

**Rochford District**

**Shop Fronts – Security and Design Supplementary Planning Document**

**Strategic Environmental Assessment  
And Sustainability Appraisal**

**Environmental Report**

**Prepared for Rochford District Council**

**By**

**Essex County Council**

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## **Non Technical Summary**

# **Non Technical Summary**

## **Non Technical Summary**

### **Chapter 1 - Methodology**

#### **Introduction to Sustainable Development**

Sustainable development is defined as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and Development, 1987). The UK Government has adopted 5 principles of for sustainable development they include;

- Living within environmental limits,
- Ensuring a strong, healthy and just society,
- Achieving a sustainable economy,
- Promoting good governance,
- Using sound science.

#### **Sustainability Appraisal and Strategic Environmental Assessment**

The European Directive 2001/42/EC (EC, 2001) ensures that a Strategic Environmental Assessment of a wide range of plans and programmes shall be conducted. The Rochford District Shop Fronts Supplementary Planning Document (SPD) therefore requires a Strategic Appraisal that incorporates the dual statutory requirement of both Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA).

This report has been prepared in accordance with the following Office of the Deputy Prime Minister (ODPM) guidance;

- A 'Practical Guide to the Strategic Environmental Assessment Directive' (September, 2005).

- 'Sustainability Appraisal (SA) of Regional Spatial Strategies and Local Development Frameworks' (November, 2005)

**Methodology Adopted in the SEA**

The Scoping stage of the SEA/SA involves investigation into the relevant plans, programmes and environmental protection objectives. The Scoping Report also outlines the baseline information which provides the basis for predicting and monitoring environmental effects, aids in the interpretation of environmental problems and allows identification of possible mitigation measures. A list of Sustainability objectives is also outlined in the Scoping Report.

The Rochford District Shop Fronts SPD was consulted for a 5 week period. The second part of the SEA approach involves the development and refinement of alternatives and assessing the effects of the plan.

The third stage is the development of the Environmental Report. The structure of the Environmental Report is very similar to the suggested structure outlined in 'A Practical Guide to the Strategic Environmental Assessment Directive' (September, 2005).

**Chapter 2 - Background**

The Rochford District Shop Fronts SPD aims to set out the key elements of the planning framework for the area. The SPD outlines the following principle objectives;

<b>Reference</b>	<b>Objective</b>
<b>1</b>	To Improve shop fronts in Conservation Areas pr in historic buildings
<b>2</b>	To protect and enhance the existing environment
<b>3</b>	Ensure that new shop fronts are regarded as an opportunity to enhance the street scene.

## **Chapter 3 - SEA Objectives and Baseline and Context**

### **Review of the Plans and Programmes**

The relationship between various plans and programmes and sustainability objectives may influence the Rochford District Shop Fronts SPD in various ways. The relationships are analysed to;

- Identify any external social, environmental or economic objectives that should be reflected in the SA process;
- Identify external factors that may have influenced the preparation of the plan; and
- Determine whether the policies in other plans and programmes might lead to cumulative effects when combined with policies in the SPD.

### **Baseline Characteristics**

The SEA Directive requires an analysis of the 'relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan' (Annex 1b) and 'the environmental characteristics of areas likely to be significantly affected' (Annex 1c).

The baseline data for the SEA/SA of the Rochford District Shop Fronts SPD includes existing environmental and sustainability information from a range of sources.

### **SEA Objectives, Targets and Indicators**

#### **Sustainability Objectives**

The utilisation of sustainability objectives is a recognised methodology for considering the environmental effects of a plan and programme and comparing the effects of the alternatives. The sustainability objectives are utilised to show whether the objectives of the plan and programme are beneficial for the environment, to compare the environmental effects of the alternatives or to suggest improvements.

## Chapter 4 - SPD Policy Appraisal

### Significant Social, Environmental and Economic Effects of the Preferred Policies

The SEA Directive states that ‘where an Environmental Assessment is required under Article 3 (1), and Environmental Report shall be prepared in which the likely significant effects on the environment of implementing the plan and programme, and reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme, are identified, described and evaluated’ (SEA Directive, Article 5). This chapter seeks to outline a summary of the significant social, environmental and economic effects and the recommendations arising from the Appraising Plan Policy assessment for the Rochford District Shop Fronts SPD. The summary reflects the SEA Directive Annex 1(f). The table below highlights the outcome of the assessment.

<b>Shop Front Policy 2</b>	
<b>Objective</b>	<b>Recommendation</b>
(4) To respond to local context and reinforce distinctiveness.	The supporting text should acknowledge that distinctiveness within the traditional shop fronts may be restricted by this provision. It is deemed that the retention and maintenance of the historic shop fronts is important for the Rochford District’s historical environment.
(6) To encourage investment to regenerate the local area.	The supporting text should emphasise the role a good quality urban form can contribute to the regeneration of an area.
<b>Shop Front Policy 4, 5 and 6</b>	
(1) To protect and enhance the architectural and historic environment.	The provisions outlined in this section of the SPD would be enhanced by encouraging developers and/or shop owners in historic areas to utilise appropriate building materials and paint for the exterior facades. The materials and paint should be chosen on the extent to which they are sustainable,
(2) To ensure high quality development through good design and the efficient use of	

resources.	<p>durable and high quality. Consideration should also be given to the colour and profile together with their ability to withstand weathering and aesthetic suitability.</p>
(6) To encourage investment to regenerate the local area.	<p>The supporting text should emphasise the role a good quality urban form can contribute to the regeneration of an area.</p>
<b>Shop Front Policy 7</b>	
(2) To ensure high quality development through good design and the efficient use of resources.	<p><b>(1)</b> It is recommended that other security measures are referred to, for instance guidance on external shop front lighting.</p> <p><b>(2)</b> The SPD should emphasise how a good quality environment can aid in a reduction in anti-social behaviour, and therefore promote the utilisation of materials that are durable.</p> <p><b>(3)</b> To increase the efficiency of resources utilised in the development of shop fronts, locally sourced materials should be utilised where appropriate.</p>
(3) To ensure development is integrated into the existing urban form.	<p>It is recommended that additional design guidance for the integration of other security measures with the existing urban form should be included. For instance, regulations or advice on external lighting of shop fronts.</p>
(4) To respond to local context and reinforce distinctiveness.	<p>It is recommended that further information on other security measures would enhance the delivery of well designed and safe town centres and neighbourhood centres throughout the Rochford District.</p>
(5) To support efficient, competitive and innovative retail.	



## **Chapter 5 - SPD Issues and Alternative**

The SEA Directive states that ‘where an Environmental Assessment is required under Article 3 (1), and Environmental Report shall be prepared in which the likely significant effects on the environment of implementing the plan and programme, and reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme, are identified, described and evaluated’ (SEA Directive, Article 5). This chapter outlines the appraisal of the alternatives within the SPD.

## **Chapter 6 - Monitoring Implementation of the SPD**

The SEA Directive states that “Member States shall monitor the significant environmental effects of the implementation of plans and programmes in order, inter alia, to identify at an early stage unforeseen adverse effects, and to be able to undertake appropriate remedial action” (Article.10.1). Furthermore the Environmental Report shall include “a description of the measures envisaged concerning monitoring” (Annex 1 (i)). This Chapter aims to outline the monitoring framework for the Rochford District Shop Fronts SPD.

The monitoring of the SPD “allows the actual significant environmental effects of implementing the plan or programme to be tested against those predicted” (Office of the Deputy Prime Minister, 2005, 39). The monitoring of the SPD will aid in the identification of any problems that may arise during the SPDs implementation.

## **Chapter 1 - Methodology**

# Chapter 1

## Methodology

### Introduction to Sustainable Development

The widely utilised international definition for sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). In 1992 at the Rio Summit Government’s worldwide committed themselves to the delivery of sustainable development. Following this convention the UK Government formulated the first national Sustainable Development Framework in 1999. In the UK Sustainable Development Framework (1999) the UK Government clearly outlined the meaning of Sustainable Development placing greater emphasis on attaining a better quality of life for everyone now and for the future. The UK Government updated the Sustainable Development Strategy in 2005, and adopted 5 principles for sustainable development they include;

- \* Living within environmental limits,
- \* Ensuring a strong, healthy and Just Society,
- \* Achieving a sustainable economy,
- \* Promoting good governance,
- \* Using sound science.

An important component of sustainable development is weighing up the environmental, social and economic factors, and this is fundamental to Sustainability Appraisal and Strategic Environmental Assessment.

### Sustainability Appraisal and Strategic Environmental Assessment

The European Directive 2001/42/EC (EC, 2001) ensures that a Strategic Environmental Assessment of a wide range of plans and programmes shall be conducted. The Rochford District Shop Fronts SPD therefore requires a Strategic Appraisal that

incorporates the dual statutory requirement of both Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA). The purpose of SEA/SA is to promote environmental protection and contribute to the integration of environmental, social and economic considerations into the preparation and adoption of plans, with a view to promote sustainable development.

This report has been prepared in accordance with the following Office of the Deputy Prime Minister (ODPM) guidance:

- 'A Practical Guide to the Strategic Environmental Assessment Directive' (September 2005)
- 'Sustainability Appraisal (SA) of Regional Spatial Strategies and Local Development Frameworks' (November 2005)

The requirement for SEA/SA emanates from a high level of international and national commitment to sustainable development and this has been incorporated into EC Directives, laws, guidance, advice and policy.

The purpose of this sustainability appraisal is to promote sustainable development through better integration of sustainability considerations into the adoption of the Rochford District Shop Fronts SPD.

The requirements to undertake a SA and SEA are distinct. The principle difference between SEA and SA is that SEA is baseline led, focusing primarily on environmental effects, whereas SA is objectives led. The SEA directive defines the environment in a broad context and includes:

- Biodiversity
- Population
- Human Health
- Fauna
- Flora
- Soil
- Water

- Air
- Climatic factors
- Material Assets
- Cultural Heritage including architectural and archaeological heritage
- Landscape

SA goes further by examining all the sustainability-related effects of plans, whether they are social environmental or economic.

Despite these differences it is possible to meet both requirements through a single appraisal process. In order to minimise duplication and time, ECC has applied this approach. Throughout the remainder of this document where reference is made to sustainability appraisal (SA) it should be taken to include the requirements of the SEA Directive (2001/42/EC) as incorporated into English Law by virtue of the Environmental Assessment of Plans and Programme Regulations (2004).

This report and SA process has been led by Essex County Council's environmental assessment team. Diverse expertise has been drawn upon across the County Council's service areas and appropriate partnership forums. This arrangement conforms to guidance recommendations in respect of a need for taking a balanced view; a good understanding of the local circumstances; understanding the issues, and drawing on good practice elsewhere to evaluate the full range of sustainability issues.

### **Scope of the Report**

The final Environment Report comprises of;

- Non-Technical Summary;
- An outline of the methodology adopted;
- Background setting out the purpose of the SEA and the objectives of the Rochford District Shop Fronts SPD;
- SEA objectives and the sustainability issues throughout Rochford District Shop Fronts SPD and the key issues that need to be addressed;

- SPD options considered and environmental effects of the alternatives outlined;
- An assessment of the contribution of the plan policies to social, economic and environmental objectives within the district;
- An outline of the proposed mitigation measures, for those where these impacts are negative.

### **Methodology Adopted in the SEA**

The approach adopted in this Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) of the Rochford District Shop Fronts SPD is based on the process outlined in the Office of the Deputy Prime Minister Guidance – A Guide to the Strategic Environmental Assessment Directive (September 2005). The methodology adopted seeks to meet the requirements of both SA and SEA for the environmental assessment of plans.

The SA Framework is based on the initial criteria and proposed approaches set out in the scoping report produced in November 2005. The aim of the scoping report is to ensure a focused yet comprehensive SA, addressing all relevant issues, objectives and allow input from consultation bodies at an early stage of the process.

The scoping stage of the SEA/SA involves investigation into the relevant plans, programmes and environmental protection objectives. The scoping report also sets out the baseline information which provides the basis for predicting and monitoring environmental effects, aids in the interpretation of environmental problems and allows identification of possible methods for mitigation. A range of information aids in the identification of potential environmental problems including, earlier issues identified in other plans and programmes, baseline information, tensions between current and future baseline information and consultation with the consultation bodies. The scoping report also contains a list of SEA objectives. SEA objectives are not a specific requirement of the Directive but they are recognised as a method for considering the environmental effects of a plan and comparing the effects of alternatives.

“The Directive creates the following requirements for consultation;

- Authorities which, because of their environmental responsibilities, are likely to be concerned by the effects of implementing the plan or programme, must be consulted on the scope and level of detail of the information to be included in the Environmental Report. These authorities are designated in the SEA Regulations as the Consultation Bodies.
- The public and the Consultation Bodies must be consulted on the draft plan or programme and the Environmental Report, and must be given an early effective opportunity within appropriate time frames to express their opinions” (Office of the Deputy Prime Minister, 2005, 16).

The Rochford District Shop Fronts Scoping Report was consulted for a 5 week period, whereby the statutory Consultation Bodies and other relevant persons were consulted. The statutory Consultation Bodies include;

- Countryside Agency,
- English Heritage,
- English Nature,
- And the Environment Agency.

The Planning Panel Members from Rochford District were consulted on the SPD and views and representations were also welcome from the Rochford District Council Officers.

The second part of the SEA approach involves the development and refinement of alternatives and assessing the effects of the plan. The objectives of the plan are therefore tested against the SEA objectives identified at the scoping stage.

The third stage of the process is the development of the Environmental Report. The SEA Directive states that “the environmental report shall include information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, (and) its stage in the decision-making process” (Article 5.2). The structure for the Environmental Report is

very similar to the suggested structure outlined in 'A Practical Guide to the Strategic Environmental Assessment Directive' (September, 2005).



## **Chapter 2 - Background**

## **Chapter 2**

### **2. Background**

#### **Purpose of this Sustainability Appraisal/Strategic Environmental Assessment**

This Environment Report has been devised to meet European Directive 2001/42/EC which requires a formal strategic assessment of certain plans and programmes which are likely to have a significant effect on the environment. The Directive has been incorporated into English Law by virtue of the Environment Assessment of Plans and Programmes Regulations (2004). In accordance with the provisions set out in the SEA Directive and the Planning and Compulsory Purchase Act (2004), a SA/SEA of the Rochford District Shop Fronts SPD must be undertaken and consulted on prior to the adoption.

This Environment Report outlines the appraisal methodology, sustainability objectives, review of plans and programmes, baseline information used in the appraisal process, and the assessment of the Rochford District Shop Fronts SPD.

#### **Rochford District Shop Fronts SPD and the Objectives**

The Planning and Compulsory Purchase Act (2004) introduced alterations to the planning system; the fundamental aim of these changes was to promote a proactive and positive approach to managing development. The Local Development Framework forms a fundamental element in the new planning system.

Local Development Frameworks will be comprised of Local Development Documents, which include Development Plan Documents, that are part of the statutory development plan and Supplementary Planning Documents which expand on policies set out in a development plan document or provide additional detail. The SPD is part of the Local Development Framework.

The Rochford District Shop Fronts SPD aims to set out the key elements of the planning framework for the area. It outlines the spatial vision and strategic objectives for the area; a spatial strategy; core policies; and a monitoring and implementation framework.

The first section of the SPD seeks to provide a brief overview of the planning system. The portrait of the Rochford District is the next section ultimately this section aims to provide a general summary of the community. The information utilised to provide a summary includes population, environmental, economic and social issues.

The SPD also lists the relevant plans and programmes at the local, county, regional and national level and how these are relevant to the strategic vision for Rochford District. The options for the SPD are also highlighted, these options relate to jobs, land allocated for employment use, housing, town and village development, affordable housing and transportation. Finally the document outlines a series of core policies which have been derived from the existing Local Plan.

The SPD clearly outlines the 3 principle objectives are demonstrated in table 1.

**Table 1 – Rochford District Shop Fronts SPD Objectives**

<b>Reference</b>	<b>Objective</b>
<b>1</b>	To improve shop fronts in Conservation Areas or in historic buildings
<b>2</b>	To protect and enhance the existing environment
<b>3</b>	Ensure that new shop fronts are regarded as an opportunity to enhance the street scene.

