based on 100 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.148 The trees subject to Preservation Orders along the southern, eastern and western boundaries of the site should be retained, unless it can be demonstrated at the planning application stage that this would render development unviable/undeliverable. The loss of any trees on site or in the vicinity of the site, particularly those with Tree Preservation Orders, should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis. Trees and hedges should be developed in garden areas along the eastern, southern and western boundaries of the site to create a green buffer in perpetuity between new and existing development, whilst promoting integration.
- 3.149 Amenity greenspace/appropriate landscaping should be provided on-site. Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account.
- 3.150 Land should be made available for the expansion of King Edmund School off-site in this broad location (see Policy EDU3).
- 3.151 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on-site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.152 In terms of wastewater transmission, the network should be modelled to assess capacity as there are numerous sewer flooding events on the downstream network within Rochford, which could be exacerbated by development of the site. Any issues identified should be resolved in conjunction with Anglian Water.
- 3.153 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.

- 3.154 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

Policy SER6 – South West Hullbridge

Site Context

- 3.155 The site extends northwards from Lower Road to West Avenue/Windermere Avenue and is adjacent to the existing residential area which is designated to the north and east.
- 3.156 It is agricultural land with several large agricultural buildings and three dwellings on site. There is an increase in the height of the land northwards from Lower Road.
- 3.157 There are trees subject to Preservation Orders towards the northern boundary of the site to the south of West Avenue/Windermere Avenue. There is also a telecommunications mast on site.

Site Capacity

- 3.158 The Core Strategy (Policy H2 and H3) identifies that the site in this general location should have the capacity to accommodate a minimum of 500 dwellings during the plan period. The site identified in Figure 12 is capable of providing 500 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 23.4 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- Local highway capacity and infrastructure improvements, including improvements to Watery Lane and Watery Lane/Hullbridge Road junction;
 - Public transport infrastructure improvements and service enhancements;
 - Link and enhancements to local pedestrian/cycling and bridleway network;
 - Sustainable drainage systems;
 - Public open space;
 - Play space;
 - Youth facilities and community facilities;
 - Leisure facilities; and
 - Link to cycle network.
- 3.159 Part of the site (SER6a) shown on Figure 12 will be allocated for residential development from adoption of the Allocations Document. The area identified as SER6b will be safeguarded from development until 2021, unless required in order to maintain a five-year supply of deliverable housing land.

3.160 The first phase shown as SER6a is 13.6 hectares in area, which is larger than the second phase – SER6b (9.8 hectares). This would enable the first phase to accommodate facilities, open space, etc. to accompany the development as a whole. As such, the developable area for residential development on SER6a is likely to be nearer 50%.

3.161 The principles for the development of this site are set out in the Concept Statement.

Site Map

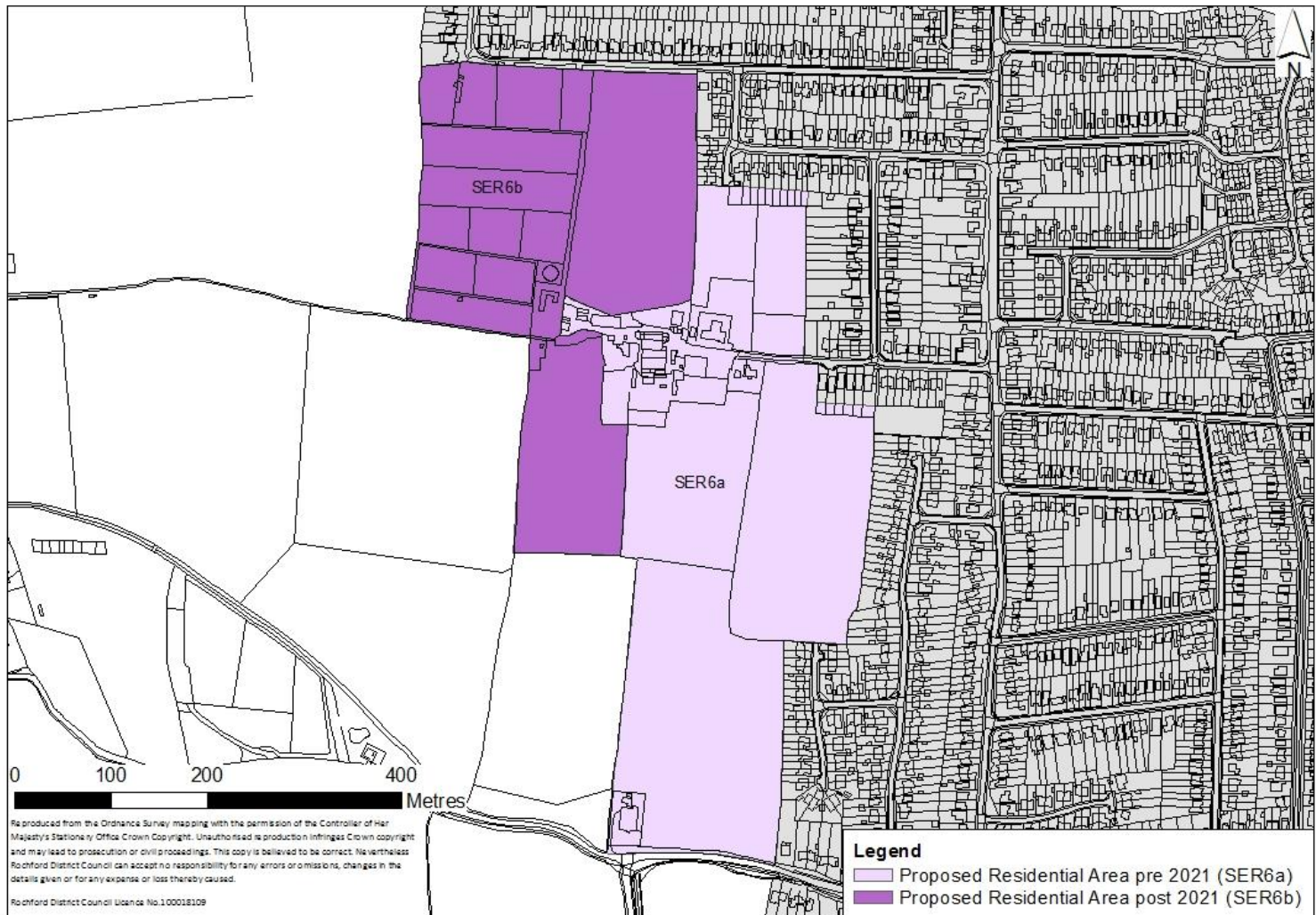


Figure 12 – South West Hullbridge

Concept Statement

3.162 Development of this site should provide 500 dwellings, of which at least 175 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 500 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and

- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

- 3.163 In any event, the total number of dwellings provided should not exceed 500 by more than 5%.
- 3.164 The area identified as SER6b will also be safeguarded until post-2021 unless it can be demonstrated that it is required to be brought forward to contribute towards the District's five-year housing supply.
- 3.165 All dwellings should comply with the Lifetime Homes Standard plus a minimum of 15 dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.166 Compliance with the appropriate Code for Sustainable Homes standard will also be required and at least 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.167 A minimum of 3.6 hectares of the site should accommodate publicly accessible natural/semi-natural greenspace. This should be well-integrated into the development, and accessible for residents of both phases of development.
- 3.168 Trees and hedges should be developed in garden areas along the northern, eastern and southern boundaries of the site in both phases, as appropriate, to create a green buffer in perpetuity between new and existing development, whilst promoting integration. Amenity greenspace (at least 0.4 hectares) should also be integrated into the development.
- 3.169 Play space, on a minimum of 0.06 hectares, should also be provided, although the exact quantum may depend on the type of play space provided. Play space may take the form of a combination of local areas for play (LAP), local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP). This should be determined in consultation with the Council, however, for such a development at least a LEAP which requires a minimum of 0.04 hectares should be provided on-site. These areas should be primarily be provided during the first phase of development (Policy SER6a) and, where necessary, during the second phase (Policy SER6b). They should be appropriately distributed across the site to enable the local community to easily access them. They should be well located within the development so that it is open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of this should follow the principles established by Fields in Trust and Play England.

- 3.170 There are trees subject to Preservation Orders to the south of West Avenue/Windermere Avenue which should be retained, unless it can be demonstrated at the planning application stage that this would render development unviable/undeliverable. The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 3.171 Youth, community and leisure facilities should be provided within the first phase of the development (Policy SER6a) and should be well-integrated into this phase and enable integration with the second phase of development (Policy SER9b) to ensure that facilities are accessible to the community.
- 3.172 The type of community facilities provided on the site should meet local need and should be determined in consultation with the Council at the planning application stage.
- 3.173 The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and outdoor facilities but in any case, a minimum of 0.02 hectares for outdoor youth facilities should be provided. The type of youth facilities provided should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to. The potential to provide a new skate park on-site and upgrade the existing skate park at Pooles Lane playing field should be explored.
- 3.174 The provision of leisure facilities should be determined in consultation with the Council at the planning application stage. They should be accessible to the community and meet local needs.
- 3.175 The above calculations of greenspace, play space and youth facilities requirements are based on 500 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.176 Small-scale retail (A1) development in the form of neighbourhood shops should be integrated into the development, primarily during the first phase of development (Policy SER6a). The number and distribution should be determined at the time of a planning application, having regard to viability.
- 3.177 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development. In particular, the development of this site should contribute towards improvements to the highway network to facilitate movement along the western part of the network.

- 3.178 Alongside the first phase of development (Policy SER6a), local highway capacity and infrastructure improvements, including improvements to Watery Lane and Watery Lane/Hullbridge Road junction should be made. Further appropriate improvements should be made to accompany the second phase (Policy SER6b) where necessary.
- 3.179 Financial contributions towards local highway capacity and infrastructure improvements, and public transport infrastructure improvements and service enhancements will be required.
- 3.180 Pedestrian and cycle routes should be provided throughout the site, ensuring connectivity between the different elements of development, particularly between residential and the community uses in the first phase (Policy SER6a). These non-vehicular routes should also link to, and be provided throughout, the second phase of development (Policy SER6b).
- 3.181 The site should facilitate links and enhancements to the local pedestrian/cycling and bridleway network; these links should accompany both phases of development. In particular the site should facilitate the development of the proposed Sustrans cycle network along the Watery Lane and Lower Road section to the south of the site through financial contributions.
- 3.182 Existing road links to the east should predominantly provide pedestrian and cycling access to the centre of the village. At least two access/egress points onto the site should be provided, one to the south connecting the development to Lower Road and one to the east providing access onto Ferry Road (preferably Malyons Lane).
- 3.183 Localised surface water flooding along Watery Lane to the south west of the site is an existing issue which development in this location should account for through the provision of Sustainable Drainage Systems (SUDS). Attenuation SUDS of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on-site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.184 In terms of wastewater transmission, an upgrade to the Rayleigh Waste Water Treatment Works is likely to be required prior to development. Any issues identified should be resolved in conjunction with Anglian Water.
- 3.185 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 3.186 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

3.187 The topography of the site needs to be carefully considered at the planning application stage. There is an increase in the height of the land northwards from Lower Road, which would need to be taken into consideration in terms of design and visual impact of the site. A harsh demarcation of the Green Belt boundary to the west of the site should be avoided and appropriate landscaping should be implemented along the western boundary. Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account.

Policy SER7 – South Canewdon

Site Context

- 3.188 This site identifies two areas to the east and west of the lane providing access to Canewdon Hall Farm and St Nicholas Church. It is predominantly greenfield land with some previously developed land to the north of Anchor Lane and Lark Hill Road, and is located adjacent to the existing residential area along its eastern boundary.
- 3.189 The Canewdon Church Conservation Area abuts the site along its north eastern boundary.
- 3.190 There are two entrances to the eastern part of the site providing access to two existing dwellings from Anchor Lane. It is bounded by roads to the south and west, residential development to the east and greenfield land to the north (where the Conservation Area begins).
- 3.191 The area to the west of the lane is bounded by roads to the east and south, dwellings to the west and greenfield land to the north.
- 3.192 The topography is sensitive in this location as the land increases in height northwards from Anchor Lane and Lark Hill Road.
- 3.193 There are existing trees and hedgerows predominantly fronting the highways.

Site Capacity

- 3.194 The Core Strategy (Policy H2) identifies that the site in this general location should have the capacity to accommodate a minimum of 60 dwellings during the plan period. The site identified in Figure 13 is capable of providing 60 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 2.4 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- Local highway capacity and infrastructure improvements;
 - Public transport infrastructure improvements and service enhancements;
 - Link and enhancements to local pedestrian/cycling and bridleway network;

- Sustainable drainage systems; and
- Play space.

3.195 The principles for the development of this site are set out in the Concept Statement.

Site Map

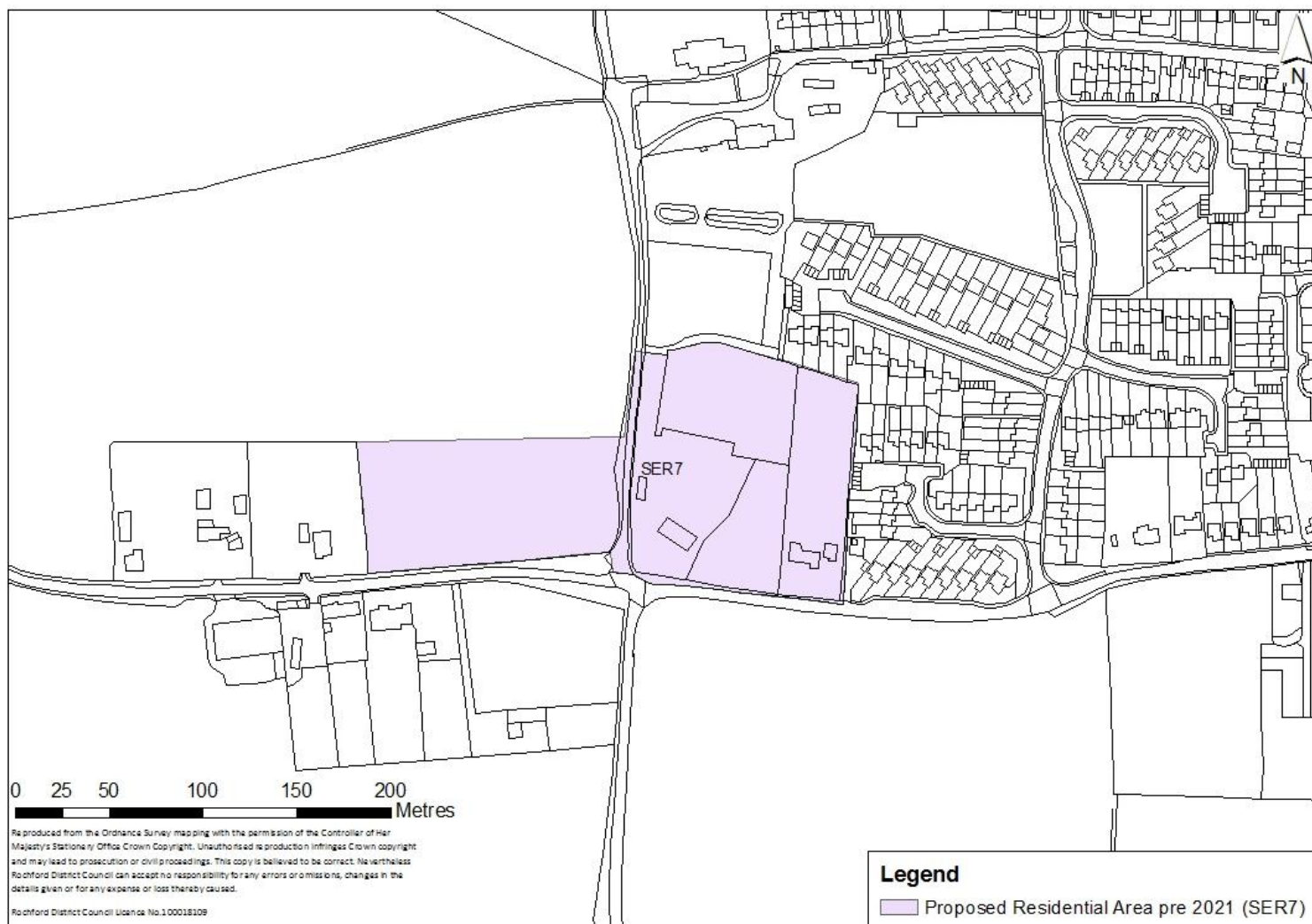


Figure 13 – South Canewdon

Concept Statement

3.196 Development of this site should provide 60 dwellings, of which at least 21 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 60 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and

- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

- 3.197 In any event, the total number of dwellings provided should not exceed 60 by more than 5%.
- 3.198 All dwellings should comply with the Lifetime Homes Standard plus a minimum of one dwelling should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.199 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.200 The topography in this location would need to be sensitively and carefully considered in the design and landscaping of the development due to the visual impact resulting from the increase in the height of the land northwards from Anchor Lane and Lark Hill Road. An area of open space (a minimum of 0.4 hectares of natural/semi-natural greenspace) should be provided to the north of the site, west of the lane. This green buffer will not form part of the development area, but will be situated in the Green Belt to the north/north west of the residential settlement. It should take the form of parkland which is publicly accessible and integrated into the development.
- 3.201 Development must be sensitive to views of St Nicholas Church particularly from the south west.
- 3.202 Lower density towards the western section of the site may be appropriate, given the sensitive topography; development in this location should be well landscaped as well as sensitive to the neighbouring properties.
- 3.203 Trees and hedges should be developed in garden areas along the northern, western and southern boundaries of the site to create a green buffer in perpetuity between new and existing development, whilst promoting integration.
- 3.204 The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 3.205 Amenity greenspace/appropriate landscaping should be provided throughout the site. Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account.
- 3.206 Despite the presence of an existing road running through this site, development should ensure integration of both sections of the site.

- 3.207 The development should also be appropriately designed and landscaped taking into consideration the Canewdon Church Conservation Area to the north/north east of the site. Listed Buildings in proximity to the site, in particular the grade II* listed 'Church of St Nicholas, High Street, Canewdon' and grade II listed 'The Vicarage, High Street, Canewdon' located to the north/north east of the site, and the grade II listed 'White House Farmhouse, Lark Hill Road, Canewdon' would need to be taken into consideration at the planning application stage. The detailed design and layout of development must ensure there is no adverse impact on the setting of these listed buildings.
- 3.208 At least a local area for play (LAP) on a minimum of 0.01 hectares should be provided on the site, but developers should look to provide local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP) which require a minimum of 0.04 hectares and 0.1 hectares respectively. These areas should be well located within the development so that they are open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of these should follow the principles established by Fields in Trust and Play England.
- 3.209 The above calculations of greenspace and play space requirements are based on 60 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.210 Financial contributions towards local highway capacity and infrastructure improvements, and public transport infrastructure improvements and service enhancements will be required.
- 3.211 Links and enhancements to local pedestrian/cycling and bridleway network, particularly as there is no footpath to the south of the site along Lark Hill Road and Anchor Lane, will be required.
- 3.212 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.213 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on- and/or adjacent to the site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.214 Downstream sewers are likely to need upgrading prior to development. Any issues identified should be resolved in conjunction with Anglian Water.

- 3.215 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 3.216 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

Policy SER8 – South East Ashingdon

Site Context

- 3.217 The site is located on agricultural land between Oxford Road to the north, Ashingdon Road to the west and minor residential roads to the south. It is adjacent to the existing residential area to the north, west and south.
- 3.218 New highways access onto the site is required.
- 3.219 There is a pylon on site towards the eastern boundary and there are underground electricity cables running east-west through site.

Site Capacity

- 3.220 The Core Strategy (Policy H3) identifies that the site in this general location should have the capacity to accommodate a minimum of 500 dwellings during the plan period. The site identified in Figure 14 is capable of providing 500 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 23.5 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- Local highway capacity and infrastructure improvements, including contribution to traffic management of Ashingdon Road;
 - Public transport infrastructure improvements and service enhancements;
 - Link and enhancements to local pedestrian/cycling and bridleway network;
 - Sustainable drainage systems;
 - Public open space;
 - Play space; and
 - Youth facilities and community facilities.
- 3.221 The area identified as SER8 will be safeguarded from development until 2021, unless required in order to maintain a five-year supply of deliverable housing land.
- 3.222 The principles for the development of this site are set out in the Concept Statement.

Site Map

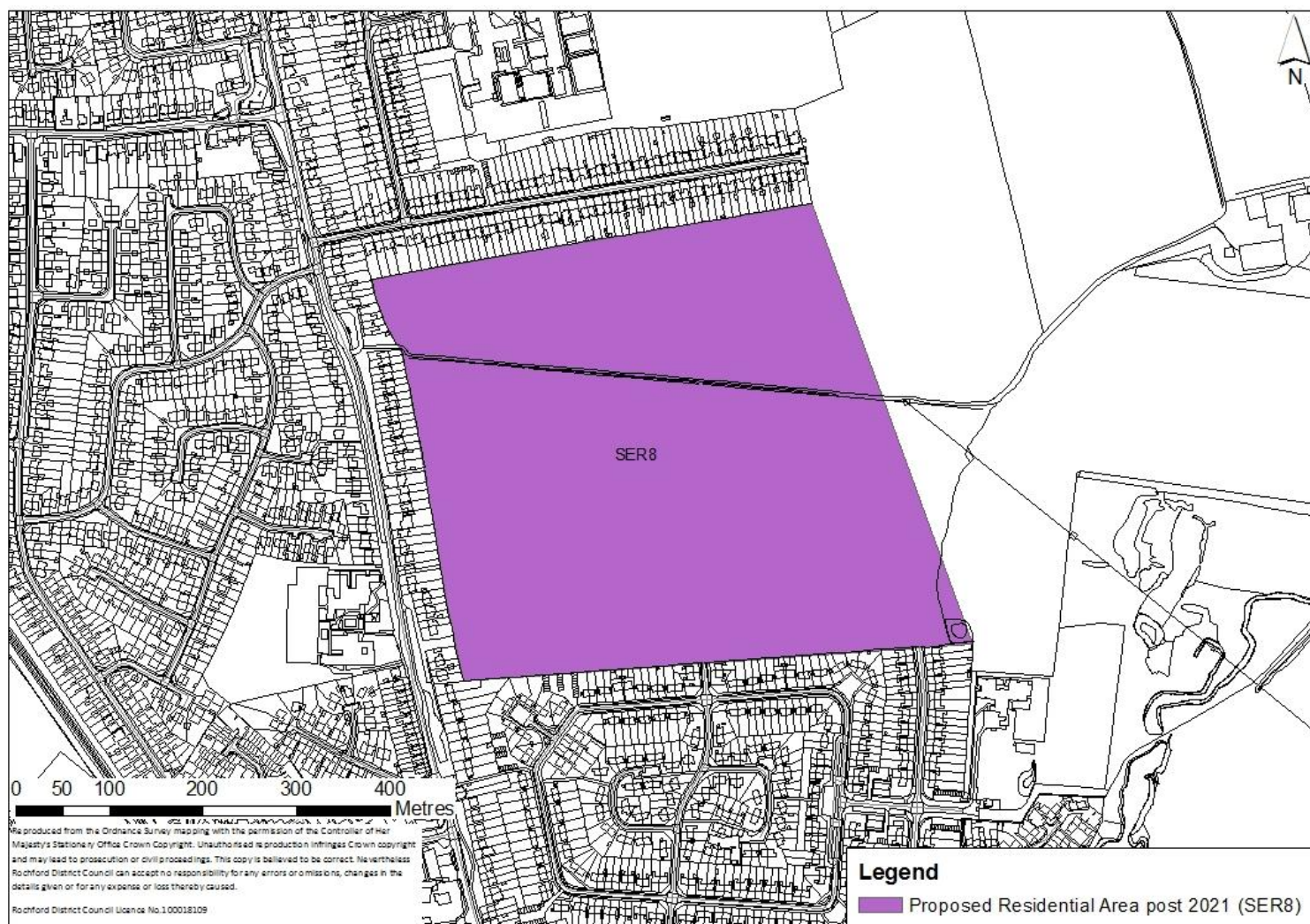


Figure 14 – South East Ashingdon

Concept Statement

3.223 Development of this site should provide 500 dwellings, of which at least 175 should be provided as ‘tenure blind’ affordable housing units. The site will accommodate no more than 500 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and
- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

3.224 In any event, the total number of dwellings provided should not exceed 500 by more than 5%.

- 3.225 All dwellings should comply with the Lifetime Homes Standard plus a minimum of 15 dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.226 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.227 The development should be sensitive to the character and setting of the surrounding area, and whilst it should not be of an overly uniform design, it should be of high quality. The principles of the Essex Design Guide should be taken into account. Trees and hedges should be developed in garden areas along the northern, western and southern boundaries of the site to create a green buffer in perpetuity between new and existing development, whilst promoting integration.
- 3.228 The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 3.229 Amenity greenspace and appropriate landscaping should be provided throughout the site.
- 3.230 At least 3.6 hectares of natural/semi-natural greenspace which is publicly accessible should be provided and integrated into the development. A green buffer to the east should be provided following the existing tree line further to the east to soften the boundary of the site. Within this area, a greenway linking Oxford Road in the north to The Drive in the south should be developed, enhancing access/egress to King Edmund School in the north and the facilities and services in Rochford town centre in the south. This buffer will not form part of the development area, but will be situated in the Green Belt to the east of the residential settlement. The green buffer should take the form of parkland which is publicly accessible and integrated into the development.
- 3.231 A minimum of 0.06 hectares should also accommodate play space within the development, although the exact quantum may depend on the type of play space provided. Play space may take the form of a combination of local areas for play (LAP), local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP). This should be determined in consultation with the Council, however, for such a development at least a LEAP which requires a minimum of 0.04 hectares should be provided on-site. These areas should be appropriately distributed across the site to enable the local community to easily access them. They should be well located within the development so that it is open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of this should follow the principles established by Fields in Trust and Play England.

- 3.232 This site should accommodate the appropriate amount of youth facilities and community facilities for this development and the site on land identified within Policy SER5. Proportionate financial contributions towards this provision will be made from this development to support the delivery of appropriate facilities on this site. The type of youth facilities required to accompany development should reflect the needs of the target age-group. This could take the form of indoor and / or outdoor facilities but in any case, a minimum of 0.02 hectares for outdoor youth facilities should be provided. The type of youth facilities provided should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.
- 3.233 Community facilities should be located towards the central/western section of the site, so that they are accessible to the surrounding development, including new and existing communities. The exact siting and type of facilities provided should be determined in consultation with the local community at the planning application stage.
- 3.234 Small-scale retail (A1) development in the form of neighbourhood shops should be integrated into the development, and located in proximity to the community facilities to create a hub of services and facilities that are accessible to new and existing communities. The number and distribution should be determined at the time of a planning application, having regard to viability.
- 3.235 Allotments (a minimum of 0.2 hectares) should be provided on this site (financial contributions from the development of Policy SER5 should be made accordingly).
- 3.236 The above calculations of greenspace, play space, allotments and youth facilities requirements are based on 500 dwellings being provided on the site. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.237 There is a pylon to the east of the site which should be removed prior to development, and repositioned further than 60 metres from any residential development or diverted underground. The presence of underground electricity cables running east to west through the site may need to be considered at the planning application stage.
- 3.238 Links to the neighbouring Local Wildlife Site to the east/south east of the site should be explored. Given the proximity of the site to this area of ecological value, a management plan for the Local Wildlife Site should be prepared in consultation with relevant bodies such as the Council, Natural England and the Essex Wildlife Trust, given potential increased recreational pressure on the site.
- 3.239 At least two vehicular access/egress points onto Ashingdon Road should be provided, and potentially a third to the south of the site should be explored in consultation with the local highway authority. Financial contributions towards local highway capacity and infrastructure improvements will be required.
- 3.240 If access/egress points to the south of the site are considered acceptable, then the arrangement of the roads on-site should be such that it would not facilitate the creation of a through-route between Ashingdon Road and The Drive/Percy Cottis Road as these are residential areas.

- 3.241 Public transport infrastructure improvements and service enhancements will also be required. The potential for the existing bus route along Ashingdon Road to be diverted onto the site to serve the development, particularly the community facilities and local shops, should be explored.
- 3.242 Pedestrian and cycle routes should be provided throughout the site, ensuring connectivity between the different elements of development, particularly between residential and the community uses. Pedestrian routes to the south of the site should also be provided, particularly if vehicular routes are not considered to be acceptable in this location.
- 3.243 Links and enhancements to local pedestrian/cycling and bridleway network should be provided. A modal shift to reduce use of private vehicles and to encourage walking and cycling is particularly important in this location. Contributions towards the development of the proposed Sustrans cycle route may also be required.
- 3.244 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.245 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on-site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 3.246 In terms of wastewater transmission, the network should be modelled to assess capacity as there are numerous sewer flooding events on the downstream network within Rochford, which could be exacerbated by development of the site. Any issues identified should be resolved in conjunction with Anglian Water.
- 3.247 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 3.248 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

Policy SER9 – West Great Waking

Site Context

- 3.249 Two sites have been identified on agricultural land to the south of the High Street and to the west of Little Waking Road.

- 3.250 The site to the west of Little Wakering Road (Policy SER9a) is adjacent to existing residential development along its northern, eastern and southern boundaries. There is a temporary road further to the west of this site.
- 3.251 The site to the south of the High Street (Policy SER9b) is adjacent to existing residential development to the north, with Star Lane Industrial Estate to the west and the Star Lane Pits Local Wildlife Site (R35) to the south. There is wooded /scrubland area to the east of the site. The site is relatively low lying compared to Star Lane Industrial Estate to the west and residential development to the north.
- 3.252 New highway access onto both sites would be required.

Site Capacity

- 3.253 The Core Strategy (Policy H3) identifies that the sites in this general location should have the capacity to accommodate a minimum of 250 dwellings during the plan period. The sites identified in Figure 15 are capable of providing 250 dwellings at a density of 30 dwellings per hectare, plus a flexibility allowance of 5%, if required. The overall site area is 13 hectares to take account of site constraints and to accommodate the following infrastructure, services and facilities:
- Local highway capacity and infrastructure improvements;
 - Public transport infrastructure improvements and service enhancements;
 - Link and enhancements to local pedestrian/cycling and bridleway network;
 - Sustainable drainage systems;
 - Public open space;
 - Play space; and
 - Youth facilities and community facilities.
- 3.254 The areas identified as SER9a (4.5 hectares) and SER9b (8.5 hectares) in Figure 15 will be safeguarded from development until 2021, unless required in order to maintain a five-year supply of deliverable housing land.
- 3.255 The principles for the development of these sites are set out in the Concept Statement.

Site Map

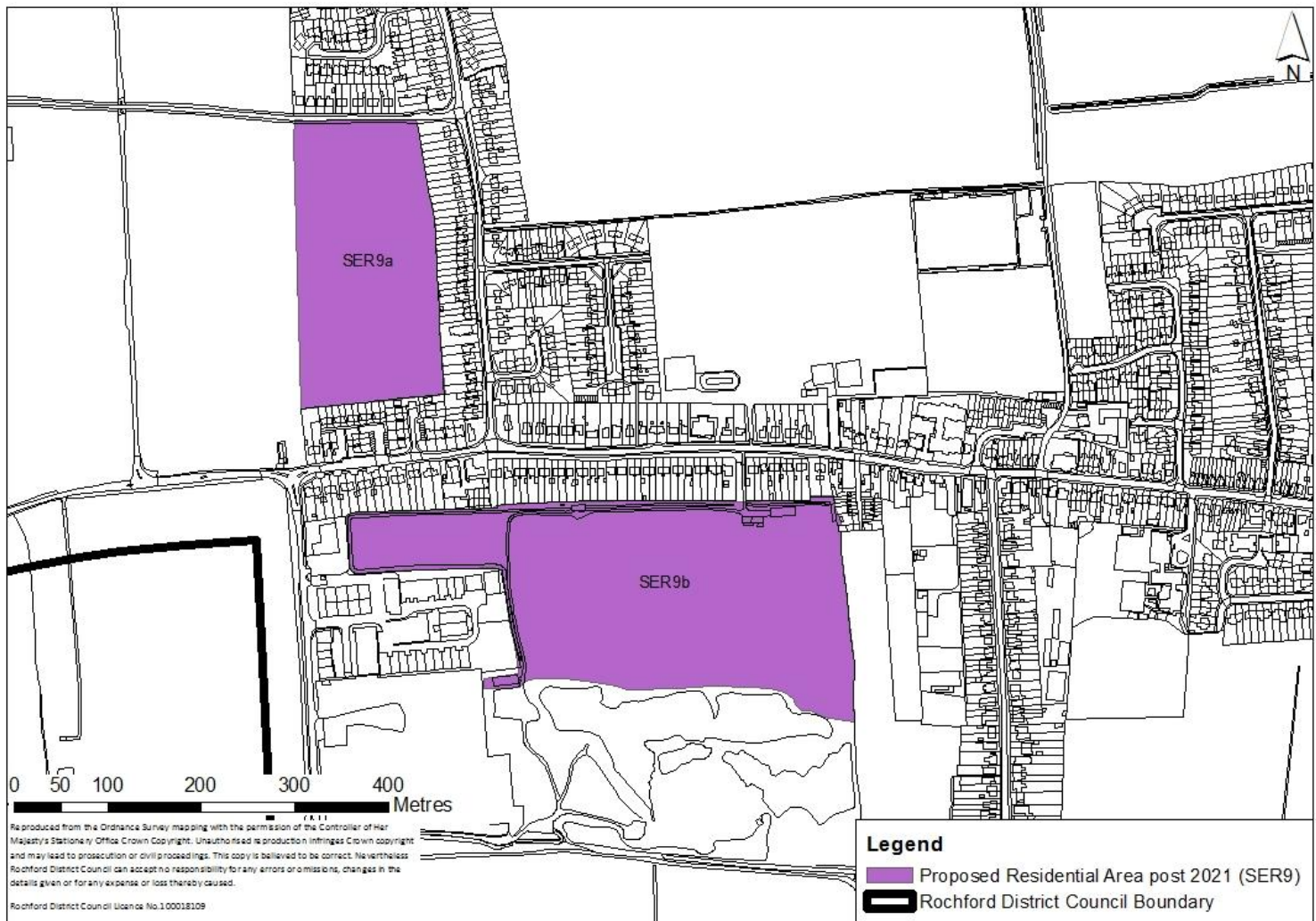


Figure 15 – West Great Waking

Concept Statement

3.256 Development of this site should provide 250 dwellings, of which at least 87 should be provided as 'tenure blind' affordable housing units. The site will accommodate no more than 250 dwellings, unless it can be demonstrated that:

- The additional number of dwellings are required to maintain a five year-land supply; and
- The additional number of dwellings to be provided on the site is required to compensate for a shortfall of dwellings that had been projected to be delivered within the location identified in the adopted Core Strategy.

