Rochford District Council

Design for Conservation Areas Supplementary Planning Document

Strategic Environmental Assessment And Sustainability Appraisal

Environmental Report

Prepared for Rochford District Council

By

Essex County Council

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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 Council Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document aims to set out the key elements of the planning framework for the area. The Design for Conservation Areas Supplementary Planning Document outlines the following principle objectives;

Reference	Objective
1	To ensure that all aspects of housing design in Conservation Areas preserves and enhances its setting.
2	Building materials are to be sympathetic to those already existing within the Conservation Area.

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 Design for Conservation Areas Supplementary Planning Document 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 Design for Conservation Areas Supplementary Planning Document.

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 Council Design for Conservation Areas Supplementary Planning Document 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 - Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document. The summary reflects the SEA Directive Annex 1(f). The table below highlights the outcome of the assessment.

Objective	**Recommendation**
1. Protect and enhance the natural and historic environment and character.	
2. Ensure the development of safe (including crime prevention and public health) and sustainable communities.	**CA2 -** It is recommended that this policy should seek to promote the re-use of appropriate traditional buildings materials to enhance the delivery of sustainable development. **CA3 -** (1) Firstly it is recommended that when considering the streetscape and siting of buildings within a residential conservation area that adequate consideration is to the design in terms of permeability and connectivity. (2) It is recommended that when designing the morphological layout and design of the streetscape that adequate consideration is

	given to crime prevention, and adopting appropriate principles outlined by the Association of Chief Police – Secured By Design (2004) publication. **CA8 -** It is recommended that this policy should seek to promote the adoption of appropriate Secured By Design Principles in the delivery of quality floorscape, walled and gated buildings **CA12 -** It is recommended that conservatories are developed to a high standard and seek to conserve energy. Energy savings may be achieved by; * Fitting energy efficient lamp-holders which can house compact fluorescent bulbs; * Installing an independent thermostat in the Conservatory to control energy consumption if fixed radiators/heaters are installed. * Fitting independent on/off switches/isolators to radiators/heaters to ensure energy is not wasted when the conservatory is not in use during the winter.
3. Ensure good accessibility by promoting sustainable transport choices that seek to protect and enhance the natural, built and historic environment.	**CA3** – It is recommended that when considering the streetscape and siting of buildings within a residential conservation area that adequate consideration is to the design in terms of permeability and connectivity.
4. Take a positive approach to innovative, high quality contemporary designs that are sensitive to their immediate setting.	**CA12 -** It is recommended that the policy seeks to outline design criteria for conservatories to ensure that they are in keeping and in harmony with the existing environment.
5. Promote development of the appropriate design in areas of flood risk	**CA2 -** That the importance of appropriate design in areas of flood risk is made clear within the SPD. **CA3 -** Whilst the design implications of siting development within areas of flood risk are not mentioned within the SPD itself, there is sufficient guidance in this field within the Rochford District Replacement Local Plan. However, the SPD should look to highlight those relevant policies to show that they should be taken into consideration
6. Maximise the use of previously developed land	

and buildings	
7. Ensure that in Conservation Areas the mass of the building shall be in scale and harmony with adjoining buildings and the area as a whole.	**CA13 -** Details within the policy to restrict garage size with respect to adjacent buildings and the area as a whole.

Chapter 5 - Supplementary Planning Document 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 Design for Conservation Areas Supplementary Planning Document.

Chapter 6 - Monitoring Implementation of the Supplementary Planning Document

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 Council Design for Conservation Areas Supplementary Planning Document.

The monitoring of the Design for Conservation Areas Supplementary Planning Document "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 Design for Conservation Areas Supplementary Planning Document will aid in the identification of any problems that may arise during the Design for Conservation Areas Supplementary Planning Document implementation.

Chapter 1 - Methodology

Chapter 1

1. Methodology

1.1 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.

1.2 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 Council Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document.

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.

1.3 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 Council Design for Conservation Areas Supplementary Planning Document;
- SEA objectives and the sustainability issues throughout Rochford District Council Design for Conservation Areas Supplementary Planning Document and the key issues that need to be addressed;
- Design for Conservation Areas Supplementary Planning Document 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.

1.4 Methodology Adopted in the SEA

The approach adopted in this Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) of the Rochford District Council Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document 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 Council were consulted on the Design for Conservation Areas Supplementary Planning Document 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

2.1 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 Council Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document.

2.2 Rochford District Council Design for Conservation Areas Supplementary Planning Document 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 Core Strategy is one of the fundamental documents that form an integral part of the Local Development Framework.

The Rochford District Council Design for Conservation Areas Supplementary Planning Document 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 Design for Conservation Areas Supplementary Planning Document seeks to provide a brief overview of the planning system. The portrait of the Rochford District Council 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 Design for Conservation Areas Supplementary Planning Document 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 Council. The options for the Design for Conservation Areas Supplementary Planning Document 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 Design for Conservation Areas Supplementary Planning Document principle objectives are demonstrated in table 1.

Table 1 – Rochford District Council Design for Conservation Areas Supplementary Planning Document Objectives

Reference	Objective
1	To ensure that all aspects of housing design in Conservation Areas preserves and enhances its setting.
2	Building materials are to be sympathetic to those already existing within the Conservation Area.

An important part of the assessment involves the testing of the Design for Conservation Areas Supplementary Planning Document Objectives against the SEA objectives.

Chapter 3 - SEA Objectives and Baseline and Context

Chapter 3

3. SEA Objectives and Baseline and Context

3.1 Review of the Plans and Programmes

The relationship between various plans and programmes and sustainability objectives may influence the Rochford District Council Design for Conservation Areas Supplementary Planning Document 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 Design for Conservation Areas Supplementary Planning Document.

Engaging in this process enables Rochford District Council Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document 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

International European and International Sustainability Development Strategy
European Spatial Development Perspective (May, 1999) European Convention on the Protection of the Archaeological Heritage (Revised) - *Valetta 16.1.1992* **National** Planning Policy Statement 1; Delivering Sustainable Communities

Planning Policy Guidance Note 2; Green Belts

Planning Policy Guidance Note 3; Housing (2000)

Planning Policy Statement 9; Biological and Geological Conservation

Planning Policy Guidance Note 15; Planning and Historic Environment (1994)

Planning Policy Guidance Note 16; Archaeology and Planning (1990)

Regional/County

Draft Regional Spatial Strategy for the East of England Plan (RSS14) (December, 2004)

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

Local

Rochford District Replacement Local Plan (Second Deposit Draft) (May 2004).
(Accounting for RDC Post Inquiry Modifications, Feb. 2006)

The plans and programmes reviewed provided the following:

- A basis for establishing sustainability objectives as part of the SA process.
- An influence over the Design for Conservation Areas Supplementary Planning Document preparation and a higher level policy context.
- A basis for identifying potential cumulative effects of the Rochford District Council Design for Conservation Areas Supplementary Planning Document

3.2 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 Council Design for Conservation Areas Supplementary Planning Document 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 Council Design for Conservation Areas Supplementary Planning Document includes existing environmental and sustainability information from a range of sources, including national Government, agency websites, the 2001 Census, Rochford District

Council and Essex County Council. The information the baseline data aimed to highlight is outlined below;

- the latest data for Rochford District Council,
- comparators: national, regional, sub-regional, and local level data against which the status of the Rochford District Council 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			
Income			
Commercial Floor space			
Cultural Heritage and Material Assets			
Listed Buildings			
Conservation Areas			
Land Utilisation			
Water			

Agricultural Land Classification			
Air Quality			
Road Traffic			
Biodiversity – Flora and Fauna			

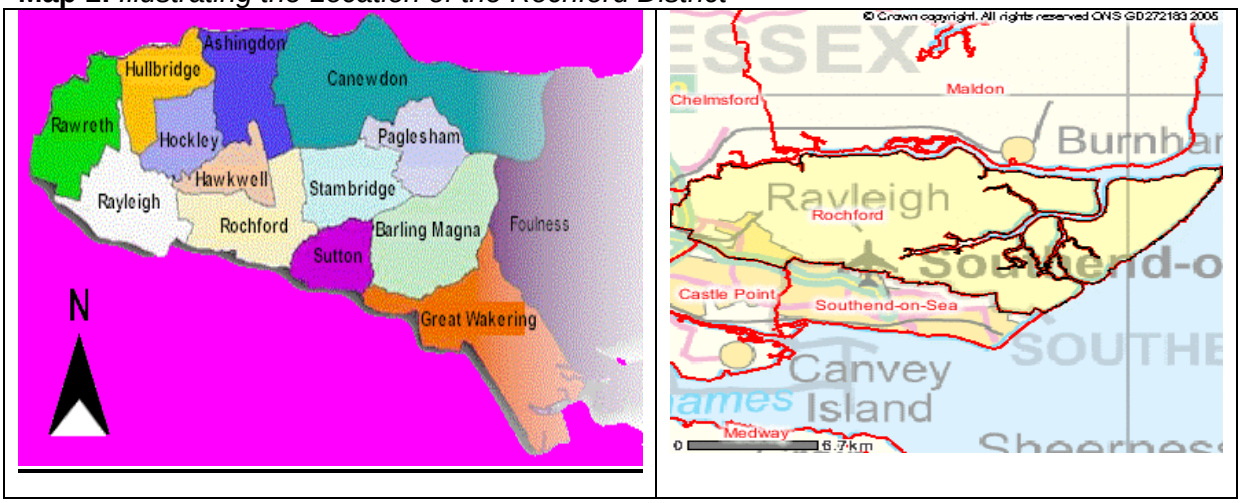
3.3 Key Trends and Predicting Future Baseline

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

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*



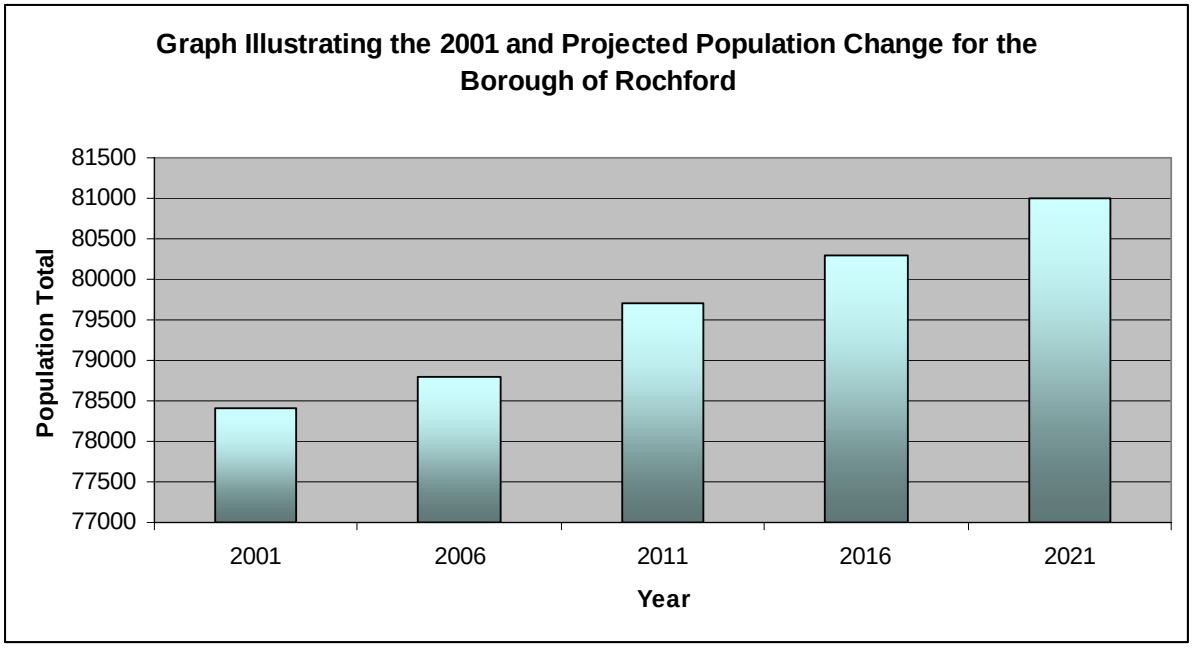
(Sources; Rochford District Council Online, 2005 and National Statistics Online, 2005)

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 the District of Rochford 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.

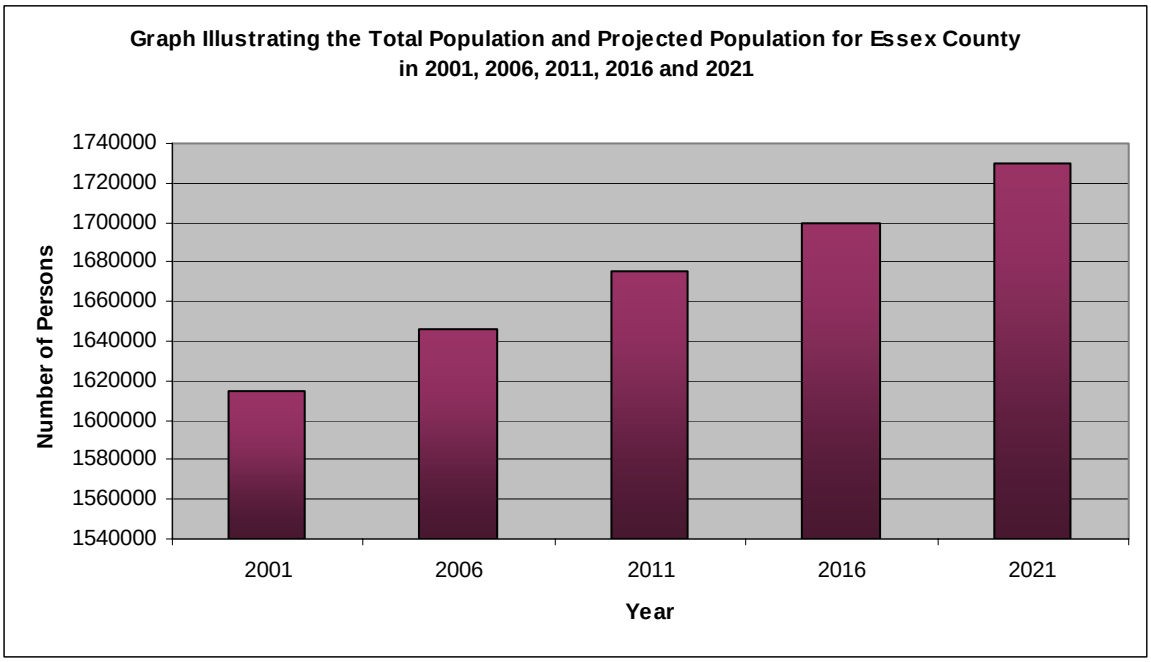
Graph 1: *The 2001 and projected population change in Rochford District*



Source; Total Regional Planning Guidance 14 Submission, 29th 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: *Total and projected population for Essex County 2001-2021*



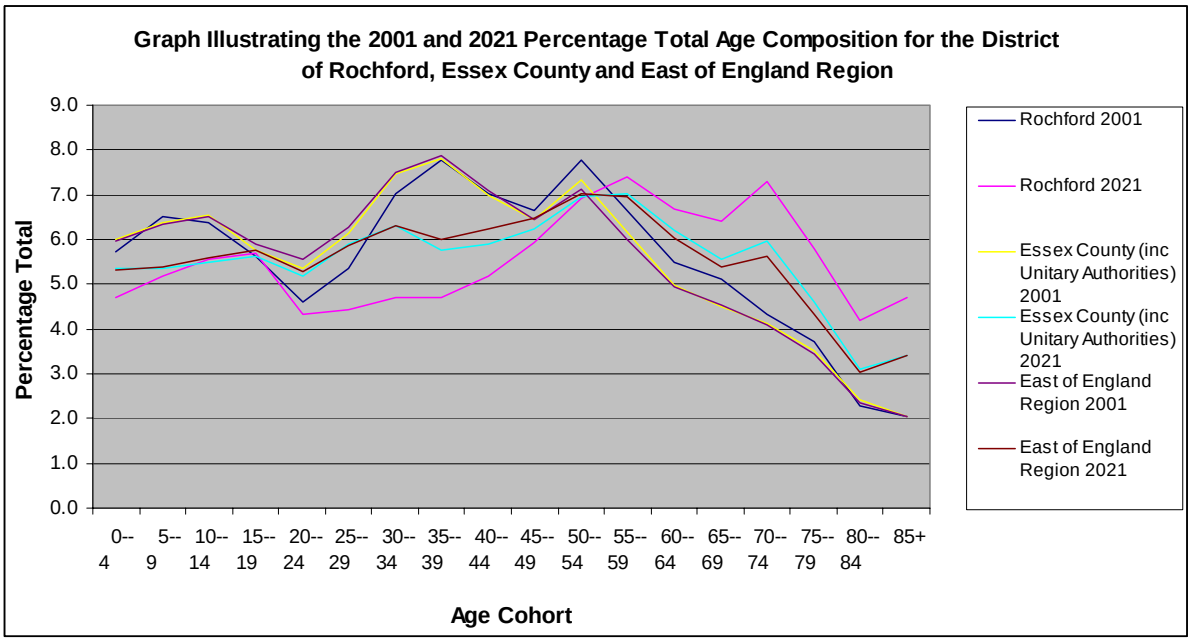
Source; Total Regional Planning Guidance 14 Submission, 29th March 2005 (Note the population projection assumes dwelling provision will be implemented at the annual average rate of provision set out in policy H2 of the Regional Spatial Strategy 14.)

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.

Population Age Composition

The age composition of the population within the District of Rochford is important as it will facilitate in measuring the demand for educational institutions, most notably primary and secondary schools, as well as the amount of sheltered housing that may be required for senior citizens. Graph 3 outlines the percentage age composition of the persons in 2001 and 2021 within the District of Rochford compared to the County of Essex and the East of England region.

Graph 3: *Total age composition 2001-2021*



Source; Total Regional Planning Guidance 14 Submission, 29th 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.)

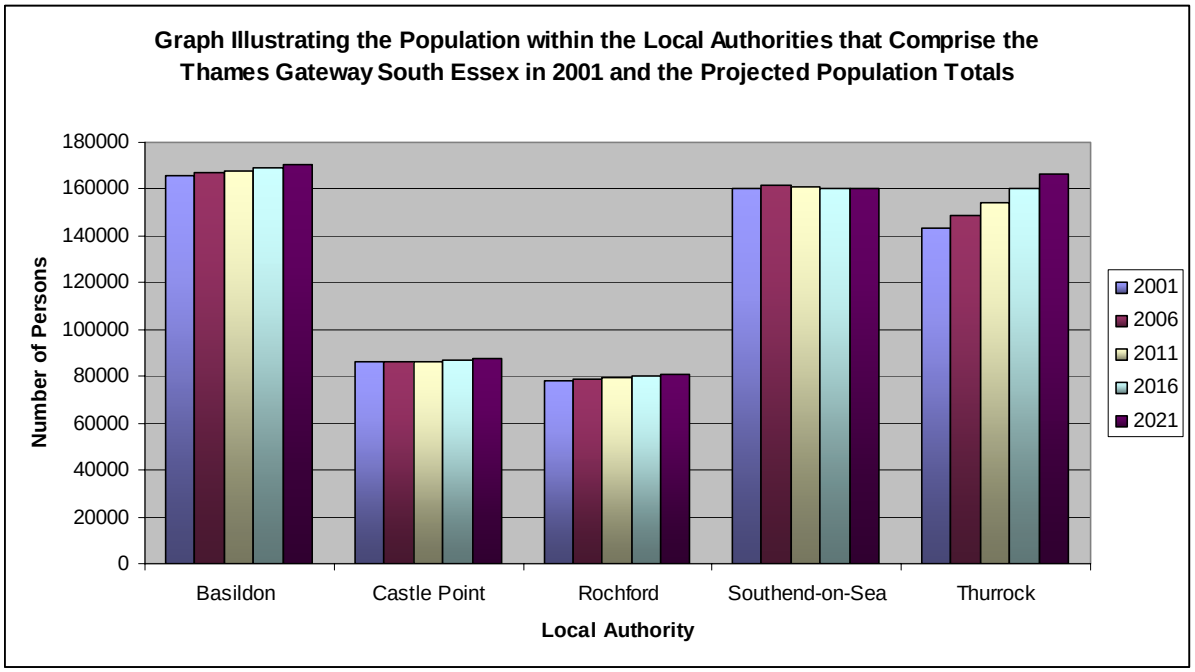
Graph 3 demonstrates that the proportion of persons aged 0-19 years in 2001 within the District of Rochford, and the comparators will be less in 2021. Furthermore the percentage of persons in Rochford aged 30-49 years in 2021 is anticipated to decline most substantially from the 2001 rate. Within the district of Rochford there is likely to be an increase in the number of retired people in 2021, most notably for persons 70 and above. An ageing population has significant implications on design, particularly in an extensively rural area as is the District of Rochford. Access will become problematic as the population will become increasingly immobile with age.

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 4 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).

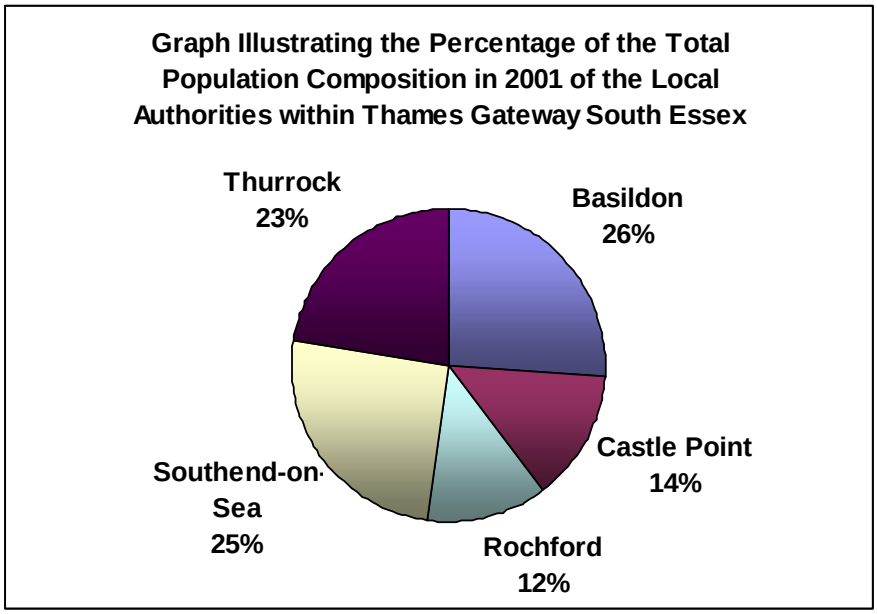
Graph 4: *Population and projected- TGSE area 2001-2021*



Source; Total Regional Planning Guidance 14 Submission, 29th 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 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 5 illustrates the proportion of the population within Thames Gateway South Essex that live within each district authority. These population figures are important in determining potential housing needs and densities for future developments which directly influences the need and scope for suitable design.

