

## Local Development Framework

# Allocations DPD

## Discussion and Consultation Document

### Regulation 25



# LDF

# Allocations Development Plan Document Discussion and Consultation Document

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### Appendix 1: Site Assessments

### Appendix 2: Site Areas of Site Options for Residential Allocation

## 1. Introduction

This document sets out site specific options for the general locations identified within the Core Strategy Submission Document. The purpose of this document is to provide people with the opportunity to consider and comment upon allocation options that have been put forward for development.

The Council, as set out in its Statement of Community Involvement, is committed to public participation in the preparation of planning policy for the District. As such, this document has been prepared for consultation in accordance with Regulation 25 of the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008,.

The Allocations Consultation and Discussion Development Plan Document (DPD) will inform the final Allocations Submission Development Plan Document. The options set out within this document are intended to enable discussion as to the best possible site for an allocation.

The Allocations DPD will form part of a folder of documents known as the Local Development Framework. The Core Strategy is the overarching document, which sets out the Council's vision and aims for the District, and policies to enable the vision to be met. Development Plan Documents, of which the Allocations Document is one, support the Core Strategy and the policies within it. The Rochford District Local Development Framework will comprise the following:

- Core Strategy;
- Allocations;
- Development Management Development Plan Document;
- London Southend Airport and Environs Joint Area Action Plan;
- Hockley Area Action Plan;
- Rochford Town Centre Area Action Plan;
- Rayleigh Town Centre Area Action Plan;
- Local List Supplementary Planning Document;
- Playing Pitch Strategy Supplementary Planning Document;
- Transportation Strategy Supplementary Planning Document; and
- Parking Standards: Design and Good Practice Supplementary Planning Document.

### **Core Strategy**

The Core Strategy outlines a spatial vision for the District and states how this will be delivered. The document also outlines how the vision and objectives of the Sustainable Community Strategy will be met, whilst detailing how regional and national policies will be applied at a local level.

The Core Strategy is also linked with our Corporate Plan and vision.

Following the publication of the Core Strategy Preferred Options document, the responses received were analysed and considered. From this, the Core Strategy Submission document has emerged, which has taken account of all previous stages and comments received. This document will set out the future development of the District, including the general locations of development up to 2025.

Specific locations for the development will be discussed in this document, the Allocations DPD. These must conform to the vision and policies set out in the emerging Core Strategy.

### **Strategic Housing Land Availability Assessment**

The 2009 Strategic Housing Land Availability Assessment (SHLAA) assessed the quantum of land available for residential development. The study confirmed the capacity from extant permissions and other appropriate sites, and ascertained that there would have to be some Green Belt reallocation in order to meet the District's housing requirements. The SHLAA determined that there were deliverable sites within the general locations identified in the emerging Core Strategy capable of providing the required quantum of dwellings.

### **Allocations and Call for Sites**

The Council first undertook consultation on the Allocations DPD in January 2007, when the Call for Sites process was opened. This gave residents, landowners, developers and agents the opportunity to put forward land to be considered for allocation. Over 200 responses were received as part of this process, with land holdings of various sizes and uses across the whole district being put forward for consideration. These sites have then been considered against their proposed uses, in terms of size, location, constraints, sustainability, and viability.

The Allocations DPD provides details of the locations that have been assessed and those considered as options for development in order to meet the needs of the district as set out within the Core Strategy. Site specific options within the general locations in the Core Strategy are provided for development types including, housing, employment, retail, and open space. Land to be considered for allocations such as Local Wildlife Sites, the Upper Roach Valley, and Public Open Space has also been considered.

The Allocations DPD outlines how the sites selected meet the requirements set out in the Core Strategy.

Appendix 1 provides a detailed assessment of sites that were put forward for consideration. Please note that, due to the size of this assessment, Appendix 1 is available as a separate document. It should be noted that not all of the sites contained within the Allocations DPD have emerged as part of the Call

for Sites process. A number of the sites have come forward as a result of the Urban Capacity Study, and the succeeding SHLAA.

## 2. Residential

### Residential Land Allocations

The East of England Plan (2008) requires Rochford District to accommodate 3,790 dwellings between 2006 and 2021, at an approximate average of 250 dwellings per year. Post 2021, in accordance with PPS3, the District is required to continue the development rate of 250 dwellings per year. Accordingly, the Core Strategy sets out the approach to housing distribution to 2025. The Allocations DPD will aid the delivery of the Core Strategy through the allocation of appropriate sites for residential use. The District's housing supply includes extant permissions and sites already allocated for housing, but additional land needs to be allocated, including appropriate brownfield sites where the current allocation is non-residential and some green belt land

The Strategic Housing Land Availability Assessment (SHLAA) notes that 795 dwellings can be accommodated on previously developed land that is not currently allocated as residential.

The Core Strategy recognises that 2745 dwellings will have to be provided on land which is currently allocated as Green Belt by 2025.

The Core Strategy Submission Document has detailed 9 general locations for extensions to residential envelopes. These locations and the respective quantum of development are as follows:

Area	Dwellings by 2015	Dwellings 2015 -2021	Dwellings post 2021
North of London Road, Rayleigh	0	550	
West Rochford	450	150	
West Hockley	50	0	
South Hawkwell	175	0	
East Ashingdon	100	0	
South West Hullbridge	0	250	250
South Canewdon	0	60	
South East Ashingdon			500
West Great Wakering			250
Total	775	1010	1000

In January 2007 the Council opened a "Call for Sites" process which enabled residents, landowners, and agents to put forward sites that were to be considered for development. As part of this, the Council received over 200 potential sites. Each of these sites was assessed on its own merits. A full list of sites and accompanying maps and assessments can be found in Appendix 1 of this document.

## **Sites identified in the Strategic Housing Land Availability Assessment as being suitable for housing**

The Council recognises the importance of making best use of brownfield land. The Strategic Housing Land Availability Assessment (SHLAA) identifies a realistic figure that can be accommodated within existing settlements and other appropriate land, based on the identification of specific sites.

The SHLAA examines four sites that are currently allocated for employment: Eldon Way/Foundry Industrial Estate, Hockley; Rawreth Lane Industrial Estate, Rayleigh; Stambridge Mills; and Star Lane Industrial Estate and Brickworks, Great Wakering. In the case of all four sites, the Council believe that their redevelopment for alternative uses, including residential, represents a more appropriate use of the land.

## **Residential Allocations – Options**

The following outlines options for the allocation of land that has the potential to deliver housing in the locations and at the quantum set out in the Core Strategy.

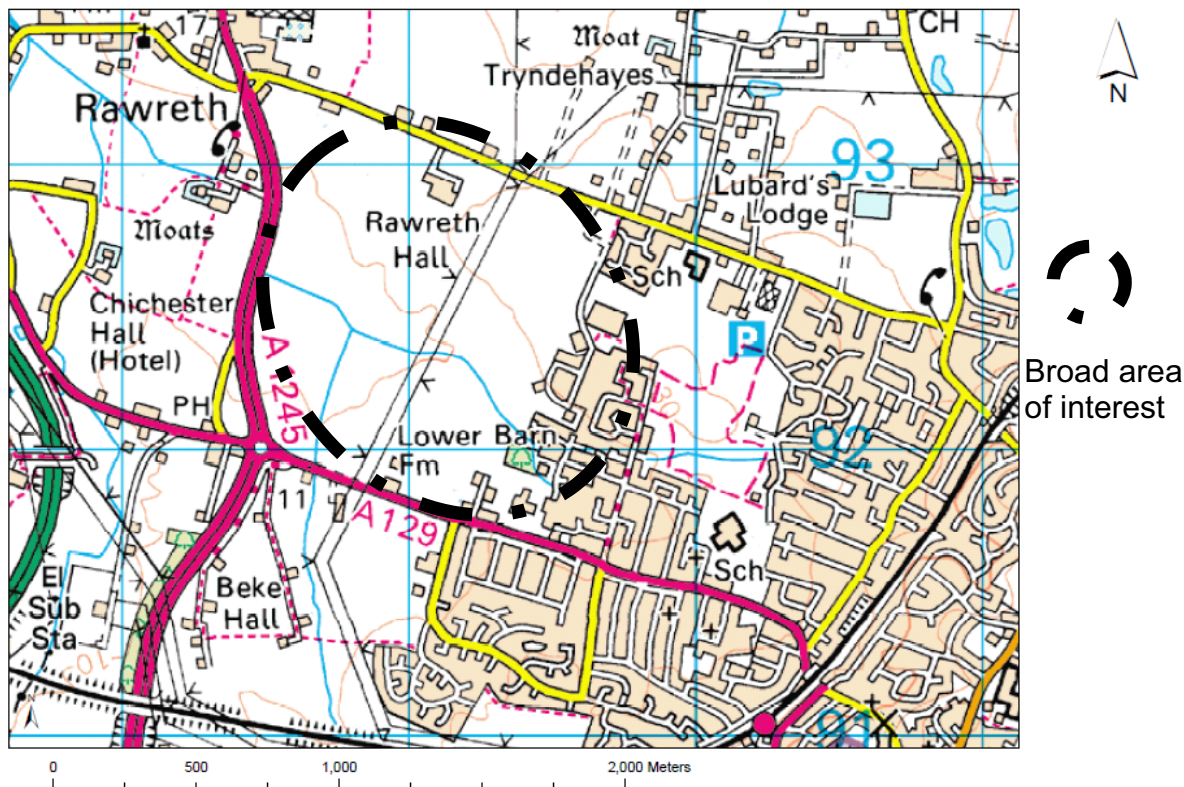
It may be necessary to phase the delivery of residential development, to ensure that the required infrastructure is delivered alongside it. This may mean that infrastructure requirements are detailed at a later date alongside a certain proportion of housing, and unless that infrastructure is in place, further housing cannot be delivered.



## North of London Road, Rayleigh

Allocation required for:

- 550 dwellings
- Primary School
- Public park land providing buffer between future built environment and A1245
- Youth and Community Facilities
- Play Space



## **Option NLR1**

The site is adjacent to settlement of Rayleigh, and is bounded to the west by A1245 Chelmsford Road, to the south by London Road and to the north by Rawreth Lane. Adjacent land uses include residential to the east, and agricultural to the west and to the north.

There are several pylons throughout site, which will need to be relocated. Some parts of area are in flood zone 3 and a foul sewer is located on the site, which would need to be accounted for and incorporated into the development. The site, if developed, would constitute an urban extension of the residential settlement to the east. The quantum of housing this site has the capacity for will ensure that suitable community benefits can be sought. The Core Strategy Submission Document states that infrastructure requirements from the development of this site are as follows: local highway capacity and infrastructure improvements, improvements to public transport service and infrastructure, enhancement and links to the pedestrian, cycle and bridleway network.

There is good access to the transport network although the impact of increased traffic on surrounding highway network will need consideration. Consideration of a primary school within the site, alongside allotments, community and public open space is necessary.

The site has sufficient capacity to deliver significant community benefit to the nearby town of Rayleigh and the additional dwellings would be adjacent to an existing residential area. There is also capacity to provide a green buffer between the built environment and the A1245. The development of this site could also potentially enable a public transport link between Rawreth Lane and London Road. The site would afford good opportunities for the creation of a strong defensible green belt boundary.

## Option NLR1

The site lies directly south of Rawreth Lane, and is adjacent to the residential settlement to the east. Consideration must be given to the area of land to the south of the site that lies within Flood Zone 3, as this land will be required to accommodate non vulnerable uses.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

## Option NLR2

Option NLR2 is as per NLR1 except the site is further south of Rawreth Lane, and thus closer to London Road. Access to this site would be via London Road or the surrounding residential development. Consideration must be given to the section of the land through the centre of the site that lies within Flood Zone 3; this land will be needed to accommodate non-vulnerable uses. The site would afford opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

**Option NLR3** is as NLR1 and NLR2 but directly north of the London Road. There are few pylons on this area, and the area is again adjacent to residential areas. The site would offer excellent access to the A129 and A1245, and thus the surrounding main routes. The site would afford opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

**Option NLR4** is as NLR1 but extends from Rawreth Lane south to just north of London Road. This location would enable community cohesion due to its location adjacent to existing residential settlement. The site is also well situated in relation to town centre services and facilities and the transport network. Consideration must be given to the section of the site to the south which lies within Flood Zone 3; this will be required to accommodate non-vulnerable uses. The site would afford opportunities for the creation of a defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

**Option NLR5** is as NLR4 except this site extends further south to London Road. This location would enable community cohesion due to its location adjacent to existing residential settlement. The site is also well situated in relation to town centre services and facilities and the transport network. Consideration must be given to the section of the site to the south which lies within Flood Zone 3; this will be required to accommodate non-vulnerable uses. This site would also enable the implementation of a bus only through route from Rawreth Lane to London Road, into Rayleigh centre. The site would afford good opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

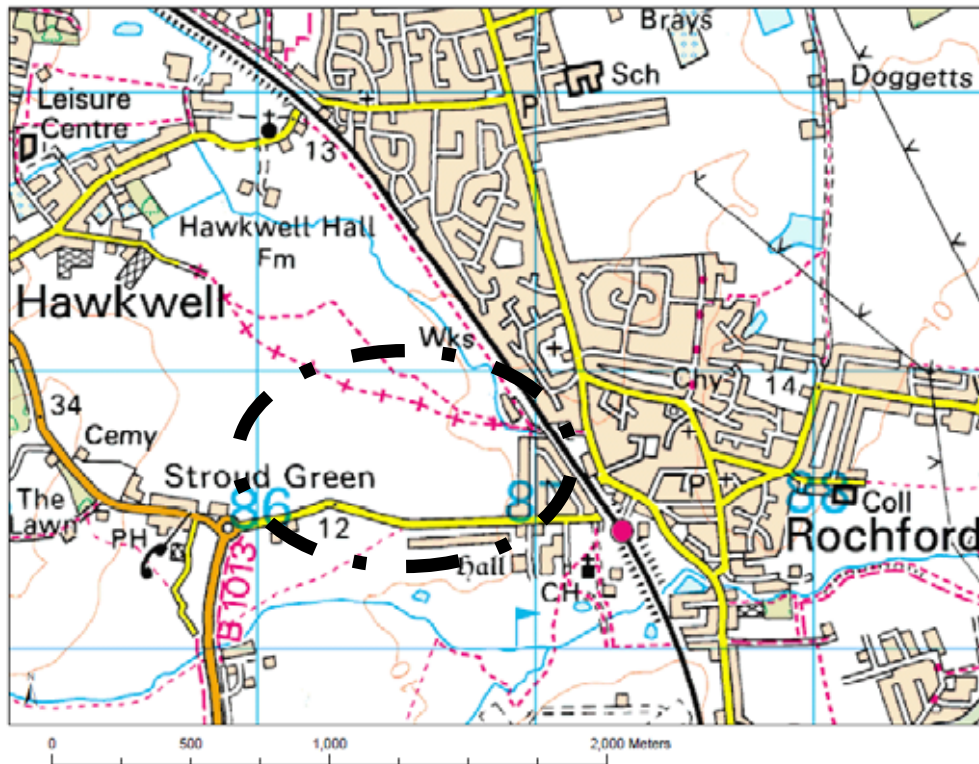
**Are these the right options? Should other sites in this location be considered?**

## West Rochford 600 dwellings

### Issues:

Allocation required for:

- 600 dwellings
- Primary School
- Public open space
- Youth and community facilities
- Play Space



Broad area of interest



**Option WR1** is north of Hall Road and adjoins existing residential areas to the south and east. West and north of the site are agricultural fields and the site itself is currently used for agriculture purposes. The site is not subject to significant constraints that would restrict development, other than a small area in the north-east corner which is within flood zone 2.

It is within walking distance of Rochford Train Station, which provides a direct link to London Liverpool Street and Southend Victoria stations. The site is also close to bus links and Rochford town centre. The site is large enough to support the required number of dwellings from this location, and would be able to provide the community benefits as stipulated within the Core Strategy Submission Document.

The site adjoins existing residential areas and thus has the potential to integrate with the existing community. The infrastructure that could be delivered within the site has the potential to benefit the wider community. The Core Strategy Submission Document requires the following infrastructure to be implemented in developing in this location: local highway capacity and infrastructure improvements, public transport service and infrastructure improvements, Sustainable Urban Drainage Systems, and links and enhancements to local pedestrian, cycle and bridleway networks. This site has the potential to incorporate all of these, whilst also providing a defensible Green Belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

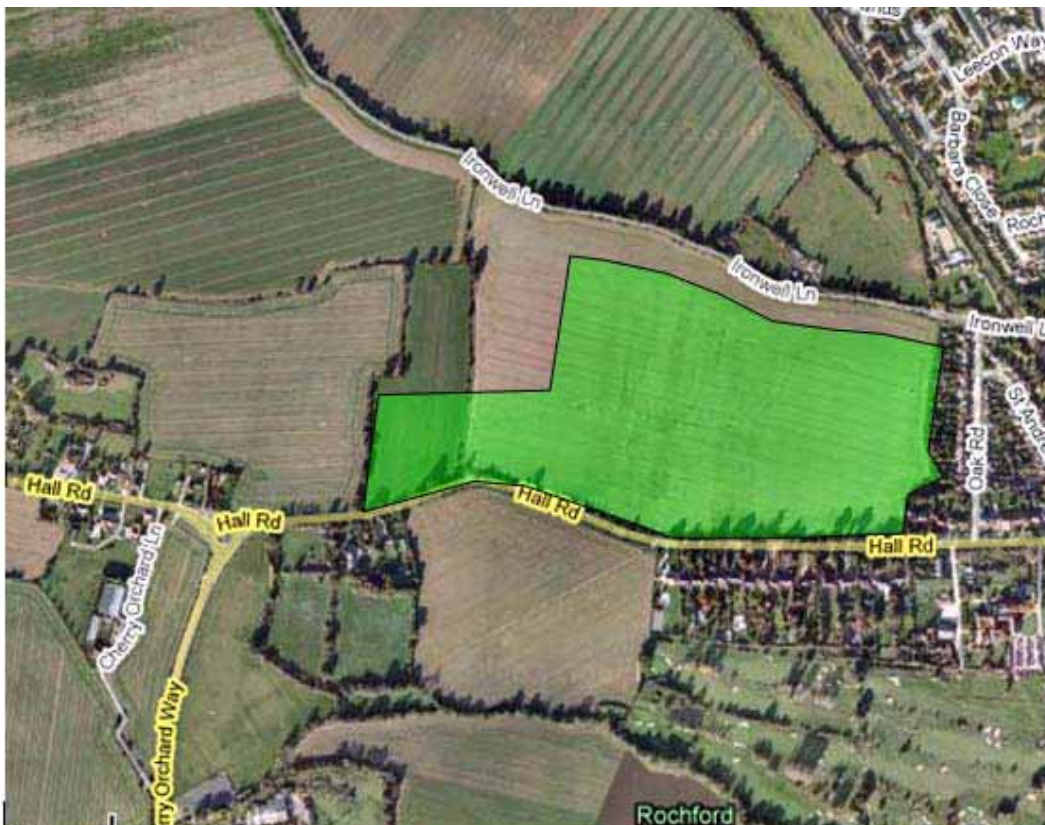
**Option WR2** is north of Hall Road and Cherry Orchard Way. Rochford Train Station is to the south east of the site which is within walking distance. East and north of the site lie agricultural fields, and west of the site are several residential dwellings. The site is detached from the residential area of Rochford, although the town centre is within walking distance. Separation from the community of Rochford may result in two distinct communities and community isolation as a consequence. The capacity of the site gives an appropriate contribution to housing targets. The site is in a sustainable location close to train station, bus links, and town centre, with suitable highways access. The Core Strategy Submission Document states that the following infrastructure will be required alongside this site: local highway capacity and infrastructure improvements, public transport service and infrastructure improvements, Sustainable Urban Drainage Systems, and links and enhancements to local pedestrian, cycle and bridleway networks. Benefits to the existing community from this site would be harder to access due to its location away from the existing settlement. The site would not afford a good opportunity for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

**Option WR3** is as WR1 except this site extends further west, and does not extend as far as Ironwell Lane to the north. Still within walking distance to the town centre, bus stops and Rochford train station the location of this site would enable a green buffer around the northern and western perimeter of the site. The site is adjacent to the current residential settlement to the east of Rochford, and thus the community would be able to see the benefits obtained from this development, and the new community would not be segregated in any way. Community cohesion would also be more achievable with this location due to its proximity to the existing settlement. However the northern edge of the site will not provide a defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

**Option WR4** is as WR1 except the site extends further west to the settlement opposite Cherry Orchard Lane and does not extend as far north as Ironwell Lane. To the south of site is Hall Road and to the south east lies Rochford Train Station which is within walking distance. East of the site lies the train line and west and north of the site lie agricultural fields. Ribbon development is not encouraged as this is considered to be not as sustainable, and in this case would result in dwellings to the furthest north west point of the site being removed from the existing community, and having to travel a lot further to reach the town centre, train station and associated services. Again, this site will not provide a natural defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for education, public open space, youth and community facilities and play space

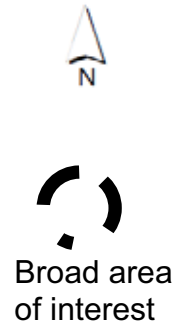
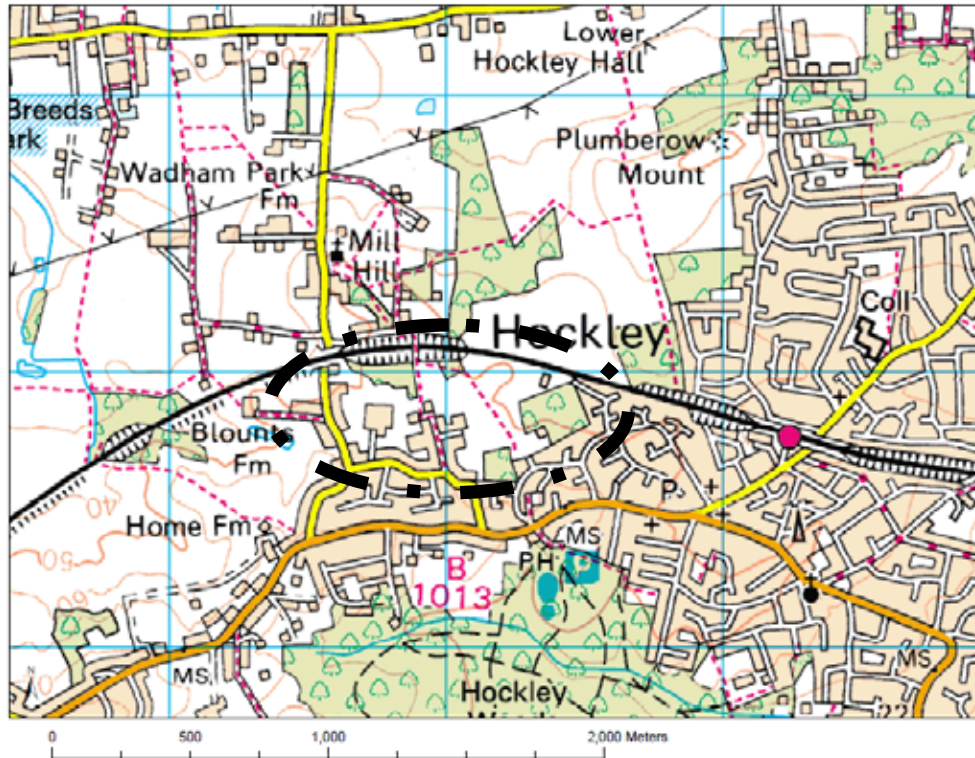
**Are these the right options? Should other sites in this location be considered?**

## West Hockley 50 dwellings

### Issues:

Allocation required for:

- 50 dwellings
- Public open space
- Play space



**Option WH1:** The site is currently disused agricultural land, and is north of residential development at Folly Chase. To the far east of the site is a school and community centre, with the London Southend rail line to the north, containing the site. The site is bounded to the north, north east and west by a wooded area, and to the east by agricultural fields, the impact on which would need to be carefully assessed. This would however provide a defensible green belt boundary. There are no visible man made structures or pylons on the site. The location of the site with regard to impact on surrounding roads needs to be assessed –improvements will be needed to cope with the increase in traffic, although the number of dwellings the site has capacity for should provide this. The Core Strategy Submission Document states that the infrastructure required to be implemented alongside this site are: Local highway capacity and infrastructure improvements, public transport service and infrastructure enhancements, links and enhancements to pedestrian, cycling and bridleway networks, and Sustainable Drainage Systems. The site would afford good opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps



Residential, incorporating provision for public open space and play space

**Option WH2** is currently used as a mushroom farm and for light industry just north of Folly Lane. Allocating this site for residential development would maintain the sanctity of the Green Belt as the site is Previously Developed Land. Infrastructure required from this site as stated within the Core Strategy Submission Document is: Local highway capacity and infrastructure improvements, public transport service and infrastructure enhancements, links and enhancements to pedestrian, cycling and bridleway networks, and Sustainable Drainage Systems, all of which are viable. The site is well located in terms of the transport network and the existing defensible Green Belt boundary would not be breached.



