

Rochford District Council – Appendix III Assessment of HAAP Options and Policies

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
Spatial Options 2010	
<p>The initial options for the HAAP in the form of the Options Report 2010 were produced following the initial round of community involvement in early 2009. The potential options were developed and were consulted on between 30 November 2010 and 4 February 2011. The Sustainability Appraisal of the initial options was also consulted on at this time.</p> <p>The Sustainability Appraisal of the initial options, the findings of which are set out below, assessed which of the potential options performed best against the sustainability criteria. Along with the results of the public consultation, the findings of the SA allowed the Council to select the most sustainable framework for the HAAP.</p> <p>This framework took the form of seven policies which are integral to the HAAP, forming the keystones on which the Plan is based. These seven policies were subject to their own SA as part of the assessment of the Submission Document 2012.</p> <p>The Findings of the SA of the HAAP Policies can be found later in this table.</p>	
<p>Option 1</p> <p>Option 1: A low level of intervention Option 2: A medium level of intervention, with increased housing, retail and office provision Options 3: A high level of intervention, similar to Option 2, but with a higher level again of housing and office provision.</p>	<p>Option 1 was rejected as it did not conform to the adopted Rochford Core Strategy and performed less well against sustainability objectives.</p> <p>Options 2 and 3 met the objectives of the Core Strategy and performed well against sustainability objectives, being particularly positive in relation to regeneration and economy.</p> <p>Based on their performance against the sustainability criteria, the Core Strategy objectives and the responses to the Public Consultation on the Options, an amalgamation of Options 2 and 3 was chosen to form the basis of the next iteration of the HAAP.</p>
Options to address congestion at Spa roundabout	
<p>Option 1: Increase capacity at the roundabout Option 2: Provide a shared surface at the roundabout</p>	<p>Option 1 did not perform as well in relation to sustainability objectives as Option 2. Nevertheless, increased capacity at the Spa Road roundabout was considered important from a strategic highway and highway efficiency perspective. Accordingly, the proposed approach seeks to balance both issues.</p>
Improving on-street parking provision	

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<p>The Spatial options include increased provision of on-street parking along Spa Road in order to ease pressure on existing car parks and improve the physical environment. In Option 2, this included as parallel parking and in Option 3, this is included as echelon parking.</p>	<p>The option evolved into proposals which entail the provision of additional off-street parking in Hockley centre, rather than on-street parking along Spa Road.</p>
<p>Improving Drop-off provision at the station</p>	
<p>The spatial options considered methods of improving the provision for drop-off and pick-up at the train station, whilst also improving the public realm at the station.</p>	<p>The option evolved into proposals which entail the provision of additional off-street parking in Hockley centre well-related to the train station, and improved accessibility to the train station by alternative methods of transport to the private car.</p>
<p>Final HAAP Policies</p>	
<p>Based on the outcome of the SA and Consultation of the Initial Options Document 2010 the next iteration of the HAAP was comprised of seven policies arising from the amalgamation of Options 2 & 3 in the Initial Options Document. These policies set a framework for the AAP and detail how the goals of the plan will be achieved.</p> <p>These policies were subject to a SA and Consultation in the same manner as the Initial Options Document. The findings of the SA, and the reason why these policies were selected, are summarised below.</p>	
<p>Policy 1</p>	<p>Policy 1 proposes enhancements to the public realm and improved access in Hockley; it also makes provision for mixed use development at the Eldon Way Opportunity Site, using previously developed land.</p> <p>The aims of the policy were found to be consistent with the SA Framework objectives developed for the AAP. The predicted overall result is positive for sustainability.</p> <p>Positive impacts include benefits to communities, housing, economy, accessibility and landscape/ townscape.</p> <p>Uncertain effects were identified however these can be mitigated by other policies in the AAP and other documents including the Core Strategy.</p> <p>The Planning Inspector suggested several modifications to Policy 1. The impact of the modification on the policy was assessed and found to improved the performance of the policy against sustainability criteria.</p>

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<p>Policy 2</p>	<p>This policy was selected because it has a positive effect on sustainability. It will ensure that new development in Hockley incorporates or contributes to improvements to the public realm.</p> <p>It is likely that the policy will encourage walking and cycling as well as improving traffic flow at the busy Spa Road mini-roundabout</p> <p>Implementation of the policy is likely to have significant long-term effects on public health and safety, the local economy, and the landscape and townscape of Hockley.</p>
<p>Policy 3</p>	<p>Policy 3 was selected because</p> <p>It aims to deliver improvements to transport and movement through Hockley.</p> <p>It requires new developments to consider transport impacts through the preparation of Transport Assessment and Travel Plans.</p> <p>This approach to transport would be likely to have major positive effects for the SA objectives relating to accessibility, and further positive effects for SA objectives relating to communities, economy, cultural heritage and landscape.</p> <p>Positive effects were also identified for climate change, air quality and sustainable design & construction as the promotion of more sustainable transport choices would have an impact on greenhouse gas and other vehicle emissions.</p>
<p>Policy 4</p>	<p>Policy 4 was chosen because the redevelopment of the Eldon Way Industrial Estate was found to have positive effects for housing through the creation of a new market and affordable housing.</p> <p>Other positive effects were identified for communities, economy and</p>

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	<p>accessibility, as the area is in close proximity to existing services, reducing the need to travel outside the AAP area.</p> <p>The policy was found to have positive effects for climate change. The use of previously developed land also performed well against the SA objective relating to land and soil.</p> <p>Some uncertainties were found relating to water , air quality and cultural heritage; the effect on these objectives will be dependent on further development detail.</p>
Policy 5	<p>This policy was found to support the mixed use development of the Eldon Way Opportunity Site, allowing for the development of office (B1a) uses, provided that this is part of a wider mixed-use development.</p> <p>It has major positive effects for economy and employment, through the provision of new jobs. Positive effects are also likely for communities, accessibility and climate change, as increased opportunities for employment will reduce the need for people to travel outside the AAP area for work.</p> <p>Potential was also found for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site, with possible adverse effects on heritage; particularly during construction. Similarly effects on air quality were uncertain requiring appropriate development management controls to mitigate this.</p>
Policy 6	<p>This policy aimed to increase the retail offer in Hockley, which would have a long-term positive effect on the local economy and employment through encouraging new, and supporting existing businesses.</p> <p>The policy was found to have positive effects for accessibility, climate change and communities, as an enhanced retail offer will reduce the need for people to travel outside the AAP area to shop.</p> <p>As identified in Policy 5, there is some potential for historic buildings along Spa</p>

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	<p>Road to be affected by development at the Eldon Way Opportunity Site; however there is also the potential for improvements to the public realm and frontages that will arise as a result of contributions.</p>
<p>Policy 7</p>	<p>This policy sought to allow for a change of uses from retail to non-retail uses, where that change would not be detrimental to other retail.</p> <p>The effect of the policy is to diversify the town centre offer, providing opportunities for uses such as pubs and restaurants. Potentially this would have major positive effects on the economy and employment as well as positive effects for community and safety through encouraging a night-time economy.</p> <p>Increasing the diversity of land uses may also have positive effects for accessibility and climate change, through reducing the need to travel to other centres.</p> <p>The Planning Inspector’s proposed changes to Policy 7 were found to have a positive impact with regards to the sustainability criteria. It was found that the proposed modifications would clarify the circumstances when non-retail use would be appropriate within the centre.</p> <p>It was also found that modifications to the policy would help to support the vitality and viability of Hockley by encouraging an appropriate mix of uses within the centre.</p>