3.257 In any event, the total number of dwellings provided should not exceed 250 by more than 5%.

- 3.258 The sites will be safeguarded until post-2021 unless it can be demonstrated that they are required to be brought forward to contribute towards the District's five-year housing supply.
- 3.259 All dwellings should comply with the Lifetime Homes Standard plus a minimum of seven dwellings should be built to full wheelchair accessibility standards. A Lifetime Homes and wheelchair accessibility housing statement will be required to accompany any planning application to demonstrate how the proposed development will address the 16 Lifetime Homes Standard design criteria, and show on plans how criteria 1, 3, 5, 6, 7, 10, 12, 14 and 15 will be achieved.
- 3.260 Compliance with the appropriate Code for Sustainable Homes standard will also be required, and a minimum of 10% of the energy should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 3.261 At least 1.8 hectares of natural/semi-natural greenspace and a minimum of 0.2 hectares of amenity greenspace should be provided across the sites.
- 3.262 This open space should be primarily located between the site to the west of Little Wakering Road (Policy SER9a) and the temporary road to the west to act as a green buffer. It would have benefits in landscape terms through reducing the visual impact of development from the surrounding highway network. It will not form part of the development area, but will be situated in the Green Belt to the west of the residential settlement. The green buffer should take the form of parkland which is publicly accessible and integrated into the development.
- 3.263 The site to the south of the High Street (Policy SER9b) is adjacent to a Local Wildlife Site which is located to the south. A green buffer between the development and the Local Wildlife Site should be provided to minimise disturbance. Given the proximity of the site and an area of ecological value, a management plan for the Local Wildlife Site should be prepared in consultation with relevant bodies such as the Council, Natural England and the Essex Wildlife Trust, given potential increased recreational pressure on the site.
- 3.264 Part of the area to the east of the site between Alexandra Road, particularly given its relationship with the Local Wildlife Site, has the potential to have ecological value. This area should be treated sensitively and disturbance should be avoided. The eastern boundary of the site (Policy SER9b) may benefit from an appropriately sized green buffer.
- 3.265 Trees and hedges should be developed in garden areas along the eastern and southern boundaries of the site to the west of Little Wakering Road (Policy SER9a) and along the northern boundary of the site to the south of the High Street (Policy SER9b) to create a green buffer in perpetuity between new and existing development, whilst promoting integration.

- 3.266 The loss of any trees on site or in the vicinity of the sites should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 3.267 Across the sites, a minimum of 0.03 hectares should accommodate play space, although the exact quantum may depend on the type of play space provided. Play space may take the form of a combination of local areas for play (LAP), local equipped areas for play (LEAP) and/or neighbourhood equipped areas for play (NEAP). This should be determined in consultation with the Council, however, for such a development at least a LEAP which requires a minimum of 0.04 hectares should be provided on-site. These areas should be appropriately distributed across the sites (Policy SER9a and SER9b) to enable the local community to easily access them. They should be well located within the development so that it is open, welcoming, safe and easily accessible from pedestrian routes, and within an appropriate walking time. The play spaces should be suitably landscaped and visible from nearby dwellings or well used pedestrian routes. In general, the design of this should follow the principles established by Fields in Trust and Play England.
- 3.268 Development of the sites should contribute towards the provision of local youth and community facilities. These could be provided on-site (within the area identified as Policy SEA9a and/or SEA9b), or alternatively, could take the form of financial contributions towards the development, enhancement and maintenance of existing or emerging facilities such as a Multi Use Games Area (MUGA). Each site should make a proportionate contribution to the provision of facilities both on- and off-site but in any case, a minimum of 0.01 hectares for outdoor youth facilities should be provided. This would depend on the distribution of dwellings across the sites. The type of youth facilities required to accompany development should reflect the needs of the target age-group, and should be determined in consultation with young people and agreed at the planning application stage. Guidance on the provision of outdoor youth facilities produced by Fields in Trust should be referred to.
- 3.269 The above calculations of greenspace, play space and youth facilities requirements is based on 250 dwellings being provided across the sites. If a greater number are provided, the provision of such facilities should increase proportionately.
- 3.270 The site to the south of the High Street (Policy SER9b) is adjacent to Star Lane Industrial Estate (Policy BFR1) which is allocated for residential development. The different land levels, particularly as the site to the south of the High Street is relatively low lying compared to Star Lane Industrial Estate to the west and adjacent residential development to the north, would need to be taken into consideration at the planning application stage in terms of integrating the development and access/egress provision.
- 3.271 Star Lane Industrial Estate (Policy BFR1) can be divided into two areas; the northern and the southern section. Should the southern section of the industrial estate be developed prior to the northern section, the site to the south of the High Street (Policy SER9b) should be well linked and integrated into any development on the southern section in terms of providing adequate access/egress to the highway network.
- 3.272 An appropriately sized green buffer between the site to the south of the High Street and the northern section of the industrial estate, should it not come forward prior to the

development of the site, will be required. However, this should not restrict future integration of the two sites.

- 3.273 Pedestrian and cycle routes should be provided throughout the sites, ensuring connectivity between the different elements of development, particularly between residential and the community uses.
- 3.274 One point of access/egress onto the highway network may be required for each site, depending on the distribution of dwellings between them. This should be determined in consultation with the local highway authority. Connection to the highway network for the site to the west of Little Wakering Road (Policy SER9a), may be provided to the north onto Barrow Hall Road and/or to the south onto Southend Road. The site to the south of the High Street (Policy SER9b) should connect the High Street and, provided appropriate integration is enabled between this site and the land within Policy BFR1, with Star Lane to the west. However, this should be determined at the planning application stage in consultation with the local highway authority.
- 3.275 The proximity of the site to the south of the High Street (Policy SER9b) and new employment land to the south of Great Wakering (Policy NEL3) and in particular the impact on the highways network would also need to be considered at the planning application stage.
- 3.276 Development to the east of Star Lane and to the south of the High Street (Policy SER9b, BFR1 and NEL3) should be comprehensively planned to enable integration between these different land uses when they are delivered. One access/egress point onto Star Lane to serve these developments should be carefully considered at the planning application stage to avoid a proliferation of access/egress roads along Star Lane. Access/egress to the land within Policy SER9b should not go through the Local Wildlife Site but should be provided to the north east corner of the southern section of the industrial estate, if delivered prior to the northern section. Any impact on the existing footpath (from Star Lane eastwards towards Alexandra Road) would also need to be considered.
- 3.277 Pedestrian links to the north of the land within Policy SER9b should be provided to enhance connectivity to the High Street.
- 3.278 Link and enhancements to local pedestrian/cycling and bridleway network should be provided. Financial contributions towards the development of Greenway 20 to the west may also be required.
- 3.279 Financial contributions towards local highway capacity and infrastructure improvements and public transport infrastructure improvements and service enhancements will be required to accompany development.
- 3.280 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

- 3.281 The severance of the two sites has the potential to impact on the range of Sustainable Drainage Systems (SUDS) developed. Attenuation SUDS of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. These could be incorporated into the greenspace provided on- and/or adjacent to the site. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the sites.
- 3.282 The capacity constraints in relation to Southend Waste Water Treatment Works are noted (both wastewater transfer and transmission). This will have to be overcome at the design stage in conjunction with Anglian Water.
- 3.283 Connection from the existing main to the new development area, to be funded by the developer, will be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 3.284 A Health Impact Assessment must be undertaken and accompany any planning applications to develop the site. Actions required to address any negative impacts identified through the Health Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 3.285 Whilst being sensitive to the character and setting of the surrounding area, the development should not be of an overly uniform design but should be of high quality. The principles of the Essex Design Guide should be taken into account. Development of land to the south of the High Street (Policy SER9b) may be of lower density than the site to the west of Little Wakering Road (Policy SER9a) to reflect the presence of the Local Wildlife Site. This should be determined at the planning application stage.

Gypsy and Traveller Allocations

- 3.286 The Core Strategy recognises that the need and demand for Gypsy and Traveller sites in the District has, historically, been very low, especially when compared with other areas of Essex. However, even this low demand has not been met in the past.
- 3.287 At the regional level, a single-issue review was prepared in 2009 assessing the need for Gypsy and Traveller pitch provision. To meet the requirements of this assessment, Policy H7 of the Core Strategy identifies that 15 pitches by 2018 must be provided to meet the needs of these communities. This is in addition to the seven authorised pitches recorded in the Annual Monitoring Report 2010-2011.
- 3.288 The Core Strategy also states that given the historically low demand within the District, provision for any additional pitches post 2018 will be subject to a further review of need.

Policy GT1 – Gypsy and Traveller Accommodation

Site Context

- 3.289 The site identified for Gypsy and Traveller accommodation is adjacent to an employment land allocation to the west of Rayleigh (see Policy NEL2). It is degraded greenfield land situated in the western part of the District, in accordance with the Core

Strategy, at the junction of the A1245 and the A127. There is existing access onto the adjacent site from the A1245, and additional potential access points to the south east of the adjacent site onto the A127 slip road and onto the A127 from the field to the west of the site.

- 3.290 The site area is 1 hectare. The minimum site size to accommodate the required 15 pitches is 0.75 hectare. By identifying an area of 1 hectare, the allocation incorporates a degree of flexibility to accommodate future additional need, ancillary facilities and to ensure that a green buffer between the site and adjacent employment uses is provided.
- 3.291 There is a significant increase in the height of the land along the northern boundary leading up to the train line and a slight decrease in the height of the land at the entrance onto the A1245. The field to the west of the site is relatively flat but there is a significant increase in the height of the land on the northern and western boundaries where it meets the train line and A130 respectively.
- 3.292 Pylons are situated to the north west and south west of the site, and further to the east of the A1245. The pylons are further than 60 metres from the site.
- 3.293 There are trees and grassy areas, areas of waste material, unmade roads/tracks through the site, caravans and other physical structures throughout the site including buildings and metal containers.

Site Capacity

- 3.294 The Core Strategy (Policy H7) identifies that the site should have the capacity to accommodate 15 pitches by 2018.
- 3.295 To accommodate 15 pitches, a minimum site size of 0.75 hectares would be required. The area of the site is 1 hectare, affording it a degree of flexibility and allowing for the provision of amenity areas.
- 3.296 The principles for the development of this site are set out in the Concept Statement.

Site Map

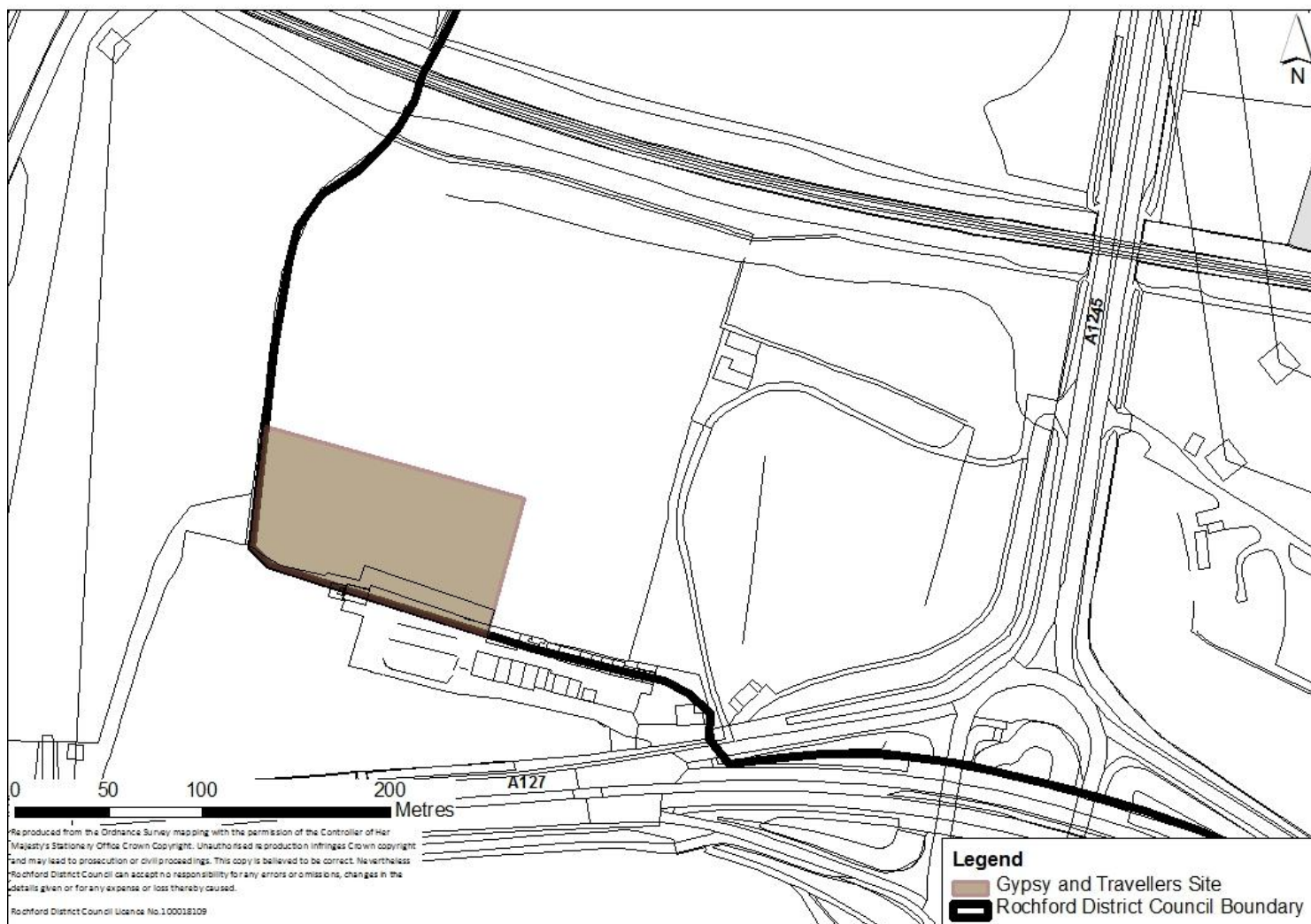


Figure 16 – Gypsy and Traveller Accommodation

Concept Statement

3.297 The site should be appropriately sized and suitably designed to enable the siting of a mobile home, touring caravan and a utility building, together with space for parking for each pitch. Consideration may be given to circular or horseshoe designs rather than the more traditional linear layout of pitches.

3.298 It is essential that the site is managed in a way that ensures it is open and accessible to the traveller community. Specifically, there will be a need to ensure that travellers, in appropriate circumstances, can be offered a pitch when required as part of the process of dealing with unauthorised sites in the district. On that basis, the Council's preference is for the creation of a new municipal site that will be positively managed for the benefit of the traveller community and will ensure that a pitch can be offered when required in a simple and straightforward way. To this end the Council will seek to acquire this land and will ensure that it is appropriately managed by or on behalf of the Council.

- 3.299 Site access/egress to the adjacent employment allocation (Policy NEL2) must also facilitate access/egress to this site. The internal road layout should be such that traffic for the employment site, particularly in relation to the heavier employment uses, should not impact on the site. This objective is aided by the position of this site relative to Policy NEL2.
- 3.300 Given past/current uses this site may require decontamination. A contaminated land study should be undertaken prior to development, and decontamination undertaken as required.
- 3.301 The site boundary must provide clear demarcation of the perimeter of the site, so as to prevent nuisance for existing residents created by others seeking to move on to the site without permission. Boundaries should take into account adjoining land uses, and be designed with the safety and protection of children in mind.
- 3.302 Being located near an industrial area or process and a main road, fencing and substantial planting in the form of a green buffer should be used to provide screening for the site and to protect the amenity of residents. A range of different boundaries may be used including fences, low walls, hedges and natural features. The aim should be to achieve a boundary that is sympathetic to, and in keeping with, the surrounding area.
- 3.303 Design principles such as providing a clear gap of 3 metres within the inside of all site perimeter boundaries as a fire prevention measure should be accounted for. The local fire and rescue authority should be consulted.
- 3.304 The site layout and design should ensure a degree of privacy for individual households, but without inhibiting the important sense of community.
- 3.305 Enough space must be provided to permit the easy manoeuvrability of resident's own living accommodation both to the site and subsequently on to a pitch. All routes for vehicles on the site, and for access/egress to the site, must allow easy access for emergency vehicles and safe places for turning vehicles.
- 3.306 Appropriately located vehicular and walking routes through the site should be provided to enhance security and community safety.
- 3.307 Public and private space should be clearly defined, and appropriate landscaping within the site will be required. The provision of a well-integrated communal recreation area for children of all ages, including the provision of play space, within the site should be considered.
- 3.308 There may be constraints to the wastewater treatment and transmission infrastructure in this location. Suitable sanitation may be more appropriately provided through provision of a septic tank. This should be determined at the planning application stage, and in consultation with Anglian Water.
- 3.309 Connection from the existing main to the new development area, to be funded by the developer, may be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 3.310 Local representative groups should be consulted at the planning application stage to ensure that the design of the site meets local need.

4. Existing Employment Land Allocations

Introduction

- 4.1 The majority of the District's existing employment land, as set out in Policy ED3 of the Core Strategy, will be protected from uses that would undermine their role as employment generators.
- 4.2 Four sites around Rochford; Swaines Industrial Estate, Purdeys Industrial Estate, Riverside Industrial Estate and Rochford Business Park, and two sites around Rayleigh; Imperial Park Industrial Estate and Brook Road Industrial Estate are identified in the Core Strategy. Baltic Wharf and Essex Marina on Wallasea Island will also be protected.
- 4.3 The northern section of Aviation Way Industrial Estate is also identified for protection through the planning process. However, this area falls within the boundary of the London Southend Airport and Environs Joint Area Action Plan, and consequently will be allocated through that document (see Policy NEL4).

Policy EEL1 – Existing Employment Land around Rochford

Context

- 4.4 The following employment land established around Rochford will be protected from alternative uses:
- Swaines Industrial Estate, Rochford – This industrial estate is situated within the existing residential area to the north west of Rochford town centre. This site is in a good condition and has access onto the Ashingdon Road.
 - Purdeys Industrial Estate, Rochford – This site is a designated employment site located situated to the south east of Rochford town centre with access onto Sutton Road. It is in a good condition.
 - Riverside Industrial Estate, Rochford – Riverside Industrial Estate is situated on the edge of Rochford town centre. The building stock at this site should be improved.
 - Rochford Business Park, Rochford – This site is in very good condition and is located to the west of London Southend Airport. It has good access onto Cherry Orchard Way.
- 4.5 The location of these four employment sites is illustrated in Figure 17.

Map

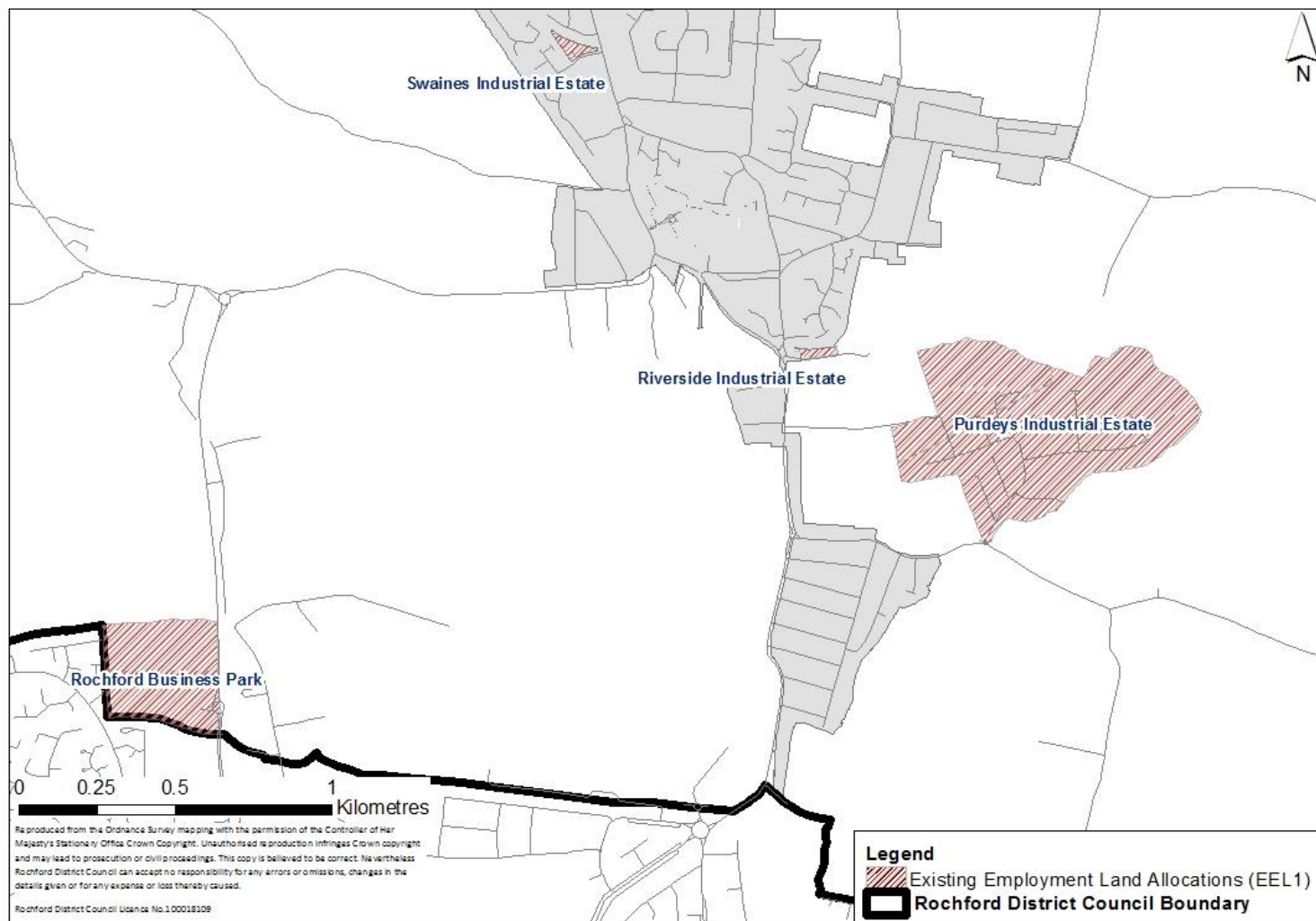


Figure 17 – Existing Employment Land around Rochford

Policy EEL2 – Existing Employment Land around Rayleigh

Context

4.7 The following employment land established around Rayleigh will be protected from alternative uses:

- Imperial Park Industrial Estate, Rayleigh – This site is located to the west of Rayleigh with access onto Rawreth Lane. This industrial estate is in a good condition.
- Brook Road Industrial Estate, Rayleigh – This industrial estate is situated to the south of Rayleigh with good access onto the A127.

4.8 The location of these two employment sites is illustrated in Figure 18.

Map

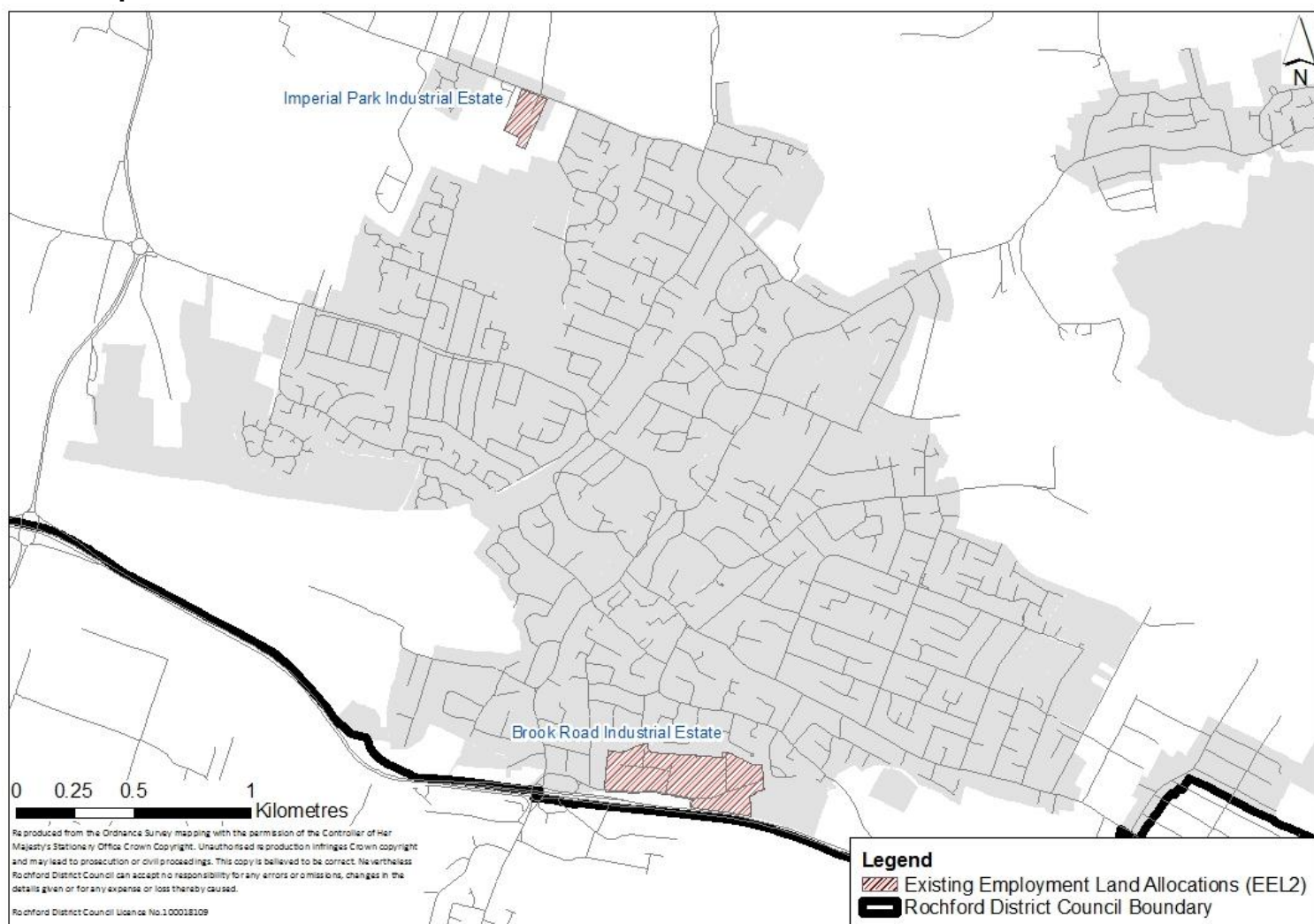


Figure 18 – Existing Employment Land around Rayleigh

Policy EEL3 – Existing Employment Land on Wallasea Island

4.9 The following employment land established on Wallasea Island will be protected from alternative uses:

- Baltic Wharf and Essex Marina, Wallasea Island – The site is located in the eastern part of the District to the north east of the village of Canewdon on the banks of the river Crouch. Although situated in a relatively inaccessible location in strategic terms, this existing employment site adequately serves its current purpose in providing employment in port-related activities.

4.10 The location of this employment site is illustrated in Figure 19.

Map

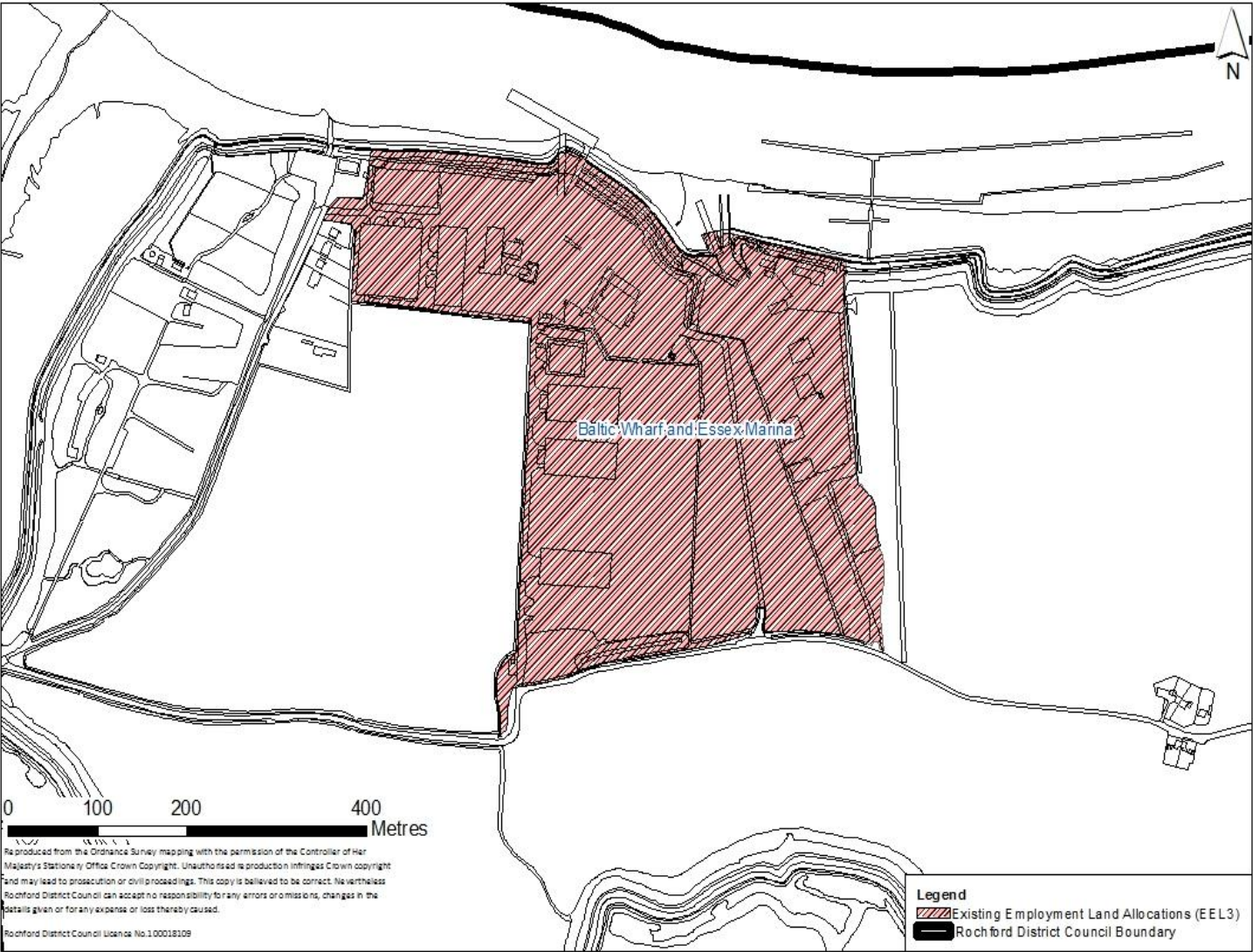


Figure 19 – Existing Employment Land on Wallasea Island

5 New Employment Land Allocations

Introduction

- 5.1 To compensate for the reallocation of four existing employment sites for alternative uses and to accommodate additional employment uses, the Core Strategy (Policy ED4) identifies that new employment land should be allocated to the west of Rayleigh, to the south of Great Wakering and to the north of London Southend Airport.
- 5.2 A total of 18 hectares will be allocated to compensate for the loss of existing employment land at Star Lane Industrial Estate, Eldon Way/Foundry Industrial Estate, Stambridge Mills and Rawreth Industrial Estate. A further 2.2 hectares of office space, on land to the south of London Road and within the town centres of Rayleigh and Hockley (which will be explored through the preparation of Area Action Plans), will also be allocated as set out in Policy ED4.

