

Local Development Framework

Allocations Development Plan Document

Detailed Assessment of Potential Additional
Employment Site Options
(Evidence Base Document)



**LDF
Evidence Base**

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1 Introduction

- 1.1 A report was prepared in March 2012 assessing in detail a number of sites considered for reallocation for employment use within the general locations of west of Rayleigh and south of Great Wakering, as identified within the Rochford District Core Strategy.
- 1.2 The sites assessed consisted of those sites submitted through the 'Call for Sites' process, during the consultation on the Allocations DPD: Discussion and Consultation Document in 2010, as well as the options presented in the consultation document which had not been formally submitted to the Council .
- 1.3 The report ('Allocations Development Plan Document: Detailed Assessment of Potential Employment Sites') was discussed at the Local Development Framework (LDF) Sub-Committee on 21 March 2012¹.
- 1.4 In relation to the sites considered for potential employment land to the west of Rayleigh, at the LDF Sub-Committee meeting members agreed that heavy industrial uses and a potential waste transfer station to replace an existing site would be preferable within Option E18 of the consultation document. Members also agreed that it is desirable that the existing businesses which are encompassed within Option E13 of the consultation document are retained, and they requested that officers consider the potential of allocation land to the east and west of this option (a combination of Options E14 and E16).
- 1.5 Members also discussed the potential sites for new employment land to the south of Great Wakering at the LDF Sub-Committee meeting. Land to the south of Poynters Lane was excluded, and members suggested that land in the south west corner of Option E20 should be considered by officers for potential allocation.
- 1.6 This report will consider the potential additional sites for employment land as suggested through the LDF Sub-Committee.

2 Methodology

Site Information

- 2.1 A section detailing the site information such as the 'Call for Sites' reference, restrictions to the developable area, a physical description of site, and current, existing and proposed uses have been included within the proformas to establish the current status/condition of the site.
- 2.2 An aerial photograph has been included to identify the site being assessed.

¹ The full report considered at the LDF Sub-Committee on 21 March 2012 is available from <http://cmisrdc.rochford.gov.uk/cmis5/Home.aspx>

Constraints

- 2.3 A constraints section specifically relating to flood risk and infrastructure requirements has been included to identify whether these potentially significant constraints impact on the site's development potential.

Green Belt Impact Assessment

- 2.4 An assessment relating to the potential impact on the Green Belt if a site was taken forward has been included. Each of the sites has been assessed according to the potential impact on the Green Belt, if the site were reallocated from Green Belt to an alternative employment use.
- 2.5 Each site has been assessed against the Green Belt objectives identified within paragraph 80 of the National Planning Policy Framework (March 2012). A scoring system to rate the potential Green Belt impact if the site were allocated has been developed:
- High** – If the site is developed it has the potential to cause severe permanent negative effects to the Green Belt purpose in the area being appraised.
- Medium** – If this site is developed it could lead to opportunities to promote benefits to the Green Belt purpose in the area being appraised.
- Low** – If this site is developed it is less likely to pose a threat to the Green Belt purpose in the area being appraised.
- 2.6 Each rating in terms of Green Belt impact is accompanied by a commentary to provide further justification.

Site Sustainability Issues

- 2.7 Each site has assessed against a number of sustainability issues to ascertain its potential sustainability. The Strategic Environmental Assessment (SEA) Baseline Information Profile produced by Essex County Council provides a wealth of environmental, economic and social data for the District, and forms part of the evidence base for the Rochford District Local Development Framework.
- 2.8 The site sustainability issues have been divided into the following sections; Access to Services and Facilities, Site Restraints, Natural and Historic Environmental Constraints, Sources/Areas of Pollution, Landscape Impact and Visual Impact. A number of indicators have been set out within the different sections, and these relate to the following Sustainability Objectives:
- (1) To ensure the delivery of high quality sustainable communities where people will want to live and work.
 - (2) To create safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.
 - (3) To provide everyone with the opportunity to live in a decent home.

- (4) To improve the health of residents and mitigate/reduce potential health inequalities arising from new development.
- (5) To promote town centre vitality and viability.
- (6) To achieve sustainable levels of prosperity and economic growth.
- (7) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental, and economic development.
- (8) To promote more sustainable transport choices both for people and moving freight.
- (9) To promote accessibility to jobs, shopping, leisure facilities and services by public transport, cycling and walking.
- (10) To improve the education and skills of the population.
- (11) To maintain and enhance cultural heritage and assets.
- (12) To reduce contributions to climate change.
- (13) To improve water quality.
- (14) To reduce the risk of flooding.
- (15) To improve air quality.

2.9 The majority of the indicators identified within each section can be recorded with a 'Yes/No' answer given the nature of the questions posed.

2.10 It is, however, appropriate for the indicators relating to access to services and facilities to include a specific scoring system to determine whether the services and facilities identified are accessible to the site in question or not. Distance is measured from the nearest point on the site. The scoring system is as follows:

- High** – There is good access to local services and facilities. These are within 800m walking distance (approximately a 10 minute walk)².
- Medium** – There is average access to local services and facilities. These are between 800m and 2.4km walking distance (approximately between 10 and 30 minute walk).
- Low** – There is poor access to local services and facilities. These are greater than 2.4km walking distance (approximately greater than a 30 minute walk).