An important part of the assessment involves the testing of the SPD Objectives against the sustainability objectives.

**Chapter 3 - SEA Objectives and Baseline  
Context**

## Chapter 3

### SEA Objectives and Baseline and Context

#### Review of the Plans and Programmes

The relationship between various plans and programmes and sustainability objectives may influence the Rochford District Shop Fronts SPD in various ways. The relationships are analysed to;

- identify any external social, environmental or economic objectives that should be reflected in the SA process;
- identify external factors that may have influenced the preparation of the plan; and
- Determine whether the policies in other plans and programmes might lead to cumulative effects when combined with policies in the SPD.

Engaging in this process enables Rochford District Shop Fronts SPD to take advantage of any potential synergies and to attend to any inconsistencies and constraints. The plans and programmes that need to be considered include those at an international, national, regional and local scale.

The preparatory work for the Rochford District Shop Fronts SPD has considered a number of planning policies and guidance documents, however to meet the SA's requirements a broader range were considered, in particular those outlining issues of environmental protection and sustainability objectives. Table 2 shows a summary list of plans and programmes that were reviewed as part of the SA. Appendix 1 contains the outcome of the review.

**Table 2 – Plans and Programmes Considered as part of the Review**

<p><b>International</b></p> <p>European and International Sustainability Development Strategy</p> <p>European Spatial Development Perspective (May, 1999)</p> <p><b>National</b></p> <p>Planning Policy Statement 1; Creating Sustainable Communities</p> <p>Planning Policy Guidance Note 3; Housing (2000)</p> <p>Planning Policy Statement 6; Planning for Town Centres</p> <p>Planning Policy Statement 12; Local Development Frameworks</p> <p>Planning Policy Guidance 13; Transport (1994)</p> <p>Planning Policy Guidance Note 15; Planning and Historic Environment (1994)</p> <p>Planning Policy Guidance Note 20; Coastal Planning (1992)</p> <p>Planning Policy Statement 23; Planning and Pollution Control</p> <p>Planning Policy Guidance Note 24; Planning and Noise (1994)</p> <p><b>Regional</b></p> <p>Draft Regional Spatial Strategy for the East of England Plan (RSS14) (December, 2004)</p>
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**County**

Essex and Southend-on-Sea Replacement Structure Plan (Adopted April, 2001)

**Local**

Rochford District Local Plan, First Review, 1995.

Rochford District Second Deposit Replacement Local Plan, 2004

The plans and programmes reviewed provided the following:

- A basis for establishing sustainability objectives as part of the SA process.
- An influence over the SPD preparation and a higher level policy context.
- A basis for identifying potential cumulative effects of the Rochford District Shop Fronts SPD.

**Baseline Characteristics**

The SEA Directive requires an analysis of the “relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan” (Annex 1b) and “the environmental characteristics of areas likely to be significantly affected” (Annex 1c). The baseline information will form the basis for predicting and monitoring the effects of the adoption of the Rochford District Shop Fronts SPD. Furthermore the baseline data allows sustainability problems to be identified and aids the formulation of appropriate mitigation measures and/or proposals for suitable alternatives.

The baseline data for the SA/SEA of the Rochford District Shop Fronts SPD includes existing environmental and sustainability information from a range of sources, including national Government, agency websites, the 2001 Census, Rochford District and Essex County Council. The information the baseline data aimed to highlight is outlined below;

- the latest data for Rochford District,
- comparators: national, regional, sub-regional, and local level data against which the status of the Rochford District may be evaluated;
- identified targets;
- established trends; and
- environmental or sustainability problems.

Table 3 outlines the comprehensive list of the baseline data sources for both the quantitative and the qualitative information.

The baseline data topics and whether they are of economic, social or environmental significance are outlined in table 3.

**Table 3 – Illustrating the Baseline Topics and whether they are of Economic, Environmental and Social Significance**

Topic	Theme		
	Social	Economic	Environmental
Population			
Crime			
Health			
Education			
Deprivation			
Economic Activity			



<b>Income</b>			
<b>Commercial Floorspace</b>			
<b>Cultural Heritage and Material Assets</b>			
<b>Listed Buildings</b>			
<b>Conservation Areas</b>			
<b>Land Utilisation</b>			
<b>Water</b>			
<b>Agricultural Land Classification</b>			
<b>Air Quality</b>			
<b>Road Traffic</b>			
<b>Biodiversity – Flora and Fauna</b>			

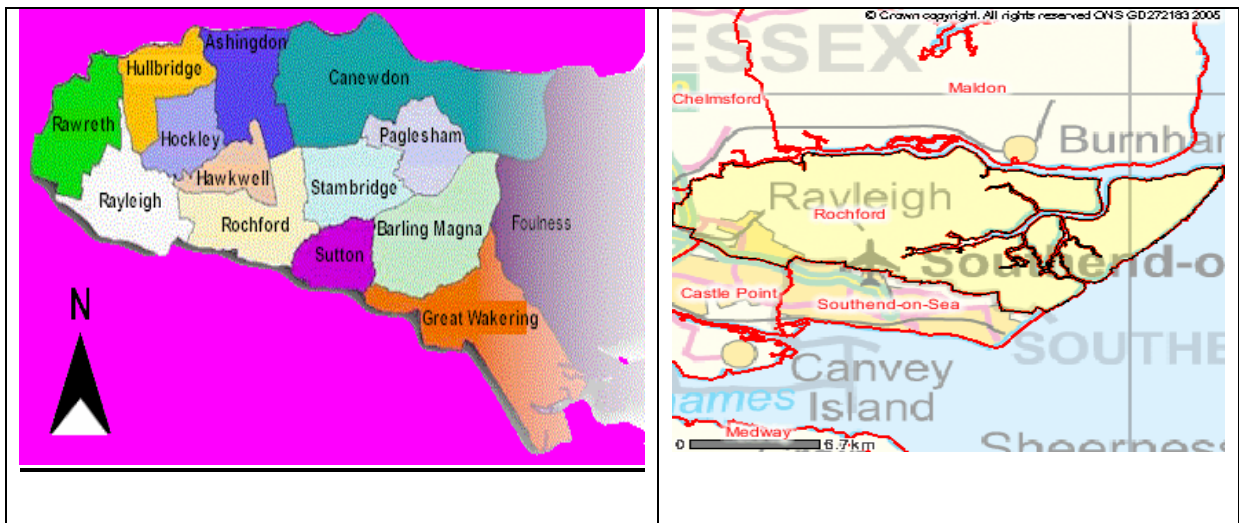
## Key Trends and Predicting Future Baseline

The following section describes fundamental social, economic and environmental elements of the Rochford District.

### Location

Rochford District is situated to the south of Essex, and covers an area of 168.35 sq km (65 square miles). The district of Rochford is situated within a peninsula between the River Thames and Crouch, and is bounded by the North Sea. The district has land boundaries with Basildon, Castle Point and Southend on Sea Districts and Marine Boundaries with Maldon and Chelmsford Districts. Rochford District is predominately rural with many surrounding villages; the main urban centres in the district include the historic towns of Rochford and Rayleigh. Map 1 illustrates the location of the Rochford District.

### Map 1 Illustrating the Location of the Rochford District



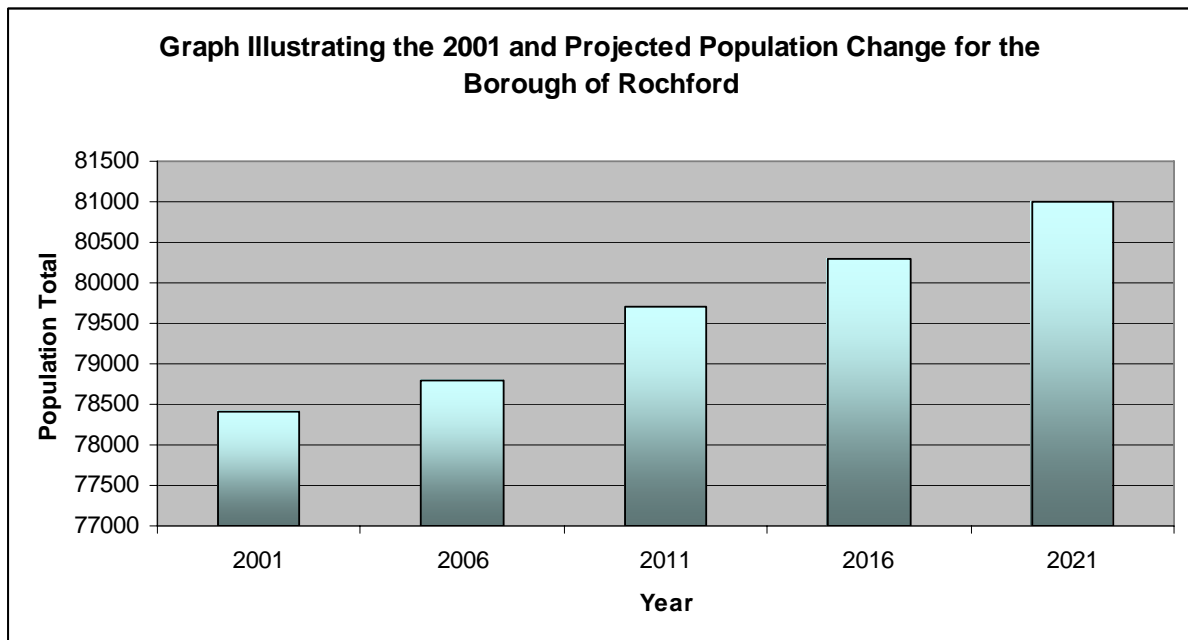
(Sources; Rochford District Council Online, 2005 and National Statistics Online, 2005)

## Population

The resident population of Rochford district, as measured in the 2001 Census, was 78,489 of which 49 per cent were male and 51 per cent were female. The sex composition of Rochford District is similar to that of Essex County Council in 2001 with 48.8% of the Essex population male and 51.2% female. In 2001, 20 per cent of the resident population were aged under 16, 57 per cent were aged between 16 and 59, and 23 per cent were aged 60 and over. The mean average age was 40. This compared with an average age of 39 within England and Wales.

In analysing the social, economic and environmental characteristics of Rochford District it is important to be aware of the projected population change anticipated for the district. This will provide an understanding as to the amount of population change likely to be experienced within the district of Rochford. Graph one illustrates the 2001 and the future projected population change for the District of Rochford.

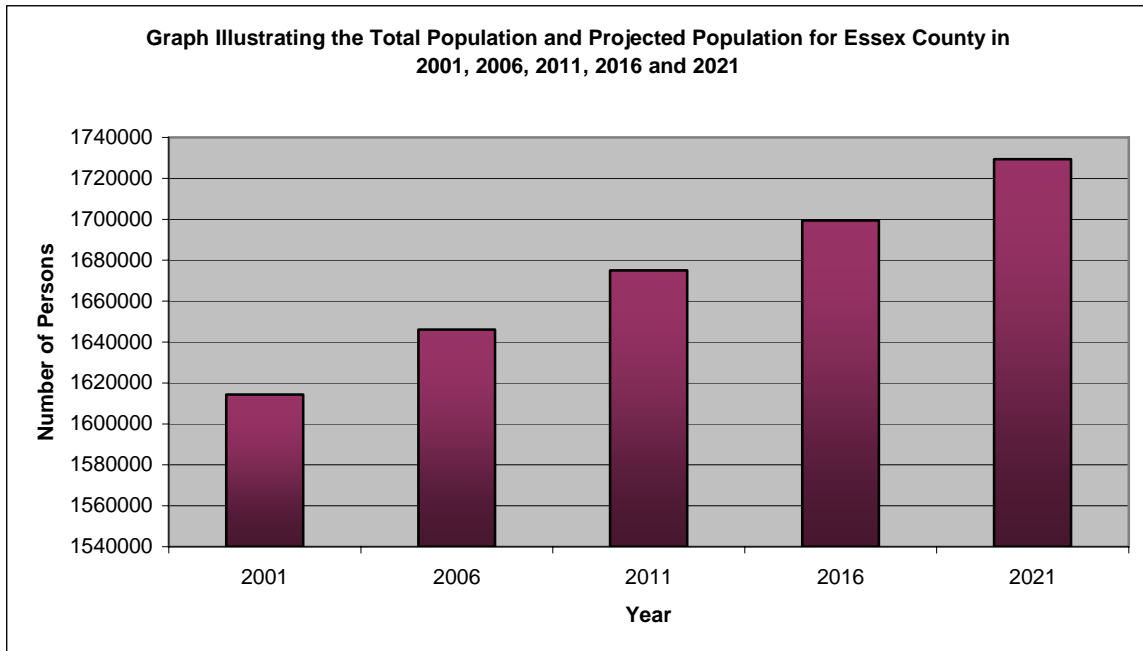
**Graph 1**



Source; Total Regional Planning Guidance 14 Submission, 29<sup>th</sup> March 2005 (Note the population projection assumes dwelling provision will be implemented at the annual average rate of provision set out in policy H2 of the Regional Spatial Strategy 14.)

Graph 1 demonstrates the population within the Rochford District in 2001 and the projected alterations in the population size assuming the dwelling provision outlined in the Draft East of England Plan (2004) will be implemented within Rochford. In 2001 the population of Rochford was 78, 400 persons, it is anticipated that by 2021 the population within the District will be 81, 000 persons. The total population within Rochford District is therefore expected to increase by 3.2% throughout the period 2001-2021. Graph two illustrates the total population change anticipated for Essex allowing comparison between the total growth rate for Essex and that of the District of Rochford.

**Graph 2**



Source; Total Regional Planning Guidance 14 Submission, 29<sup>th</sup> March 2005 (Note the population projection assumes dwelling provision will be implemented at the annual average rate of provision set out in policy H2 of the Regional Spatial Strategy 14.)

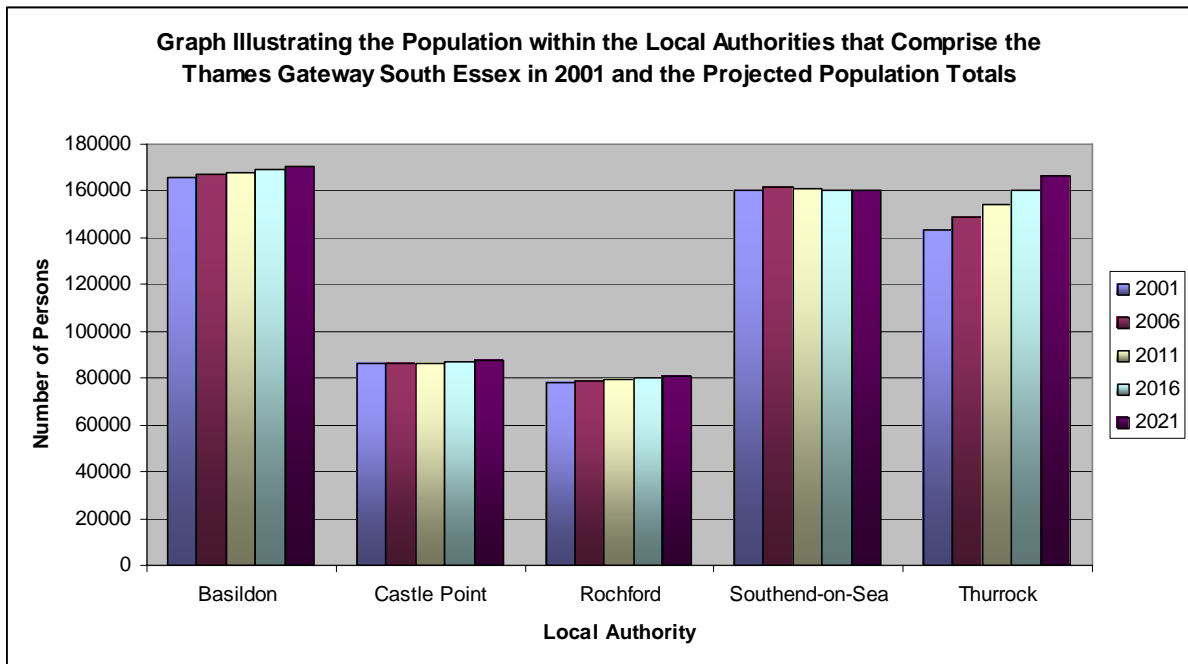
Graph 2 demonstrates that the population within the County of Essex in 2001 was 161, 4400 persons and is anticipated to increase by 2021 to 172, 9400 persons. The total population increase for Essex from 2001-2021 is 6.6%, therefore the projected population increase for the District of Rochford is 50.1% less than the anticipated rise in population throughout Essex.