West of Rayleigh

- 5.3 New employment land to the west of Rayleigh will accommodate businesses displaced from Rawreth Industrial Estate as well as providing some additional office space. Given the varying nature of some of the businesses on the industrial estate (heavy industry, waste transfer etc.) it is appropriate to allocate two sites to the west of Rayleigh.

Policy NEL1 – South of London Road, Rayleigh

Site Context

- 5.4 The site is located to the south of London Road in the area between Little Wheatley Chase and St Johns Drive. It encompasses brownfield land which is predominantly in commercial use and agricultural land.
- 5.5 Uses on the brownfield land include two nurseries, a café and a dwelling. There are several linear hedgerows/tree belts dividing the brownfield land.
- 5.6 There is a watercourse running along the northern edge of the field to the east which appears to have been diverted underground at the point where it meets the area of previously developed land, then re-emerging to the east of the café, and again at the western end of the site. There is also a watercourse running through the centre of the brownfield land between the two nurseries.
- 5.7 Pylons are located to the south and north east of the site (to the north of London Road) with overhead electricity cables crossing the south eastern corner of the brownfield land and across the field to the east.
- 5.8 There is a Tree Preservation Order area in proximity to the south western corner of the site.

Site Capacity

- 5.9 The site to the south of London Road is 5.1 hectares. Policy ED4 of the Core Strategy identifies certain characteristics for the site:
- Able to accommodate employment uses displaced by residential redevelopment of Rawreth Lane Industrial Estate;
 - Be suitable for high-quality office and industrial development;
 - A versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy;
 - Accessible by a range of transport options; and
 - Good links to the A130 and A127.
- 5.10 The allocated area to the south of London Road has the capacity to accommodate light industrial and office businesses displaced from Rawreth Industrial Estate and additional office uses. It is envisaged that the existing uses on site will be retained.
- 5.11 Figure 20 shows the extent of the site to the south of London Road.
- 5.12 The principles for the development of this site are set out in the Concept Statement.

Site Map

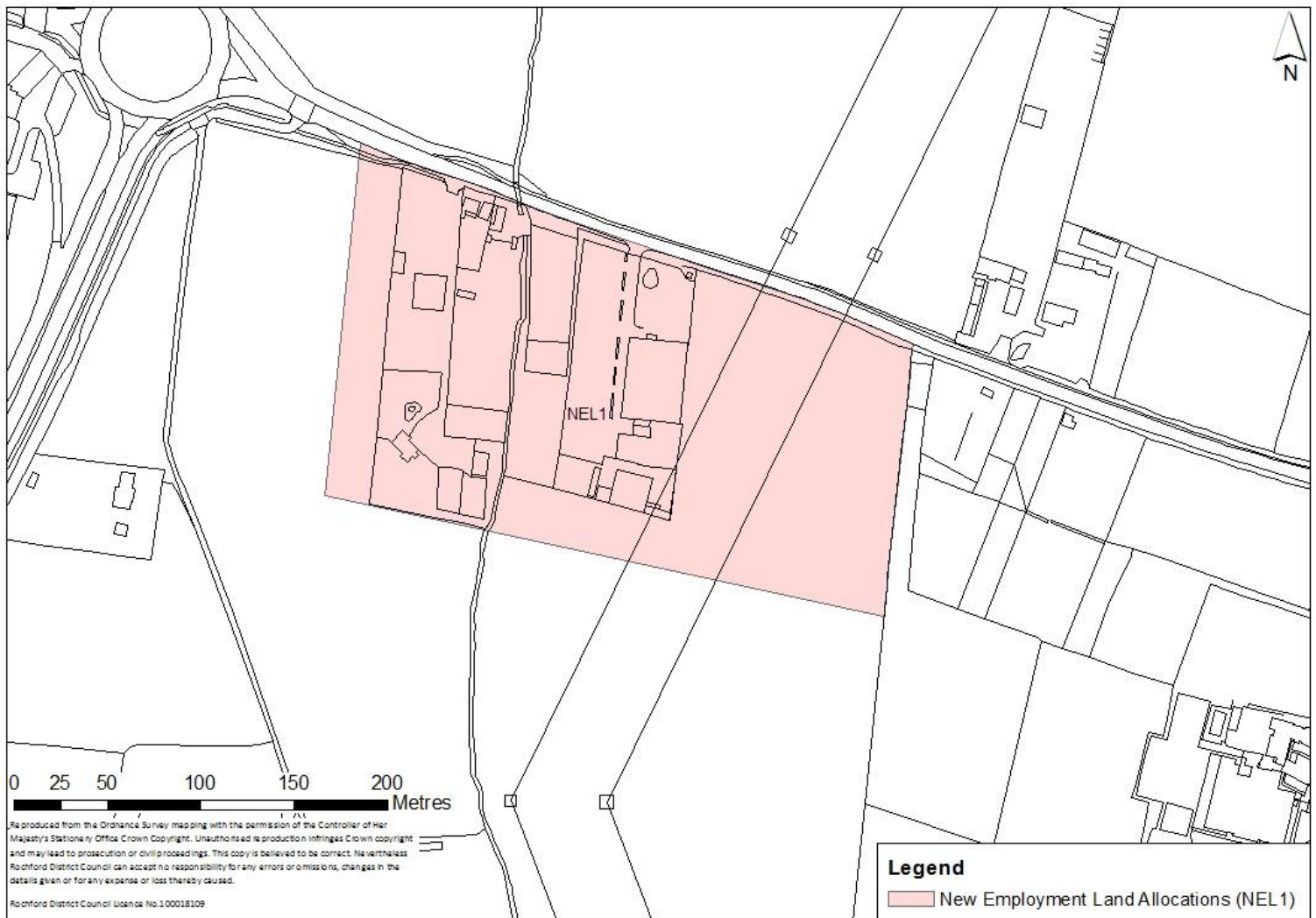


Figure 20 – Employment land to the south of London Road, Rayleigh

Concept Statement

- 5.13 Development of this site should be considered in conjunction with residential development between London Road and Rawreth Lane (Policy SER1), in particular the impact on the highway network and the local landscape.
- 5.14 Existing businesses on site should be retained as far as practicable. In addition this site should accommodate light industrial and office uses displaced from development identified in Policy BFR4. It is anticipated that this would be accommodated on 0.45 hectares of land to the west of the existing uses on the site. Additional high-quality office accommodation should also be provided on 2.2 hectares of land to the east of the existing uses.

- 5.15 The site should be of a versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy. Buildings should meet at least the 'very good' BREEAM rating, and at least 10% of the energy requirements should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 5.16 As this site does not extend westwards to meet St Johns Drive or follow an established boundary along its southern edge, a substantial green buffer to the west and south of the site will be required to ensure the defensibility of the Green Belt boundary in this location. The green buffer will not form part of the development area, but will be situated in the Green Belt to the west and south of the employment site. Existing trees on-site and along the boundaries of the site should be retained, and additional landscaping along the northern and eastern boundaries of the site should be provided.
- 5.17 There is also a Tree Preservation Order area in proximity to the south western corner of the site which may need to be taken into consideration. Any adverse impact on this should be avoided. The loss of any trees on site or in the vicinity of the site should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 5.18 There are several ponds on the already developed area, a watercourse and hedgerows/tree belts running through it which may have biodiversity value. Potential habitat/biodiversity loss would need to be mitigated against.
- 5.19 The presence of pylons to the south of the site, and overhead electricity cables crossing the eastern section of the site towards London Road would need to be considered at the planning application stage.
- 5.20 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. This could be provided on-site and/or adjacent to the site on greenspace provided to the south. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.
- 5.21 In terms of wastewater treatment and transmission, the network may need to be modelled. This should be determined at the planning application stage. Any issues identified should be resolved in conjunction with Anglian Water.
- 5.22 Connection from the existing main to the new development area, to be funded by the developer, may be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 5.23 The site should be accessible by a range of transport modes; enhancements in public transport would be required. This may take the form of financial contributions to the bus route to the north of London Road (see Policy SER1).
- 5.24 Investment in walking (particularly as there is no public footpath along the southern side of London Road to the north of the site) and cycling would be required. The site should facilitate and link to Greenway 13 to the south/south east.

- 5.25 A new junction along London Road, linked to the residential development to the north of London Road (Policy SER1), should be utilised to provide appropriate access/egress onto and off the site.
- 5.26 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.

Policy NEL2 – West of the A1245, Rayleigh

Site Context

- 5.27 A larger site on degraded greenfield land to the west of Rayleigh, at the junction of the A1245 and the A127, has been identified. There is existing access onto the site from the A1245, and additional potential access points to the south east of the site onto the A127 slip road and onto the A127 from the field to the west of the site.
- 5.28 There is a significant increase in the height of the land along the northern boundary leading up to the train line and a slight decrease in the height of the land at the entrance onto the A1245. The field to the west of the site is relatively flat but there is a significant increase in the height of the land on the northern and western boundaries where it meets the train line and A130 respectively.
- 5.29 Pylons are situated to the north west and south west of the site, and further to the east of the A1245.
- 5.30 There are trees and grassy areas, areas of waste material, unmade roads/tracks through the site, caravans and other physical structures throughout the site including buildings and metal containers.

Site Capacity

- 5.31 The entire site has an area of 8.8 hectares. Policy ED4 of the Core Strategy identifies certain characteristics for the site:
- Able to accommodate employment uses displaced by residential redevelopment of Rawreth Lane Industrial Estate;
 - Be suitable for high-quality office and industrial development;
 - A versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy;
 - Accessible by a range of transport options; and
 - Good links to the A130 and A127.

- 5.32 The site is able to accommodate heavier industry and waste transfer businesses displaced from Rawreth Industrial Estate. There is also capacity to accommodate a recycling facility (1.2 hectares).
- 5.33 The extent of the site to the west of Rayleigh is set out in Figure 21.
- 5.34 The principles for the development of this site are set out in the Concept Statement.

Site Map

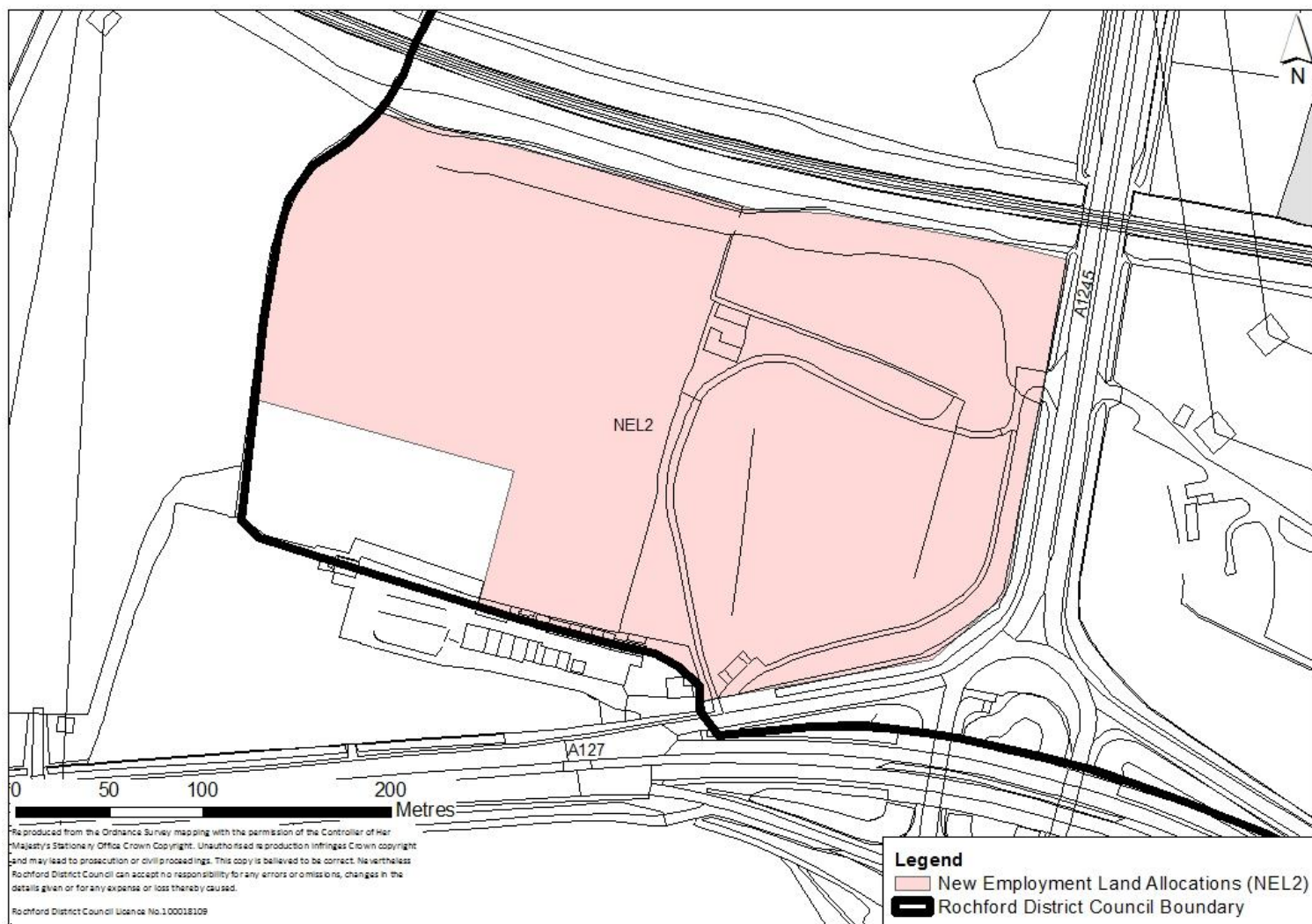


Figure 21 – Employment land to the west of the A1245, Rayleigh

Concept Statement

- 5.35 This site to the north of the A127 and east of the A1245 is strategically located to the west of Rayleigh. However, given its location at a key junction, highways access/egress on and off the site would need to be carefully considered. In particular a 'Design Manual for Bridges and Roads' compliant junction, a full road safety audit and transport assessment would be required. Appropriate access and egress should be determined in consultation with Essex County Council, and implemented prior to any development.

- 5.36 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 5.37 Alongside heavier industrial uses, it is envisaged that this site will also accommodate a recycling centre. In addition, the site allocation adjoins the proposed Gypsy and Traveller site (Policy GT1). Consequently it is important that the site is sufficiently flexible to enable the appropriate siting of these different uses. Adequate parking and manoeuvrability around the site is important, and on-road parking should be avoided. The size of the site would facilitate this. It is important that whilst the Gypsy and Traveller site is adequately separated from the heavier employment uses in particular in the interests of residential amenity, the internal road layout within the site allows access/egress for both the employment uses and site GT1, whilst at the same time vehicles using the employment site will not be directed onto the adjacent residential area.
- 5.38 The different land levels in the area, particularly along the eastern boundary of the site, would need to be considered at the planning application stage in terms of access and egress and appropriate landscaping of the site.
- 5.39 Although the location of the site and the types of uses proposed may encourage use of private vehicles for many trips, the potential to enhance sustainable modes of travel to the site should be explored
- 5.40 To strengthen the Green Belt boundary in this location, existing trees and hedgerows particularly to the south and west should be retained and enhanced, unless it can be demonstrated at the planning application stage that this would render development unviable/undeliverable. Existing trees and hedgerows along the northern, eastern and southern boundaries should also be retained and strengthened
- 5.41 The loss of any trees on site or in the vicinity of the sites should be appropriately mitigated against, with the provision of replacement trees on a like-for-like basis.
- 5.42 Given past/current uses this site may require decontamination. A contaminated land study should be undertaken prior to development, and decontamination undertaken as required.
- 5.43 The site should be of a versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy. Buildings should meet at least the 'very good' BREEAM rating, and at least 10% of the energy requirements should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 5.44 Heavier industrial uses displaced from Rawreth Industrial Estate (see Policy BFR4) should be accommodated on this site. Land should also be set aside for a new recycling centre (to accommodate the relocation of the site along Castle Road in Rayleigh, allowing this former site within an existing residential area to be redeveloped for more appropriate uses). The recycling centre should be well related to access/egress points, so that visiting traffic is not directed through heavier employment areas.

- 5.45 There are pylons to the north west and south west of the site, and further to the east of the A1245. A substantial green buffer should be provided between this site and the adjacent Gypsy and Traveller site, to protect the amenity of residents. The size of the site allows for this, whilst accommodating the required employment uses.
- 5.46 In terms of wastewater treatment and transmission, the network may need to be modelled. This should be determined at the planning application stage. Any issues identified should be resolved in conjunction with Anglian Water.
- 5.47 Connection from the existing main to the new development area, to be funded by the developer, may be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 5.48 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.

Policy NEL3 – South of Great Wakering

Site Context

- 5.49 The site to the south of Great Wakering is located on agricultural land to the east of Star Lane, south of proposed residential development of the former Star Lane Brickworks in Great Wakering (Site BFR1).
- 5.50 There are trees and hedgerows partially bounding the site to the north and west, and there is a Local Wildlife Site (R35 Star Lane Pits) is situated to the north/north east of the site.
- 5.51 An access road runs along the northern boundary of the site which provides vehicular access to the Local Wildlife Site. There is also a public right of way running through the northern section of the site.

Site Capacity

- 5.52 The site is 2.5 hectares in size. Businesses displaced from Star Lane Industrial Estate, which excludes the part of the site encompassing the disused brickworks (Policy BFR1), will be accommodated on this site.
- 5.53 Figure 22 shows the extent of the site to the south of Great Wakering.
- 5.54 The principles for the development of this site are set out in the Concept Statement.

Site Map

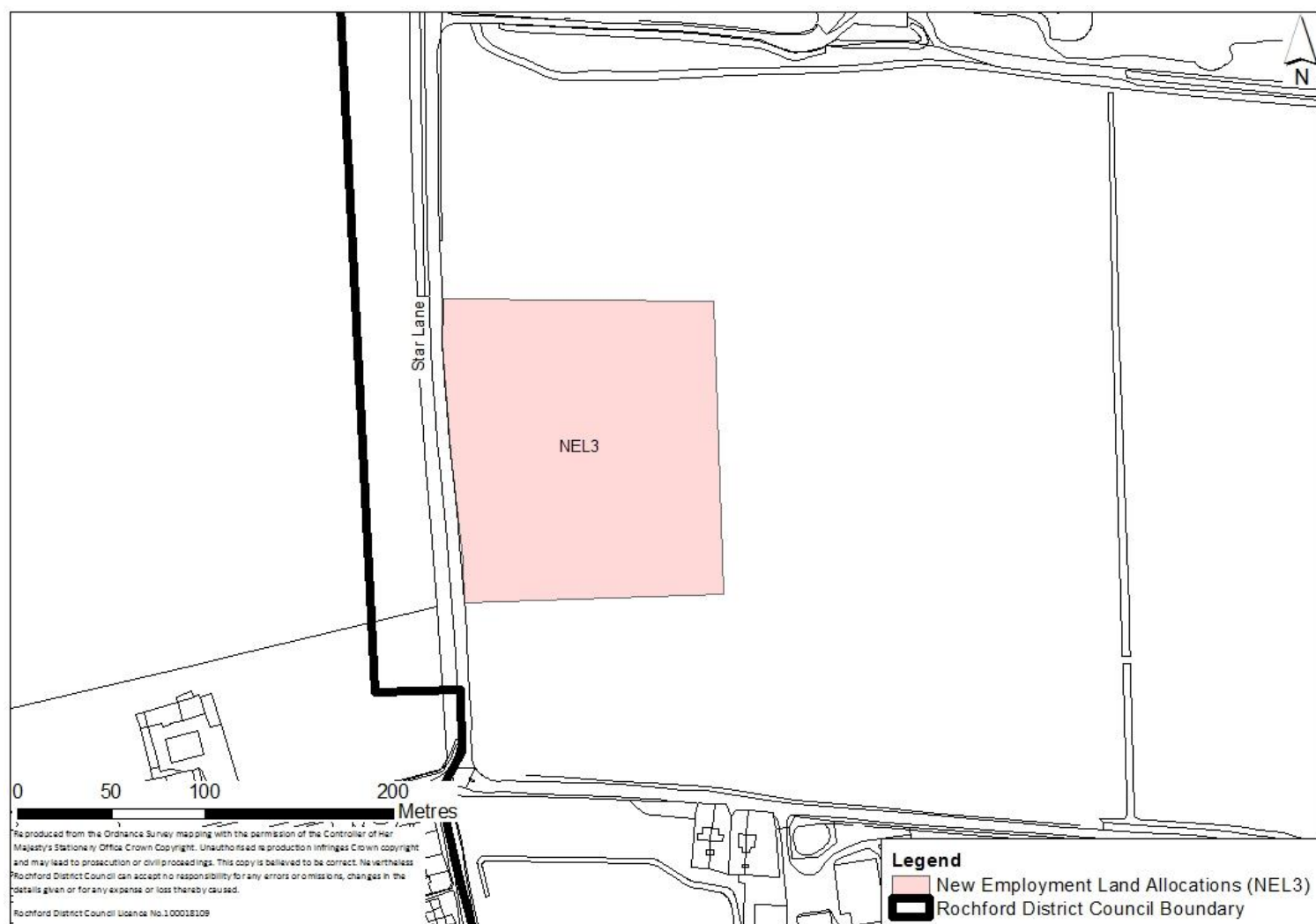


Figure 22 – Employment land to the south of Great Waking

Concept Statement

- 5.55 Situated to south of the residential envelope of Great Waking, this employment land is not well related to the strategic road network but provides access to local employment opportunities.
- 5.56 The site should be of a versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy. Buildings should meet at least the 'very good' BREEAM rating, and at least 10% of the energy requirements should be generated by on-site renewable and low carbon sources, unless demonstrated as part of a planning application that this would be unviable.
- 5.57 The site's location 140 metres to the south of existing development in Great Waking, allows for an adequate separation of industrial uses and residential uses to ensure residential amenity. However, with open fields to the north, south, and west there is no existing features which provide defensible Green Belt boundaries in these

directions. As such, development of the site must be accompanied by landscaping to the north, south and east, creating a new Green Belt boundary. Significant landscaping will also be required to ensure visual impacts on the approach from the south along Star Lane and east along Poynters Lane are minimised.

- 5.58 Such landscaped green buffers should be provided in the form of publicly accessible green space, with conditions attached to ensure that it has ecological value as a wildlife corridor. To the north, the landscaping should incorporate non-vehicular links to ensure the site is well connected to Great Wakering.
- 5.59 The types of uses permitted on site should be B1 (business) and B8 (storage and distribution), and the site should not become a 'bad neighbour' through noise, dust, or smells.
- 5.60 The site should be accessible by a range of transport modes; enhancements in public transport would be required.
- 5.61 Investment in pedestrian routes (particularly as there is no public footpath along the eastern side of Star Lane in this location) and cycling would be required. Financial contributions towards the development to Greenway 20 to the west may be required.
- 5.62 Development to the east of Star Lane and to the south of the High Street (Policy SER9b, BFR1 and NEL3) should be comprehensively planned to enable integration between these different land uses when they are delivered. One access/egress point onto Star Lane to serve these developments should be carefully considered at the planning application stage to avoid a proliferation of access/egress roads along Star Lane. The potential to utilise the existing access/egress for the Local Wildlife Site (which is in the Green Belt) to enable a combined access/egress point for these developments should be explored.
- 5.63 The vehicular access to the site will therefore be provided through the green buffer to the north of the site. Any impact on the existing footpath (from Star Lane eastwards to Alexandra Road) would also need to be considered and addressed.
- 5.64 A Transport Impact Assessment, including an assessment of air quality, must accompany any planning application to develop the site. This must examine the additional transport impacts that the development of this site will generate. Actions to address impacts identified through the Transport Impact Assessment must accompany the development of the site, or be provided prior to the commencement of development.
- 5.65 Improvements to the Star Lane/Poynters Lane junction should be addressed through the redevelopment of the site at the planning application stage, with the creation of a new roundabout with new vehicular access to the site from the south to be considered in detail in conjunction with Essex County Council Highways Authority.
- 5.66 In terms of wastewater treatment and transmission, the network may need to be modelled. This should be determined at the planning application stage. Any issues identified should be resolved in conjunction with Anglian Water.

- 5.67 Connection from the existing main to the new development area, to be funded by the developer, may be required and upgrades to existing network may be needed. This should be determined in consultation with Essex and Suffolk Water.
- 5.68 Attenuation Sustainable Drainage Systems (SUDS) of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs. Appropriate SUDS should be determined in consultation with Essex County Council. A drainage strategy should be prepared for the site.

Policy NEL4 – North of London Southend Airport

Site Context

- 5.69 The importance of London Southend Airport and its surrounding area as a driver for the sub-regional economy is acknowledged within the Core Strategy, which identifies the area as a strategic location for additional employment land in the District.
- 5.70 The Core Strategy (Policy ED4) states that the Council will work with the private sector to secure the delivery of an Eco-Enterprise Centre within an employment allocation. As such, the area to the north of London Southend Airport is a potential location for this.
- 5.71 London Southend Airport has an important role to play in the economic development of the area as recognised in the Core Strategy. London Southend Airport and its environs extend into the boundaries of both Rochford District and Southend Borough. As such Rochford District and Southend Borough Councils are producing a Joint Area Action Plan to identify how best to realise the airport's economic potential.
- 5.72 Currently the area surrounding the airport is used for employment uses, many of which are aviation focussed. The approach to London Southend Airport and its surrounding area is set out in Policy ED2 of the Core Strategy.
- 5.73 The extent of land allocated for employment to the north of London Southend Airport will be determined through the London Southend Airport and Environs Joint Area Action Plan.
- 5.74 It is not the role of the Allocations Document to allocate land or set detailed policies for London Southend Airport – this will be done through the London Southend Airport and Environs Joint Area Action Plan.
- 5.75 However, the extent of the area to be addressed by the London Southend Airport and Environs Joint Area Action Plan is illustrated in Figure 23.

Site Map

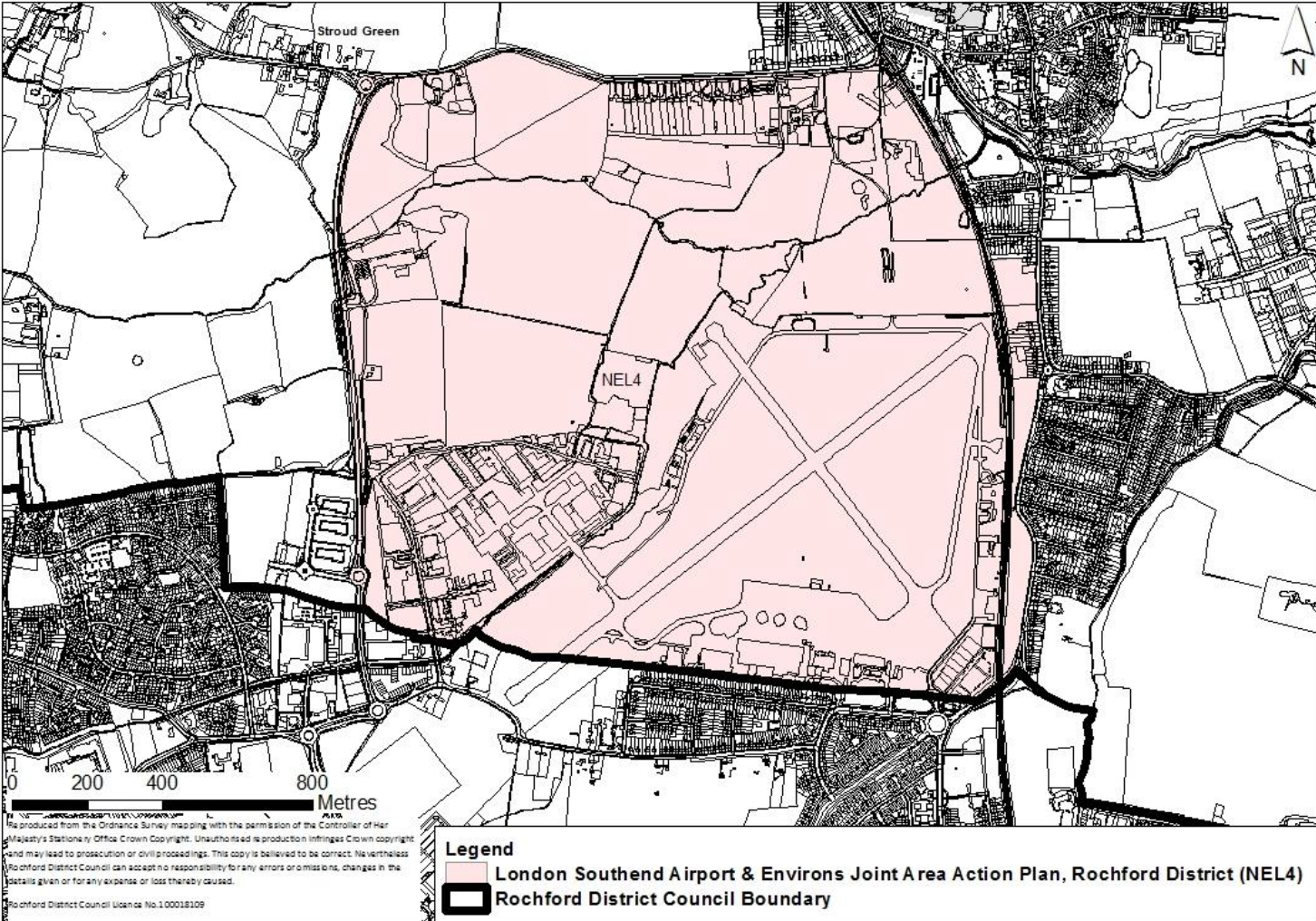


Figure 23 – The area addressed within the London Southend Airport and Environs Joint Area Action Plan

6 Ecological and Landscape Allocations

Introduction

- 6.1 Being a coastal District, there are numerous areas of ecological importance, primarily along the estuaries of the rivers Crouch and Roach of national and international significance. Local areas of ecological value, however, also merit designation to protect these smaller scale habitats at a local level.
- 6.2 The District is predominantly Green Belt and its relatively rural nature also facilitates the recognition and designation of areas of landscape importance, along the estuaries and coastline as well as further inland.
- 6.3 The Core Strategy sets out the strategic approach to the protection and enhancement of the natural landscape and habitats (Policy ENV1). The Council has long encouraged policies that restrict development along the coast and estuaries in order to protect this irreplaceable natural resource. The NPPF provides guidance to local authorities on planning for development and protecting the coastal environment. It is particularly clear on the necessity of protecting the coastal environment (paragraph 114). The NPPF also emphasises the need to create, protect, enhance and manage networks of biodiversity and green infrastructure.

Ecological Allocations

- 6.4 Much of the District's ecologically important areas, such as the rivers Crouch and Roach and Hockley Woods, are protected through a range of national and international nature conservation designations including designations such as Sites of Special Scientific Interest and Special Protection Areas (see chapter 12). However, at the local level there are areas of ecological significance albeit at a much smaller scale that justify recognition in their own right.

Policy ELA1 – Local Wildlife Sites

Context

- 6.5 Local Wildlife Sites are areas that are not designated under national or international statutory protection, but are considered to be of significant wildlife value. They were previously known as Sites of Importance for Nature Conservation and County Wildlife Sites. Alongside statutory protected areas, Local Wildlife Sites represent the minimum habitat we need to protect in order to maintain the current wildlife levels in Essex.
- 6.6 There are 39 areas in the District that have been identified as being suitable for designation as Local Wildlife Sites in the 2007 Local Wildlife Sites Review against current Local Wildlife Site selection criteria. The results of this assessment are detailed within the 2007 Review. The Local Wildlife Sites are mostly woodland, but also comprise areas of grassland, mosaic, coastal and freshwater habitats.
- 6.7 The largest of the all the Local Wildlife Sites is the Wallasea Island Managed

- 6.8 Realignment area, which covers an area of 90.3 hectares. Other significant Local Wildlife Sites include Magnolia Nature Reserve and Fields to the west of Ashingdon (29.2 hectares) and Waking Landfill Site to the north east of Great Waking (24 hectares).