² This is based on the assumption used by the Department for Transport in 'Accessibility Statistics Guidance' available from <http://assets.dft.gov.uk/statistics/series/accessibility/accessibility-statistics-guidance.pdf>

- 2.11 The walking distances to services and facilities are measured from the site to the nearest destination along main roads. The calculation therefore does not take into account existing public rights of way or potential new public footpaths.
- 2.12 Within the Natural and Historic Environmental Constraints category for Site Sustainability Indicators the question relating to archaeological interest has been determined with reference to the historic environment character zone in which each site is located and the survival and potential for historic environment assets that could be present.
- 2.13 Within the Landscape Impact category for Site Sustainability Indicators the questions relating to the location of a site on previously developed land and agricultural land have a 'Yes/No' response. The other indicators within this section, however, merit a different scoring system for assessment.
- 2.14 The different grades of agricultural land used in the assessment of sites are taken from DEFRA's guidance³:
- Grade 1** – excellent quality agricultural land. Land with no or very minor limitations to agricultural use. A very wide range of agricultural and horticultural crops can be grown and commonly includes top fruit, soft fruit, salad crops and winter harvested vegetables. Yields are high and less variable than on land of lower quality.
 - Grade 2** – very good quality agricultural land. Land with minor limitations which affect crop yield, cultivations or harvesting. A wide range of agricultural and horticultural crops can usually be grown but on some land in the grade there may be reduced flexibility due to difficulties with the production of the more demanding crops such as winter harvested vegetables and arable root crops. The level of yield is generally high but may be lower or more variable than Grade 1.
 - Grade 3** – good to moderate quality agricultural land. Land with moderate limitations which affect the choice of crops, timing and type of cultivation, harvesting or the level of yield. Where more demanding crops are grown yields are generally lower or more variable than on land in Grades 1 and 2.
- 2.15 The landscape character areas identified within the Strategic Environmental Assessment Baseline Information Profile are Crouch and Roach Farmland, Dengie and Foulness Coastal and South Essex Coastal Towns. The sensitivity of each of these landscape character areas, however, varies depending on the type, change and scale of development.

³ DEFRA's 1988 publication 'Agricultural Land Classification of England and Wales - revised guidelines and criteria for grading the quality of agricultural land' available from <http://archive.defra.gov.uk/foodfarm/landmanage/land-use/documents/alc-guidelines-1988.pdf>

2.16 The varying sensitivity of the different landscape character areas for employment use in terms of commercial/warehouse estate/port development is as follows:

- Crouch and Roach Farmland – **High**
- Dengie and Foulness Coastal – **High**
- South Essex Coastal Towns – **Medium**

2.17 In relation to the sensitivity of the historic environment, all the sites have been assessed according to the sensitivity of each particular historic environment character zone to change⁴ which they are located in. The sensitivity of the different historic environment character zones are indicatively rated as follows:

- High** – (3) The zones historic environment is highly sensitive to medium to large scale development.
- Medium** – (2) Medium to large scale development is likely to have a considerable impact on the historic environment character of the zone.
- Low** – (1) The historic environment of the zone could accommodate medium to large scale development, however specific historic environment assets may suffer adverse effects.

2.18 The visual impact has been assessed according to three broad criteria and additional commentary has been provided.

- Fully** – The site is fully visible from the public highway. There is no screening around the site for example trees and hedgerows
- Partially** – The site is partially visible from the public highway. There is some screening around the site.
- Obscured** – The site is generally not visible from the public highway. There is a significant amount of screening around the site.

Photographic Evidence

2.19 A site visit for each of the sites assessed has been undertaken to determine the landscape impact if each site were taken forward in the Allocations process.

2.20 A further section which includes an OS map identifies viewpoints around the site and photographs from these viewpoints have been included.


Summary

2.21 A section summarising key points from the assessment and any other relevant issues has also been included.

⁴ Rochford District Historic Environment Characterisation Project (2006) available from http://www.rochford.gov.uk/PDF/planning_historic_environment_project.pdf

3. South of London Road Additional Employment Site Proforma

1. Site Information	Reference:	SLR1
	Site Name:	South of London Road
	Site Location:	London Road, Rayleigh
	Site Area (hectares):	Approximately 6.65 hectares
	Restrictions to Developable Area:	
	Physical Description of Site: including natural features – aspect, slope, water; manmade features – drains, sewers, pylons	Previously developed land consisting of two nurseries, a café and a dwelling. Predominantly hard standing. Several linear hedgerows/tree belts dividing the area of previously development land. Greenfield land to the central area and south west of the area of previously developed land. Site also includes greenfield land to the east and west. Agricultural land. Watercourse running along the northern edge of the field to the east which appears to have been diverted underground at the point where it meets the area of previously developed land, then re-emerging to the east of the café, and again at the western end of the site. Watercourse running through the centre of the area of previously developed land between Swallows Aquatics and Wheatley Farm Nursery. Pylons to the south and north east of the site (north of London Road) with overhead electricity cables crossing the south eastern corner of the area of previously developed land and across the field to the east.
	Current Use:	Agricultural and commercial
	Proposed Use:	Employment
	Existing Land Use Allocation/ Designation:	Green Belt
	Adjacent Land Use(s):	Green Belt/agricultural land

	Aerial Photograph:	Please see map
		
2. Constraints	Flood Risk	
	Zone 1: Low Probability (<0.1% probability of annual flooding)	<input checked="" type="checkbox"/>
	Zone 2: Medium Probability (1% - 0.1% probability of annual flooding)	<input type="checkbox"/>
	Zone 3a: High Probability (>1% probability of annual flooding)	<input type="checkbox"/>
	Zone 3b: The Functional Floodplain (>5% probability of annual flooding)	<input type="checkbox"/>
	Commentary: Whilst this site is not situated within an area at risk of flooding, there is an area at risk to the north of the site in the area between London Road and Rawreth Lane.	