## Thames Gateway South Essex Sub Regional

The Thames Gateway South Essex sub-region comprises of the five authorities of Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock and it forms the largest urban area within the East of England. It comprises of a mix of urban and natural environments and at 2001 the population total for the sub region was 633,800 representing approximately 12% of the East of England regional total.

Graph 3 illustrates the population within the local authorities that comprise the Thames Gateway South Essex and the projected population growth from 2001-2021. The population growth figures are based on the number of housing anticipated to be constructed as outlined in the Draft East of England Plan (2004).

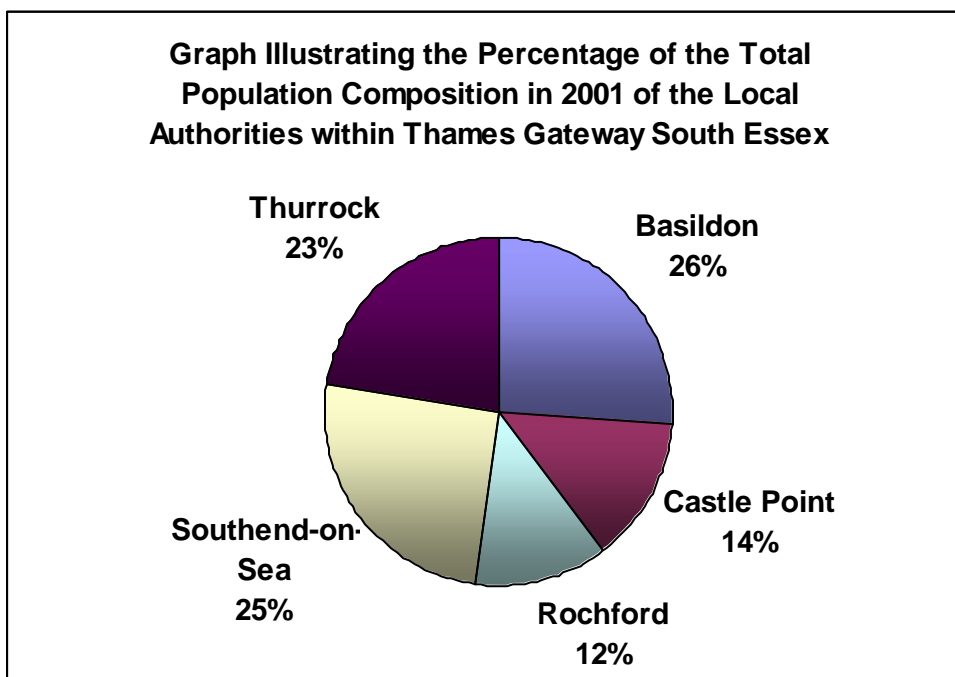
**Graph 3**



Source; Total Regional Planning Guidance 14 Submission, 29<sup>th</sup> March 2005 (Note the population projection assumes dwelling provision will be implemented at the annual average rate of provision set out in policy H2 of the Regional Spatial Strategy 14.)

Graph 3 demonstrates that the District of Rochford is anticipated to continue to have the lowest population total of all the Thames Gateway South Essex districts. Furthermore the increase in population throughout this period is expected to remain fairly constant as the total population is predicted to increase by 3.2%. Clearly Thurrock is expected to experience the greatest increase in population throughout this period. Graph 4 illustrates the proportion of the population within Thames Gateway South Essex that live within each district authority.

#### Graph 4



Source; Adapted from Total Regional Planning Guidance 14 Submission, 29<sup>th</sup> March 2005 (Note the population projection assumes dwelling provision will be implemented at the annual average rate of provision set out in policy H2 of the Regional Spatial Strategy 14.)

Graph 4 illustrates that in 2001 Rochford (12%) contains the least proportion of the population within Thames Gateway South Essex, whilst the neighbouring authorities of Basildon (26%) and Southend-on-Sea (25%) have the greatest proportion of the population in the sub region.

## Population Density

Table 4 shows the number of persons per hectare and the average household size within the District of Rochford, Essex County, the East of England region and England and Wales in 2001.

**Table 4**

**Table Illustrating the Population Density within Rochford District, the County of Essex, the East of England Region and England and Wales in 2001**

Density	Rochford District	Essex County	East of England Region	England & Wales
Number of People Per Hectare	4.6	3.8	2.8	3.4
Average Household Size	2.44	2.38	2.37	2.36

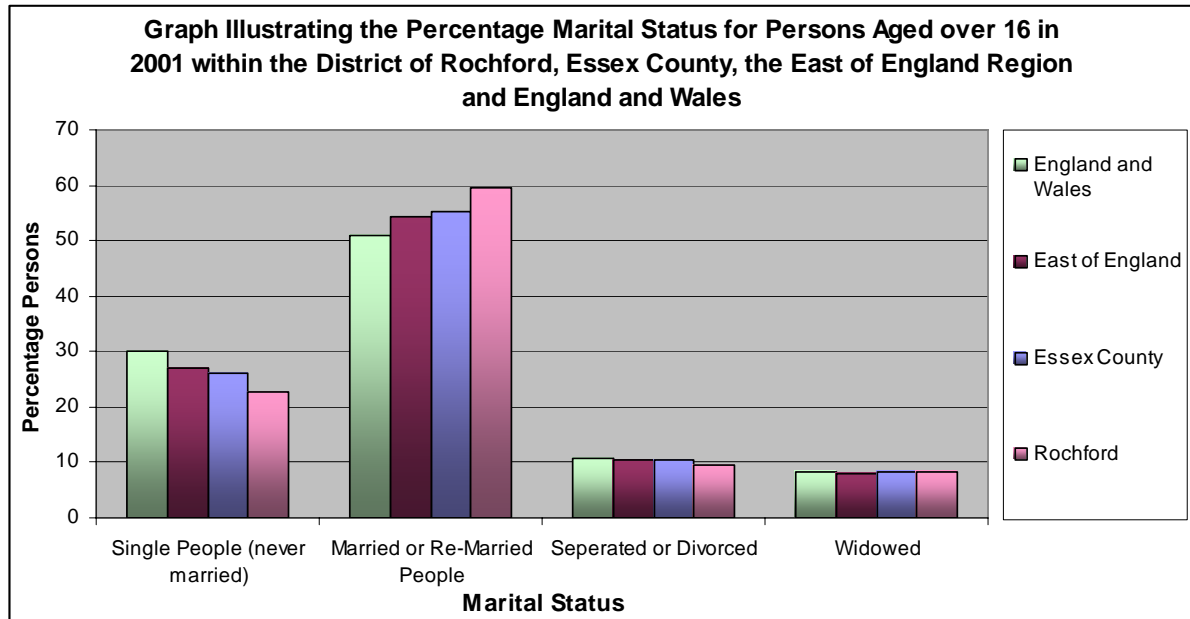
Source: Office for National Statistics, 2001

Table 4 clearly demonstrates that the District of Rochford contains more persons per hectare than the County of Essex (3.8 persons), the East of England region (2.8 persons) and England and Wales (3.4 persons). The average number of persons per hectare within the East of England region is of greatest divergence to the trend displayed by the District of Rochford in 2001. Table 4 also outlines the average household size and indicates that in 2001 the District of Rochford contained a marginally greater average household size than Essex County, the East of England Region and England and Wales.

## Marital Status

Graph 5 illustrates the marital status of persons aged over 16 years within the District of Rochford, the County of Essex, the East of England Region and England and Wales in 2001.

**Graph 5**



Source; Office for National Statistics, 2001

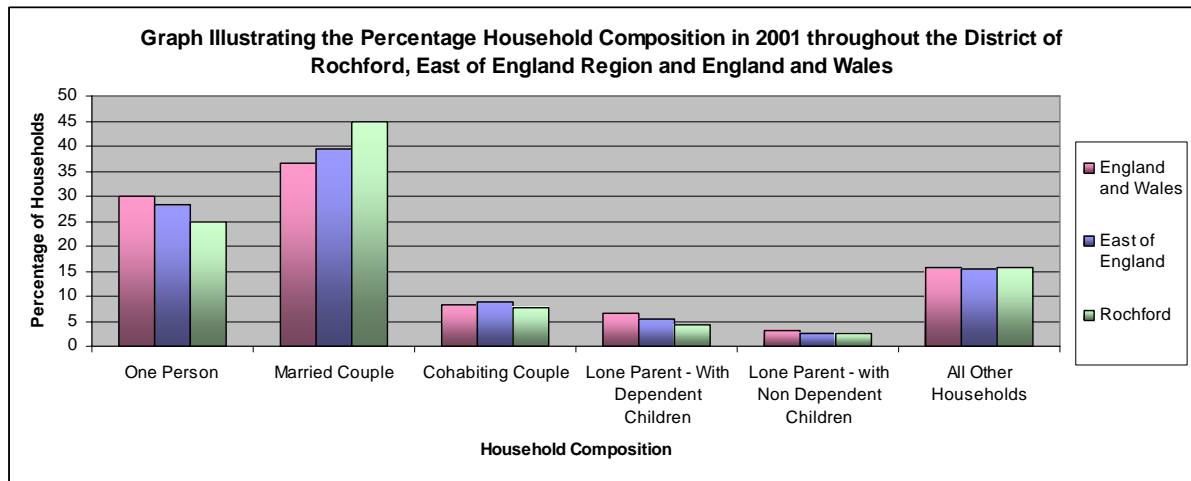
Graph 5 illustrates that the percentage of persons that are widowed within the District of Rochford is similar to the trends displayed at the County, regional and national scale. The percentage of persons that are separated or divorced throughout the District of Rochford is marginally less than the other comparators. However the percentage of persons that are married or re-married within Rochford (59.7%) is greater than the percentage for Essex (55.2%), the east of England Region (54.3%) and England and Wales (50.9%). The number of single people within the District of Rochford (22.6%) is less than that of the comparators. Marital status clearly will influence the type and design of residential dwelling demanded within a local authority.



## Household Composition and Type

Graph 6 outlines the percentage household composition for persons within England and Wales, the East of England region and the District of Rochford in 2001.

**Graph 6**

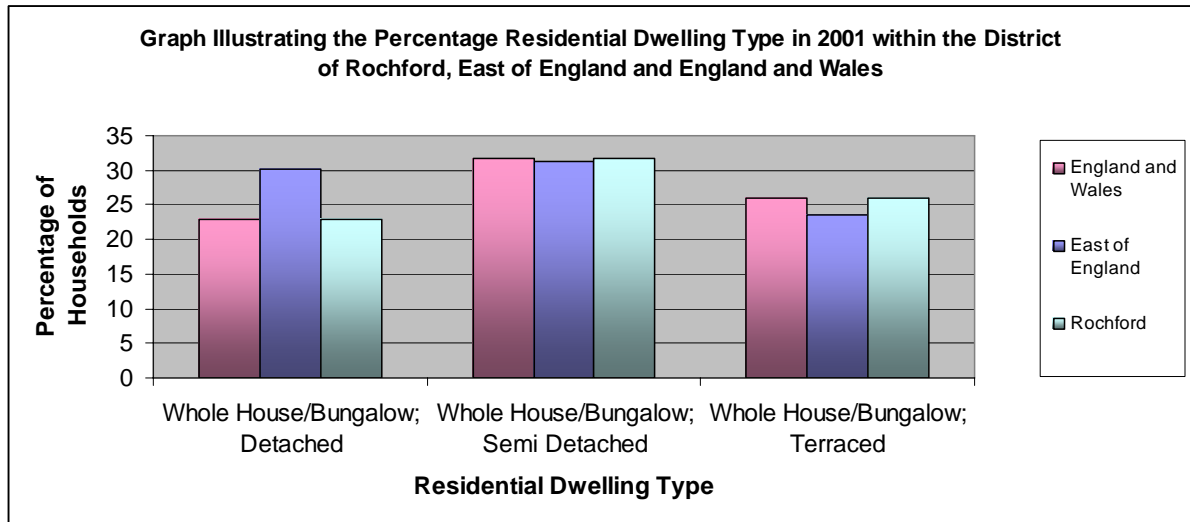


Source; Office for National Statistics, 2001

Graph 6 illustrates that the household composition for the District of Rochford, the East of England region and England and Wales in 2001. Rochford (24.9%) contains a marginally lower proportion of one person occupancy households than the East of England (28.3%) and England and Wales (30.0%). The District of Rochford also displays a divergence to the regional and national trend, as there is a greater proportion of married persons with the district. However the district demonstrates similar trends in the number of cohabiting couples, lone parents with dependent children and lone parents with non dependent children. It is important that when deciding upon the type of dwelling to construct or potential design implications for residential dwellings regard should be given to the household composition to ensure that housing needs continue to be adequately addressed.

Graph 7 illustrates the percentage of household dwelling type within England and Wales, the East of England region and the District of Rochford in 2001.

## Graph 7

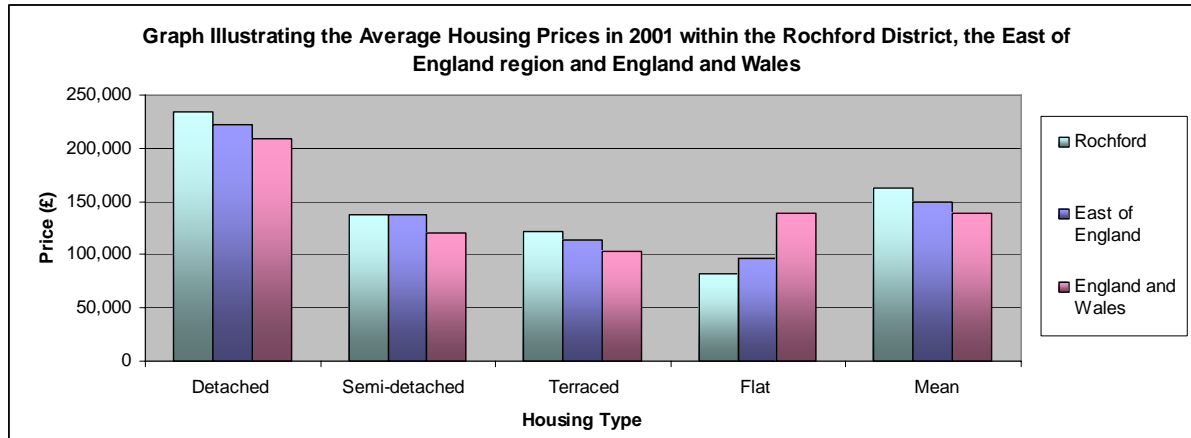


Source; Office for National Statistics, 2001

Graph 7 demonstrates that Rochford has a similar percentage of households inhabiting a semi detached dwelling house with 31.6% of the population. The District of Rochford has a comparable number of detached dwellings (22.8%) to the average for England and Wales; however the number of detached dwellings within the region is greater. Furthermore the District of Rochford has a similar proportion of terrace dwellings as the national average, while the region has marginally lower proportion of terrace dwellings.

Graph 8 outlines the average dwelling prices of properties of varying type within the District of Rochford, the East of England region and England and Wales in 2001.

**Graph 8**



Source; Office for National Statistics, 2001 Census

Graph 8 illustrates that the average price of a flat within the District of Rochford (£81, 667) was less than the average price of a flat within the region (£96, 888) and nationally (£138, 762). The average price of detached, semi detached and terraced dwellings throughout the District of Rochford are greater than the average for the region but comparable with the average price for the England and Wales. The price of a dwelling is important to establish household ability to afford particular dwelling types. From the information outlined in graph 8 it is possible to conclude that the mean dwelling prices within the District of Rochford are greater than the regional average therefore accessibility to housing within the District may be socially exclusive.