Graph 5: *Percentage of total population composition TGSE area 2001*



Source: Adapted from Total Regional Planning Guidance 14 Submission, 29th 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 5 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 1: *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

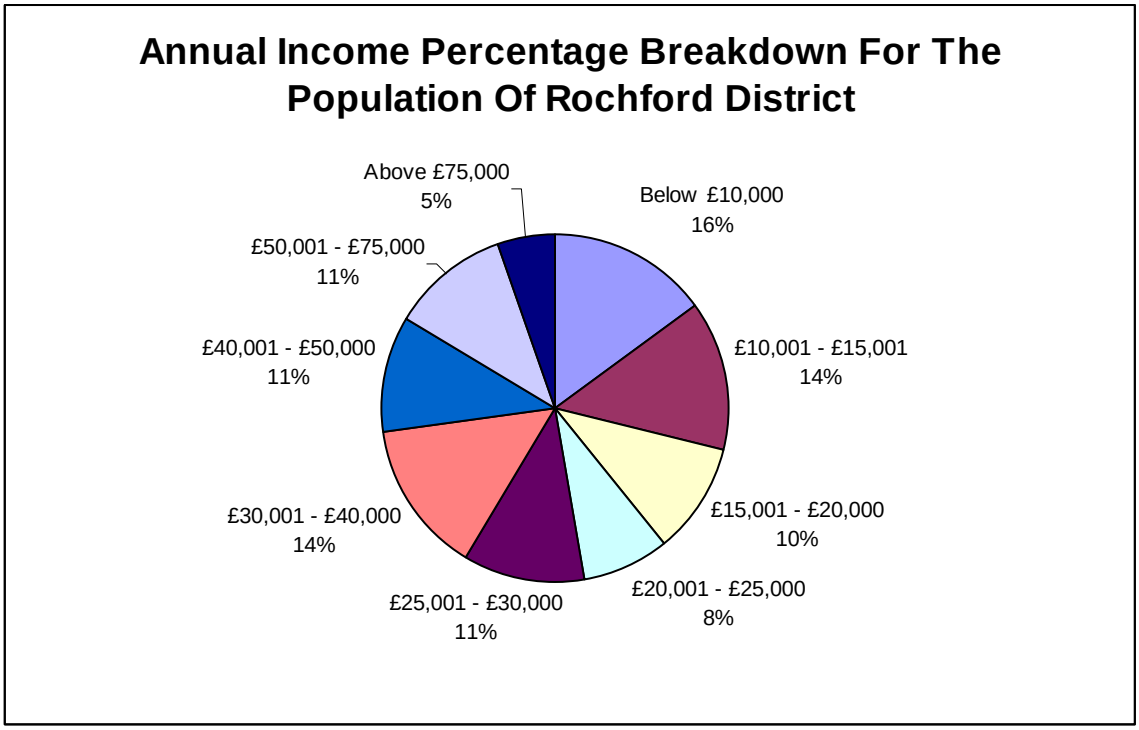
Table 1 clearly demonstrates that the District of Rochford contains more persons per hectare than the County of Essex (3.8 persons), the East of England region (2.8 persons) and England and Wales (3.4 persons). The average number of persons per hectare within the East of England region is of greatest divergence to the trend displayed by the District of Rochford in 2001. Table 1 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. Population densities and average household sizes directly influence design, particularly

where permission to extend existing dwellings is sought and materials and design are required to be sympathetic to the character of an area.

Annual Incomes of the population of Rochford District

9% of households have incomes below £10,000, well below the corresponding UK figure (28%). 41.4% of households in the District have incomes above £30,000 well above the UK average (30%).

Graph 6: *Annual income percentage breakdown for the population of Rochford District*

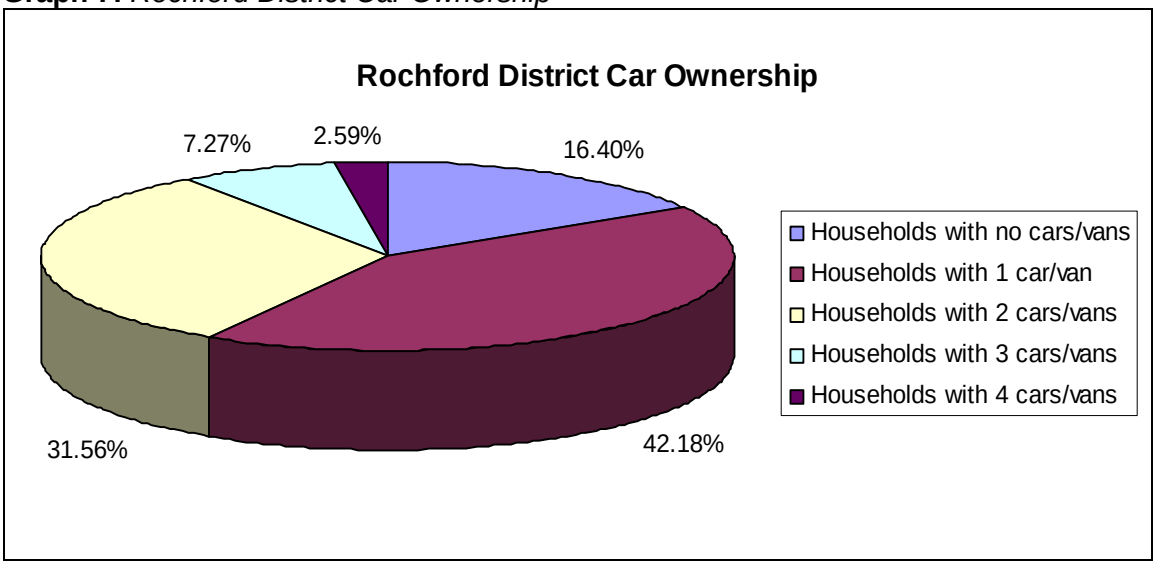


Source: Rochford District Council Housing Needs Survey 2004

Car Ownership

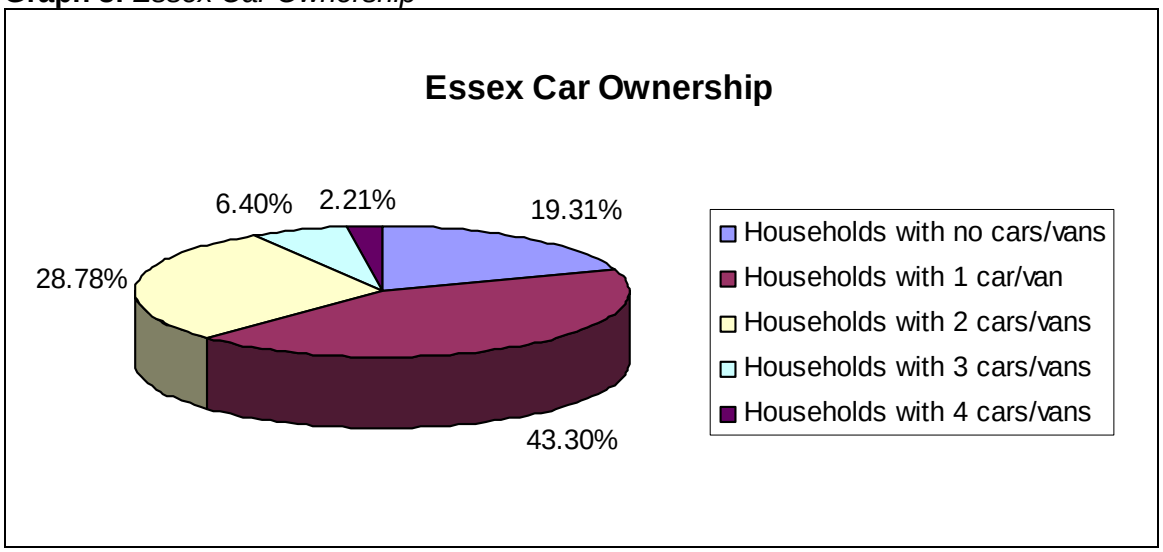
As shown in graphs 7 and 8, car ownership within Rochford District is similar to trends in ownership at a county level, with the majority of households owning 1 car/van (42.18% of households in the District and 43.30% within Essex). The percentage of Rochford's population travelling to work by public transport is 19.25%, which is slightly higher than the Essex figure of 13.00%. However, the preferred mode of transport is by car (driver and passengers), with 63.37% of the Rochford District population and 69.00% of Essex's population travelling to work in this way. In understanding figures of car ownership, developments within conservation areas can consider the relevance of parking measures and the possible need for garages or double garages etc. Where possible, it should be desired that garages are designed to look like sympathetic out buildings, with the use of appropriate materials and detailing.

Graph 7: *Rochford District Car Ownership*



Source: 2001 Census Statistics Online, 2003

Graph 8: *Essex Car Ownership*

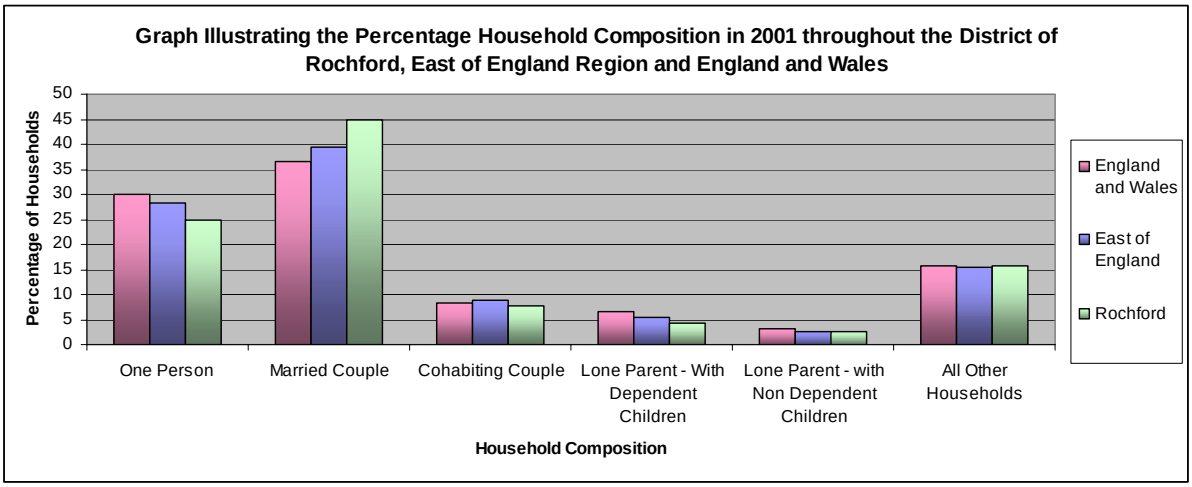


Source: 2001 Census Statistics Online, 2003

Household Composition and Type

Graph 9 outlines the percentage household composition for persons within England and Wales, the East of England region and the District of Rochford in 2001.

Graph 9: *Percentage household composition 2001-*

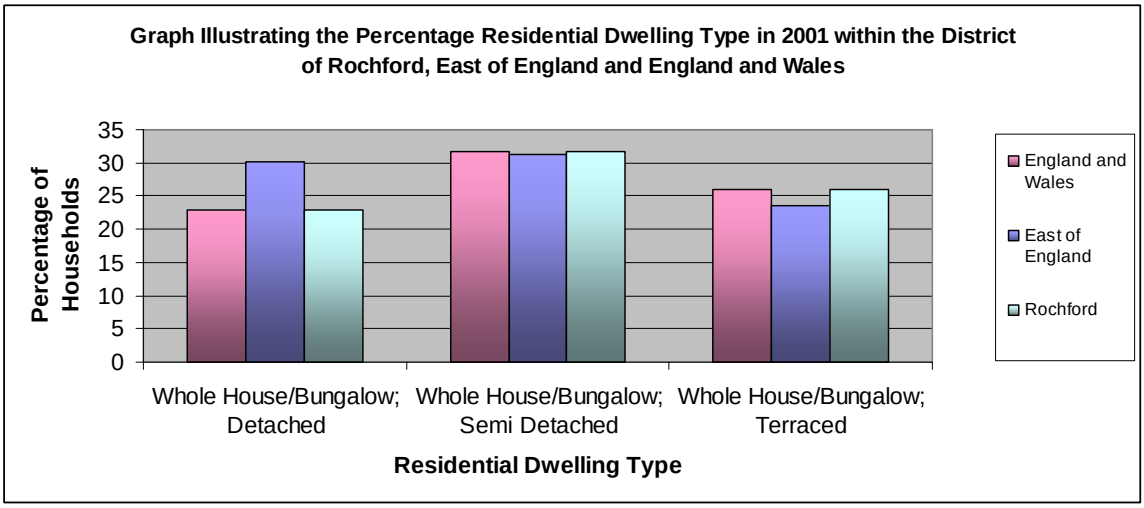


Source; Office for National Statistics, 2001

Graph 9 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 are 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 in conservation areas, regard should be given to the household composition to ensure that housing needs continue to be adequately addressed.

Graph 10 illustrates the percentage of household dwelling type within England and Wales, the East of England region and the District of Rochford in 2001.

Graph 10: *Percentage residential dwelling type 2001*

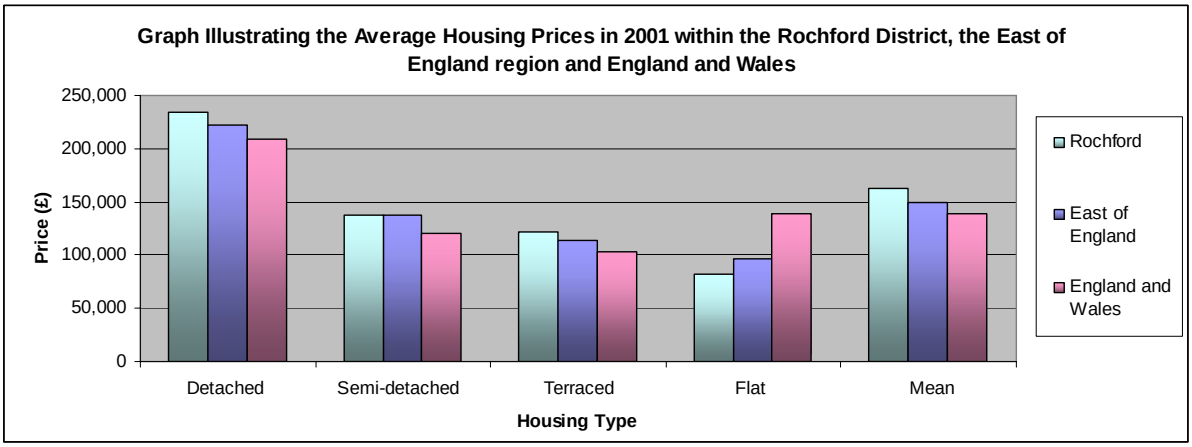


Source; Office for National Statistics, 2001

Graph 10 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 a marginally lower proportion of terrace dwellings. It is imperative in regards to the design of extensions to existing dwellings, that the type and therefore often the size of the conservation area's housing stock is known.

Graph 11 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 11: *Average housing prices 2001*



Source; Office for National Statistics, 2001 Census

Graph 11 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 11 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. This information is useful for those wishing to develop within conservation areas as it aids the determining of scale and type of housing that would be financially viable. This can have implications for concealed households.

Concealed Households

Concealed households are people who could not afford to be in the housing market and are living within another household. We found that around 5.3% of households contained one or more households seeking independent accommodation giving a total of 1,717 cases over the next three years to 2007. 93.8% are the adult children of existing District residents. In the concealed households group: - 64.0% of the people in these concealed households are between 20 and 29 years of age and 15.5% are over 30. 729 (45.0%) of

households are being formed with a partner living in a separate household elsewhere in the District. 33.0% of those concealed households needing social rented housing were registered on a housing waiting list, 91.0% being on the Rochford District Housing Needs Register. 69.3% (1,190 implied) of the concealed households want to owner occupy, 17.0% (292 implied) preferred Council rented and 3.2% (55 implied) prefer private rent. 4.5% (77 implied) want HA shared ownership accommodation and 6.0% Housing Association rent (103 implied). Their needs and preferences for specific house types were:-

Table 2: *Rochford District housing needs, preferences and supply*

Type	Need %	Preference %	Current Stock %
Flat	49.7	25.1	7.9
Terraced	10.2	11.1	6.9
Semi-detached	28.9	48.6	34.4

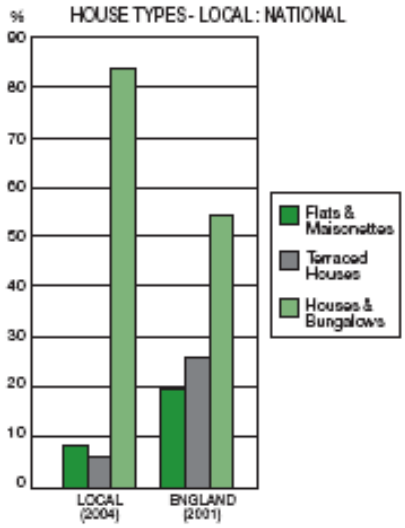
Size	Need %	Preference %	Current Stock %
One Bed	46.5	14.5	8.5
Two Bed	41.8	50.7	24.8
Three Bed	11.7	29.6	42.7

Source: Rochford District Council Housing Needs Survey 2004

The Housing Stock

Graph 12 (below) shows the characteristics of the District stock in 2004, compared to the national average level at the 2001 Census in each category. Locally, the proportion of houses and bungalows (83.3%) is well above the national average of 54%. The supply of terraced properties is 6.9%, lower than the national average of 26%, and flats/maisonettes at 8.7% are below the national average of 20%.

Graph 12: *Rochford District and national housing stock 2004*



Source: Rochford District Council Housing Needs Survey 2004

Housing Stock Balance Analysis

The nature and turnover of the existing housing stock is vitally important in meeting current and future housing demand in all tenures.

The assessment of annual affordable housing need and supply reveals the following:-

The total affordable housing need annually is for 393 units. Re-lets of the existing social stock average 102 units and is the major means of addressing the scale of need identified. Even after allowing for this level of supply, there will still be an annual affordable housing shortfall of 291 units which projected over the seven year period to 2011 is a total of 2,037 units. The level of annual need is much higher than the number of units likely to be able to be delivered from new delivery and conversions, resulting in growing levels of unmet need each year. However, it is vital to attempt to deliver as many units as possible and a target of 35% of new units from the total of all sites in the District should form the basis for negotiation as subsidised affordable housing.

Conservation

Policy CS2 within the Rochford District Replacement Local Plan (Rochford District Council, December 2005) is part of the core strategy, highlighting the importance of protecting and enhancing the built and natural environment. It states that the local planning authority will protect, sustain and enhance the District's natural resources and cultural heritage through the application of the policies and proposals in the Plan for future generations to enjoy, and to ensure that new development contributes to environmental quality, relating to the protection, conservation and enhancement of the landscape character and quality, and the safeguarding of visually and historically important trees and woodland.

As much as 30% of the agricultural land in Rochford District is Grade 1 and 2, with the majority of remaining agricultural land is classed as Grade 3. The present dominant land use within the District is agricultural. Land contamination may also result from Southend airport, and the manufacturing, engineering, printing and plastics industries. 326 sites with potentially contaminative uses have been identified and are being investigated in priority order.

Table 3: *EBAP targets: Habitats in the District of Rochford*

Habitats	**Actions/Targets**
Ancient and/or Species Rich Hedgerows and Green Lanes	• To maintain overall numbers of hedgerow trees within each county or district at least at current levels by planting or natural regeneration, in order to ensure a balanced age structure.
Ancient Woodland	• Halt the further loss of ancient woodland and ensure no more areas are lost in the future. • Continue work to develop markets for a range of woodland products to help establish sustainable woodland management. • Ensure that future woodland management considers the need to maintain levels of dead wood, veteran trees, and other habitats such as ponds, rides and glades where appropriate.
Coastal Grazing Marsh	• Maintain existing extent of habitat within county. • Ensure no further degradation of habitat. Where loss of low value habitat is likely, appropriate mitigation and creation of equivalent. • Restore any grazing marsh which has fallen into disuse/poor condition within last 20 years by 2010. • Recreate sufficient habitat to increase the habitat area to 1980s levels (500ha) by 2010.
Saline Lagoons	• Extent and distribution of habitat should be maintained, within a framework of sustainable coastline management. • Quality of extant sites should be improved (all protected sites to be in optimal condition by 2010). • Sufficient new sites should be created and appropriately managed by 2010 to offset losses over past 50 years, and by 2020 to offset anticipated losses (through sea level rise and coastal realignment) up to 2050.

Urban Areas	• To ensure biodiversity issues contribute significantly to the development of sustainable green towns and cities. • To develop up-to-date and accessible information on urban ecological resources. • To maintain and enhance the value and integrity of key wildlife sites, wildlife features and strategic natural networks across urban areas. • To increase awareness and understanding of the value and management of the range of 'urban' habitats, especially those supporting key populations of important species. • To provide accessible natural open space for environmental education and the informal enjoyment of nature. • To stimulate local action to benefit wildlife, through LA21 and other community initiatives.

