

[REDACTED]

From: [REDACTED]
Sent: 05 July 2011 16:34
To: Local Plans (Planning Policy)
Cc: [REDACTED]
Subject: Sustainability Appraisal of Core Strategy Submission Document-Response



5th July 2011

To: Mr Samuel Hollingworth
Planning Policy Team Leader
Council Offices
South Street
Rochford
Essex
SS4 1BW

Dear Sam

**RE: SUSTAINABILITY APPRAISAL OF CORE STRATEGY SUBMISSION DOCUMENT
RESPONSES AND COMMENTS TO SAMUEL HOLLINGWORTH, PLANNING POLICY TEAM LEADER**

Thank you for your email of 13th June 2011 and the opportunity to comment on the above document.

Our comments are as follows:-

SA Objective, 1. Balanced Communities.

We have considered the potential merits of the new extended time period which allows a longer spread of new development, but certain elements of infrastructure are desperately needed now. A point in case is the junction of Lower Road, Hullbridge Road and Watery Lane. We believe the Council is aware of the current problem in this locality which could be alleviated by the earlier release of the land comprising five and a half acres to the south of Lower Road included in Preferred Option SWH4. Early release of this land would enable the surplus educational capacity in Hullbridge to be utilised and improve traffic flow at this restricted junction across the extended period.

2. Healthy and Safe Communities.

Extending the time period for new housing in Hullbridge over so long a period will have a negative effect on the provision of such road improvements denying a better infra-structure for current and future use.

3. Housing.

We understand from research and past press reports that there is an urgent need for affordable housing in the Rochford District and whilst the evolving Core Strategy procedure is ongoing nothing worthwhile can be initiated. Therefore, we consider it would be better to progress the smaller sites like the southern section of Preferred Option SWH4 rather than the larger, more contentious developments proposed for earlier release.

4. Economy and Employment.

We consider that the extended time period would dilute the initial benefits which could be achieved under section 106 agreements for infrastructure improvements. This would be a more immediate early boost to the local economy rather than drip feeding such provision over more than two decades.

5. Accessibility.

Brown field sites in Rochford are not a major contributory factor in providing new development sites, they are at best to be viewed as supplementary to new land release. The site mentioned in Preferred Option SWH4 above, is immediately accessible, fronting two main roads having reasonable proximity to shops and services and benefits by a regular bus service and could be more easily integrated into the existing development adjacent. With respect, may I remind you that part of this site is in fact brown field and part is white land. The remaining greenbelt portion of the site is strongly self contained and would make an ideal early release site.

We trust that our comments will be fairly and duly considered in the light of new Government proposals to stimulate local economies.

Yours faithfully

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