## Deprivation

The Index of Multiple Deprivation 2004 (IMD 2004) is a measure of multiple deprivation at the small area level, known as the Lower Super Output Areas. The IMD 2004 is based on the idea that there are clear dimensions of deprivation which are recognisable and may be measured. The deprivation is therefore measured in terms of the domain. The IMD 2004 comprises of seven domains. The domains include;

- ❖ Income deprivation;
- ❖ Employment deprivation;

- ❖ Health deprivation & disability;
- ❖ Education, skills and training deprivation;
- ❖ Barriers to housing and services;
- ❖ Crime; and the
- ❖ Living environment deprivation.

There are also 6 measures that comprise the large area level these are available for district and unitary council level areas. The large area measure for IMD 2004 is an important source of information for interpreting the overall level of deprivation experienced within Rochford District. The large area measures include;

- Four are formulated from the Index of Multiple Deprivation (IMD) for small area;
  - Average Score – overall deprivation measure, retains range of scores;
  - Average Rank - overall deprivation measure, dampens the impact of areas with extreme scores;
  - Extent Score - proportion of people living in serious deprived small areas.
  - Local Concentration Score - represents the severity of deprivation in 'hotspots' (average IMD rank of worst-off areas with 10% of people)
- Two are absolute numbers, drawn from data underlying the IMD:
  - Income Scale - number of income employment deprived people;
  - Employment Scale - number of employment deprived people."

(Essex County Council, 2004)

Table 5 illustrates the large area Index of Multiple Deprivation scores for all the Districts within Essex.

**Table 5**

<b>Rank Essex</b>	<b>Average Score</b>	<b>Average Rank</b>	<b>Extent</b>	<b>Local Concentration</b>
<b>1</b>	Tendring 103	Tendring 98	Basildon 106	Tendring 111
<b>2</b>	Harlow 120	Harlow 101	Tendring 127	Basildon 116
<b>3</b>	Basildon 132	Basildon 142	Harlow 180	Colchester 189
<b>4</b>	Colchester 217	Colchester 221	Colchester 193	Harlow 207
<b>5</b>	Epping Forest 234	Braintree 228	Braintree 263	Epping Forest 243
<b>6</b>	Braintree 237	Epping Forest 232	Epping Forest 246	Braintree 247
<b>7</b>	Castle Point 245	Castle Point 243	Castle Point 273	Castle Point 258
<b>8</b>	Maldon 280	Maldon 280	<b>Rochford 271</b>	Chelmsford 286
<b>9</b>	Brentwood 312	Brentwood 312	Maldon 298	<b>Rochford 299</b>
<b>10</b>	<b>Rochford 316</b>	<b>Rochford 319</b>	Brentwood 295	Maldon 301
<b>11</b>	Chelmsford 320	Chelmsford 321	Chelmsford 274	Brentwood 307
<b>12</b>	Uttlesford 341	Uttlesford 342	Uttlesford 298	Uttlesford 352

Source; Essex County Council, 2004

Table 5 demonstrates that out of the 12 Essex local authorities Rochford performs well compared to the remaining Essex Authorities, as the index of deprivation is predominately within the lower quartile.

“Chelmsford, Rochford and Brentwood score fairly low in terms of overall deprivation, in the 88-91% most deprived range” (Essex County Council, 2004, 8). The Extent Scores for the Essex Districts are outlined below;

*	Basildon	-	18%
*	Tendering	-	14%
*	Harlow	-	5%
*	Colchester	-	4%
*	Braintree, Castle Point, Epping Forest, Rochford	-	all 1%
*	Brentwood, Chelmsford, Maldon, Uttlesford	-	all 0%

(Source; Essex County Council, 2004, 9)

Clearly the results demonstrate that the District of Rochford has relatively few people living in serious deprivation compared to the majority of the Essex Districts.

Essex contains 40 Super Output Areas in the most deprived 20% in England. These seriously deprived areas are in Basildon, Clacton, Harwich, Colchester (5 areas) and Harlow. Rochford does not contain any Super Output Areas in the most deprived 20%.

To fully understand the character of the deprivation it is essential to outline the domain scores. Table 6 shows the percentage of small areas that are seriously deprived on each domain score for Rochford District, the County of Essex and the average for the Essex Districts.

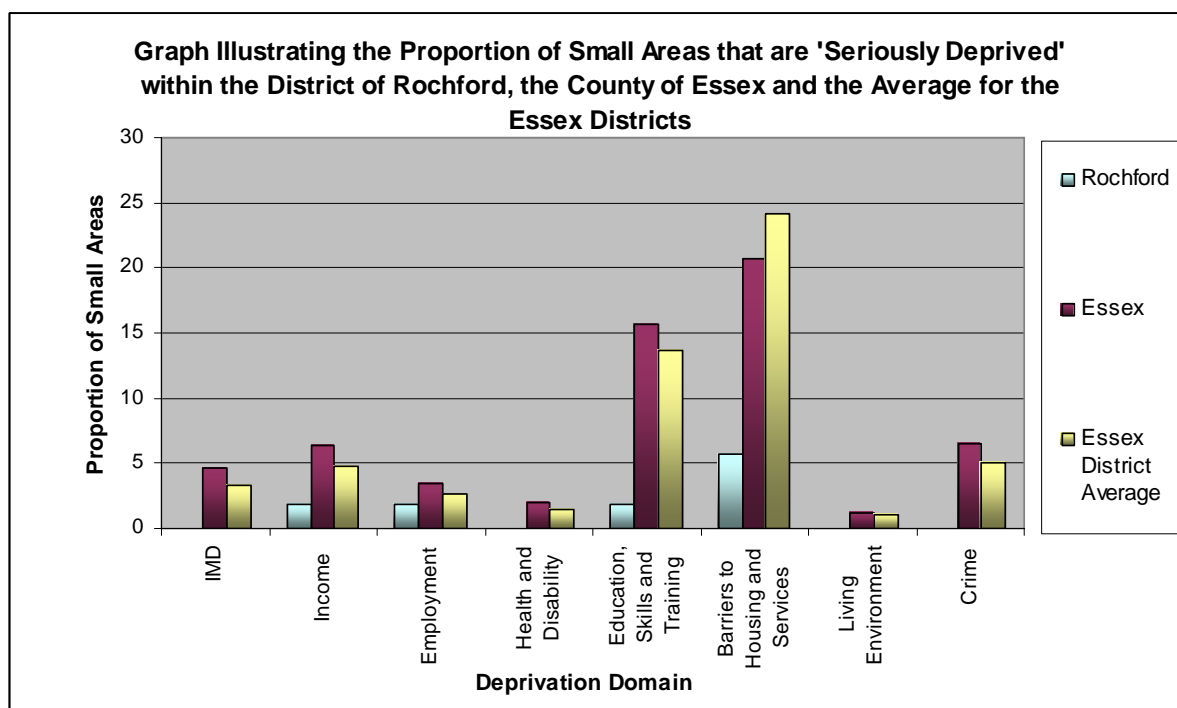
**Table 6 - shows the percentage of small areas that are seriously deprived on each domain score for Rochford District, the County of Essex and the average for the Essex Districts.**

<b>Authority</b>	<b>IMD</b>	<b>Income</b>	<b>Employment</b>	<b>Health and Disability</b>	<b>Education, Skills and Training</b>	<b>Barriers to Housing and Services</b>	<b>Living Environment</b>	<b>Crime</b>	<b>No of Small Areas</b>
<b>Rochford</b>	<b>0</b>	<b>1.9</b>	<b>1.9</b>	<b>0</b>	<b>1.9</b>	<b>5.7</b>	<b>0</b>	<b>0</b>	<b>53</b>
<b>Essex</b>	<b>4.6</b>	<b>6.4</b>	<b>3.5</b>	<b>2.0</b>	<b>15.6</b>	<b>20.7</b>	<b>1.2</b>	<b>6.5</b>	<b>863</b>
<b>Essex District Average</b>	<b>3.3</b>	<b>4.8</b>	<b>2.7</b>	<b>1.4</b>	<b>13.7</b>	<b>24.1</b>	<b>1.0</b>	<b>5.1</b>	<b>71.9</b>

Source, National Statistics Online, 2004 Indices of Multiple Deprivation

To aid interpretation of the results graph 12 has been formulated, highlighting the percentage score for the small areas that are seriously deprived in the Rochford District and the average for the Essex districts.

**Graph 9**



Source, National Statistics Online, 2004 Indices of Multiple Deprivation

Graph 9 clearly demonstrates that the District of Rochford has less deprivation than the average for the Essex Districts, and Essex County. However similarly to the trend displayed by Essex and the average for the Essex Districts the greatest small areas deprivation experienced within the District of Rochford is related to Barriers to Housing and Services.

The Indices of Deprivation domains that are of particular importance to Shop Fronts – Security and Design include the Living Environment, Crime and Employment Deprivation domains.

The Living Environment domain “focuses on deprivation with respect to the characteristics of the living environment. It comprises two sub-domains: the indoor living



environment which measures the quality of housing and the outdoor which contains two measures about air quality and road traffic accidents” (Office of the Deputy Prime Minister, 2004, 4). Graph 12 illustrates that there are no small areas within the District of Rochford that are ‘seriously deprived’, although the average throughout the Essex Districts exceeds Rochford this variation is marginal. It is important that the District of Rochford continues to display a good quality living environment, and shop front design and security can have an important role in the quality and layout of the shops within the district.

The Crime Domain “measures the incidence of recorded crime for four major crime themes representing the occurrence of personal and material victimisation at a small area level” (Office of the Deputy Prime Minister, 2004, 3). Graph 12 demonstrates that the District of Rochford has no areas with serious crime deprivation however the average for the Essex Districts (6.5) and Essex County (5.1) exceeds Rochford.

The final Indices of Deprivation domain that is relevant to the Shop Fronts – Security and Design Supplementary Planning Document is the Employment Deprivation domain. This domain ‘measures employment deprivation conceptualised as involuntary exclusion of the working age population from the world of work” (Office of the Deputy Prime Minister, 2004, 2). The development and maintenance of a good quality town centre is essential to the production of a place that people want to work, live and invest (Office of the Deputy Prime Minister, 2005). The total number of small areas experiencing severe employment deprivation throughout the District of Rochford (1.9) is marginally less than the average for the Essex districts (2.7) and Essex County (3.5).

Unemployment levels within Rochford District are below regional and national averages at 2.4 per cent. Within the district only five businesses employ more than 250 staff, many of the larger businesses are in the engineering sector and are related to London Southend Airport (*The Audit Commission, Comprehensive performance Assessment Rochford District Council, 2004*).

## Crime

Table 7 illustrates the total number of offences per 1000 persons of the population from 2003-2004, within the England and Wales, the East of England region, Essex County and the District of Rochford.

**Table 7**

Authority	Total Offences per 1000 Population			
	Apr- Jun 2003	Jul- Sep 2003	Oct- Dec 2003	Jan- Mar 2004
England and Wales	29.0	28.3	27.6	27.8
East of England	23.7	23.1	22.9	23.4
Essex	23.1	21.3	22.3	22.3
Rochford	13.2	12.0	14.9	14.1

Source; Crime Statistics Online, Home Office

Table 8 indicates that the crime rates per 1000 of the population for the District of Rochford marginally fluctuated, however the incidences of crime per 1000 of the population were considerably lower than the other comparators. With regard to the Rochford District the Local Authority displays a fairly low level of crime and is not displaying any worrying trends.

The types of crimes committed give an indication to the seriousness of the crimes committed within the area. The type of criminal offences committed per 1000 of the population for the District of Rochford and the English average for 2004/05 are outlined in table 8.

**Table 8**

Type of Crime	Per 1000 of the Population	
	Rochford District	English Average
Sexual Offences	0	0.9
Violence Against Person	9	16.5
Robbery Offences	0	1.4
Burglary Dwelling Offences	3	6.4
Theft of motor vehicle offences	2	4.5
Theft from a motor vehicle offence	4	10.0

Source; Up My Street website

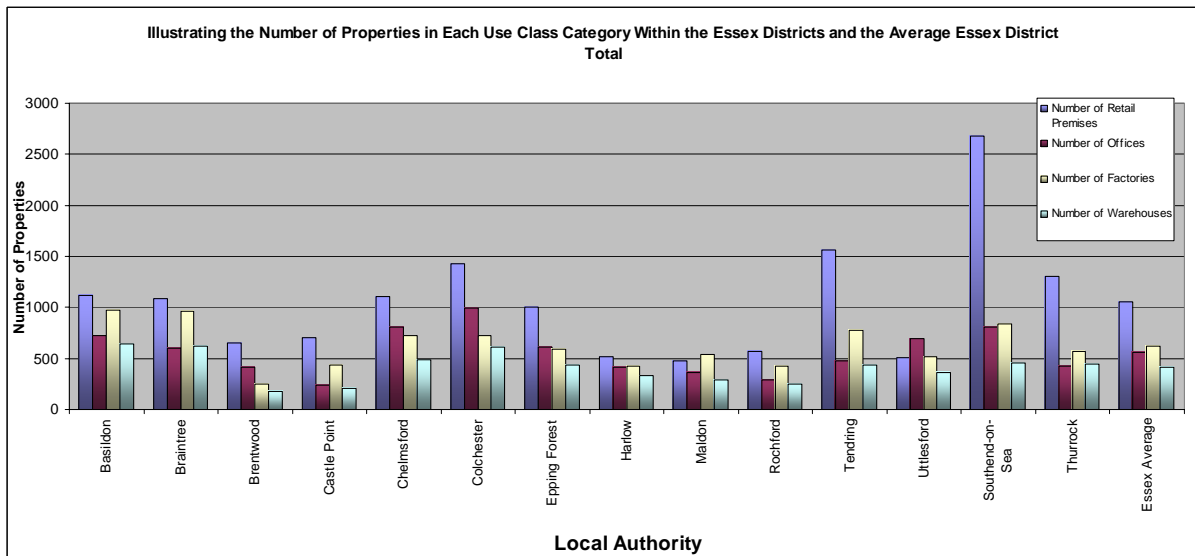
Table 8 indicates that Rochford has a lower incidence of all criminal offences per 1000 of the population in comparison to the English average. It is important that the Local Authority continues to experience a low level crime and the design of good quality shopping areas contributes positively to the maintenance of a low level of crime.

## Floor Space

The Office of the Deputy Prime Minister collates a range of information on the commercial floorspace, including rateable value, size and number of hereditaments. When analysing commercial floorspace rated properties appropriate for a single occupant are often referred to as hereditaments.

Graph 10 illustrates the number of hereditaments in each use class category within the Essex Districts and compared to the Essex District average.