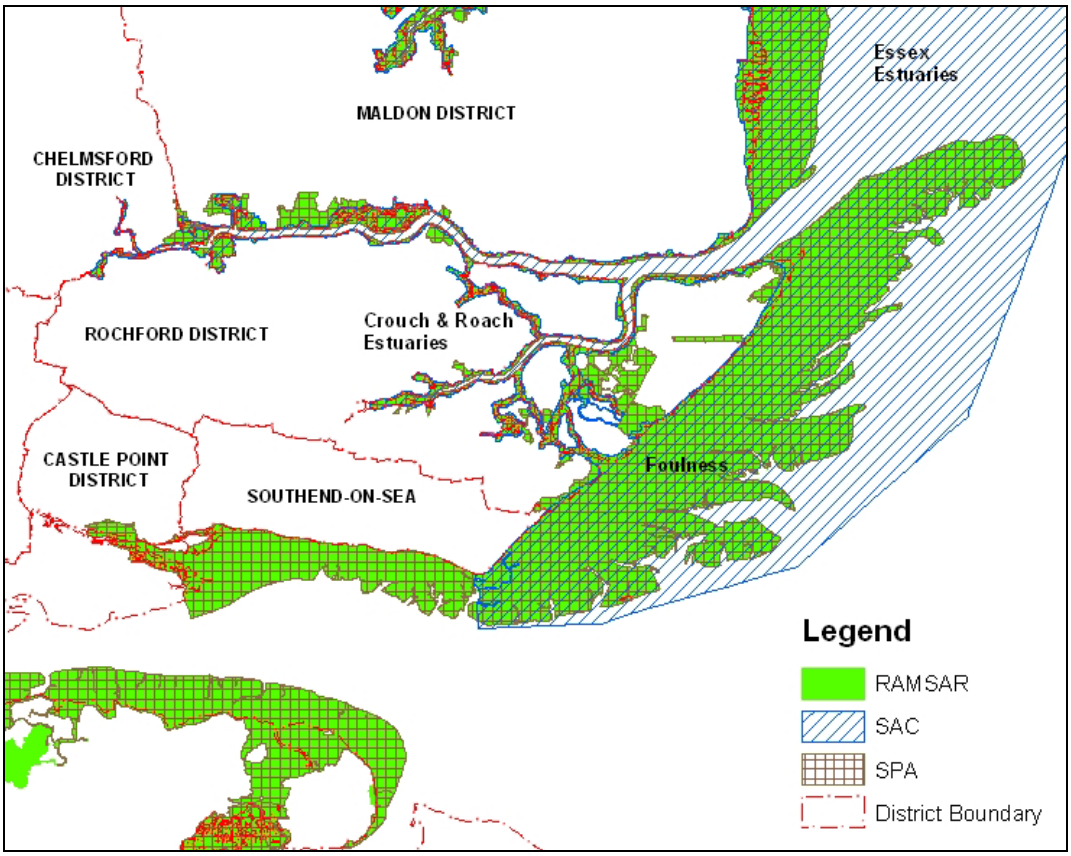
Source: Essex County Council and Essex Wildlife Trust, 1999

Rochford District has a number of designated natural areas. There are 2 RAMSARs (also designated as SPAs), the Crouch and Roach Estuaries and Foulness. The Rochford District coast is also designated as part of the Essex Estuaries SAC. In total there are 3 SSSIs and 175.87ha of ancient woodland, which is mostly semi-natural ancient woodland. There are 59 County Wildlife Sites (CWS) within the District, with a total area of 15969.30ha. There are also 4 LNRs, with the largest being Hockley Woods at 91.50ha. There are no NNRs or AONBs within the District.

At present however, 2 out of the 3 SSSIs within the District are not meeting PSA targets - 90.25% of the SSSI area in the District is in an 'unfavourable declining' state, with the remaining area being classed as 'unfavourable no change.' The poor condition of SSSIs could possibly be attributed to coastal squeeze, low water levels and inappropriate scrub control.

The Crouch and Roach Estuaries Ramsar and SPA site is an area of 1745.11ha on the eastern coast of Rochford District. As stated in the Local Plan in paragraph 8.27, this site qualifies as an SPA because it supports internationally important assemblages of waterfowl (wildfowl and waders) and regularly occurring migratory species. Foulness has SPA status for similar reasons, whilst also supporting internationally important breeding populations of regularly occurring species such as the Sandwich Tern (*Sterna sandvicensis*), Common Tern (*Sterna hirundo*), Little Tern (*Sterna albifrons*) and Avocet (*Recurvirostera avosetta*); and nationally important breeding populations of regularly occurring migratory species, primarily the Ringed Plover (*Charadrius hiaticula*).

Map 2: *Rochford District RAMSARs, SPAs and SACs*



Source: Unrecorded

There are a reasonable number of County Wildlife Sites scattered throughout Rochford District. Based on the 1990 Essex Wildlife Trust Survey and as displayed in figure 10, Rochford District contains 59 CWSs of which 89.06% of the total area is coastal, 7.74% is grassland, 1.69% is mosaic habitat types, 1.20% is woodland and the remaining area is classified as freshwater aquatic. The largest CWS is Foulness.

Contained within 65 square miles, Rochford District covers an area, which is predominately green belt, with miles of unspoilt coastline and attractive countryside. It contains the historic market towns of Rayleigh and Rochford, a number of smaller villages, and the Island of Foulness, each with its own identity and character.

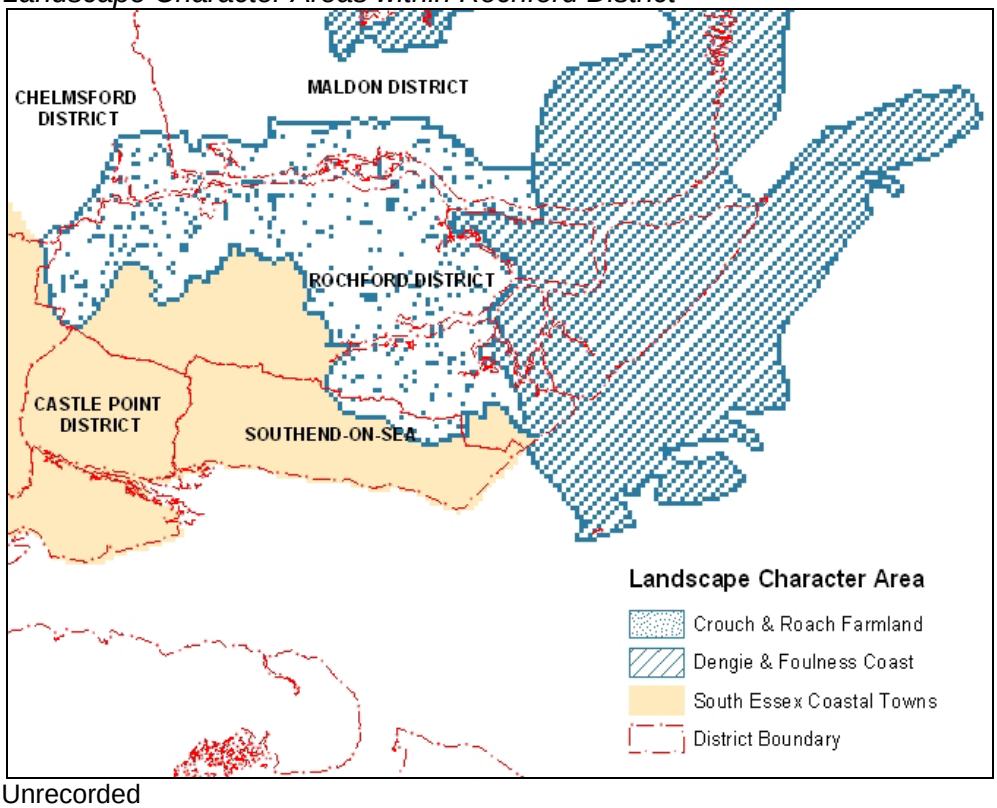
A county wide study of Essex Landscape Character Areas (LCAs) in Essex was carried out by Chris Blandford Associates in 2003 and divides Rochford District into 3 Character Areas:

- Crouch and Roach Farmland
    - Saltmarsh, grazing marsh and ancient woodland
    - Narrow margins of flat low lying marshland and saltmarshes next to the Roach, broader areas adjacent to the Crouch
    - Very widely dispersed small copses, some small woodlands near Hockley
    - Scattered hedgerow Oak and Ash trees
    - Many hedgerows are fragmented
    - Occasional Elms, but these have largely been lost.

- Dengie and Foulness
    - Large areas of flat low lying land below 5m elevation
    - To the south, land broken into a series of islands by the lower Crouch and Roach estuaries and connecting creeks
    - Beyond sea wall in east both narrow and large areas of saltmarsh and vast tidal sands/mudflats such as Maplin Sands
    - Saltmarsh, pockets of coastal grazing marsh, sea wall grassland and shoreline vegetation
    - Generally very sparse tree cover
    - A few isolated copses and trees around farmsteads
    - Some isolated trees/scrub on older reclaimed marshes.

- South Essex Coastal Towns
    - Coastal grazing marshes, reedbeds marsh, extensive ancient woodland including Sessile Oak woods, unimproved meadows
    - High concentration of woodland at Daws Heath, including small and large blocks of interlocking deciduous woodland
    - Some secondary woodland associated with previous plotland areas
    - Absence of woodland/trees on flat low lying marshes
    - Condition of woodlands and hedgerows is moderate.

Map 3: *Landscape Character Areas within Rochford District*



Source: Unrecorded

Special Landscape Areas (SLAs (**map 4**)) are areas of high quality landscape resulting from a combination of features such as vegetation cover and landform. Their conservation is important to the county's natural heritage and there is a presumption against development unless it accords with the character of the area concerned.

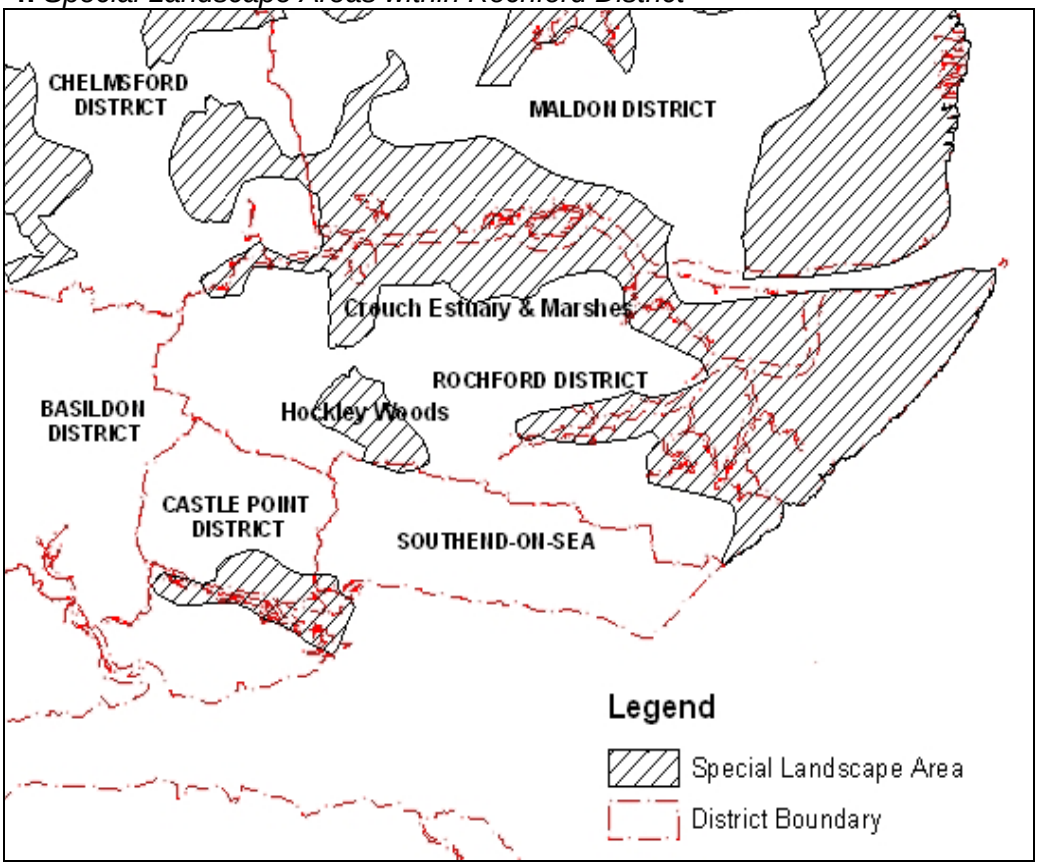
Policy NR1 in the replacement local plan identifies three SLAs within the district (see map 10 below):

- Hockley Woods – a large unspoilt area, containing a complex of ancient woodlands and farmland on undulating ground between Hockley and Southend-on-Sea.

- Upper Crouch – based on the River Crouch and contains numerous creeks, mudflats and saltings on either shore. It is a slightly less remote version of other coastal marshes and is relatively treeless and unspoilt.

- The Crouch/Roach marshes – consists of a large number of islands, creeks, and channels with saltmarsh, mudflats, and drainage ditches predominating. Apart from the timber wharf at Wallasea Island, the area is remote and undeveloped and supports a large bird population.

Map 4: *Special Landscape Areas within Rochford District*



Source: Unrecorded

Cultural Heritage

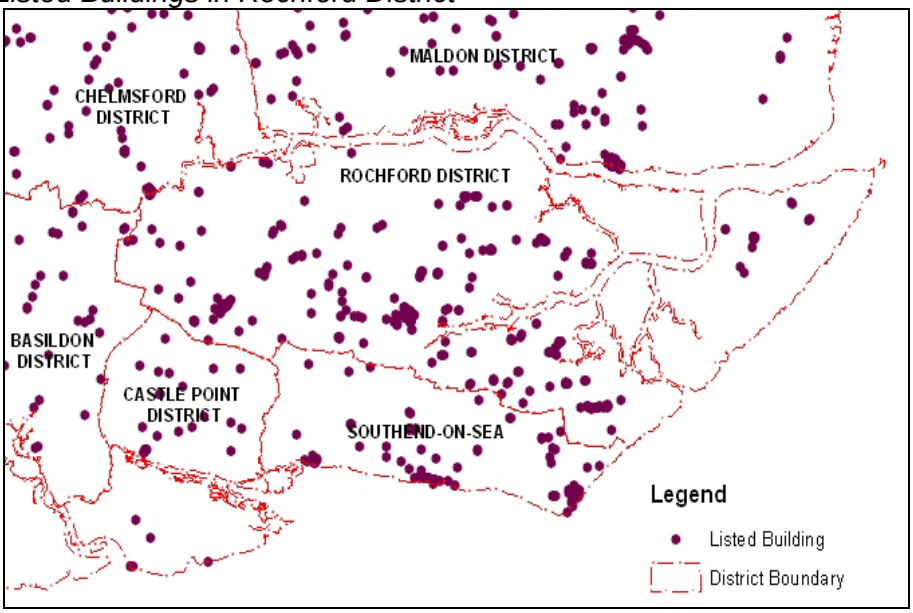
In the East of England there are 57,643 listed buildings, 211 registered parks and gardens, a registered battlefield at Maldon, approximately 1,600 scheduled monuments and 1,100 areas of special architectural or historic interest, designated as Conservation Areas. English Heritage has identified 2% of the region's listed buildings as being 'at risk of decay' (Our Environment, Our Future: The Regional Environment Strategy for the East of England. East of England Regional Assembly and East of England Environment Forum, July 2003). It is difficult to quantify the archaeological resource, but there are approximately 150,000 archaeological sites currently recorded on County Sites and Monuments Records.

Rochford contains a rich and varied heritage and archaeological resource. The Essex Historic Environment Record (HER) maintained by Essex County Council contains nearly 1500 records including 327 listed buildings and 1126 archaeological records which includes 5 Scheduled Monuments

The Essex Historic Environment Record (HER) maintained by Essex County Council details 327 listed buildings in the District. One of these is Grade I listed. There are 17 Grade II* listed buildings and 309 buildings designated as Grade II. The number of listed

buildings at risk in the district has decreased from 8 in 2004 to 7 in 2005. There are 1126 archaeological records within the District, including five Scheduled Monuments.

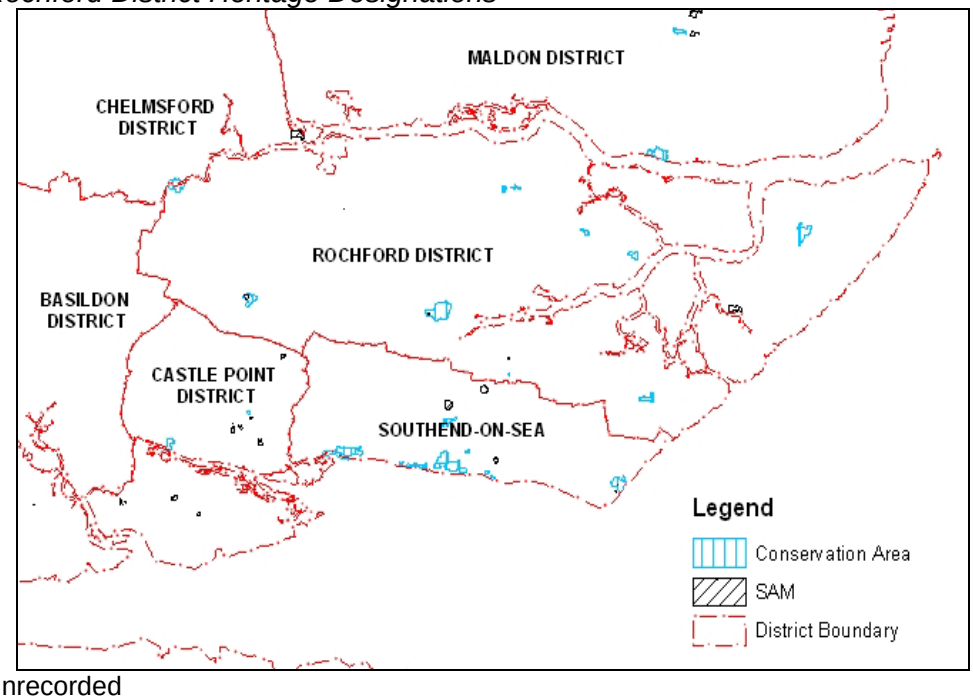
Map 5: *Listed Buildings in Rochford District*



Source: Unrecorded

The District has 1 registered village green, Norpits Beach at Canewdon, with and area of 2.30ha. There are also 3 commons, with the largest recorded at Great Wakering (5.86ha). In total the measured commons within the District have a hectarage of 6.48ha, which is a small area when compared to the Essex total of 1154.24ha. There are no registered parks/gardens within the District. There are a total of 10 Conservation Areas, with the largest being Rochford at 365,798m^2. These sites are defined as having 'special architectural or historical interest, the character of which it is desirable to preserve or enhance'.

Map 6: *Rochford District Heritage Designations*



Source: Unrecorded

Listed buildings in Rochford;

Table 4: *Location and type of listed building in Rochford*

Building Type	**Location**
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, (south side)	West Street

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 5 illustrates the number of buildings at risk in 2003, 2004 and 2005, while table 6 shows the number of listed buildings removed from the risk register. This information is important to SPD 6- 'Design Guidelines for Conservation Areas' with regard to the renovation of historic buildings. Suitable design and materials are paramount.

Table 5: *The Number of Buildings at Risk in 2003, 2004, and 2005*

Administrative	**At Risk**			**Newly at risk**		
Area	**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
Total	173	157	169	11	31	14
Total At Risk (inc newly at risk)	184	188	183			

(Source, Essex County Council, 2005)

Table 6: *The Total Number of Listed Buildings Removed from the Risk Register*

Administrative Area	**No longer at risk**		
	2005	**2004**	**2003**
Basildon	0	1	0
Braintree	4	7	9
Brentwood	0	0	3
Castle Point	0	1	0
Chelmsford	2	0	0
Colchester	0	8	1
Epping Forest	0	4	0
Harlow	0	0	1
Maldon	0	2	3
Rochford	**1**	**2**	**0**

Tendring	2	1	4
Uttlesford	3	0	2
Total	15	26	24

Source; Essex County Council, 2005

Conservation Areas Within the District of Rochford

There are ten conservation areas within the District of Rochford. These are documented below, accompanied by maps showing their extent and their date of designation. Of these ten, conservation design appraisals have been carried out for Rayleigh and Rochford by Essex County Council. These design appraisals are summarised below and give an insight into the materials, detailing and design implications that are relevant to the District.

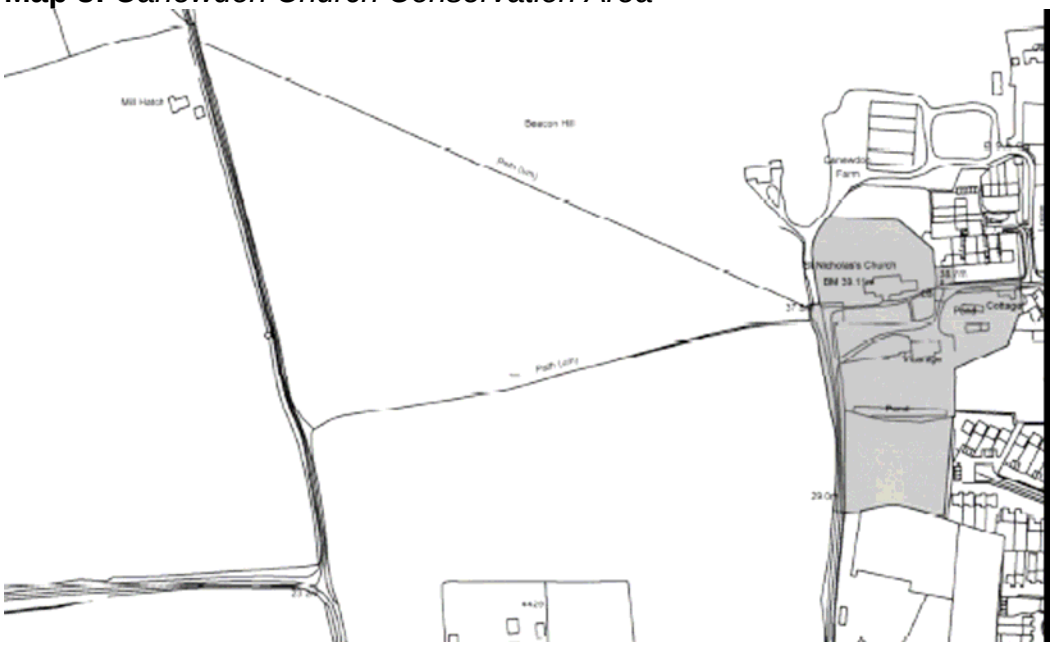
Battlesbridge (March 1992)

Map 7: *Battlesbridge Conservation Area*

Source: Rochford District Replacement Local Plan

Canewdon Church (March 1986)

Map 8: *Canewdon Church Conservation Area*



Source: Rochford District Replacement Local Plan

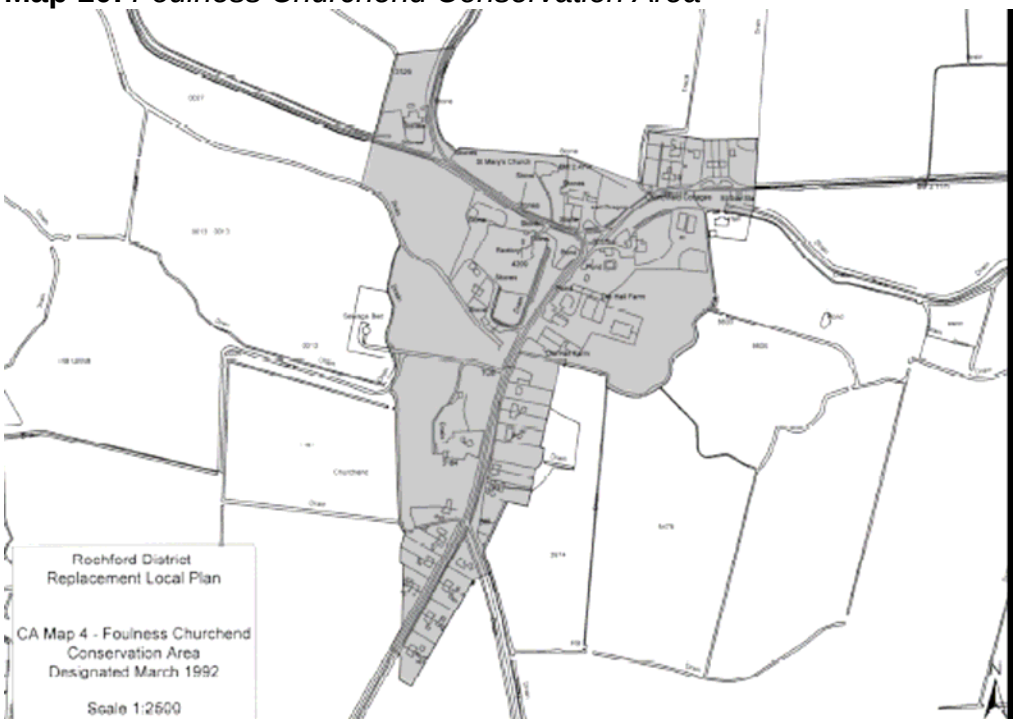
Canewdon High Street (March 1986)