**Source: Google Maps**

 Residential, incorporating provision for public open space and play space

**Option WH3** is as WH1 although it follows the pattern of the existing residential dwellings and does not extend as far north, thus minimising any impact on the wooded area north and north east of the site. The creation of a defensible green belt boundary at this site would be difficult however.



Source: Google Maps

 Residential, incorporating provision for public open space and play space



**Option WH4** is as WH1 except to the east of Folly Chase as opposed to the north. The site is located directly north of Folly Wood, and is also adjacent to the school and its accompanying land. The impact of any development on these two sites must be carefully considered. The creation of a defensible green belt boundary at this site would be complicated however.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option WH5** is as WH2 with an extension to the west of the site. This land is currently Green Belt but would provide a defensible boundary up to Church Road, and potentially provide additional access to the site.



Source: Google Maps

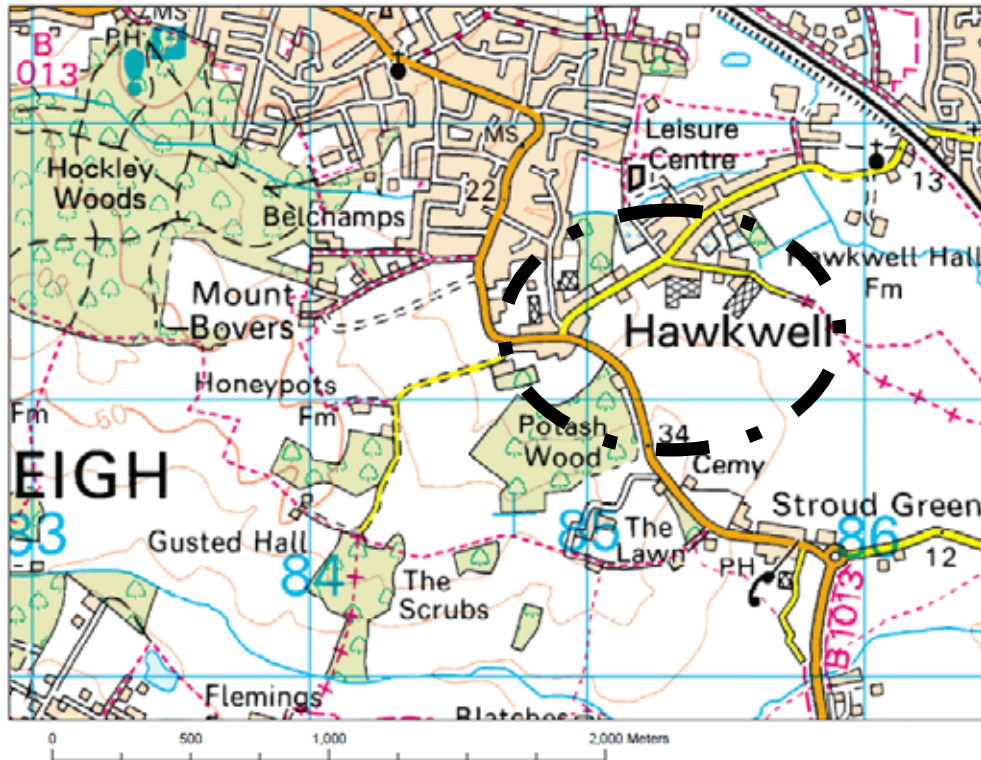
**Are these the right options? Should other sites in this location be considered? Should a mix of these sites be considered? Would it be better to locate the 50 dwellings on one of these sites or spread the dwellings between a selection of sites?**

## South Hawkwell 175 dwellings

### Issues:

Allocation required for:

- 175 dwellings
- Play Space



Broad area of interest

**Option SH1** - The land is north of Rectory Road, Hawkwell and is currently used as a nursery. Surrounded by residential settlement, there are several large buildings throughout the site as a result of its current use. A small corner of the site is at risk of flooding, and some mature trees are present on the site, which would need to be accounted for in the design if development is taken forward. The site is within a residential settlement, and road access is currently available, although improvements will be required particularly in terms of increased traffic movements. The Core Strategy Submission Document states that improvements needed in this location are: Local highway capacity and infrastructure improvements, public transport infrastructure and service enhancements, links and enhancements to pedestrian, cycle and bridleways, and Sustainable Urban Drainage Systems. The size of the site means that the required improvements can be delivered. Development here would not erode the openness of the Greenbelt. The site is well located in terms of schools and services. The site would afford good opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps



**Residential, incorporating provision for and play space**

**Option SH2** is as SH1 except does not extend as far north as the footpath linking Clements Hall Way and Thorpe Close. There is also a further section of land to the west of the site adjoining Thorpe Road, which again is part of the current nursery site. The site would afford good opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option SH3** is as SH2, with a section of land to the south included, instead of the section of land to the west. The additional section is currently not being used and is adjacent to residential dwellings to the north and west of the site. The quantum of housing available would result in community benefit to the area, and highways improvements, easing the impact of increased traffic. Development here would not erode the openness of the Greenbelt. The site is well located in terms of schools and services. The site would afford opportunities for the creation of a defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option SH4** is as SH1 and SH2, with the land to the west, and to the south both included with the land north of Rectory Road not extending as far north. The site would afford opportunities for the creation of a defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

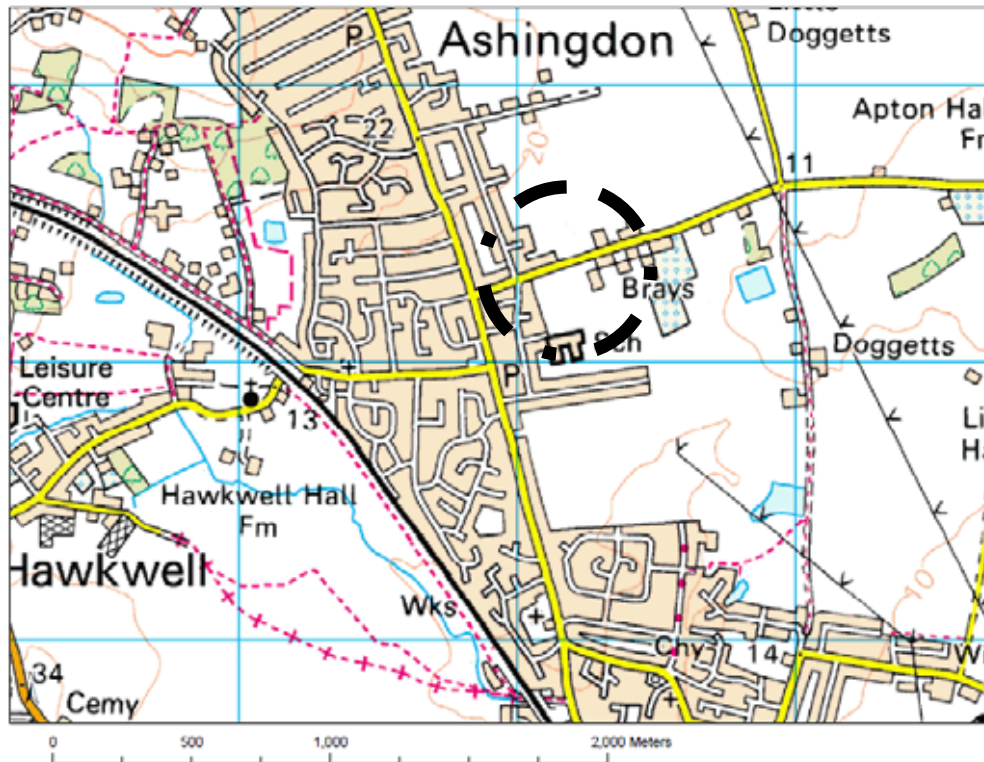
Are these the options we should be considering for South Hawkwell? Should other sites be considered? Should the dwellings be located on one site or a mixture of sites?

## East Ashingdon 100 dwellings

### Issues;

Allocation required for:

- 100 dwellings
- Land made available for expansion of King Edmund School
- Improved access to King Edmund School
- Public open space
- Play space
- Youth and community facilities





**Option EA1** is currently used as agricultural land, and the site is located immediately south of Brays Lane adjacent to residential dwelling to the east and west. The site is immediately north of King Edmunds School. Development of this site is likely to deliver educational and highway improvements needed at King Edmund School. Access implications to the school will need careful consideration as will the impact of increased traffic on the highway network. The site would afford good opportunities for the creation of a strong defensible green belt boundary.

### Option EA1



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option EA2** is land north of Brays Lane. The site is adjacent to residential settlement to the west, and agricultural land to the east providing a defensible boundary. This site however would not provide capacity to improve access to King Edmund School or provide land for the expansion of the school due to its location. The creation of a defensible green belt boundary in this location would be difficult however.



**Source: Google Maps**

 Residential, incorporating provision for public open space and play space

**Option EA3** consists of land to the north and to the south of Brays Lane. This would allow for improved access to the school, with the capacity to support the housing numbers required. However the site to the north would not provide a defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

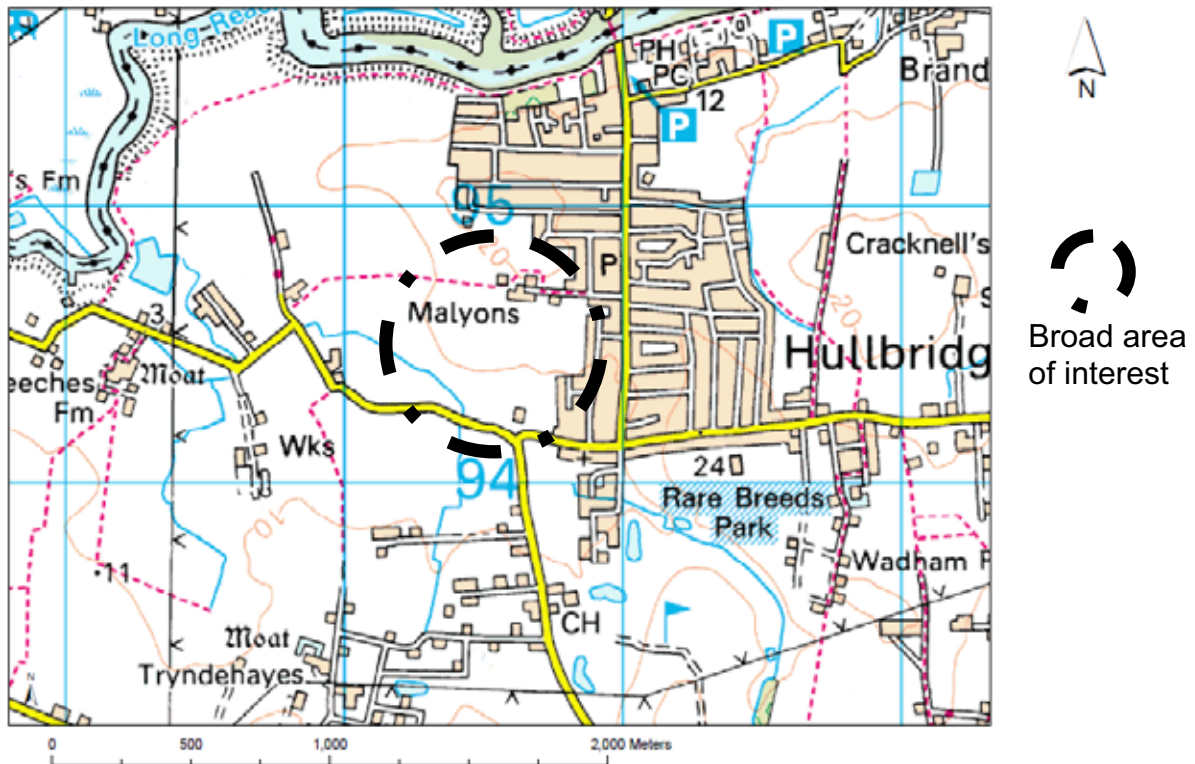
**Are these sites the most suitable for development in this location?  
Should other sites be considered? Should development be on one site  
or a selection of sites?**

**South West Hullbridge 500 dwellings** (250 between 2015 and 2021, and 250 post 2021)

**Issues:**

Allocation required for:

- 500 dwellings
- Public open space
- Play Space
- Youth, leisure and community facilities



**Option SWH1-** The site has good access to the town centre and public transport links. The site is bounded to the east and north by residential dwellings and to the west by agricultural fields. The site is adjacent to Lower Road to the south. The condition of existing roads needs to be considered and suitable improvement measures implemented if this site is taken forward. The site will be an extension to Hullbridge and thus not erode away the openness of the Green Belt. The Core Strategy Submission Document requires that the following infrastructure is implemented alongside any development in this location: local highway capacity and infrastructure improvements, public transport infrastructure and service improvements, enhancements and links to pedestrian, cycle and bridle network, and Sustainable Urban Drainage Systems all of which this site has the capacity to provide. The site would afford good opportunities for the creation of a strong defensible green belt boundary.

**Option SWH1**



**Source: Google Maps**

 Residential, incorporating provision for public open space and play space

## South West Hullbridge 500 dwellings

**Option SWH2** is as SWH1 except extends further southwest. This site still provides a defensible boundary but extends the development along Watery Lane, a route that currently suffers from congestion and flooding. The requirements stated within the Core Strategy Submission Document to be implemented alongside a development in this location should provide some mitigation against these issues. The site would afford good opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

## South West Hullbridge 500 dwellings

**Option SWH3** is as SWH1 but does not extend as far south as Lower Road, and extends further west. In this way, the dwellings that would be developed to the far west of the site would be much further away from the existing community and the services within Hullbridge, which may not be advisable in terms of community cohesion. The site would afford opportunities for the creation of a defensible green belt boundary.




Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option SWH4** is as SWH3 with the addition of the site to the south of Lower Road. The site does not extend as far north as Windermere Avenue, and incorporates Malyons Farm. The two sites in conjunction have the capacity to deliver the housing and infrastructure requirements as specified in the Core Strategy Submission Document. The site would afford opportunities for the creation of a defensible green belt boundary.



**Source:** Google Maps

 Residential, incorporating provision for public open space and play space

**Are these sites the most suitable for development in this location?  
Should other sites be considered? Should development be on one site  
or a selection of sites?**

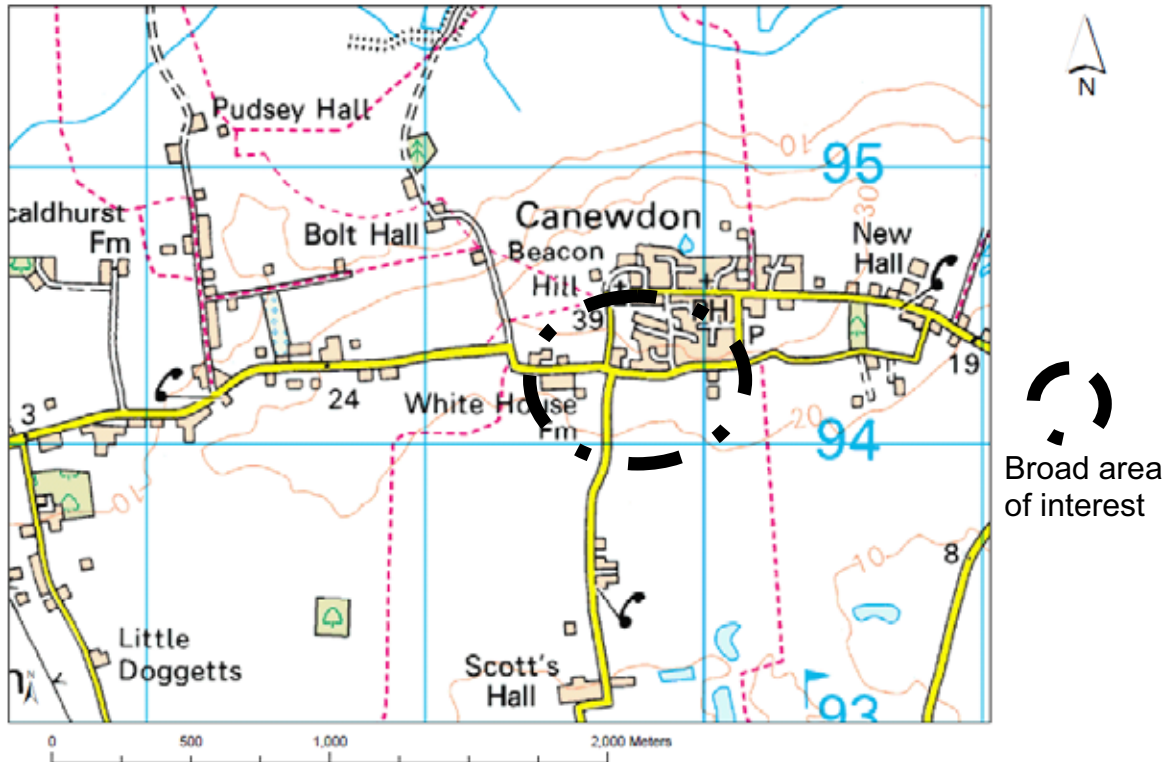


## South Canewdon 60 dwellings

### Issues;

Allocation required for:

- 60 dwellings
- Play space



**Option SC1** is located south of Anchor Lane and extends as far east as the natural boundary just past the junction with Sycamore Way. The site is bounded to the north and west by roads (Anchor Lane and Scotts Hall Road) to the east by a residential dwelling. To the south of the site are agricultural fields. The Core Strategy Submission Document states that infrastructure required alongside this site includes: local highway capacity and infrastructure improvements, public transport infrastructure and service enhancements, links to and enhancements of pedestrian, cycle and bridleway networks, and Sustainable Urban Drainage Systems, all of which this site has the capacity to provide. Development of 60 dwellings on this site would also help to sustain the rural community whilst not eroding away the openness of the Green Belt. The site would afford opportunities for the creation of a defensible green belt boundary.

**Option SC1**



**Source: Google Maps**

 **Residential, incorporating provision for play space**

**Option SC2** is located to the north of Lark Hill Road, at the junction with the road leading to St Nicholas Church. The site is bounded to the west by a residential dwelling, to the south by Lark Hill Road, to the north by agricultural fields and to the east by a road. The site would not erode away the openness of the green belt, and due to its location would add to community cohesion, and not create two distinct communities. It would be difficult to create a defensible green belt boundary if this site were to be developed however.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option SC3** is as SC2 but the site does not extend so far westwards, and incorporates land to the east of the road leading to St. Nicholas Church. The site is ideally located adjacent to residential settlement, thus enabling community cohesion and maintaining the openness of the green belt. However the impact on the road leading to St Nicholas Church must be considered. It would be difficult to create a defensible green belt boundary from development of these sites however.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option SC4** incorporates aspects from all three of the previous options. The development in this manner however may result in benefits to the community being harder to obtain, and distinct new communities. The development would also be piecemeal, and not provide a defensible green boundary.



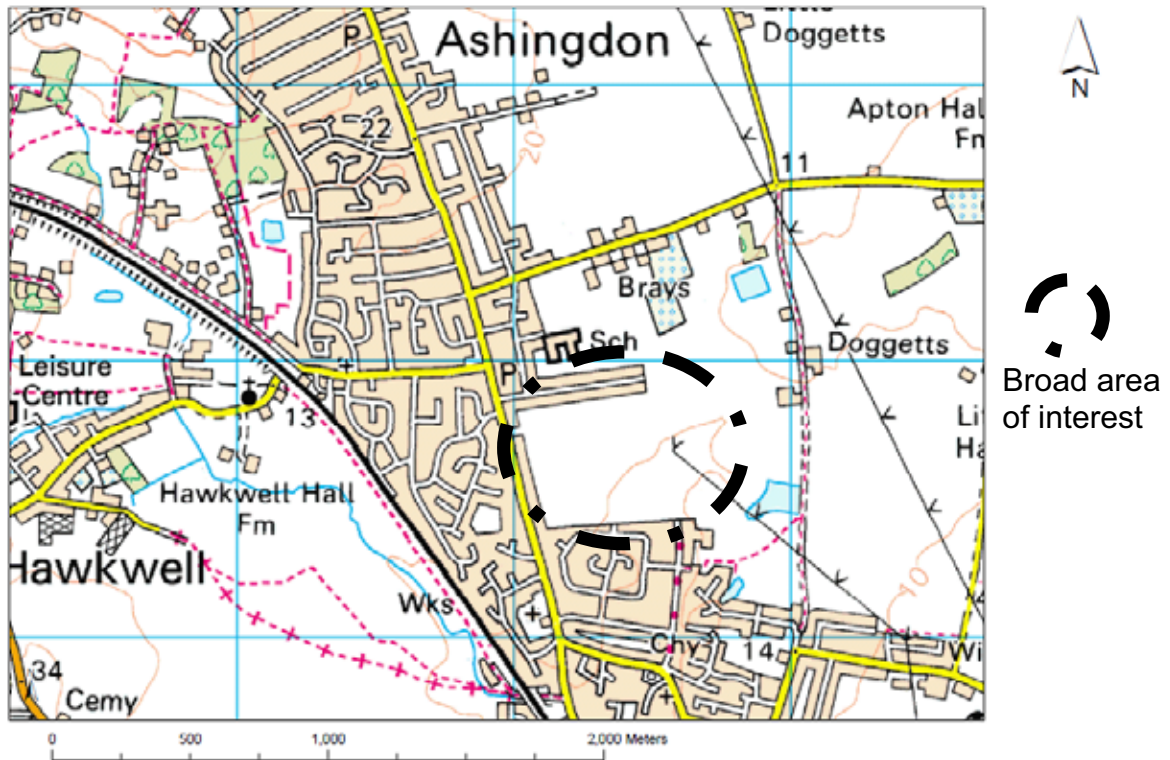
**Which of these sites is the best location? Should more sites in the south of Canewdon be considered? Should development be split between sites or located on one site?**

## South East Ashington 500 dwellings

### Issues;

Allocation required for:

- 500 dwellings
- Public Open Space
- Play Space
- Youth and Community Facilities



**Option SEA1** – The site is currently used as open arable fields. There are a few man made structures and pylons to north and east of the site. The site is bounded to the west by residential development with King Edmund School directly to the south. Access implications to the school need to be considered alongside traffic impacts of new dwellings on roads into and out of the school grounds. The site will however provide a natural defensible boundary to the Green Belt. The Core Strategy Submission Document states that the following infrastructure is required from this site: local highway capacity and infrastructure improvements, contribution to traffic management of Ashington Road, public transport infrastructure and service enhancements, links and enhancements to pedestrian, cycling, and bridleway networks, and Sustainable Urban Drainage Systems, all of which the site has the capacity to provide. The location of the site means that it would be unlikely to ensure a robust and defensible Green Belt boundary could be maintained as it does not follow a natural field boundary

## Option SEA1



Source: Google Maps

 Residential, incorporating provision for public open space and play space

## South East Ashington 500 dwellings

**Option SEA2** is as SEA1 although to the very north of the location, and directly south and east of Oxford Road. The impacts of increased traffic movement on Oxford Road would need to be carefully considered. It would be difficult to create a defensible green belt boundary at this site however.