Code	Site Name	Area (hectares)
R1	Kingley Wood	1.7
R2	Hullbridge Road Meadow	0.6
R3	Blounts Wood	3.7
R4	Hockley Woods Complex	14.9
R5	Grove Woods	16.6
R6	Rawreth Hall Wood	2.1
R7	Brandy Hole Marsh Extension	14.0
R8	Hockleyhall/Crabtree Woods	14.6
R9	Folly Wood	1.4
R10	New England Wood	4.0
R11	Bett's Wood	2.9
R12	The Dome Grasslands	5.3
R13	Edwards Hall Park	11.6
R14	Marylands Wood	5.4
R15	Plumberow Wood	5.4
R16	Belchamps Camp, Hockley Woods	1.5
R17	Gustedhall Wood	5.7
R18	The Scrubs	9.6
R19	Primrose Wood	1.3
R20	Cottons	1.0
R21	Beckney Wood	13.2
R22	Potash Wood	13.8
R23	Trinity Wood	3.3
R24	Magnolia Nature Reserve and Fields	29.2
R25	Hyde Wood	2.9
R26	Doggetts Pond	7.0
R27	Sutton Ford Bridge Pasture	2.0
R28	River Roach at Rochford	8.1
R29	Wood Sloppy	2.2

Code	Site Name	Area (hectares)
R30	Butts Hill Pond	0.3
R31	The Finches	1.3
R32	Lion Creek Meadow	3.1
R33	Canewdon Special Roadside Verge	0.2
R34	Barling Pits	10.1
R35	Star Lane Pits	6.9
R36	Paglesham Seawall	12.3
R37	Wakering Landfill Site	24.0
R38	Great Wakering Common	4.5
R39	Wallasea Island Managed Realignment	90.3

6.9 The location of the Local Wildlife Sites as identified by the 2007 Local Wildlife Sites Review are shown in Figure 24.

Map

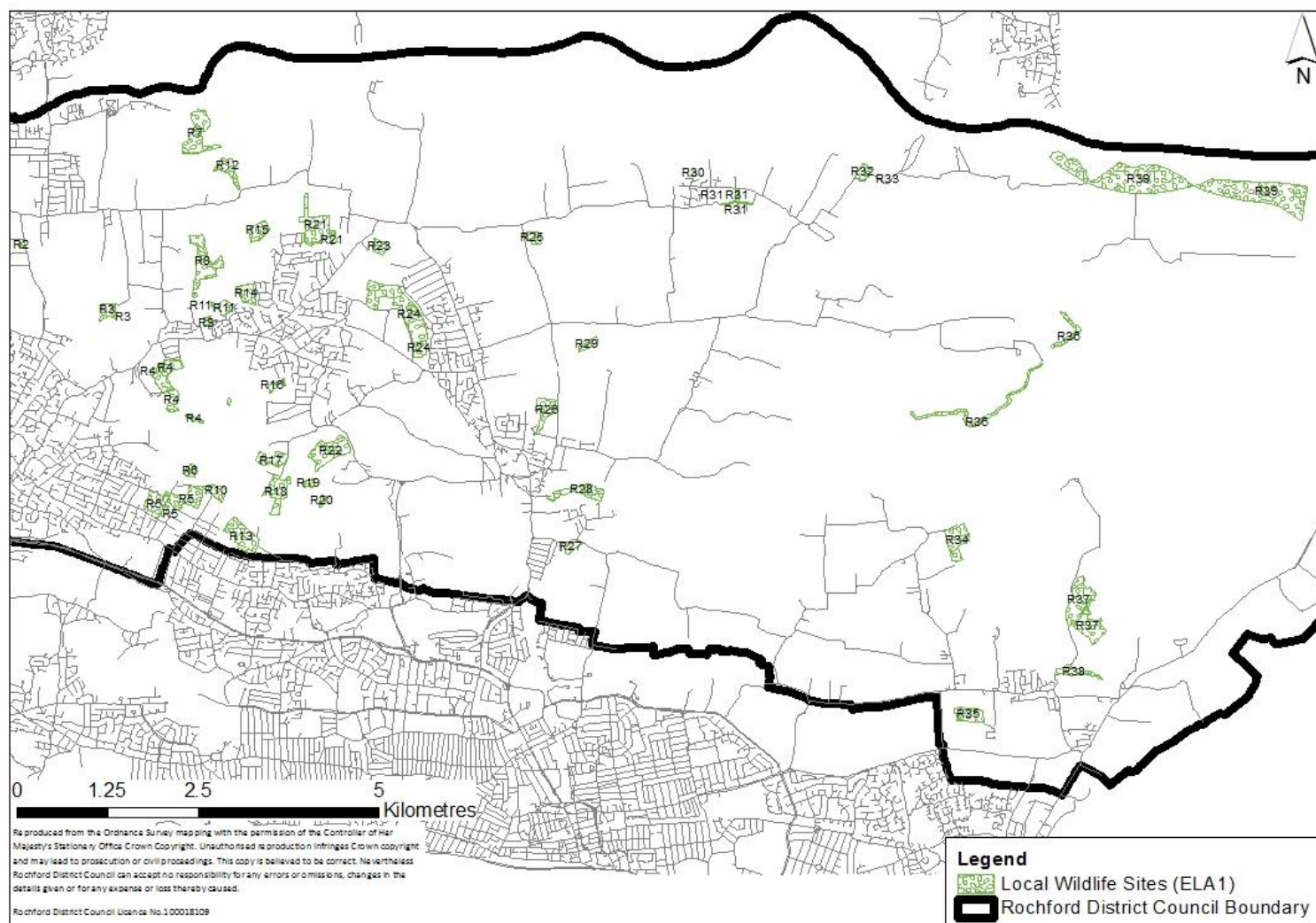


Figure 24 – Local Wildlife Sites

Landscape Allocations

- 6.10 There are two principal landscape designations which require recognition at the local level; the Coastal Protection Belt to protect the undeveloped coastline of the rivers Crouch and Roach, and the Upper Roach Valley which protects the important landscape characteristics between the towns of Rayleigh, Hockley, Rochford and Southend.

Policy ELA2 – Coastal Protection Belt

Context

- 6.11 The extent of the area where the open and undeveloped coastline of Essex will be protected was initially defined at the regional level in the 1984 Coastal Protection Subject Plan as detailed within the Core Strategy. This was also supported through the adoption of the 2001 Essex and Southend-on-Sea Replacement Structure Plan, as well as the 2006 Replacement Local Plan.

- 6.12 The Council's approach to managing development within the Coastal Protection Belt is set out in Policy ENV2 of the Core Strategy. It will protect and enhance the existing qualities of the coastline, take into consideration climate change and sea level rise, whilst not permitting any development in areas that are at risk from flooding, erosion and land instability and ensuring that exceptionally permitted development will not have adverse impacts on the open and rural character, historic features and wildlife of the coast, and must be within already developed areas.
- 6.13 Parts of the areas identified in Policy SER6 to the south west of Hullbridge and Policy SER7 to the south of Canewdon are situated in the Coastal Protection Belt. As such a small amendment to the Coastal Protection Belt designation in this location is required.
- 6.14 The open and undeveloped Coastal Protection Belt identified within Figure 25 will be protected and enhanced in accordance with Policy ENV2 of the Core Strategy.

Map

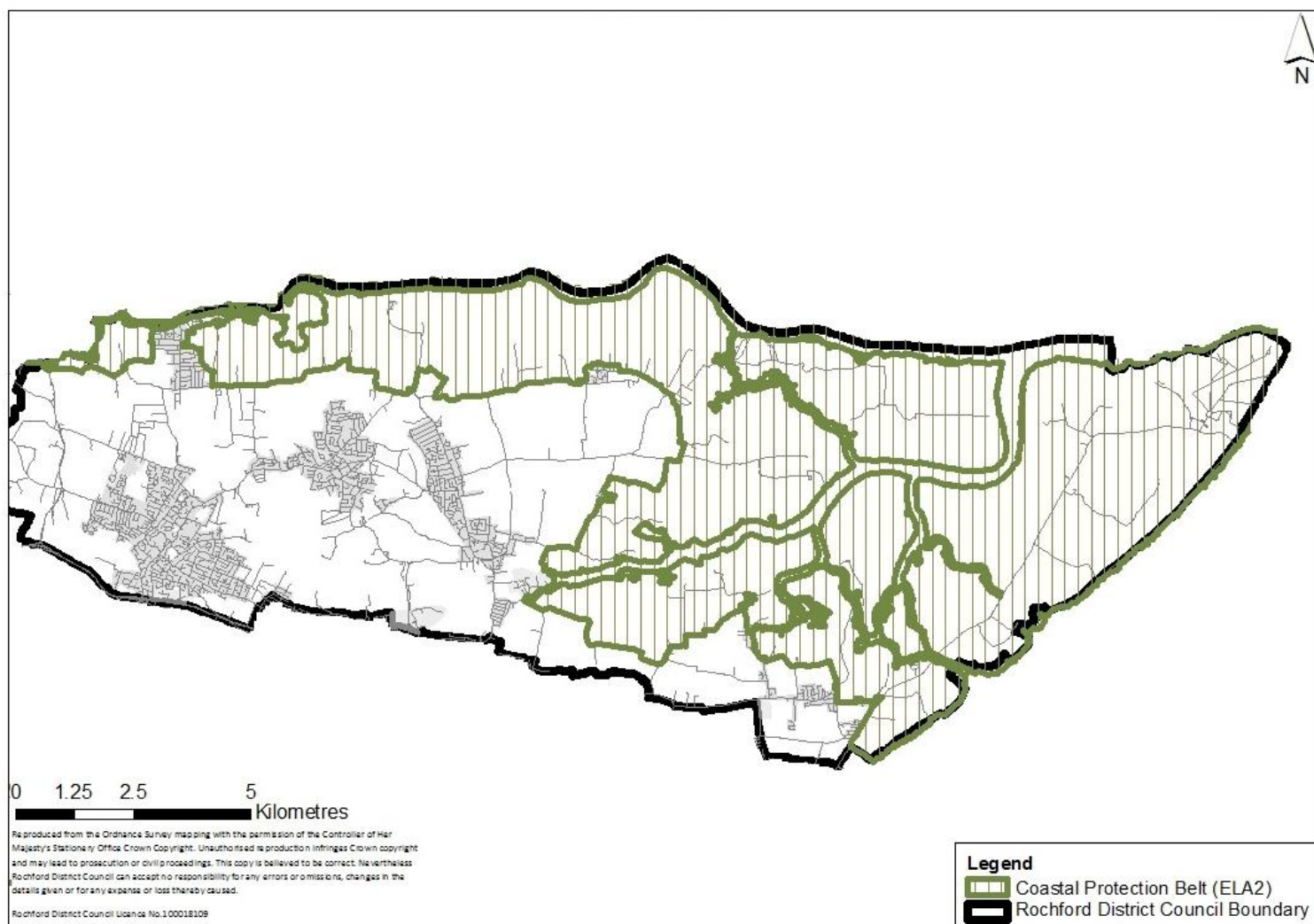


Figure 25 – The Coastal Protection Belt

Policy ELA3 – Upper Roach Valley

Context

- 6.15 The need for more informal recreational space in south east Essex has been identified on numerous occasions over a number of years, including in the 1982 and 2001 Essex and Southend-on-Sea Replacement Structure Plans and the 2005 Thames Gateway South Essex Green Grid Strategy.
- 6.16 The Council has sought to help address this need through the establishment of Cherry Orchard Jubilee Country Park. Work began on the Country Park in 2002 and the park has been gradually expanded. The approach to the development of the Country Park is centred on ensuring the right conditions are in place in order for fauna and flora to flourish, and utilising the existing features of the landscape, all with the minimum of human interference.
- 6.17 Cherry Orchard Jubilee Country Park is situated within the Upper Roach Valley. The Upper Roach Valley is a large 'green lung' bounded by the towns of Rayleigh, Hockley, Rochford and Southend. This area was designated in the 2006 Rochford District Replacement Local Plan as a Special Landscape Area and as an Area of Ancient Landscape. The Upper Roach Valley has important landscape characteristics which deserve continued recognition.
- 6.18 Seven of the fourteen ancient woodlands found in the District, including Hockley Woods, lie within the Upper Roach Valley and there are also a number of Local Wildlife Sites (see Policy ELA1) situated within its boundaries. Policy URV1 of the Core Strategy supports the recognition of the Upper Roach Valley as a vast 'green lung' within the District and as an area providing informal recreation opportunities for local residents. The designation of this area presents opportunities for enhancing access to this potentially substantial recreational resource.
- 6.19 The Core Strategy states that the Upper Roach Valley will be protected from development which would undermine the area's role as a green space providing informal recreational opportunities. It also supports the expansion of Cherry Orchard Jubilee Country Park and the creation of links with other parts of the Upper Roach Valley.
- 6.20 The area allocated as the Upper Roach Valley is illustrated in Figure 26. The Upper Roach Valley will be protected and enhanced in accordance with Policy URV1 of the Core Strategy.

Map

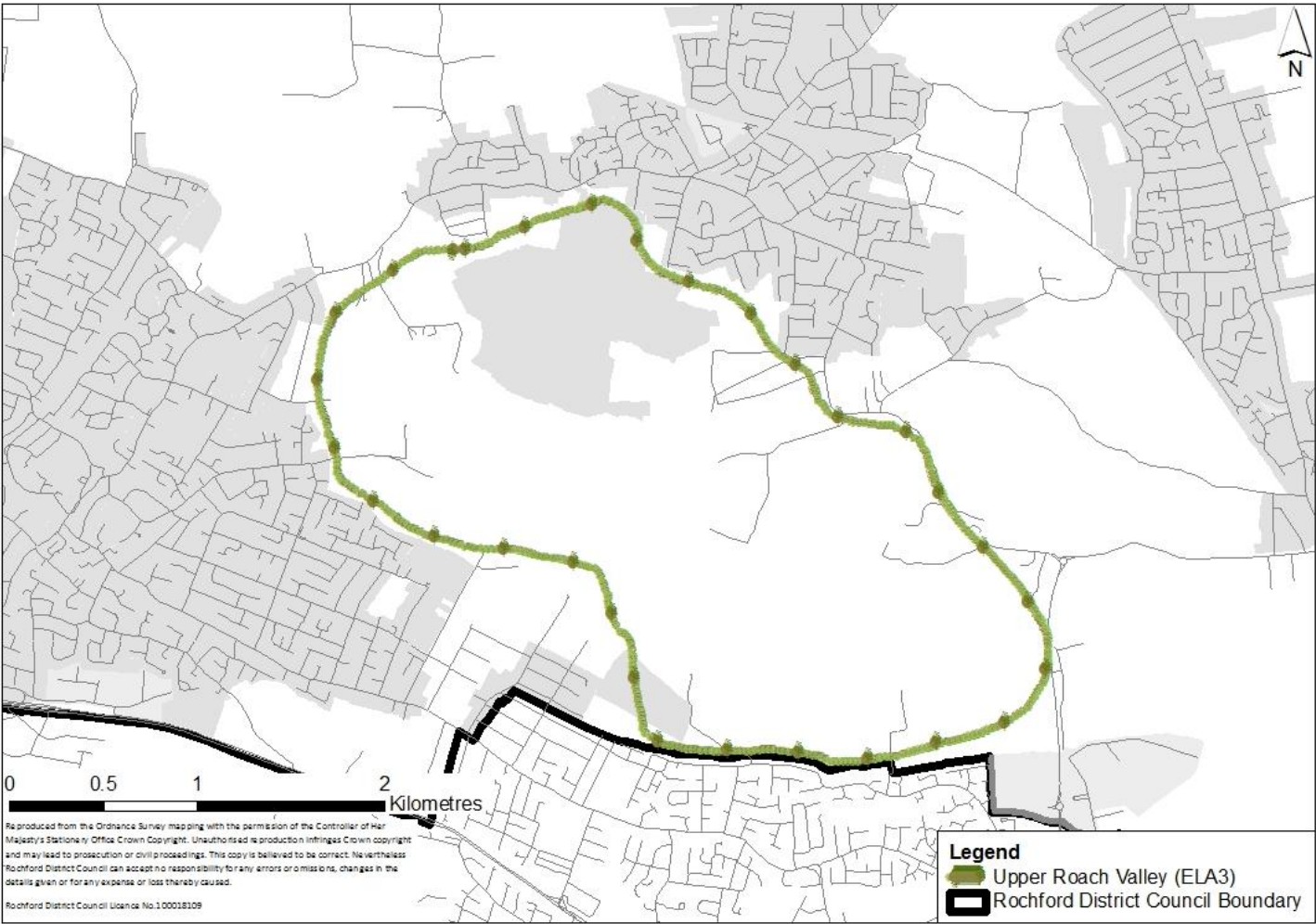


Figure 26 – The Upper Roach Valley

7 Educational Land Allocations ■

Introduction

- 7.1 In setting the spatial strategy for the development of the District, the Core Strategy identifies locations where additional educational capacity would be required. Appendix H1 stipulates that new primary schools are required to accompany residential development in the locations north of London Road, Rayleigh and to the west of Rochford, and land must also be set aside to the east of Ashingdon to enable the expansion of King Edmund School.
- 7.2 In addition to new educational facilities, it is important that existing schools are protected from development that would undermine their important function, and that planning allows them to develop appropriately where required, whilst taking into consideration the purpose of the Green Belt.

Policy EDU1 – North of London Road, Rayleigh

Context

- 7.3 The number of dwellings proposed in this location result in the need for a new single form entry primary school. At least 1.1 hectares would be required to accommodate this school (as set out in Policy CLT2 of the Core Strategy).
- 7.4 The site for the primary school will be required to be well-related to residential areas, and well-located within the site identified within Policy SER1 of this document.
- 7.5 The area within the residential allocation should have the following characteristics:
- Roughly rectangular shape
 - Flat ground
 - Outside of flood risk area
 - Away from high-voltage power lines
 - Served by safe, direct pedestrian access well linked to nearby housing
 - Well related to new public transport links
 - Accessible via an adopted public highway with access to service buildings
 - Nearby roads can be traffic calmed
- 7.6 The site to the north of London Road in Rayleigh within which the primary school will be located is identified in Figure 6.

Policy EDU2 – West Rochford

Context

- 7.7 The number of dwellings proposed in this location result in the need for a new single form entry primary school. At least 1.1 hectares would be required to accommodate this school (as set out in Policy CLT2 of the Core Strategy).
- 7.8 The site for the primary school will be required to be well-related to residential areas, and well-located within the site identified within Policy SER2 of this document.
- 7.9 The area within the residential allocation should have the following characteristics:
- Roughly rectangular shape
 - Flat ground
 - Outside of flood risk area
 - Served by safe, direct pedestrian access well linked to nearby housing
 - Well related to new public transport links
 - Accessible via an adopted public highway with access to service buildings
 - Nearby roads can be traffic calmed
- 7.10 The site to the west of Rochford within which the primary school will be located is identified in Figure 7.

Policy EDU3 – King Edmund School

Context

- 7.11 New residential development to the east of Ashingdon will be required to deliver, aside from improved access to King Edmund School, an additional 3 hectares of land in order to accommodate the required expansion of this secondary school to meet the additional need (Policy CLT3 of the Core Strategy). The area set out in Policy SER5 of this document can provide better access to the school, on a hectare of land set aside.
- 7.12 As such, additional land is required to be allocated to allow for the school to expand.
- 7.13 An additional 2 hectares of land is located to the east of Oxford Road to the rear of the existing school playing field to enable the expansion of the school. This area will remain within the Green Belt. Additional access to this location from Oxford Road should not be provided as this is a relatively narrow residential road.
- 7.14 The existing extent of the school site as well as the area set aside for expansion is identified in Figure 27.

Map

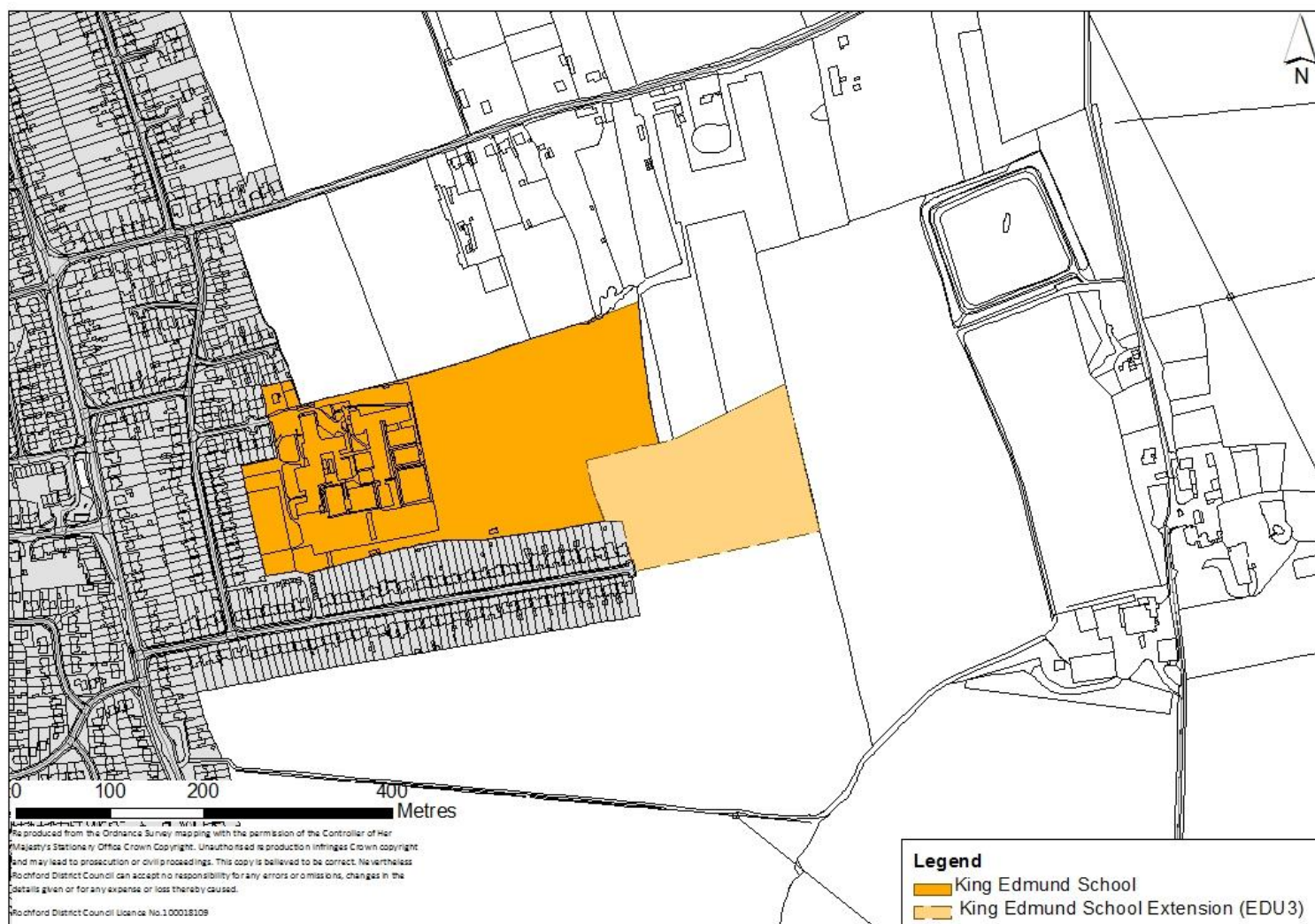


Figure 27 – King Edmund School

Policy EDU4 – Existing Primary and Secondary Schools

Context

7.15 There are 21 existing primary schools and four secondary schools in the District, many of which reside within the Green Belt. These important facilities should continue to be allocated for educational use. However, for those schools in the Green Belt, the existing developed part will not retain its Green Belt designation to ensure that they can expand as appropriate to meet local need. The existing playing fields will retain this designation and in effect will have a dual designation of Green Belt and education to prevent unnecessary encroachment into the Green Belt.

7.16 King Edmund School and the area of land set aside for the expansion is identified in Policy EDU3, however, the whole school site will also be identified below.

7.17 The existing schools that will be protected are as follows:

Primary Schools

- Ashingdon Primary Academy, Fambridge Road, Ashingdon
- Barling Magna Community Primary School, Little Wakering Road, Barling
- Canewdon Endowed Primary School, Canewdon
- Great Wakering Primary School, High Street, Great Wakering
- Westerings Primary Academy, Sunny Road, Hawkwell
- Hockley Primary School, Chevening Gardens, Hockley
- Plumberow Primary School, Hamilton Gardens, Hockley
- Riverside Primary School, Ferry Road, Hullbridge
- St. Nicholas Church of England Primary School, Priory Chase, Rayleigh
- Our Lady of Ransom Primary School, Little Wheatley Chase, Rayleigh
- Down Hall Primary School, Brooklyn Drive, Rayleigh
- Edward Francis Primary School, Uplands Park Road, Rayleigh
- Glebe Infants and Junior School, Creswick Avenue, Rayleigh
- Grove Wood Primary School, Grove Road, Rayleigh
- Wyburns Primary School, Nevern Road, Rayleigh
- Rayleigh Primary School, Love Lane, Rayleigh
- Holt Farm Infant and Junior School, Ashingdon Road, Rochford
- Rochford Primary School, Ashingdon Road, Rochford
- Stambridge Primary School, Stambridge Road, Rochford
- St. Teresa's Catholic Primary School, Ashingdon Road, Rochford
- Waterman Primary School, The Boulevard, Rochford

Secondary Schools

- Greensward Academy, Greensward Lane, Hockley
- FitzWimarc School, Hockley Road, Rayleigh

- Sweyne Park School, Sir Walter Raleigh Drive, Rayleigh
- King Edmund School, Vaughan Close, Rochford (see also Policy EDU3)

7.18 The extent of these areas to be allocated are identified in Figures 28 to 33.

Maps

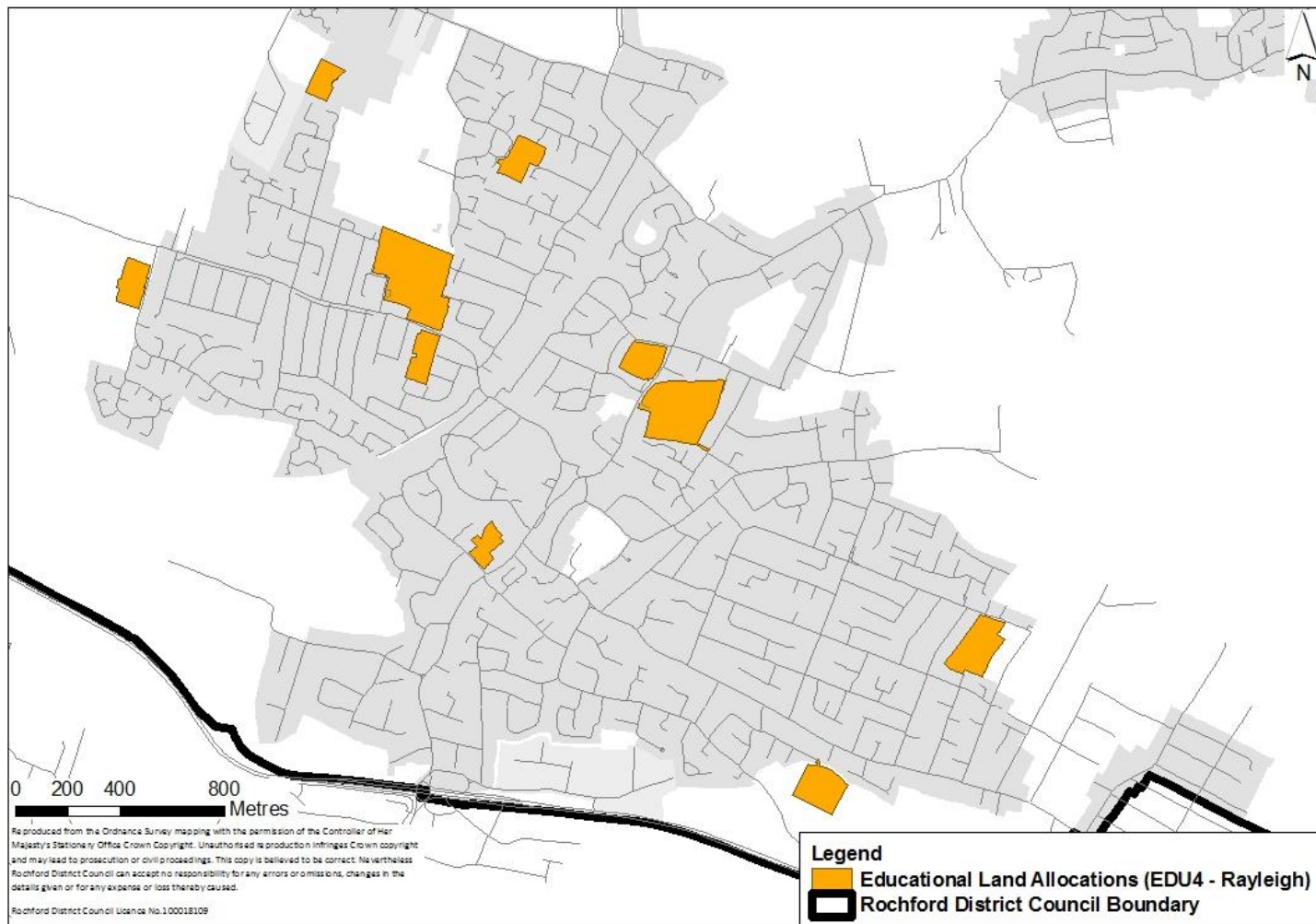
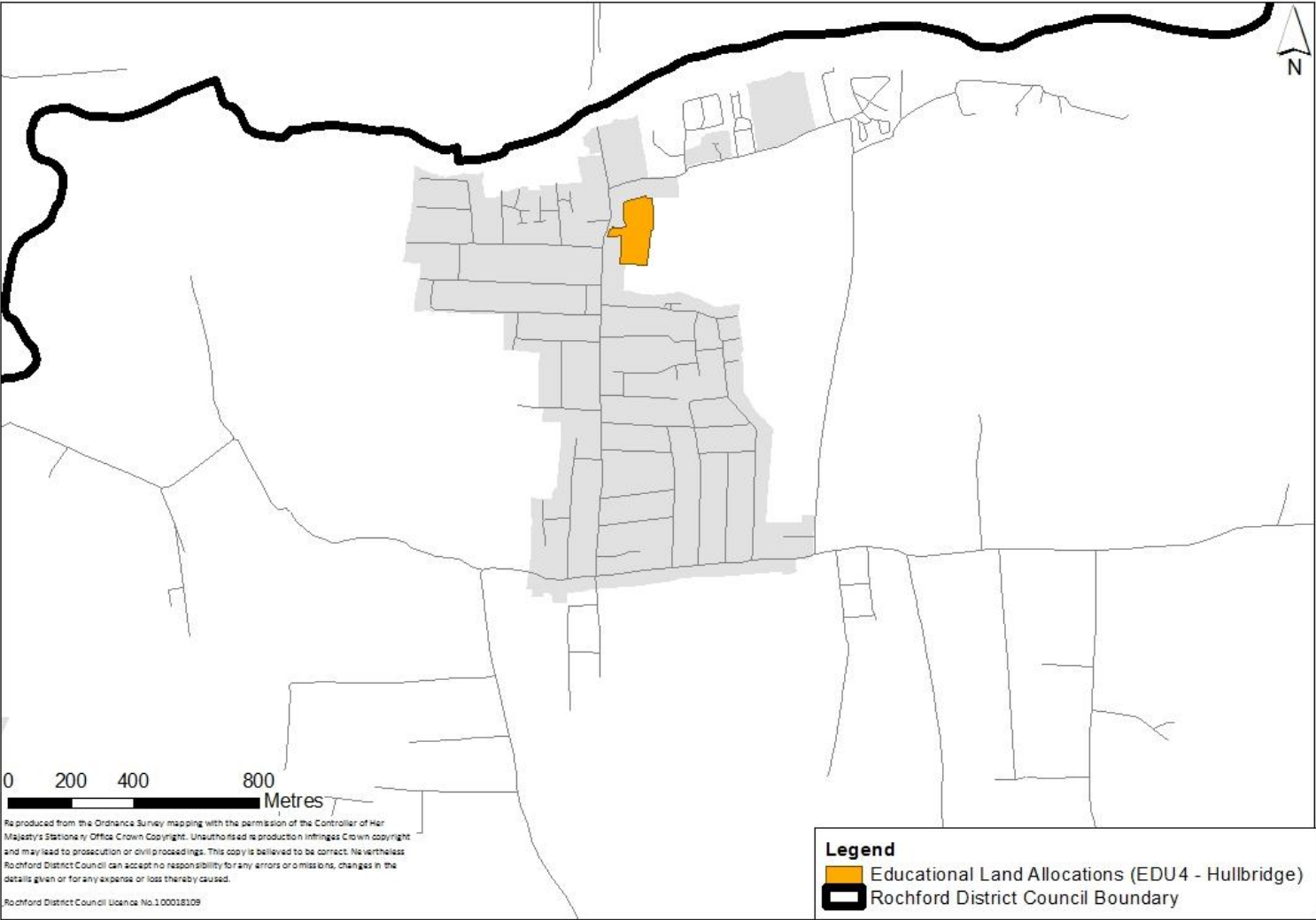