Infrastructure Requirements			
	New Highways Access Required:		<input type="checkbox"/>
	Significant Investment in Existing Foul Sewerage Required:		<input type="checkbox"/>
	Significant Investment in Gas/Water/Electricity Power Supplies:		<input type="checkbox"/>
	Significant Investment in walking/public transport required:		<input checked="" type="checkbox"/>
	Flood Risk Mitigation Measures Required:		<input type="checkbox"/>
	Commentary: Investment in the provision of a footpath along the south side of London Road would likely be required. Public transport provision may also be improved.		
3. Green Belt Impact Assessment	NPPF (paragraph 80) – Green Belt Objectives	Rating	Commentary
	To check the unrestricted sprawl of large built-up areas	High	The site includes an area of previously developed land to the south of London Road, and agricultural land to the east and west of this area combining Options E14 and E16 of the Discussion and Consultation Document. It proposes to extend beyond the existing boundary of the area of previously developed land to create an area of employment land. The site is not directly adjacent to the defined residential area (which is situated to the east) as there is an area of greenfield land in-between. It generally follows natural or existing boundaries to the north, east and west, however, there is some concern in relation to the potential to create a strong and defensible Green Belt boundary to the south.
	To prevent neighbouring towns from merging into one another	Medium	The site is located between the existing residential area of Rayleigh to the east and the A1245 to the west. It is broadly situated between Rayleigh to the east, North Benfleet to the south (in Castle Point Borough) and Wickford further to the west (in Basildon Borough). The site is unlikely to encourage the merging of these residential areas, although it would extend the existing developed area further west along London Road.

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	To assist in safeguarding the countryside from encroachment	Medium		The site includes an area of previously developed land to the south of London Road and fields to the east and west. Although the site is not directly adjacent to the defined residential area, it generally follows natural or existing boundaries and there is potential to create a strong and defensible Green Belt boundary.
	To preserve the setting and special character of historic towns	Low		This site is not situated near to Rayleigh town centre, which is designated a Conservation Area and contains numerous Listed Buildings.
	To assist in urban regeneration, by encouraging the recycling of derelict and other urban land	High	Medium	This site includes an area of previously developed land and a field to the east and west, located to the south of London Road.
4. Site Sustainability Issues – Access to Services and Facilities	Site Sustainability Indicators	Rating		Commentary
	Is the site well related to the existing residential area? (1, 2, 5, 8, 9, 12)	High		The distance from the edge of the site to the edge of Rayleigh (London Road) to the east is less than 800m walking distance.
	Is the site well related to a town/village centre? (1, 2, 5, 6, 8, 9, 12)	Medium		The nearest town centre is Rayleigh. The site is approximately 2.3km from the town centre.
	Is the site well related to existing educational facilities? (1, 8, 9, 10, 12)	High		The nearest primary school is less than 800m distance from the site.
	Is the site well related to existing healthcare facilities? (1, 4, 8, 9, 12)	Medium		The nearest doctor's surgery is approximately 1.3km distance from the site.
	Is the site well related to a bus route? (1, 2, 8, 9, 12)	High		The site is situated on a bus route which runs along London Road. The nearest bus stop is in close proximity to the site.
	Is the site well related to a train station? (1, 2, 8, 9, 12)	Medium		The nearest train station is Rayleigh train station which is approximately between 1.8km distance from the site.
	Is the site well related to local shops and services? (1, 2, 5, 6, 8, 9, 12)	Medium		The nearest local shops and services are situated to the east along London Road. These are approximately 1km distance from the site.

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5. Site Sustainability Issues – Site Restraints	Site Sustainability Indicators	Yes/No	Commentary
	If another site would be needed to accommodate the quantum of employment uses specified for the relevant general location, is the site well related to other sites? (1, 2, 3, 8, 9, 12)	-	In addition to the businesses present on the area of previously developed land (2.65 hectares), the allocation of this site would create an additional 4 hectares of employment land to the west of Rayleigh.
	Are there features on site which have the potential to constrain development? (1, 4, 7, 11)	Yes	There are several ponds on the area of previously developed land, a watercourse and hedgerows/tree belts running through it which may have biodiversity value. However, these are not protected through local or international nature conservation designations. Potential habitat/biodiversity loss would need to be mitigated against. There is also a Tree Preservation Order (TPO) area in close proximity to the south western corner of the site.
	Is there potential for development of the site to affect existing recreational use or public rights of way? (1, 2, 8, 9)	No	There is a public right of way to the west of the site along St John's Drive. Investment in the provision of a footpath along the south side of London Road would likely be required.
	Is the site well related to the highway network? (1, 2, 8, 9)	Yes	The site has several access points onto London Road.
6. Site Sustainability Issues – Natural and Historic Environmental Constraints	Site Sustainability Indicators	Yes/No	Commentary
	Is the site within or in proximity to a Site of Special Scientific Interest (SSSI)? (7)	No	
	Is the site within or in proximity to a Ramsar Site? (7)	No	
	Is the site within or in proximity to a Special Protection Area (SPA)? (7)	No	

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Is the site within or in proximity to a Special Area of Conservation (SAC)? (7)	No	
Is the site within or in proximity to an area of Ancient Woodland? (7, 11)	No	
Is the site within or in proximity to a Local Nature Reserve (LNR)? (7)	No	
Is the site within or in proximity to a Local Wildlife Site (LoWS)? (7)	No	
Is the site within or in proximity to a Tree Preservation Order (TPO)? (7)	Yes	There is a TPO area in close proximity to the south western corner of the site.
Is the site within or in proximity to a Scheduled Ancient Monument (SAM)? (7)	No	
Is the site within the Green Belt? (1, 3)	Yes	The site includes an area of previously developed land within the Green Belt, and agricultural land to the east and west.
Is the site within or in proximity to a Conservation Area? (11)	No	This site is not situated near to Rayleigh town centre, which is designated a Conservation Area and contains numerous Listed Buildings.
Is the site in proximity to a Listed Building? (11)	No	
Is the site within or in proximity to an area of archaeological interest? (7, 11)	Yes	The relative lack of development indicates good survival of historic environment assets within Historic Environment Character Zone 40. The potential for such assets is indicated by the previous A130 excavations.

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	Site Sustainability Indicators	Yes/No	Commentary
7. Site Sustainability Issues – Sources/ Areas of Pollution	Is there potential to avoid the public safety zone of London Southend Airport? (1, 4)	Yes	
	Is there potential that noise from London Southend Airport would affect future residents, given the site's location? (1, 4)	No	
	Is the site within or in proximity to an Air Quality Management Area (AQMA)? (1, 15)	No	
	Is there potential that the site would impact on air quality at significant road junctions ¹ ? (1, 15)	No	
	Is the site potentially within or in proximity to contaminated land? (1, 4)	Yes	As part of this site is previously developed land, there is potential that it could be contaminated.