**Graph 10**



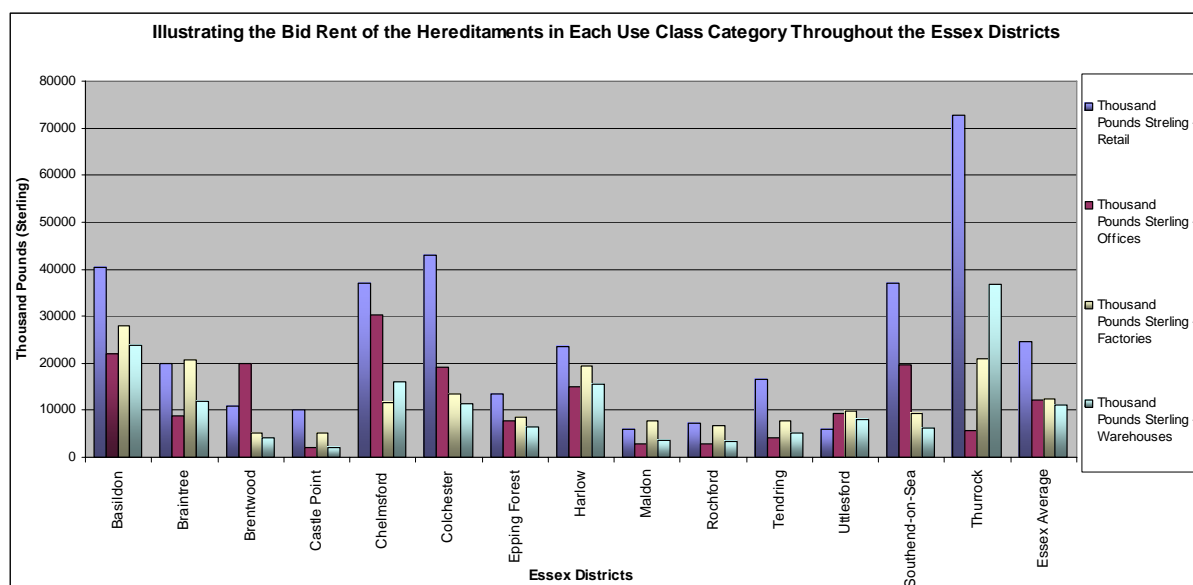
Source; Office of the Deputy Prime Minister, 2004

Graph 10 clearly indicates that the District of Rochford has a less than Essex average number of retail, office, factory and warehouse hereditaments. However similarly to the majority of the Essex Districts the number of retail premises exceeds other

hereditaments. The unitary authority of Southend-on-Sea had the greatest quantity of retail outlets with 2683 in 2004, while the districts of Tendring (1566) and Colchester (1424) also had a high proportion. In 2004 the average number of retail hereditaments in Essex was 1051.

Graph 11 illustrates the bid rent (price of premises) of the hereditaments (premises) in each use class category throughout the Essex Districts.

**Graph 11**

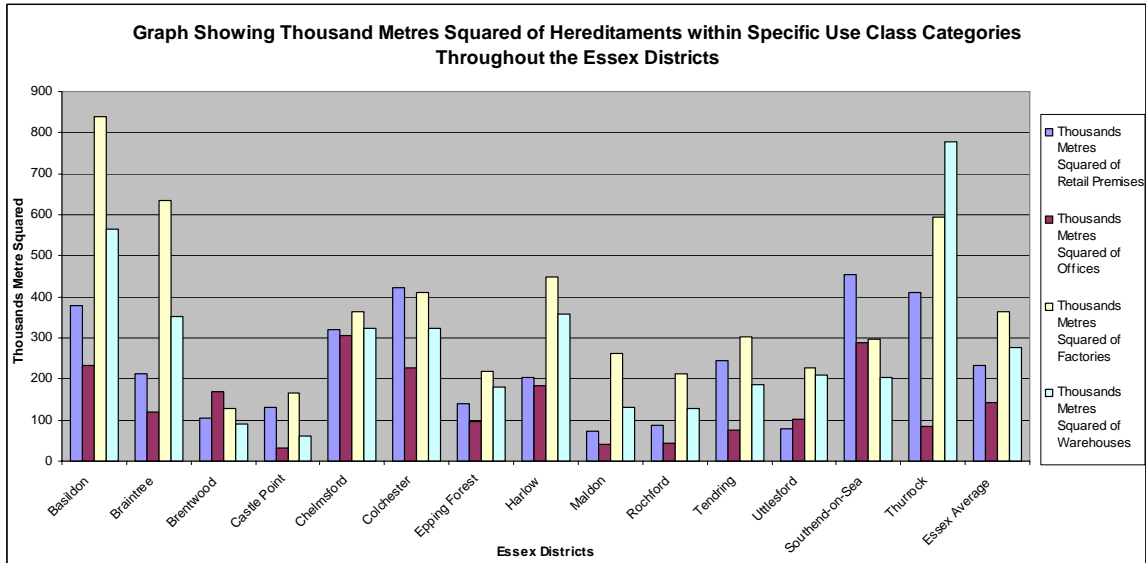


Source; Office of the Deputy Prime Minister, 2004

The rateable value of the hereditaments is also an important classification, it may be utilised to analyse the demand for premises within the District, for instance districts that display high bid rents may demonstrate that demand for a particular use class premises is high therefore prices for the particular premises will rise. Graph 15 demonstrates that in terms of retail Thurrock Council has the highest bid rent with 72, 734 thousand pounds (sterling). However the unitary authority of Thurrock has a disproportionately greater retail bid rent which is explained by Lakeside Regional Shopping Centre which is located within the Thurrock district at Grays. The District of Rochford bid rent for all units was less than the average for the Essex Districts.

Graph 12 illustrates the thousand metres squared of hereditaments within specific use class categories throughout the Essex Districts.

**Graph 12**



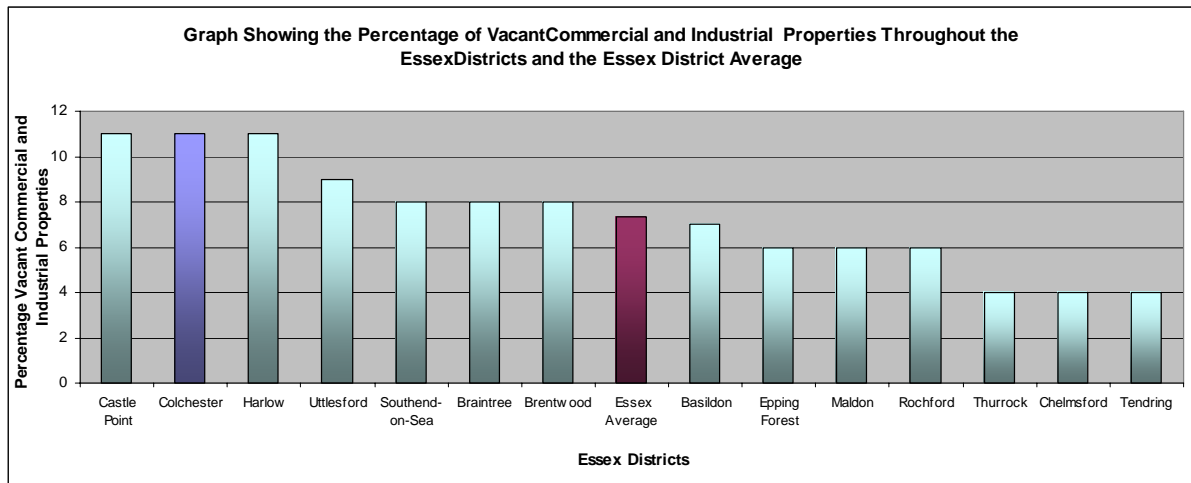
Source; Office of the Deputy Prime Minister, 2004

Graph 12 shows that the Essex district average retail floorspace is 233 thousand metres squared, the District of Rochford contains less than the average with 88 thousand metres squared. Similarly Rochford had less than the Essex average proportion of office (44 thousand metres squared) of office floorspace, factory (212 thousand metres squared) floorspace and warehouse (129 thousand metres squared) floorspace.

**Vacancy rates**

The percentage commercial and industrial property vacancy statistics for each district in Essex and the average Essex district is illustrated in graph 13.

**Graph 13**



Source; National Statistics Online, 2002/2003

The average percentage commercial and industrial property vacancy rate for the Essex districts was 7.4% in 2002/03, Graph 13 illustrates that the District of Rochford similarly to Epping Forest, Maldon and Rochford had 6% commercial and industrial vacant properties. It is important that the Shop Fronts Design and Security Supplementary Planning Document seeks to encourage the re-use of vacant properties and the adoption of appropriate design measures.

## **Material Assets and Cultural Heritage**

- **Listed Buildings**

Listed buildings of special architectural or historic interest are important in contributing to the character of a Local Authority. A listed building is regarded as a structure that is of national or architectural interest therefore listed buildings are not purely older buildings.

The total number of listed buildings or groups of buildings that are listed Grade 1 and 2\* in England was 30,491 (English Heritage, 2005) an increase of 2% since 1999 register (English Heritage, 2005). Essex currently has a total of 14,239 (excluding Southend-on-Sea Unitary Authority and Thurrock Unitary Authority) listed buildings, Colchester

contains 1557 of the Essex listed buildings (Information dated 14<sup>th</sup> November 2005). Appendix 2 shows a map of all the listed buildings within the District of Rochford.

Rochford boasts a large number of listed buildings, including Rochford Hall, one time home of the Boleyn family and The Old House in South Street, Rochford. The District has more than 350 sites of archaeological interest, four Scheduled Ancient Monuments, 14 ancient woodlands, 3 Special Landscape Areas and 2 Special Protection Areas. In addition, the coast and estuaries are protected under international statutes. The District also has 39.5 km of rivers and the future conservation and prosperity of the river areas for wildlife and leisure will be ensured by The Crouch and Roach Estuary Management Projects.

**Listed buildings in Rochford;**

**Table 9**

<b>Building Type</b>	<b>Location</b>
Blatches Farmhouse (barn, stables and granary)	Blatches Chase
Cherry Orchard	Cherry Orchard Lane
Rochford Hospital (Johnson Isolation Block, Main Block, Boiler House)	Dalys Road
Doggetts Farmhouse (stables, cart lodge, cartlodge, large barn, purpose built barn, granary)	Doggetts Chase
Bake/ Brew house	Doggetts Chase
N.o 20, 24, 24A, 26, 28 (south side)	East Street
N.o 5, 17 (north side)	East Street



N.o 1 and 2 Kings Hill Cottages	East Street
Gusted Hall	Gusted Hall Lane
Church of St Andrews, Rochford Hall, ruins and wall surrounding gardens, Pelham's Farmhouse, Rectory Cottage, The Lawn, Potash Cottage	off Hall Road
Shangri-La	Stroud Green, Hall Road
N.o 2, 4, 22, 32, 36, 38, and 40 Old Ship Public House (east side)	North Street
N.o 19, 21, 23, 25, 27, 29 – 35, 37, 61 -67 (west side)	North Street
N.o 2, 4, 8, 10, 12, 14 – 20, 22, 24, 28, 30, 46 (west side)	South Street
N.o 1, 3, 7, 11, 15, 17, 19, 21- 31, 33, 35, 39, 41 (east side)	South Street
N.o 17, 19	Southend Road
N.o 2-8, 10-16	Weir Pond Road
N.o 34, 44, 46, 58, 60, 62, 64, 66, 82, 92-100, (north side)	West Street
N.o 1, 3, 5, 9, 15, 17, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55 – 65, 67, 69, The Kings Head, Women's Institute Hall,	West Street

(south side)	
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Source: Rochford District Council

The Historic Buildings at Risk Register contains details of buildings known to be 'at risk' through neglect and decay, or vulnerable to becoming so. The objective of the Register is to outline the state of repair of these buildings with the intention of instigating action towards securing their long term conservation. Table 10 illustrates the number of buildings at risk in 2003, 2004 and 2005, while Table 11 shows the number of listed buildings removed from the risk register.

**Table 10 Illustrates the Number of Buildings at Risk in 2003, 2004, and 2005**

Administrative Area	At Risk			Newly at risk		
	2005	2004	2003	2005	2004	2003
Basildon	3	2	3	0	1	0
Braintree	32	27	29	4	9	5
Brentwood	10	9	6	2	1	3
Castle Point	1	1	2	0	0	0
Chelmsford	6	8	4	0	0	4
Colchester	26	21	29	0	5	0
Epping Forest	15	12	16	1	3	0
Harlow	3	3	3	0	0	0
Maldon	11	6	8	2	5	0
Rochford	7	8	10	0	0	0
Tendring	27	26	25	0	4	2
Uttlesford	17	17	17	0	3	0
<b>Total</b>	173	157	169	11	31	14
<b>Total At Risk (inc newly at risk)</b>	184	188	183			

(Source, Essex County Council, 2005)

**Table 11 Illustrates the Total Number of Listed Buildings Removed from the Risk Register**

<b>Administrative Area</b>	<b>No longer at risk</b>		
	<b>2005</b>	<b>2004</b>	<b>2003</b>
<b>Basildon</b>	0	1	0
<b>Braintree</b>	4	7	9
<b>Brentwood</b>	0	0	3
<b>Castle Point</b>	0	1	0
<b>Chelmsford</b>	2	0	0
<b>Colchester</b>	0	8	1
<b>Epping Forest</b>	0	4	0
<b>Harlow</b>	0	0	1
<b>Maldon</b>	0	2	3
<b>Rochford</b>	<b>1</b>	<b>2</b>	<b>0</b>
<b>Tendring</b>	2	1	4
<b>Uttlesford</b>	3	0	2
<b>Total</b>	15	26	24

Source; Essex County Council, 2005

The register addresses a 'moving target' and as some buildings are repaired and taken off, others become 'at risk' and are added. The success of the Register may be measured by the number of buildings added, furthermore both the success and failure of the conservation measures employed is reflected in the numbers removed. In 2005 the number of buildings 'at risk' in Rochford was 7, this is lower than the average for the average for Essex (14.4). Rochford performs well as the number of newly at risk buildings from 2003-2005 was 0. Furthermore in recent years the Rochford has removed buildings from the 'at risk' register. In Rochford the building that was removed from the 'at risk' register was repaired it was located at 35, 37 and 39 West Street Rochford.

- **Conservation Areas**

Appendix 3 illustrates the conservation areas within the District of Rochford.

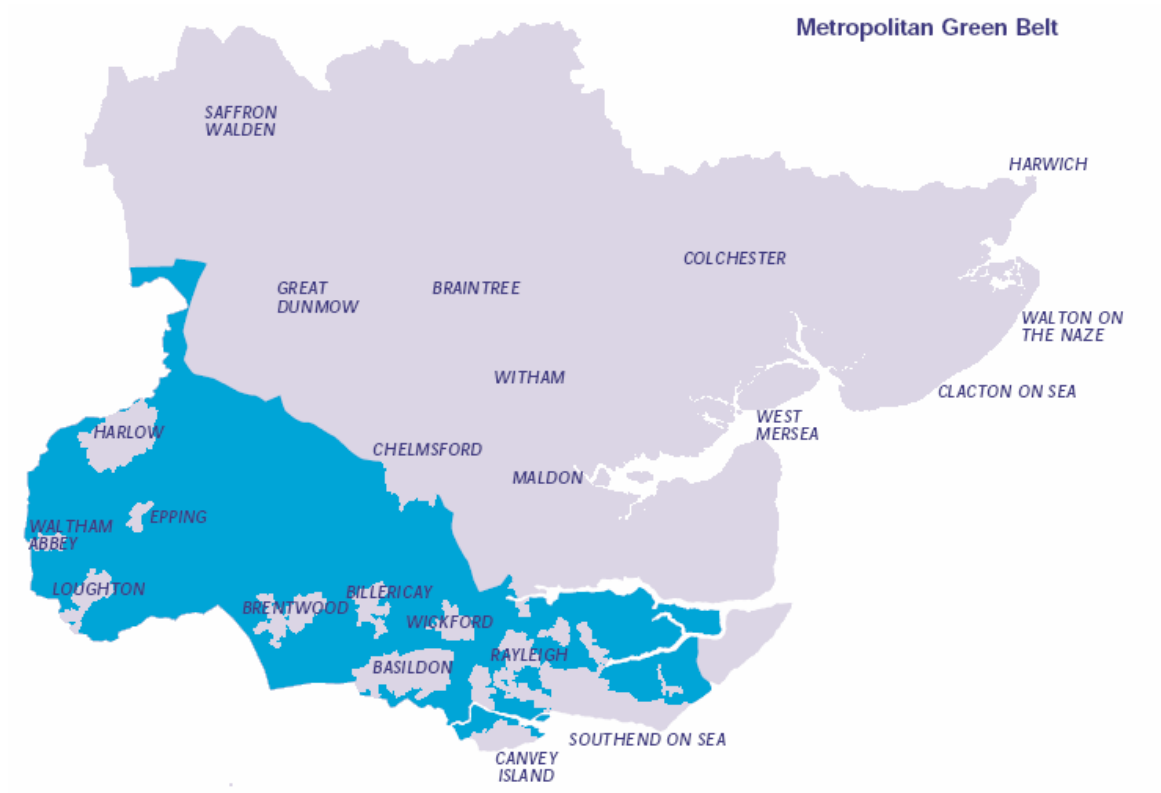
- **Flooding**

Appendix 4 illustrates the areas of flood risk in the District of Rochford.