Figure 28 – Existing Primary and Secondary Schools in Rayleigh



**Figure 29 – Existing primary and secondary schools in Hullbridge
(NB No secondary schools in this area)**

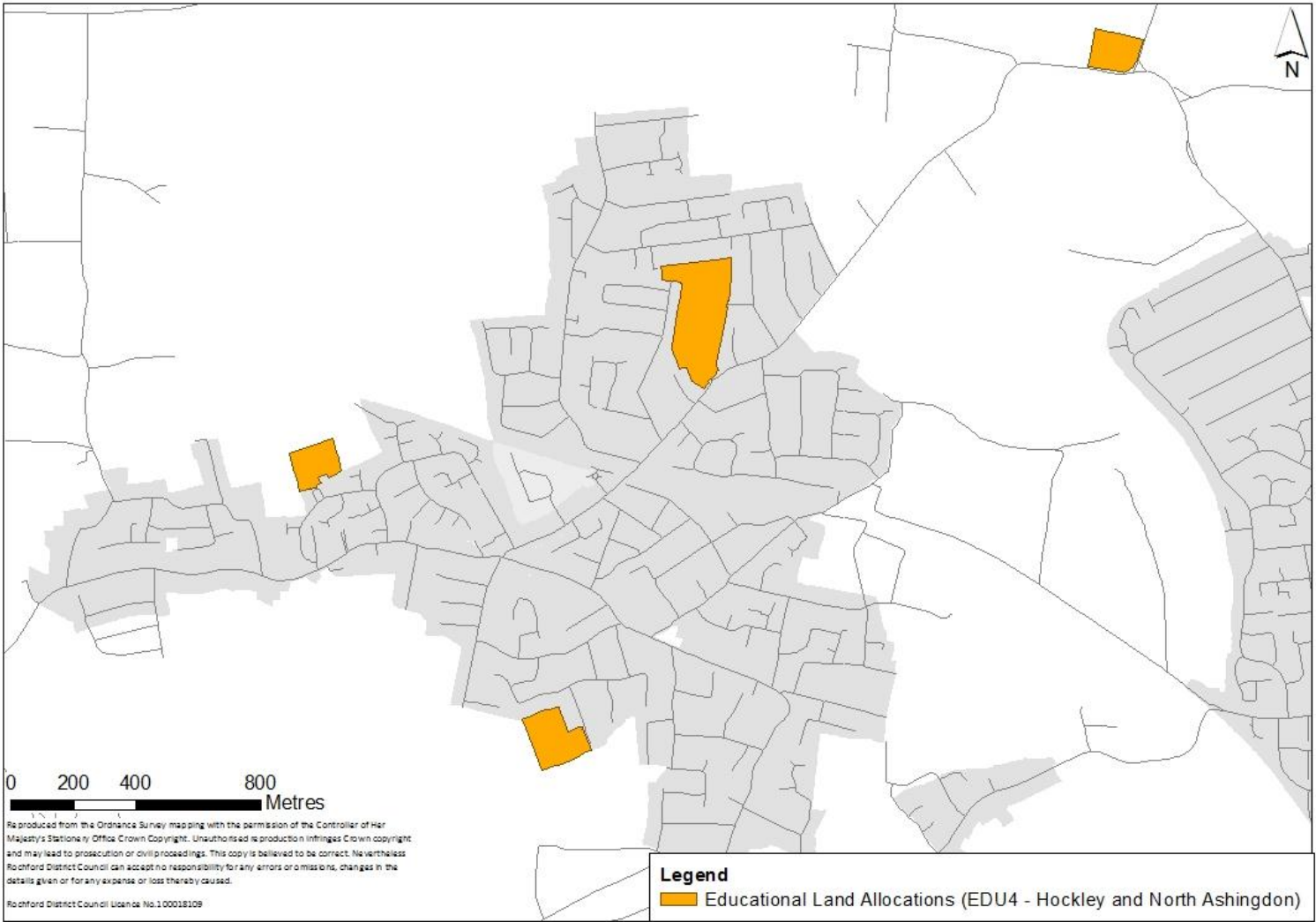


Figure 30 – Existing primary and secondary schools in Hockley and North Ashington

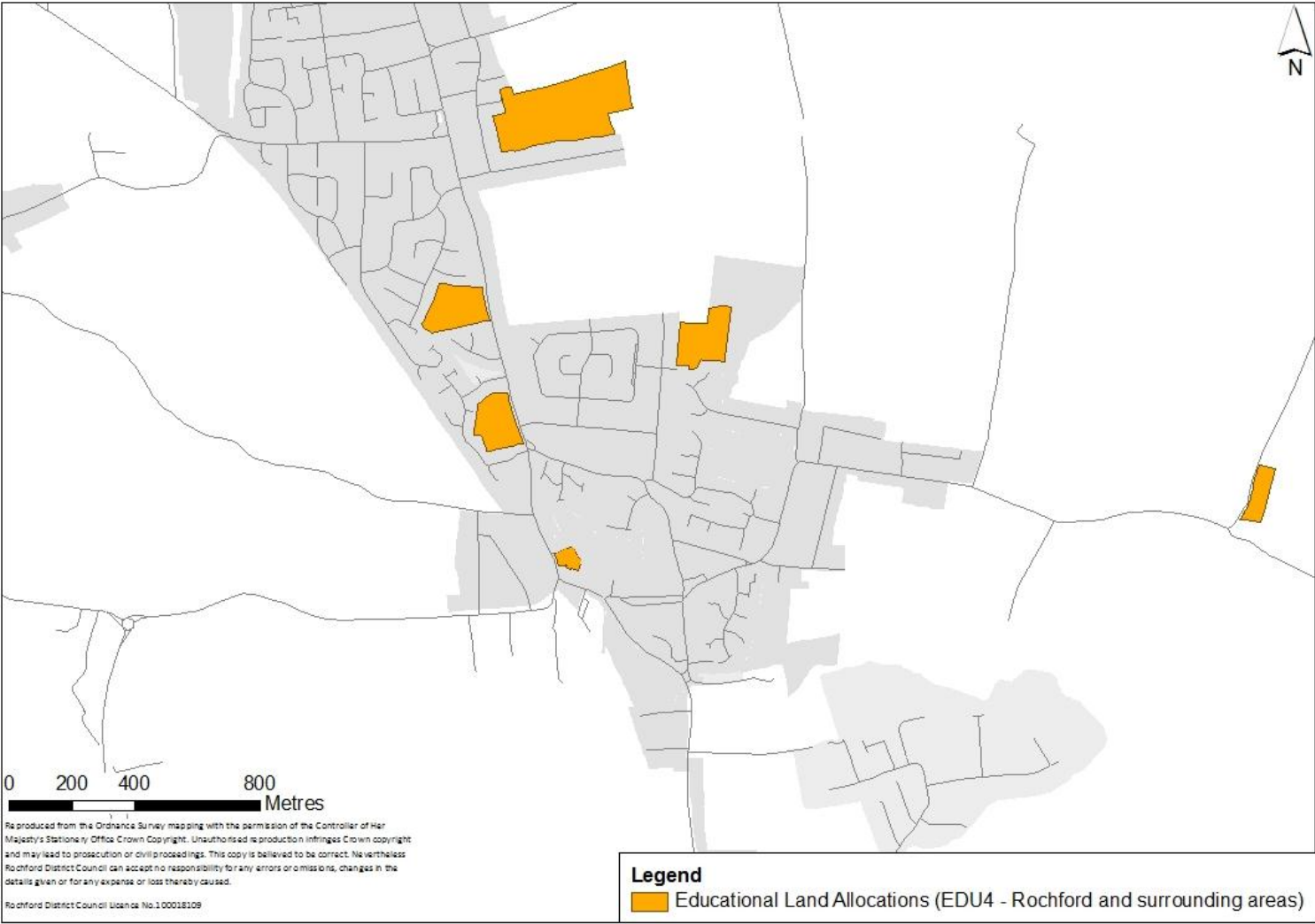
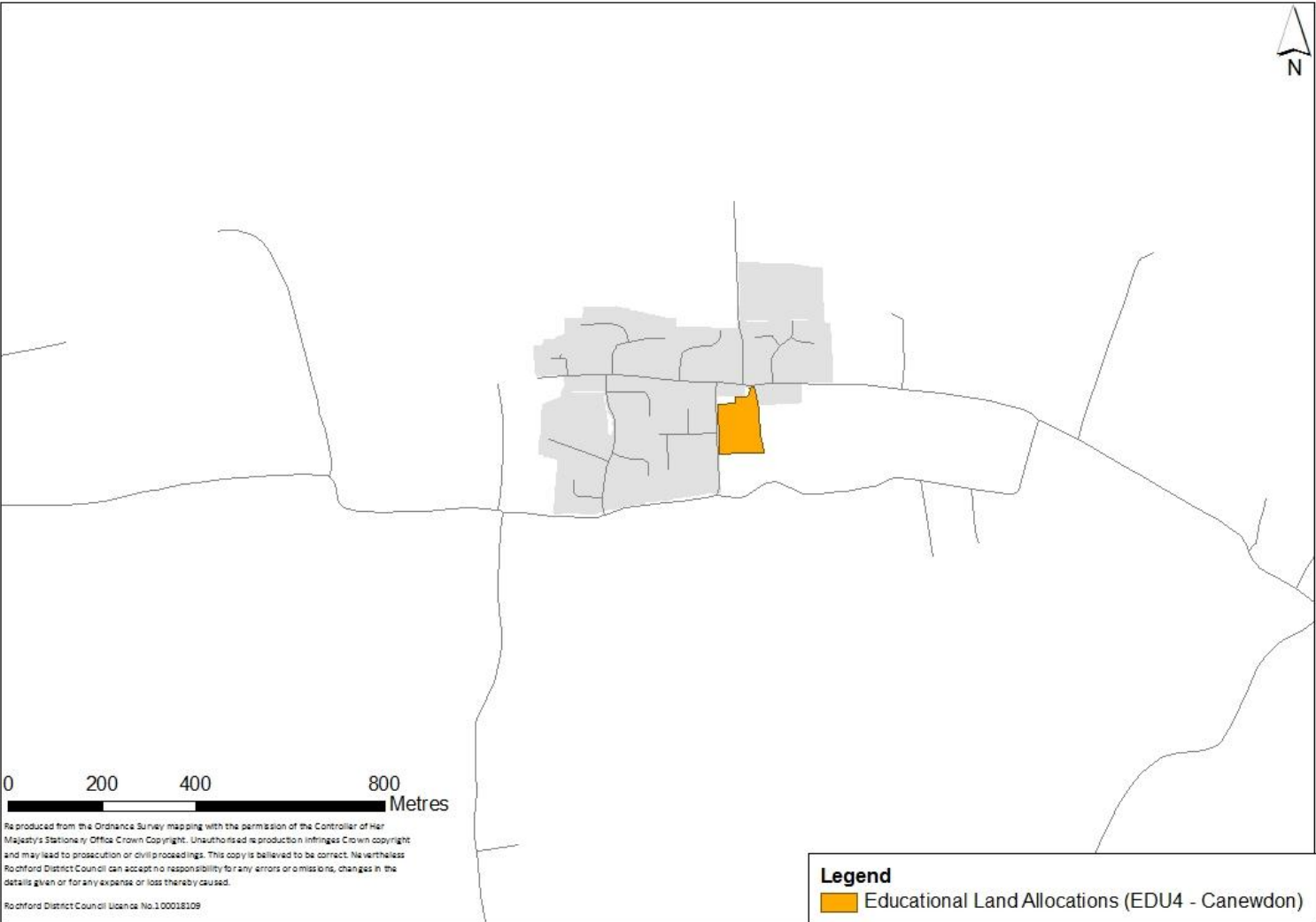


Figure 31 – Existing primary and secondary schools in Rochford and surrounding area



**Figure 32 – Existing primary and secondary schools in Canewdon
(NB No secondary schools in this area)**

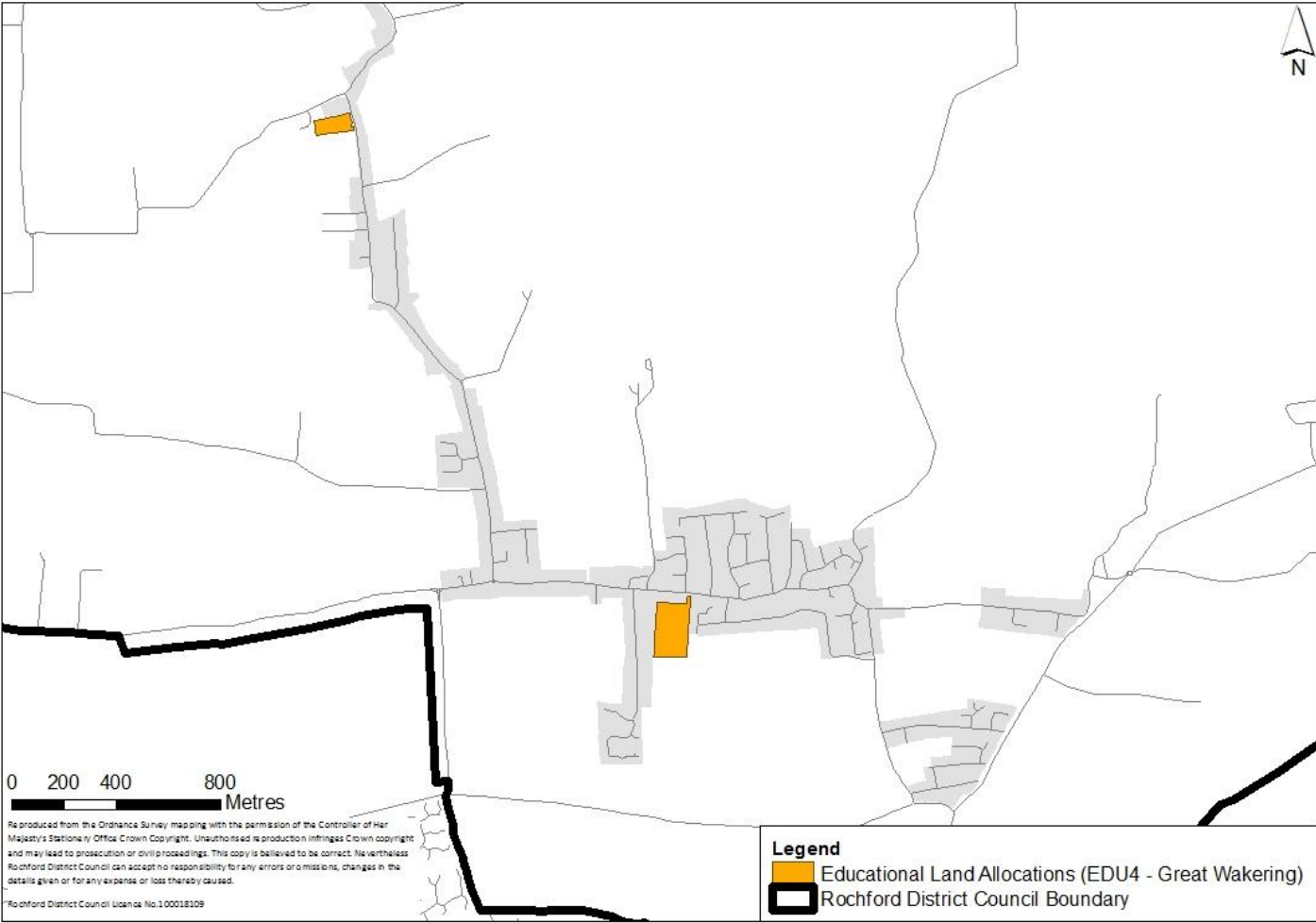


Figure 33 – Existing primary and secondary schools in Great Waking and surrounding area (NB No secondary schools in this area)

8 Open Space and Leisure Facilities Allocations

Introduction

- 8.1 Open space is an important resource for local communities. Open spaces provide significant opportunities for informal recreation enabling residents and visitors to undertake activities such as walking and cycling and outdoor sport and leisure activities such as football and cricket, with many open spaces providing a multi-functional purpose. Ensuring high quality, accessible open spaces to local communities is particularly important given the increasing pressure on land for other uses.
- 8.2 Being a predominantly Green Belt District there are numerous areas of open space, privately and publicly owned, both formal and informal.
- 8.3 However, it is of vital importance that any new development, including within town centres, integrates publicly accessible open space into its design. This includes the provision of new parks, allotments, amenity areas, playing pitches and other open space of high townscape value. Public open space will be ancillary to other uses within the different land allocations.
- 8.4 Both existing and new public open space will be protected.
- 8.5 Leisure activities, and places to accommodate them, play an important role in everyday life of local communities. There are numerous publicly and privately run leisure facilities within the District, including those on school premises. The Core Strategy highlights the importance of ensuring that future leisure developments are in locations accessible by a range of transport modes. New residential development to the south west of Hullbridge in particular is required to be accompanied by leisure facilities (as set out in Appendix H1 of the Core Strategy).
- 8.6 In addition, the Core Strategy also proposes that enhancements are made to Rayleigh Leisure Centre in particular (as set out in Policy CLT9).

Policy OSL1 – Existing Open Space

Context

- 8.7 The 2009 Open Space Study identified various forms of different open space in the District, namely: natural and semi natural greenspaces; amenity greenspaces; country park allotments; play space; youth facilities; outdoor sports facilities; cemeteries and churchyards; and streets, squares and pedestrian areas.
- 8.8 All such sites identified in the Open Space Study are proposed to be allocated as open space. It is important that existing areas of open space are protected from other competing uses.
- 8.9 The sites to be allocated as open space are illustrated in Figures 34 to 41.

Maps

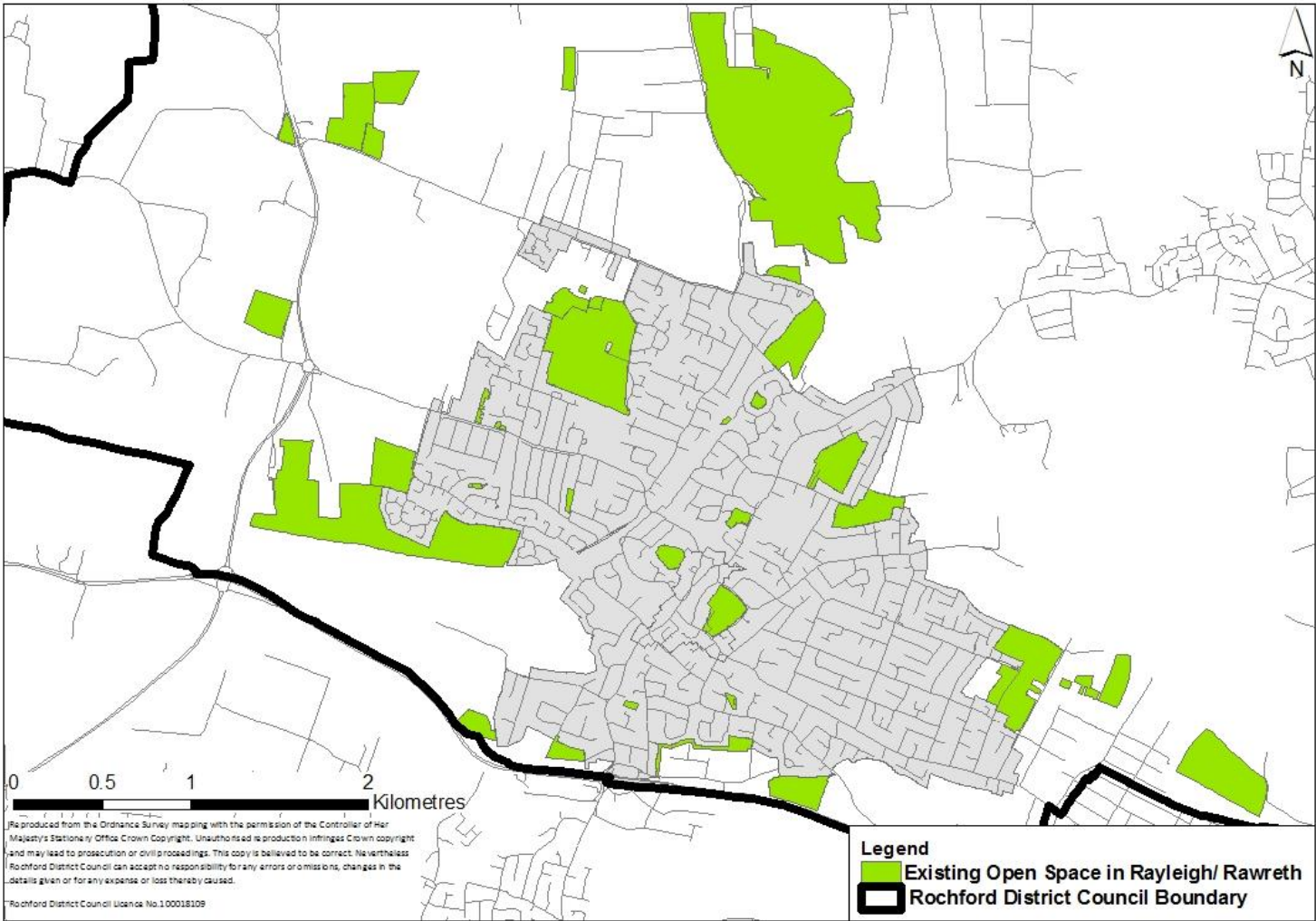


Figure 34 – Existing Open Space in Rayleigh/Rawreth

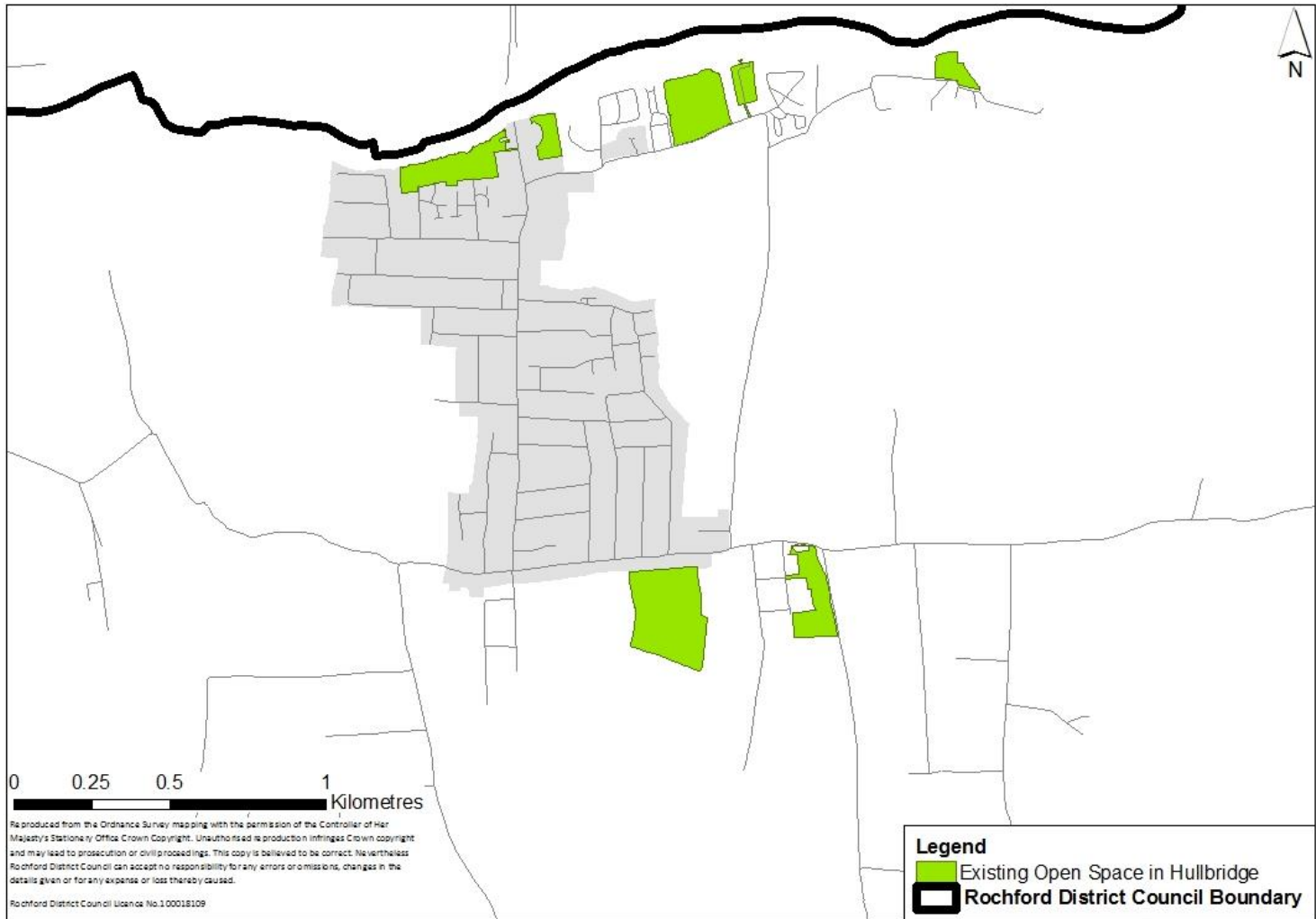


Figure 35 – Existing Open Space in Hullbridge

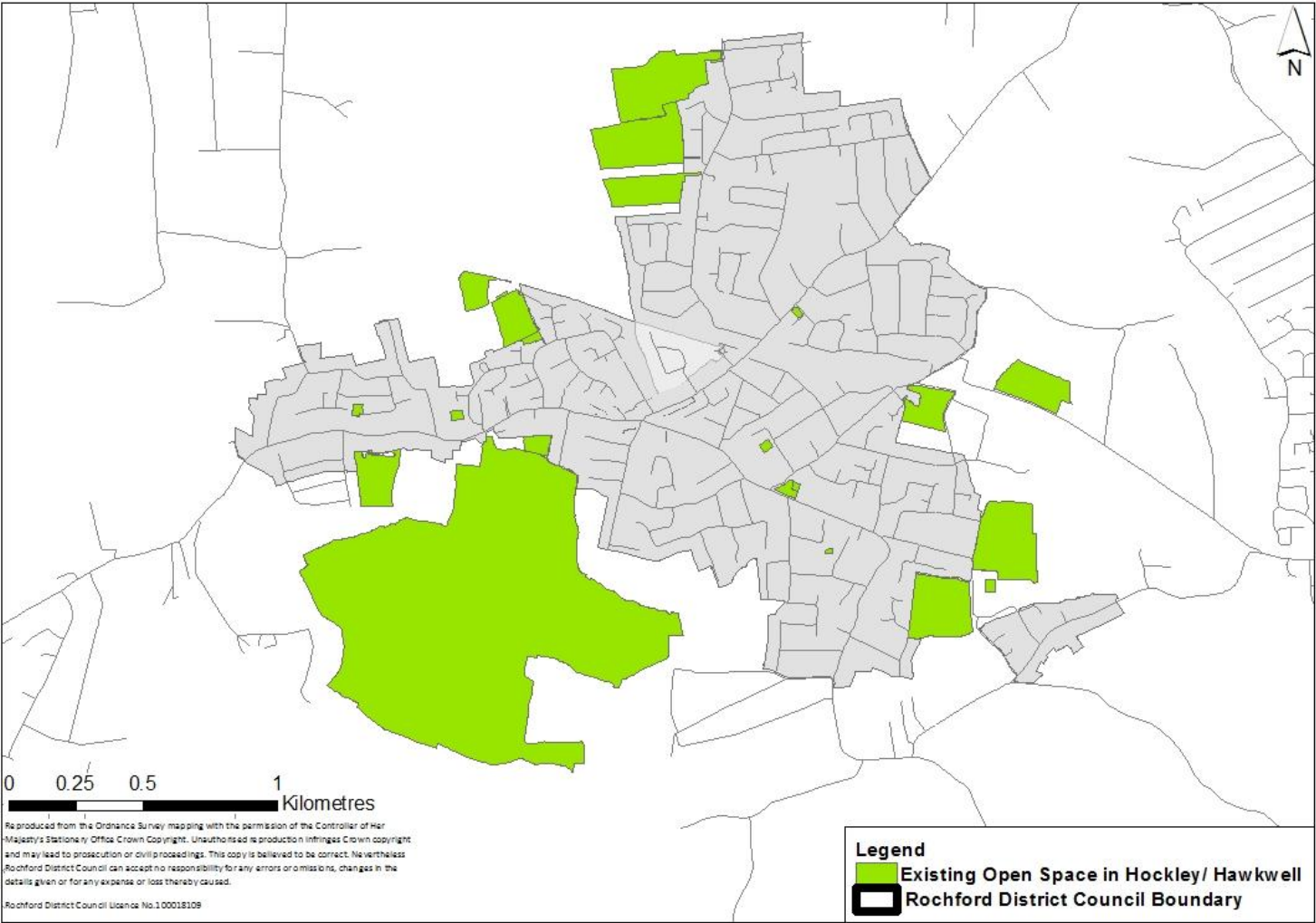


Figure 36 – Existing Open Space in Hockley/Hawkwell/Upper Roach Valley (northern section)

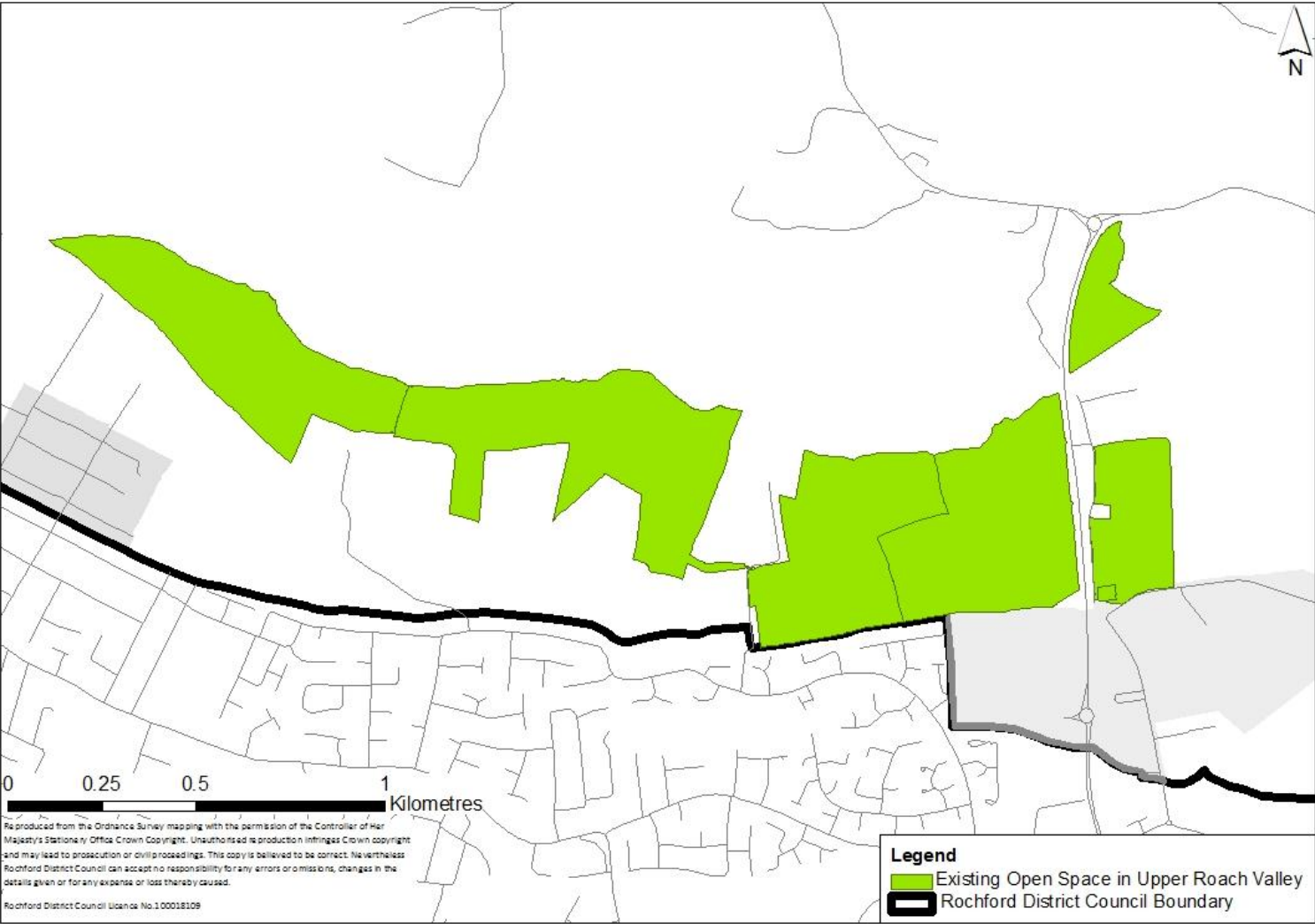


Figure 37 – Existing Open Space in the Upper Roach Valley (southern section)

