

What is the future
for your
District?

Have your say online at <http://rochford.jdi-consult.net/ldf/>

**Do we need more
facilities?**

Which ones?

**Where should
they be?**

Community Infrastructure, Leisure and Tourism

It is vital that new development is accompanied with the necessary infrastructure to make the District sustainable. The term 'infrastructure' covers a wide range of issues, from roads and sewers to education and healthcare. We will ensure that new development will also provide the necessary infrastructure alongside it. This will include schools, healthcare facilities, necessary highway enhancements, and youth, community and leisure facilities. This will be aided through planning contributions as is necessary. See the Core Strategy Preferred Options for our preferred approach.

Do you agree?



**How do you want
the District
to Look?**

**How should
buildings be
designed?**

Character of Place

Rochford District has a unique character and appearance, much of which comes from the traditional buildings that still dominate the towns and villages. There are 329 Listed Buildings and 10 Conservation Areas in the District. Our aim is to follow the principles of good urban design and ensure the design of all new and existing development is consistent with the local character. Design will be expected to enhance local identity by being sympathetic to local needs and by building on local opportunities.

Is this the right approach?



**Where should
we build new
houses?**

**What types of
houses?**

Housing

Rochford District's housing allocation is based on meeting current and future need, and as such the East of England Plan allocates a minimum of 4600 dwellings to be built in the District between 2001 and 2021, of which there are 2489 left to be allocated. It is important that planning ensures the provision of sufficient, good quality new homes in suitable locations. An appraisal of all brownfield sites in the District, which refers to previously developed land which may be available for redevelopment in the future, can be found in our Urban Capacity Study (2007). We propose to develop these as far as practicable, in favour of alternative greenfield sites. Affordable housing will be an integral part of development, and a percentage of each development must be allocated as such. Gypsy and Traveller sites must also be provided for. The general locations, type and tenure of housing are proposed in the Core Strategy Preferred Options.

What are your thoughts?



**How do you want to
see this area
protected?**

**Does it need further
protection?**

**What should it be
used for?**

Upper Roach Valley & Wallasea Island

The Upper Roach Valley, including the area around Hockley Woods, is designated as a Special Landscape Area and as an Area of Ancient Landscape. We will strive to see the Upper Roach Valley become a vast 'green lung' providing informal recreational opportunities for local residents. Development in this area will be restricted. We support the RSPB in delivering the Wallasea Island Wild Coast Project, with the aim of enhancing the biodiversity value of the area.

What are your views?



**How should
we protect the
environment?**

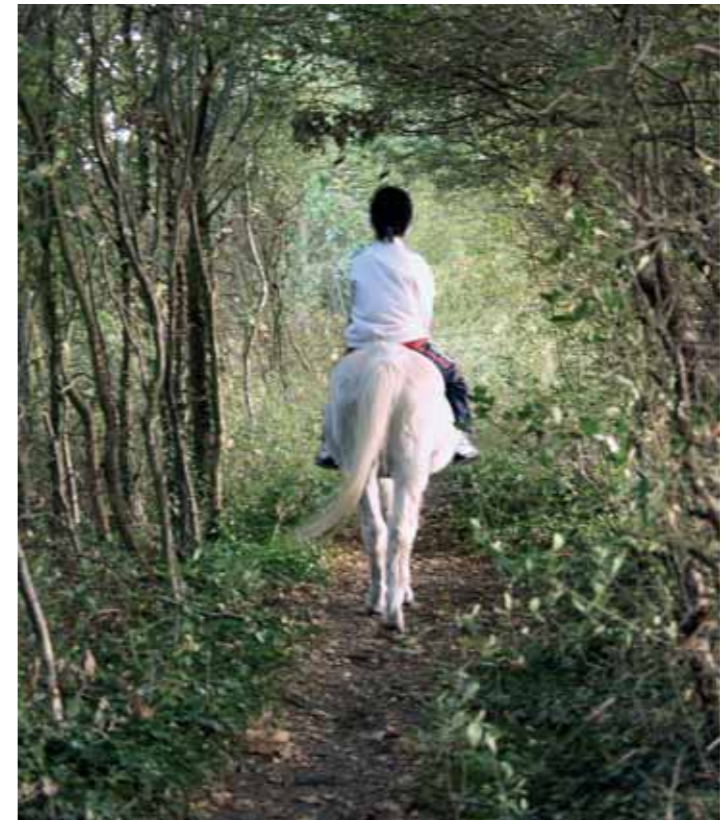
Which areas?