### **Metropolitan Green Belt**

A large area of the south-western part of Essex including Thurrock and Southend-on-Sea forms part of the Metropolitan Green Belt (MGB) surrounding Greater London. The MGB designation has been in place for almost 50 years. Its main objective is to prevent urban sprawl by keeping land open within the countryside surrounding the metropolitan area of Greater London. PPG2 "Green Belts" sets out the policies for land within the MGB. Greenbelt land in the Thames Gateway in South Essex has come under pressure for development and reviews of green belt land will be necessary to respond to the Government's Sustainable Communities Plan. In areas where green belt land is lost, interventions may be needed to mitigate the impacts of increased development. The design of housing may also impact upon the need to construct on the greenbelt.

## Map 2 – Illustrating the Metropolitan Greenbelt



Source: Essex and Southend-on-Sea Replacement Structure Plan, 2001



## **SEA Objectives, Targets and Indicators**

### **Sustainability Objectives:**

The utilisation of sustainability objectives is a recognised methodology for considering the environmental effects of a plan and programme and comparing the effects of the alternatives. They serve a different purpose to the objectives of the Rochford District Shop Fronts SPD. The sustainability objectives are utilised to show whether the objectives of the plan and programme are beneficial for the environment, to compare the environmental effects of the alternatives or to suggest improvements.

The sustainability objectives have been derived from a review of the plans and programme at the European, national, regional, county and local scale and a strategic analysis of the baseline information. The assessment of the baseline data allows the current state of the environment to be evaluated to determine if significant effects are evident.

Annex 1 (f) of the SEA Directive states that ‘the likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors’ should be analysed. The sustainability objectives identified for the assessment of the Rochford District Shop Fronts SPD are outlined in table 12. Table 12 also highlights the relationship with the SEA Directive, the source of the objectives and the related issues.



**Table 12**

<b>SEA Directive Significant Effects</b>	<b>SEA/SA Objective</b>	<b>Source</b>
<p><b>Cultural Heritage – Architectural and Archaeological heritage</b></p> <p><b>Landscape</b></p>	<p>(1) To protect and enhance the architectural and historic environment.</p>	<p>Office of the Deputy Prime Minister, Planning Policy Statement 1 – Delivering Sustainable Development, 2005</p> <p>Office of the Deputy Prime Minister, Planning Policy Statement 7 – Sustainable Development in Rural Areas, 2004</p> <p>Rochford Replacement Local Plan</p>
<p><b>Population</b></p> <p><b>Biodiversity – Fauna and Flora</b></p> <p><b>Cultural Heritage</b></p> <p><b>Landscape</b></p>	<p>(2) To ensure high quality development through good design and the efficient use of resources.</p>	<p>Office of the Deputy Prime Minister, Planning Policy Statement 1 – Delivering Sustainable Development, 2005</p>
<p><b>Landscape</b></p> <p><b>Biodiversity – Fauna and</b></p>	<p>(3) To ensure development is integrated into the existing urban form.</p>	<p>Office of the Deputy Prime Minister, Planning Policy Statement 7 – Sustainable Development in Rural</p>

<p><b>Flora</b></p> <p><b>Cultural Heritage</b></p>		<p>Areas, 2004</p>
<p><b>Population</b></p> <p><b>Biodiversity – Fauna and Flora</b></p> <p><b>Cultural Heritage</b></p> <p><b>Landscape</b></p> <p><b>Material Assets</b></p>	<p>(4) To respond to local context and reinforce distinctiveness.</p>	<p>Office of the Deputy Prime Minister, Planning Policy Statement 1 – Delivering Sustainable Development, 2005</p>
<p><b>Population</b></p> <p><b>Cultural Heritage</b></p> <p><b>Material Assets</b></p>	<p>(5) To support efficient, competitive and innovative retail.</p>	<p>Office of the Deputy Prime Minister, Planning Policy Statement 6 – Town Centres, 2005</p>
<p><b>Population</b></p> <p><b>Landscape</b></p> <p><b>Cultural Heritage</b></p> <p><b>Material Assets</b></p>	<p>(6) To encourage investment to regenerate the local area.</p>	<p>Office of the Deputy Prime Minister, Planning Policy Statement 6 – Town Centres, 2005</p>

## Assessing the Compatibility of the Objectives

A balance of social, economic and environmental objectives has been selected. To test the internal compatibility of the sustainability objectives a compatibility assessment was undertaken to identify any potential tensions between the objectives. Matrix 1 illustrates the compatibility appraisal of the sustainability objectives.

### Matrix 1

Matrix Illustrating the Compatibility Appraisal of the SEA Objectives

<b>Sustainability Objectives</b>	<b>2</b>	VC					
	<b>3</b>	VC	VC				
	<b>4</b>	VC	VC	VC			
	<b>5</b>	VC	VC	VC	VC		
	<b>6</b>	C	VC	C	VC	C	
	<b>7</b>	C	VC	C	VC	C	VC
			<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Sustainability Objectives</b>							

Key	Symbol
Very Compatible	VC
Compatible	C
No Impact	N
Incompatible	I
Very Incompatible	VI
Uncertain	U

A second compatibility test was undertaken to determine whether the aims of the SPDs were compatible with the sustainability objectives. Matrix 2 outlines the compatibility of the sustainability objectives and the SPD aims

**Matrix 2 - Compatibility of the SEA Objectives and the Rochford District Council Shop Front Design SPD Objectives**

		Rochford District SEA Objectives					
		1	2	3	4	5	6
Shop Front: Security and Design SPD Objectives	1	VC	VC	VC	VC	VC	VC
	2	VC	VC	VC	VC	VC	VC
	3	VC	VC	VC	VC	VC	VC

Key	Symbol
Very Compatible	VC
Compatible	C
No Impact	N
Incompatible	I
Very Incompatible	VI
Uncertain	U

## **Chapter 4 - SPD Policy Appraisal**

## Chapter 4

### SPD Policy Appraisal

#### Significant Social, Environmental and Economic Effects of the Preferred Policies

Annex 1 (f) of the SEA Directive (2001) states that information should be provided on “the likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic, material assets including architectural and archaeological heritage, landscape and the interrelationship between the above factors” (Annex 1(f)). It is recommended in the guidance by the Office of the Deputy Prime Minister that the significance of the effect of a policy or plan needs to consider the probability, duration, frequency and reversibility of the effects. To aid in this evaluation the SA Framework adopted is comparable to that delineated in the Office of the Deputy Prime Minister’s Guidance entitled ‘*Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents*’ (November, 2005). The SA Framework aims to ensure that the policies outlined in the Rochford District Shop Fronts SPD Issues and Options are beneficial to the community and sustainable (Office of the Deputy Prime Minister, 2005).

A comprehensive assessment of all policies against all SA/SEA objectives has been undertaken and is a technical annex to this report. A summary of the significant social, environmental and economic effects, spatial extent, temporal extent and recommendations arising from the Appraising Plan Policy assessment is outlined below. The assessment is of potential positive, negative, direct and indirect effects. The summary outlines the SPDs performance against the sustainability objectives. The objectives have been subdivided to reflect the specific social, economic and environmental dimensions of sustainability as outlined in the SEA Directive Annex 1(f).

Relationship with SEA Directive	SEA Objective
<b>Cultural Heritage – Architectural and Archaeological heritage</b>  <b>Landscape</b>	(1) To protect and enhance the architectural and historic environment.

**SPD Policy**

**Shop Front Policy 1**

**Spatial Scale** – Town centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF1 seeks to retain, enhance and maintain pre-1800 and 19<sup>th</sup> Century shop fronts throughout the District of Rochford. Therefore it is deemed that the SF1 adequately seeks to protect and enhance the architectural and historic environment.

**Recommendation** – Not relevant.

**SPD Policy**

**Shop Front Policy 3**

**Spatial Scale** – Town centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - Ultimately this policy seeks to ensure that any new shop front elevation is in keeping with the existing traditional building landscape. SF3 clearly permits new development throughout the District of Rochford that is compatible with the materials, scale and visual intricacy of the existing street scene. SF3 is therefore anticipated to contribute positively in the protection and enhancement of the architectural and historic environment.

**Recommendation** – Not relevant.

### **SPD Policy**

#### **Shop Front Policy 4, 5 and 6**

**Spatial Scale** – Town centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF4, SF5 and SF6 seek to ensure that any alterations or additions to shop fronts within historic areas throughout the District of Rochford should be informed through detailed design, materials that emphasise the historic character and colouring that harmonises with the existing street scene. The provisions outlined in these policies may be enhanced if developers and/or shop owners within the historic areas were encouraged to utilise appropriate building materials and paint for the exterior facades. The materials and paint should be chosen on the extent to which they are sustainable, durable and high quality. Consideration should also be given to the colour and profile together with their ability to withstand weathering and aesthetic suitability.

**Recommendation** – The provisions outlined in this section of the SPD would be enhanced by encouraging developers and/or shop owners in historic areas to utilise appropriate building materials and paint for the exterior facades. The materials and paint should be chosen on the extent to which they are sustainable, durable and high



quality. Consideration should also be given to the colour and profile together with their ability to withstand weathering and aesthetic suitability.

Relationship with SEA Directive	SEA Objective
<b>Population</b>  <b>Biodiversity – Fauna and Flora</b>  <b>Cultural Heritage</b>  <b>Landscape</b>	(2) To ensure high quality development through good design and the efficient use of resources.

**SPD Policy**

**Shop Front Policy 1**

**Spatial Scale** – Town centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF1 seeks to ensure that shop fronts are retained, maintained and enhanced. Planning Policy Statement 1 – Delivering Sustainable Development states that “planning should seek to maintain and improve the local environment and help to mitigate the effects of declining environmental quality” (Office of the Deputy Prime Minister, 2005, 80). Clearly this policy aims to protect the existing environment. This protection and enhancement contributes positively to encouraging good quality design and development within the town centres and neighbourhood centres throughout the District of Rochford.

Latter sections of the SPD seek to promote the efficient use of resources for shop front design.

**Recommendation** – Not relevant.

### **SPD Policy**

#### **Shop Front Policy 2**

**Spatial Scale** – Town centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF2 aims to ensure that shop fronts are in keeping with the existing building elevation. Thus ultimately SF2 contributes positively to the protection and enhancement of the architectural and historical environment.

**Recommendation** – Not relevant.

### **SPD Policy**

#### **Shop Front Policy 3**

**Spatial Scale** – Town centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - Planning Policy Statement 1 – Delivering Sustainable Development that “good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible

from good planning” (Office of the Deputy Prime Minister, 2005, Para 33). This policy seeks to ensure that shop front elevations in a traditional location remain in keeping with the existing character. SF3 therefore aims to certify that any new development is compatible in the materials utilised, the scale, and remains visually appropriate. It is therefore deemed that this provision within the SPD will seek to promote high quality design throughout the urban areas in the Rochford District.

**Recommendation** – Not relevant.

## **SPD Policy**

### **Shop Front Policy 4, 5 and 6**

**Spatial Scale** – Town centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.

**Significant Effect** - Planning Policy Statement 1 – Delivering Sustainable Development that “good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning” (Office of the Deputy Prime Minister, 2005, Para 33). SF4, SF5 and SF6 seeks to ensure that shop front elevations in traditional locations remain in keeping with the existing character. SF4, SF5 and SF6 therefore aims to certify that any new development conforms to a high design quality, materials that emphasise with the historic character and colour that is in harmony with the existing environment. It is therefore deemed that these provisions within the SPD will seek to promote high quality design throughout the town centres and neighbourhood centres in the Rochford District.

The provisions outlined in these policies may be enhanced if developers and/or shop owners within the historic areas were encouraged to utilise appropriate building materials and paint for the exterior facades. The materials and paint should be chosen on the extent to which they are sustainable, durable and high quality. Consideration

should also be given to the colour and profile together with their ability to withstand weathering and aesthetic suitability. Also efficient use of materials would be evident if the SPD sought to encourage the utilisation of locally sourced materials.

**Recommendation** – The provisions outlined in this section of the SPD would be enhanced by encouraging developers and/or shop owners in historic areas to utilise appropriate building materials and paint for the exterior facades. The materials and paint should be chosen on the extent to which they are sustainable, durable and high quality. Consideration should also be given to the colour and profile together with their ability to withstand weathering and aesthetic suitability.

## **SPD Policy**

### **Shop Front Policy 7**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.

**Significant Effect** - SF7 and the provisions outlined in the accompanying text within the SPD related to security shutters are deemed appropriate to ensure the delivery of high quality safe design. However there is inadequate reference to other security measures. For instance an important design implication and security measure is external lighting either as an integral part of the street scene or as part of the shop front.

An important 'Secured By Design Principle' includes maintenance standards which "send powerful signals that undoubtedly influence people's behaviour ... design should facilitate ease of maintenance and management" (ACPO, 2004, 6). Evidence suggests that "poor maintenance can lead to a downward spiral of neglect, loss of environmental quality and reduced levels of use by the community, leaving the door open to vandalism and other anti-social or criminal behaviour" (ACPO, 2004, 7). The materials and paint should be chosen on the extent to which they are sustainable, durable and high quality.

Consideration should also be given to the colour and profile together with their ability to withstand weathering and aesthetic suitability. Good durable materials are preferred as they increase the longevity of a high quality environment.

The efficient use of materials would be evident if the SPD sought to encourage the utilisation of locally sourced materials where appropriate.

**Recommendations –**

**(4)** It is recommended that other security measures are referred to, for instance guidance on external shop front lighting.

**(5)** The SPD should emphasise how a good quality environment can aid in a reduction in anti-social behaviour, and therefore promote the utilisation of materials that are durable.

**(6)** To increase the efficiency of resources utilised in the development of shop fronts, locally sourced materials should be utilised where appropriate.

<b>Relationship with SEA Directive</b>	<b>SEA Objective</b>
<b>Landscape</b>  <b>Biodiversity – Fauna and Flora</b>  <b>Cultural Heritage</b>	(3) To ensure development is integrated into the existing urban form.

**SPD Policy**

**Shop Front Policy 3**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - Ultimately this policy seeks to ensure that any new shop front elevation is in keeping with the existing traditional building landscape. SF3 clearly permits new development throughout the District of Rochford that is compatible with the materials, scale and visual intricacy of the existing street scene. SF3 is therefore anticipated to contribute positively in the protection and enhancement of the architectural and historic environment.

**Recommendation** – Not relevant.

### **SPD Policy**

#### **Shop Front Policy 4, 5 and 6**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - The provisos outlined in SF4, 5 and 6 ultimately aim to ensure that any alteration or new shop fronts within the historic areas throughout Rochford District should be integrated into the existing urban form. It is therefore deemed that SF4, 5 and 6 will contribute positively to this objective.

**Recommendation** – Not relevant.

### **SPD Policy**

#### **Shop Front Policy 7**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.

**Significant Effect** - With regard to guidance on the utilisation of shutters as a security measure, there is adequate detail describing acceptable forms of security shutters that may be permitted within a traditional town centre or neighbourhood centre. Furthermore SF7 seeks to encourage early consultation and discussion on appropriate shop security design measures prior to submission of an application. This is deemed to ensure that any development of shop fronts shall be sufficiently integrated with the existing urban form.

However it is deemed that additional design guidance for the integration of other security measures with the existing urban form should be included. For instance, regulations or advice on external lighting of shop fronts.

**Recommendations** – It is recommended that additional design guidance for the integration of other security measures with the existing urban form should be included. For instance, regulations or advice on external lighting of shop fronts.

<b>Relationship with SEA Directive</b>	<b>SEA Objective</b>
<b>Population</b>  <b>Biodiversity – Fauna and Flora</b>  <b>Cultural Heritage</b>  <b>Landscape</b>  <b>Material Assets</b>	(4) To respond to local context and reinforce distinctiveness.