Source: Google Maps

 Residential, incorporating provision for public open space and play space



## South East Ashington 500 dwellings

**Option SEA3** is as SEA1 except does not extend as far south and extends further to the east. This however does not provide as strong a defensible green boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

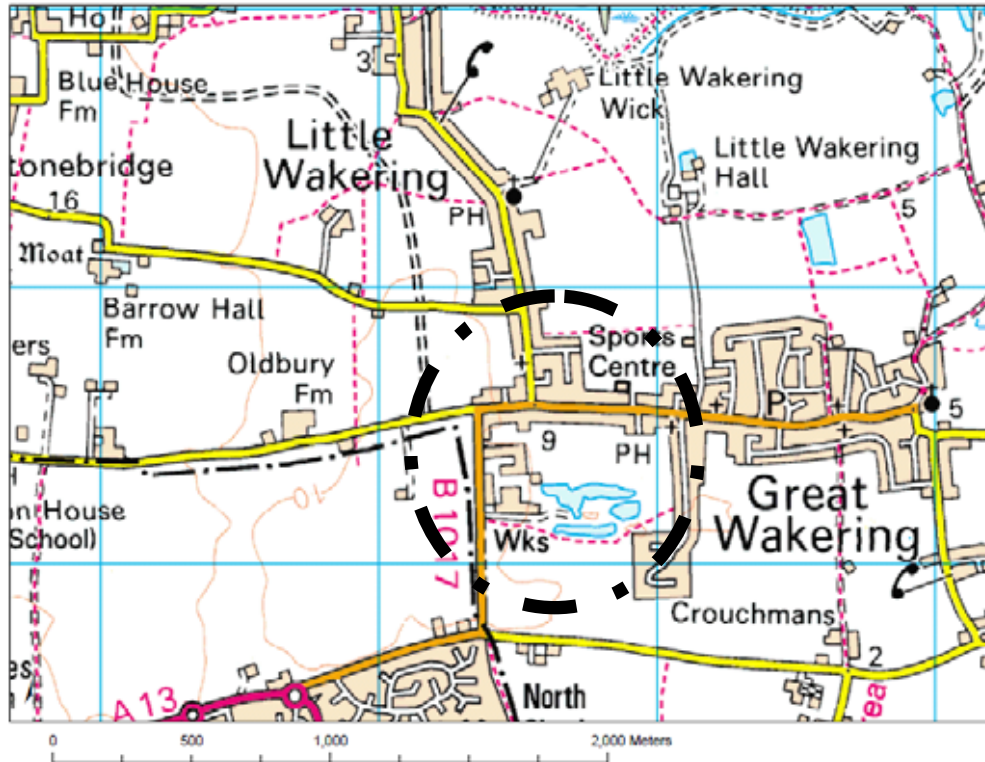
Are these the right options for this location? Should other sites be considered? Should the development be on site or divided over several sites?

## West Great Waking 250 dwellings

### Issues:

Allocation required for:

- 250 dwellings
- Public Open Space
- Play Space
- Youth and Community Facilities



  
Broad area  
of interest

**Option WGW1** is located to the south of High Street, Great Waking, and east of Star Lane. The land is low lying as a result of previous uses which would need to be considered. North of the site are residential dwellings located on the High Street. To the south west of the site lies Star Lane Industrial Estate, highlighted in the Strategic Housing Land Availability Assessment as being suitable for residential development. The cumulative impacts of the developments would need to be assessed. Infrastructure stated as being required within the Core Strategy Submission Document is as follows: local highway capacity and infrastructure improvements, public transport infrastructure and service improvements, enhancements to pedestrian, cycle and bridleway network, and Sustainable Urban Drainage Systems all of which are deliverable from this site. The location of the site means that it would be unlikely to ensure a robust and defensible Green Belt boundary could be maintained as it does not follow a natural field boundary



Source: Google Maps

 Residential, incorporating provision for public open space and play space

## West Great Waking 250 dwellings

**Option WGW2** is adjacent to residential dwellings at Little Waking Road and Southend Road, and a development here would as a result promote community cohesion. The sites are also capable of delivering the infrastructure as required. It would be fairly difficult however to provide a defensible green belt boundary to the south of the site.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option WG3** includes land to the south of Star Lane, and land to the west of Alexandra Road. This would however create 3 separate communities, although providing the housing and infrastructure required. The site would afford good opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option WG4** encompasses the site to the south of the existing brickworks. This site is however detached from the main settlement of Great Wakering, and is adjacent to the boundary of Southend Borough, increasing the likelihood of coalescence between the two locations. The site would however afford good opportunities for the creation of a strong defensible green belt boundary.



Source: Google Maps

 Residential, incorporating provision for public open space and play space

**Option WG5** is west of Little Waking Road, and south of Barrow Hall Road. The site is adjacent to the main settlement of Great Waking, resulting in one community as opposed to two or more distinct communities. The site would however afford good opportunities for the creation of a strong defensible green belt boundary.

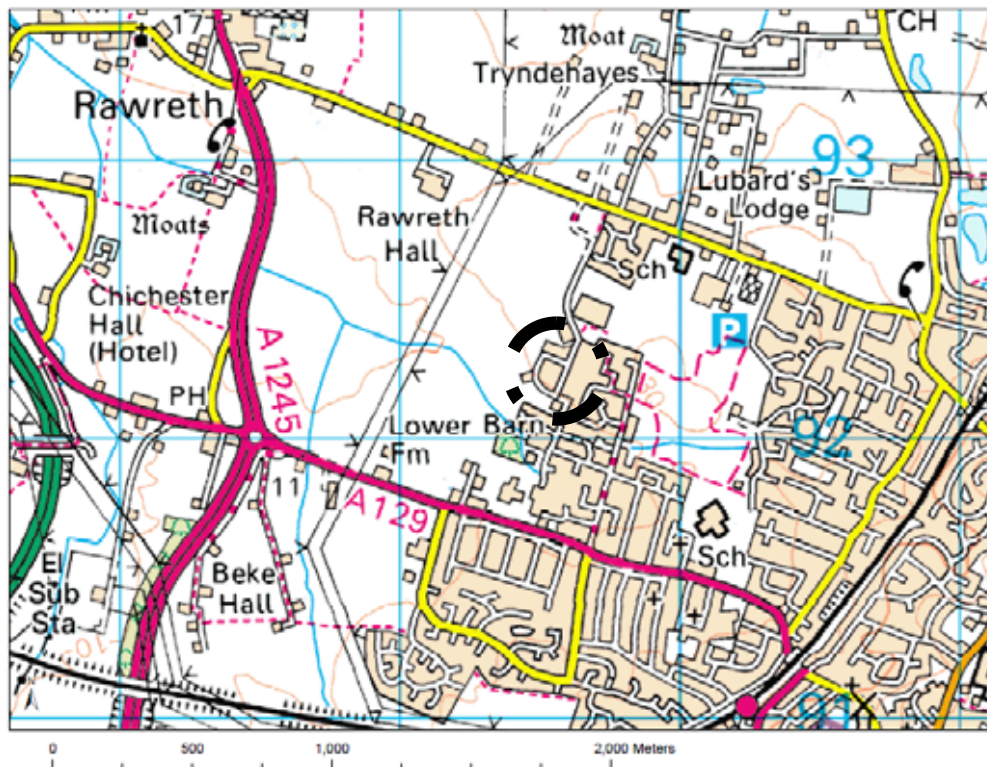


Source: Google Maps

**Are these the most suitable sites for development? Should development be located on one site or spread over several sites? Are there any other sites in this location that should be considered?**

# Sites recommended in the Strategic Housing Land Availability Assessment

## Rawreth Industrial Estate



Source: Google Maps

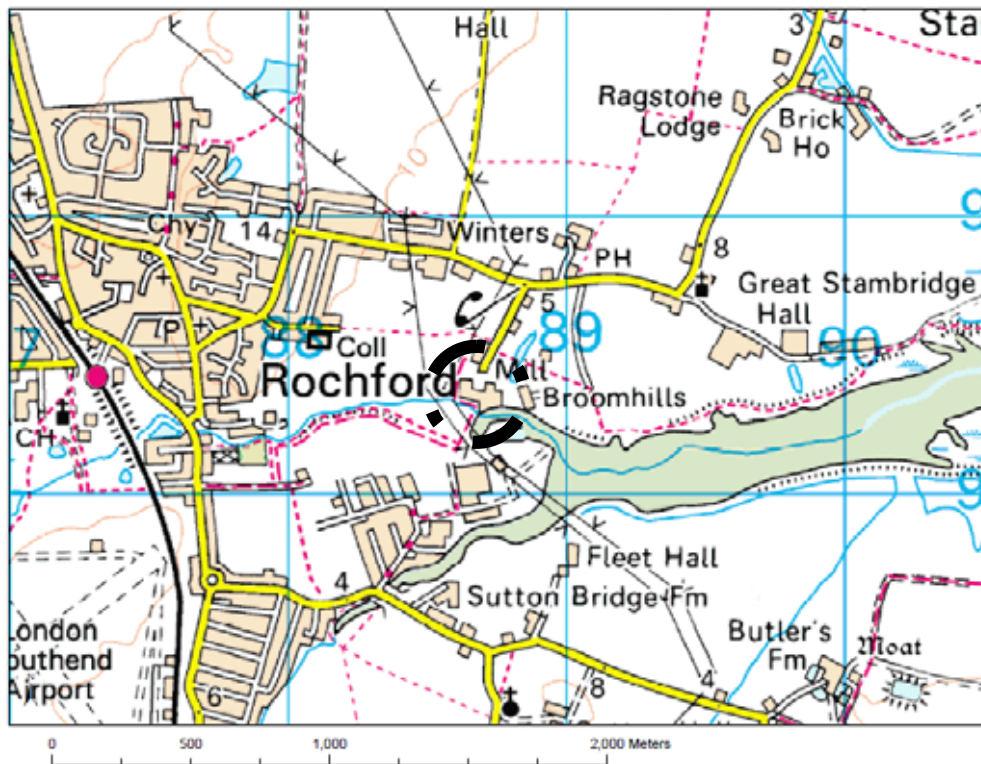


The site is situated to the south of Rawreth Lane and north of London Road. To the north and south of the site lie residential settlements and to the west lie agricultural fields. The existing building stock is of poor quality and the site has particular environmental issues. Given the sites location within a residential area, the site has excellent accessibility to the highway network and any development will integrate well within the existing community. The site will also provide a defensible green belt boundary.

# Stambridge Mills



Source: Google Maps



N

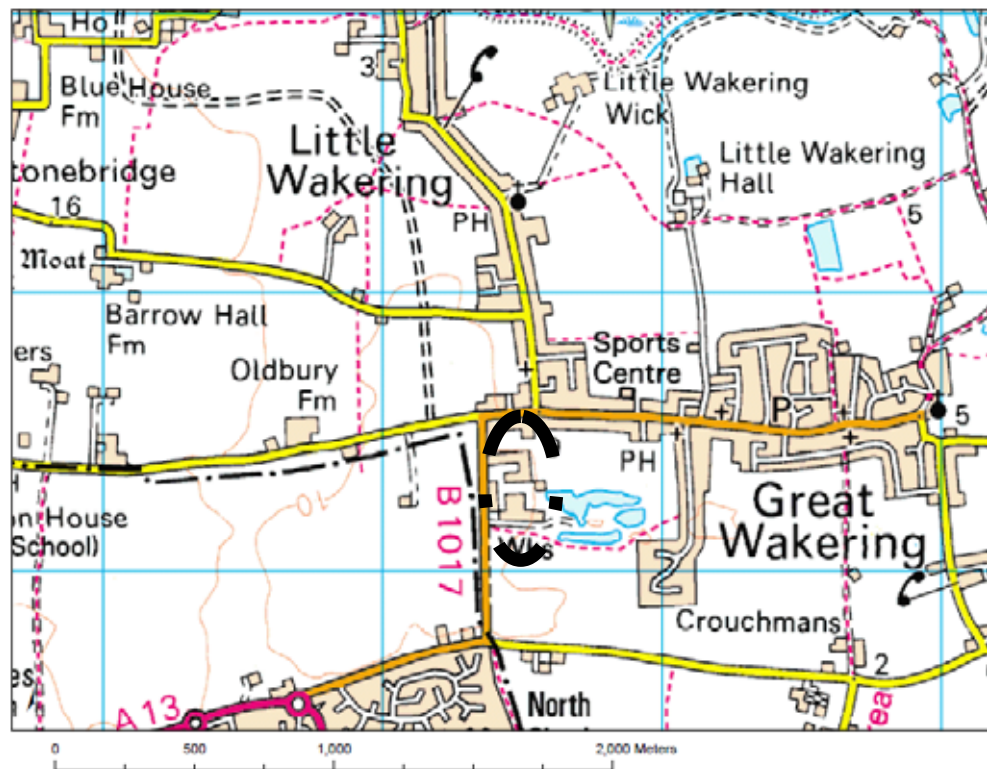
Broad area of interest

Stambridge Mills is located north of the River Roach, and just south of Stambridge Road. The site is just east of Rochford town centre. The site is surrounded by agricultural fields. It was noted in the Urban Capacity Study that this is a disused brownfield site and is suitable for housing allocation. The site has good access to the highway network and links to Rochford town centre and its associated uses. However this site is located within a flood zone and this must be mitigated against prior to any development. The site would however afford good opportunities for the creation of a strong defensible green belt boundary.

# Star Lane Industrial Estate



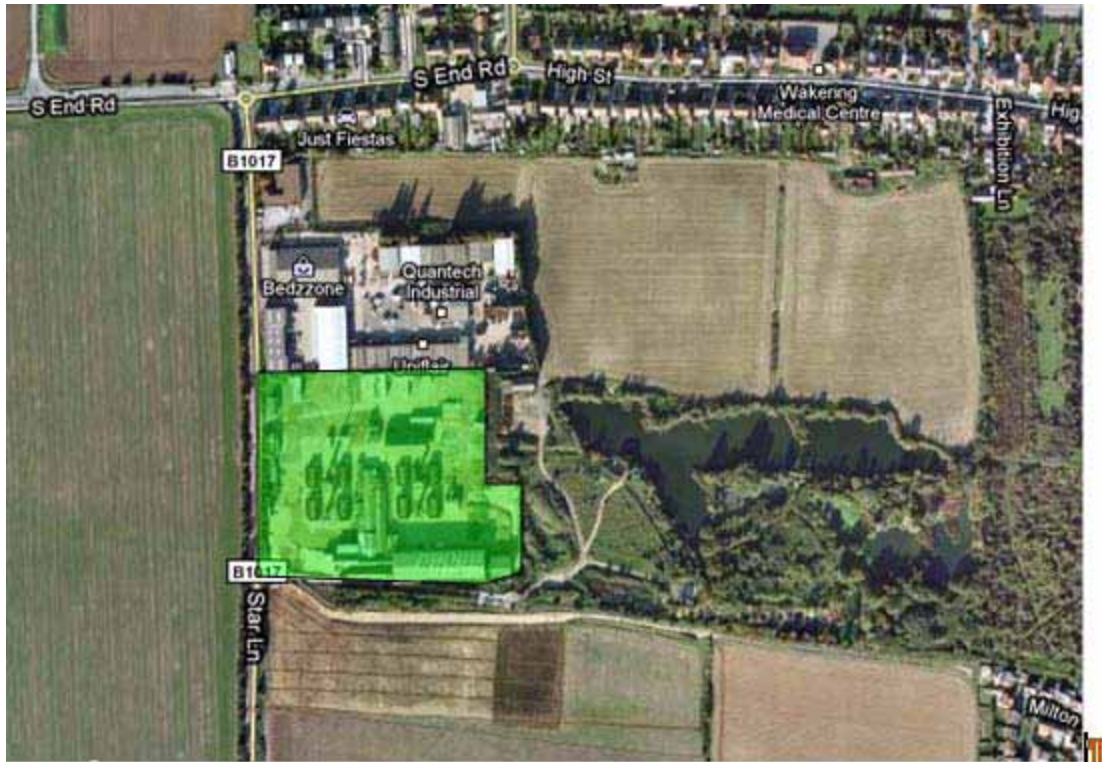
Source: Google Maps



Broad area of interest

Star Lane Industrial Estate is located to the east of Great Waking, south of Southend Road and High Street. The site is currently used for light industrial purposes and is bounded by agricultural land to the west and south. The site is located well with regard to the strategic highway network and the high street of Great Waking. The quantum of dwellings deliverable from this site could also provide necessary infrastructure enhancements which the community, existing and new, would benefit from. The site is located adjacent to residential development and as such would promote community cohesion. The site would however afford good opportunities for the creation of a strong defensible green belt boundary.

## Star Lane Brickworks



Source: Google Maps

Star Lane Brickworks is located to the east of Great Woking, south of Southend Road and High Street and north of Poynters Lane. The site is also located south of Star Lane Industrial Estate. The site is bounded by agricultural land to the west and south.

The site is located well with regard to the strategic highway network and the high street of Great Woking. The quantum of dwellings deliverable from this site could also provide necessary infrastructure enhancements which the community, existing and new, would benefit from. The site is located adjacent to residential development and as such would promote community cohesion. The site would however afford good opportunities for the creation of a strong defensible green belt boundary.

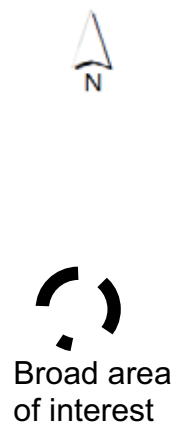
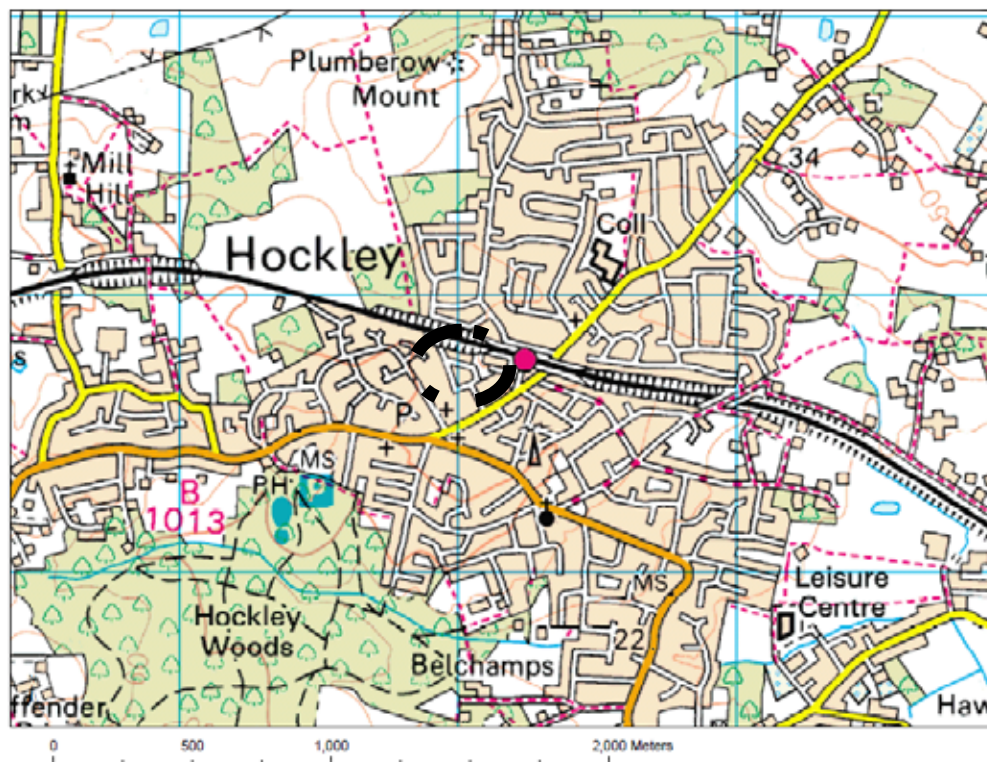
## Housing with the potential to come forward through Area Action Plans

### Eldon Way / Foundry Industrial Estate

The site has good road access at a site level and it is adequately serviced for its purpose, however, it has poor strategic access and the quality of existing building stock is very poor. The future of the Eldon Way / Foundry Industrial Estate and any residential capacity coming from the site will be determined through the Hockley Area Action Plan.



Source: Google Maps



## **Gypsy and Traveller Sites**

Rochford District Council must meet the housing needs of all communities, including gypsies and travellers.

The need and demand for Gypsy and Traveller sites in the District has, historically, been very low, especially when compared with other areas of Essex. However, even this low demand has not been met in the past.

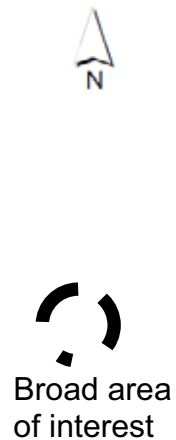
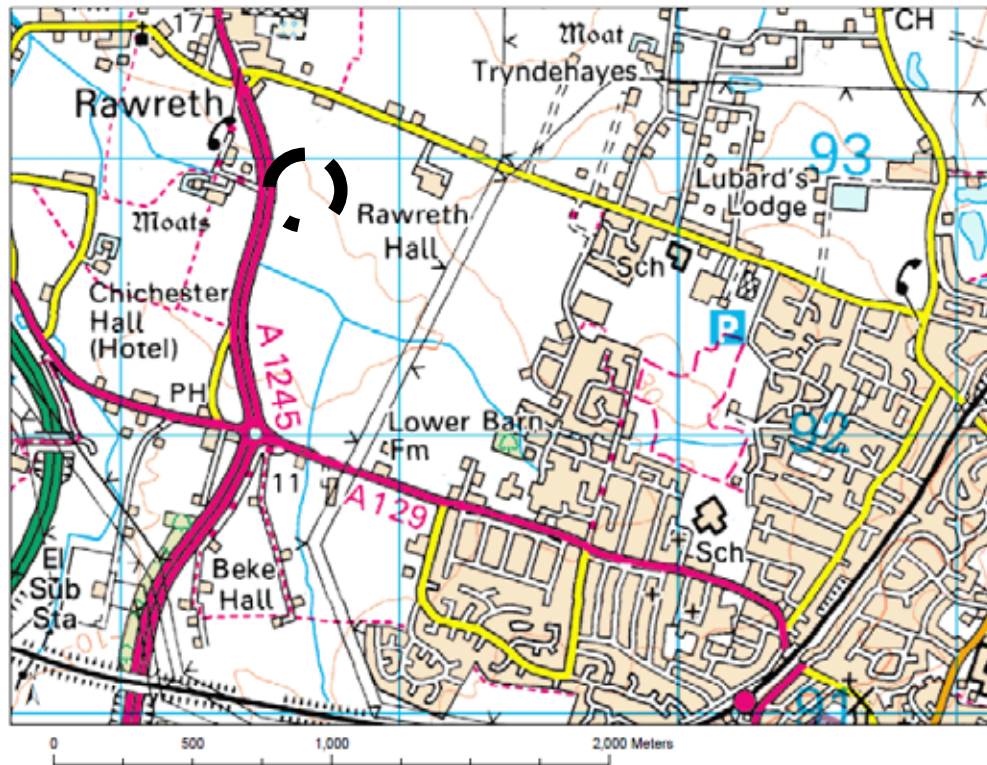
The East of England Regional Assembly has prepared a single-issue review on Gypsy and Travellers accommodation that has resulted in the allocation within the East of England Plan of 15 pitches to be provided in Rochford District by 2011, giving a total of 18 pitches for the District. The Annual Monitoring Report 2008-2009 notes that since the publication of the East of England Regional Assembly single-issue review additional pitches have been provided in the District, and there is a need to provide 11 more in order to achieve the required total of 18.