¹ A potentially significant road junction is a junction identified by the Council's Environmental Health Team as being such, based on air quality monitoring.

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8. Site Sustainability Issues – Landscape Impact	Site Sustainability Indicators	Yes/No	Commentary
	Is the site situated on previously developed land? (1, 3, 7)	Yes	A portion of the site is previously developed land.
	Is the site situated on agricultural land? (1, 3, 7)	Yes	The majority of the site is grade 3 agricultural land.
	Is the site situated within the Special Landscape Area or the Coastal Protection Belt? (11)	No	
	Is there potential to enhance the ecological value of the site? (1, 7, 12)	Yes	
	Is the site capable of creating wildlife corridors to enhance species movement and colonisation? (1, 7, 12)	Yes	
	Site Sustainability Indicators	Rating	Commentary
	Is the site situated on high quality agricultural land? (1, 3, 7)	Grade 3	
	Is the site situated within a landscape character area that is highly sensitive to development? (7)	High	This site is situated within the Crouch and Roach Farmland landscape character area which has a high sensitivity to commercial/warehouse state/port development.
	Is the site within a sensitive historic environment landscape character zone?	Medium	The site is situated within Historic Environment Character Zone 40. The open landscape and archaeological deposits are sensitive to change.

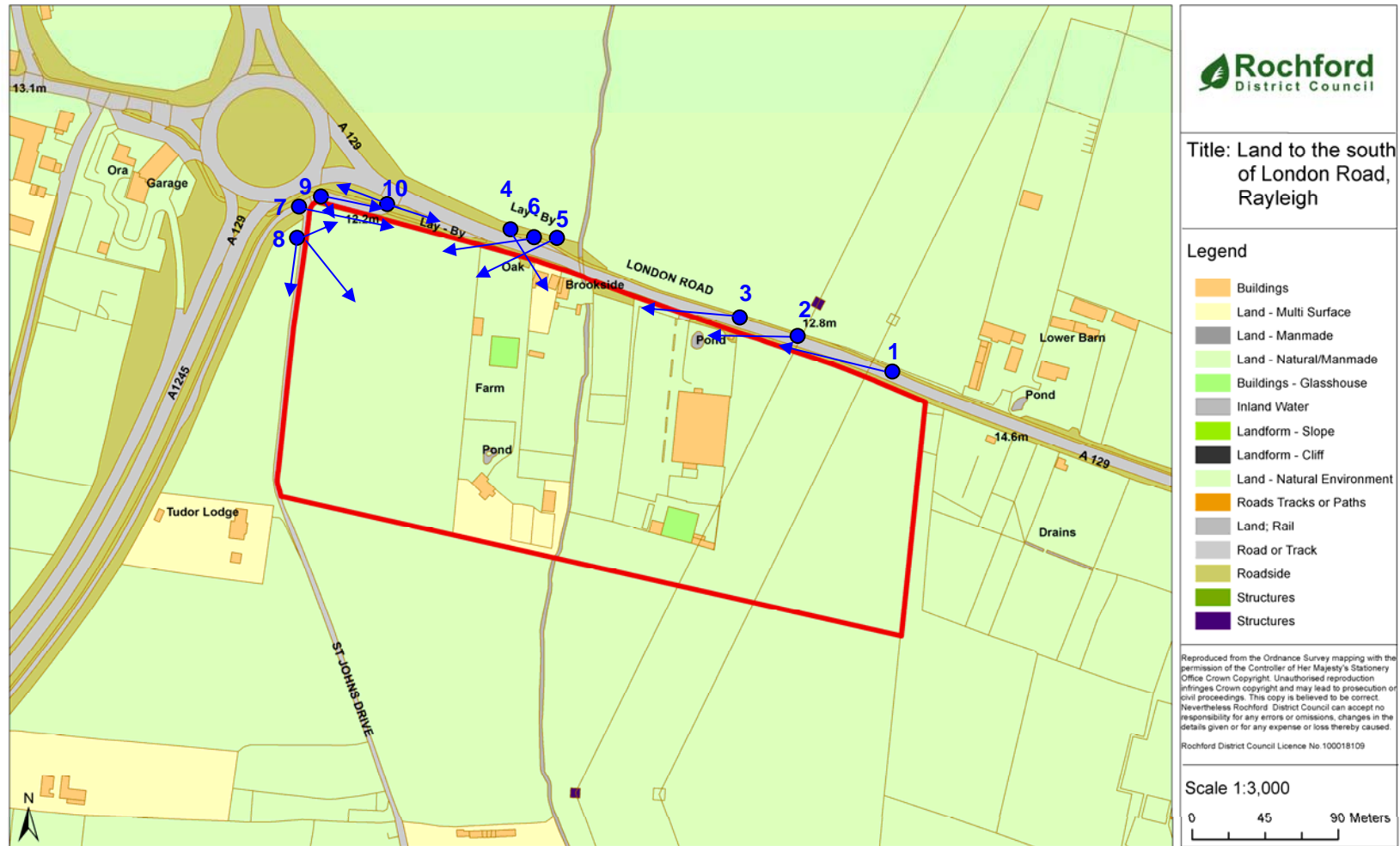
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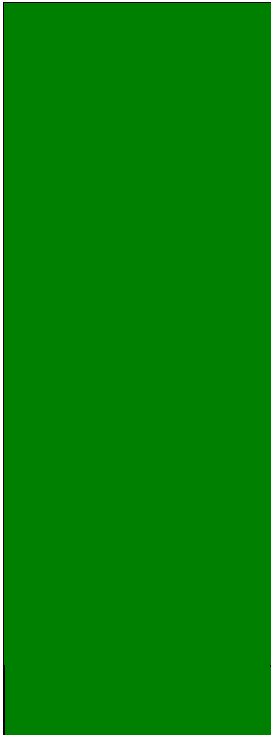
9. Site Sustainability Issues – Visual Impact	Site Sustainability Indicators	Yes/No	Commentary
	Is the site enclosed by natural features such as hedgerows, trees? (1, 7)	No	Although there are several linear hedgerows/tree belts dividing the area of previously developed land within the site, there are minimal natural features such as hedgerows and trees enclosing the site. There is principally hard landscaping, fences and a brick wall to the north of the site facing London Road. The field to the east is not enclosed by trees or hedgerows to the north along London Road or to the south of the site. There are hedgerows and trees along the eastern boundary of the site, which does provide some screening of the site from the east. The field to the west is enclosed by trees and hedgerows to the north along London Road and partially to the west. The site is bounded by London Road to the north and St John’s Drive road to the west.
	Site Sustainability Indicators	Rating	Commentary
	Are there open views across the site? (1)	Partially/Fully	The area of previously developed land within this site is highly visible from the public highway (London Road), however, the trees and hedgerows along London Road to the west of the site do provide some screening of the western boundary of the site from the western approach along London Road. Although in general there is minimal screening of the site with natural features such as trees and hedgerows, in places the buildings and structures on the site do not provide open views across it. The field to the east of this, however, does not have trees or hedgerows along the northern boundary. Therefore there are open views across the site. It is, however, generally screened from the east through the presence of hedgerows and trees along the eastern boundary of the site. The site would, however, also be highly visible from the public footpath running along the western boundary of the site along St John’s Drive.