**What should we
be protecting?**

Environment

Planning has a key role in the protection and enhancement of the District's natural resources and its environment. We will endeavour to ensure that the District's landscape, historic character, agricultural land, wildlife habitats, undeveloped coast and other natural resources are not adversely affected. In cases where an impact is unavoidable we will ensure that measures are in place to mitigate any negative effects. We will also seek to maintain, restore and enhance sites of international, national and local conservation importance. We will implement policies to protect the coast, and minimise flood risk in the District. The Core Strategy Preferred Options sets out how we propose to do this.

Have we got it right?



How should the airport develop?

Where should we locate jobs?

What jobs should we be promoting?

Economic Development

Our approach to economic development is focused on developing existing employment around the District, providing higher level employment and seeking to realise the economic potential of London Southend Airport. There are a number of opportunities for economic development in the District, despite a multitude of physical constraints that restrict opportunities for employment growth. The two primary constraints are the rural nature of the District together with the limited transport links. Areas previously allocated for employment have been reviewed, and new employment areas considered.

Does the Core Strategy Preferred Options set out the right approach?



London Southend Airport

Look out for the Public Consultation on the Preferred Options for the Joint Area Action Plan for London Southend Airport and environs. This will detail the preferred option for the future of the airport.

How can we attract
shoppers to the
District?

Do you want more
shops?

Where and which
ones?

Retail



We have an important role to identify threats and opportunities for the District's town and village centres with the aim of enhancing the vitality and viability of our market towns. A Retail and Leisure Study carried out this year indicates that there is a significant leakage of retail spending out of the District, with the majority of shopping by Rochford District residents undertaken outside of the District. Small-scale retail development will be encouraged in out-of-centre residential areas and villages where such development will serve a local day-to-day need and will not undermine the role of the District's town centres. The Core Strategy Preferred Options sets out our preferred approach to retail development.

Do you agree?
**Where would you like to
see retail development?**

Town Centre Area Action Plans
Look out for the Public Consultation on the Area Action Plans for the Town Centres. The Area Action Plans will set out how we see the Town Centres developing in the future.

**How can we deal with
congestion?**

**Do we need more
transport choice?**

**What do we
need to change?**

Transport

The District currently has high levels of car ownership, high levels of out-commuting and limited public transport, particularly in rural areas. We will continue to work with Essex County Council – the Highway Authority – to ensure that the road network is maintained and upgraded where necessary. We will aim to provide realistic alternatives to the car as the preferred travel mode, and as such developments will be required to be designed to support this. Travel Plans for schools, visitor attractions and employment locations are proposed. Footpaths and cycle paths will be improved and enhanced.