Map 9: *Canewdon High Street Conservation Area*

Source: Rochford District Replacement Local Plan

Foulness Churchend (March 1992)

Map 10: *Foulness Churchend Conservation Area*



Source: Rochford District Replacement Local Plan

Great Wakering (March 1986 amended March 2006)

Map 11: *Great Wakering Conservation Area*

Source: Rochford District Replacement Local Plan

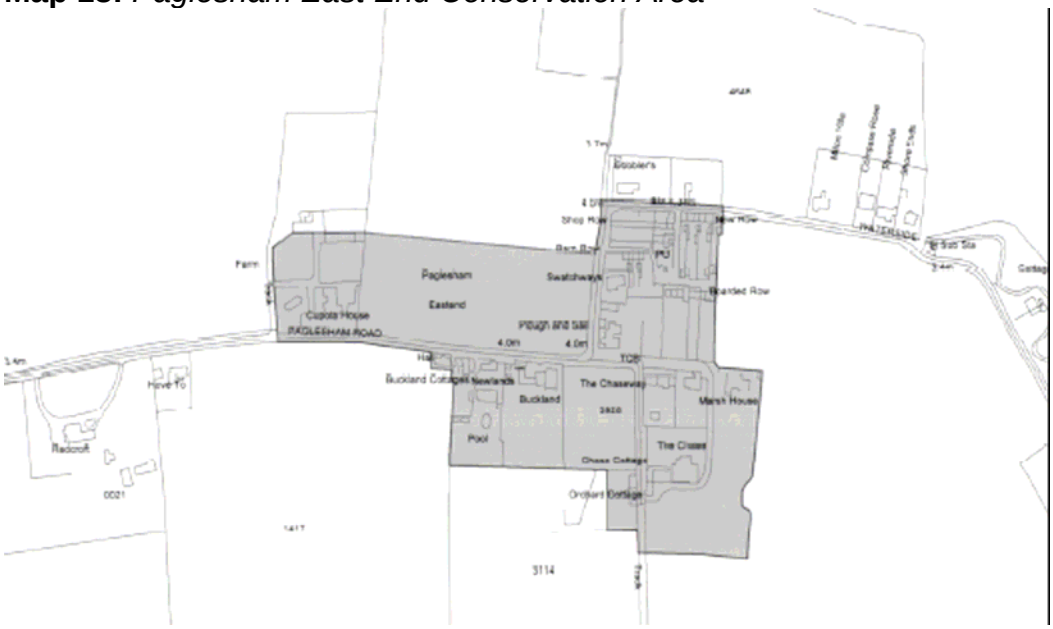
Paglesham Churchend (November 1973)

Map 12: *Paglesham Churchend Conservation Area*

Source: Rochford District Replacement Local Plan

Paglesham East End (March 1986)

Map 13: *Paglesham East End Conservation Area*



Source: Rochford District Replacement Local Plan

Shopland Church Yard (March1992)

Map 14: *Shopland Church Yard Conservation Area*

Source: Rochford District Replacement Local Plan

Rayleigh (October 1969 amended March 2001)

RAYLEIGH CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN
(March 2006)

Rayleigh is a bustling small hilltop town with a population of about 30,000 in the Rochford District of south-east Essex. Like many small market towns, its historic core is little more than a single street. Rayleigh owes its importance originally to the Norman earthwork castle on a spur to one side of the High Street.

The conservation area covers the historic centre of the village, comprising St. Mary's church, the High Street, Church Street, Bellingham Lane, the Mount or motte and bailey castle, and adjoining roads. It also includes Websters Way, a modern road forming a back lane and service road parallel to the High Street.

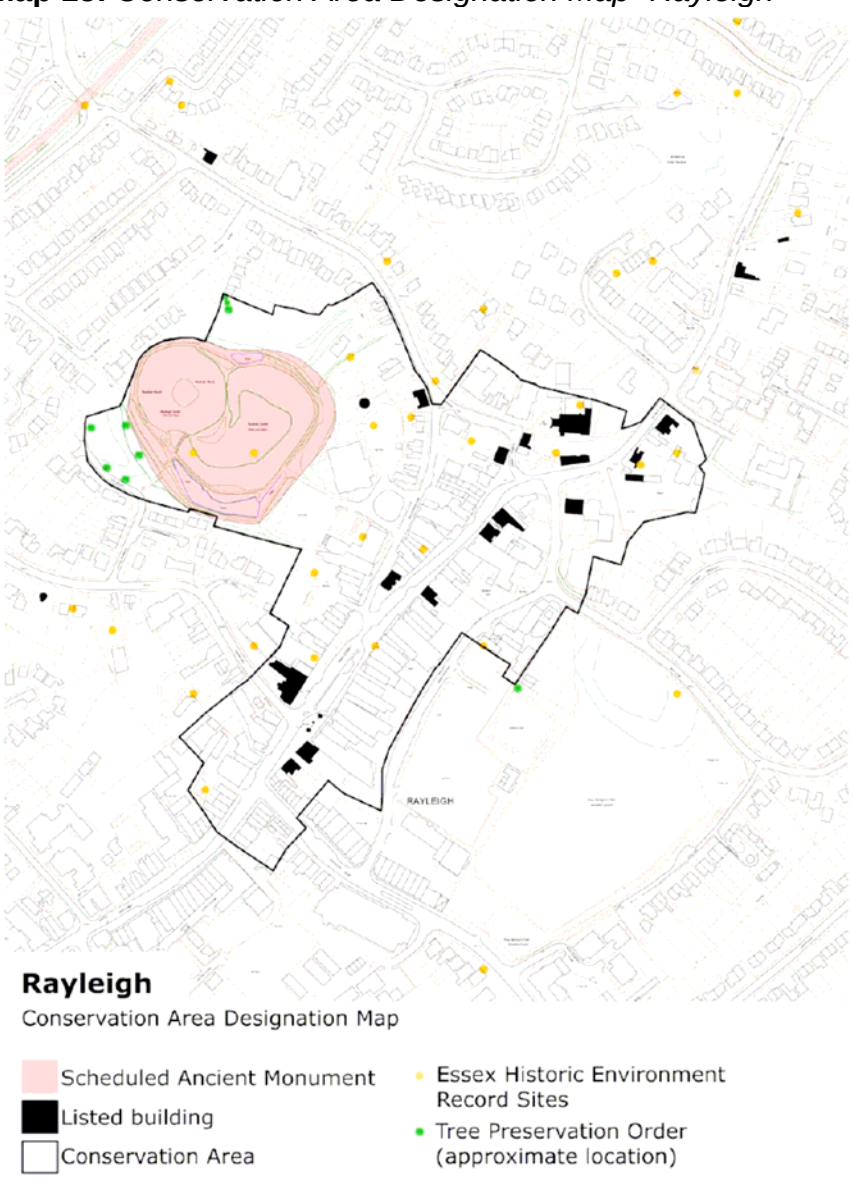
Conservation areas are 'Areas of Special Architectural or Historic Interest, the character or appearance of which it is desirable to preserve or enhance' (Planning (Listed Buildings and Conservation Areas) Act 1990). Government Planning policy Guidance 15, Planning and the Historic Environment, emphasises that conservation areas are not just about the quality of individual buildings, but also 'the historic layout of property boundaries and thoroughfares; on a particular "mix" of uses; on characteristic materials; on appropriate scaling and detailing of contemporary buildings; on the quality of advertisements, shop

fronts, street furniture and hard and soft surfaces; on vistas along streets and between buildings; and on the extent to which traffic intrudes and limits pedestrian use of space between buildings'

CHARACTER STATEMENT

Rayleigh is a traditional market town which was established at the gates of a Norman castle, the market function being accommodated in its exceptionally wide High Street, which is presided over at one end by the church. Castle and church are well preserved features of the conservation area. The almost complete redevelopment of the High Street in the second half of the 20th century has ensured its success as a shopping centre but left it with few traditional buildings, though the town's original framework and structure remain legible today. Service areas to the rear of the High Street and Bellingham Lane, and hard standings used for car parking, form unattractive townscape which would benefit from improvement.

Map 15: *Conservation Area Designation Map- Rayleigh*



STATUTORY PROTECTION WITHIN THE CONSERVATION AREA

The conservation area in Rayleigh was designated in November 1969. Its boundaries have since been revised to exclude the large car park in Websters Way and the adjacent King George's field .

There are 24 listed buildings in the conservation area, including a gravestone, a horse trough, a pump and the Martyrs' Memorial.

The Mount is a scheduled ancient monument protected under the 1979 Ancient Monuments Act.

There are no public rights of way indicated on the Definitive Map of footpaths in Essex.

A small number of trees on the Mount are protected by Tree Preservation Orders. The trees within the conservation area enjoy protection inasmuch as anyone within a conservation area carrying out works to a tree must give written notification to the local planning department at least six weeks beforehand.

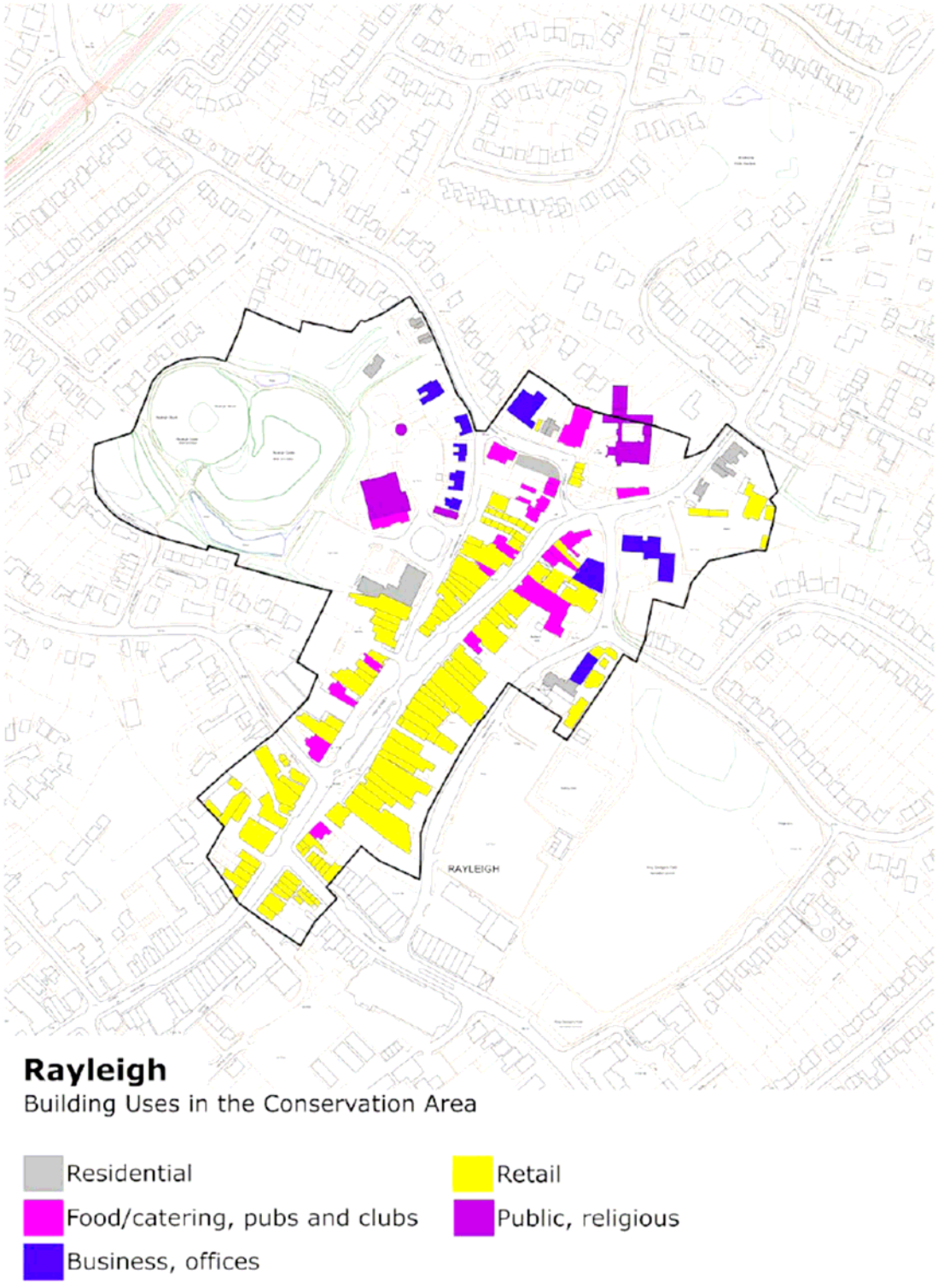
USES OF BUILDINGS AND SPACES WITHIN THE CONSERVATION AREA

The High Street is almost entirely retail shopping, consistent with the role of the town identified in local and structure plans. At the northern end, there are a greater variety of uses. Houses here have been converted to offices, and it is here that the greatest concentration of pubs and restaurants are to be found. This both contributes to and reflects the rather different character of this northern end of the town.

There is little residential property in the conservation area apart from the edges where it abuts on the suburban development which surrounds the town. An exception is the Homeregal block of sheltered housing in Bellingham Lane.

The only significant public open space in the conservation area is the Mount. The churchyard is crossed by footpaths and is an important green area at the north end of the town.

Map 16: *Building Uses in the Conservation Area- Rayleigh*



Recent history

Rayleigh town centre has experienced dramatic redevelopment since the Second World War, in which period its population has approximately trebled. This is largely to be explained by the modest character of the High Street buildings as revealed in old photographs, some of them only one-and-a-half storey cottages, hardly convenient for conversion to modern shops.

Piecemeal rebuilding of the High Street began in the 1950s and accelerated in the 1960s. Mounting concern at the pace of change led to the foundation of the Civic Society in 1963. This was influential in the designation of the conservation area in 1969. The defeat of a proposal to redevelop the block of buildings known as the Manns site (nos 40 and 42a) at the junction of the High Street and Bellingham Lane has been identified as a turning point in stopping the wholesale destruction of the historic town centre.

Nevertheless, significant alterations continued to be made to the High Street. The area west of the Manns site was altered in the 1970s to widen access to Bellingham Lane. Similarly access to Crown Hill was widened. The Mill Hall was built adjacent to the castle in 1971. A meeting room was built to the north of the church in 1976. Both buildings are uncompromisingly modern in style, despite their proximity to a scheduled ancient monument and a listed building. The large Homeregal block of sheltered housing was built in Bellingham Lane in about 1986, after the developer appealed against a refusal to grant planning permission. In 1986, after an initial refusal, permission was granted for redevelopment of nos 57-61 High Street, some of the last of the old shops surviving there.

Rayleigh has a reputation for traffic congestion. In the 1950s, Websters way, effectively a back lane on the east side of the High Street, was built on the open space of King George's Field. In 1972, a one-way system was created taking advantage of this new road to relieve the traffic problem.

The 1980s saw a number of conservation projects reflecting a different approach to the built environment. The Dutch Cottage in Crown Hill (not in the conservation area) was restored in 1984, and Wearn Cottages in Church Street in 1988/89. No. 91 High Street was restored in 1989, and found to be probably the oldest building in the town centre (after the church). The High Street has been provided with additional trees and seats in the 1990s. Rochford District Council, Rayleigh Town Council and Essex County Council have carried out an enhancement scheme with new paving and street furniture. In 2004/5, improvements were carried out in Websters Way and the windmill restored, all with funding from the Thames Gateway.

CHARACTER ZONES AND SPATIAL INTERRELATIONSHIPS

Four well defined character zones can be identified within the conservation area:

- a northern area comprising the church, Hockley Road, London Hill, Church Street and the north end of the High Street
- Rayleigh Mount
- the High Street and Bellingham Lane, sub-dividable into three areas
- and Websters Way.

The church is immediately recognisable as such. It stands within the churchyard and its tower is the highest point in the town, dominating the north end of the High Street which rises up to it. The churchyard zone encompasses the surrounding area of irregular streetscape formed by the junction of London Hill, Church Street, the High Street, and Hockley Road. Here the stridently modern character of the High Street is interrupted, and there are more old buildings and more open space.

Rayleigh High Street is a thriving shopping centre, flanked by almost continuous shopfronts. Although the irregular frontages and its undulating width, in excess of 30m in the middle and narrowing to north and south, identify it as of medieval origin, the High Street was extensively rebuilt in the 1950s and 1960s and is now of very disparate appearance. Most of the buildings are of 20th-century date, but it is punctuated by key older buildings, for the most part public houses of 19th-century appearance and larger town houses.

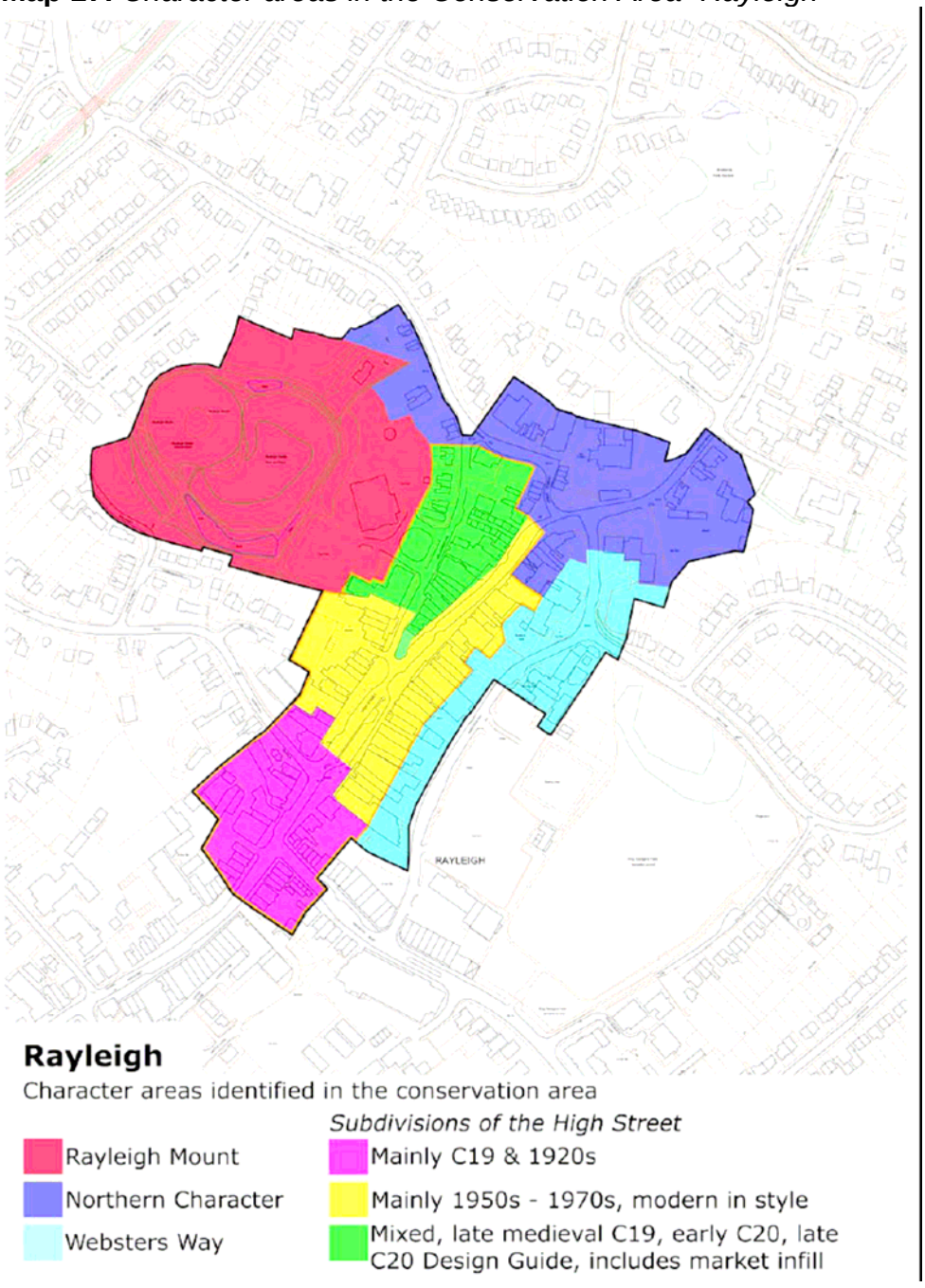
The High Street can be divided into three areas:

- the triangle of land between Bellingham Lane and the High Street, and the west side of Bellingham Lane. Whereas retail use predominates in the High Street, Bellingham Lane is a rather diverse area. Its east side consists mainly of yards and service buildings to the rear of the High Street frontage. On its west side, there is a row of cottages now used as offices, the public space around the Mill Hall and the windmill, and a block of sheltered housing, Homeregal House.
- the central part of the High Street, where the predominant architectural style is of the third quarter of the 20th century.
- the southern end of the High Street, where most of the buildings are older, mainly late 19th- and early 20th-century.