10. Photographic Evidence

Map of Viewpoints:

Please see map





Viewpoint 1



Viewpoint 2



Viewpoint 3



Viewpoint 4



Viewpoint 5



Viewpoint 6



Viewpoint 7



Viewpoint 8 (Looking south east)



Viewpoint 8 (Looking south)



Viewpoint 8 (Looking north east)



Viewpoint 9 (Looking east)



Viewpoint 9 (Looking south east)



Viewpoint 10 (Looking east)




Viewpoint 10 (Looking west)

**12. Other
Issues and
Summary**

This site includes an area of previously developed land in the Green Belt and agricultural land to the east, which is situated to the west of Rayleigh. The site is largely visible from the public highway with minimal natural features screening it from view. However, it is generally screened from the east through the presence of hedgerows and trees along the eastern boundary of the site, and the western boundary is screened from the public highway through trees and hedgerows along London Road to the west of the site. It is not situated within close proximity to any areas of international nature conservation importance, although there is a Tree Preservation Order (TPO) area in close proximity to the south western boundary of the site. There are pylons to the south and north east of the site with overhead electricity cables crossing the south eastern corner of the area of previously developed land and across the field to the east. Investment in improved public footpath links and public transport would be required. There are some natural features on site such as ponds, a watercourse and hedgerows/tree belts. However, this site is reasonably well related to local services and facilities within Rayleigh.

4. North of Poynters Lane Additional Employment Site Proforma		
1. Site Information	Reference:	NPL1
	Site Name:	North of Poynters Lane
	Site Location:	Great Wakering
	Site Area (hectares):	Approximately 5.8 hectares
	Restrictions to Developable Area:	
	Physical Description of Site: including natural features - aspect, slope, water; manmade features – drains, sewers, pylons	Open agricultural land. Partial watercourse along the western and southern boundaries of the site. Watercourse along the eastern boundary of the site. Relatively flat, although gentle increase in the height of the land towards the southern end of the site. Slight incline from the field to road (Star Lane) in places along the western boundary. Trees and hedgerows partially bounding the site to the south, east and west.
	Current Use:	Agricultural
	Proposed Use:	Employment
	Existing Land Use Allocation/ Designation:	Green Belt
Adjacent Land Use(s):	Green Belt/agricultural land	

2. Constraints	Aerial Photograph:	Please see map	
			
		Flood Risk	
Zone 1: Low Probability (<0.1% probability of annual flooding)		<input checked="" type="checkbox"/>	
Zone 2: Medium Probability (1% - 0.1% probability of annual flooding)		<input type="checkbox"/>	
Zone 3a: High Probability (>1% probability of annual flooding)		<input type="checkbox"/>	
Zone 3b: The Functional Floodplain (>5% probability of annual flooding)		<input type="checkbox"/>	
Commentary:			

		Infrastructure Requirements		
		New Highways Access Required:	<input checked="" type="checkbox"/>	
		Significant Investment in Existing Foul Sewerage Required:	<input type="checkbox"/>	
		Significant Investment in Gas/Water/Electricity Power Supplies:	<input type="checkbox"/>	
		Significant Investment in walking/public transport required:	<input checked="" type="checkbox"/>	
		Flood Risk Mitigation Measures Required:	<input type="checkbox"/>	
		<p>Commentary: The site would require new highways access onto Star Lane and/or Poynters Lane. Investment in improved walking routes (as there is no footpath on the eastern side of Star Lane beyond Star Lane Industrial Estate to the north and along the northern side of Poynters Lane) and enhanced public transport routes may also be required. Some investment in the existing foul sewerage network would be required.</p>		
3. Green Belt Impact Assessment	NPPF (paragraph 80) – Green Belt Objectives	Rating		Commentary
	To check the unrestricted sprawl of large built-up areas	High	Medium	This site is located to the north of Poynters Lane and to the east of Star Lane. Whilst this site would not encourage the sprawl of Great Wakering as such, as it is not adjacent to the existing settlement of Great Wakering, it is in close proximity to the residential area of Shoebury (to the south west). The site would create an isolated area of employment land within the Green Belt, however, it is enclosed on three sides (Star Lane to the west, Poynters Lane to the south and a natural field boundary to the east) and has the potential to create a defensible Green Belt boundary.
	To prevent neighbouring towns from merging into one another	High		This site is located to the north of Poynters Lane and to the east of Star Lane. There is some concern that this site has the potential to encourage coalescence between the settlements of Great Wakering and Shoebury given its proximity to the residential area of Shoebury to the south west. However, it is not adjacent to the existing settlement of Great Wakering, which is located further to the north/north east and the site has the potential to create a defensible Green Belt boundary.