Given the historically low demand within the District, provision for any additional pitches post 2011 will be subject to further review of need.



# Gypsy and Traveller Site Allocations

## Option GT1



Source: Google Maps



Gypsy and traveller site with provision for 15 pitches

This site is located to the direct east of the A1245 Chelmsford Road, and just south of Rawreth Lane. The settlement of Rawreth is geographically located just north of the site thus providing the ability for the site to relate to other developments. The site is located within good proximity to the highways network, although access to the A1245 would need to be negotiated carefully.

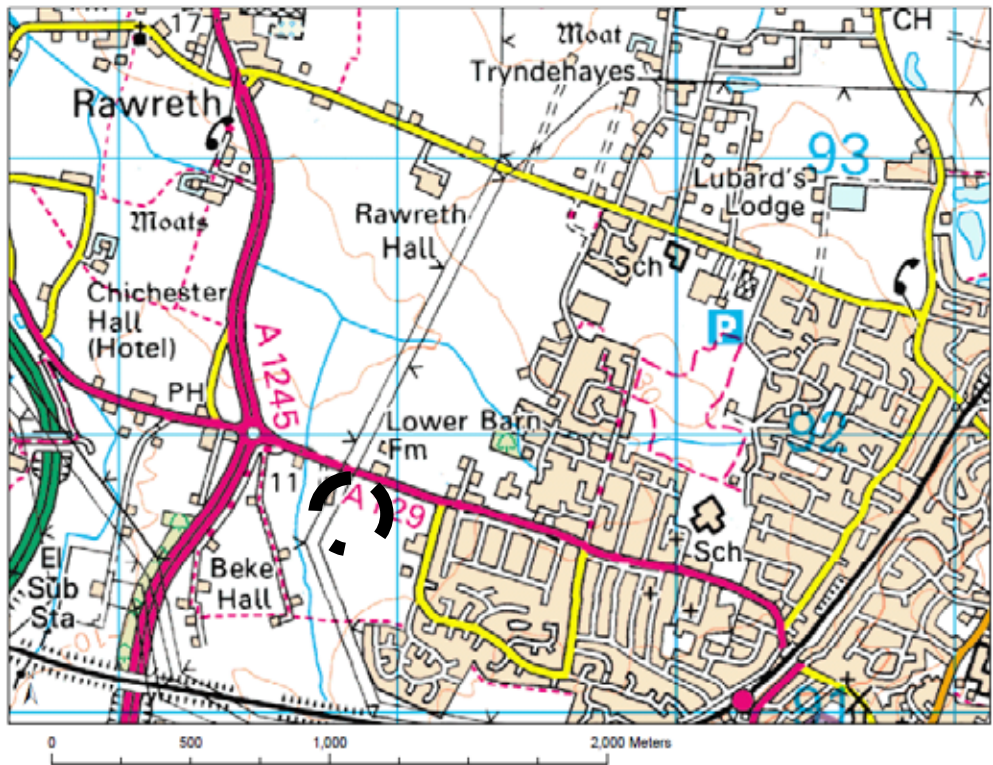
### Option GT2



**Source:** Google Maps

This site is located to the direct east of the A1245 Chelmsford Road, and just south of Rawreth Lane. The settlement of Rawreth is geographically located just north of the site thus providing the ability for the site to relate to other developments. The site is located within good proximity to the highways network, although access to the A1245 would need to be negotiated carefully. This site is as Option GT1, but is larger, enabling the site to support all the required pitches.

### Option GT3



N

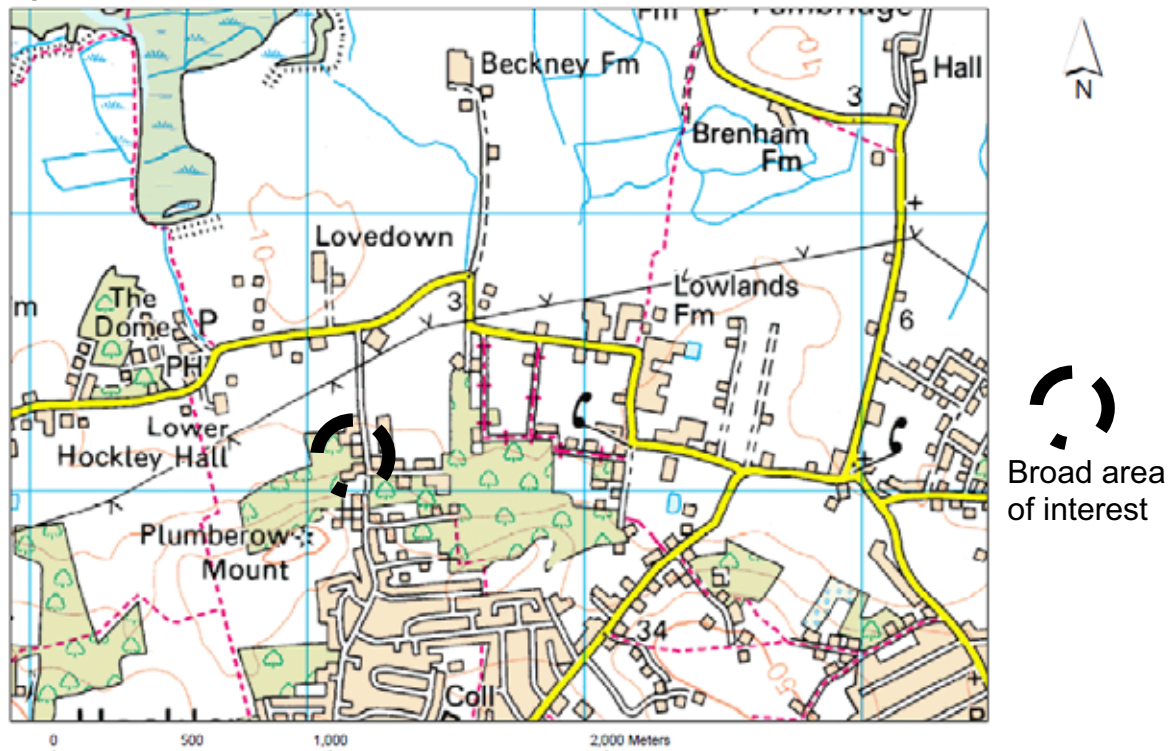
Broad area of interest



Source: Google Maps

**Option GT3** is south of the London Road Rayleigh, and between Little Wheatleys Chase to the east and St Johns Drive to the west. This would offer the potential for increased community cohesion and integration into other settlements. The site is also located with good access to the highway network, and thus good access to services in the town centre. However there are several pylons located within proximity to the site thereby constraining any residential settlement which would need to be accounted for.

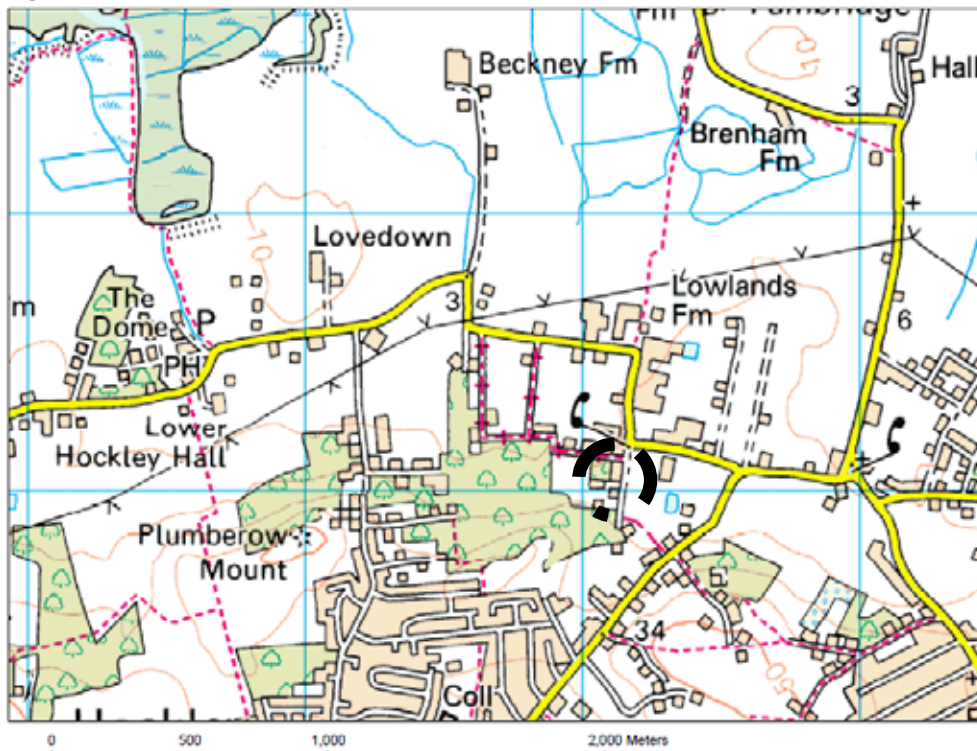
## Option GT4



**Source:** Google Maps

This site is located off Plumberow Avenue in Hockley and is in a residential settlement, with woods to the west of the site. The site is integrated into residential settlement promoting community cohesion. The size of the site may not be appropriate in terms of contributing to the overall gypsy and traveller accommodation target however. There is suitable access to the highways network from this site, with Hockley Rail Station at the southern end of Plumberow Avenue and Spa Road and Main Road just south of this.

### Option GT5



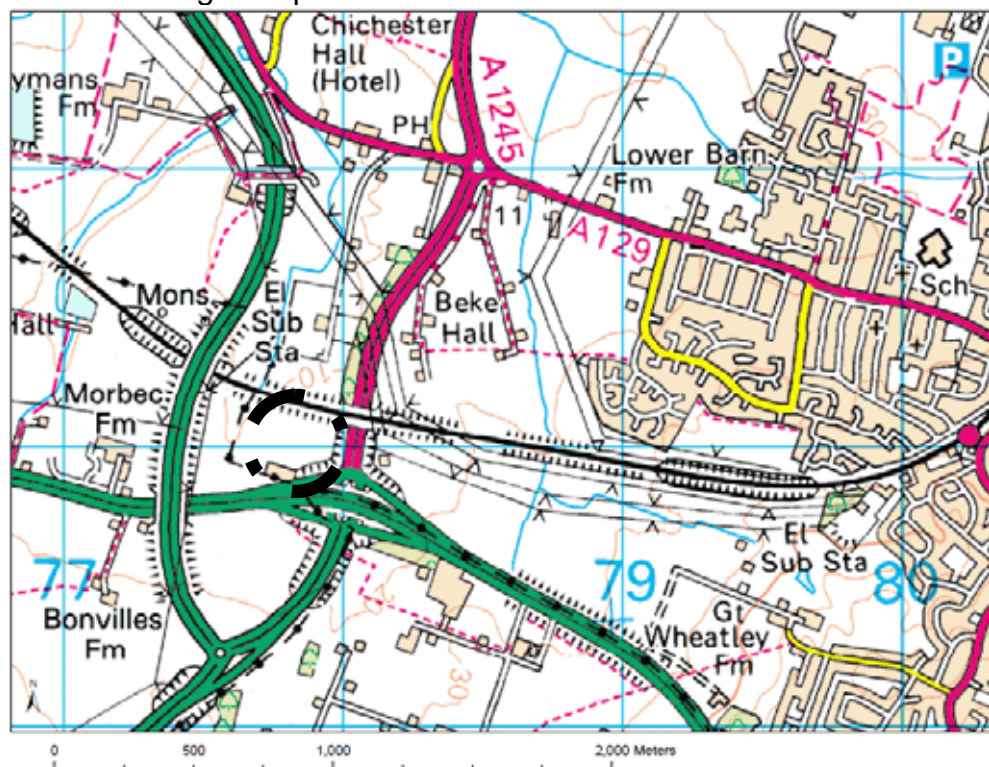
**Source:** Google Maps

This site is located to the west of New Park Road, and to the south of Cavendish Road in Hockley. The site is likely to be unable to support the full allocation of 15 additional pitches. The site does however integrate well into the existing residential settlement. The site has good access to the highway network.

## Option GT6



Source: Google Maps



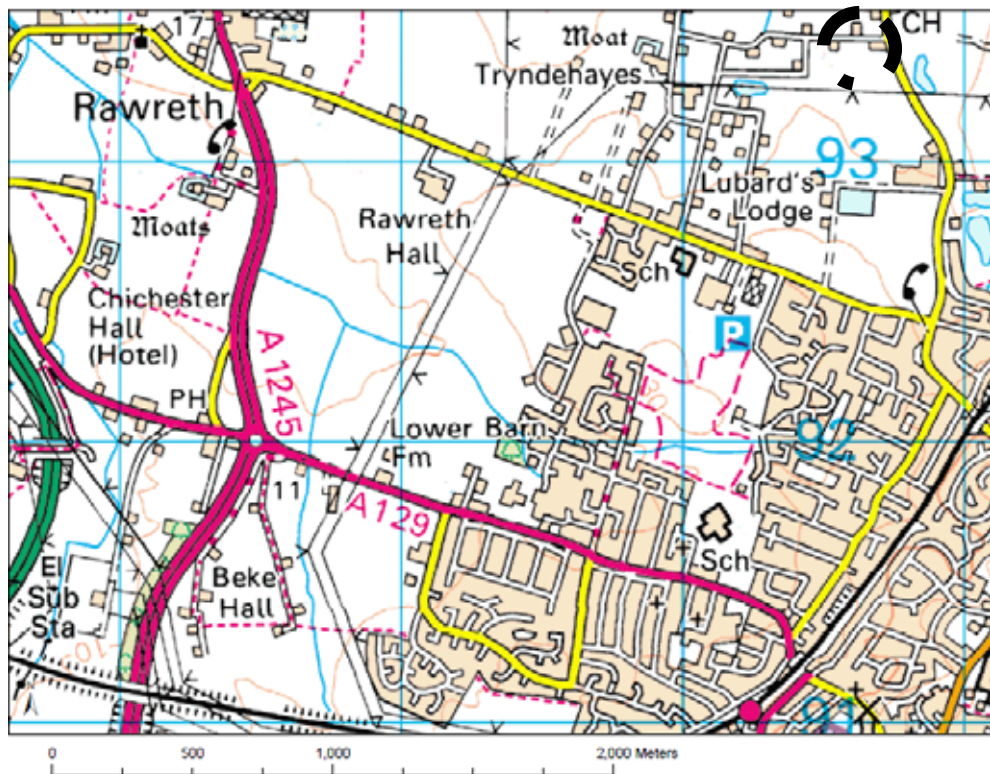
  
Broad area  
of interest

The site is located directly north of the A127 Arterial Road and is west of the A1245. To the west of the site is the A130. Being located in such an area would mean that access to these main routes would need to be negotiated carefully. However the site being located here means that there is excellent access to the strategic highways network. The site is located however some way from any residential settlement which would result in a distinct isolated community and lack of community cohesion. The site would have the capacity to support the full allocation required.

# Option GT7



Source: Google Maps



  
Broad area of interest



This site is located to the south of Goldsmith Drive, and to the west of Hullbridge Road in Rayleigh. The site is likely to be unable to support the full allocation of 15 additional pitches. The site does however integrate well into the existing residential settlement. The site has fairly good access to the highway network.

**Are these the best locations to consider? Should any other locations be considered? Should the Gypsy and Traveller pitch allocation be located on one site or distributed over several?**

### 3. Economic Development

The emerging Core Strategy highlights that the approach taken towards employment is “focussed on developing existing spatial patterns of employment, providing higher levels of employment and seeking to realise the economic potential of London Southend Airport.”

In the past, employment allocations for the District were quantified in terms of the amount of land to be set aside for employment purposes. The East of England Plan instead specifies the number of jobs each sub-region must provide. Rochford District is within the Thames Gateway sub-region and must provide 3000 new jobs during the plan period. It is, however, still necessary to allocate sufficient land in which such jobs can be accommodated.

#### **Employment Land Study 2008**

The Employment Land Study looked District wide at existing employment areas and areas that have the potential to accommodate employment. Recommendations from this study were that the District adopt strong policies to safeguard the existing employment land, and land to the West of the District be considered for additional employment land. The study also suggested that the West of Rayleigh should be considered as a potential location for offices. Most existing employment sites received recommendation to be safeguarded, whilst others received recommendation to be reallocated as residential areas, or to have the quality improved. The Employment Land Study recommended that additional 2 ha suitable for office use is allocated within the District.

Existing employment land identified within the District includes:

- Star Lane Industrial Estate and Brickworks, Great Wakering
- Baltic Wharf, Wallasea Island
- Eldon Way Industrial Estate, Hockley
- Swaines Industrial Estate, Rochford
- Purdeys Industrial Estate, Rochford
- Riverside Industrial Estate, Rochford
- Stambridge Mills, Rochford
- Rochford Business Park, Cherry Orchard Way, Rochford
- Rawreth Industrial Estate, Rayleigh
- Imperial Park Industrial Estate, Rayleigh
- Brook Road Industrial Estate, Rayleigh
- Northern section of Aviation Way Industrial Estate, Southend

## Employment Allocations

**Option E1 Baltic Wharf** – This site adequately serves its current purpose in providing employment in port-related activities. Due to its poor strategic location and poor site access, infrastructure improvements should be made to improve its accessibility and to retain existing employment uses. The site is approximately 14 Ha.



**Source:** Google Maps

**Option E2 Swaines Industrial Estate** – This is a fit-for-purpose industrial estate which is in a good condition. It is proposed that the site remains allocated for employment uses.



**Source:** Google Maps  
Approximate Site Size: 0.4 Ha

**Option E3 Purdeys Industrial Estate** – This is a fit-for-purpose industrial estate which is in a good condition. It is proposed that the site remains allocated for employment uses.



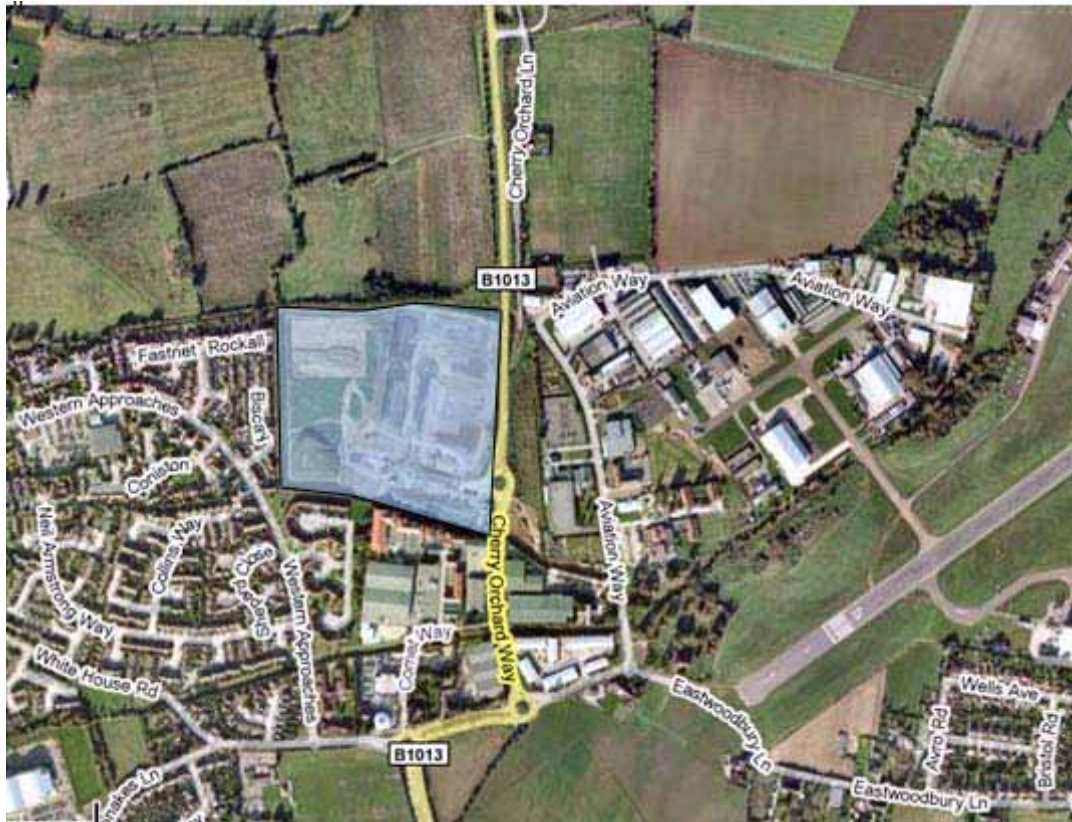
**Source:** Google Maps  
Approximate site size: 35.7 Ha

**Option E4 Riverside Industrial Estate** – The quality of existing building stock at this site is very poor and so should be improved. It is centrally located, which makes it a strategically good site for additional office use to meet future requirements. It is proposed that the site remains allocated for employment uses.



**Source:** Google Maps  
Approximate site size: 0.35 Ha

**Option E5 Rochford Business Park** – This is a new site in very good condition with good access to the highway network. It is proposed that the site remains allocated for employment uses.



**Source:** Google Maps  
Approximate site size: 11.4 Ha

**Option E6 Imperial Park Industrial Estate** – This is a fit-for-purpose industrial estate with good access to amenities, which is in a good condition. It is proposed that the site remains allocated for employment uses.



**Source:** Google Maps  
Approximate site size: 0.25 Ha



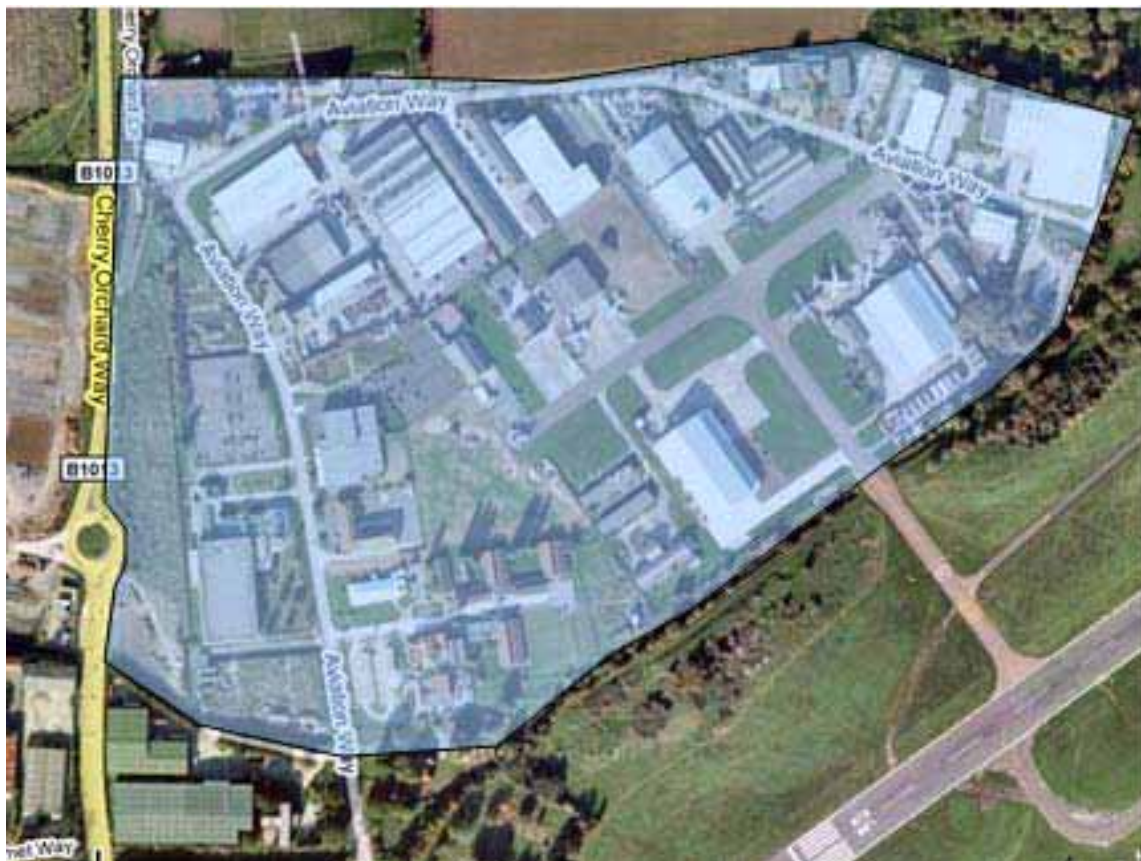
**Option E7 Brook Road Industrial Estate** – Although the existing building stock quality is poor there is potential for redevelopment which should incorporate high quality office accommodation. It is proposed that the site remains allocated for employment uses.