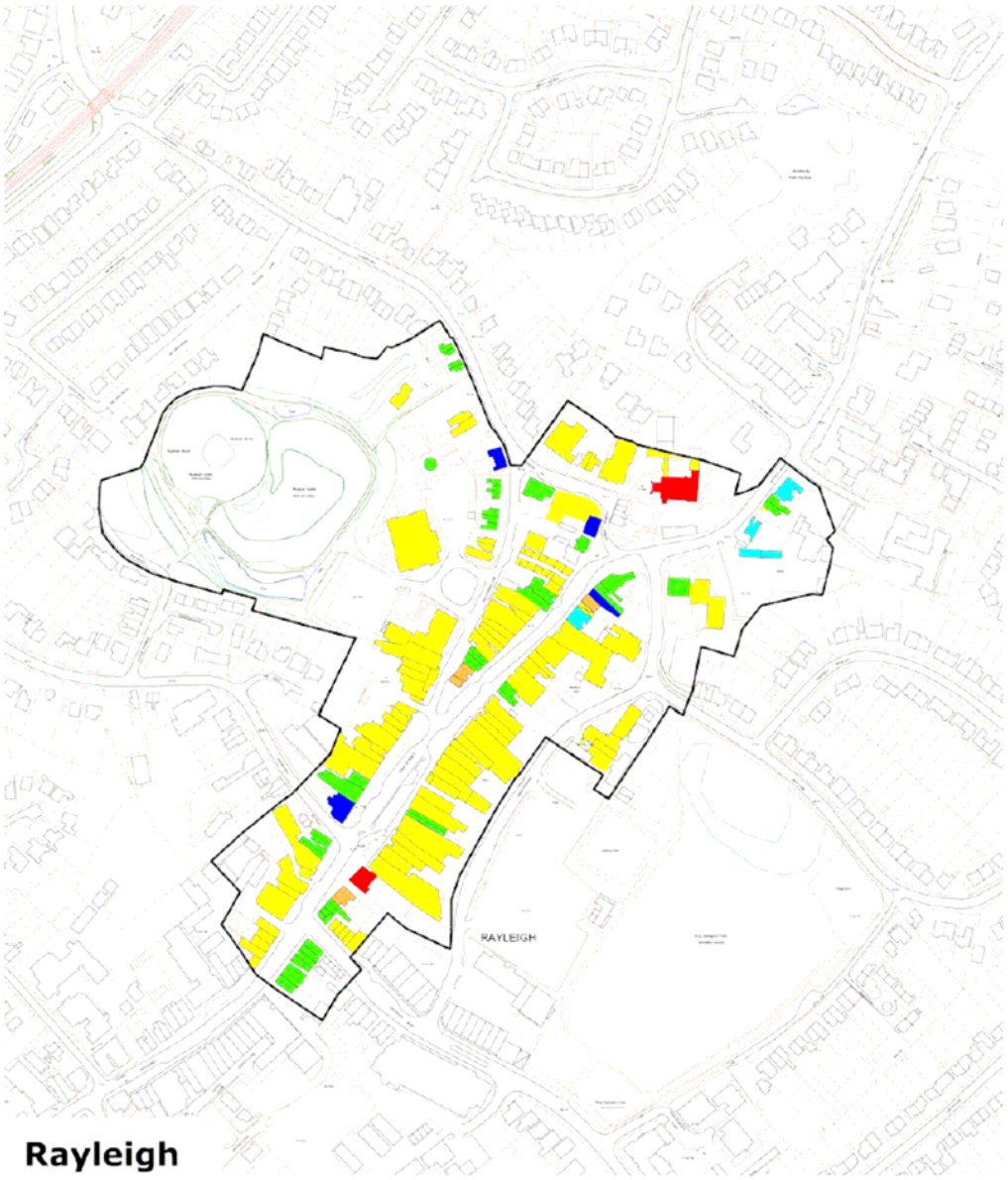
The castle or Mount is a wooded area quite separate from the rest of the town. From the conservation area, it is accessed by a path from Bellingham Lane, and is traversed by a network of footpaths. The remarkably wild and somewhat overgrown woodland is in sharp contrast to the rest of the town centre and constitutes an important public open space. More information on the Mount relating to the recently prepared conservation plan is in a separate section below.

Like most town centres, Rayleigh suffers from traffic congestion, which has been addressed by a one-way system. This makes use of Websters Way to the east of the High Street. This is a thoroughfare of unrelieved utilitarian aspect, flanked by car parking and service areas for the rear of the High Street shops.

Map 17: *Character areas in the Conservation Area- Rayleigh*



Map 18: *Age of Buildings in the Conservation Area- Rayleigh*



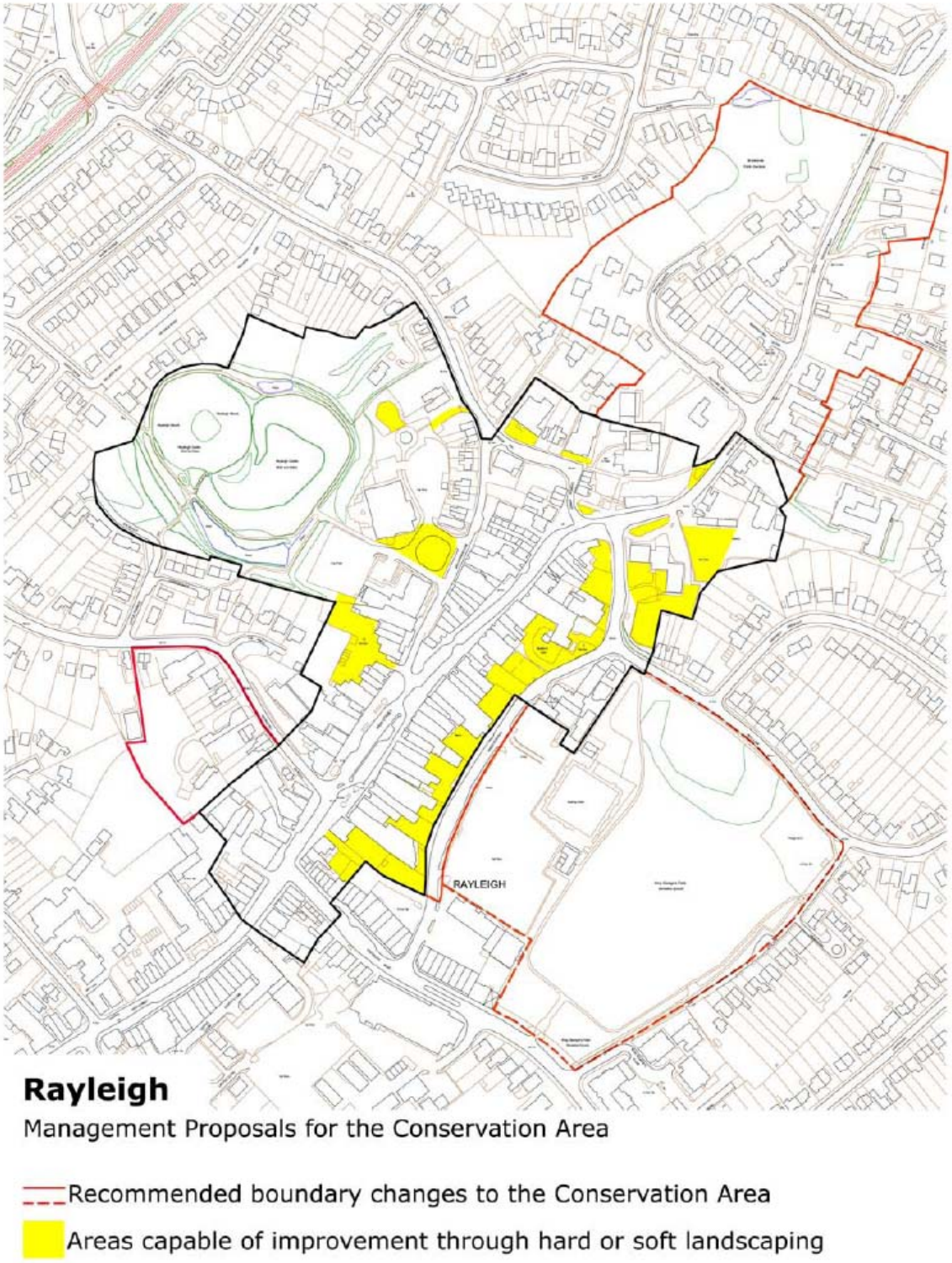
CHANGE IN THE CONSERVATION AREA AND CURRENT PLANNING PROPOSALS

Examination of photographs held by the County Council of the conservation area dating from 1985, the time of the accelerated resurvey of listed buildings by the Department of the Environment, indicates that there has been relatively little change in the conservation area in the last 20 years.

The town centre, certainly that part of it contained within the conservation area, is a mature urban settlement, with little scope for further development. In terms of its infrastructure, in particular roads and parking provision, it is at full capacity. There is virtually no available building land, except in Websters Way and in some of the backlands. Redevelopment is another matter. There are buildings in the backlands and even the High Street which could be replaced to advantage.

Most planning applications made for the conservation area concern signage and shopfronts. However, in 2005 application was made to build fifteen four-storey flats to the rear of no. 91 High Street, adjacent to Rayleigh Lanes (ROC/446/05).

Map 19: *Management Proposals for the Conservation Area- Rayleigh*



Backlands and car parking

Backlands are a characteristic feature of historic town centres, but one vulnerable to unsympathetic use and development. They do, however, present an opportunity to preserve the old boundaries and spaces which have evolved behind street frontages and to use them in an imaginatively, creating footpaths, shopping arcades, courtyards, and places for small businesses of various types.

There are two types of backlands spaces: those open to the highway and those which are enclosed. The former impinge directly on the townscape; the latter do so when there are views into them. The condition of the backlands is thus a material factor in the appearance of the conservation area, and the way they are used, and any proposals relating to them, need to be considered with great care.

Most of the backlands spaces in Rayleigh town centre are used for car parking which, being devoid of any landscaping, represents negative townscape. An exception is the Burley House development where there is a courtyard. The depot used by the dairy on the west side of the High Street is also a good backland use. The proposed development adjacent to Rayleigh Lanes could revitalise a derelict backland area on the east side of the street, as it is difficult to see how it could be viable without enhancement of its surroundings. Most of the beer gardens to the rear of the public houses are visible from the highway: all would benefit from tidying up and landscaping.

Additional planning controls

In a conservation area, additional planning controls can be introduced by limiting permitted development rights through the use of an Article 4(2) direction under the Planning Act, such that planning permission would be required for certain defined categories of works. The original character of some of the 19th- and 20th-century buildings has already been altered, through replacement timber windows, concrete roof tiles, and the painting or rendering of brickwork. It is important to try and prevent its further erosion, to try and promote the restoration of original features, and to try and check the spread of UPVC, a material which is neither sympathetic in appearance nor sustainable. Poor maintenance means that there will be a need to replace windows in many buildings in the conservation area; the opportunity should be taken to ensure that new windows are in character. The appearance of the properties which have undergone alteration would be greatly improved if new windows were inserted to the original pattern. Front doors also contribute greatly to the appearance of houses, and similarly controls to ensure that they are not replaced unsympathetically would be valuable. Boundary treatments have been highlighted in the appraisal as a problem in the conservation area. It is therefore proposed that the following works should require planning permission under an Article 4 direction:

• Alterations to a property affecting windows, doors or other openings, including the insertion of new windows and doors.
• The application of render or cladding to the external walls of a dwelling house, or the painting of brickwork.

• The erection or construction of any fences, gates or other forms of enclosure to the front or sides of a dwelling house, or the alteration of fences, walls or other forms of enclosure if they adjoin the highway.

Rochford (July 1969 amended March 2001)

ROCHFORD CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN April 2006

Introduction

Rochford is an old market town which still preserves its original character despite being located in the shadow of the Southend conurbation. Its survival is in many ways a triumph of the planning system, as well as of individual and collective pride of place.

The conservation area was designated in 1969. Originally it covered the historic town centre, but it has since been extended to include the backlands east of South Street and north of West Street, and also the area west of the town covering the station, the parish church, and Rochford Hall, a Tudor mansion now partially demolished.

Conservation areas are 'Areas of Special Architectural or Historic Interest, the character or appearance of which it is desirable to preserve or enhance' (Planning (Listed Buildings and Conservation Areas) Act 1990). They were introduced by the Civic Amenities Act of 1967. Local authorities have a duty to designate conservation areas, to formulate policies for their preservation and enhancement, and to keep them under review.

Government Planning Policy Guidance 15, Planning and the Historic Environment, emphasises that character of conservation areas derives not simply from the quality of individual buildings, but also depends on 'the historic layout of property boundaries and thoroughfares; on a particular "mix" of uses; on characteristic materials; on appropriate scaling and detailing of contemporary buildings; on the quality of advertisements, shop fronts, street furniture and hard and soft surfaces; on vistas along streets and between buildings; and on the extent to which traffic intrudes and limits pedestrian use of space between buildings'.

Character Statement

Rochford is a modest but exceptionally well preserved market town centred on a cross-road. Founded in 1257, there is little evidence today in the fabric of its buildings for its medieval past. The street plan is another matter: the axial roads, the infilled market place, Back Lane, and the irregular frontages are all features inherited from its medieval layout. Around the road junction, along the three main axial streets, there is a picturesque historic core consisting mostly of brick and weatherboarded buildings of 18th- to 19th-century appearance. Imposing brick town houses occur in South Street and the east end of West Street, whilst rows of one-and-a-half storey cottages are characteristic of the west end of West Street and much of North Street and elsewhere. No other Essex town preserves so many cottages of this type. At its edges are 20th-century suburban development, whilst to the west there are large areas of open space round the parish church and old manorial centre of Rochford Hall, where there is a golf course. The condition of the buildings in the conservation area is mostly good, in part the result of successful grant schemes over the last 30 years.

Statutory protection within the conservation area

The west half of Rochford Hall (the part which is not used by the Golf Club) is a scheduled ancient monument protected under the 1979 Ancient Monuments Act. There are about 70 listed buildings in the conservation area. This large number is in part the result of a survey made by the late Mike Wadhams in the 1970s which was used for the accelerated resurvey of listed buildings in the 1980s. Most of the frontages of South Street and West Street are listed, and many buildings in North Street are too. The dates given in the list descriptions are often rather approximate. When it becomes possible to examine them in detail, many buildings with timber frames concealed by brickwork or render may well prove to be older than the dates indicated in the list descriptions. An example is Horners Corner where a 16th-century frame was found behind 18th- and 19th-century brickwork. The low cottages which are such a feature of Rochford are a class of building which has not been closely studied. They seem to have been built *c*.1600-1800. The 18th-century date generally assigned to them may well be too narrow. In preparing this report, there has been no fresh assessment of buildings or their date.

The Roach Valley Way enters the conservation area at its south-east corner. It then follows the roads to the north and west before linking up with Iron Well Lane. At the eastern edge of the golf course, a north-south public right of way follows an old field boundary. Other footpaths lead off from it across the golf course, one going through the churchyard.

The western part of the conservation area, including the station, is green belt, and within the Roach Valley Conservation Zone.

Map 20: *Conservation Area Designation Map- Rochford*

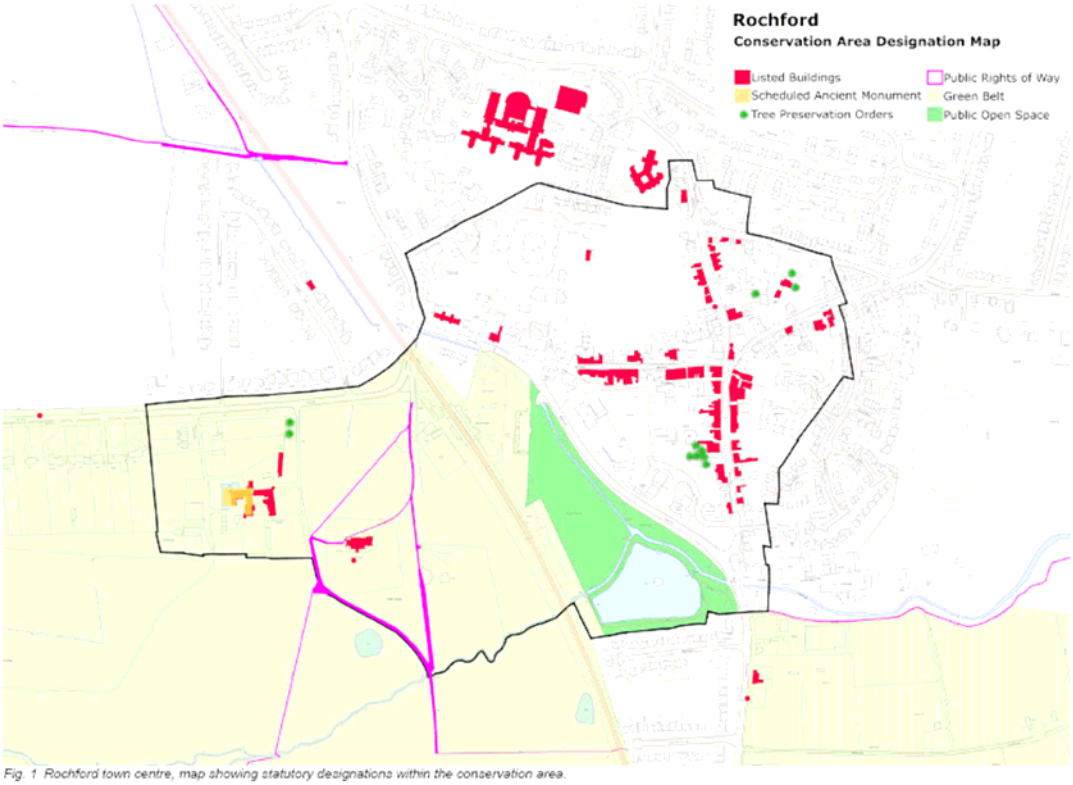


Fig. 1 Rochford town centre, map showing statutory designations within the conservation area.

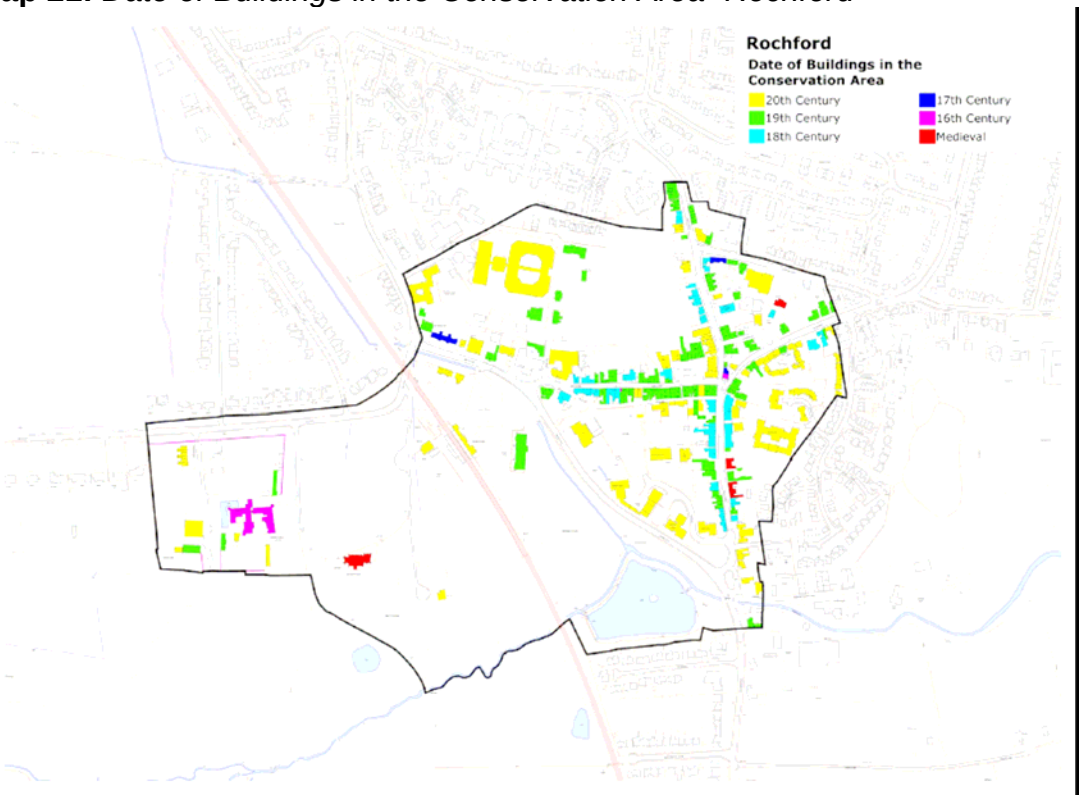
Origins and development

Location and landscape setting

Rochford is situated to the north of Southend, between the Crouch and Thames, where the Southend peninsula is intersected with river estuaries. It is almost one mile west of where the Roach estuary narrows down to form the river, and is located on the lowest bridgehead on that river. The town stands on rising ground above the river crossing. South Street climbs the gently rising side of the river valley, levelling out at the cross roads with the main streets.

Its situation on the terraces formed by the river Roach means that the surface geology consists of extremely variable sands and gravels, with some brickearth and clay in the area of the Hall.

Map 21: *Date of Buildings in the Conservation Area- Rochford*



Materials and detailing

Older buildings in the town centre are timber-framed. The fabric of 17 South Street incorporates quite a lot of elm, something which may reflect a shortage of oak from an early date. Today there is no authentic exposed framing: the frames are mostly concealed by weatherboard, render or brickwork.

Weatherboarding was a cladding material much used on timber-framed buildings in South Essex and indeed London from the 18th century. Rochford is outstanding in preserving large numbers of old weatherboarded buildings. Characteristically the façade is painted white and the sides black, with black and white joinery. In the late 18th and 19th centuries, houses were improved by cladding in render, often lined out in imitation of ashlar stonework, or brick. This work was often confined to the front elevation, and weatherboard can be found on the sides.

Brick was made at Rochford from at least the 1430s (Andrews 2004a). Brickearths are widely distributed throughout the area. Their abundance supported a significant local industry. There were many brick manufacturers locally in the 19th century. The last of these, the Milton Hall company, had works at Cherry Orchard Lane, which closed in the 1990s, and at Great Wakering, which closed in 2005. The loss of their products has been a blow to building

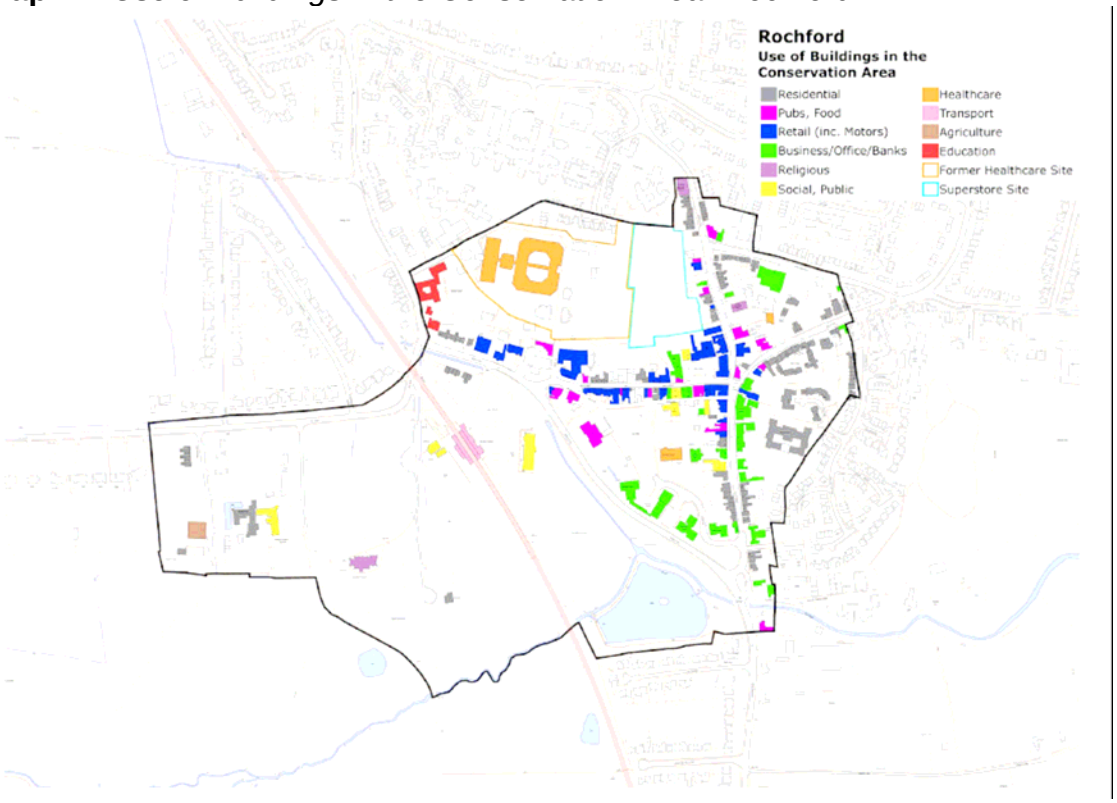
conservation, as their soft reds were the best general purpose brick for use in an Essex context.