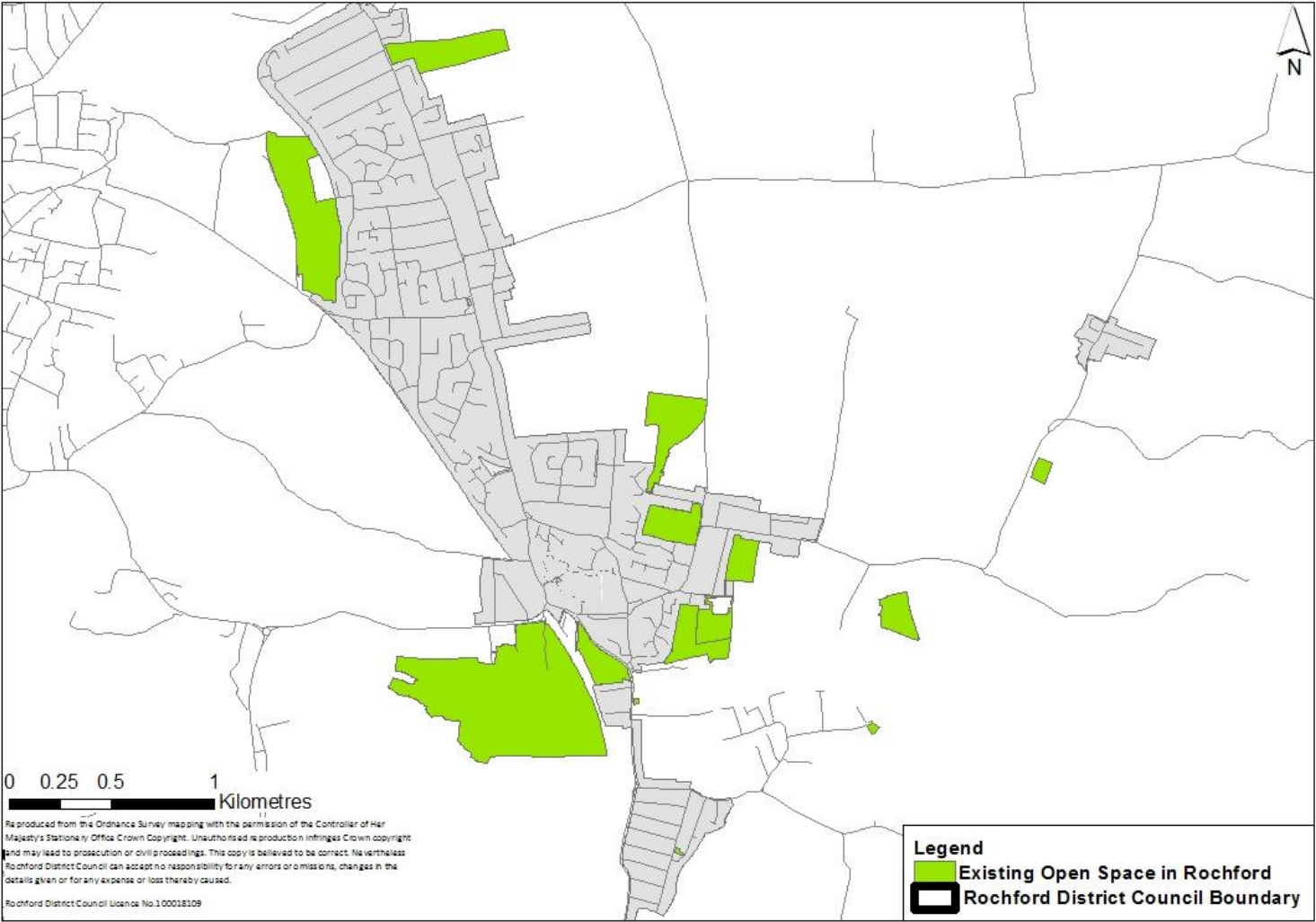


Figure 38 – Existing Open Space in Rochford/Ashingdon/Stambridge

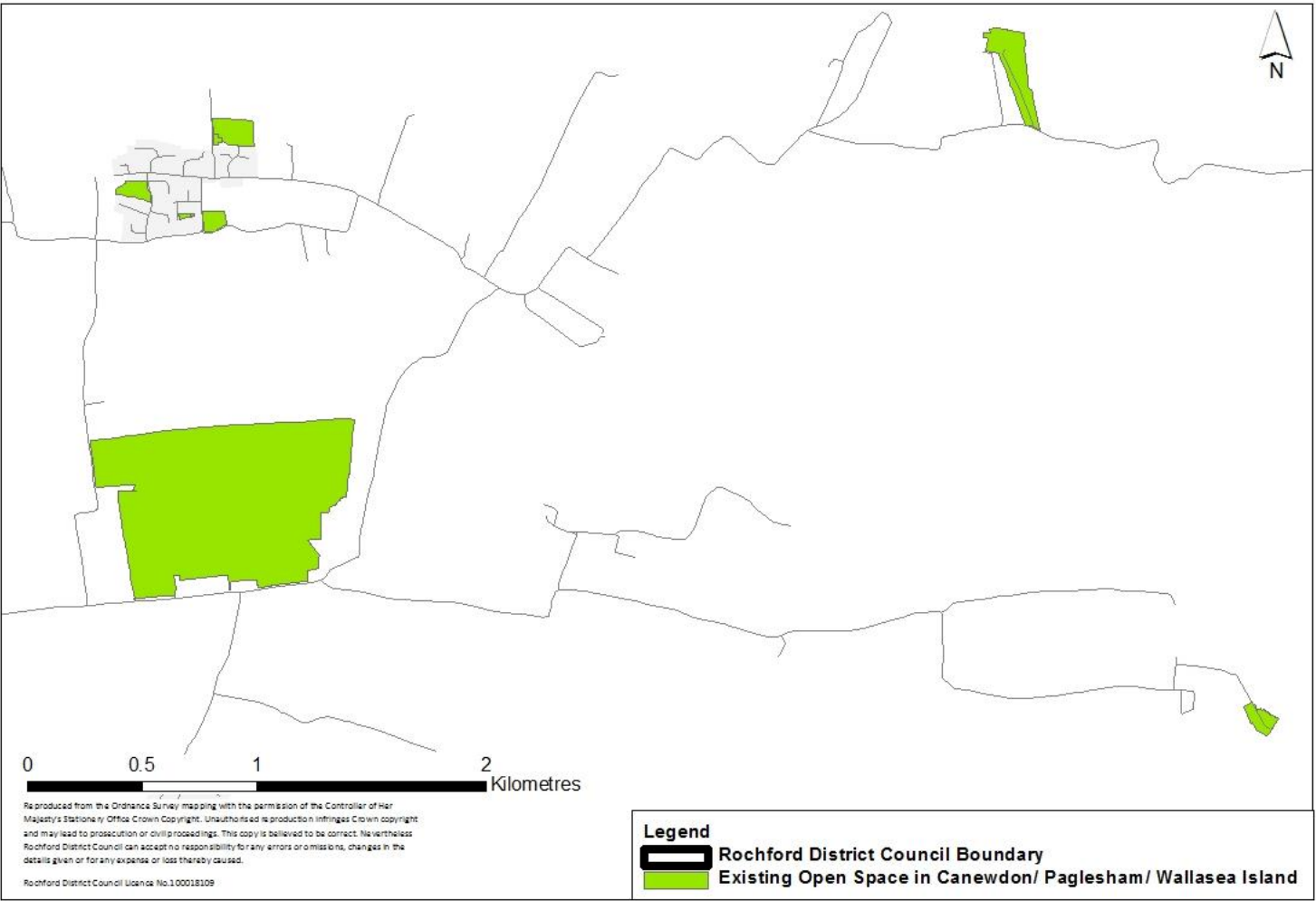


Figure 39 – Existing Open Space in Canewdon/Paglesham/Wallasea Island

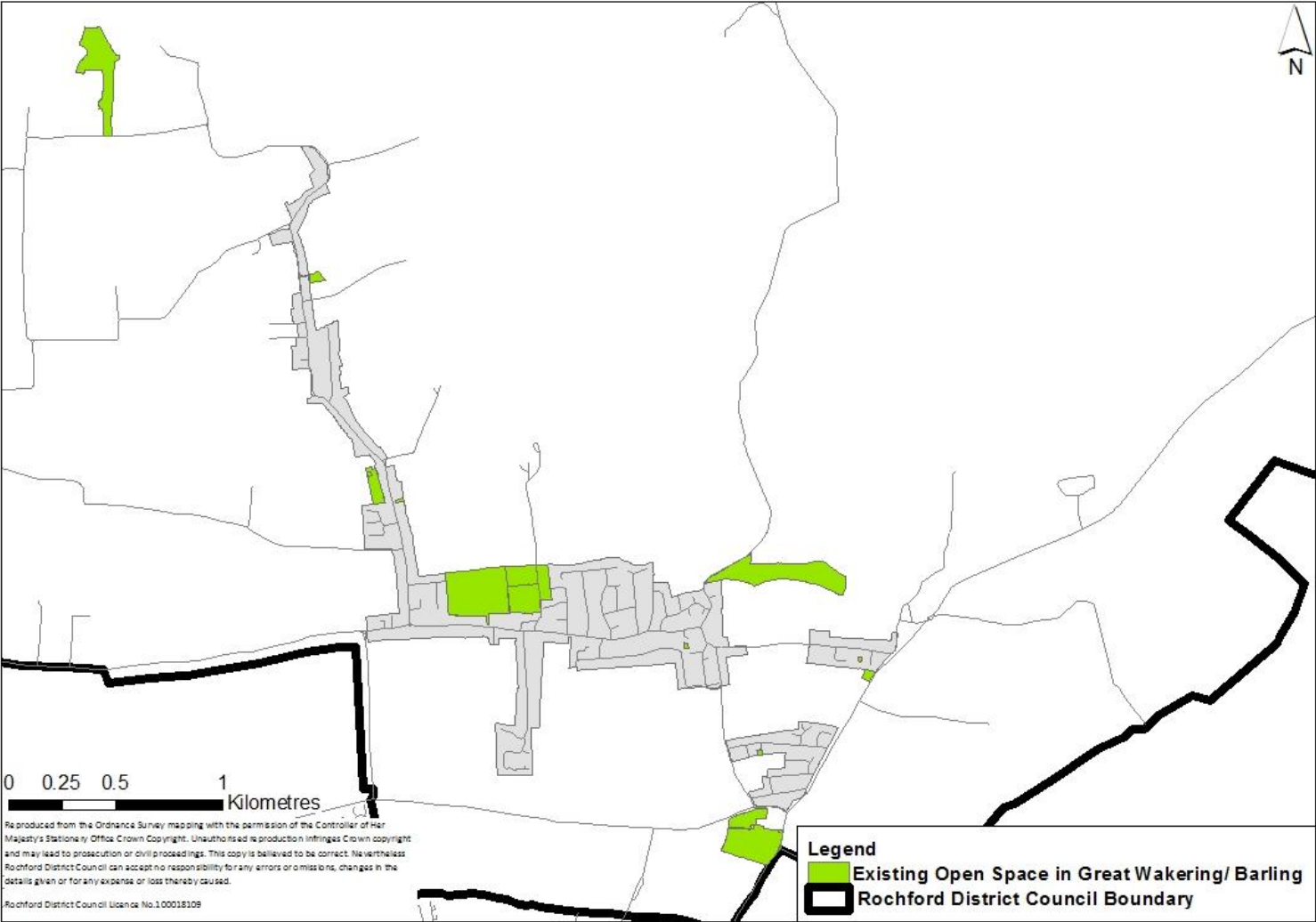


Figure 40 – Existing Open Space in Great Waking/Barling

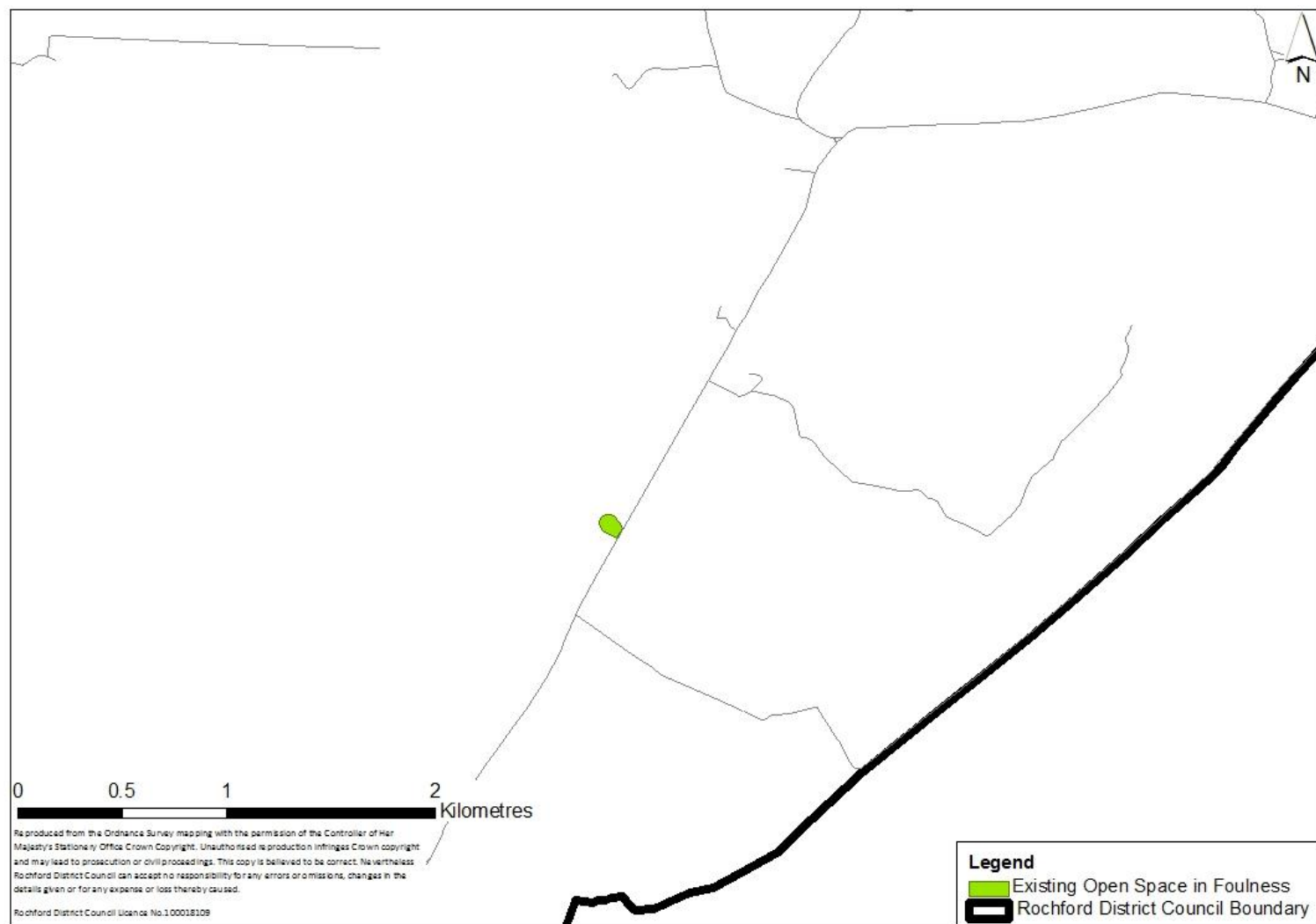


Figure 41 – Existing Open Space in Foulness

Policy OSL2 – New Open Space

Context

- 8.10 The Core Strategy requires that new residential development is accompanied by new public open space (as set out in Policy CLT5).
- 8.11 In particular, the Core Strategy proposes that land to the west of the new residential area to the north of London Road in Rayleigh (Policy SER1) be allocated as public park land to provide a buffer between the built environment and the A1245 (as set out in Appendix H1 and Policy CLT5 of the Core Strategy). Where practicable, consideration will be given to the protection of any land allocated as new public open space, through trusts or other arrangements, which safeguards the long term future of the public open space.

8.12 Additional public open space will be also be required to accompany new residential development at the following locations:

- Star Lane Industrial Estate, Great Wakering (Policy BFR1)
- Eldon Way/Foundry Industrial Estate, Hockley (Policy BFR2)
- Stambridge Mills, Rochford (Policy BFR3)
- Rawreth Industrial Estate, Rayleigh (Policy BFR4)
- North of London Road, Rayleigh (Policy SER1)
- West Rochford (Policy SER2)
- West Hockley (Policy SER3)
- South Hawkwell (Policy SER4)
- East Ashingdon (Policy SER5)
- South West Hullbridge (Policy SER6)
- South Canewdon (Policy SER7)
- South East Ashingdon (Policy SER8)
- West Great Wakering (Policy SER9)

8.13 New open space will be integrated into all new residential developments as set out in Policy CLT5 of the Core Strategy and will be protected from other uses.

Policy OSL3 – Existing Leisure Facilities

Context

8.14 There are two publicly run leisure facilities in the District; Clements Hall Leisure Centre in Hawkwell and Rayleigh Leisure Centre in Rayleigh.

8.15 Clements Hall Leisure Centre and Rayleigh Leisure Centre will be allocated for leisure use and protected from other competing uses. However, the playing field to the rear of the now closed Great Wakering Leisure Centre will be allocated as public open space and the leisure centre itself will be unallocated.

8.16 The location of Clements Hall Leisure Centre and Rayleigh Leisure Centre is defined in Figure 42.

Map

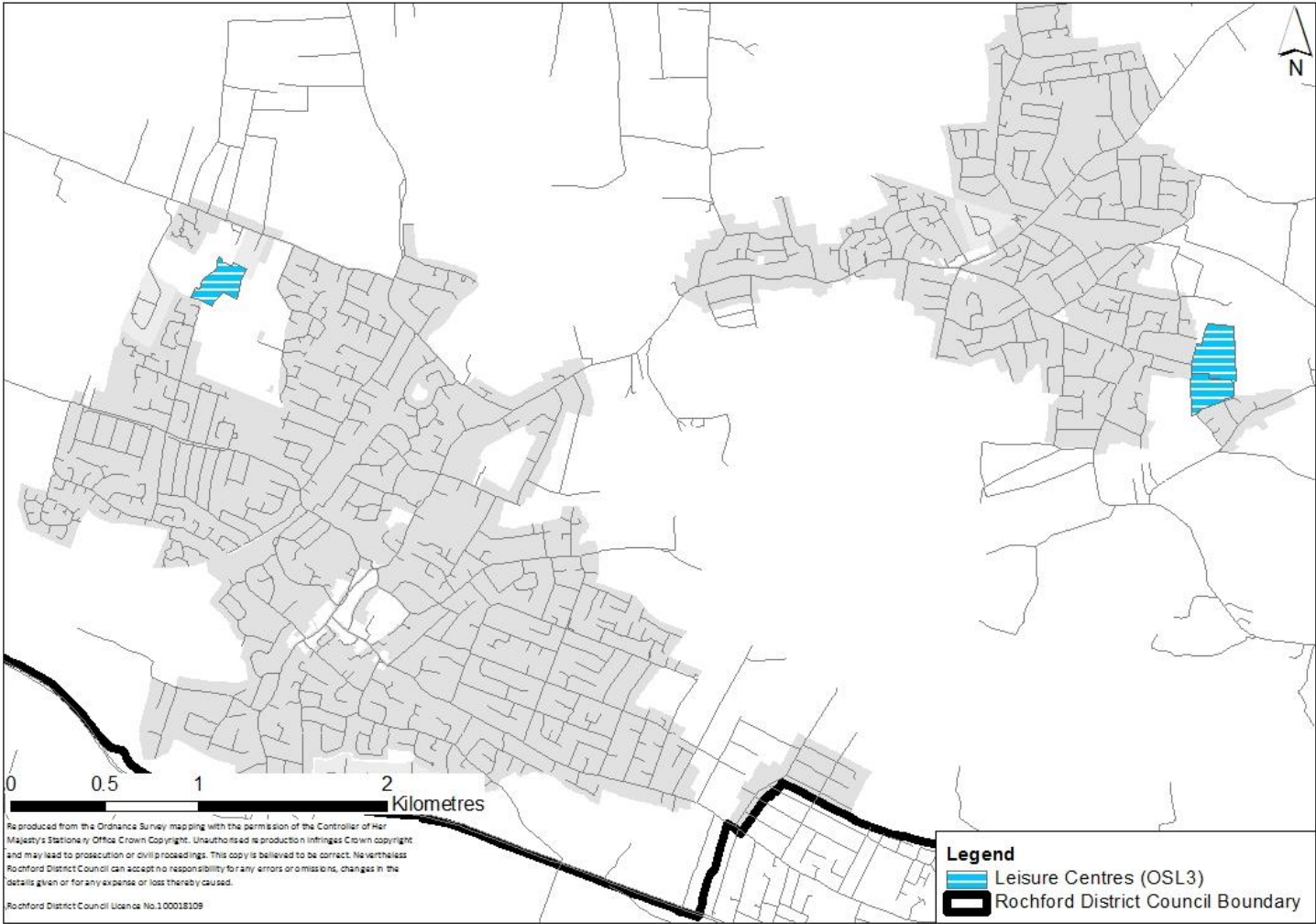


Figure 42 – Existing Leisure Facilities

9 Town Centre and Primary Shopping Area Boundary Allocations

Introduction

- 9.1 There are three town centres in the District; Rayleigh, Rochford and Hockley.
- 9.2 National policy places great importance on supporting and enhancing the vitality and vibrancy of town centres. Town Centres are defined as the “Area defined on the local authority’s proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area.” within the NPPF (Annex 2; page 57). Main town centre uses identified in the NPPF include retail development, leisure, entertainment facilities, the more intensive sport and recreation uses, offices, and arts, culture and tourism development (Annex 2; page 53).
- 9.3 The 2008 Retail and Leisure Study found that Rochford District suffers from expenditure leakage to out-of-district centres. Rayleigh, being the largest centre in the District does not suffer as greatly, and has the highest spending retention levels. Rochford and Hockley on the other hand performed poorly when it came to expenditure retention.
- 9.4 In recognition of the importance of town centres, not simply for retail but also as a focus for community and leisure activities, the Council has resolved to produce Area Action Plans for Hockley, Rayleigh and Rochford centres. However, in the interim, it is important to allocate land with regards to the District’s town centres to ensure they continue to perform their valuable functions. Town centre boundaries need to be defined, as well as primary shopping areas.
- 9.5 The primary shopping area is a “defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage” (NPPF, Annex 2; page 55).
- 9.6 The NPPF also notes that the “primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.” (Annex 2; page 55).

Policy TCB1 – Rayleigh

Context

- 9.7 Rayleigh is the principal town within the District, as highlighted within the 2008 Retail and Leisure Study, and has both strong comparison and strong convenience sectors. It was also noted that Rayleigh consists of a range of unit sizes enabling a diverse range of retailers to be based there.

- 9.8 Rayleigh is the largest of the three centres in the District, and has the most comprehensive range of facilities. There are a range of retail outlets, with chain stores and independent stores making use of the variety of unit sizes available to them. However, there are opportunities for improvement within the centre. The Retail and Leisure Study recommended additional comparison floorspace be considered. The study also stated that there was little need to change the town centre boundary, and as such this will remain as existing, as illustrated in Figure 43. This boundary, however, may be reviewed through the preparation of the Rayleigh Area Action Plan.
- 9.9 The primary shopping area of Rayleigh is closely related to the primary shopping frontage where retail and other appropriate uses are concentrated. Outside this area, the secondary shopping frontage area is located where a greater diversity of uses will be encouraged. The primary and secondary shopping frontages, as existing, are identified in Figure 43.
- 9.10 Redevelopment of the town centre through the Rayleigh Area Action Plan will have regard to Policy RTC4 of the Core Strategy. The Rayleigh Area Action Plan may entail amendments to the town centre boundary, primary and / or secondary shopping frontage areas.

Map

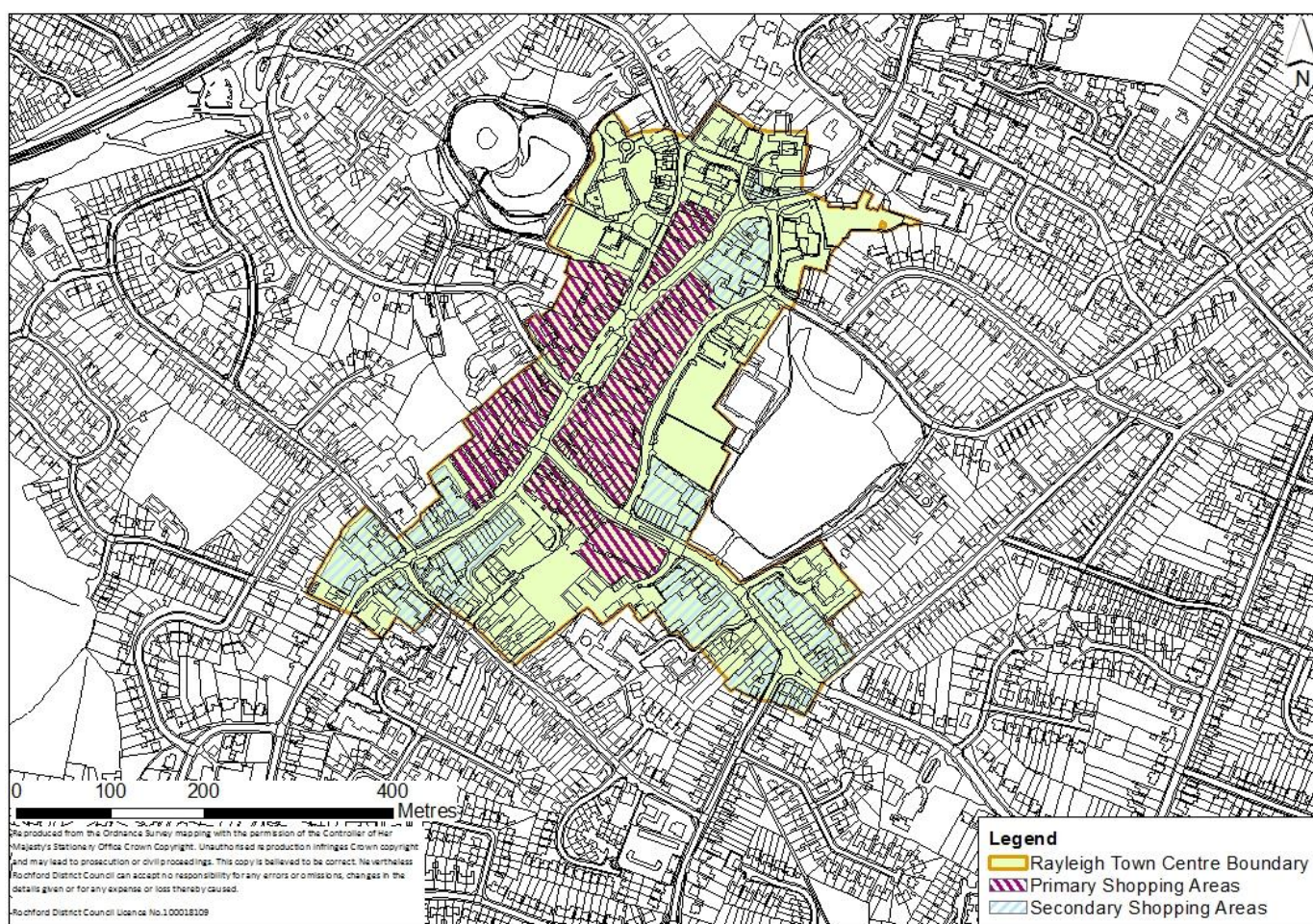


Figure 43 – Rayleigh Town Centre Boundary, the Primary Shopping Area/Primary Shopping Frontage and Secondary Shopping Frontage/Secondary Shopping Area

Policy TCB2 – Rochford

Context

- 9.11 Rochford was noted as being the second largest town centre in the District, in the 2008 Retail and Leisure Study, with strong comparison and convenience sectors, and also benefits from a unique layout. However several weaknesses were highlighted, including a lack of comparison goods floorspace, and a large number of smaller units. It was noted that there are opportunities for improvement within the centre.
- 9.12 The potential for Rochford as a centre was noted, particularly in reference to the Market Square which could act as a strong focal point. The Market Square is dominated by car parking.
- 9.13 The established town centre boundary for Rochford is considered to be too widely drawn, encompassing much residential development, to focus appropriate town centre uses within Rochford. A smaller boundary, refocusing the town centre, has been identified as set out in Figure 44. This boundary, however, may be reviewed through the development of the Rochford Area Action Plan.
- 9.14 The primary shopping area of Rochford is closely related to the primary shopping frontage where retail and other appropriate uses are concentrated. Outside this area, the secondary shopping frontage area is located where a greater diversity of uses will be encouraged. The primary and secondary shopping frontages, as existing, are identified in Figure 44.
- 9.15 Redevelopment of the town centre through the Rochford Area Action Plan will have regard to Policy RTC5 of the Core Strategy. The Rochford Area Action Plan may entail amendments to the town centre boundary, primary and / or secondary shopping frontage areas.

Map

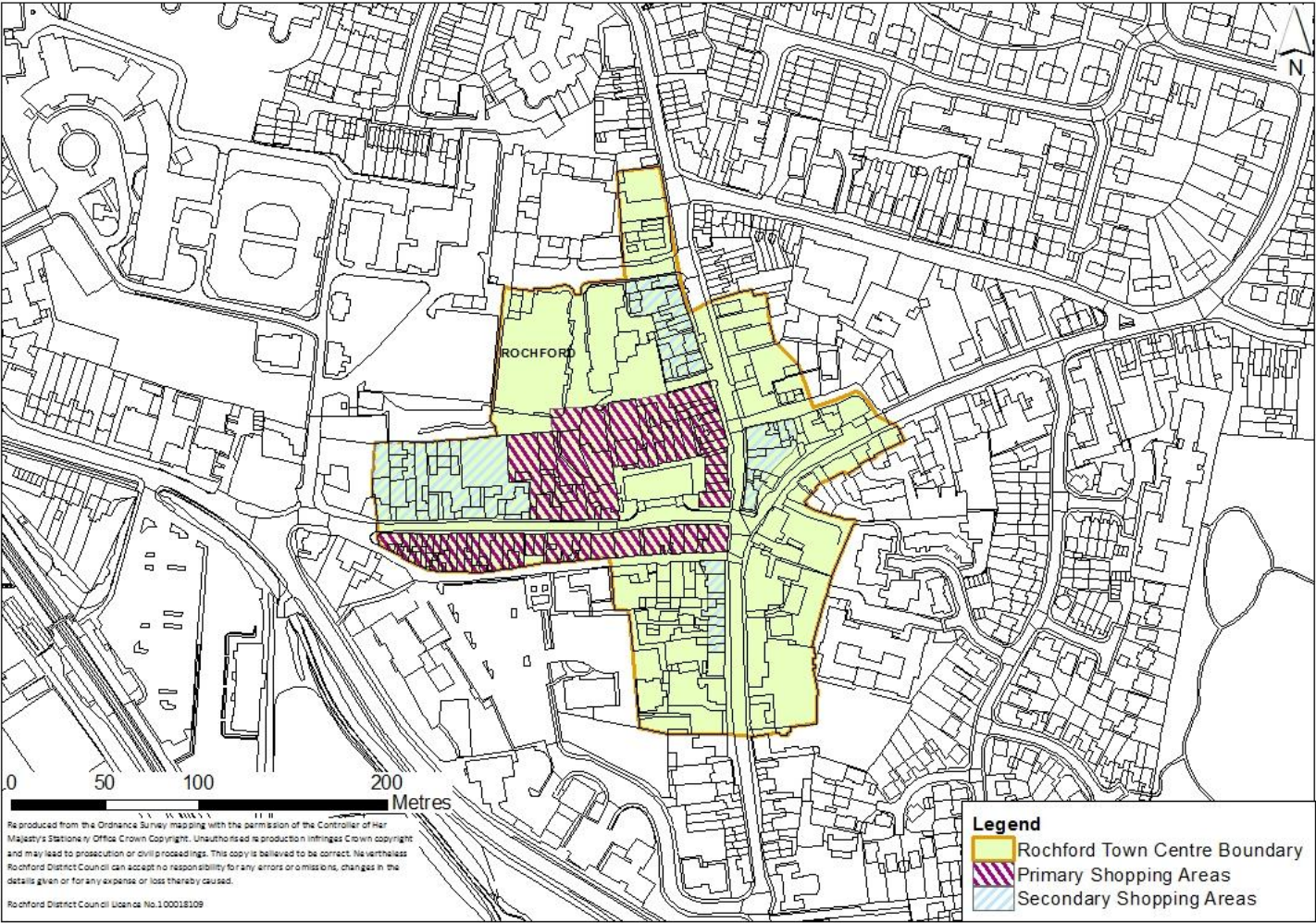


Figure 44 – Rochford Town Centre Boundary, the Primary Shopping Area/Primary Shopping Frontage and Secondary Shopping Frontage/Secondary Shopping Area

Policy TCB3 – Hockley

Context

- 9.16 Hockley was noted as being the smallest of the centres within the District, although it still benefits from a strong comparison goods sector and a good mix of independent traders. Opportunities were identified however in the 2008 Retail and Leisure Study with significant improvements available.
- 9.17 Hockley was noted in the 2008 Retail and Leisure Study as being the weakest of the three centres, with a number of opportunities for improvement.
- 9.18 Redevelopment of the town centre through the Hockley Area Action Plan will have regard to Policy RTC6 of the Core Strategy. The town centre boundary and the primary and secondary shopping frontages for Hockley will be determined in the Hockley Area Action Plan.