**Source:** Google Maps

Approximate site size: 12.5 Ha

**Option E8 Aviation Way Industrial Estate** – This site is in an adequate condition but could be improved through enhancement, intensification and expansion. Aviation Way will be addressed as an employment site through the London and Southend Joint Area Action Plan.



**Source:** Google Maps  
Approximate site size: 28.8 Ha

**Option E9 Star Lane Industrial Estate (5.8 ha)** – The site has good road access at a site level and it is adequately serviced for its purpose, however, it has poor strategic access and the quality of existing building stock is very poor. As such, the Council will reallocate this site for other uses and the existing employment land will be relocated elsewhere within the District. Further details on this site can be found in the Housing Chapter.

**Option E10 Eldon Way Industrial Estate (4.6 ha)** – This site is a strategically well placed employment location. However, in recent years there has been increasing pressure for non-industrial uses on the estate to be allowed. The site is well placed in proximity to the centre of Hockley and would be more appropriately utilised as a mixed use development incorporating office space to complement surrounding employment uses, as well as a range of community and leisure uses more appropriate to its town centre location. The existing employment land will be relocated in a more appropriate location elsewhere within the District. Further details on this site can be found in the Housing Chapter.

**Option E11 Stambridge Mills (1.8 ha)** – This site is currently poor quality and is not in use. Whilst it could be safeguarded for light industrial use, it has been identified within the Urban Capacity Study as a suitable site for housing allocation, and as such, the existing employment land should be reallocated. Issues around flood risk must be resolved prior to any development of this site. Further details on this site can be found in the Housing Chapter.

**Option E12 Rawreth Industrial Estate (5.9 ha)** – Existing building stock is of poor quality and the site has particular environmental issues. The site has been identified in the Urban Capacity Study as suitable for housing use, and as such, the site will be reallocated for housing. The existing employment land will be relocated elsewhere within the District. Further details on this site can be found in the Housing Chapter.

The allocation of the above employment areas will entail the de-allocation of a total of 18.1 ha of employment land.

18.1 ha of industrial land will be allocated to compensate for de-allocations. New employment allocations will be in better strategic locations to meet the needs of businesses, be in accessible locations to the local population, and at the same time minimise any negative impact on residential amenity. The majority of future employment will be directed to the west of the District and in proximity to London Southend Airport. Some industrial land will be allocated in proximity to Great Wakering to provide local employment and mitigate the de-allocation of Star Lane Industrial Estate.

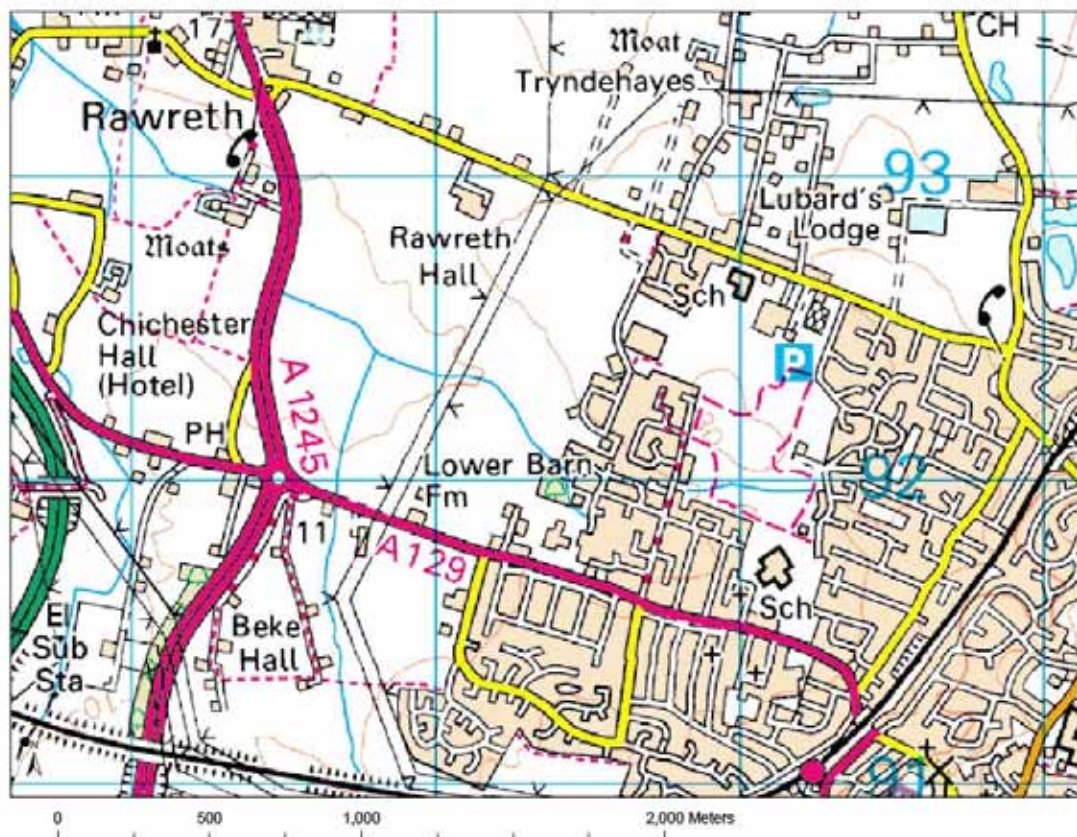
A further 2.2 ha for office development will be allocated in order to meet projected demand. This office space will be predominantly directed to Rayleigh and Hockley, with exact locations and quantum to be determined through Area Action Plans for the respective centres. A sequential approach will be adopted, prioritising Rayleigh and Hockley centres with any demand that can not be accommodated in these centres being incorporated into a new employment allocation to the west of Rayleigh.

## Additional Employment Land to be Allocated

### West of Rayleigh

The Council will allocate land to the south of London Road, Rayleigh to accommodate a new employment park capable of accommodating businesses displaced by the redevelopment of Rawreth Industrial Estate as well as additional office space. It will have the following characteristics:

- Able to accommodate employment uses displaced by residential redevelopment of Rawreth Lane Industrial Estate;
- Be suitable for high-quality office and industrial development;
- A versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy;
- Accessible by a range of transport options; and
- Good links to the A130 and A127.



**Option E13** is south of London Road and east of the A129 / A1245 roundabout.



**Source:** Google Maps  
Approximate site size: 2.65 Ha

**Option E14** is as E13 but extends to the east, still directly south of London Road.



**Source:** Google Maps  
Approximate site size: 4.1 Ha

**Option E15** as E13 but extends further south and is detached from any settlement.



**Source:** Google Maps  
Approximate site size: 4 Ha

**Option E16** is as E13 but extends further to the west, adjacent to St. Johns Drive.



**Source:** Google Maps  
Approximate site size: 5 Ha



**Option E17** is adjacent to the junction of Chelmsford Road and London Road, and is directly north of London Road. The site is detached from any residential settlement.



**Source:** Google Maps  
Approximate site size: 5 Ha

## Option E18

Michelins Farm is located east of the A1245 and north of the A127. The site is detached from other residential settlements, making it less suitable for residential use, but the site is well located for employment uses. This is due to its location in close proximity to main routes, namely the A1245 and the A130 and A127, which are also suitable for Heavy Goods Vehicles.



**Source:** Google Maps  
Approximate site size: 8.6 Ha

## **North of London Southend Airport**

The Core Strategy notes the importance of London Southend Airport and environs as a driver for the sub-regional economy, identify the area as a strategic location for additional employment land.

The Core Strategy states that the Council will work with the private sector to secure the delivery of an Eco-Enterprise Centre within an employment allocation. As such, the area to the north of London Southend Airport is a potential location. The Centre will provide invaluable support for early stage businesses and will be built to high environmental standards through meeting the 'Excellent' BREEAM rating for sustainable, carbon-neutral construction, reducing energy costs and promoting sustainable construction. The development of an Eco-Enterprise centre will need to have regard to a feasibility study.

The extent of land allocated for employment North of London Southend Airport will be determined through the London Southend Airport and Environs Joint Area Action Plan.

The emerging Core Strategy supports the statement made in the East of England Plan that London Southend Airport has an important role to play in the economic development of the area. London Southend Airport and environs straddles the boundary of Rochford District and Southend Borough. As such Rochford District and Southend Borough Councils are producing a Joint Area Action Plan to identify how best to realise the airports economic potential.

Currently the airports environs are used for employment uses, many of which are aviation focussed. The approach to London Southend Airport and environs is set out in the emerging Core Strategy.

It is not the purpose of the Allocations Development Plan Document to allocate land or set detailed policies for London Southend Airport – this will be done through the London Southend Airport and Environs Joint Area Action Plan.

The extent of the area to be addressed by the London Southend Airport and Environs Joint Area Action Plan is illustrated in Figure 3.1 below.

Figure 3.1 – London Southend Airport and Environs

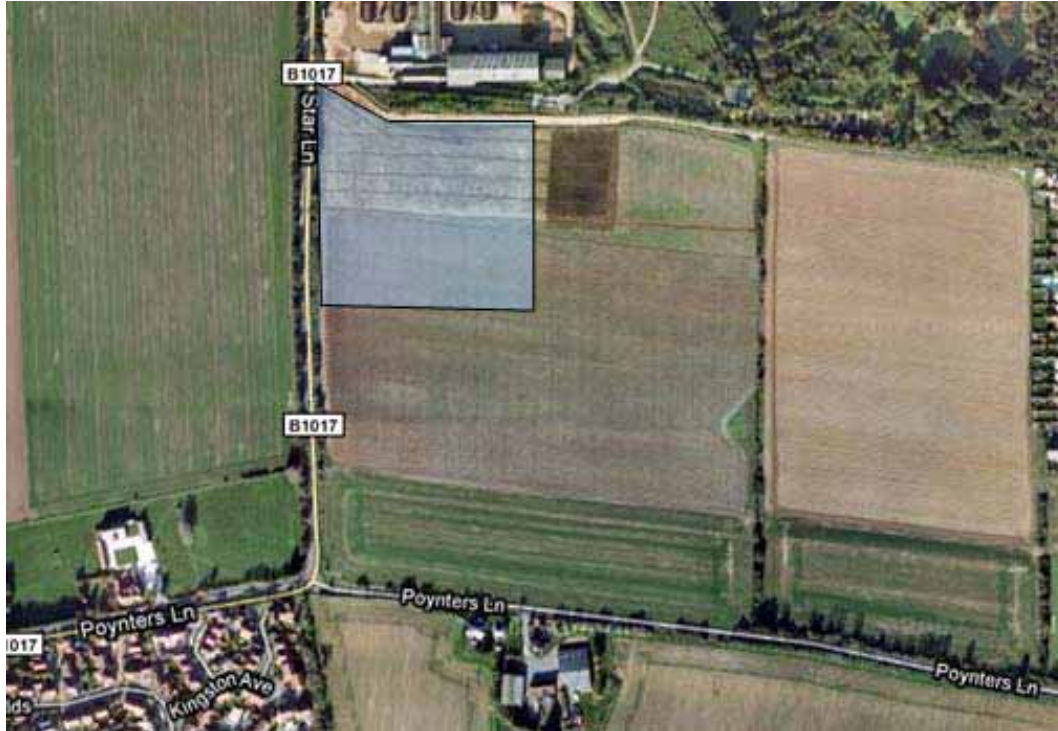


## South of Great Woking

The Council will allocate land to the south of Great Woking for a new strategically located employment park. This new employment facility will be capable of accommodating businesses displaced from Star Lane Industrial Estate.



**Option E19** is north of Poynters Lane and East of Star Lane. The land is currently arable and is adjacent to arable land to the west and south, with a residential dwelling to the south. There are residential dwellings to the west of the site. The site can be accessed via Star Lane and / or Poynters Lane. The proximity of the site to residential development and the capacity of the surrounding road network should be considered.



**Source:** Google Maps  
Approximate site size: 6Ha

**Option E20** is as E19 although extends further south.



**Source:** Google Maps  
Approximate site size: 14 Ha

**Option E21** is as E19 although concentrated to the east of the site. This has the potential to have a greater impact on the residential settlement to the east of the site.



**Source:** Google Maps  
Approximate site size: 9 Ha



**Option E22** is as E19 although concentrated to the north of the site. This is adjacent to a smaller proportion of residential development to the east of the site and would also result in less impact on Poynters Lane.



**Source:** Google Maps  
Approximate site size: 11 Ha

**Option E23** is south of Poynters Lane Great Wakering. The site abuts the residential development of Southend Borough to the west and south, and agricultural land lies to the north and east of the site. To the north of the site lies a residential dwelling. The relationship between an employment site at this location and Great Wakering would be weak. The site is detached from the main settlement of Great Wakering and is instead located at the boundary of residential settlement within the neighbouring Borough, Southend-on-Sea, and as such is more likely to be seen as a part of that community, than the community of Great Wakering.



**Source:** Google Maps

Approximate site size: 23 Ha

**Option E24** is as E23 with the exception being that the site does not extend as far south. The relationship between an employment site at this location and Great Wakering would be weak. The site is detached from the main settlement of Great Wakering and is instead located at the boundary of residential settlement within the neighbouring Borough, Southend-on-Sea, and as such is more likely to be seen as a part of that community, than the community of Great Wakering.

Such an allocation projects into the open countryside and would lead to weak Green Belt boundaries, with Green Belt immediately to the north, east and south.



**Source:** Google Maps  
Approximate site size: 12 Ha

## 4. Environment

Rochford District covers an area of 65 square miles, or 16, 835 Hectares. Of this area, 12, 763 hectares are designated as Metropolitan Green Belt, which equates to 76% of the District.

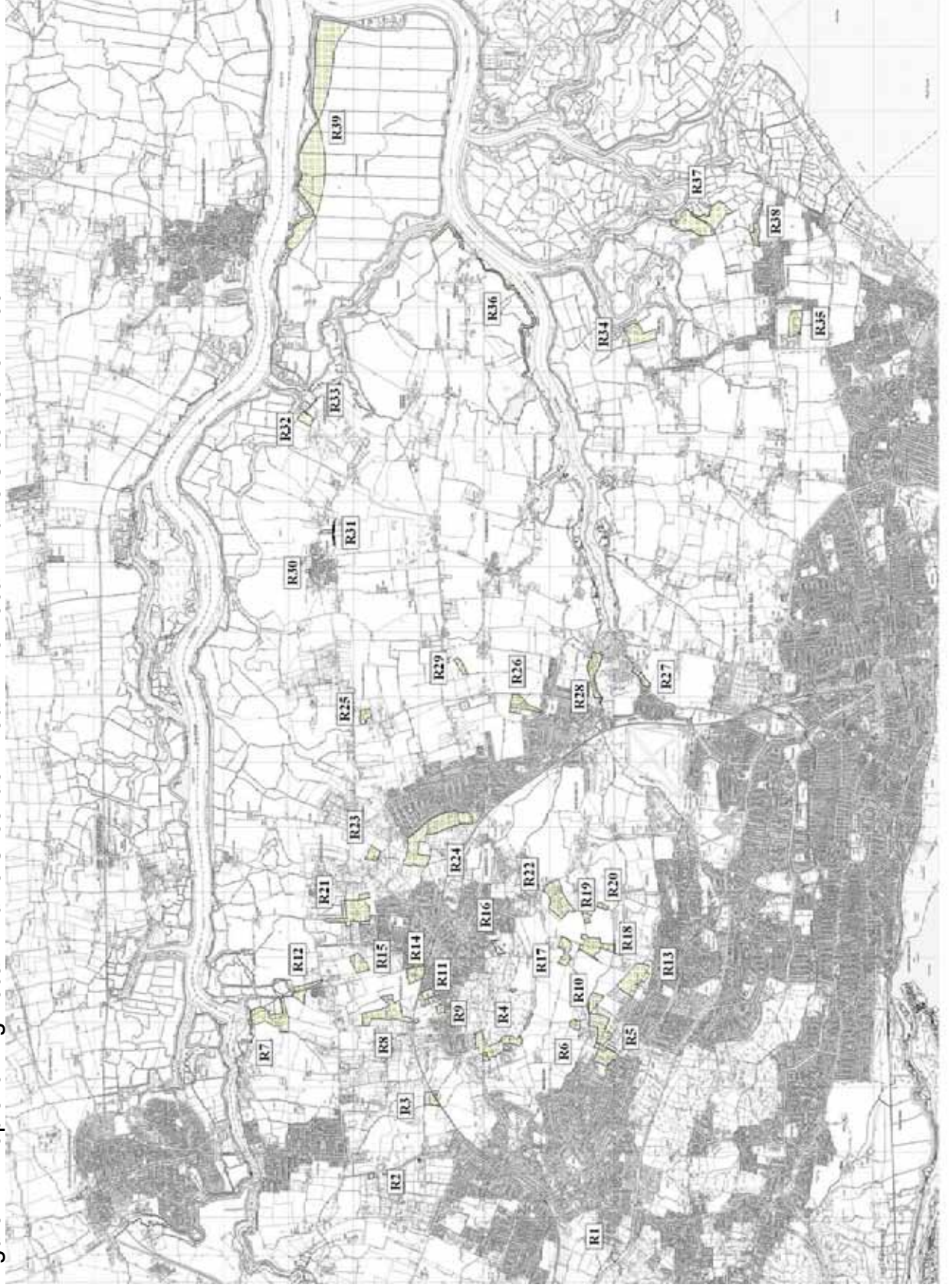
In order to meet the housing requirements some Green Belt release will be required, although this will be kept to a minimum. Rochford District Council will endeavour to ensure that the District's landscape, historic character, agricultural land, undeveloped coast and other natural resources are not adversely affected.

### Local Wildlife Sites

Local Wildlife Sites are areas that are not designated under national or international statutory protection, but are considered to be of significant wildlife value. In Rochford there are 39 areas that have been identified as being suitable for designation as Local Wildlife Sites (LoWSs). These are mostly woodland but also comprise areas of Grassland, Mosaic, Coastal and Freshwater habitats. The largest of the LoWS is Rouncefall and Magnolia Fields, which is a 24.35 Ha of Mosaic habitat. Other significant LoWSs include Grove Woods (16.62Ha) and Creeksea Road (18.71 Ha) Mosaic site.

The location of LoWSs as identified by the Local Wildlife Sites Review 2007 is shown on the following map (Figure 4.1):

Figure 4.1 Map showing Local Wildlife Sites identified in the Local Wildlife Sites Review 2007



## **Sites of Special Scientific Interest (SSSI)**

Sites of Special Scientific Interest are designated by Natural England, using a set of specific criteria. The role of a Site of Special Scientific Interest is to uphold, for present and future generations, the diversity and geographic range of habitats, ecosystems, and species throughout England. In England there are more than 4000 SSSIs, accounting for approximately 7% of the country's land area. Over half of these sites are also internationally important and as such are designated as Special Areas of Conservation (SAC), Special Protection Area (SPA), or Ramsar sites.

Within Rochford District there are three SSSIs:

- **Hockley Woods SSSI** – area predominantly owned by Rochford District Council. As ancient woodland, the site is of national importance.
- **Foulness SSSI** – area comprises extensive sand-silt flats, saltmarsh, beaches, grazing marshes, rough grass and scrubland extending over the areas of Maplin Sands, part of Foulness Island, and adjacent creeks, marshes and islands. This site is also of national and international importance.
- **Crouch and Roach Estuaries SSSI** – covers a complex group of sites including Brandy Hole, Lion Creek, Paglesham Pool, Bridgemarsh Island and marshes near Upper Raypits. The sites include salt marsh, intertidal mud, grazing marsh, and a fresh water reservoir.

## **Special Protection Areas**

Special Protection Areas or SPAs are strictly protected sites classified for rare or vulnerable birds and regularly occurring migratory species. They are designated in accordance with Article 4 of the EC Directive on the conservation of wild birds (79/409/EEC).

There are 2 sites within Rochford District that have been designated as SPAs; Foulness (classified in 1996) and the Crouch and Roach Estuaries (classified in 1998).

## **Special Areas of Conservation**

Special Areas of Conservation, or SACs, have been designated under the EC Habitats Directive and as such are strictly protected. The habitat types and species that fall under this designation are those that are considered to be most in need of conservation at a European level (excluding birds).

The whole of the Foulness and Crouch and Roach Estuaries falls under the SPA covering the Essex Estuaries. This relates to the seaward part of the coastal zone.

## Ramsar Sites

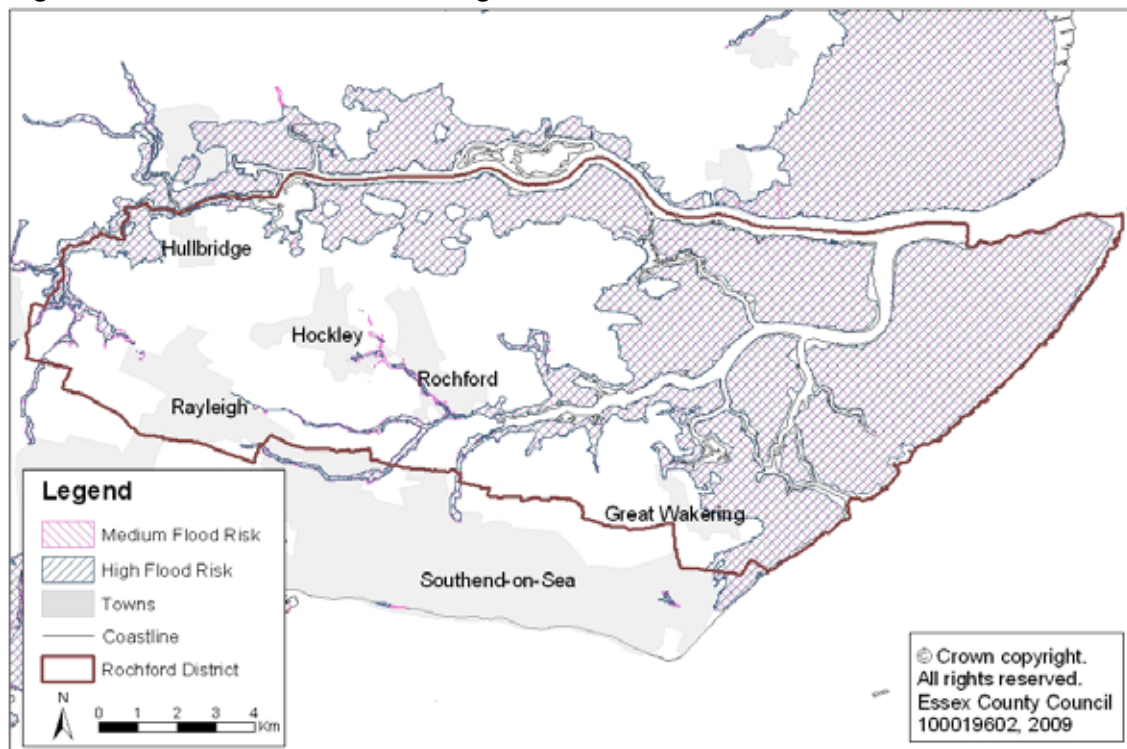
Ramsar sites are wetlands of international importance, that have been designated under the Ramsar Convention.