Uses of buildings & space within the conservation area (*Fig. 13*)

The densely built-up town centre is divided from a large area of open space by the river Roach and the Iron Well stream. This division is also marked, though less exactly, by the railway, which represents a significant visual separation as it runs on an embankment. The transition from this open space to the built-up area is still relatively abrupt, as suburban sprawl on the west side of the town has been kept at bay.

For the most part, there is a welcome variety of uses within the town centre. Shops are concentrated mainly in West Street and Market Square, and at the south end of North Street. There are few empty shops or charity shops. South Street looks residential, but the majority of its houses are put to office use, as are the new buildings on Bradley way and in the Back Lane car park.

Map 22: *Use of Buildings in the Conservation Area- Rochford*



Character zones and spatial interrelationships

The conservation area can be divided into ten character zones, on the basis of visually unifying factors arising from the degree of open space or density of built environment, combined with the age, use and appearance of buildings. The boundaries, needless to say, are somewhat arbitrary. However, significant alteration to the boundaries would reflect a change in the character of the conservation area. A particularly well defined boundary is that on the west side of the town between the manorial area, the public open space, and the historic town area. This is reinforced by the railway, stream and Bradley Way, creating a situation analogous to a walled town. However, it is a boundary that could be subject to erosion and as such warrants careful protection.

The undeveloped western part of the conservation area, comprising the land around Rochford Hall and the church, and the public open space, forms a readily recognisable unit, albeit one cut through by the railway. The combination of a manorial hall and hall in relative isolation is a typical feature of the historic landscape of Essex. The Rochford example is a good one, and notable at the edge of so large a built-up area.

The station and associated railway land forms a discrete area which in terms of landscaping and maintenance is inferior to the rest of the conservation area. The western end of West Street has a mixture of buildings of different ages and uses, but spaciously laid out reflecting their suburban location peripheral to the town centre.

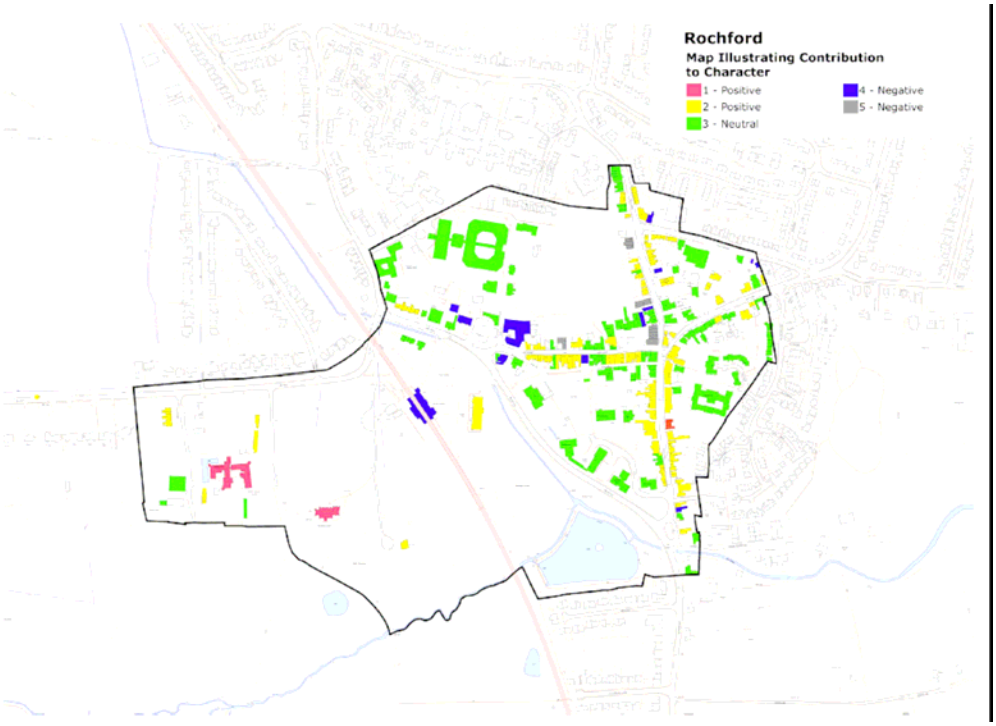
The hospital site is currently a building site, though it will presumably divide eventually into two zones, one with the healthcare use and the other with houses and shops. The new buildings will be conspicuous, with views into them from Market Square and North Street in particular. The impact of the development, and the quality of the views into it, cannot be assessed at present.

The Bradley Way area is identifiable by large isolated modern buildings surrounded by spaces used for car parking. The Back Lane car park is largely screened from South Street, but has strong visual links to the buildings on the south side of West Street.

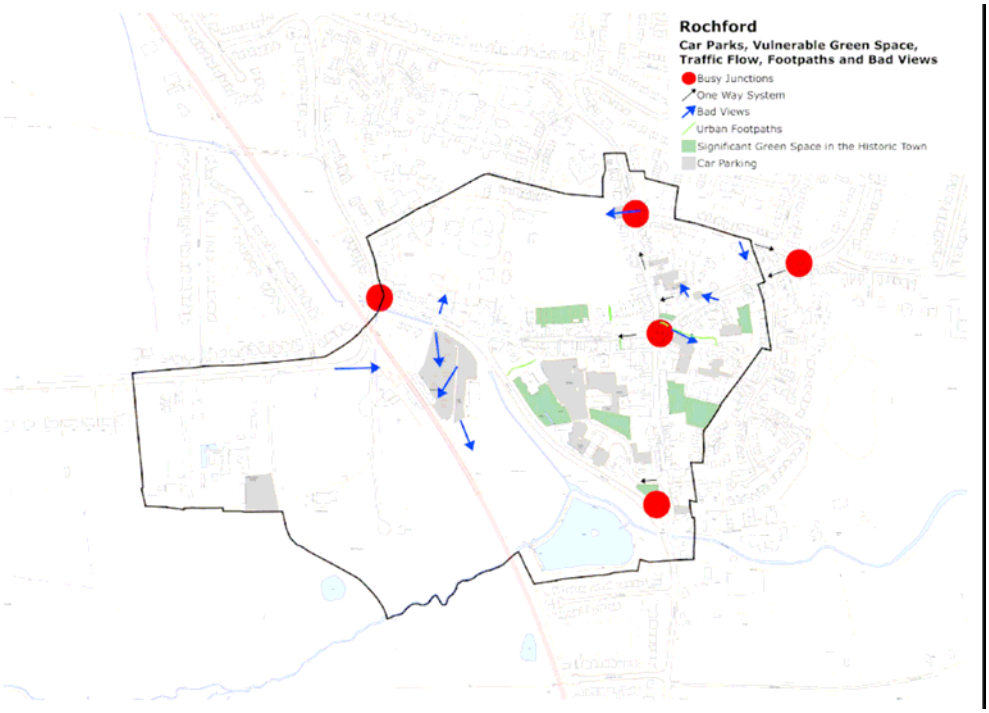
Within the historic town centre, three zones can be identified, whilst two peripheral zones are more suburban and affected by 19th- or 20th-century development. South Street is distinguished by its frontages, occupied largely by imposing brick houses. West Street and Market Square are more commercial, and correspond approximately to what is interpreted as the original extent of the medieval market place. North Street is predominantly residential, with many old cottages. The east end of East Street is less densely built up, with late Victorian villas and buildings on large plots, and has a suburban feel to it. The blocks of flats on the south side of East Street and to the rear of South Street are all much of a piece in terms of age and design with the housing in Millview Meadows and

Lever Lane. The narrowness of the main axial streets, and their slight curvature, means that they tend form separated discrete units, except around Market Square and Horners Corner where they are visually interlinked.

Map 23: *Contribution to Character in the Conservation Area- Rochford*



Map 24: *Car Parks, Vulnerable Green Space, Traffic Flow, Footpaths and Bad Views in the Conservation Area- Rochford*



Change in the conservation area and current planning proposals

Examination of the photographs taken at the time of the listed building resurvey in the 1980s indicates that there has been little change to buildings in the historic town centre over the last 20 years. This includes roofs and windows, though a small number of UPVC windows have been installed. Most planning applications have been for alterations to signs and shopfronts.

Outside the main historic streets, there are three areas where there has been significant change, all in backland situations: the extension of the Back Lane car park and office buildings on land to the west of South Street; the Millview Meadows and associated developments to the east of South Street; and the current redevelopment of the hospital site to the north of Market Square.

The most significant recent change arises from the closure of the Rochford Hospital. The western part of the site, where the listed chapel and two other 19th-century buildings, as well as the large modern building known as the 'doughnut' are to be preserved, is to be redeveloped for healthcare use. The listed late 1930s buildings to the north, which lie outside the conservation area, have been converted to residential use. The eastern part has approval for a mixed development currently under construction (ROC/332/05). It comprises three buildings, the largest to contain a supermarket, library and basement car park. In total there will also be 115 flats, 34 sheltered flats, and six shops. The new buildings will be in a Design Guide style, but their scale, some of them being up to four storeys high, is likely to have an impact on their surroundings. The development site is also tightly developed, with excessive car parking and hard surfacing.

Two large sites in the conservation area are in line for development. In West Street, at the western approach to the historic town centre, at the corner with Union Lane, a petrol station has been demolished and its site cleared. Because of its prominent location, it is important that the future development is to a high standard.

In Locks Hill, to the rear of South Street, application has been made for an office block on the site of a large garden (ROC/18/05). It currently awaits determination. This is one of the last remaining large backland spaces in the town, and it would be unfortunate if it were to disappear beneath concrete.

Management proposals

The Rochford conservation area is attractive and presents few problems. There are few dilapidated buildings, except in West Street. Maintenance is generally good. The District council has promoted effective street improvements and other initiatives, though the Old Ship Lane car park is an aberration. The one

conspicuous blot on the landscape is the station and its environs. A series of recommendations about the conservation area and its management are outlined below, for the most part picking up on observations made in the Area Analysis.

Rochford station

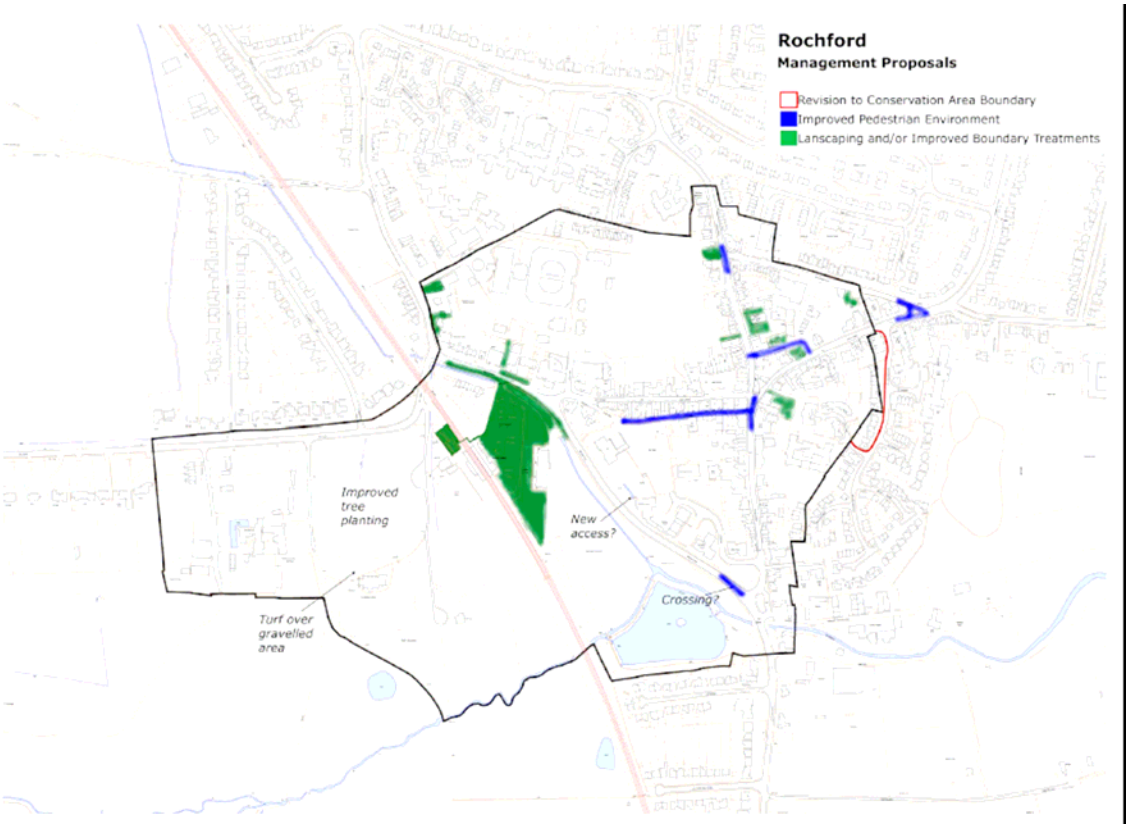
Access arrangements to the west side of the station need improvement to make them less of an eyesore. The fence should be replaced, and the hand rails painted more subdued colours. The plastic revetment could be obscured by planting.

The station buildings need refurbishment and a use found for the former stationmaster's house. The car park area needs landscaping. Its appearance should be softened by tree planting. A hedge should be planted to screen it from Bradley way. The signs and notices at the entrance to the car park should be rationalised. The hedge and trees on the west boundary need attention and possibly some replanting. New boundary treatment is required between the car park and the Freight House. The derelict land at the south-east corner of the station area should be landscaped if it has no imminent beneficial use.

Traffic and Pedestrianisation

The busy junctions on the one-way system and at the extremities of the conservation area have already been commented upon. They are hazardous to pedestrians, who are also ill-served by the narrow pavements and shortage of footpaths in the town. When the town centre street enhancement scheme was carried out, one objective was doubtless to avoid the signs, road markings and street furniture that accompany zebra crossings and traffic calming. This has been successful, but measures should nevertheless be considered to try and slow traffic further and to provide a more relaxed environment for pedestrians. This is particularly necessary at the Horners Corner junction. It should be possible to achieve these ends by narrowing the street width at raised crossing places made with carefully selected natural materials.

Map 25: *Management Proposals in the Conservation Area- Rochford*



Cars queuing for short stay parking in the Market Square back up into South Street and are a hazard to other motorists and pedestrians. The old objective of the 1973 Town Centre Plan of pedestrianising West Street and the Market Square may have proved unattainable, but this situation could be improved by denying Market Square to all but taxis and disabled drivers.

Public open space

In the churchyard, the paths would look better with a bound gravel surface, and in the western part of the graveyard the loose gravel should be replaced with turf. The Tudor wall in Hall Road should be released from ivy and overgrowth, so that it becomes more of a landscape feature. In the area round the reservoir, a dog waste bin should be replaced, and the trees need to be kept free of ivy and brambles.

Within the historic town centre, a shortage of public open space has been identified. There is little scope for remedying this today. The garden in Locks Hill to the rear of South Street could have potential for use as a park, and would not be inconveniently situated for such a use. The gardens behind the Council offices could be made more available for public use.

The Market Square is the only area of civic open in the conservation area. The market is a constraint on how this is treated and used, but there could be scope here for public art here, or a war memorial if that at the end of Weir Pond Road were moved.

Backlands and car parking

Backlands are a characteristic feature of historic town centres, but one vulnerable to unsympathetic use and development. They do, however, present an opportunity to preserve the old boundaries and spaces which have evolved behind street frontages and to use them imaginatively, creating footpaths, shopping arcades, courtyards, and places for small businesses of various types. Although built up, they remain interesting spaces.

The backlands in the Rochford historic town centre are now almost entirely developed for housing, offices or car parking. They have mostly lost their historic relationship to the street frontages and are largely impermeable to them, inasmuch as there are few footpaths leading into them. Important surviving open areas are identified on, and should be carefully protected.

Car parking is not a particularly obtrusive feature of the conservation area. Frontage parking is really only a significant feature of Back Lane, where it is not entirely out of character with the mixture of buildings and uses, though it does little for the picturesque rear elevations of the West Street cottages.

Additional planning controls

In order to enhance and preserve the traditional features and appearance of conservation areas, local planning authorities are empowered to introduce directions under Article 4 of the Planning Act to remove permitted development rights in respect of such things as windows, doors, fences, walls and frontage areas. Such is the quality of the Rochford conservation area that an Article 4 direction is not an urgent necessity, but one could be considered as it would certainly strengthen the ability of the District Council to preserve its character.

Boundary changes

The existing conservation area boundary makes reasonable sense and does not seem in need of alteration, except at its eastern edge where it should be modified to include the office buildings at the junction of East Street and Millview Meadows and then to run down the frontage of the latter. A case could be made for omitting all or part of the hospital site, in particular the healthcare part of it. Since the hospital site is intimately connected with the town centre, occupying its former backlands and influencing views in the area of West and North Street, and since the development is not very far advanced, this is a question that is probably best left for consideration at a later date.

Design Guidance and Specific Design Details

Design guidance is covered in detail within Supplementary Planning Document (SPD) 6- 'Design Guidelines for Conservation Areas.' This sub-section within the document covers:-

- Scale
- Form
- Materials
- Siting and Townscape

An additional sub-section in SPD 6, entitled 'Specific Design Details,' includes:-

- Roofs
- Chimneys
- Plumbing and Rainwater Goods
- Walls
- Floorscape
- Windows
- Doors
- Extensions
- Conservatories
- Garages
- Boundary Treatment

SEA Objectives, Targets and Indicators

8. Sustainability Objectives:

8.1 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 Council Design for Conservation Areas Supplementary Planning Document. 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 Council Design for Conservation Areas Supplementary Planning Document are outlined in table 7.

Following consultation with the statutory consultees it was deemed important that the chosen SEA objectives were developed into a framework to be utilised in the appraisal of the Supplementary Planning Document. Thus table 7 also highlights the relevant headline indicators with the SEA objectives, decision making criteria and detailed indicators.

Table 7 – Outlining the SEA Objectives and the Sustainability Framework

Headline Objective	Headline Indicator	Detailed Decision Making Criteria	Detailed Indicator
1. Protect and enhance the natural and historic environment and character.	Populations of all protected species living in the vicinity of proposed development.	Will the development conserve and enhance natural / semi-natural habitats?	Net change in natural / semi-natural habitats.
		Will the development conserve and enhance species diversity, and in particular avoid harm to protected species?	Changes in populations of protected species.
			Trends in plant biodiversity.
			Achievement of Biodiversity Action Plan targets.
			Changes in population of selected characteristic species.
	Buildings of grade I and II at risk of decay.	Will the development seek to protect and enhance sites, features, and areas of historical, archaeological and cultural value in Conservation Areas?	Loss or damage to listed buildings and their settings
			Loss or damage to scheduled ancient monuments and their settings.
			Loss or damage to historic landscapes and their settings.
			Percentage of conservation area demolished or otherwise lost.

			Loss or damage to historic view lines and vistas
			Number of traditional building materials available.
2. Ensure the development of safe (including crime prevention and public health) and sustainable communities.	Number of adults and children in Income Based Job Seekers Allowance households.	Will the development help to provide accommodation for all?	Number of adults and children in Income Support households.
			Index of multiple deprivation.
			Proportion of children under 16 living in low income households.
			Number of adults in concealed households.
		Will the development improve affordability to essential services?	Fuel poverty.
			Water affordability.
	Access to key services	Will the development encourage healthy lifestyles?	Participation in sport and cultural activities.
			Access to local green space.
			Proportion of journeys on foot or by car.
			A measure of how children travel to school.
			Access to the countryside.
	Recorded crime per	Will the development reduce actual	Level of crime.

	1,000 population.	levels of crime?	Domestic burglaries per 1,000 households.
			Violent offences committed per 1,000 population.
			Vehicle crimes per 1,000 population.
			Incidents of vandalism per 1,000 population.
		Will the development reduce the fear of crime?	Percentage of residents surveyed who feel 'fairly safe' or 'very safe' after dark whilst outside in their local authority.
			Percentage of residents surveyed who feel 'fairly safe' or 'very safe' during the day whilst outside in their local authority.
			Public concern over Anti-Social Behaviour Orders including those given out due to noise.
			An indication of policing levels and the number of patrolling policemen.
	Access to key services	Will the development encourage the	Road distance to GP premises

		use of private transport due to its geographical location?	Road distance to a supermarket or convenience store.
			Road distance to a primary school.
			Road distance to a Post Office.
3. Ensure good accessibility by promoting sustainable transport choices that seek to protect and enhance the natural, built and historic environment.	Access to key services.	Will the development increase the proportion of journeys using modes other than the car?	Passenger travel by modes, cycling and walking.
			Percentage of residents surveyed using different modes of transport, their reason for, and distance of, travel.
			Percentage of children travelling to a) primary school and b) secondary school by different modes of transport.
			Number of leisure trips made by mode of transport.
			Monitor the number of passenger transport journeys undertaken by community transport.

			Percentage of footpaths and other Public Rights Of Way which were easy to use by members of the public.
			To monitor housing density in relation to public transport provision.
	Days when pollution is moderate or higher.	Will the development improve air quality?	Ensure there is an appropriate level of local parking facilities in line with local plans to manage road traffic demand.
			Average length of journey by purpose.
			Achievement of Emission Limit Values.
			Number of days per year when air pollution is moderate or higher for particulates (PM_{10})
			Annual average nitrogen dioxide concentration.
			For rural sites, number of days per year when air pollution is moderate or higher for ozone.