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	To assist in safeguarding the countryside from encroachment	High	This site is agricultural land located to the north of Poynters Lane and to the east of Star Lane.
	To preserve the setting and special character of historic towns	Low	This site is not situated in close proximity to Great Wakering Conservation Area which is located towards the eastern end of the High Street. This area contains some Listed Buildings.
	To assist in urban regeneration, by encouraging the recycling of derelict and other urban land	High	This site is agricultural land located to the north of Poynters Lane and to the east of Star Lane.
4. Site Sustainability Issues – Access to Services and Facilities	Site Sustainability Indicators	Rating	Commentary
	Is the site well related to the existing residential area? (1, 2, 5, 8, 9, 12)	High	The distance from the edge of the site to the edge of Great Wakering (northern end of Star Lane) is less than 800m walking distance.
	Is the site well related to a town/village centre? (1, 2, 5, 6, 8, 9, 12)	High	The nearest village centre is Great Wakering. The edge of the site is approximately 800m distance from the western edge of the High Street.
	Is the site well related to existing educational facilities? (1, 8, 9, 10, 12)	Medium	The nearest primary school is approximately 1.6km distance from the site.
	Is the site well related to existing healthcare facilities? (1, 4, 8, 9, 12)	Medium	The nearest doctor's surgery is approximately 1.1km distance from the site along the High Street.
	Is the site well related to a bus route? (1, 2, 8, 9, 12)	High	The site is situated on a bus route which runs along Star Lane. The nearest bus stop is less than 800m to the north of the site.
	Is the site well related to a train station? (1, 2, 8, 9, 12)	Low	The nearest train stations to the site are situated within the Borough of Southend. These are more than 2.4km distance from the site.
	Is the site well related to local shops and services? (1, 2, 5, 6, 8, 9, 12)	Medium	The nearest local shops and services are situated in the High Street. These are approximately 2km distance from the site.

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5. Site Sustainability Issues – Site Restraints	Site Sustainability Indicators	Yes/No	Commentary
	If another site would be needed to accommodate the quantum of employment uses specified for the relevant general location, is the site well related to other sites? (1, 2, 3, 8, 9, 12)	-	This site would have the capacity to accommodate the businesses displaced from Star Lane Industrial Estate. The updated Sustainability Appraisal recommends that the general location to the ‘South of Great Wakering’ is not an appropriate setting for a significant amount of employment land given its non-strategic location.
	Are there features on site which have the potential to constrain development? (1, 4, 7, 11)	No	
	Is there potential for development of the site to affect existing recreational use or public rights of way? (1, 2, 8, 9)	No	
	Is the site well related to the highway network? (1, 2, 8, 9)	Yes	This site is located adjacent to Star Lane to the west and Poynters Lane to the south.
6. Site Sustainability Issues – Natural and Historic Environmental Constraints	Site Sustainability Indicators	Yes/No	Commentary
	Is the site within or in proximity to a Site of Special Scientific Interest (SSSI)? (7)	No	
	Is the site within or in proximity to a Ramsar Site? (7)	No	
	Is the site within or in proximity to a Special Protection Area (SPA)? (7)	No	
	Is the site within or in proximity to a Special Area of Conservation (SAC)? (7)	No	
Is the site within or in proximity to an area of Ancient Woodland? (7, 11)	No		

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	Is the site within or in proximity to a Local Nature Reserve (LNR)? (7)	No	
	Is the site within or in proximity to a Local Wildlife Site (LoWS)? (7)	Yes/No	There is a Local Wildlife Site (R35. Star Lane Pits) to the north of the site which is within 300m distance at its closest point.
	Is the site within or in proximity to a Tree Preservation Order (TPO)? (7)	No	
	Is the site within or in proximity to a Scheduled Ancient Monument (SAM)? (7)	No	
	Is the site within the Green Belt? (1, 3)	Yes	
	Is the site within or in proximity to a Conservation Area? (11)	No	Great Wakering Conservation Area is situated towards the eastern end of the High Street. This area contains some Listed Buildings.
	Is the site in proximity to a Listed Building? (11)	No	There are no Listed Buildings in close proximity to this site.
	Is the site within or in proximity to an area of archaeological interest? (7, 11)	Yes	There is likely to be good below ground survival of historic environment assets outside quarried areas within Historic Environment Character Zone 7. There is high potential for below ground deposits.
7. Site Sustainability Issues – Sources/ Areas of Pollution	Site Sustainability Indicators	Yes/No	Commentary
	Is there potential to avoid the public safety zone of London Southend Airport? (1, 4)	Yes	
	Is there potential that noise from London Southend Airport would affect future residents, given the site's location? (1, 4)	No	

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	Is the site within or in proximity to an Air Quality Management Area (AQMA)? (1, 15)	No	
	Is there potential that the site would impact on air quality at significant road junctions ¹ ? (1, 15)	No	
	Is the site potentially within or in proximity to contaminated land? (1, 4)	Yes/No	Star Lane Brickworks further to the north of the site has the potential to be contaminated. The Brickworks is within 300m distance of the site at its closest point.
8. Site Sustainability Issues – Landscape Impact	Site Sustainability Indicators	Yes/No	Commentary
	Is the site situated on previously developed land? (1, 3, 7)	No	
	Is the site situated on agricultural land? (1, 3, 7)	Yes	The site is grade 1 agricultural land.
	Is the site situated within the Special Landscape Area or the Coastal Protection Belt? (11)	No	
	Is there potential to enhance the ecological value of the site? (1, 7, 12)	Yes	
	Is the site capable of creating wildlife corridors to enhance species movement and colonisation? (1, 7, 12)	Yes	

¹ A potentially significant road junction is a junction identified by the Council's Environmental Health Team as being such, based on air quality monitoring.