10 Implementation, Delivery and Monitoring

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Brownfield Residential Land Allocations				
Policy BFR1 – Star Lane Industrial Estate, Great Wakering	The Core Strategy (Policy H1) promotes the redevelopment of appropriate brownfield sites before greenfield land.	<p>This brownfield site is not delivered before greenfield land in the general location of 'West Great Wakering' (Policy SER9b) which is adjacent to the site.</p> <p>The southern section of the industrial estate precedes the northern section, or the northern section may not be developed.</p>	The Concept Statement provides flexibility in developing this brownfield site and takes into account potential different scenarios in terms of the timing of development, and stipulates appropriate mitigation measures.	Dwelling delivery will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
		The reallocation of this “bad neighbour” industrial estate for alternative residential use is not delivered due to difficulties in land assembly, reluctance for owners to relocate business, and/or lack of available alternative locations for businesses.	This identified “bad neighbour” industrial estate will be allocated for alternative residential use. The Council will work with landowners, developers, business representatives and other stakeholders to ensure this is delivered. Alternative land for businesses to relocate to in more appropriate locations will be allocated.	<p>The use and development of employment land is monitored as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p> <p>The Council will also monitor employment land available by type as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Brownfield Residential Land Allocations				
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
Policy BFR2 – Eldon Way/Foundry Industrial Estate, Hockley	<p>The Area Action Plan for Hockley town centre will be produced by the Council with the input of specialist consultants, using masterplanning work already undertaken, and taking on board the views of local stakeholders.</p> <p>The Area Action Plan will be</p>	The Area Action Plan for Hockley is not delivered. The regeneration of the town centre, providing a safe, accessible environment with a range of retail uses, evening leisure activities and community facilities, is not achieved.	<p>The Area Action Plan for Hockley will be produced in consultation with the local community to ensure that it reflects local views and opportunities.</p> <p>The Council will work with landowners and its partners to deliver the Area Action Plan.</p>	<p>Surveys of retail areas are carried out on an annual basis. A drop in the number of vacant units and a rise in the total number of shops and facilities will indicate success. Revised retail and leisure studies will be carried out. Improvements in the town centre's health assessment will</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Brownfield Residential Land Allocations				
		Centres outside of the District draw retail expenditure away from Hockley and undermine regeneration potential of centre.	The Area Action Plan will identify actions to increase Hockley's attractiveness to shoppers and visitors, centred upon its quality of environment, enabling it to compete with other centres.	
Policy BFR3 – Stambridge Mills, Rochford	<p>The Core Strategy (Policy H1) promotes the redevelopment of appropriate brownfield sites before greenfield land.</p> <p>The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.</p>	This brownfield site is not delivered in a timely manner.	The Council will work with landowners, developers and other stakeholders to ensure that this site is delivered.	Dwelling delivery will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
		Flood risk mitigation measures cannot be delivered, resulting in the site not being suitable for housing.	Flood Risk Assessment s of the site have been produced which demonstrate that flood risk can be mitigated through improvements to defences. The Council will work with the developer and Environment Agency to ensure appropriate flood mitigation measures can be delivered.	
		Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Brownfield Residential Land Allocations				
Policy BFR4 – Rawreth Industrial Estate, Rayleigh	The Core Strategy (Policy H1) promotes the redevelopment of appropriate brownfield sites before greenfield land.	This brownfield site is not delivered before greenfield land in the general location of 'North of London Road, Rayleigh' (Policy SER1) which is adjacent to the site.	The Concept Statement provides flexibility in developing this brownfield site and takes into account potential different scenarios in terms of the timing of development, and stipulates appropriate mitigation measures.	Dwelling delivery will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
		The reallocation of this "bad neighbour" industrial estate for alternative residential use is not delivered due to difficulties in land assembly, reluctance for owners to relocate business, and/or lack of available alternative locations for businesses.	This identified "bad neighbour" industrial estate will be allocated for alternative residential use. The Council will work with landowners, developers, business representatives and other stakeholders to ensure this is delivered.	The use and development of employment land is monitored as part of the Annual Monitoring Report or other reporting mechanism, as appropriate. The Council will also monitor employment land available by type as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
Policy SER1 – North of London Road, Rayleigh	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The ‘call for sites’ exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the ‘call for sites’ during the plan period.</p> <p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land. In the event that development in the identified area can no longer be delivered, alternative sites scheduled to be developed later will be brought forward.</p>	<p>As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>			
	Brownfield land adjacent to this site (Policy BFR4) is reallocated for residential use. The Core Strategy (Policy H1) promotes the redevelopment of appropriate brownfield sites before greenfield land.	This brownfield site (Policy BFR4) is not delivered before greenfield land in the general location of 'North of London Road, Rayleigh' (Policy SER1).	The Concept Statement provides flexibility in developing this greenfield site and takes into account potential different scenarios in terms of the timing of development, and stipulates appropriate mitigation measures.	Dwelling delivery will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
Policy SER2 – West Rochford	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The 'call for sites' exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the 'call for sites' during the plan period.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land. In the event that development in the identified area can no longer be delivered, alternative sites scheduled to be developed</p>	<p>As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p> <p>The completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>		later will be brought forward.	
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
Policy SER3 – West Hockley	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The ‘call for sites’ exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the ‘call for sites’ during the plan period.</p> <p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p>	<p>Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.</p> <p>The brownfield part of the site is not delivered in conjunction with adjacent greenfield land.</p>	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land. In the event that development in the identified area can no longer be delivered, alternative sites scheduled to be developed later will be brought forward.</p> <p>The Council will work with landowners, developers, business representatives and other stakeholders to ensure this is delivered.</p>	<p>As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p> <p>Dwelling delivery will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>			
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
Policy SER4 – South Hawkwell	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The ‘call for sites’ exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the ‘call for sites’ during the plan period.</p> <p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land. In the event that development in the identified area can no longer be delivered, alternative sites scheduled to be developed later will be brought forward.</p>	As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land. Data will be monitored according to the national Single Data List where necessary.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>			
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
Policy SER5 – East Ashingdon	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The ‘call for sites’ exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the ‘call for sites’ during the plan period.</p> <p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land. In the event that development in the identified area can no longer be delivered, alternative sites scheduled to be developed later will be brought forward.</p>	<p>As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>			
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
Policy SER6 – South West Hullbridge	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The ‘call for sites’ exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the ‘call for sites’ during the plan period.</p> <p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land.</p>	As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>Site SER6b will not be allocated for development until post-2021, and will be prevented from development until an appropriate time through the development management process.</p> <p>Post-2021, the completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>	<p>Extensions to the residential envelope pre-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p> <p>Extensions to the residential envelope post-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p>	<p>As such, some sites may be brought forward from post-2021 allocations, if allocated sites pre-2021 are not delivered.</p> <p>Where post-2021 sites are brought forward for development, it is anticipated that pre-2021 sites which were not delivered through earlier phasing, will be delivered post-2021. However, if there are not enough deliverable sites, then the Council will review the situation through the Local Development Framework Process.</p>	<p>The Council will monitor the delivery of residential development and review the situation through the Local Development Framework process to ensure a constant five year housing supply.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
Policy SER7 – South Canewdon	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The ‘call for sites’ exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the ‘call for sites’ during the plan period.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land.</p>	As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p> <p>The site will not be allocated for development until post-2021, and will be prevented from development until an appropriate time through the development management process.</p> <p>Post-2021, the completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>	<p>Extensions to the residential envelope pre-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p> <p>Extensions to the residential envelope post-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p>	<p>As such, some sites may be brought forward from post-2021 allocations, if allocated sites pre-2021 are not delivered.</p> <p>Where post-2021 sites are brought forward for development, it is anticipated that pre-2021 sites which were not delivered through earlier phasing, will be delivered post-2021. However, if there are not enough deliverable sites, then the Council will review the situation through the Local Development Framework Process.</p>	<p>The Council will monitor the delivery of residential development and review the situation through the Local Development Framework process to ensure a constant five year housing supply.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
Policy SER8 – South East Ashingdon	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The ‘call for sites’ exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the ‘call for sites’ during the plan period.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land.</p>	As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p> <p>The site will not be allocated for development until post-2021, and will be prevented from development until an appropriate time through the development management process.</p> <p>Post-2021, the completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered.</p>	<p>Extensions to the residential envelope pre-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p> <p>Extensions to the residential envelope post-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p>	<p>As such, some sites may be brought forward from post-2021 allocations, if allocated sites pre-2021 are not delivered.</p> <p>Where post-2021 sites are brought forward for development, it is anticipated that pre-2021 sites which were not delivered through earlier phasing, will be delivered post-2021. However, if there are not enough deliverable sites, then the Council will review the situation through the Local Development Framework Process.</p>	<p>The Council will monitor the delivery of residential development and review the situation through the Local Development Framework process to ensure a constant five year housing supply.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	The Council will work with developers to ensure that the requirements set out in the Concept Statement are delivered.	Some of the infrastructure requirements, such as the Lifetime Homes Standard, affordable housing or SUDs, are demonstrated to be undeliverable.	A flexible approach will be maintained to ensure that where it can be shown that the requirement threatens the viability of a scheme, then the Council will work with developers to agree a suitable solution.	The delivery of SUDs, Lifetime Homes and affordable housing will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
Policy SER9 – West Great Wakering	<p>The Council will work with local landowners, agents and developers to ensure that development of this site is viable. The 'call for sites' exercise has ascertained that there are parcels of land within the site which developers are willing and able to develop.</p> <p>The Council has engaged with landowners, agents and developers through the preparation of the SHLAA to ensure the deliverability and achievability of sites put forward through the 'call for sites' during the plan period.</p> <p>The Council has worked with service providers and its partners to ensure that development within this location is feasible.</p>	Extension to the residential envelope pre-2021 in this general area is not delivered in time, and there is not a constant five-year housing supply.	<p>Engagement with developers to ascertain deliverability of the site identified within this location has taken place, particularly through the preparation of the SHLAA, and will continue throughout the plan period.</p> <p>A flexible approach will be maintained with regards to the timing of the release of land for extensions to the residential envelope to ensure a constant five-year supply of land.</p>	As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the Council record planning permissions granted and completions of residential development. This is translated into a housing trajectory which includes an assessment of the five-year supply of land.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	<p>The site will not be allocated for development until post-2021, and will be prevented from development until an appropriate time through the development management process.</p> <p>Post-2021, the completion of dwellings will be carried out by developers having regard to the Council's adopted policies in the Local Development Framework, guided by the Council's development management.</p> <p>The phasing will be controlled through the development management process and delivered by working with developers and landowners to ensure there is a constant five-year supply of available land that will be delivered</p>	<p>Extensions to the residential envelope pre-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p> <p>Extensions to the residential envelope post-2021 in the identified general areas are not delivered, and there is not a constant five year housing supply.</p>	<p>As such, some sites may be brought forward from post-2021 allocations, if allocated sites pre-2021 are not delivered.</p> <p>Where post-2021 sites are brought forward for development, it is anticipated that pre-2021 sites which were not delivered through earlier phasing, will be delivered post-2021. However, if there are not enough deliverable sites, then the Council will review the situation through the Local Development Framework Process.</p>	<p>The Council will monitor the delivery of residential development and review the situation through the Local Development Framework process to ensure a constant five year housing supply.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Settlement Extension Residential Land Allocations				
	Brownfield land adjacent to this site (Policy BFR1) is reallocated for residential use. The Core Strategy (Policy H1) promotes the redevelopment of appropriate brownfield sites before greenfield land.	This brownfield site (Policy BFR1) is not delivered before greenfield land in the general location of 'West Great Wakering' (Policy SER9b).	The Concept Statement provides flexibility in developing this greenfield site and takes into account potential different scenarios in terms of the timing of development, and stipulates appropriate mitigation measures.	Dwelling delivery will be monitored through the Annual Monitoring Reports or other reporting mechanism, as appropriate.
Policy GT1 – Gypsy and Traveller Accommodation	The Council will seek to acquire this land and will ensure that it is appropriately managed by or on behalf of the Council.	The allocated site is not implemented.	<p>The Council will work with landowners, developers, local representative groups and other stakeholders to ensure this site is delivered.</p> <p>The Concept Statement sets out the principles for the development of this site, which will be managed through the development management process.</p>	The Council will monitor the granting of planning permission for Gypsy and Travellers sites, and their development, as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Existing Employment Land Allocations				
Policy EEL1 – Existing Employment Land around Rochford	The existing employment sites will be protected from inappropriate development which would undermine their function in providing job opportunities through the management of development.	Existing employment land is not protected from alternative uses, which are potentially incompatible with the existing uses.	The Development Management DPD will be published which includes a policy to aid the determination of alternative use applications for employment land.	<p>The use and development of employment land is monitored as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p> <p>The Council will also monitor employment land available by type as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p>
Policy EEL2 – Existing Employment Land around Rayleigh	The existing employment sites will be protected from inappropriate development which would undermine their function in providing job opportunities through the management of development.	Existing employment land is not protected from alternative uses, which are potentially incompatible with the existing uses.	The Development Management DPD will be published which includes a policy to aid the determination of alternative use applications for employment land.	<p>The use and development of employment land is monitored as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p> <p>The Council will also monitor employment land available by type as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Existing Employment Land Allocations				
Policy EEL3 – Existing Employment Land on Wallasea Island	The existing employment sites will be protected from inappropriate development which would undermine their function in providing job opportunities through the management of development.	Existing employment land is not protected from alternative uses, which are potentially incompatible with the existing uses.	The Development Management DPD will be published which includes a policy to aid the determination of alternative use applications for employment land.	<p>The use and development of employment land is monitored as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p> <p>The Council will also monitor employment land available by type as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
New Employment Land Allocations				
Policy NEL1 – South of London Road, Rayleigh	The Council will work with landowners, developers, business representatives and other stakeholders (including infrastructure providers) to ensure the successful delivery of this site.	The site, to create additional employment opportunities and to relocate displaced businesses from “bad neighbour” industrial estates, is not delivered.	The Council will work with landowners, developers, business representatives and other stakeholders to ensure this is delivered and that displaced businesses are suitably relocated.	The development of future allocations with appropriate employment-generating uses will be monitored by the Council as part of the Annual Monitoring Report or other reporting mechanism, as appropriate. Employment levels within the District will be used to indicate success.
Policy NEL2 – West of the A1245, Rayleigh	The Council will work with landowners, developers, business representatives and other stakeholders (including infrastructure providers) to ensure the successful delivery of this site.	The site, to create additional employment opportunities and to relocate displaced businesses from “bad neighbour” industrial estates, is not delivered.	The Council will work with landowners, developers, business representatives and other stakeholders to ensure this is delivered and that displaced businesses are suitably relocated.	The development of future allocations with appropriate employment-generating uses will be monitored by the Council as part of the Annual Monitoring Report or other reporting mechanism, as appropriate. Employment levels within the District will be used to indicate success.
Policy NEL3 – South of Great Wakering	The Council will work with landowners, developers, business representatives and other stakeholders (including infrastructure providers) to ensure the successful delivery of this site.	The site, to create additional employment opportunities and to relocate displaced businesses from “bad neighbour” industrial estates, is not delivered.	The Council will work with landowners, developers, business representatives and other stakeholders to ensure this is delivered and that displaced businesses are suitably relocated.	The development of future allocations with appropriate employment-generating uses will be monitored by the Council as part of the Annual Monitoring Report or other reporting mechanism, as appropriate. Employment levels within the District will be used to indicate success.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
New Employment Land Allocations				
Policy NEL4 – North of London Southend Airport	The London Southend Airport and Environs Joint Area Action Plan will detail development to the north of the airport and how this is to be delivered. The Council will work with landowners, developers, business representatives and other stakeholders (including infrastructure providers) to ensure the successful delivery of this site.	The site, to create additional employment opportunities and to relocate displaced businesses from “bad neighbour” industrial estates, is not delivered.	The London Southend Airport and Environs Joint Area Action Plan will detail development to the north of the airport and how this is to be delivered. The Council will work with landowners, developers, business representatives and other stakeholders to ensure this is delivered and that displaced businesses are suitably relocated.	The development of future allocations with appropriate employment-generating uses will be monitored by the Council as part of the Annual Monitoring Report or other reporting mechanism, as appropriate. Employment levels within the District will be used to indicate success.
		The Eco-Enterprise Centre is not feasible.	A feasibility study will be carried out for the Eco-Enterprise Centre.	The number of businesses within the Eco-Enterprise Centre, and the proportion of these sustained within the District once they have left the Centre, will be used to measure its success.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Ecological and Landscape Allocations				
Policy ELA1 – Local Wildlife Sites	<p>The Council will prevent development that would be of harm to these sites of local nature conservation importance through the development management process.</p> <p>The enhancement of existing sites owned by the Council will be achieved by the positive management of them. In the case of other sites, the Council will encourage owners to do likewise.</p> <p>Management plans for Local Wildlife Sites adjacent to new developments will be prepared.</p>	<p>Management plans for affected sites, adjacent to new developments, are not delivered.</p> <p>Sites of local nature conservation importance are not being protected.</p>	<p>Sites of local nature conservation importance will be protected through the development management process.</p> <p>The Council will work with developers to ensure that management plans for Local Wildlife Sites adjacent to new developments are prepared and implemented.</p>	<p>As part of the Annual Monitoring Report or other reporting mechanism, as appropriate, the number of management plans prepared for affected developments will be monitored.</p> <p>Data will be monitored according to the national Single Data List where necessary.</p>
Policy ELA2 – Coastal Protection Belt	<p>The Coastal Protection Belt will be protected from harmful development through the development management process.</p>	<p>Development within the Coastal Protection Belt, in exceptional circumstances, is unavoidable which may impact on the open and rural character of the undeveloped coast.</p>	<p>The Council will direct development away from the Coastal Protection Belt, as far as practicable, through the development management process.</p>	<p>The success of this approach will be measured by the quality of the landscape in the Coastal Protection Belt, as well as its biodiversity.</p> <p>The Council will include reports on development within the Coastal Protection Belt in the Annual Monitoring Report or other reporting mechanism, as appropriate.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Ecological and Landscape Allocations				
Policy ELA3 – Upper Roach Valley	The Upper Roach Valley will be protected from harmful development through the development management process.	<p>Pressure on the District to accommodate additional development results in difficulty in protecting the Upper Roach Valley from development.</p> <p>Development within the Upper Roach Valley, in exceptional circumstances, is unavoidable which may impact on the character of this area.</p>	<p>The Local Development Framework will set out a robust strategy for the delivery of all development required, based on sound evidence.</p> <p>By allocating land for the development the District is required to accommodate, the Council will be able to ensure that land allocated in the Local Development Framework as Green Belt remains protected from inappropriate development.</p> <p>The Council will direct development away from the Upper Roach Valley, as far as practicable, through the development management process.</p>	<p>The success of this approach will be measured by the quality of the landscape in the Upper Roach Valley, as well as its biodiversity.</p> <p>The Council will include reports on development within the Upper Roach Valley in the Annual Monitoring Report or other reporting mechanism, as appropriate.</p>
	The Council will expand Cherry Orchard Jubilee Country Park through the use of Council owned land and the acquisition of land where necessary. The Council will only use compulsory purchase powers as a last resort where all other alternatives have been exhausted.	The extension of Cherry Orchard Jubilee Country Park to provide a vast 'green lung' linking other parts of the Upper Roach Valley for informal recreational opportunities is undeliverable.	The Council will work closely with landowners to secure the future of Cherry Orchard Jubilee Country Park, and will use compulsory purchase as a last resort.	The expansion of Cherry Orchard Jubilee Country Park will be monitored as part of the Annual Monitoring Report or other reporting mechanism, as appropriate.

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Educational Land Allocations				
Policy EDU1 – North of London Road, Rayleigh	<p>A new primary school will be delivered in partnership with Essex Country Council and developers, and guided by the Council's development management.</p> <p>Planning obligations and standard charges will be used to aid the delivery of the requisite educational provision.</p>	Facilities cannot be delivered by Essex County Council on land allocated for additional primary schools with early years and childcare facilities.	<p>The Council has engaged with Essex County Council throughout the Core Strategy and Allocations production process to ensure emerging policies are deliverable. The Council will work with Essex Country Council and developers, as necessary, to ensure the delivery of facilities in this location.</p> <p>The Council will seek planning obligations and standard charges from developers to aid the implementation of required educational facilities.</p>	<p>The Council will work with Essex Country Council to monitor the balance between the supply and demand of schools in the District. Essex County Council monitors the present and future provision of school places within the County within <i>The Essex School Organisation Plan</i> which has been updated on an annual basis since 2003.</p> <p>The supply and demand for early year is monitored by Essex County Council.</p>
Policy EDU2 – West Rochford	<p>A new primary school, early years and childcare provision will be delivered in partnership with Essex Country Council and developers, and guided by the Council's development management.</p> <p>Planning obligations and standard charges will be used to aid the delivery of the requisite educational provision.</p>	Facilities cannot be delivered by Essex County Council on land allocated for additional primary schools with early years and childcare facilities.	<p>The Council has engaged with Essex County Council throughout the Core Strategy and Allocations production process to ensure emerging policies are deliverable.</p> <p>The Council will work with Essex Country Council and developers, as necessary, to ensure the delivery of facilities in this location.</p>	<p>The Council will work with Essex Country Council to monitor the balance between the supply and demand of schools in the District. Essex County Council monitors the present and future provision of school places within the County within <i>The Essex School Organisation Plan</i> which has been updated on an annual basis since 2003.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Educational Land Allocations				
			The Council will seek planning obligations and standard charges from developers to aid the implementation of required educational facilities.	The supply and demand for early year is monitored by Essex County Council.
Policy EDU3 – King Edmund School	<p>The expansion of King Edmund School will be delivered in partnership with Essex Country Council and developers, and guided by the Council's development management.</p> <p>Planning obligations and standard charges will be used to deliver the requisite educational provision.</p>	Facilities cannot be delivered by Essex County Council on land allocated.	<p>Land has been allocated for the expansion of King Edmund School.</p> <p>The Council will work with Essex Country Council and the school, as necessary, to ensure the delivery and expansion of facilities in the identified location.</p> <p>The Council will seek planning obligations and standard charges from developers to aid the implementation of required educational facilities.</p>	The Council will work with Essex Country Council to monitor the balance between the supply and demand of schools in the District. Essex County Council monitors the present and future provision of school places within the County within <i>The Essex School Organisation Plan</i> which has been updated on an annual basis since 2003.

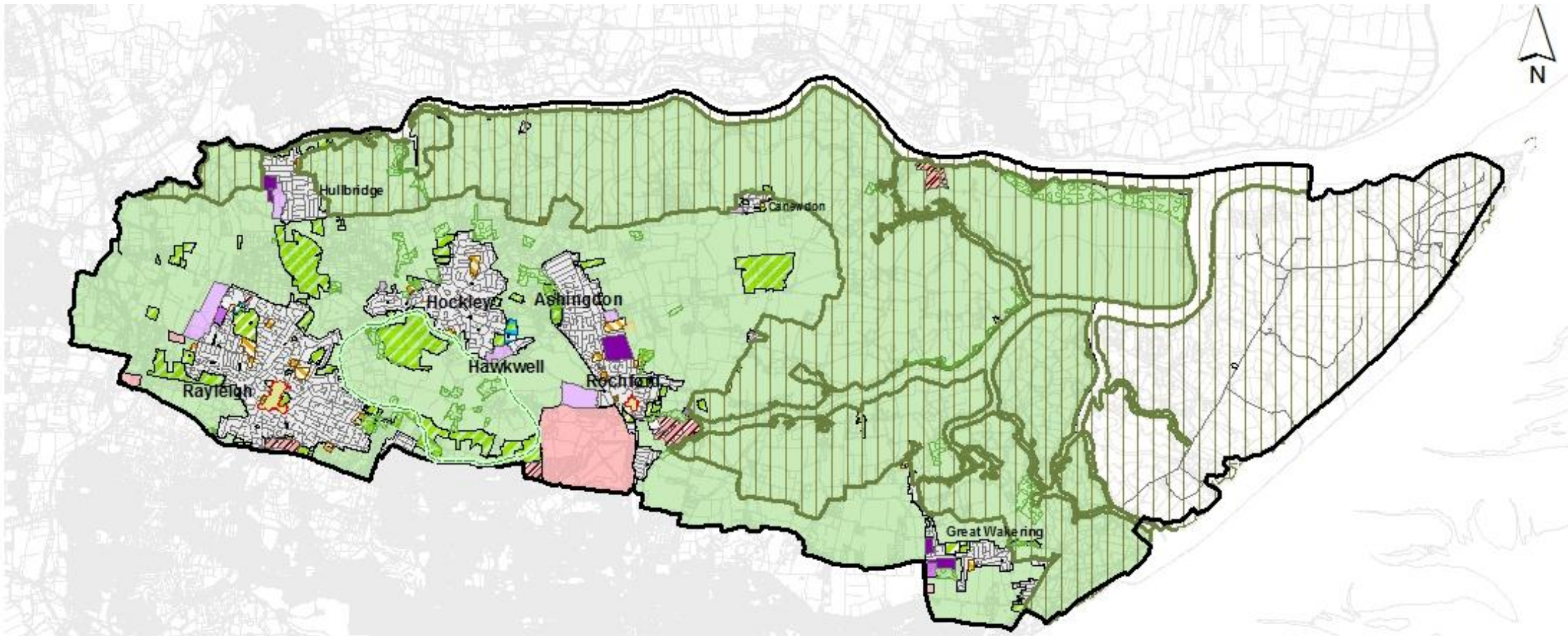
Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Educational Land Allocations				
Policy EDU4 – Existing Primary and Secondary Schools	<p>Increased primary school, early years and childcare provision will be delivered, where necessary, in partnership with Essex Country Council and developers, and guided by the Council's development management.</p> <p>Planning obligations and standard charges will be used to aid the delivery of the requisite educational provision.</p>	Facilities cannot be delivered by Essex County Council on land allocated for additional primary schools with early years and childcare facilities.	<p>Part of the school sites located in the Green Belt have been reallocated for educational use to ensure that they have the capacity to expand, as appropriate, to meet changing needs.</p> <p>The Council will work with Essex Country Council and developers, as necessary, to ensure the expansion of facilities as required.</p> <p>The Council will seek planning obligations and standard charges from developers to aid the implementation of required educational facilities.</p>	<p>The Council will work with Essex Country Council to monitor the balance between the supply and demand of schools in the District. Essex County Council monitors the present and future provision of school places within the County within <i>The Essex School Organisation Plan</i> which has been updated on an annual basis since 2003.</p> <p>The supply and demand for early year is monitored by Essex County Council.</p>
	<p>Secondary school expansion will be delivered in partnership with Essex Country Council and developers, and guided by the Council's development management, as appropriate.</p> <p>Planning obligations and standard charges will be used to deliver the requisite educational provision.</p>	The anticipated expansion of Fitzwimarc and Sweyne Park schools, and other secondary schools as required, is not achieved due to constraints.	<p>The Council will work with Essex Country Council and the individual schools themselves, as necessary, to ensure the delivery and expansion of facilities, as appropriate.</p> <p>The Council will seek planning obligations and standard charges from developers to aid the increase in capacities of Fitzwimarc and Sweyne Park schools, and other secondary schools as required.</p>	




Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Open Space and Leisure Facilities Allocations				
Policy OSL1 – Existing Open Space	The protection of existing open space will be regulated through the development management process.	The protection of existing open space is not achieved due to pressures to accommodate other forms of development.	Existing open space will be protected through the development management process.	The provision of open space will be monitored by the Council.
Policy OSL2 – New Open Space	The provision of new open space will be regulated through the development management process.	The provision of new open space is not achieved due to pressures to accommodate other forms of development.	Adequate site areas to accommodate development requirements in addition to new open space are allocated.	The provision of open space will be monitored by the Council.
Policy OSL3 – Existing Leisure Facilities	Existing leisure facilities will be protected through the development management process. The Council will use contributions from developers, through standard charges to enhance existing leisure facilities, where necessary.	Leisure facilities throughout the District, in particular Rayleigh Leisure Centre, are not maintained and enhanced.	The Council will work with its partners to ensure that leisure facilities are maintained and enhanced, and will seek contributions, as appropriate, to enhance the leisure offer within the District.	The provision of leisure facilities may be monitored using the Sport England <i>Sports Facility Calculator</i> . The proportion (m ²) of both completed and outstanding leisure development within the District is recorded within the Annual Monitoring Report or other reporting mechanism, as appropriate.