There are 2 listed Ramsar Sites in Rochford; namely Foulness and the Crouch and Roach Estuaries.

## Flood Zones

As the northern, eastern and south eastern parts of the District are on the Crouch and Roach Estuaries, areas around this may be liable to flooding, erosion and land instability. Figure 4.2 below shows the extent of land within the District that falls within Flood Zone 2 (medium risk) and Flood Zone 3 (a and b) (high risk).

Figure 4.2 Areas at risk of flooding



## Coastal Protection Belt

Rochford District Council has long encouraged policies that restrict development along the coast and estuaries in order to protect the irreplaceable natural resource. PPG20 (Coastal Planning) provides guidance to local authorities on planning for development and protecting the coastal environment. It is particularly clear on the necessity of protecting the coastal environment.

The Coastal Protection Plan, adopted in 1984, defined the extent of the coastal areas within Essex where there would be the most stringent restriction

on development, and this is supported by the Rochford District Council Core Strategy.

### **Upper Roach Valley**

The Upper Roach Valley is a large “green lung” bounded by Rayleigh, Hockley, Rochford and Southend, and was designated in the Rochford District Replacement Local Plan (2006) as a Special Landscape Area and as an Area of Ancient Landscape. Seven of the fourteen ancient woodlands found in the District lie within the Upper Roach Valley, and there are also a number of Local Wildlife Sites found within its boundaries. The emerging Core Strategy supports the Upper Roach Valley as a vast green lung and as an area providing informal recreation opportunities for local residents.



## **Environmental Allocations**

As previously noted, Rochford District covers an area of 65 square miles, or 16, 835 Hectares. Of this area, 12, 763 hectares are designated as Metropolitan Green Belt, which equates to 76% of the District.

Some of this Green Belt will need to be reallocated in order to meet the housing and employment requirements set out for the District in the East of England Plan (2008). The amount that will be released will be kept to a minimum and appropriate, available brownfield sites will be exhausted before Green Belt release is considered.

Rochford District Council will endeavour to ensure that the District's; landscape, historic character, agricultural land, undeveloped coast and other natural resources are not adversely affected.

## **Local Wildlife Sites**

Local Wildlife Sites (LoWSs) are areas of land with significant wildlife value. They were previously known as Sites of Importance for Nature Conservation (SINCs) and County Wildlife Sites (CWSs). Alongside statutory protected areas, LoWSs represent the minimum habitat we need to protect in order to maintain the current wildlife levels in Essex.

The areas designated as Local Wildlife Sites in the Replacement Local Plan (2006) were assessed in the Local Wildlife Site Review 2007 against current Local Wildlife Site Selection Criteria to determine whether a Local Wildlife Site designation could be given. The results of this assessment are detailed within the Local Wildlife Site Review 2007.

The Local Wildlife Site Review 2007 identified 39 areas that merited designation as LoWSs. The location of these sites is demonstrated on the following map (Figure 4.3):

Figure 4.3 Map showing proposed areas to be allocated as Local Wildlife Sites

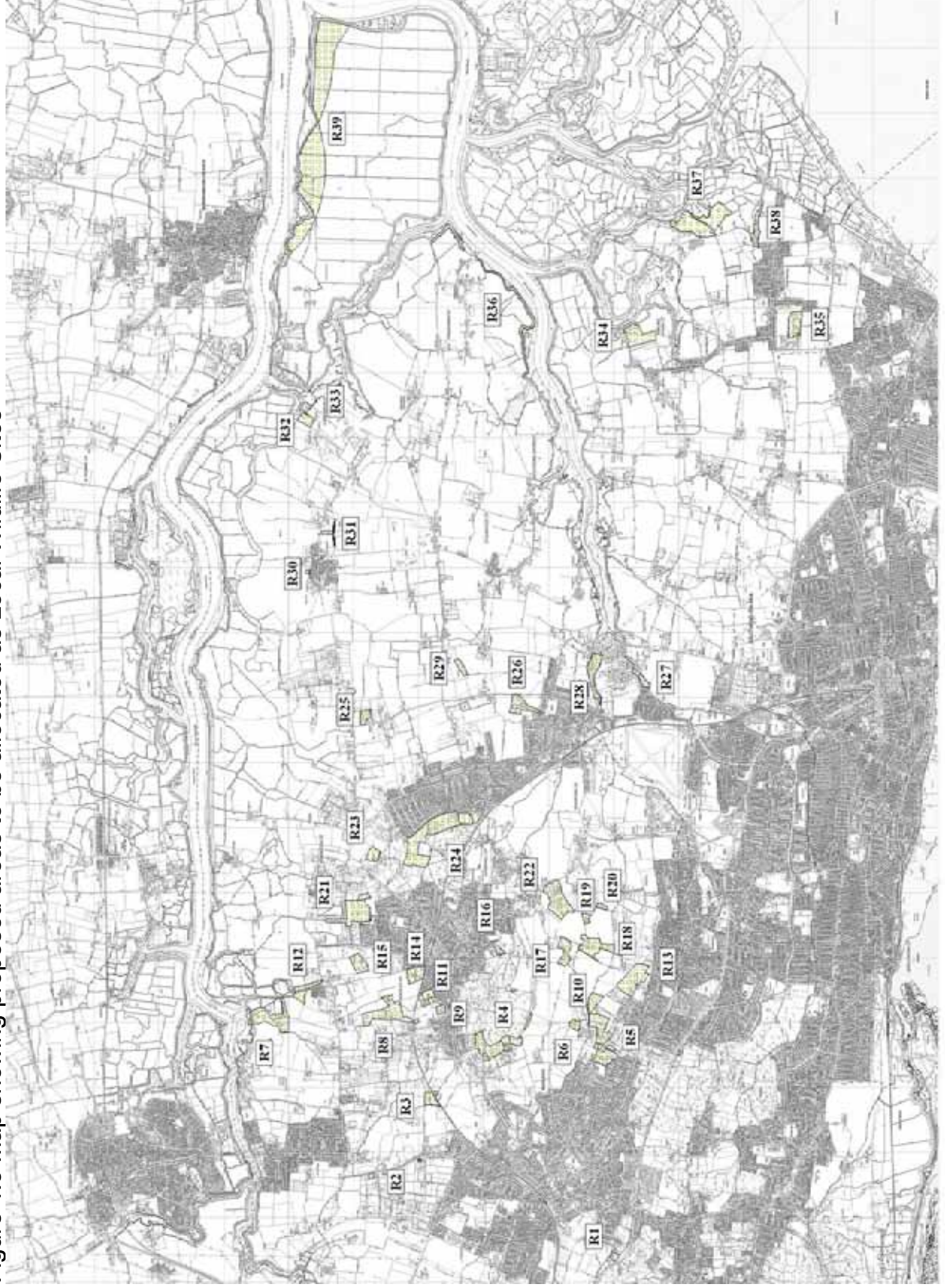


Table 4.1 below details the sites illustrated in Figure 4.3. These sites are proposed to be allocated as Local Wildlife Sites.

Table 4.1 List of sites proposed to be allocated as Local Wildlife Sites

<b>Code</b>	<b>Site Name</b>	<b>Area (ha)</b>	<b>Grid Ref</b>
R1	Kingley Wood	1.7	TQ794900
R2	Hullbridge Road Meadow	0.6	TQ806937
R3	Blounts Wood	3.7	TQ818928
R4	Hockley Woods Complex	14.9	TQ826918
R5	Grove Woods	16.6	TQ827902
R6	Rawreth Hall Wood	2.1	TQ829905
R7	Brandy Hole Marsh Extension	14.0	TQ830953
R8	Hockleyhall/Crabtree Woods	14.6	TQ832934
R9	Folly Wood	1.4	TQ832926
R10	New England Wood	4.0	TQ833903
R11	Bett's Wood	2.9	TQ834928
R12	The Dome Grasslands	5.3	TQ835947
R13	Edwards Hall Park	11.6	TQ837896
R14	Marylands Wood	5.4	TQ838930
R15	Plumberow Wood	5.4	TQ839940
R16	Belchamps Camp, Hockley Woods	1.5	TQ841918
R17	Gustedhall Wood	5.7	TQ841907
R18	The Scrubs	9.6	TQ842903
R19	Primrose Wood	1.3	TQ846904
R20	Cottons	1.0	TQ848902
R21	Beckney Wood	13.2	TQ848940
R22	Potash Wood	13.8	TQ849909
R23	Trinity Wood	3.3	TQ856937
R24	Magnolia Nature Reserve and Fields	29.2	TQ860927
R25	Hyde Wood	2.9	TQ877938
R26	Doggetts Pond	7.0	TQ878915
R27	Sutton Ford Bridge Pasture	2.0	TQ882895
R28	River Roach at Rochford	8.1	TQ883903
R29	Wood Sloppy	2.2	TQ885924
R30	Butts Hill Pond	0.3	TQ899947
R31	The Finches	1.3	TQ905944
R32	Lion Creek Meadow	3.1	TQ922947
R33	Canewdon Special Roadside Verge	0.2	TQ923946 to TQ925945
R34	Barling Pits	10.1	TQ935896
R35	Star Lane Pits	6.9	TQ937873
R36	Paglesham Seawall	12.3	TQ945917
R37	Wakering Landfill Site	24.0	TQ953886
R38	Great Wakering Common	4.5	TQ954878
R39	Wallasea Island Managed Realignment	90.3	TQ964946

**Do you agree that the areas shown in Figure 4.3 and listed in Table 4.1 should be allocated as Local Wildlife Sites?**

## **Upper Roach Valley**

The Upper Roach Valley was designated in the Rochford District Replacement Local Plan (2006) as a Special Landscape Area and as an Area of Ancient Landscape. The area is a large “green lung” bounded by Rayleigh, Hockley, Rochford and Southend, and is of importance in terms of informal recreational opportunities, and particularly in terms of its landscape characteristics.

The need for more informal recreational space in South East Essex has been identified on numerous occasions over a number of years, including in the 1982 and 2001 Structure Plans and the 2005 Thames Gateway South Essex Greengrid Strategy.

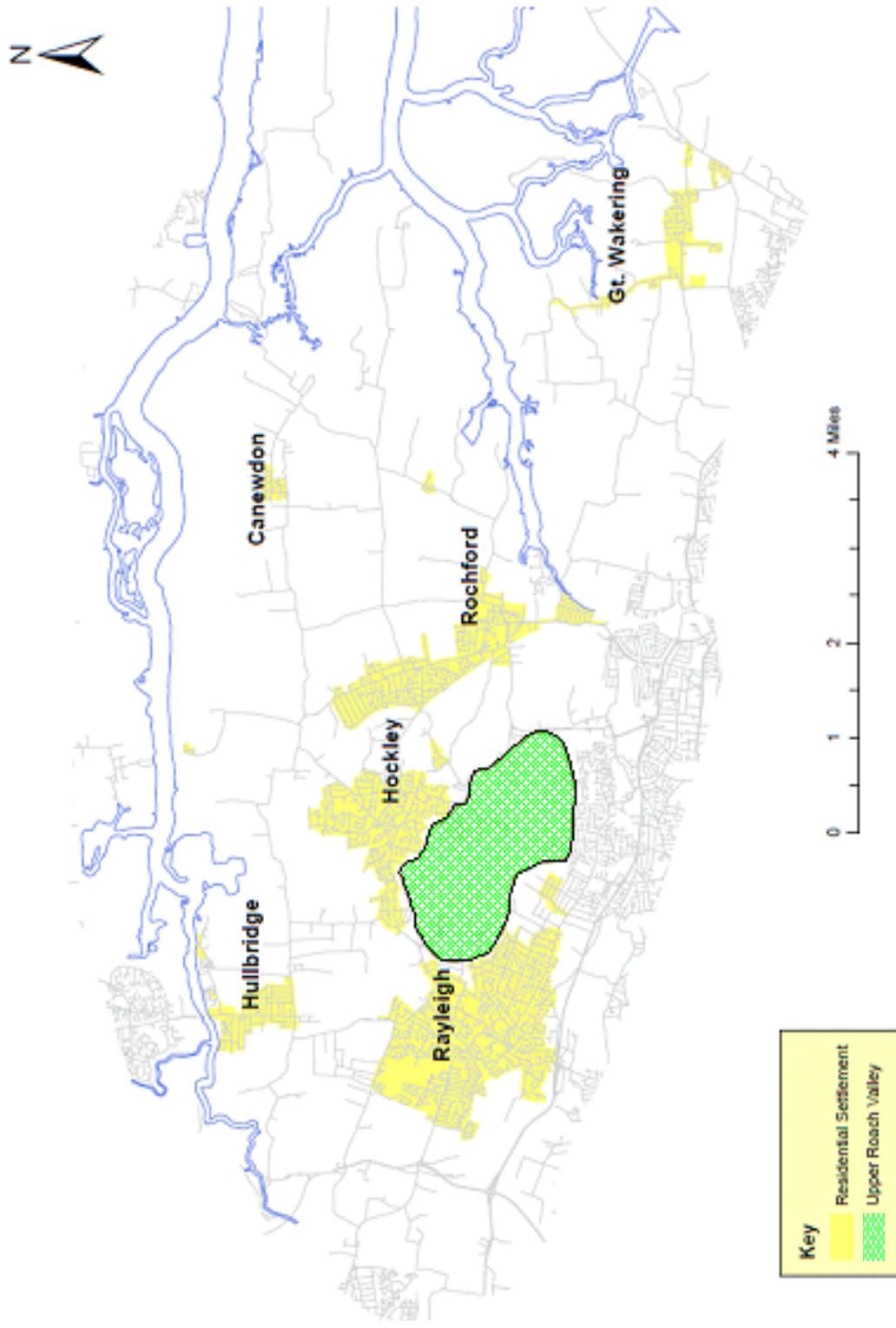
The Council has sought to help address this need through the establishment of Cherry Orchard Jubilee Country Park. Work began on the Country Park in 2002 and the park has been gradually expanded. The approach to the development of the Country Park is centred on ensuring the right conditions are in place in order for fauna and flora to flourish, and utilising the existing features of the landscape, all with the minimum of human interference.

The emerging Core Strategy proposes that the Upper Roach Valley be protected from development which would undermine the area’s role as a green space providing informal recreational opportunities. It also proposes that the Cherry Orchard Jubilee Country Park be expanded and linked with other parts of the Upper Roach Valley.

The Allocations Development Plan Document should therefore designate the area that is considered to be the Upper Roach Valley for planning purposes. The suggested area to be allocated as the Upper Roach Valley is illustrated in Figure 4.4.

**Do you agree that the area shown in Figure 4.4 should be allocated as the Upper Roach Valley?**

Figure 4.4 The Upper Roach Valley



## **Coastal Protection Belt**

The Coastal Protection Subject Plan outlines the extent of the coastal areas in Essex. The Protection Belt highlights where there should be control of development along the coast due to the fact that it is an irreplaceable natural resource, where much of it is covered by internationally and nationally recognised conservation designations.

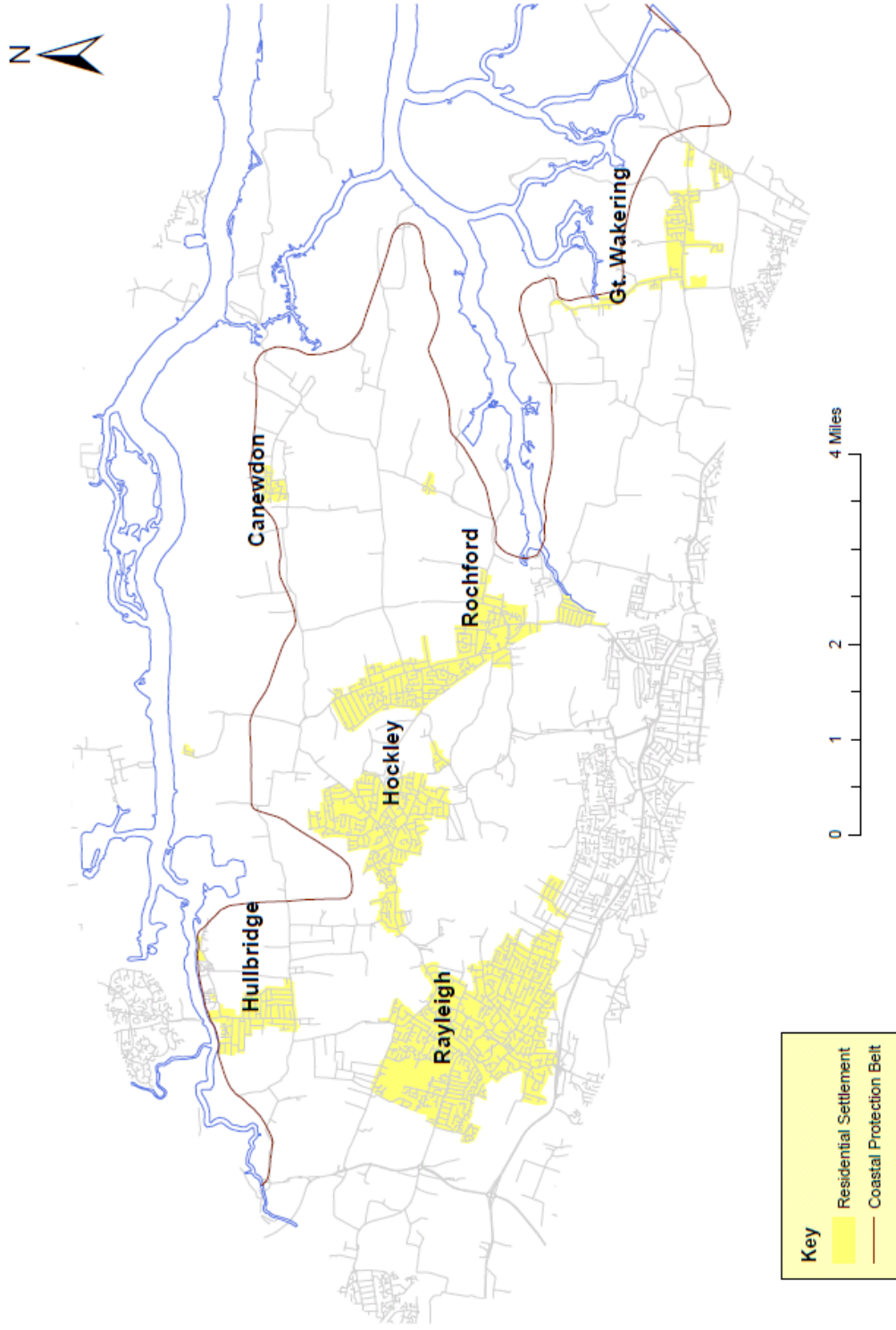
Guidance has been provided at national level in PPG20 (Coastal Planning), which indicates that there is a clear need for protection of the undeveloped coast. This is supported by regional policy in the Coastal Protection Subject Plan and the Essex and Southend-on-Sea Replacement Structure Plan (2001).

The emerging Rochford District Council Core Strategy Submission Version also embodies this, and states that the Council will protect and enhance the landscape, wildlife and heritage qualities of the coastline, recognising the implications of climate change and sea rise, whilst not permitting any development in areas that are at risk from flooding erosion and land instability and ensuring that exceptionally permitted development will not have adverse impacts on the open and rural character, historic features and wildlife of the coast.

The Coastal Protection Belt was delineated in the Replacement Local Plan (2006) as shown in Figure 4.5.

**Do you agree that Coastal Protection Belt should be as shown in Figure 4.5?**

Figure 4.5 Map showing boundary of Coastal Protection Belt in Rochford District



## 5. Community Facilities

### Education

The housing quantum and locations proposed result in the need for new single form entry primary schools in Rochford and Rayleigh as a minimum. At least 1.1 hectares will be required within areas allocated for residential development to accommodate these schools. Additionally, King Edmund School in Rochford will be allocated the additional 3 hectares required for expansion to meet additional need.

The following locations will be required to provide land for single form entry primary schools:

#### Site North of London Road Rayleigh

A site within this location is required to be identified for 550 dwellings and a new single-form entry primary school. The site for the primary school will be required to be well-related to new and existing residential areas. As such, the allocation for the new primary school will be dependent on the specific site allocated for 550 additional dwellings North of London Road, discussed in Housing Chapter of this document.

The preferred option for the allocation of a single-form entry primary school is to identify an area within the residential allocation. The area within the residential allocations should have the following characteristics:

- Roughly rectangular shape
- Flat ground
- Outside of flood risk area
- Away from high-voltage power lines
- Served by safe, direct pedestrian access well linked to nearby housing
- Well related to new public transport links
- Accessible via an adopted public highway with access to service buildings
- Nearby roads can be traffic calmed

**Do you agree with the approach of allocating land for a new primary school within a future residential allocation in this location?**

**Do you agree with the characteristics that such a site would be judged against?**





Source: Google Maps

### Site to the West of Rochford

The site located to the west of Rochford is currently used as open fields, adjacent to existing development along Hall Road. The site will be required to provide 1.1Ha of land for the use of a single form entry primary school. The site has the potential to provide up to 600 dwellings.

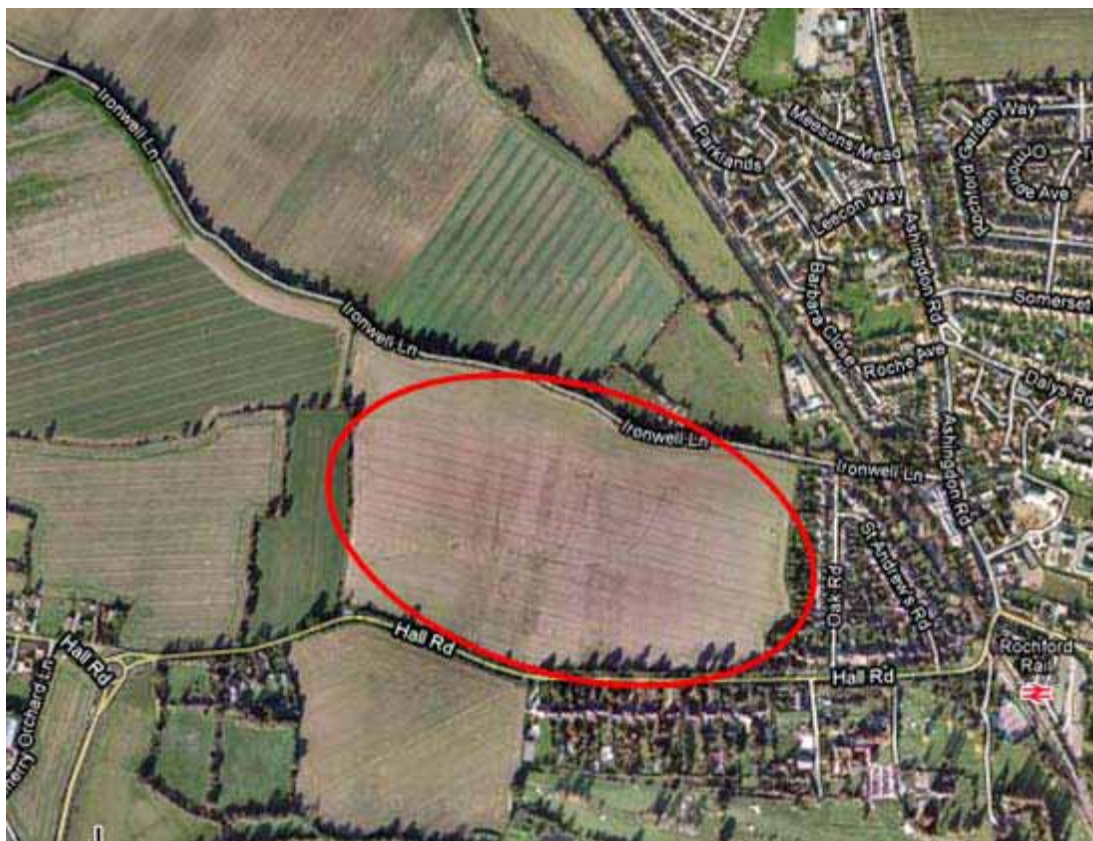
As with the new primary school to the North of London Road, Rayleigh, the allocation for the new primary school in West Rochford will be dependent on the specific site allocated for housing in this location. Options for such sites are discussed within the Housing Chapter.