			Sulphur dioxide and nitrogen dioxide emissions.
			Percentage population living in Air Quality Management Areas.
4. Take a positive approach to innovative, high quality contemporary designs that are sensitive to their immediate setting.	To maintain and enhance the quality of landscapes and townscapes.	Will the proposed development be of an innovative, high quality design in order to create vibrant townscapes and yet still be in keeping with the historic context of the Conservation Area?	Monitor the number and proportion of planning applications with conditions related to the historic landscape and built character in which they are potentially cited.
			Monitor the number and proportion of planning applications with conditions related to landscaping.
			Percentage of residents who are satisfied with their neighbourhood as a place to live.
5. Promote development of the appropriate design in areas of flood risk.	Properties at risk of flooding.	Will the development minimise the risk of flooding from rivers and watercourses to people and	Number of people and properties affected by flood events.

		property?	Frequency of flood events.
			Development in the flood plain.
			Development in areas at risk of flooding.
		Will the development reduce the risk of subsidence?	Number of properties affected by subsidence.
		Will the development reduce the risk of damage to property from storm events?	Damage to property from storm events.
6. Maximise the use of previously developed land and buildings.	Percentage of developments per annum built on previously developed land.	Will the development, as far as is possible, ensure the protection of green space and the regeneration of Brownfield sites?	Monitor the number of new developments that take place on previously developed land.
			Monitor the density of new developments.

			Monitor the remediation of Brownfield land.
7. Ensure that in Conservation Areas the mass of the building shall be in scale and harmony with adjoining buildings and the area as a whole.	Number of planning applications with conditions related to the mass and scale of the proposed development.	Will the proposed development be in keeping with the existing historic townscape?	A measure of the space allocated to private gardens in the new development.
			Monitor the size, scale, density, design and layout of developments, including mixed use development that compliments the distinctive character of the community.
			A measure of the average area of each plot within the vicinity of the Conservation Area.

8.1 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 Sustainability Objectives

SEA Objectives								
	2	C						
	3	VC	N					
	4	VC	C	VC				
	5	VC	N	N	N			
	6	VC	N	N	VC	N		
	7	VC	C	N	VC	N	C	
		1	2	3	4	5	6	7
		SEA Objectives						

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 Design for Conservation Areas Supplementary Planning Document were compatible with the sustainability objectives. Matrix 2 outlines the compatibility of the sustainability objectives and the Design for Conservation Areas Supplementary Planning Document aims

Matrix 2 - Compatibility of the SEA Objectives and the SPD Objectives

SPD Objectives								
	1	VC	VC	VC	VC	VC	VC	VC
	2	VC	VC	VC	VC	N	N	VC
		1	2	3	4	5	6	7
		SEA Objectives						

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

Chapter 4 - Supplementary Planning Document Policy Appraisal

Chapter 4

9. Supplementary Planning Document Policy Appraisal

9.1 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 Council Design for Conservation Areas Supplementary Planning Document 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 outlined in the technical annex of 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 Design for Conservation Areas Supplementary Planning Document performance against the SEA 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).

The summary of the policies utilised for the Appraising Plans Policy section of the SEA is outlined in appendix 2. Furthermore as part of the appraisal policy BC1 entitled Conservation Areas – General was assessed however no significant comments were formulated therefore the analysis is available in the Technical Annex only.

The appraisal refers to the temporal extent which is measured with regard to the short, medium and long term effect. For the purpose of this appraisal the duration of these time frames reflects the content of the Draft East of England Plan and are outlined below;

- **Short Term** - This is regarded as present day to 2010.
- **Medium Term** - Regarded as 2011-2015.

- **Longer Term** - 2016 – 2021.

SEA Objective
2. Protect and enhance the natural and historic environment and character.

Conservation Areas Policy 1 (CA1) – Scale and Form Design Guidance

Geographical Spatial Extent – All new residential development within Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Effect – PPG15, Planning and the Historic Environment, emphasises that the character of conservation areas derives not simply from the quality of individual buildings, but also depends on 'the historic layout of property boundaries and thoroughfares; on a particular "mix" of uses; on characteristic materials; on appropriate scaling and detailing. Similarly, the Rochford Replacement Local Plan says that "development should be of a scale, design and siting such that the character of the countryside is not harmed and nature conservation interests are protected."
Policy CA1 states the requirement that the mass of a new building should not dominate or conflict with the adjoining properties, effectively safeguarding the historic character of the individual sites in question. This is supported by the Planning Listed Buildings and Conservation Areas Act 1990 that specifies, *"Conservation areas are 'Areas of Special Architectural or Historic Interest, the character or appearance of which it is desirable to preserve or enhance.'"*
Concerning the protection and enhancement of the natural environment and character, the Policy is orientated more specifically with the design guidelines for the built environment although the Value of Urban Design published by CABE and the DETR states that "*good design adds social and environmental value by delivering development that is sensitive to its context.*"

Recommendation –.Not relevant

Conservation Areas Policy 3 (CA3) – Siting and Townscape Design Guidance

Geographical Spatial Extent – New housing development in Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Justification – Policy CA3 mentions the need to take account of the impact a new building will have on existing spaces, both open and closed. PPG3: Housing states "{local plans and policies should be aimed at creating} places and spaces with the needs of people in mind, which are attractive, have their own distinctive identity but respect and enhance local character".

Policy CA3 similarly to PPG3 emphasises the importance of imagining new development in the wider context of a townscape in order to protect character. PPG3 states that "considerations of design and layout must be informed by the wider context, having regard not just to any immediate neighbouring buildings but the townscape and landscape of the wider locality. The local pattern of streets and spaces, building traditions, materials and ecology should all help to determine the character and identity of a development"

The implimentation of policy CA3 is likely to greatly contribute to the protection and enhancement of the natural and historic environment as it ensures that new development mirrors that of the existing

Recommendation – Not relevant.

Conservation Areas Policy 5 (CA5) – Chimney Design Details

Geographical Spatial Extent – All new residential development within Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Effect – *"Planning authorities and other agencies in their plans, policies and proposals will identify, protect, conserve and, where appropriate, enhance the historic environment of the region."* (Draft Regional Spatial Strategy for the East of England (RSS14) (December, 2004)).
Policy CA5 refers to the design guidance surrounding chimney stacks within the Conservation Areas of Rochford District. Where modern stacks are deemed inappropriate in the "conservation area situation," the objective of protecting and enhancing the historic environment is adequately and positively addressed through the encouragement of a given design that enhances that of the existing historic form. PPS7 Sustainable Development in Rural Areas, states, *"planning authorities should ensure that development…contributes to a sense of local identity and regional diversity and be of an appropriate design and scale for its location."* Policy CA5 actively and successfully meets the objective of this guidance in specifying that, "the construction of stacks will be encouraged. The use of corbel courses and decorative pots can enliven the silhouette and roofscape."
The effects that the policy will have on the protection and enhancement of the natural environment are not addressed adequately in CA5, but are covered in policy R1 of the Rochford District Replacement Local Plan (Second Deposit Draft).

Recommendation – Not relevant

Conservation Areas Policy 6 (CA6) – Plumbing and Rain Water Goods

Geographical Spatial Extent – Within the residential conservation areas throughout the Rochford District.

Temporal Effect – Major positive in the short – long term.

Effect – CA6 aims to ensure that the historic character of the built environment is preserved and enhanced for future populations. Planning Policy Guidance 15 entitled Planning and the Historic Environment highlights the importance of the maintenance of a quality aesthetic environment especially within conservation areas and locations of historical significance. PPG15 states that policies for conservation areas "will almost always need to be developed which clearly identify what it is about the character or appearance of the area which should be preserved". It is therefore considered that this policy will contribute positively to the maintenance of a built form that is in keeping with the existing historic environment within the residential conservation areas.

Recommendation – Not relevant.

Conservation Areas Policy 8 (CA8) – Floorscape Design Guidance

Geographical Spatial Extent – All new housing development within the Conservation Areas of Rochford District.

Temporal Effect – Major positive in the short – long term.

Justification – Policy CA8 stipulates that the use of traditional paving and setts will be expected when designing the floorscape. This strongly correlates with the need to protect and enhance the natural and historic environment. At all levels of Government, from International to Local level, great emphasis is put on the need to conserve the historic environment:

PPS1: Delivering Sustainable Development: "Planning should seek to facilitate and promote sustainable and inclusive patterns of urban and rural development by protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities"

Draft Regional Spatial Strategy for the East Of England: "Planning authorities and other agencies in their plans, policies and proposals will identify, protect, conserve and, where appropriate, enhance the historic environment of the region"

By emphasising the need to use traditional forms of floorscape, CA8 will seek to contribute positively to the protection and enhancement of the historic environment.

The biodiversity aspects of this objective are not relevant to Policy CA8 as the policy focuses upon hard landscaping.

Recommendation – Not relevant.

Conservation Areas Policy 8 (CA8) – Windows Design Guidance

Geographical Spatial Extent – All residential development within Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Effect – The objective of protecting and enhancing the historic environment and character of conservation areas is successfully accomplished within the details of window design as specified in this policy. 'By Design' (DETR and CABE, 2000) states that, *"responding to local building forms…helps to reinforce a sense of place. Local building forms sometimes include distinct housing types, boundary treatments, building lines, roof slopes, window types and gardens."* The fenestration, style, materials and colour of windows and frames, and the view of double glazing being an unwelcome intrusion to the appearance of buildings, are all to be considered.
The protection and enhancement of the natural environment and character is not mentioned in this policy as it specifically addresses the form of windows in new residential developments and is more appropriately covered in policy R1 of the Rochford District Replacement Local Plan (Second Deposit Draft).

Recommendation - Not relevant.

Conservation Areas Policy 11 (CA11) – Extensions Design Guidance

Geographical Spatial Extent – Throughout residential conservation areas.

Temporal Effect – Major positive in the short – long term.

Justification – CA11 seeks to ensure that extensions to existing buildings in conservation areas and areas of historic interest are in keeping. Furthermore the policy aims to ensure that any extension to the historic dwelling is integrated with the existing building design and architectural features. Thus this policy seeks to compliment guidance from CABE regarding policies on historic environment conservation outlined in the publication entitled 'Making Design Policy Work' (2005).

Recommendation – Not relevant.

SEA Objective
2. Ensure the development of safe (including crime prevention and public health) and sustainable communities.

Conservation Areas Policy 2 – Materials Design Guidance

Geographical Spatial Extent – All new development within the Conservation Areas of Rochford.

Temporal Effect – Positive in the short – long term.

Justification –Policy CA2 to deliver a sustainable community a sustainable community through the adoption of a 'well designed and built' environment. This policy seeks to promote the utilisation of traditional building materials that are characteristically present within the residential conservation areas. This contributes positively to the delivery of a sense of place, an important component of a sustainable community highlighted by the Office of the Deputy Prime Minister (2005). PPG15: Planning and the Historic Environment states "The Government has committed itself to the concept of sustainable development - of not sacrificing what future generations will value for the sake of short-term and often illusory gains." This can be interpreted as suggesting that existing building character which is currently valued should be protected. The use of traditional building materials is of paramount importance in achieving this. Therefore it is concluded that this policy seeks to contribute positively to the delivery of this objective in the short-long term.

The sustainability of this policy may be enhanced by the promotion of the re-use of traditional building materials for the utilisation within residential conservation areas. This is also highlighted in the Draft Regional Strategy for the East of England (2004) "promotes resource efficiency, and more sustainable construction, including maximum use of re-used or recycled materials and of local and traditional materials".

Recommendation – It is recommended that this policy should seek to promote the re-use of appropriate traditional buildings materials to enhance the delivery of sustainable development.

Conservation Areas Policy 3 (CA3) – Siting and Townscape Design Guidance

Geographical Spatial Distribution – All new developments within the Conservation Areas of Rochford District.

Temporal Effect – Positive in the short – long term.

Justification – CA3 seeks to promote high quality design through the promotion of appropriate building siting and thought as to the impact new developments have upon the existing built form. PPG3: Housing states that there is a need to "promote designs and layouts which are safe and take account of public health, crime prevention and community safety considerations."

PPG17:Planning For Open Space, Sport and Recreation cites "promote accessibility and local permeability by making places that connect with each other and are easy to move through, putting people before traffic and integrating land uses and transport". It is concluded that this policy seeks to encourage consideration as the existing built form evident in the within the residential conservation area. The policy fails to refer to ensuring the delivery of a streetscape that seeks to promote permeability and

connectivity which will indirectly enhance the uptake of sustainable transportation modes, particularly walking and cycling. Furthermore it is important that when designing the morphological layout and design of the streetscape that adequate consideration is given to crime prevention, and adopting appropriate principles outlined by the Association of Chief Police – Secured By Design (2004) publication.

Recommendation –

(3) Firstly it is recommended that when considering the streetscape and siting of buildings within a residential conservation area that adequate consideration is to the design in terms of permeability and connectivity.

(4) It is recommended that when designing the morphological layout and design of the streetscape that adequate consideration is given to crime prevention, and adopting appropriate principles outlined by the Association of Chief Police – Secured By Design (2004) publication.

Conservation Areas Policy 4 – Materials Design Guidance

Geographical Spatial Extent – All new residential development within Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Effect – Policy CA4 relates specifically to the required form and materials to be used in roof detailing within the Conservation Areas of the District of Rochford. It is stated in the policy a need to "follow local tradition and relate to the best of existing roof details." Concerning the need to protect and enhance the natural and historic environment and character, policy CA4 effectively meets this objective as far as it can; where roofing is concerned. This supports national guidance in PPS1 Delivering Sustainable Development that specifies that planning should seek to facilitate and promote sustainable and inclusive patterns of urban and rural development by protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities.
Where new development within Rochford District's Conservation Areas conforms to the criteria outlined in policy CA4, the effect on the historic environment and character is of positive and long term protection and enhancement.

Recommendation – Not relevant.

Conservation Areas Policy 7 – Walls Design Guidance

Geographical Spatial Extent – Throughout residential conservation areas.

Temporal Effect – Major positive in the short – long term.

Justification – The Office of the Deputy Prime Minister (2005) produced the Sustainable Communities Plan, within the plan a series of sustainable community components were identified. Policy CA7 refers to wall design and guidance, it is therefore concluded that in terms of the 8 sustainable community components that this policy seeks to deliver 'well designed and built' communities. CA7 seeks to outline a range of design criteria for the construction of walls within Conservation Areas. It is concluded that this level of detail in the policy seeks to protect the sense of place evident within the Conservation Areas to ensure that it is evident for future populations. Furthermore the policy also seeks to ensure the development of walls that are durable by prescribing the type of building materials to be utilised that seek to minimise erosion and weathering. Thus policy CA7 seeks to contribute positively to the development of a sustainable community in the short and longer term.

Recommendation – Not relevant.

Conservation Areas Policy 8 (CA8) – Floorscape Design Guidance

Geographical Spatial Extent – All new residential development in the Conservation Areas of Rochford District.

Temporal Effect – Uncertain in the short – long term.

Justification – The provisions outlined within CA6 seek to ensure the delivery of high quality hard landscaping within the residential conservation areas. Clearly this policy aims to ensure that clean residential environments are delivered through quality hard landscaping. PPS1 states that "planning should seek to facilitate and promote sustainable and inclusive patterns of urban and rural development by protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities".

The policy fails to adequately refer to Secured By Design Principles that seek to reduce the fear and opportunity for crime. The policy does refer to the utilisation of gates and walls surrounding residential buildings and that careful consideration should be taken. Gated communities can impact negatively on the local perception of crime therefore it is important that where gates and walls are evident they seek to promote natural surveillance to reduce the convenience of crime.

It is therefore concluded that overall the impact of this policy on the delivery of safe sustainable community is uncertain, due to the failure to refer to Secured By Design Principles.

Recommendation – It is recommended that this policy should seek to promote the adoption of appropriate Secured By Design Principles in the delivery of quality floorscape, walled and gated buildings.

Conservation Areas Policy 12 (CA12) – Conservatory Design Guidance

Geographical Spatial Extent – Throughout residential Conservation Areas within the District of Rochford.

Temporal Effect – Positive in the short – long term.

Justification – The Office of the Deputy Prime Minister (2005) outlined within the Sustainable Communities a range of components that seek to ensure the development of a sustainable community. 'Well designed and built' is one of the eight components and it is deemed that this policy seeks to ensure the development of conservatories that in keeping with the existing character.

A second component of a sustainable community is 'environmentally sensitive'. As part of an environmentally sensitive locality it is important that building form actively seeks to minimise climate change, protect the environment and facilitate a lifestyle that minimises the negative environmental impacts and enhances the positive environmental impacts. It is therefore important that conservatories are developed to a high standard and seek to conserve energy. Energy savings may be achieved by;

* Fitting energy efficient lamp-holders which can house compact fluorescent bulbs;
* Installing an independent thermostat in the Conservatory to control energy consumption if fixed radiators/heaters are installed.
* Fitting independent on/off switches/isolators to radiators/heaters to ensure energy is not wasted when the conservatory is not in use during the winter.

It is therefore regarded that although this policy seeks to ensure that the aesthetic environmental quality is adequately addressed by this policy. It fails to ensure that conservatories are developed to a high environmental quality.

Recommendations - It is recommended that conservatories are developed to a high standard and seek to conserve energy. Energy savings may be achieved by;

* Fitting energy efficient lamp-holders which can house compact fluorescent bulbs;
* Installing an independent thermostat in the Conservatory to control energy consumption if fixed radiators/heaters are installed.
* Fitting independent on/off switches/isolators to radiators/heaters to ensure energy is not wasted when the conservatory is not in use during the winter.

SEA Objective
3. Ensure good accessibility by promoting sustainable transport choices that seek to protect and enhance the natural, built and historic environment.

Conservation Areas Policy 3 (CA3) – Siting and Townscape Design Guidance

Geographical Spatial Extent – New development within the Conservation Areas of Rochford District.

Temporal Effect – Uncertain in the short – long term.

Justification – Policy CA3 fails to refer to the importance of good accessibility despite it being of primary concern to the siting of new developments. PPG3: Housing – "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." It is therefore considered important that when outlining the principle policy related to siting and townscape that adequate consideration is given to ensure quality design that promotes permeability and connectivity to new developments. It is therefore concluded that due to lack of reference to permeability and connectivity in morphological structure the impact in the short and long term is uncertain, as it depends upon the applicant having due regard to this.

Recommendation – It is recommended that when considering the streetscape and siting of buildings within a residential conservation area that adequate consideration is to the design in terms of permeability and connectivity.

SEA Objective
4. Take a positive approach to innovative, high quality contemporary designs that are sensitive to their immediate setting.

Conservation Areas Policy 1 (CA1) – Scale and Form Design Guidance

Geographical Spatial Extent - All new residential development within Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Effect - PPS1 states that *"the condition of our surroundings has a direct impact on the quality of life and the conservation and improvement of the natural and built environment brings social and economic benefit for local communities."*
Policy CA1 specifies that "the individual elements of a new development should be related proportionally to each other. In addition the form should be appropriate to its immediate neighbours and any important features on surrounding buildings." The effects of policy CA1 on the objective are seen to be positive in the short and long term.

Recommendation – Not relevant

Conservation Areas Policy 2 – Materials Design Guidance

Geographical Spatial Extent – New housing developments within the residential Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Justification – High quality design can only be considered as such if it is sensitive to its immediate setting. This policy seeks to prescribe the type of roof materials that are appropriate within residential conservation areas. Similarly to the guidance set out in Planning Policy Statement 15 the policy aims to ensure that the building materials utilised are harmonious with the existing built form, however there is scope for more innovative design that seeks to compliment the residential streetscape. PPG15 states that "new buildings do not have to copy their older neighbours in detail. Some of the most interesting streets include a variety of building styles, materials and forms of construction, of many different periods, but together forming a harmonious group". It is therefore concluded that this policy shall contribute positively in the short-long term by providing scope for contemporary design that is sensitive the surrounding environment.

Recommendation – Not relevant.

Conservation Areas Policy 12 (CA12) – Conservatory Design Guidance

Geographical Spatial Extent – Throughout residential Conservation Areas within the District of Rochford.

Temporal Effect – Negative in the short – long term.

Justification – The policy is deemed overly prescriptive as it states that the most "acceptable form of conservatory for smaller houses should take a simple lean-to greenhouse form". It is concluded that other conservatory designs may be appropriate for smaller properties as well as the lean-to conservatory. To improve the scope of this policy it is recommended that the policy seeks to outline design criteria for conservatories to ensure that they are in keeping rather than state a particular style that is viewed appropriate.

Recommendation - It is recommended that the policy seeks to outline design criteria for conservatories to ensure that they are in keeping and in harmony with the existing environment.

SEA Objective
5. Promote development of the appropriate design in areas of flood risk.

Conservation Areas Policy 2 – Materials Design Guidance

Geographical Spatial Area – All new housing developments in the Conservation Areas of Rochford.

Temporal Effect – Positive in the short – long term.

Justification – Many of the policies governing the construction of new development in Conservation Areas insist on new development being in character with existing development. The Rochford Local Plan states "Applications for new buildings, extensions and alterations within Conservation Areas will be permitted provided that the following design criteria are met: - The external materials are appropriate to the particular building and to the character of the area." Consequently, one would expect that this would indirectly mean that appropriate design techniques are implemented in areas of flood risk therefore by promoting in keeping design measures this shall contribute positively to the delivery of this objective.

There is also a great deal of legislation governing the need to implement sufficient flood defence mechanisms in any new development. When relevant, these should also seek to be constructed out of materials in keeping with the historic character of the area. From PPG25: Development and Flood Risk – "Developers should fund the provision and maintenance of flood defences that are required because of the development"

Recommendation – That the importance of appropriate design in areas of flood risk is made clear within the SPD.

Conservation Areas Policy 3 (CA3) – Siting and Townscape Design Guidance

Geographical Spatial Area – All new residential development throughout the Conservation Areas of Rochford District.

Temporal Effect – Positive in the short – long term.

Justification – The potential risk of flooding is of extreme importance to the siting of a new development although it is not a factor mentioned within the SPD. The procedures required for attempting to develop areas of flood risk are well documented in the Rochford District Replacement Local Plan. Policy NR9 states that "Applications for development within flood risk areas will be accompanied by full flood risk assessments to enable the Local Planning Authority to properly consider the level of risk posed to the proposed development throughout its lifetime, and the effectiveness of flood mitigation and management measures."

Policy NR9 also covers another aspect of siting within an identified flood risk area. "Within sparsely developed and undeveloped areas of a flood risk area…new residential development will not be permitted except in exceptional cases"

Recommendation – Whilst the design implications of siting development within areas of flood risk are not mentioned within the SPD itself, there is sufficient guidance in this field within the Rochford District Replacement Local Plan. However, the SPD should look to highlight those relevant policies to show that they should be taken into consideration.