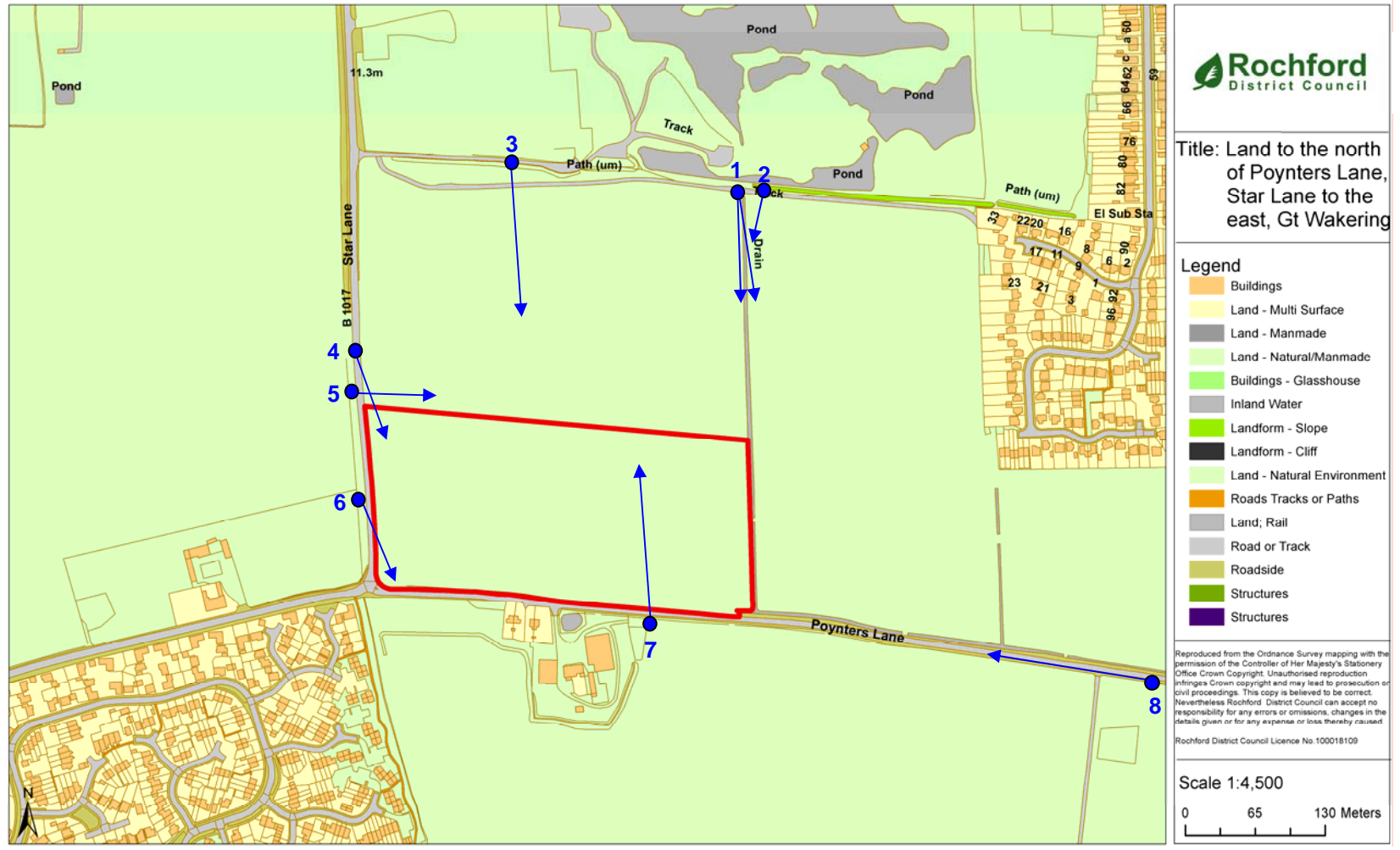
	Site Sustainability Indicators	Rating	Commentary
	Is the site situated on high quality agricultural land? (1, 3, 7)	Grade 1	
	Is the site situated within a landscape character area that is highly sensitive to development? (7)	Medium	This site is situated within the South Essex Coastal Towns landscape character area which has a medium sensitivity to commercial/warehouse estate/port development.
	Is the site within a sensitive historic environment landscape character zone?	Low	This site is situated within Historic Environment Character Zone 7. Areas not quarried have a high sensitivity to change for below grounds deposits, however the extensive quarrying has significantly altered the historic landscape.
9. Site Sustainability Issues – Visual Impact	Site Sustainability Indicators	Yes No	Commentary
	Is the site enclosed by natural features such as hedgerows, trees? (1, 7)	Yes/No	The site is partially bounded to the south by trees and hedgerows which provides some enclosure of the site. There are sporadic trees and hedgerows along Star Lane to the north of the site, however, it is much more open along its western boundary towards the Star Lane/Poynters Lane road junction. There is a watercourse along the eastern boundary of the site which provides enclosure of the site to the east. The site is not enclosed to the north.

	Site Sustainability Indicators	Rating	Commentary
	Are there open views across the site? (1)	Fully/Partially	<p>The trees to the south of Alexandra Road provide enclosure of the site to the east and further to the east along Poynters Lane would provide screening of the site from the eastern approach along the public highway. Some screening of the site is provided along the southern boundary. There is minimal screening of the site along its western boundary, however, the trees and hedgerows further to the north of the site along Star Lane has the potential to provide some screening of the site from the public highway when approaching from the north. The site would be visible given the sporadic presence of trees and hedgerows along Star Lane, and would be highly visible from the public footpath which runs further to the north of the site along the southern boundary of Star Lane Brickworks and the Local Wildlife Site. The openness of the site along its western and southern boundaries provides views of the site from these approaches. There are significant open views across the site, particularly from the south / south west along Poynters Lane, the west along Star Lane and from the north along the public footpath.</p>

10. Photographic Evidence

Map of Viewpoints:

Please see map





Viewpoint 1 (Looking south)