The preferred option for the allocation of a single-form entry primary school is to identify an area within the residential allocation. The area within the residential allocations should have the following characteristics:

- Roughly rectangular shape
- Flat ground
- Outside of flood risk area
- Served by safe, direct pedestrian access well linked to nearby housing
- Well related to new public transport links
- Accessible via an adopted public highway with access to service buildings
- Nearby roads can be traffic calmed

**Do you agree with the approach of allocating land for a new primary school within a future residential allocation in this location?**

**Do you agree with the characteristics that such a site would be judged against?**



### **King Edmund School**

As identified in the emerging Core Strategy, new residential development to the East of Ashingdon will be required to incorporate additional access to King Edmund School and provide an additional 3 ha of land in order to accommodate the required expansion of the school to meet the additional need.

As such, additional land is required to be allocated to allow for the school to expand. Potential sites will be dependent on the allocation of land for residential in this general location, but three general areas have been identified as options as set out in the following:

## Option KES1



Source: Google Maps

This area is located to the east of Oxford Road which would allow for access enhancements, and also allow for the expansion of the school site. However the access to the school will be concentrated along Oxford Road, already very narrow. The extension to the school may also be located a distance away from the main school buildings.

## Option KES2



Source: Google Maps

This area is located to the north of King Edmund School, and would enable access to be gained through Brays Lane. The area is also located to the north of the main building of the school meaning that any expansion will be within close proximity to the existing building.

### Option KES3



Source: Google Maps

This area is located to the north of King Edmund School and extends to Brays Lane. This will enable access to be obtained directly from Brays Lane, and for the school to expand northwards.

**Do you agree that the allocation of land to enable the expansion of King Edmund School is dependent on the future residential allocation in this general location?**

**Do you have any views on the three general areas identified as options for school expansion?**

In addition to new educational facilities, it is important that existing educational facilities are protected from development that would undermine their important function, and that planning allows them to develop appropriately where required. As such, it is suggested that the Allocations Development Plan Document includes the allocation of land for existing educational facilities. The proposed allocations are indicated in the following:

### Option EDU1 - Great Waking



Source: Google Maps

### Option EDU2 – Barling



Source: Google Maps

### Option EDU3 – Canewdon



Source: Google Maps

### Option EDU4 – Rochford



Source: Google Maps

### Option EDU5 – King Edmund School (existing)



Source: Google Maps



**Option EDU6 – Ashington**



Source: Google Maps

**Option EDU7 – Greensward Academy, Hockley**



Source: Google Maps

**Option EDU8 – The Westerings Primary School, Hawkwell**



Source: Google Maps

**Option EDU9 – Hockley Primary School, Hockley**



Source: Google Maps

**Option EDU10 – Riverside Junior and Infant School, Hullbridge**



Source: Google Maps

**Option EDU11 – St. Nicholas C of E Primary School, Rayleigh**



Source: Google Maps

- Option EDU12 – Our Lady Of Ransom Primary School, Rayleigh (A)
- Option EDU13 – Sweyne Park School, Glebe Junior School (B)
- Option EDU14 – Down Hall Primary School (C)



Source: Google Maps

- Option EDU15 – Edward Francis Junior and Infant School (A)
- Option EDU16 – Fitzwimarc Secondary School (B)



Source: Google Maps

### Option EDU17 – Wyburns Primary School



Source: Google Maps

### Option EDU18 - Grove Wood Primary School, Rayleigh



Source: Google Maps

**EDU19 – Stambridge Primary School**



Source: Google Maps

**Do you agree with the areas identified?**

## Open Space

The land mass of Rochford District is currently 76% Greenbelt, and thus contains numerous open spaces, open green areas, privately and publicly owned, both formal and informal.

However, it is of vital importance that any new development integrates publicly accessible open space into its design, and as such the provision of new parks, allotments, amenity areas, playing pitches and open space of high townscape value will be encouraged, including development within town centres. Open public space will be ancillary to other uses that predominate allocations.

As such the emerging Core Strategy notes that of the locations designated most suitable for reallocation of land use, a condition of the reallocation will be the provision of open space and community facilities

In particular, the emerging Core Strategy proposes that land to the west of the residential development proposed for North of London Road, Rayleigh be allocated as a park to provide a buffer between the built environment and the A1245.

Additional public open space will be allocated alongside new residential development at the following locations:

- West Rochford
- West Hockley
- East Ashingdon
- South West Hullbridge
- South East Ashingdon
- West Great Wakering
- Rawreth Industrial Estate
- Eldon Way/Foundry Industrial Estate
- Stambridge Mills
- Star Lane Industrial Estate

However, the exact allocation of land for additional public open space will be dependent on the sites ultimately allocated for residential development. Options for such sites are discussed in the Housing Chapter of this document.

The Upper Roach Valley has been identified within the Core Strategy as having significant potential to provide informal recreational opportunities, including through the enhancement of open spaces there. This is addressed within the Environment Chapter of this document.

In addition to new public open space, it is proposed that existing public open space will be delineated and will be protected from development which would undermine its role. The existing sites identified comprise the following sites:



- Plumberow Woods, Hockley
- Maryland's Avenue open space, Hockley
- Pooles Lane Playing Field, Hullbridge
- Bedloes corner, Rawreth
- Rawreth Lane Playing Fields, Rawreth
- King George Playing Field, Rayleigh
- Fairview Playing Field, Rayleigh
- Turret House open space, Rayleigh
- Land South of Nelson Road, Rayleigh
- Brooklands Public Gardens, Rayleigh
- Great Wakering Playing Field, Great Wakering
- Glencroft Nurseries open space, Hockley
- Clements Hall Playing Fields, Hawkwell
- Spencers Park, Hawkwell
- Woodlands Avenue open space and Weir buffer strip, Hockley
- Lower Wyburns, Rayleigh
- Holly Tree Gardens open space, Rayleigh
- Kingley Wood, Rayleigh
- Wheatley Wood, Rayleigh
- St John Fisher Playing Field, Rayleigh
- Sweyne Park, Rayleigh
- Doggetts Wildlife Area, Rochford
- Rochford Recreation Ground, Rochford
- Magnolia Nature Reserve, Hawkwell
- King George Playing Field, Ashingdon Road, Ashingdon
- Bett's Wood, Hockley
- Rochford Reservoir, Rochford
- Millview Meadow open space, Rochford
- Hockley Woods
- Grove Road open space and playing field, Rayleigh
- Hambro Hill open space, Rayleigh
- Hawkwell Common
- Canewdon Village Green
- Laburnham Grove play space, Hockley
- Lower Lambricks open space, Rayleigh
- Grove Road open space, Rayleigh
- Canewdon Playing Field

The extent of these areas is illustrated below on Figure 5.1

**Option OS1** entails the allocation of these sites as shown in Figure 5.1 for open space.

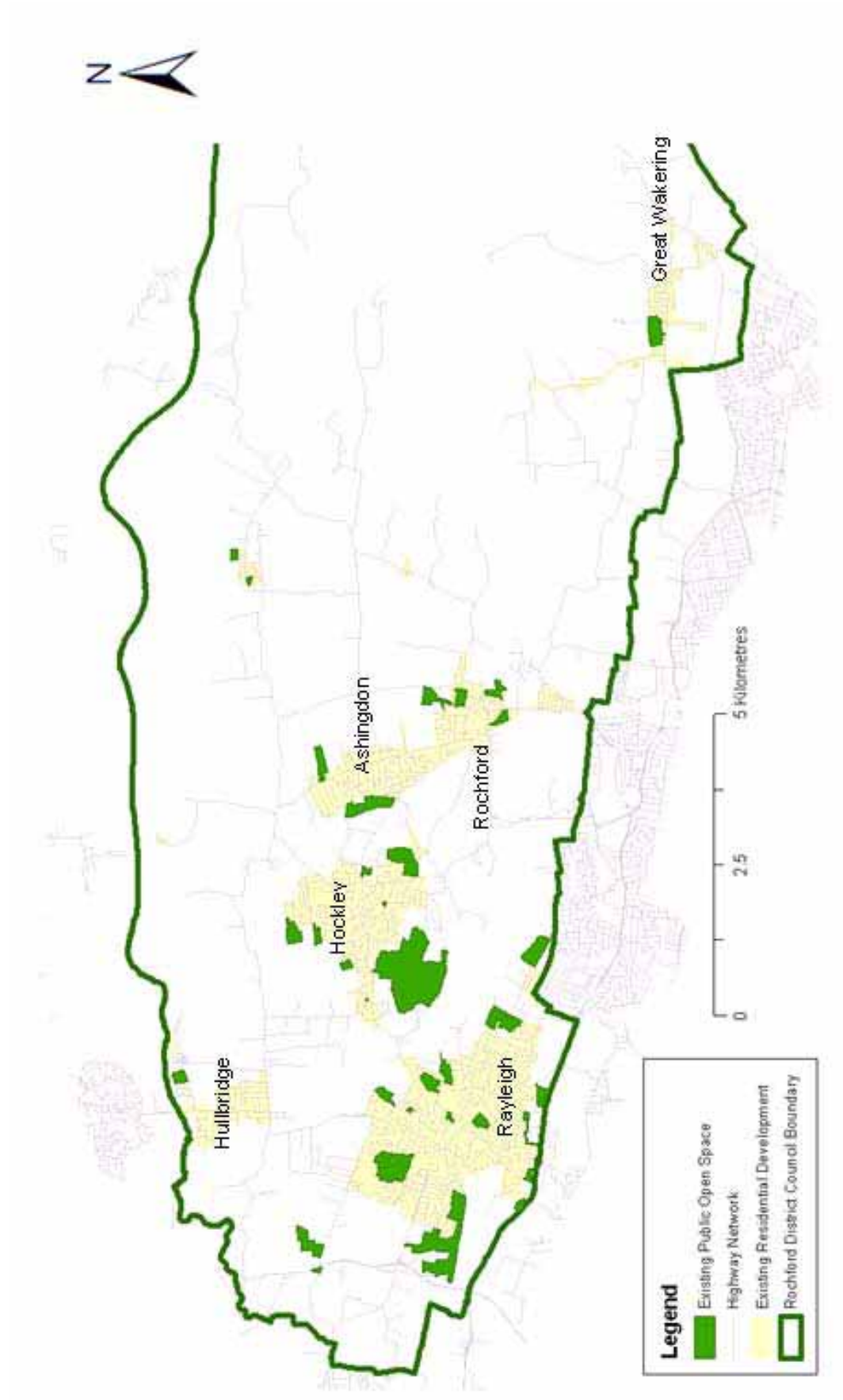
An alternative option (**Option OS2**) is not to allocate specific sites, but to seek to safeguard open spaces through the development management process on a case by case basis. The disadvantage to such an approach is that it lacks certainty for prospective developers and the users of community facilities.

The advantage is that it ensures there is no question of less weight being applied to the protection of other open spaces which may appear after the adoption of the Allocations Development Plan Document.

**Which approach to the safeguarding of open space do you think would be most effective?**

**Do you agree with the open spaces proposed to be safeguarded? Are there other public open spaces that should be protected?**

Figure 5.1 Map showing existing public open space allocations



## **Leisure Facilities**

Leisure activities, and places to accommodate them play an important role in daily life, particularly in health, quality of life and the economy. The District contains a plethora of private and public sports facilities, and a study in 2006 carried out by Sport England found that 74.7% of the District's adult population were satisfied or very satisfied with the level of sports provision in their area. In contrast to this however, less than 7% of the District's population reside within 20 minutes of at least 3 different leisure facilities. This highlights the importance of ensuring that future leisure developments are in locations accessible by a range of transport modes

Having regard to the findings of the Open Space Study (2009), the emerging Core Strategy shows that where Green Belt land is potentially being reallocated for residential use, a proportion of the site will be required to be provided for leisure uses.

In addition, the Core Strategy also proposes that enhancements are, in particular, made to Rayleigh and Great Wakering Leisure Centres. As such it is proposed to allocate the land in question for leisure use, in order to safeguard it for such use.

The three sites proposed to be allocated are as follows:

### Option LF1 – Rayleigh Leisure Centre



Source: Google Maps

### Option LF2 – Clements Hall Leisure Centre



Source: Google Maps

### Option LF3 – Great Waking Leisure Centre



Source: Google Maps

**Are there any other spaces within the District that should be allocated for leisure use?**

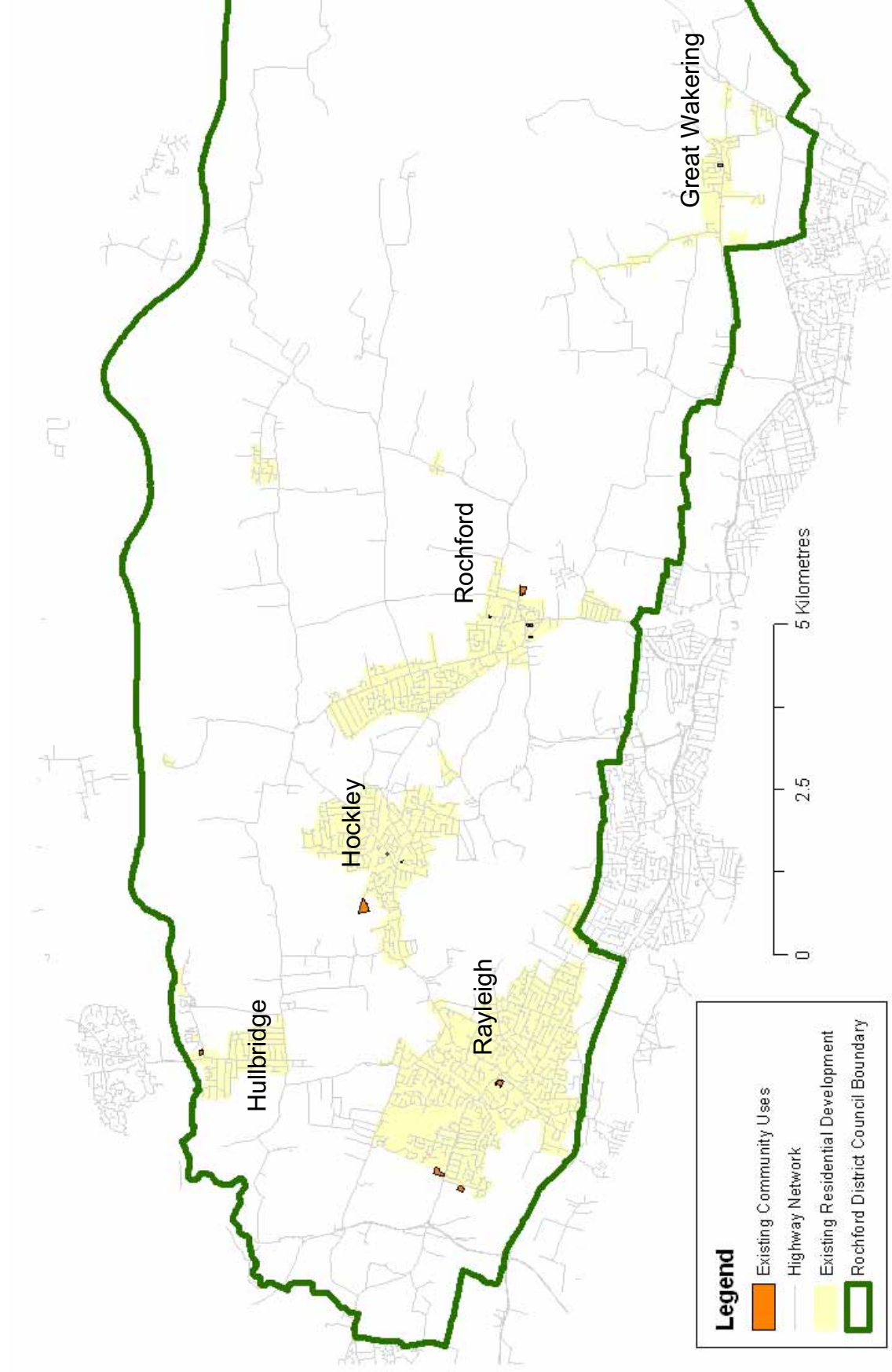
## Community Facilities

The emerging Core Strategy recognises the importance of community facilities to the District, and seeks to ensure that existing facilities are safeguarded from development which would undermine their role.

One option to help achieve this aim is to allocate specific sites for community use (**Option CF1**). The potential sites are illustrated below on Figure 5.2, and comprise the following:

- Hullbridge Community Association Community Centre
- The Grange Community Centre, Rayleigh
- Pope John Paul Hall, Rayleigh
- Mill Hall, Rayleigh
- Hockley Community Centre
- Hockley and Hawkwell Day Centre
- Rochford Adult Community College, Rochford
- St Mark Hall, Rochford
- Day Centre, Back Lane, Rochford
- Southwell House, Rochford
- Freight House, Rochford
- Great Wakering Community Centre

Figure 5.2 Map showing existing community facilities allocations





An alternative option (**Option CF2**) is not to allocate specific sites, but to seek to protect community facilities through the development management process on a case by case basis. The disadvantage to such an approach is that it lacks certainty for prospective developers and the users of community facilities. On the plus side, it ensures there is no question of less weight being applied to the protection of new facilities which may be developed after the adoption of the Allocations Development Plan Document.

**Which approach to the safeguarding community facilities do you think would be most effective?**

**Do you agree with the community facilities proposed to be safeguarded?**

## 6. Town Centres

There are three town centres in the District: Rayleigh, Rochford and Hockley.

Town Centres are defined as “the principal centre or centres in a local authority’s area” within Planning Policy Statement 4. District centres are stated as being areas with groups of shops, at least one of which is a supermarket/store. A District Centre will also comprise some non-retail services such as restaurants and banks, and some public services such as a library.

The Retail and Leisure Study August 2008 found that Rochford District suffers from expenditure leakage to out-of-district centres. Rayleigh, being the largest centre in the District does not suffer as greatly, and has the highest spending retention levels. Rochford and Hockley on the other hand perform poorly when it came to expenditure retention.

In recognition of the importance of town centres, not simply for retail but also as a focus for community and leisure activities, the Council has resolved to produce Area Action Plans for Hockley, Rayleigh and Rochford centres.

However, in the interim, it is important to allocate land with regards to the District’s town centres to ensure they continue to perform their valuable functions. Town centre boundaries need to be defined, as well as primary shopping areas.

The town centre should be an area that consists of the primary shopping area and areas that are predominantly business, leisure, and other associated town centre uses within or adjacent to the primary shopping frontages.

PPS4 also advises that primary frontages should contain a high proportion of retail uses whereas secondary frontages should offer more opportunities for flexibility, and a wider range of uses.

### **Rayleigh**

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

Rayleigh is the largest of the three centres in Rochford District, and has the most comprehensive range of facilities. There are a range of retail outlets, with chain stores and independent stores making use of the variety of unit sizes available to them. However, there are opportunities for improvement within the centre. The Retail and Leisure Study recommended additional comparison floorspace be considered. The study also stated that there was little need to change the town centre boundary.

**Is this the case? Does the town centre boundary need to be changed?**

Potential options for Rayleigh centre are as follows:

**Option TC1 – Existing Town Centre Boundary**



Source: Google Maps

This option is as existing. The Retail and Leisure Study (2008) suggested that no change be made to the town centre boundary. Retail development would continue to be focussed in the same areas as is presently the case.

## Option TC2 – Town Centre Boundary around Primary Shopping Area



Source: Google Maps

One option for Rayleigh town centre is to streamline the town centre boundary to cover only the areas designated as Primary Shopping. However this will restrict the expansion and growth of the town centre and as the principal town centre within Rochford District this may be detrimental to its economic development.

**What are your views on these options for town centre boundaries for Rayleigh?**

## **Rochford**

Rochford centre was noted as being the second largest centre in the District, with strong comparison and convenience sectors, and also benefits from a unique layout. However several weaknesses were highlighted, including a lack of comparison goods floorspace, and a large number of smaller units. It was noted that there are opportunities for improvement within the centre.

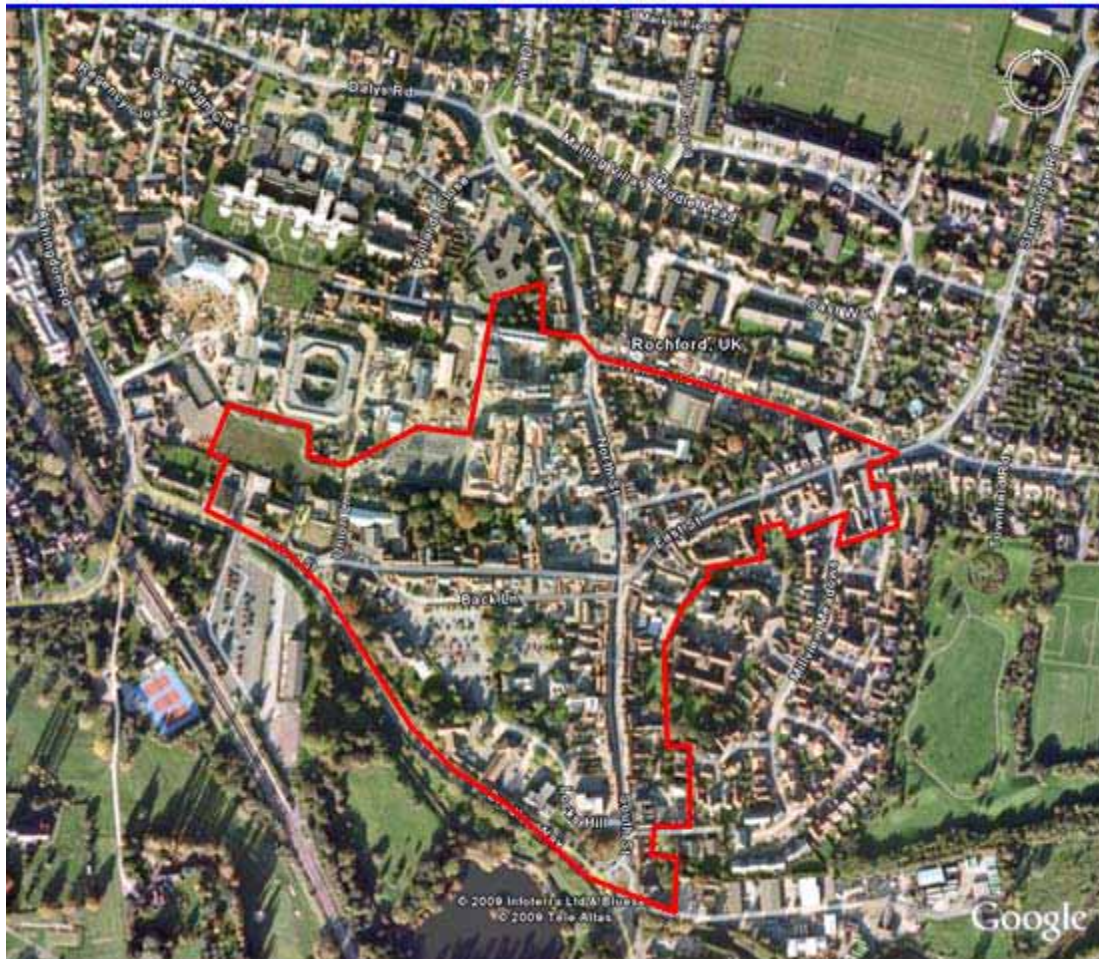
The potential for Rochford as a centre was noted, particularly in reference to Market Square which could act as a strong focal point. The Market Square is dominated by the available car parking.