SEA Objective

6. Maximise the use of previously developed land and buildings.

SEA Objective
7. Ensure that in Conservation Areas the mass of the building shall be in scale and harmony with adjoining buildings and the area as a whole.

Conservation Areas Policy 1 (CA1) – Scale and Form Design Guidance

Geographical Spatial Extent – All new residential development within Conservation Areas throughout the District of Rochford.

Temporal Effect – Major positive in the short – long term.

Effect – The Planning (Listed Buildings and Conservation Areas) Act 1990 states that, *"Conservation areas are 'Areas of Special Architectural or Historic Interest, the character or appearance of which it is desirable to preserve or enhance.'"* In response to this, the Rochford Replacement Local Plan suggests that "Applications for new buildings, extensions and alterations within Conservation Areas will be permitted provided that the design and siting of the proposal respects the townscape character.
National guidance in PPG15 states that the design of new buildings intended to stand alongside historic buildings needs very careful consideration. New buildings are to be carefully designed in order to respect their setting, follow fundamental architectural principles of scale, height, massing and alignment, and use appropriate materials. Although this does not mean that new buildings have to copy their older neighbours in detail.
Policy CA1 stipulates that, "The mass of a new building should not dominate or conflict with the adjoining properties." Similarly, a new development's individual design elements must be in proportion with each other, and those of neighbouring buildings, therefore meeting the objective directly.

Recommendation – Not relevant.

Conservation Areas Policy 3 (CA3) – Siting and Townscape Design Guidance

Geographical Spatial Extent – New housing development throughout the Conservation Areas of Rochford District.

Temporal Effect – Major positive in the short – long term.

Justification – The mass and scale of any new build has great implications for the local townscape. PPG 15: Planning and the Historic Environment dictates that "special regard should be had for such matters as scale, height, form, massing, respect for the traditional pattern of frontages, vertical or horizontal emphasis, and detailed design" in order to protect the local townscape.

The Rochford Replacement Local Plan suggests that "applications for new buildings, extensions and alterations within Conservation Areas will be permitted provided that the

design and siting of the proposal respects the townscape character". This again highlights the importance of ensuring a detailed Site Analysis is carried out around the area for which new design is attempting to be cited.

It is concluded that policy CA3 will seek to contribute positively to the delivery of SEA Objective 7.

Recommendation – Not relevant.

Conservation Areas Policy 13 (CA13) – Garage Design Guidance

Geographical Spatial Extent – All residential development within Conservation Areas throughout the District of Rochford.

Temporal Effect – Uncertain in the short – long term.

Effect – Policy CA13 states that "irrespective of size, the garage can often be designed to look like a sympathetic outbuilding" and "garages with a rectangular shape usually produce buildings of better proportions." There are no direct details in this policy that specify any preference or benefit from restricting the sizes of garages in conservation areas or that they should reflect the size or dimensions of the building they accompany. Therefore the effect in the short – long term is uncertain.

Recommendation - Details within the policy to restrict garage size with respect to adjacent buildings and the area as a whole.

Chapter 5 - Supplementary Planning Document Issues and Alternatives

Chapter 5

5 Supplementary Planning Document 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:

5.1 Option 1 - No Policy within the Local Plan related to housing design in Conservation Areas,

Option 2 - Policy in the Local Plan (BC1) related to housing design, with no accompanying Supplementary Planning Document,

Option 3 - Policy on contained in the Replacement Local Plan (2004) accompanied with a Design For Conservation Areas Supplementary Planning Document.

Table 8 - Options 1 and 2

Rochford District Council – Supplementary Planning Document – Design Guidelines For Conservation Areas
Comparison of the Options

SEA Objective	Option 1 – No Policy within the Local Plan related to housing design in Conservation Areas.		Option 2 – Policy in the Local Plan (BC1) related to housing design, with no accompanying Supplementary Planning Document.	
	Performance Short, Medium and Long Term	Commentary/ Explanation	Performance Short, Medium and Long Term	Commentary/ Explanation

1) Protect and enhance the natural and historic environment and character 2) Ensure the development of safe (including crime prevention and public health) and sustainable communities. 3) Ensure good accessibility by promoting sustainable transportation choices that seek to protect and enhance the natural, built and historic environment. 4) Take a positive approach to innovative, high quality contemporary	**?**	**?**	**XX**	Without a policy there would be no local statutory mechanism to ensure high quality design within Conservation Areas. The implementation of sustainable patterns of development would be under threat and it would be difficult to ensure that development respects the historic cultural and ecological environment. It is therefore concluded that the impact would be uncertain although it is likely to be detrimental, especially in the long term to historic built character due to the difficulty in retaining this aspect of design.	**?**	**?**	**X**	The policy provides a clear framework to ensure high quality design in a sustainable pattern of development and the development respects the historic, cultural environment and biodiversity. However, the policy lacks detail and therefore would be subject to individual interpretation. It is therefore concluded that impacts would be uncertain although as time progressed with only a loose framework guiding conservation area design it is likely that construction will develop in a manner that becomes further removed from the historic character and scale of existing developments.

Table 9 - Options 3

SEA Objective	Option 3 – Policy on contained in the Replacement Local Plan (2004) accompanied with a Design For Conservation Areas Supplementary Planning Document.	
	Performance Short, Medium and Long Term	Commentary/ Explanation

1) Protect and enhance the natural and historic environment and character	+	+	+	The combination of the policy with the supplementary planning document provides the clearest framework to ensure well designed development within Conservation Areas. A multitude of different development features are highlighted by the SPD, and detail is given regarding how they should be designed. Such prescriptive guidelines will aid the protection of the built environment and will ensure that development is of the same mass, scale and form of the local setting. However it is considered that the draft SPD could be improved – see appraising policies section.
2) Ensure the development of safe (including crime prevention and public health) and sustainable communities.				
3) Ensure good accessibility by promoting sustainable transportation choices that seek to protect and enhance the natural, built and historic environment.				
4) Take a positive approach to				

Chapter 6 - Monitoring Implementation of Supplementary Planning Document

Chapter 6

6 Monitoring Implementation of Design for Conservation Areas Supplementary Planning Document

6.1 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 Council Design for Conservation Areas Supplementary Planning Document

The monitoring of the Design for Conservation Areas Supplementary Planning Document "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 Design for Conservation Areas Supplementary Planning Document will aid in the identification of any problems that may arise during the Design for Conservation Areas Supplementary Planning Document 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 10 outlines the SEA monitoring framework for the Design for Conservation Areas Supplementary Planning Document significant effects.

Table 10 - Conservation Areas – Monitoring Framework

SEA Objectives	Monitoring Activity	Targets	Responsible Authority	Temporal Extent (Frequency of Monitoring)	Presentation Format	Any Issues with the Monitoring
1. Protect and enhance the natural and historic environment and character.	Monitor the number of planning applications that contain conditions that seek to ensure development is sympathetic to the local context.	Context	Local Authority	Annual	Tabulated	May not be currently monitored.
	Number of listed buildings and buildings at risk	Reduce year on year	Essex County Council	Annual	Tabulated	
	Loss or damage to listed buildings and their settings	No listed building to be damaged or lost.	Essex County Council	Annual	Tabulated	
	Loss or damage to historic landscapes and their settings	No historic landscape to be damaged or lost	Essex County Council	Annual	Tabulated	
	Percentage of Conservation Area demolished or otherwise lost.	Context	English Heritage	Annual	Tabulated	

	Loss or damage to historic view lines or vistas	Context	English Heritage	Annual	Tabulated	
2. Ensure the development of safe (including crime prevention and public health) and sustainable communities.	Monitor the number of domestic burglaries per 1,000 population.	Context	Office of National Statistics	Annual	Tabulated	
	Monitor the number of violent offences per 1,000 population.	Context	Office of National Statistics	Annual	Tabulated	
	Monitor the number of vehicle crimes per 1,000 population.	Context	Office of National Statistics	Annual	Tabulated	
	Monitor incidents of vandalism per 1,000 population.	Context	Office of National Statistics	Annual	Tabulated	
	Monitor incidents of all crime per 1,000 population.	Context	Office of National Statistics	Annual	Tabulated	

	Percentage of residents surveyed who feel ‘fairly safe’ or ‘very safe’ during the day whilst outside in their local authority.	Context	Local Authority	Annual	Tabulated	May not currently collate this information
	Indexes of Multiple Deprivation throughout the District	Context	ODPM	Annual	Tabulated	

3. Ensure good accessibility by promoting sustainable transport choices that seek to protect and enhance the natural, built and historic environment.	To monitor Barriers to Housing and Services Indices of Deprivation Domain with particular reference to the Geographical Barriers Sub Domain.	The Urban Design Compendium states major residential developments should be: 250metres(m) from a post or telephone box 400m from a newsagents 800m from local shops, bus stop, health centre and perhaps a primary school	Local Authority	4 Years	Tabulated / Spatial Maps	
	Monitor proportion of all journeys less than 2km in length undertaken by foot	Year on year increase	Essex Country Council	Annual	Tabulated.	
	Number of cycle trips made	Cycle trips 300% above 1996 levels by 2012.	Essex County Council.	Annual,	Tabulated.	

4. Take a positive approach to innovative, high quality contemporary designs that are sensitive to their immediate setting.	Monitor the number and proportion of planning applications with conditions related to the historic landscape and built character in which they are potentially cited.	Context	Local Authority	Annual	Tabulated.	May not currently collate this information
	Monitor the number and proportion of planning applications with conditions related to landscaping.	Context	Local Authority	Annual	Tabulated.	
5. Promote development of the appropriate design in areas of flood risk.	Monitor the number of planning applications granted in areas of flood risk.	Context	Local Authority	Annual	Tabulated	May not be monitored at present.
	Monitor the number of planning applications that contain conditions which impose flood mitigation measures.	Context	Local Authority	Annual	Tabulated	May not be monitored at present.

	Monitor the number of developments permitted against the advice of the Environment Agency	No development to be permitted against the advice of the Environment Agency unless its need can be adequately proven.	Local Authority	Annual	Tabulated	
6. Maximise the use of previously developed land and buildings	Monitor the percentage of all new development which is completed annually on previously developed land and by the re-use of existing buildings	At least 60% of all new development built each year to be on either previously developed land or by re-use of existing buildings.	Essex County Council (SLA)	Annual	Tabulated.	
7. Ensure that in Conservation Areas the mass of the building shall be in scale and harmony with adjoining buildings and the area as a whole.	Monitor the number of planning applications that contain conditions related to scale and harmony of the existing built form.	Context	Local Authority	Annual	Tabulated	May not be monitored at present.

Appendix 1:
Review of the Plans and Programmes – Rochford Housing Design.

Plan/ Programme	Key objectives relevant to the plan and SA	Key targets and indictors relevant to plan and SA	Implications for SA
International			
European and international Sustainability Development Strategy	Manage natural resources more responsibly. Improve the transport system and land use management.	Protect and restore habitats and natural systems and halt the loss of biodiversity by 2010.	
European Spatial Development Perspective (May, 1999)	Sustainable development, prudent management and protection of nature and cultural heritage.		
Draft European Constitution 2003	Aid to promote culture and heritage conservation where such aid does not affect trading conditions and competition in the Union to an extent that is contrary to the common interest. (Sub-section 2 Aid Granted To Member States Article III-167 paragraph 3d) Action by the Union shall be aimed at encouraging cooperation between Member States and, if necessary, supporting and complementing their action in the following area: Conservation and safeguarding of cultural heritage of European significance. (Adapted from Section 3. Culture. Article III-280 paragraph 2b).		
European Convention on the Protection of the Archaeological Heritage (Revised) Valetta, 16.1.1992	To seek to reconcile and combine the respective requirements of archaeology and development plans by ensuring that archaeologists participate in planning policies designed to ensure well-balanced strategies for the protection, conservation and enhancement of sites of archaeological interest in the various stages of development schemes.		Archaeologists and town / regional planners will need to liaise during the planning process to ensure the respective requirements of archaeology and development plans are taken into account.

Appendix 2 – Summary of the Appraising Plans Policy

Appraising Plans Policy – Policy Context for the Design Guidelines for Conservation Areas Supplementary Planning Document (2006)

Second Deposit Draft – Rochford District Replacement Local Plan (24th May 2004) and the Rochford Replacement Local Plan – Post Inquiry Modifications (February 2006) – Policy Context

Policy BC1 – Conservation Areas: General

The Local Planning Authority will preserve and enhance the character and appearance of conservation areas, including the buildings, open spaces, trees, views and other aspects of the environment that contribute to the character of such areas;

Applicants for new buildings, extensions and alterations within, or affecting Conservation Areas, will be permitted provided that the following design criteria are met;

(1) The design and siting of the proposal respects the townscape character, and the proposal logically forms a part of the larger composition of the area in which it is situated;
(2) The mass of the proposal is in scale and harmony with adjoining buildings and the area as a whole, and the volumes making up its block form are proportioned such that they form a satisfactory composition with each other and with adjoining buildings;
(3) The proposal uses appropriate architectural detailing to reinforce the character of the conservation area within which it is sited. Architectural details in the new building would be expected to complement the existing development;
(4) The external materials are appropriate to the particular building and to the character of the area; and,
(5) In the case of shop fronts, the proposal exhibits a high standard of shop front design, reflecting the traditional character of the particular conservation area.

Supplementary Planning Document Policy Context

CA1 – Scale – Design Guidance

The mass of a new building should not dominate or conflict with the adjoining properties. Within the settlement areas of Rochford District the scale is primarily that of two-storey domestic architecture.

Traditionally the horizontal scale of urban frontages is long and narrow and therefore the amalgamation of more than one plot to form larger sites is not desirable.

The height of new buildings should be in keeping with the existing character of the area; also vernacular architecture should be closely related to the size of the person.

Form – Design Guidance

The individual elements of a new development should be related proportionally to each other. In addition the form should be appropriate to its immediate neighbours and any important features on surrounding buildings.

The traditional building form in the District is that of two-storey pitched roofs with the roof generally spanning a width of 5 to 6 meters. Additionally there is the limited occurrence of three storey buildings in town centers that are more commercial/public building in character.

Where extensions are carried out they should produce additive rather than subtractive forms.

CA2 – Materials – Design Guidance

In the district a wide range of traditional building materials has been employed. For walls brick (both red and stock), smooth plaster render and featheredged weatherboarding on timber frames have all been used. Traditional roofing materials include clay plain tiles and pantiles, natural slate and on occasion thatch.

The width of buildings and the resulting roof pitch dictates the type of covering that should be used. Peg tile roofs are steeply pitched normally between 35° and 45°, while slate and pantiles have a lower pitch of between 25°and 35°. It should be noted that pantiles are rarely used for the main roofs of buildings, they are usually found as subordinate roofs, or on single storey agricultural buildings or other outbuildings.

The plain tiles or pantiles found on older buildings are traditionally hand-made, resulting in a roof that exhibits a particularly attractive uneven appearance due to the small differences between individual tiles. New hand-made tiles are available and are preferable in many situations to the uniformity of those that have been machine-made.

The richness of a building lies in the texture, colour and durability of its materials and the way they have been used. It is often forgotten that time and the elements are important effects. The weathering of natural materials results in an appearance that improves with age and therefore modern artificial alternatives are not generally acceptable.

CA3 – Siting and Townscape – Design Guidance

The siting of a new building in an existing settlement must take account of the impact it makes on existing spaces, whether enclosed or open.

A tight knitted townscape should be sought, although in rural locations a more open character may be appropriate. The scale and height of existing buildings

will influence the townscape character and in certain commercial areas a more significant scale for a new building may be appropriate.

Development should respect the alignment of the street of which it is a part. New buildings should have the same frontage as existing. Extensions may be set back from the main building to allow a clear visual break between existing and new work.

CA4 – Roof Design Details

Follow local tradition and relate to the best of existing roof details.

On tiled roofs simple verges with undercloaks will normally be appropriate. Verges formed by the use of bargeboards should be generally avoided unless the building is rendered or weather boarded. Where barges are used "*boots"* at the base should be avoided. Verges that are finish against a protective parapet are sometimes appropriate in higher status buildings.

The use of red ridge tiles, crested ridges and terminal features will be encouraged. Ridges may be protected with half or third round clay ridge tiles or, as is usual on lower pitched slate roofs, a lead roll ridge although raised ridge tiles are to be avoided.

The form of the eaves gives the opportunity for a variety of detailed design elements. Both open eaves with exposed rafter feet and closed eaves with overhangs are appropriate. Overhangs supported on brick corbels and the uses of dentil courses are suitable types of finishing.

Bonnet hips are not appropriate in Rochford District.

The traditional thatch material is long-straw, not reed and the detailing should be simple and in keeping with the local vernacular

CA5 – Chimney Design Details

The construction of stacks will be encouraged. The use of corbel courses and decorative pots can enliven the silhouette and roofscape. Modern stacks tend to have a squat appearance and this is not appropriate in the conservation area situation, where a more imposing presence is desirable.

CA6 – Plumbing and Rain Water Goods Design Guidance

External plumbing should always be avoided and should not disturb or break though any mouldings or decorative features.

Cast iron for gutters and down pipes is the first choice for new buildings in a conservation area. Metal is appropriate but plastic should be avoided. All rainwater goods should be painted black.

On most buildings half round gutters with round down pipes are suitable, although gutters that are moulded or ogee in section may be more in keeping for a building which has an eighteenth or nineteenth century character

CA7 – Walls Design Guidance

Brick, render and weatherboarding are all suitable finishes. Both red and stock bricks were used locally and either would be appropriate depending on the situation.

Brickwork should always be built in Flemish or English bond.

The primary feature of a wall is the building material itself and the pointing should normally be visually subservient to it.

The choice of colour depends on the colour of the bricks.

Hard cement pointing should be avoided, as moisture will be forced to evaporate through the face of the brick only, rather than through the whole surface of the wall. To finish, pointing should be "*flush"* or *"ironed"* rather than *"struck".*

Hard cement should be avoided and instead soft lime plaster finished with a wood float, colour washed white or cream should be used. The likely exposure to weathering and porosity must all be taken into account when determining the strength of rendering. A good all round plaster mix would be 1:2:9 - cement: white lime: sand.

Pargetting is not appropriate for this part of the country, though simple panelling may occasionally be employed.

In brick walls proper arches should be formed over openings. Coursed brickwork or brick-on-end soldier courses are considered to be unsuitable. Cambered or flat arches should be formed using special voussoir (wedge-shaped) bricks.

S6.41 Weatherboarding must always be featheredge not shiplap and generally painted white or cream. The use of stains is not considered to be appropriate.

CA8 – Floorscape Design Guidance

The use of traditional paving and setts will be expected as a fundamental part of the overall appearance of any new development or redevelopment scheme as modern materials such as tarmac detract from this.

Consideration should be given to the treatment of both the front boundary and entrance gates as well as adjoining buildings.

CA9 – Windows Design Guidance

The fenestration (arrangement of windows), window style (including lintel and sill detailing), materials, colour and means of opening will all need thought.

The widespread use of double glazed units, normally made in thick sections of UPVC, supposedly in imitation of sash has been an unwelcome visual intrusion to the appearance of buildings, particularly within conservation areas.

Opening types are commonly either vertical sliding double hung sashes or side hung casements. Occasionally, horizontal sliding (Yorkshire) sashes may be suitable. Top hung, bottom hung or pivoted openings are all unsuitable for use in conservation areas. Night vents are a 20th Century innovation and also not appropriate in most cases.

The thickness and moulding of glazing bars, the size and arrangement of panes and other details should be appropriate to the type/style of the building. Standardisation to one pattern found in many new "Georgian" type sashes should be avoided.

Dormer windows were used to light attic rooms, which were considered to be of secondary importance to the main part of the house. They were therefore very simply detailed. New dormers, if absolutely necessary, should be carefully designed to match the character of the surrounding buildings and should be appropriately detailed. They should appear as an incident in the roof space and should not proliferate or be set close together. In design flat roofed dormers should be lead covered whilst pitched roof types should have plain tiles at a 50° pitch. The side panels, or cheeks, should be thin rather than wide.

Dormer windows are vastly preferable to in-plane rooflights but in cases where the latter may be used the traditional 19th Century pattern should be followed.

All windows and other external joinery should be painted and not stained.

Generally, in brickwork window and door frames should be set back within the wall thickness so as to show a minimum reveal depth of 100mm. In rendered buildings the reveal depth is less critical and where the building is weather boarded a timber lining should be formed around the opening. In rendered and weather boarded buildings traditional pentice boards over window and door openings should be incorporated.

CA10 – Doors Design Guidance

Traditional panelled or boarded entrance doors should be used and any patterns incorporating pseudo fanlight glazing should be avoided. It is better to keep the design as simple as possible, for example, ledged-and-braced doors and basic four or six-panelled Victorian style doors.

Doors should be generally constructed in softwood and painted. Hardwoods are unsuitable under any circumstances.

Attention to small details of design such as door cases, door furniture including hinges, knockers and letterboxes adds depth to a scheme. Simple door cases with hoods can provide interest of which there are many traditional examples in the District.

CA11 – Extensions Design Guidance

Modern extensions should not dominate the existing building in scale, material or situation. Extensions should be designed to be in sympathy with the character of the original building so that it complements its appearance. They should be visually subordinate to the main building.

The main building should be used as a reference for materials and detailing. Pitched roofs should have a definite break in the ridge-line. The wall line should not be continued on the same plane. Care should be taken to follow the fenestration and detailing of the original building.

Whilst generally the character of the new should reflect that of the old there are circumstances where this may not apply. In areas where variety of materials and forms frequently provide most of the local character an extension may best be expressed by using contrasting but still vernacular materials. Where the existing building is itself of poor design, an extension may provide an opportunity to enhance or screen its appearance.

CA12 – Conservatories Design Guidance

Conservatories for smaller houses should take a simple lean-to greenhouse form, be constructed of white painted softwood and with the minimum of fancy decoration. They should be modest in size in relation to the original building, carefully detailed with the minimum of architectural embellishment and sensitively sited away from the principle elevations.

CA13 – Garages Design Guidance

Irrespective of size, the garage can often be designed to look like a sympathetic outbuilding.

A double garage is more or less square in plan and lends itself to a pyramid roof in certain locations. Garages with a rectangular shape usually produce buildings of better proportions, for example. Where a garage and storage facilities have been combined under one roof with open bays and side hung doors.

CA14 – Boundary Treatment

Walls should be constructed with suitable bricks for the locality. They should be articulated with piers at suitable centres and capped with traditional detailed copings. Major lengths of enclosing walls may require a plinth in order to give them visual substance.

Walls are necessary to provide enclosure and in such cases they should be at least 2 metres high. Where gates are necessary in such enclosing walls, they should be close boarded in order to continue the containment.

Where railings are required the purpose is generally to protect and give enclosure to a yard or garden which has a residential character. Such railings and the necessary gates should be traditionally detailed with spear tops, hoops

or other historic forms. The railings may be raised on low brick plinth walls with stone copings.