Viewpoint 1 (Looking south/south east)



Viewpoint 2



Viewpoint 3



Viewpoint 4



Viewpoint 5



Viewpoint 6



Viewpoint 7



Viewpoint 8

**12. Other
Issues and
Summary**

This site is situated on agricultural land to the north of Poynters Lane. It would create an isolated of employment land within the Green Belt and there is some concern that this site has the potential to encourage coalescence between the settlements of Great Wakering and Shoebury given its proximity to the residential area of Shoebury to the south west. However, it is not adjacent to the existing settlement of Great Wakering, which is located further to the north, and it follows established boundaries to the east, south and west. The site has the potential to create a strong and defensible Green Belt boundary. There is some enclosure of the site with trees and hedgerows, particularly along the southern and eastern boundaries which would provide some screening of the site from the eastern approach along Poynters Lane. The trees and hedgerows to the north of the site along Star Lane also have the potential to provide some screening of the site from the northern approach along the public highway. There is no enclosure of the site to the north. The openness of the site along its western and southern boundaries provides views of the site from these approaches. There are significant open views across the site, particularly from the south/south west along Poynters Lane, the west along Star Lane and from the north along the public footpath. The site is relatively flat, although there is a gentle increase in the height of the land towards the southern end of the site. New highways access onto Star Lane and/or Poynters Lane would be required. There is no footpath on the eastern side of Star Lane beyond Star Lane Industrial Estate to the north or along the northern side of Poynters lane along the southern boundary of the site, and so investment in improved walking routes would also be required. The site is reasonably well related to the services and facilities located within Great Wakering, although it is situated closer to the settlement of Shoebury to the south west than Great Wakering to the north/north east.

5 Employment Land Requirements

Core Strategy Requirements

- 5.1.1 Policy ED4 of the Rochford District Core Strategy stipulates that the Council will allocate 18 hectares of industrial land to compensate for de-allocations of existing employment land as set out within Policy ED3. These are Star Lane Industrial Estate, Eldon Way/Foundry Industrial Estate, Stambridge Mills and Rawreth Industrial Estate.
- 5.1.2 New employment land will be allocated in the general locations to the west of Rayleigh, north of London Southend Airport and south of Great Wakering. The allocation for the area to the north of London Southend Airport will be determined through the London Southend Airport and Environs Joint Area Action Plan.
- 5.1.3 The Employment Land Study, as acknowledged within the Rochford District Core Strategy, also ascertains that an additional 2.2 hectares of employment land for office development is required.

West of Rayleigh Employment Land Requirements

- 5.1.4 The employment land requirement for the west of Rayleigh to accommodate the relocation of Rawreth Industrial Estate (which includes a mixture of heavy industrial, light industrial and waste transfer businesses) and an additional 2.2 hectares of office accommodation is set out below:

Requirement: Relocation of Rawreth Industrial Estate – 5.9 hectares

Additional office space – 2.2 hectares

- 5.1.5 The updated Sustainability Appraisal for the Allocations DPD: Discussion and Consultation Document recommends that, given the different types of employment to be allocated to the west of Rayleigh and potential issues with ‘bad neighbour uses’ in proximity to the residential area, two employment sites to the west of Rayleigh should be allocated.
- 5.1.6 The options considered for two employment sites to accommodate heavy industrial uses and light industrial/office space are set out below:

Options: Heavy industrial and recycling facilities on Michelin Farm – maximum 9 hectares

Light industrial and office space to the south of London Road – maximum 6.65 hectares (including 2.65 hectares to allocate Swallows Aquatics and Wheatley Farm Nursery)

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South of Great Wakering Employment Land Requirements

5.1.7 The employment land requirement for the south of Great Wakering to accommodate the relocation of Star Lane Industrial Estate is set out below:

Requirement: Relocation of Star Lane Industrial Estate (northern section) – 2.5 hectares

Options: Land to the north of Poynters Lane – maximum 2.5 hectares

Assessment of Compliance with Policy ED4

5.1.8 Michelin Farm (exact site boundary to be determined within the pre-submission document) has been identified as being a preferred location to the west of Rayleigh to be allocated for heavy industrial uses and a recycling centre.

Policy ED4	Comments
Able to accommodate employment uses displaced by residential redevelopment of Rawreth Lane Industrial Estate	This site could accommodate heavier industrial uses displaced from Rawreth Industrial Estate.
Be suitable for high-quality office and industrial development	This site would be suitable to accommodate heavy industry rather than office uses given its location away from the main settlement of Rayleigh.
A versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy	This would be determined at the planning application stage. However, the site has the capacity to accommodate a range of heavy industrial uses and other uses including a recycling centre.
Accessible by a range of transport options	There are a number of bus routes in proximity to the site, however, its location on a busy road junction may not at present be conducive to providing sustainable access to the site. It is likely, however, that given the potential uses on the site many of journeys would be in private vehicles.
Good links to the A130 and A127	This site is located at the junction of the A1245 and A127, and is in close proximity to the A130.

5.1.9 Land to the south of London Road (exact site boundary to be determined within the pre-submission document) has been identified as being a preferred location to the west of Rayleigh to be allocated for light industrial and office uses.

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Policy ED4	Comments
Able to accommodate employment uses displaced by residential redevelopment of Rawreth Lane Industrial Estate	This site could accommodate new employment land for offices uses as well as light industry.
Be suitable for high-quality office and industrial development	This site would be suitable to accommodate light industry displaced from Rawreth Industrial Estate as well as office uses rather than heavy industry given its proximity to the existing residential area of Rayleigh.
A versatile layout and design that can accommodate a range of uses and can be adapted to meet changes in the economy	This would be determined at the planning application stage. However, the site has the capacity to accommodate both light industry and office uses.
Accessible by a range of transport options	The site is reasonably well related to local services and facilities within Rayleigh, and is on a bus route. However, investment in improved public footpath links and public transport would be required
Good links to the A130 and A127	The A127 can be accessed from the site via the A1245.