A Place Check Initiative was held, with members of the Citizens Panel, to discuss options and ideas for Rochford centre. Several options came out of this:

- Varying views on whether the Market Square should be pedestrianised
- Memorial in the Market Square
- Café/Bar in the Market Square
- Pedestrian Crossings in the Market Square
- Free car parking to encourage people to shop in the centre
- Landmark development over the Spar store at the eastern end of the Square
- More entertainment and leisure facilities, particularly for those under 18
- Improved shelter and positioning of bus stops
- Concerns regarding dominance of vehicles around the town centre
- Maintaining the historic nature of the town centre.

As a result of the consultation held on this, several options have been considered:

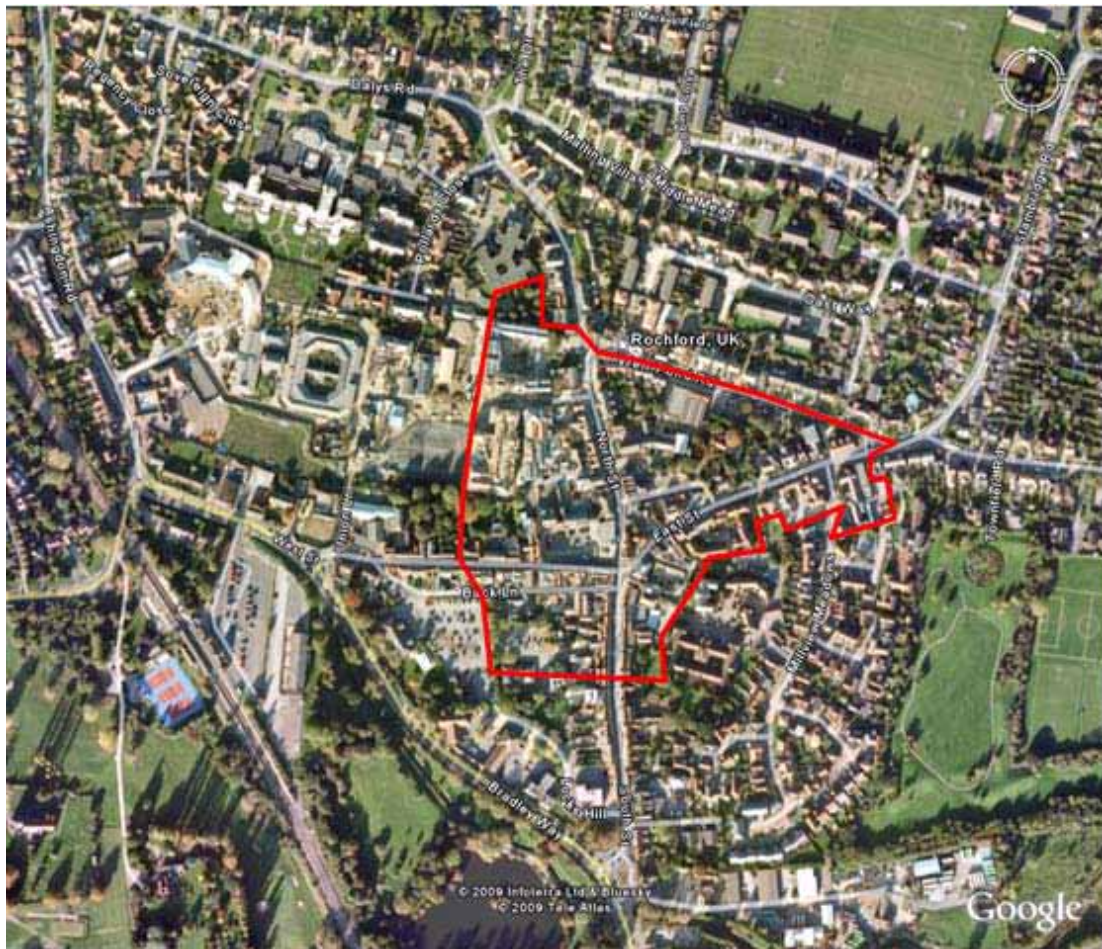
## Option TC3 – Existing Town Centre Boundary



Source: Google Maps

The Retail and Leisure Study stated that there was potential to provide greater definition and focus to the town centre of Rochford by reviewing the boundary. The boundary currently comprises a fairly large area with a lot of non retail use, including a significant amount of residential. Refocusing the town centre boundary would enable retail to be focussed in a smaller area, preventing retail development from being diluted over a larger area isolated from the main square.

## Option TC4 – Town Centre Boundary Centred around Market Square



Source: Google Maps

The refocusing of the town centre boundary in this way concentrates retail development into a smaller area, more centred around the town square. However, some retail at the junction of West Street and Bradley Way have not been included as they are more isolated from the heart of the town. The refocusing of the boundary in this way will also limit the retail opportunities along Bradley Way. The refocusing of the boundary in this option centres retail development around the main town square and the area immediately surrounding it.

## Option TC5 – Town Centre Boundary inclusive of Residential Areas

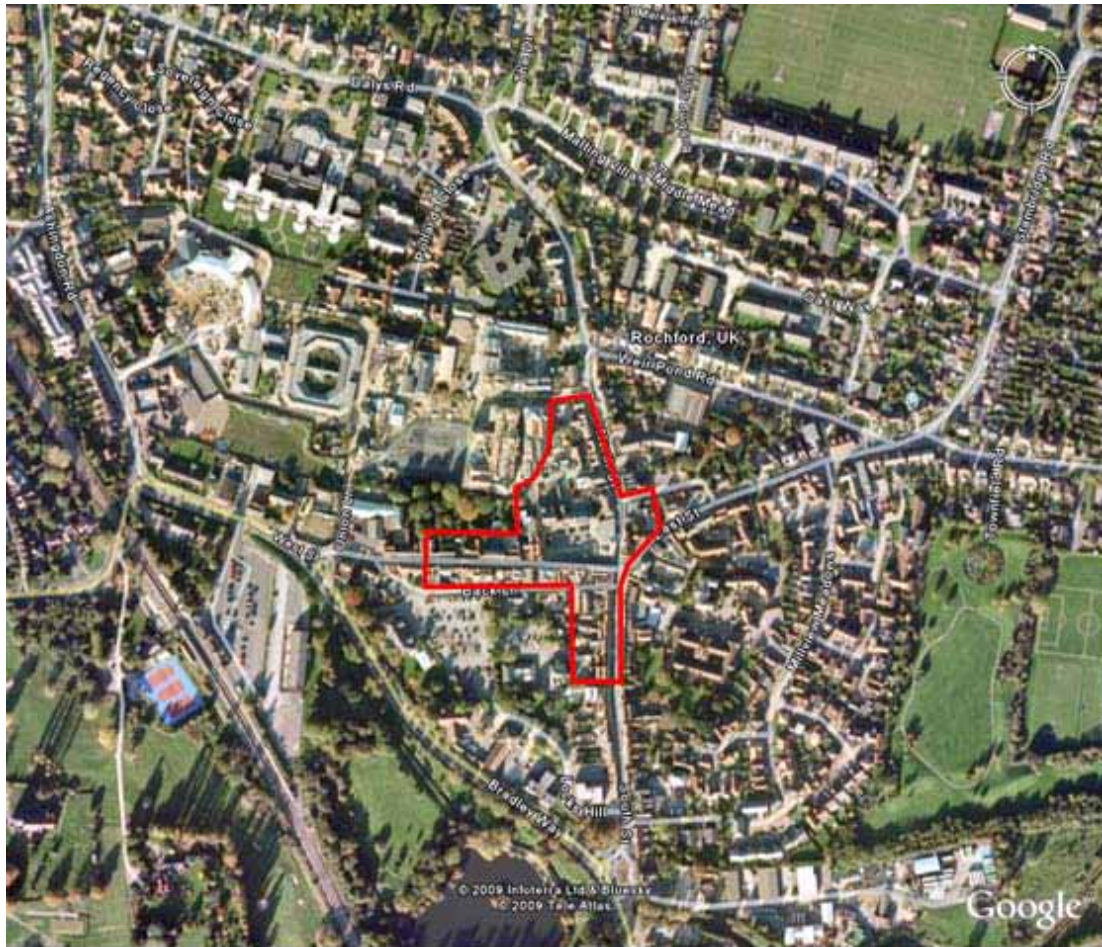


Source: Google Maps

This option again refines the area covered within the town centre allocation and includes some residential areas. The area is concentrated around the Market Square and the surrounding area. This does however concentrate retail into a smaller area, and restricts the growth of the town to some extent.



## Option TC6 – Town Centre Boundary Centred on Market Square



Source: Google Maps

This option refocuses the town centre boundary around a much smaller area, largely concentrated around the existing market square and its immediate vicinity. This therefore does not include housing development and residential areas. This does however limit retail development to a much more constrained area.

**What are your views on these options for town centre boundaries for Rochford?**

## Hockley

Hockley was noted as being the smallest of the centres within the District, although still benefits from a strong comparison goods sector and a good mix of independent traders. Opportunities were identified however with significant improvements available.

The Hockley Parish Plan was published in 2007 and stated that Hockley was too large to be a village yet too small to be a town. The plan also states that people like Hockley as it is, and want to preserve it and maintain it rather than see it expand or grow. Residents are keen to ensure that Hockley remains as a distinct community, and historic buildings should be preserved. It is recognised that there are some transport and highways issues in the centre of Hockley.

Hockley was noted in the Retail and Leisure Study 2008 as being the weakest of the three centres, with a number of opportunities for improvement. A Place Check event was held, and a consultation was undertaken on the Council's website with the Citizens Panel. Key points arising from this are as follows:

- More free parking
- Clearly marked parking regulations
- Litter on the streets and many aspects of the town are in poor state of repair
- Not a wide range of shops
- Improvement of the station forecourt is needed
- More leisure facilities particularly for under 18's
- CCTV is needed
- Traffic improvements are necessary
- Any development should not encroach on green space and should be environmentally friendly

Potential options are as follows:

## Option TC7 – Existing Town Centre Boundary



Source: Google Maps

The existing town centre boundary excludes Eldon Way and the Foundry Industrial Estates.

## Option TC8 – Town Centre Boundary Centred Around Primary Shopping Area



Source: Google Maps

This option narrows the area covered by the town centre boundary slightly in that the row of shops to the west is not included. This streamlines the area covered within the town centre, and restricts the opportunities for expansion, thus helping to maintain the feel of the area. This will also enable the creation of a “boutique” style area which was stated as being a potential for the area within the Retail and Leisure Study 2008.

## Option TC9 – Town Centre Boundary inclusive of Eldon Way / Foundry Industrial Estate



Source: Google Maps

This option includes the Foundry and Eldon Way Industrial Estates.

The Retail and Leisure Study indicated that the focus of Hockley centre should be on maintaining and developing existing strengths, rather than retail expansion. The study also suggested that within Hockley there is the scope to develop Hockley as a boutique shopping destination with small independent high quality traders.

Including the Eldon Way Industrial Estate and Foundry Industrial Estate within the town centre boundary, will extend the area comprising the town centre and thus give opportunity for expansion. This is however not promoted within the Retail and Leisure Study and would detract the focus away from maintaining and improving the current town centre.

**What are your views on these options for town centre boundaries for Hockley?**

## **Option TC10 – Reallocation of Hockley as a District Centre**

A District Centre is defined as an area with groups of shops, usually containing at least one superstore/supermarket, and a range of services including banks and restaurants.

The Retail and Leisure Study August 2008 also noted that currently Hockley is not fulfilling the functions of a town centre and it may be possible to reallocate this area as a District Centre as an alternative. This would protect the area from further expansion and retail growth, thus preserving the village feel. However this would also mean that an opportunity to regenerate and improve the area would be lost and as such improvements to the area in any form would be restricted.

**Do you think Hockley centre should be reallocated as a District Centre?**

## Primary Shopping Areas

A primary shopping area is an area consisting of predominantly retail, of primary and secondary frontages.

### Rayleigh

#### Option TC11 – Existing Primary Shopping Frontage forms Primary Shopping Area



Source: Google Maps

This option is based around the existing Primary Shopping Frontage Area, but excludes the area currently within the Secondary Shopping Frontage Area. This allows for a greater concentration of retail in the area.

**Option TC12 – Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area**



Source: Google Maps

This option entails the merger of the existing Primary and Secondary Shopping frontages to form the Primary Shopping Area. If the two frontages are merged under one boundary there would be more opportunity for offices, alongside retail. This would lead to a town centre with a mix of retail, offices, business and leisure. However this also dilutes the retail in the area. Other uses have the potential to add focus to the town centre.

**Which option for the Primary Shopping Area of Rayleigh do you prefer? Are there any other options that should be considered? Should the Council differentiate between primary and secondary frontage areas within the Primary Shopping Area?**



## Rochford

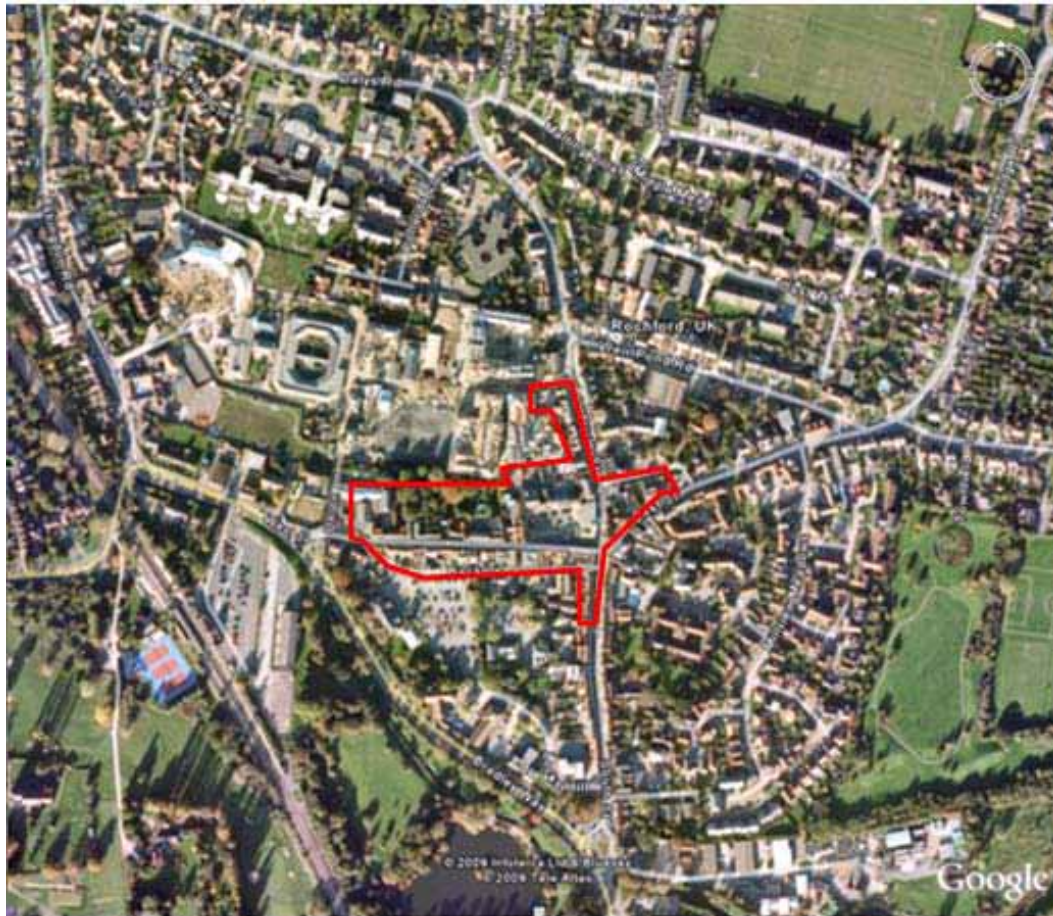
### Option TC 13 – Existing Primary Shopping Frontage forms Primary Shopping Area



Source: Google Maps

This option is based around the existing Primary Shopping Frontage Area, but excludes the area currently within the Secondary Shopping Frontage Area. This allows for a greater concentration of retail in the area.

**Option TC14 – Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area**



Source: Google Maps

This option entails the merger of the existing Primary and Secondary Shopping frontages to form the Primary Shopping Area. If the two frontages are merged under one boundary there would be more opportunity for other town centre uses, alongside retail. However this also dilutes the retail in the area.

**Which option for the Primary Shopping Area of Rochford do you prefer? Are there any other options that should be considered? Should the Council differentiate between primary and secondary frontage areas within the Primary Shopping Area? Should the new mixed-use development, including food store, to the north of the Market Square be included within the Primary Shopping Area?**

## Hockley

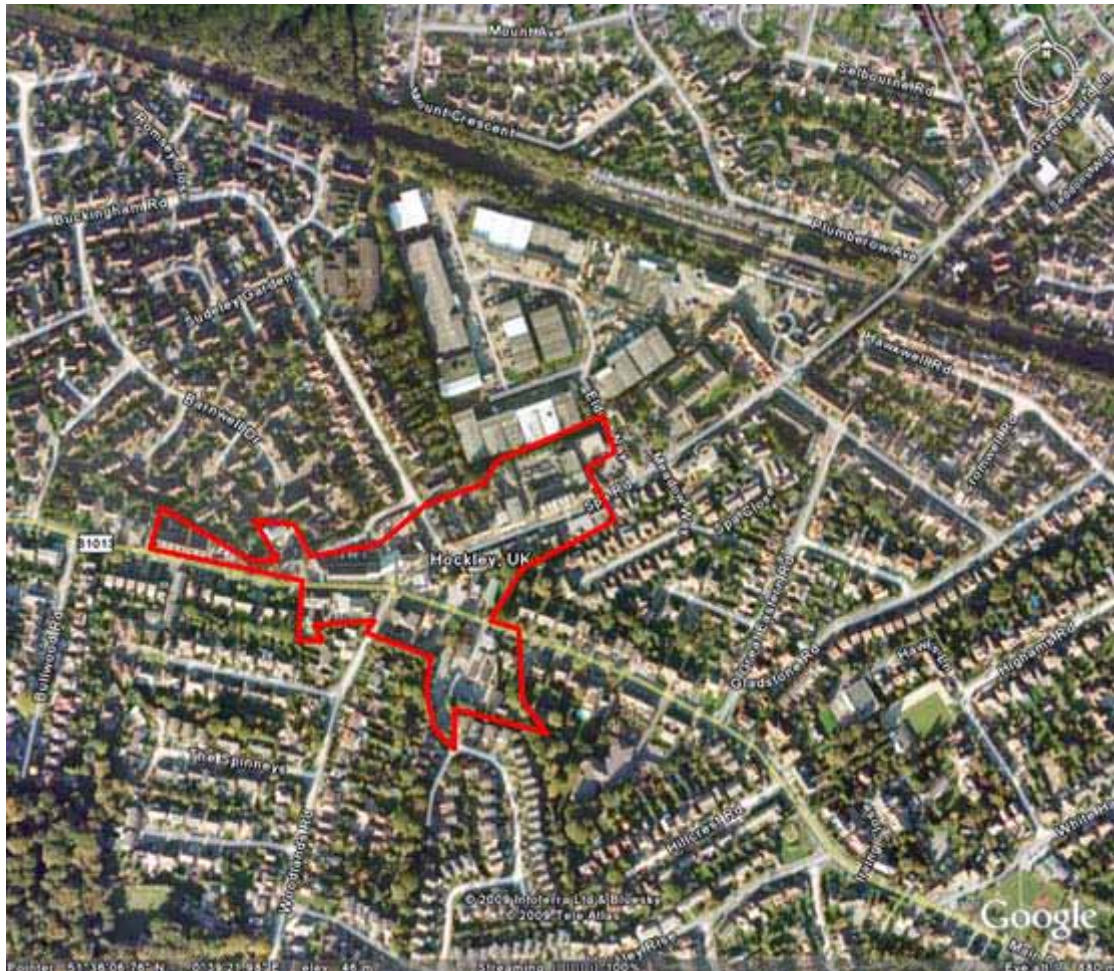
### Option TC15 – Existing Primary Shopping Frontage forms Primary Shopping Area



Source: Google Maps

This segregates the main primary frontage seen in Hockley town centre. This allows for a greater concentration of retail in the area.

**Option TC16 – Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area**



Source: Google Maps

This option entails the merger of the existing Primary and Secondary Shopping frontages to form the Primary Shopping Area. If the two frontages are merged under one boundary there would be more opportunity for other town centre uses, alongside retail. However this also dilutes the retail in the area.

**Which option for the Primary Shopping Area of Hockley do you prefer? Are there any other options that should be considered? Should the Council differentiate between primary and secondary frontage areas within the Primary Shopping Area?**

## 7. Other Issues and Next Steps

**Should we allocate any other land uses in the Allocations Development Plan Document not identified in this consultation and discussion document?**

**Should any of the sites included within Appendix 1 be considered further for allocation?**

### **Moving Forward the Allocations Development Plan Document Process**

As a statutory Development Plan Document the Area Action Plan is being prepared in accordance with Government Regulations. The process and the time scales are as follows:

- Allocations Development Plan Document Public Consultation [insert dates]
- Pre Submission Consultation: October-November 2010
- Submission to the Secretary of State: February 2011
- Examination in Public: June 2011
- Adoption: December 2011

The first stage in the processes outlined above is the culmination of research and analysis that has taken place which involved public consultation on a Call for Sites exercise, working with key stakeholders, and evidence gathering.

We are seeking your views on the Allocations Document in order to feed into the next stage of the document: the Pre Submission version and as such, the feedback received from this round of Public consultation will help to shape the final document.

#### **To make comments:**

An online facility has been set up in order to enable respondents to put forward their views quickly and easily with confirmation of receipt. This can be found at:

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

We recognise that not everyone will have access to the internet and if you are unable to do so, please contact the Planning Policy Team on 01702 318191 to obtain paper representation forms.

## Appendix 1

Please see separate document.

## Appendix 2 - Schedule of Site Areas

Site Option	Approximate Site Area
NLR1	29.4 Ha
NLR2	24.0 Ha
NLR3	24.0 Ha
NLR4	29.0 Ha
NLR5	23.0 Ha
WR1	22.0 Ha
WR2	22.0 Ha
WR3	22.0 Ha
WR4	20.0 Ha
WH1	2.8 Ha
WH2	2.0 Ha
WH3	1.9 Ha
WH4	2.2 Ha
WH5	3.0 Ha
SH1	8.0 Ha
SH2	8.0 Ha
SH3	7.5 Ha
SH4	10.0 Ha
EA1	4.0 Ha
EA2	3.0 Ha
EA3	7.0 Ha
SWH1	22.0 Ha
SWH2	22.0 Ha
SWH3	26.0 Ha
SWH4	20.0 Ha
SC1	2.6 Ha
SC2	2.0 Ha
SC3	2.3 Ha
SC4	2.6 Ha
SEA1	21.5 Ha
SEA2	18.0 Ha
SEA3	16.0 Ha
WGW1	8.0 Ha
WGW2	7.0 Ha
WGW3	10.0 Ha
WGW4	12.0 Ha
WGW5	10.0 Ha