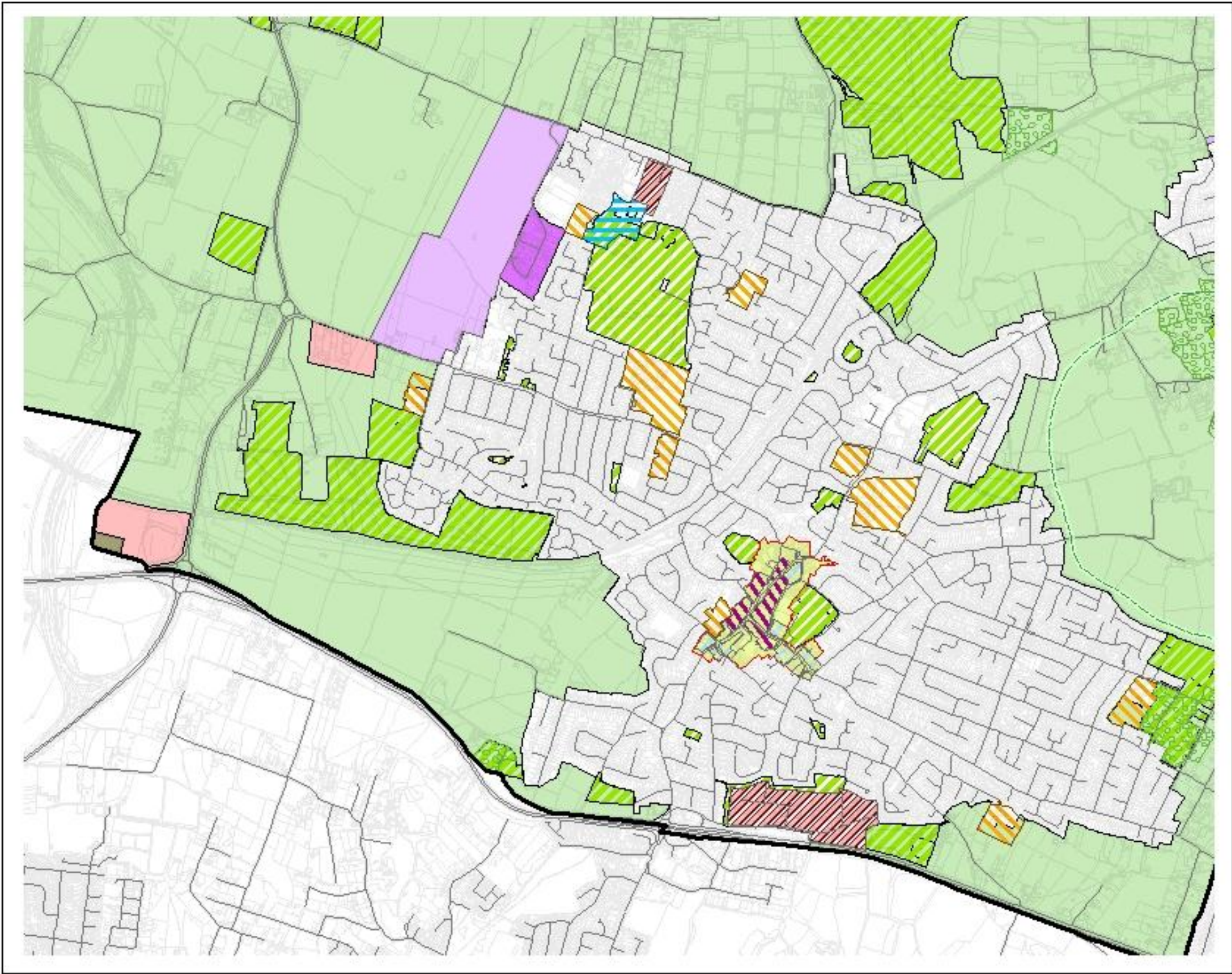
Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Town Centre and Primary Shopping Area Boundary Allocations				
Policy TCB1 – Rayleigh	<p>The Area Action Plan for Rayleigh town centre will be produced by the Council with the input of specialist consultants, using masterplanning work already undertaken, and taking on board the views of local stakeholders.</p> <p>The Area Action Plan will be implemented in partnership with local developers and landowners.</p>	<p>The Area Action Plan for Rayleigh is not delivered. The regeneration of the town centre, providing a safe, accessible environment with a range of retail uses, evening leisure activities and community facilities, is not achieved.</p>	<p>The Area Action Plan for Rayleigh will be produced in consultation with the local community to ensure that it reflects local views and opportunities.</p> <p>The Council will work with landowners and its partners to deliver the Area Action Plan .</p>	<p>Surveys of retail areas are carried out on an annual basis. A drop in the number of vacant units and a rise in the total number of shops and facilities will indicate success.</p> <p>Revised retail and leisure studies will be carried out. Improvements in the town centre's health assessment will be seen as an indicator of success.</p>
		<p>Centres outside of the District draw retail expenditure away from Rayleigh and undermine regeneration potential of centre.</p>	<p>The Area Action Plan will identify actions to increase Rayleigh's attractiveness to shoppers and visitors, enabling it to compete with other centres.</p>	<p>Other indicators of the performance of the Town Centre Area Action Plan will include levels of anti-social behaviour reported in the area.</p>
Policy TCB2 – Rochford	<p>The Area Action Plan for Rochford town centre will be produced by the Council with the input of specialist consultants, using masterplanning work already undertaken, and taking on board the views of local stakeholders.</p>	<p>The Area Action Plan for Rochford is not delivered. The regeneration of the town centre, providing a safe, accessible environment with a range of retail uses, evening leisure activities and an attractive market square, is not achieved.</p>	<p>The Area Action Plan for Rochford will be produced in consultation with the local community to ensure that it reflects local views and opportunities.</p> <p>The Council will work with landowners and its partners to deliver the Area Action Plan.</p>	<p>Surveys of retail areas are carried out on an annual basis. A drop in the number of vacant units and a rise in the total number of shops and facilities will indicate success.</p>

Policy	Implementation and Delivery	Potential Risk	Risk Mitigation	Monitoring
Town Centre and Primary Shopping Area Boundary Allocations				
		Centres outside of the District draw retail expenditure away from Rochford and undermine regeneration potential of centre.	The Area Action Plan will identify actions to increase Rochford's attractiveness to shoppers and visitors, centred upon its character and heritage, enabling it to compete with other centres.	
Policy TCB3 – Hockley	<p>The Area Action Plan for Hockley town centre will be produced by the Council with the input of specialist consultants, using masterplanning work already undertaken, and taking on board the views of local stakeholders.</p> <p>The Area Action Plan will be implemented in partnership with local developers and landowners.</p>	The Area Action Plan for Hockley is not delivered. The regeneration of the town centre, providing a safe, accessible environment with a range of retail uses, evening leisure activities and community facilities, is not achieved.	<p>The Area Action Plan for Hockley will be produced in consultation with the local community to ensure that it reflects local views and opportunities.</p> <p>The Council will work with landowners and its partners to deliver the Area Action Plan.</p>	<p>Surveys of retail areas are carried out on an annual basis. A drop in the number of vacant units and a rise in the total number of shops and facilities will indicate success.</p> <p>Revised retail and leisure studies will be carried out. Improvements in the town centre's health assessment will be seen as an indicator of success.</p>
		Centres outside of the District draw retail expenditure away from Hockley and undermine regeneration potential of centre.	The Area Action Plan will identify actions to increase Hockley's attractiveness to shoppers and visitors, centred upon its quality of environment, enabling it to compete with other centres.	<p>Other indicators of the performance of the Town Centre Area Action Plan will include levels of anti-social behaviour reported in the area.</p>

11 Proposals Map



	Legend	
Rochford District Proposals Map	 Rochford District Council Boundary	 Settlement Extension Residential Land Allocations post 2021
	 Upper Roach Valley	 Settlement Extension Residential Land Allocations pre 2021
<small>Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. This copy is believed to be correct. Nevertheless Rochford District Council can accept no responsibility for any errors or omissions, changes in the details given or for any expense or loss thereby caused. Rochford District Council Licence No.100018109</small>	 Local Wildlife Sites	 Brownfield Residential Land Allocations
	 Coastal Protection Belt	 New Employment Land Allocations
	 Educational Land Allocations	 Existing Employment Land Allocations
	 King Edmund School Extension	 Gypsy and Traveller Accommodation
 Town Centre Boundaries		 Existing Leisure Facilities
 Primary Shopping Areas		 Existing Open Space
 Secondary Shopping Areas		 Metropolitan Green Belt



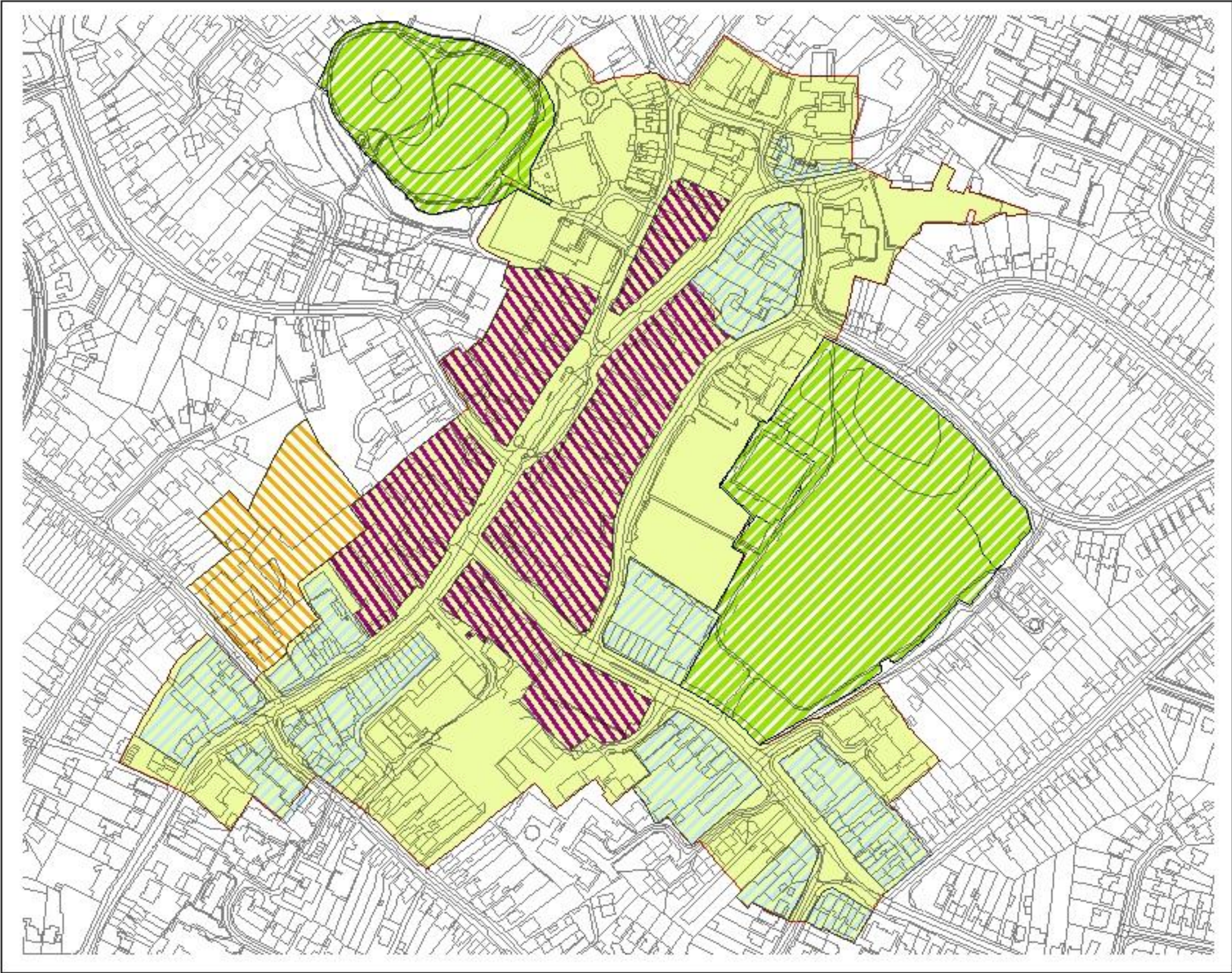
Rochford District
Proposals Map
Extract -
Rayleigh

See Proposals Map
for legend

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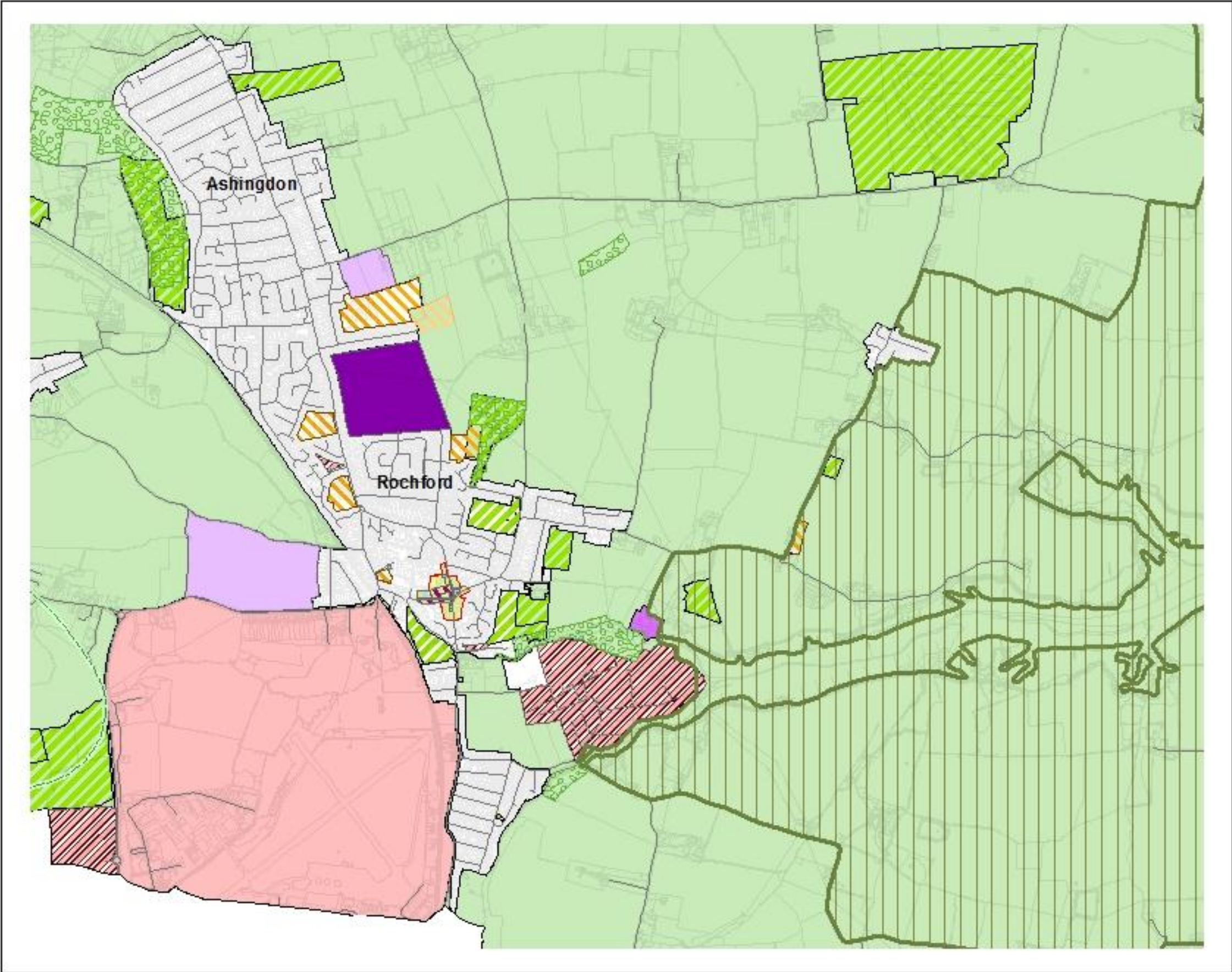
Rochford District
Proposals Map
Extract -
Rayleigh
Town Centre

See Proposals Map
for legend

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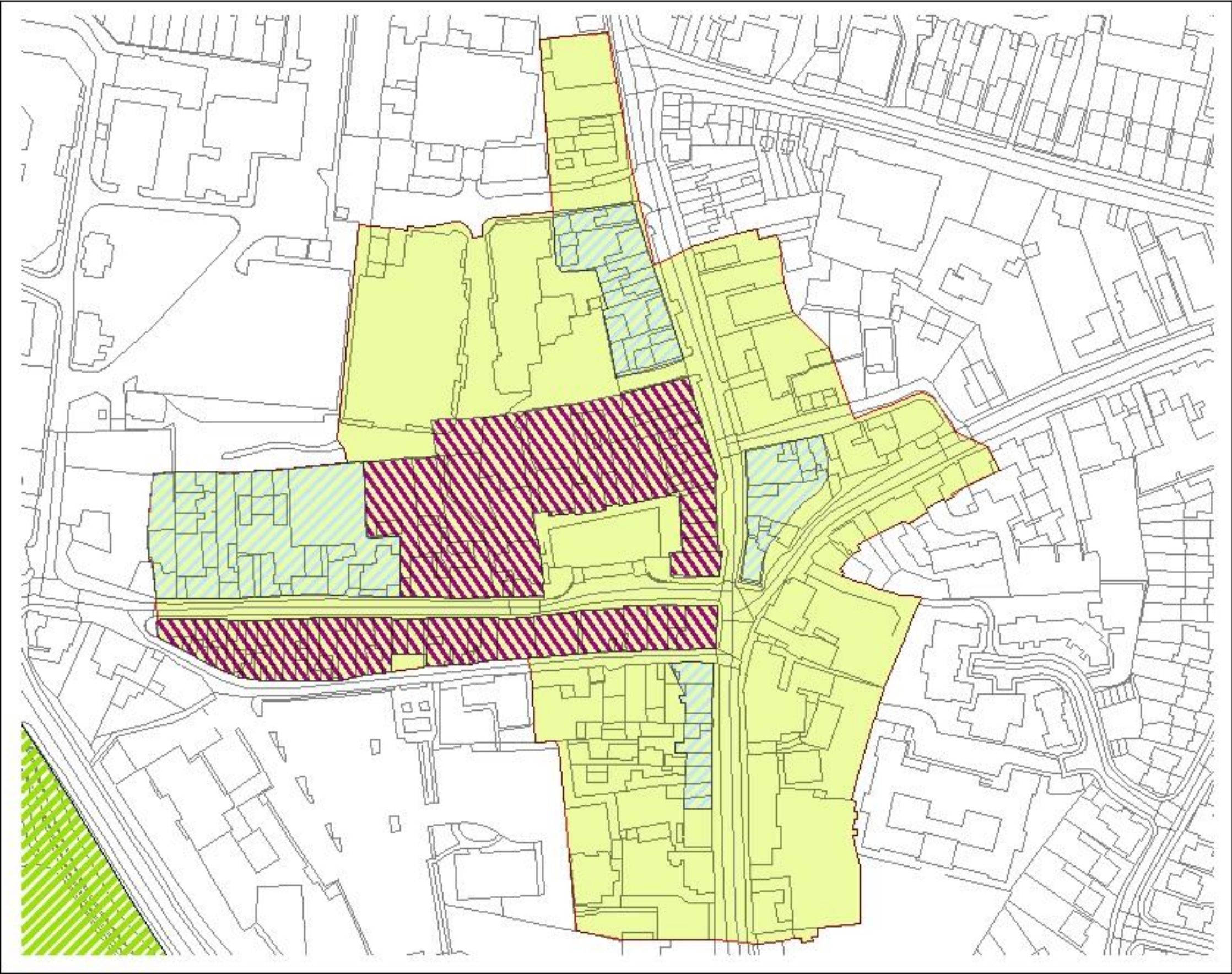
Rochford District
Proposals Map
Extract -
Rochford and
Ashingdon

See Proposals Map
for legend

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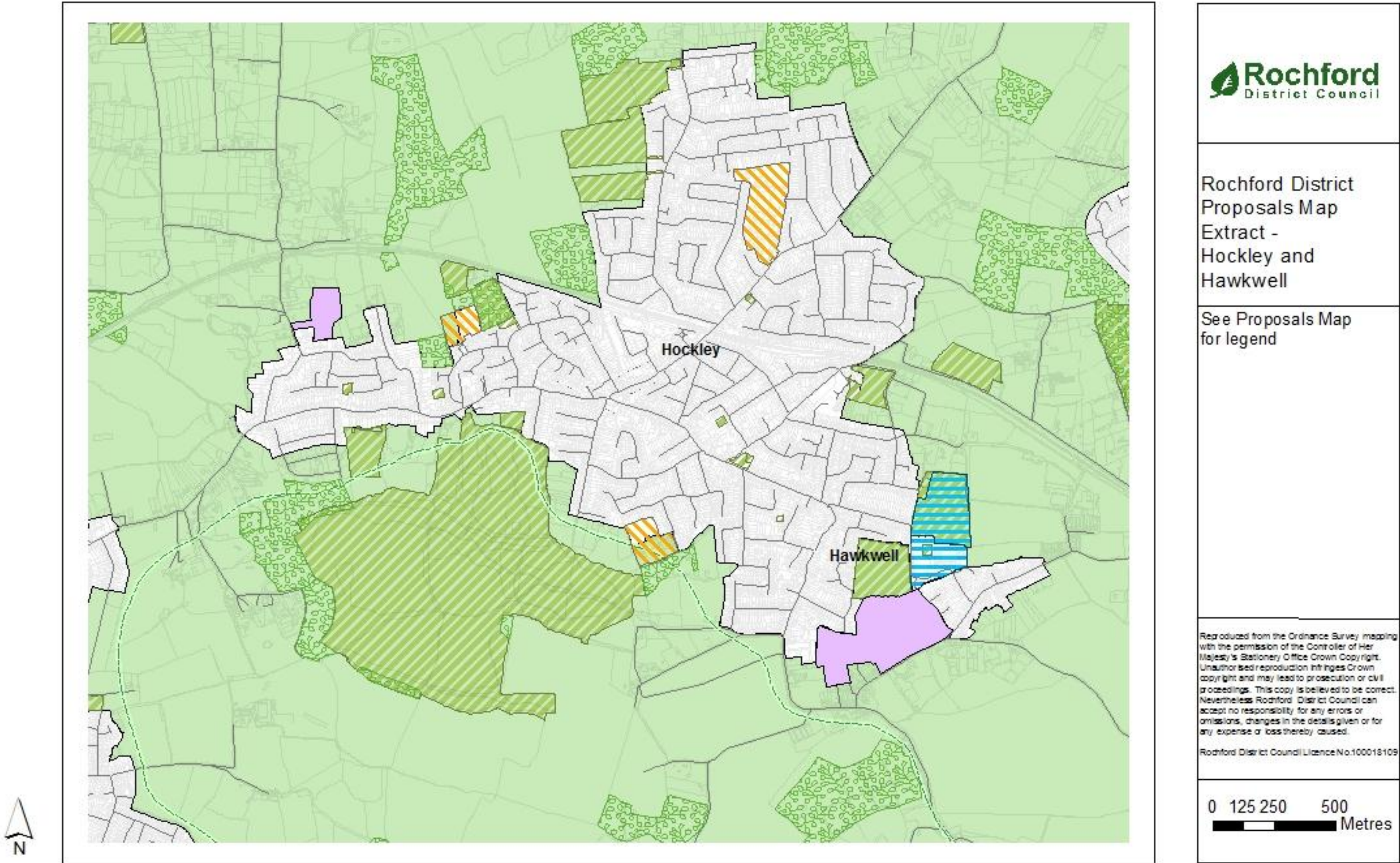
Rochford District
Proposals Map
Extract -
Rochford
Town Centre

See Proposals Map
for legend

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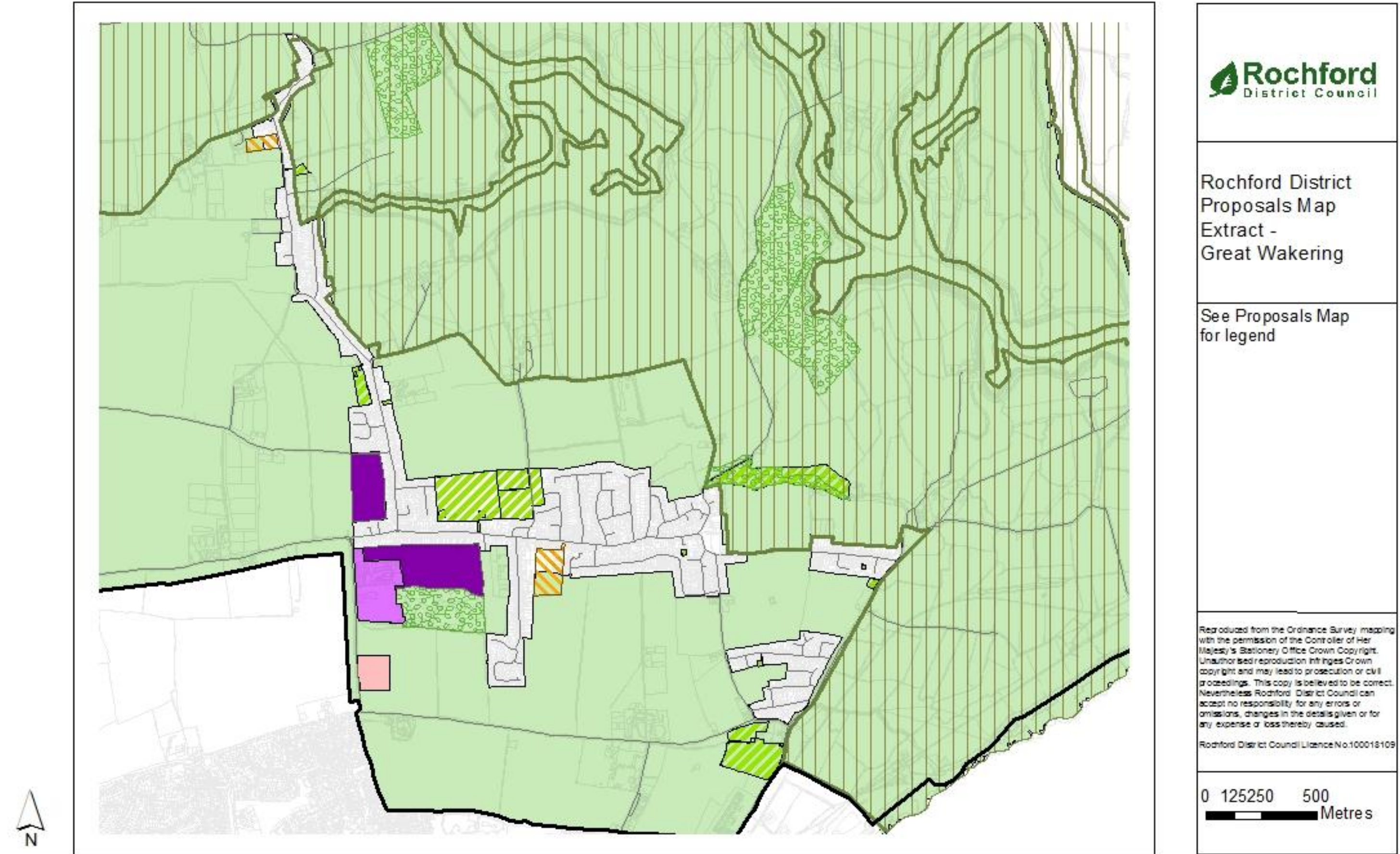
Rochford District
Proposals Map
Extract -
Canewdon

See Proposals Map
for legend

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12 Characteristics Map

Introduction

- 12.1 There are a number of designations within Rochford District which, whilst are established through alternative mechanism to the Allocations Development Plan Document and therefore cannot be shown on the proposals map, are nevertheless important considerations in respect of planning decisions. It is therefore considered appropriate to bring these different designations together and illustrate them within this document.

National and International Ecological Designations

- 12.2 There is a wealth of existing ecological designations at the national and international level, protecting the distinctive coastal and inland environment of the District. Policy ENV1 of the Core Strategy sets out the Council's commitment to maintain, restore and enhance areas of nature conservation importance.
- 12.3 These designations include the following:
- Sites of Special Scientific Interest (SSSIs) – Designated by Natural England, using a set of specific criteria, the role of SSSIs is to uphold, for present and future generations, the diversity and geographic range of habitats, ecosystems, and species throughout England. There are three SSSIs in the District; Hockley Woods SSSI, Foulness SSSI and Crouch and Roach Estuaries SSSI.
 - Special Protection Areas (SPAs) – These are strictly protected sites classified for rare or vulnerable birds and regularly occurring migratory species. They are designated in accordance with Article 4 of the EC Directive on the conservation of wild birds (79/409/EEC). There are two SPAs in the District; Foulness and the Crouch and Roach Estuaries.
 - Special Areas of Conservation (SACs) – SACs have been designated under the EC Habitats Directive and as such are strictly protected. The habitat types and species that fall under this designation are those that are considered to be most in need of conservation at a European level (excluding birds). The whole of the Foulness and Crouch and Roach Estuaries falls under the SAC covering the Essex Estuaries. This relates to the seaward part of the coastal zone.
 - Ramsar Sites – These are wetlands of international importance that have been designated under the Ramsar Convention. There are two listed Ramsar Sites in District; Foulness and the Crouch and Roach Estuaries.

- 12.4 The Core Strategy (Policy ENV1) also sets out the Council's commitment to the maintenance, restoration and enhancement of the Districts' Ancient Woodland and Local Nature Reserves.
- 12.5 Ancient Woodland in England, as set out in the 'Standing Advice for Ancient Woodland'¹⁸ by Natural England, is an area of woodland that has been wooded continuously since at least 1600 AD. However, continuously wooded in this context does not require there to have been a continuous physical cover of trees and shrubs across the entirety of a site.
- 12.6 There are 14 areas of ancient woodland in the District, the largest of which is Hockley Woods.
- 12.7 Local Nature Reserves encompass habitats of local significance that contribute both to nature conservation and provide opportunities for communities to see learn about and enjoy wildlife. They comprise a substantial part of the District's identified wildlife habitats and also significantly contribute to the District's biodiversity resource. There are four Local nature Reserves in the District; Hockley Woods (91 hectares), Hullbridge Foreshore (4 hectares), Marylands (3.69 hectares) and Magnolia Fields (9.7 hectares).
- 12.8 These existing designations form a physical constraint in terms of developable land within the District, and are highlighted in Figure 45.

Flood Zones

- 12.9 Flooding can occur from numerous sources including river, coastal and surface water flooding. More information on the different forms of flooding can be found on the Environment Agency's website¹.
- 12.10 As the northern, eastern and south eastern parts of the District are on the Crouch and Roach Estuaries, areas around this may be liable to flooding, erosion and land instability.
- 12.11 Areas at risk of river or coastal flooding can be divided into the following zones as set out in the Technical Guidance accompanying the NPPF:
- Flood Zone 1 (low probability) – This zone comprises land assessed as having a less than 1 in 1,000 annual probability of river or sea flooding (<0.1%).
 - Flood Zone 2 (medium probability) – This zone comprises land assessed as having between a 1 in 100 and 1 in 1,000 annual probability of river flooding (1% – 0.1%), or between a 1 in 200 and 1 in 1,000 annual probability of sea flooding (0.5% – 0.1%) in any year.

¹ <http://www.environment-agency.gov.uk>

- Flood Zone 3a (high probability) – This zone comprises land assessed as having a 1 in 100 or greater annual probability of river flooding (>1%), or a 1 in 200 or greater annual probability of flooding from the sea (>0.5%) in any year.
- Flood Zone 3b (the functional floodplain) – This zone comprises land where water has to flow or be stored in times of flood.

12.12 The Council's approach to addressing flood risk through the planning application process is set out in the Environmental Issues chapter of the Core Strategy and specifically within Policy ENV3 and ENV4.

12.13 The indicative extent of land within the District that falls within Flood Zone 2 and Flood Zone 3 is illustrated in Figure 45.

Conservation Areas and Scheduled Ancient Monuments

12.14 Conservation Areas are designated to ensure that the character of the defined area is preserved from developments which would not preserve or enhance its character. There are 10 Conservation Areas in the District as set out in the Core Strategy, and each area has a respective Conservation Area Appraisal and Management Plan which forms part of the evidence base for the Local Development Framework. Conservation Areas have statutory protection through the Planning (Listed Buildings and Conservation Areas) Act 1990. Proposals within these areas must have regard to the overarching Policy CP2 of the Core Strategy.

12.15 Scheduled Ancient Monuments are designated to preserve the monument for the future and protect it from damage, destruction or any unnecessary interference. There are five Scheduled Ancient Monuments as listed in the Core Strategy. These areas are protected under the Ancient Monuments and Archaeological Areas Act 1979.

12.16 The location of the Conservation Areas and Scheduled Ancient Monuments in the District are set out in Figure 45.

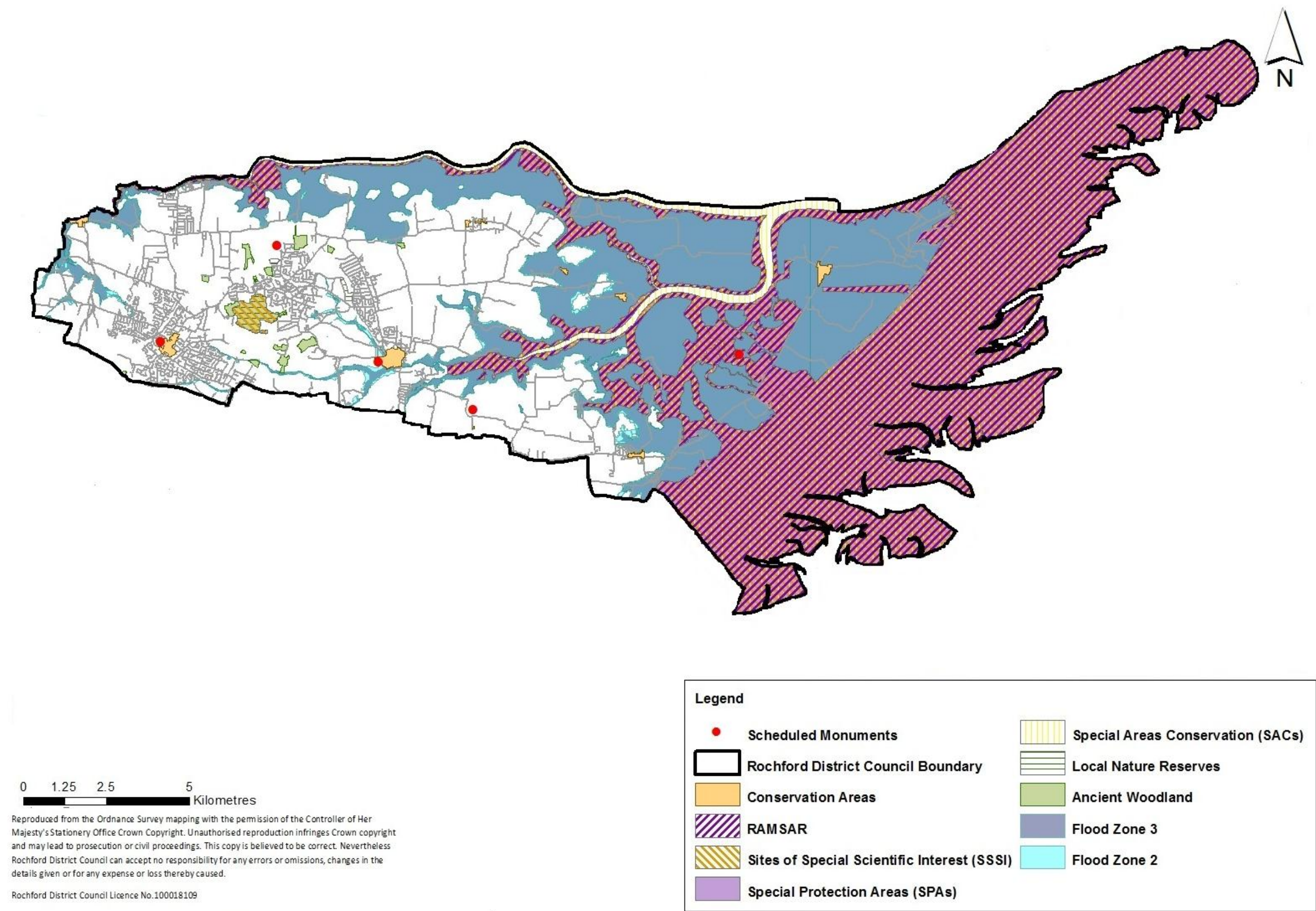


Figure 45 – National and international ecological designations, indicative areas at risk of flooding (Flood Zone 2 and 3), and Conservation Areas and Scheduled Ancient Monuments



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