## **SPD Policy**

### **Shop Front Policy 2**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.

**Significant Effect** - Local context in relation to SF2 relates to the extent to which the shop front connects to the existing building structure. Clearly the policy aims to ensure that any alteration in the shop front remains integral to the buildings structural perspective. The extent to which distinctiveness may be reinforced, may be limited by this policy, however it is deemed important that pre-1800 and 19<sup>th</sup> Century shop fronts evident throughout the District of Rochford are retained and maintained to enhance the historical environment.

**Recommendation** – The supporting text should acknowledge that distinctiveness within the traditional shop fronts may be restricted by this provision. It is deemed that the retention and maintenance of the historic shop fronts is important for the Rochford District's historical environment.

## **SPD Policy**

### **Shop Front Policy 4, 5 and 6**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.



**Significant Effect** - Clearly the provisos outlined in SF4, 5 and 6 ultimately aim to ensure that any alteration or new shop fronts within the historic areas throughout Rochford District should be integrated into the existing urban form. It is therefore deemed that SF4, 5 and 6 will encourage new development to respond to local context. The extent to which distinctiveness may be reinforced, may be limited by these policies, however it is deemed important that historical urban form present throughout the District of Rochford is maintained.

**Recommendation** – Not relevant.

## **SPD Policy**

### **Shop Front Policy 7**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.

**Significant Effect** - SF7 demonstrates a willingness to respond to local context by encouraging early consultation and discussion prior to submission of a planning application. This gives local people the opportunity to express their views on the implications a security may have to the design of a street scene.

Furthermore the supporting text provides clear guidance to developers and shop owners regarding the type of security shutters that are deemed acceptable or unacceptable. Further information on other security measures would enhance the delivery of well designed and safe town centres and neighbourhood centres throughout the Rochford District.

**Recommendation** – It is recommended that further information on other security measures would enhance the delivery of well designed and safe town centres and neighbourhood centres throughout the Rochford District.

Relationship with SEA Directive	SEA Objective
<b>Population</b>  <b>Cultural Heritage</b>  <b>Material Assets</b>	(5) To support efficient, competitive and innovative retail.

**SPD Policy**

**Shop Front Policy 1**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF1 aims to retain, maintain and enhance pre-1800 and 19<sup>th</sup> Century shop fronts throughout the District of Rochford. The fundamental result of this policy will be to maintain a quality urban form. Planning Policy Statement 1 – Delivering Sustainable Development states that the “condition of our surroundings has a direct impact on the quality of life and conservation and improvement of the natural and built environment brings social and economic benefit for local communities” (Office of the Deputy Prime Minister, 2005, 8).

Furthermore the East of England Regional Assembly seeks to promote urban renaissance to encourage economic development throughout the region. An essential component of urban renaissance is undertaking actions to make towns more desirable places to live and work (Office of the Deputy Prime Minister, 2004).

In conclusion SF1 will seek to contribute positively to this objective.

**Recommendation** – Not relevant.

## **SPD Policy**

### **Shop Front Policy 2, 4, 5 and 6**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - The East of England Regional Assembly seeks to promote urban renaissance to encourage economic development throughout the region. An essential component of urban renaissance is undertaking actions to make towns more desirable places to live and work (Office of the Deputy Prime Minister, 2004). SF2 fundamentally aims to promote high quality shop front design that is in keeping with the existing urban form, and leads to the formation of a good street scene. A high quality street scene is likely to encourage inward investment into the towns and neighbourhood centres throughout Rochford, and increase their ability to compete with neighbouring towns such as Southend-on-Sea and Basildon.

In conclusion SF2 will seek to contribute positively to this objective.

**Recommendation** – Not relevant.

### **Shop Front Policy 7**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.

**Significant Effect** - Planning Policy Statement 6 – Planning for Town Centres (2005), seeks to encourage the ‘vitality and viability of town centres’. An important characteristic that is recommended to monitor the extent to which the town centre is vital and viable, is the perception of safety and occurrence of crime. This SPD clearly seeks to enhance the safety of traditional shop fronts through guidance on security shutters. However additional safety design measures should also be detailed.

**Recommendation** – It is recommended that additional safety measures should be detailed in the SPD.

Relationship with SEA Directive	SEA Objective
<b>Population</b>  <b>Landscape</b>  <b>Cultural Heritage</b>  <b>Material Assets</b>	(6) To encourage investment to regenerate the local area.

## Shop Front Policy 2

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF2 seeks to ensure that shop front design throughout the District of Rochford is in keeping with the existing building form. This will contribute to enhancing the urban environment throughout the District of Rochford. Evidence suggests that “successful places – where people are attracted to live, work and invest” (CABE, 2005, 7). Regeneration will be enhanced through improvements in the environmental quality as it will seek to attract inward commercial investment, people and

employment to the towns and neighbourhood centres within the Rochford District. Furthermore this strategy will complement the vision and planning framework outlined in the Draft East of England Plan (2004).

**Recommendation** – The supporting text should emphasise the role a good quality urban form can contribute to the regeneration of an area.

### **Shop Front Policy 3**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF3 seeks to ensure that shop front elevations throughout the District of Rochford are in keeping with the existing street scene. This will contribute to enhancing the urban environment throughout the District of Rochford. Evidence suggests that “successful places – where people are attracted to live, work and invest” (CABE, 2005, 7). Regeneration will be enhanced via improvements in the environmental quality as it will seek to attract inward commercial investment, people and employment to the towns and neighbourhood centres within the Rochford District. Furthermore this strategy will complement the vision and planning framework outlined in the Draft East of England Plan (2004).

SF3 allows scope for new shop front elevations therefore is compatible Planning Policy Guidance 15 – Planning and the Historic Environment states that “while conservation (whether by preservation or enhancement) of their character or appearance must be a major consideration, this cannot reasonably take the form of preventing all new development: the emphasis will generally be on controlled and positive management of change” (Office of the Deputy Prime Minister, 1994, 25).

**Recommendation** – Not relevant.

### **Shop Front Policy 4, 5 and 6**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Major positive in the short, medium and long term.

**Significant Effect** - SF4, 5 and 6 seek to ensure high quality design and that materials and colouring utilised is in keeping with the existing character, therefore encouraging the development of a good quality urban form. Regeneration will be enhanced through improvements in the environmental quality as it will seek to attract inward commercial investment, people and employment to the towns and neighbourhood centres within the Rochford District. Furthermore this strategy will complement the vision and planning framework outlined in the Draft East of England Plan (2004).

**Recommendation** – The supporting text should emphasise the role a good quality urban form can contribute to the regeneration of an area.

### **Shop Front Policy 4, 5 and 6**

**Spatial Scale** – Town Centres and Neighbourhood centres throughout the Rochford District.

**Temporal Extent and Nature of Effect** – Minor positive in the short, medium and long term.

**Significant Effect** - Planning Policy Statement 1 – Delivering Sustainable Development (2005) outlines principles that seek to ensure the provision of sustainable development. An important component for social cohesion and inclusion is the delivery of “safe, healthy and attractive places” (Office of the Deputy Prime Minister, 2005, 8). It therefore deemed that the encouragement of security provisions that are in keeping with the existing environment will ensure quality regeneration occurs throughout the District of Rochford.

**Recommendation** - It is recommended that additional safety measures should be detailed in the SPD.

## **Chapter 5 - SPD Issues and Alternatives**



## Chapter 5

### SPD Issues and Alternatives

The SEA Directive states that ‘where an Environmental Assessment is required under Article 3 (1), and Environmental Report shall be prepared in which the likely significant effects on the environment of implementing the plan and programme, and reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme, are identified, described and evaluated’ (SEA Directive, Article 5). Outlined below are the main options that have been subject to assessment. These are as follows:

#### Shop Front Options

- **Option A** – No Policy within the Local Plan related parking standards.
- **Option B** – Policy in the Local Plan (TP9) related to parking standards, with no accompanying Supplementary Planning Document.
- **Option C** – Policy on parking standards contained in the Replacement Local Plan (2004) accompanied with a Parking Standards Supplementary Planning Document.

**Rochford District Council – Supplementary Planning Document – Parking Standards  
Comparison of the Options**

<b>SEA Objective</b>	<b>Option 1 – No Policy within the Local Plan related parking standards.</b>		<b>Option 2 – Policy in the Local Plan (TP9) related to parking standards, with no accompanying Supplementary Planning Document.</b>	
	<b>Performance Short, Medium and Long Term</b>	<b>Commentary/ Explanation</b>	<b>Performance Short, Medium and Long Term</b>	<b>Commentary/ Explanation</b>

<p>(1) To address accessibility in terms of location and physical access.</p> <p>(2) To create and promote sustainable patterns of development.</p> <p>(3) To ensure parking standards reflect location and density.</p> <p>(4) Require developers to provide designated standards for disabled people.</p> <p>(5) Encourage better accessibility of existing open space, sports and recreation facilities taking account of the mobility needs of local people.</p> <p>(6) To apply maximum car parking standards subject to Public transport availability.</p> <p>(7) To seek to reduce the provision of car parking below PPG13.</p>	?	?	?	<p>Without a policy there would be no local statutory mechanism to ensure that there is a sustainable distribution of car parking throughout the District of Rochford. It is important that a balanced approach to car parking standards is developed and adhered to, to ensure that car traffic levels are controlled, and public transport and green travel modes are promoted. Furthermore it is considered that the quality of design may be poorer due to a lack of framework. It is therefore concluded that the impact would be uncertain.</p>	?	?	?	<p>The adoption of a policy provides a clear framework to ensure adequate parking standards are provided throughout the District of Rochford. However the policy fails to elaborate on the type and scale of parking to be provided. The policy lacks detail and therefore would be subject to individual interpretation. It is therefore concluded that the impact would be uncertain.</p>
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<b>SEA Objective</b>	<b>Option 3 – Policy on parking standards contained in the Replacement Local Plan (2004) accompanied with a Parking Standards Supplementary Planning Document.</b>	
	<b>Performance Short, Medium and Long Term</b>	<b>Commentary/ Explanation</b>

<p>(1) To address accessibility in terms of location and physical access.</p> <p>(2) To create and promote sustainable patterns of development.</p> <p>(3) To ensure parking standards reflect location and density.</p> <p>(4) Require developers to provide designated standards for disabled people.</p> <p>(5) Encourage better accessibility of existing open space, sports and recreation facilities taking account of the mobility needs of local people.</p> <p>(6) To apply maximum car parking standards subject to Public transport availability.</p> <p>(7) To seek to reduce the provision of car parking below PPG13.context and cultural environment.</p> <p>(6) To conserve and enhance biodiversity designated areas and green spaces.</p>	+	+	+	<p>The combination of the policy with an accompanying supplementary planning document provides the clearest framework to ensure well designed residential environments that seek to meet the needs of the existing and future community.</p> <p>However it is considered that the draft SPD could be improved – see appraising policies section.</p>
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## **Chapter 6 - Monitoring Implementation of SPD**

## Chapter 6

### Monitoring Implementation of SPD

The SEA Directive states that “Member States shall monitor the significant environmental effects of the implementation of plans and programmes in order, inter alia, to identify at an early stage unforeseen adverse effects, and to be able to undertake appropriate remedial action” (Article.10.1). Furthermore the Environmental Report shall include “a description of the measures envisaged concerning monitoring” (Annex 1 (i)). This Chapter aims to outline the monitoring framework for the Rochford District Shop Fronts SPD.

The monitoring of the SPD “allows the actual significant environmental effects of implementing the plan or programme to be tested against those predicted” (Office of the Deputy Prime Minister, 2005, 39). The monitoring of the SPD will aid in the identification of any problems that may arise during the SPDs implementation.

The Office of the Deputy Prime Minister published ‘Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents’ (November, 2005). This guidance demonstrates that the monitoring framework should consider the following;

- the time, frequency and geographical extent of monitoring (e.g. link to timeframes for targets, and monitoring whether the effects is predicted to be short, medium or long term);
- Who is responsible for the different monitoring tasks, including the collection processing and evaluation of social, environmental and economic information; and
- How to present the monitoring information with regard to its purpose and the expertise of those who will have to act upon the information (e.g. information may have to be presented in a form accessible to non-environmental specialists).

(Source; Office of the Deputy Prime Minister, 2005, 149)

The table below outlines the SEA monitoring framework for the SPDs significant effects.



<b>Monitoring Activity</b>	<b>Targets</b>	<b>Responsible Authority</b>	<b>Temporal Extent (Frequency of Monitoring)</b>	<b>Presentation Format</b>	<b>Any Issues with the Monitoring</b>
To monitor the extent the extent and quality of pre-1800 and 19 <sup>th</sup> Century Shop Fronts.  Listed Buildings  Buildings at risk on and removed from the register.	No net loss.	Essex County Council	Annual	Tabulated and Mapped	Buildings removed from the register could either be due to enhancement or demolition. The reason for removal would need to be identified.
Number of planning applications refused on design, materials and colour grounds.	Context	Rochford District Council	Annual	Tabulated	A high rate of refusal could indicate that the SPD is not providing clear guidance.
Monitor vacant retail premises throughout the District as a measure of the quality of the environment/design.	Context	Rochford District Council	Annual	Tabulated	It is not a direct indication of the quality of design but is considered to provide useful

					context.
Incidence of crime.	Context	Essex Police	Annual	Tabulated/mapped	This provides an indication of the quality of the environment as well as the importance of 'secured by design' principles.
Proportion of planning applications with pre-application discussions (for Shop Fronts) that have been approved.	Context	Rochford District Council	Annual	Tabulated	Currently data may not be collated

## Appendices

## Appendix 1

### Review of the Plans and Programmes – Shop Fronts – Design

Plan/ Programme	Key objectives relevant to the plan and SA	Key targets and indicators relevant to plan and SA	Issues for consideration in SA
<b>International</b>			
European and international Sustainability Development Strategy	<ul style="list-style-type: none"> <li>• Limit climate change and increase the use of clean energy.</li> <li>• Address threats to public health.</li> <li>• Manage natural resources more responsibly.</li> <li>• Improve the transport system and land use management.</li> </ul>	<p>* Each of the objectives has a set of headline objectives and also measures at the EU level.</p> <p>Headline Objectives;</p> <p>* The EU will meet its Kyoto commitment. Thereafter, the EU should aim to reduce atmospheric greenhouse gas emissions by an average of 1% per year over 1990 levels up to 2020.</p> <p>* The union will insist that the other major industrialised countries comply with their Kyoto targets. This is an indispensable step in ensuring the broader international effort needed to limit global warming and adapt to its effects.</p> <p>* Make food safety and quality a key objective of all players in the food chain.</p> <p>* By 2020, ensure that chemicals are only produced and used in ways that do not pose significant threats to human health and the environment.</p>	<ul style="list-style-type: none"> <li>• Climate change</li> <li>• Public health</li> <li>• Natural resources</li> <li>• Transport</li> </ul>

		<ul style="list-style-type: none"> <li>* Tackle issues related to outbreaks of infectious diseases and resistance to antibiotics.</li> <li>* Break the link between economic growth, the use of resources and the generation of waste.</li> <li>* Protect and restore habitats and natural systems and halt the loss of biodiversity by 2010.</li> <li>* Improve fisheries management to reverse the decline in stocks and ensure sustainable fisheries and healthy marine ecosystems, both in the EU and globally.</li> </ul>	
European Spatial Development Perspective (May, 1999)	<p>Spatial development policies promote sustainable development of the EU through a balanced spatial structure;</p> <ul style="list-style-type: none"> <li>• Development of a balanced and polycentric urban system and a new urban-rural relationship;</li> <li>• Securing parity of access to infrastructure and knowledge; and</li> <li>• Sustainable development, prudent management and protection of nature and cultural heritage.</li> </ul>	<ul style="list-style-type: none"> <li>* Comprehensive information at the international level that may be used for the baseline data.</li> </ul>	<ul style="list-style-type: none"> <li>• Urban system</li> <li>• Infrastructure</li> <li>• Sustainable development</li> </ul>
<b>National</b>			
PPS1; Delivering Sustainable Development	<ul style="list-style-type: none"> <li>• Making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life;</li> <li>• Contributing to sustainable</li> </ul>	<p>Indicators;</p> <ul style="list-style-type: none"> <li>• Accessibility for all members of the community to jobs, health, housing, education, shops, leisure and</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable development</li> <li>• Natural and historic environment</li> <li>• Inclusive design</li> </ul>