**Is this the right approach for
Rochford District?**



**How can we protect
our green belt?**

**Should we relax
green belt policies,
or strengthen
them?**

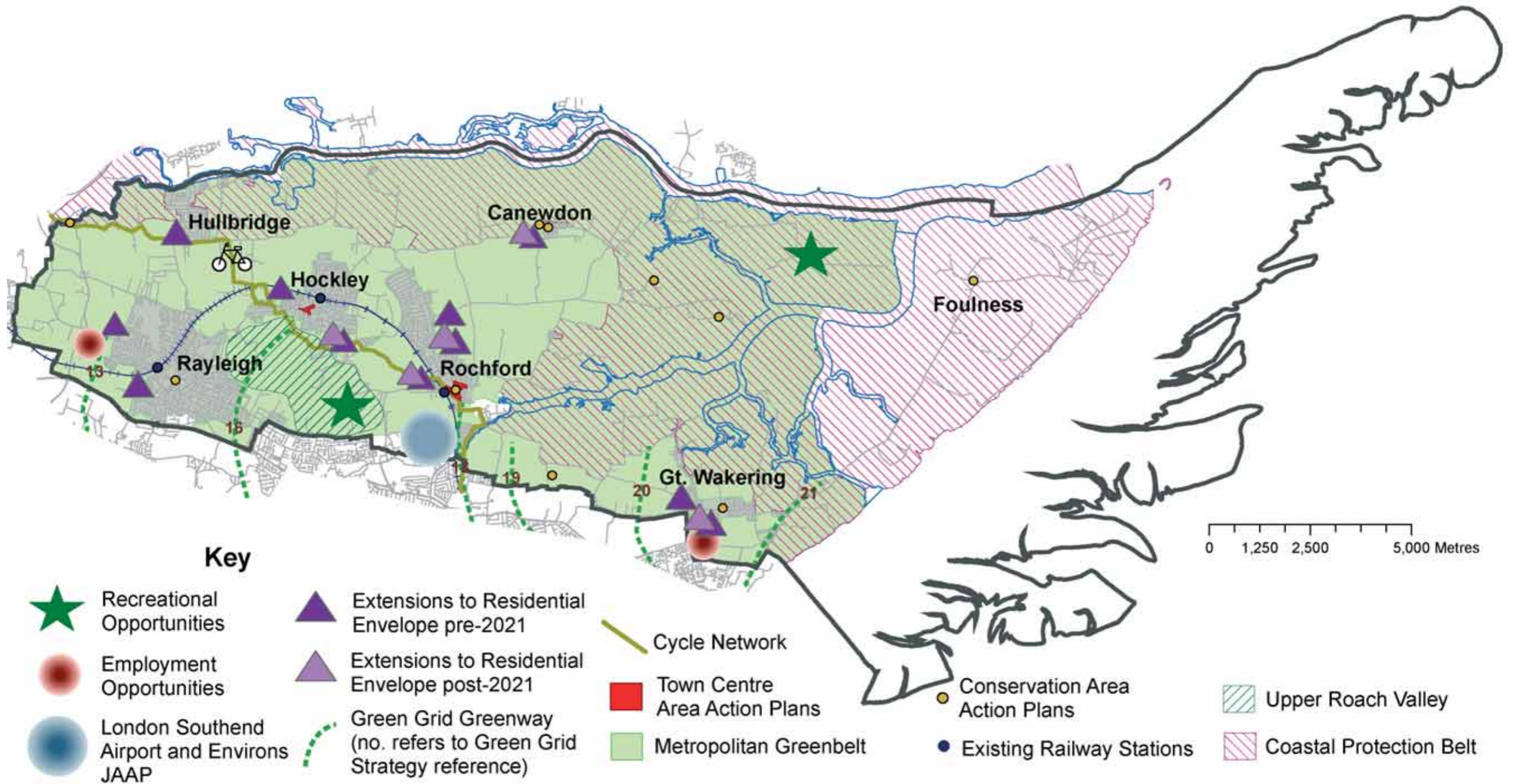
Green Belt

The District is predominantly Green Belt. The application of Green Belt policy has helped protect the historic fabric of the District. We recognise that diverting development and population growth away from rural areas to existing urban areas can also assist in achieving sustainability objectives. We will continue to apply policies that preserve the character of its countryside. However, a small proportion of the District's land that is currently allocated as Green Belt will have to have its designation reviewed due to the requirements to develop additional housing and employment. The Core Strategy Preferred Options sets out our Preferred Option for the Green Belt.

Have we got it right?



Core Strategy Preferred Options – Key Diagram



Public Consultation

5 November to
17 December

Have your say...

This information can be viewed at:
<http://www.rochford.gov.uk> and selecting the Core Strategy link under Hot Topics. You can also view a copy of the document at the following locations:

- Civic Suite Rayleigh
- Council Offices Rochford
- Local Libraries



We want your
views!

The easiest and quickest way for you to let us know how you feel about the proposed future of the District, is by registering your views online at:

<http://rochford.jdi-consult.net/ldf/>

If you don't have access to the internet, please contact us on **01702 318165** and we will organise alternative arrangements to allow you to view the document and submit your comments.

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