	<p>economic development;</p> <ul style="list-style-type: none"> <li>• Protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities;</li> </ul> <p>Ensuring high quality development through good and inclusive design, and the efficient use of resources; ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.</p> <p>Design;</p> <ul style="list-style-type: none"> <li>• Be integrated into the existing urban form and the natural and built environments;</li> <li>• Respond to their local context and create or reinforce local distinctiveness;</li> <li>• Are visually attractive as a result of good architecture and appropriate landscaping.</li> </ul>	<p>community facilities.</p>	
<p>PPG3; Housing</p>	<ul style="list-style-type: none"> <li>• Create more sustainable patterns of development by building in ways which exploit and deliver accessibility by public transport to jobs, education</li> </ul>	<p>Indicator – Urban capacity identified in the Local Authorities Urban Capacity Studies.</p>	<ul style="list-style-type: none"> <li>■ Housing requirements</li> <li>■ Housing opportunity</li> <li>■ Sufficient housing land</li> <li>■ Sustainable development</li> </ul>

	<p>and health facilities, shopping, leisure and local services;</p> <ul style="list-style-type: none"> <li>• Seek to reduce car dependence by facilitating more walking and cycling, by improving linkages by public transport between housing, jobs, local services and local amenity, and by planning for mixed use; and</li> <li>• In locations, such as town centres, where services are readily accessible by walking, cycling or public transport;</li> <li>• The development can be designed sympathetically and laid out in keeping with the character of the village using such techniques as village design statements.</li> </ul>	<p>Target – By 2008 60% of additional housing should be provided on previously developed land and through conversions of existing buildings.</p>	<ul style="list-style-type: none"> <li>■ Public Transport</li> <li>■ Good design</li> </ul>
<p>PPS6; Planning for Town Centres</p>	<p>Key objective – Is to promote town centre vitality and viability by;</p> <ul style="list-style-type: none"> <li>• Promoting and enhancing existing centres, by focusing development in such centres and encourage a wide range of services in a good environment, accessible to all.</li> </ul>	<p>Local Authorities are to collect information which may be utilised as key indicators;</p> <ul style="list-style-type: none"> <li>• Diversity of main town centre uses (by number, type and amount of floorspace).</li> <li>• The amount of retail, leisure and office floorspace in</li> </ul>	<ul style="list-style-type: none"> <li>• Planning for growth</li> <li>• Enhancing existing centres</li> <li>• Providing range of services</li> <li>• Improving productivity and accessibility</li> <li>• Investment</li> <li>• Sustainable development</li> <li>• Inclusive design</li> </ul>

	<ul style="list-style-type: none"> <li>• Enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community, and particularly socially-excluded groups;</li> <li>• Supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity;</li> <li>• Improving accessibility, ensuring that existing or new development is, or will be accessible and well served by choice of means of transport.</li> <li>• To deliver more sustainable patterns of development, ensuring that locations are fully exploited through high density, mixed use development and promoting sustainable transport choices, including reducing the need to travel and providing alternatives to car use.</li> <li>• To promote social inclusion, ensuring that communities have access to a range of main town centre uses, and</li> </ul>	<p>edge-of-centre and out-of-centre Locations.</p> <ul style="list-style-type: none"> <li>• Pedestrian flows (footfall).</li> <li>• Accessibility</li> <li>• Customer and residents' views and behaviour.</li> <li>• Perception of safety and occurrence of crime.</li> <li>• State of the town centre environmental quality.</li> </ul>	
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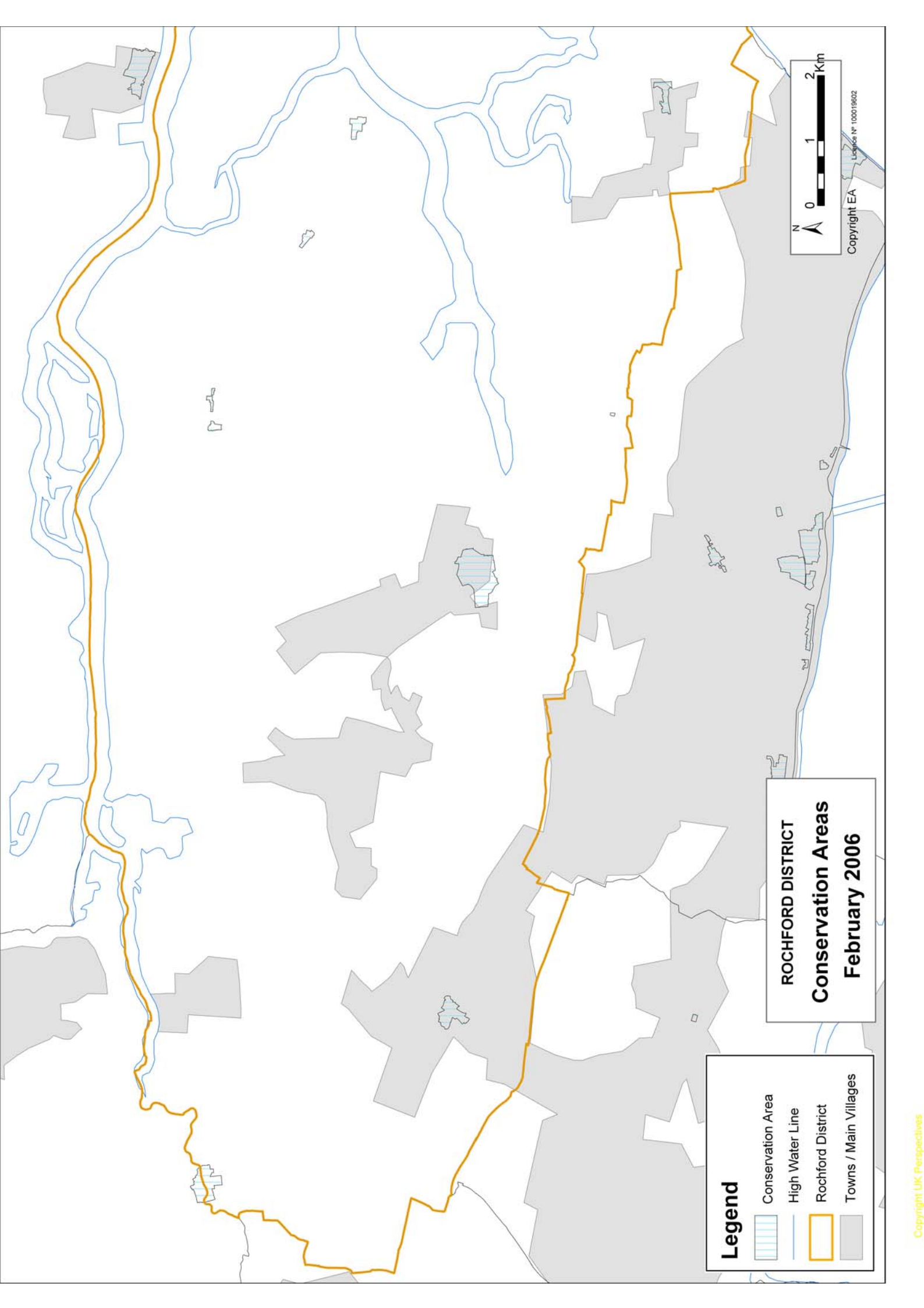


	<p>that deficiencies in provision in areas with poor access to facilities are remedied;</p> <ul style="list-style-type: none"> <li>• To encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment;</li> <li>• To promote economic growth of regional, sub-regional and local economies;</li> <li>• To promote high quality and inclusive design, improve the quality of the public realm and open spaces, protect and enhance the architectural and historic heritage of centres, provide a sense of place and a focus for the community and for civic activity and ensure that town centres provide an attractive, accessible and safe environment for businesses, shoppers and residents.</li> </ul>		
PPS 7	para 12) 'planning authorities should take a positive approach to innovative, high quality contemporary designs that are sensitive to their immediate setting and help to make country towns and villages better places for people to live and work'		

PPS12; Local Development Frameworks	Objectives not relevant to SEA/SA	No relevant targets.	Provides an understanding as to the important role planning plays in the delivery of sustainable development.
PPG13; Transport	<ul style="list-style-type: none"> <li>Improving the attractiveness of urban areas and allowing efficient use of land;</li> </ul>		
PPG15; Planning and the Historic Environment	<ul style="list-style-type: none"> <li>Need effective protection for all aspects of the historic environment.</li> </ul>	* No relevant targets.	<ul style="list-style-type: none"> <li>Protecting historic environment</li> </ul>
PPG20; Coastal Planning	<ul style="list-style-type: none"> <li>To facilitate and enhance the enjoyment, understanding and appreciation by the public of heritage coasts by improving and extending opportunities for recreational, educational, sporting and tourist activities that draw on, and are consistent with conservation of their natural beauty and the protection of their heritage features.</li> </ul>		
PPG21; Tourism	* Facilitate and encourage development and improvement in tourist provision.	<ul style="list-style-type: none"> <li>* Outlines British trends in tourism in the 1990's.</li> <li>* No relevant targets.</li> </ul>	<ul style="list-style-type: none"> <li>Tourist areas</li> </ul>

<p>PPS 23; Planning and Pollution Control</p>	<p>Government objectives set out in DETR Circular 02/2000 Contaminated Land, these are;</p> <ul style="list-style-type: none"> <li>* to identify and remove unacceptable risks to human health and the environment;</li> <li>* to seek to bring damaged land back into beneficial use; and</li> <li>* To seek to ensure that the cost burdens faced by individuals, companies and society as a whole are proportionate, manageable and economically sustainable.</li> </ul> <p>The overall aim of PPS23 is;</p> <ul style="list-style-type: none"> <li>* To ensure the sustainable and beneficial use of land (and in particular encouraging reuse of previously developed land in preference to Greenfield sites).</li> <li>* Ensure that polluting activities that are necessary for society and the economy minimise the adverse effects.</li> </ul>	<p>The Kyoto Protocol agreed targets are outlined in PPS23, they include;</p> <ul style="list-style-type: none"> <li>* To reduce greenhouse gas emissions by 12.5% below base year (1990) levels by 2008-2012.</li> <li>* Cut carbon dioxide emissions by 20% below 1990 levels by 2010.</li> </ul> <p>Energy White Paper Targets outlined;</p> <ul style="list-style-type: none"> <li>* Reduction of carbon dioxide emissions by 60% from current levels by 2050.</li> </ul> <p>Indicators may be derived from the – Air Quality Strategy for England, Scotland, Wales and Northern Ireland, published in 2000.</p>	<ul style="list-style-type: none"> <li>• Human health</li> <li>• Sustainable development</li> </ul>
<p>PPG24; Planning and Noise</p>	<ul style="list-style-type: none"> <li>* Minimise the impact of noise without placing unreasonable restrictions on development.</li> </ul>	<ul style="list-style-type: none"> <li>* No targets.</li> <li>* Contains Noise Exposure Categories.</li> </ul>	<ul style="list-style-type: none"> <li>• Noise pollution</li> </ul>
<p><b>Regional</b></p>			
<p>Draft Regional</p>	<p>E10 – LDDs will consider the role of</p>		

Spatial Strategy for the East of England (RSS14) (December, 2004)	retail within priority areas for regeneration and propose development and enhancement to implement regeneration strategies.		
<b>County</b>			
Essex and Southend on Sea Replacement Structure Plan (adopted April 2004)	TC 3 developments should strengthen and maintain town centres by ...supporting the conservation and enhancement of town centres and ensuring that new development is in sympathy with their existing character and buildings.		
<b>Local</b>			



**ROCHFORD DISTRICT**  
**Conservation Areas**  
**February 2006**

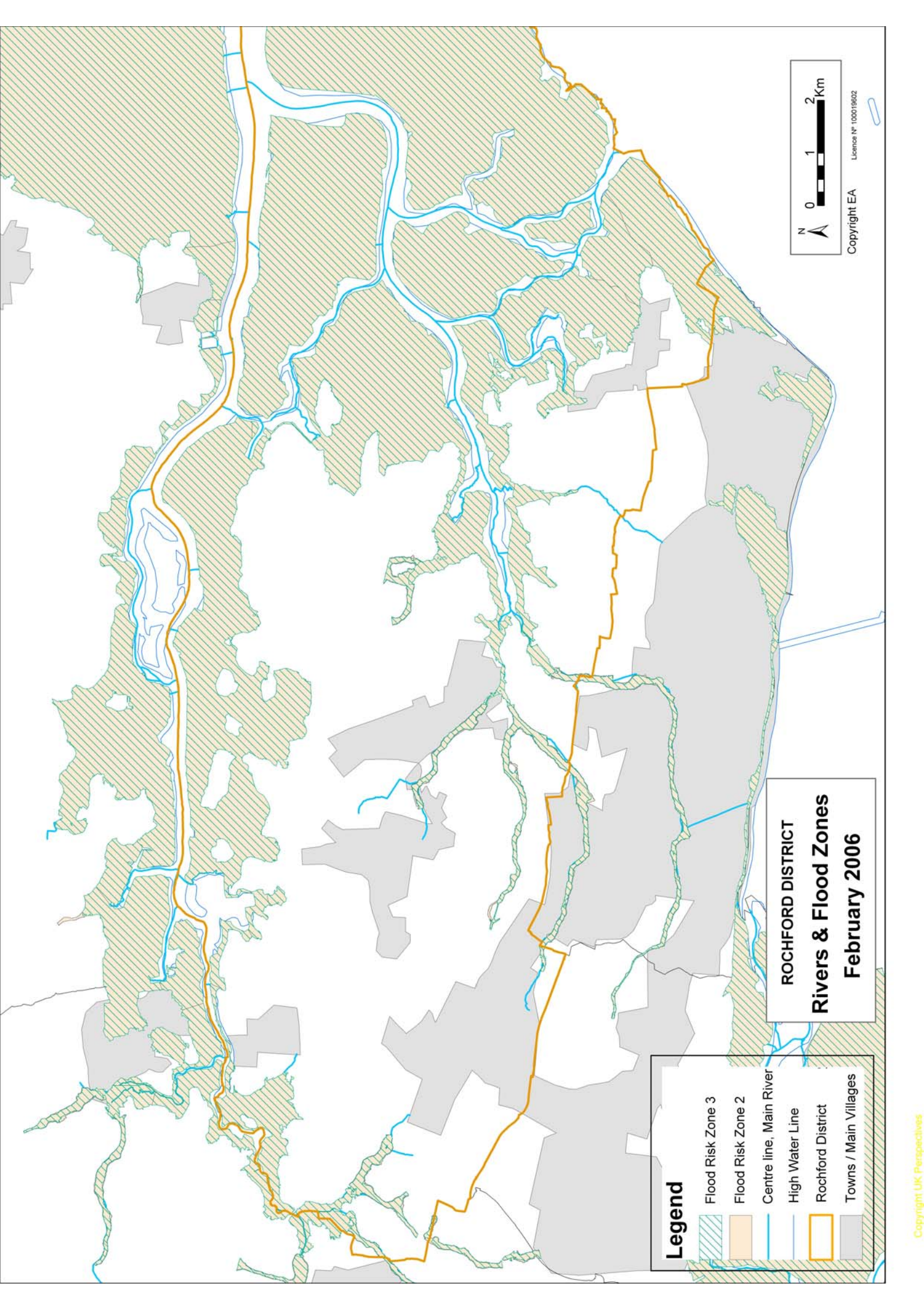
**Legend**

- Conservation Area
- High Water Line
- Rochford District
- Towns / Main Villages

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**ROCHFORD DISTRICT  
Rivers & Flood Zones  
February 2006**

**Legend**

-  Flood Risk Zone 3
-  Flood Risk Zone 2
-  Centre line, Main River
-  High Water Line
-  Rochford District
-  Towns / Main Villages

**Listed Buildings**

