

Rochford Local Development Framework | Core Strategy Sustainability Appraisal Addendum

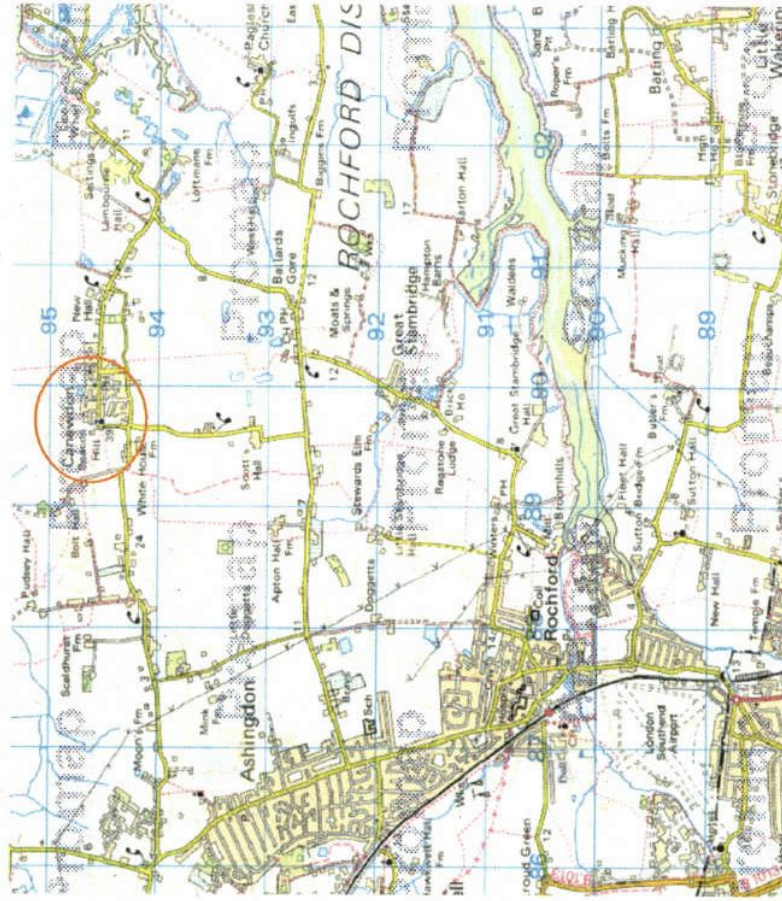


Land to the south of Canewdon
11th July 2011



Contents

- 1.0 Introduction
- 2.0 Site and Context
- 3.0 Site Evaluation
 - 3.1 Balanced communities
 - 3.2 Healthy and safe communities
 - 3.3 Economy and employment
 - 3.4 Accessibility
 - 3.5 Biodiversity and cultural heritage
 - 3.6 Landscape and townscape
 - 3.7 Water, and air quality
 - 3.8 Land and soil
- 4.0 Summary

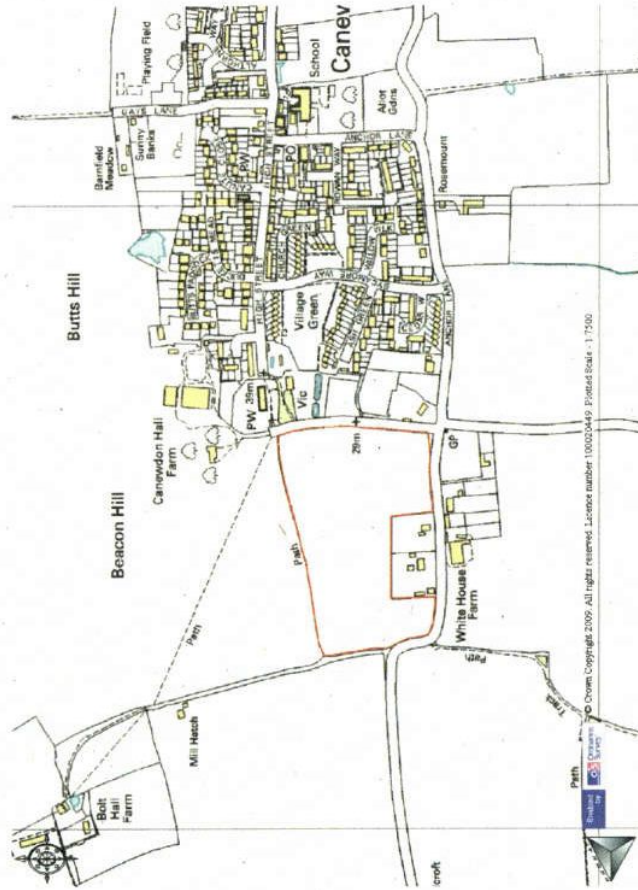


1.0 | Introduction

Strutt and Parker are making the following representation on behalf of the Chelmsford Diocesan Board of Finance to Rochford Core Strategy Sustainability Appraisal Addendum.

The aim of the following representation is to reiterate and expand upon the representations made at the previous stage of the document's production, with focus on the Council's Appendix One Sustainability Appraisal objectives.

Section Two of this document describes the site and the context in which it has reached this stage of the LDF process. Section Three moves on to evaluate the site in relation to the sustainability appraisal objectives and Section Four summarises the findings.



2.0 | Site and Context

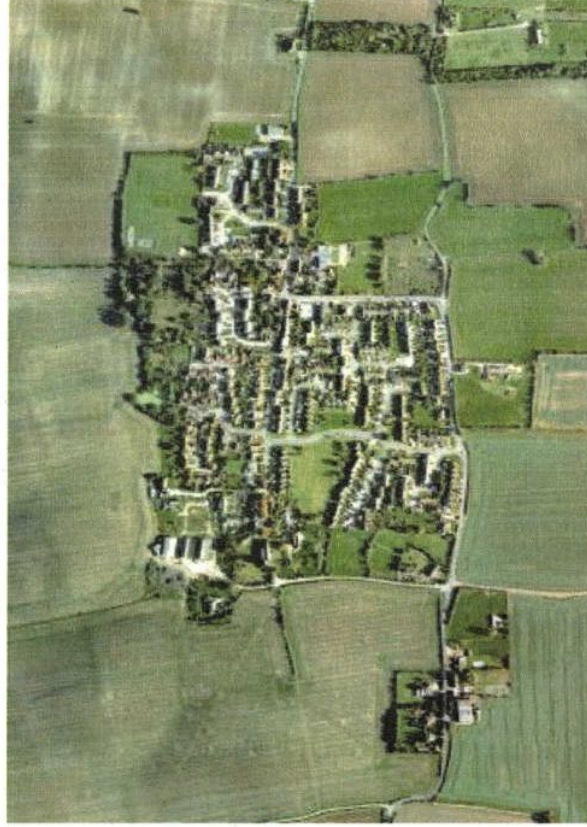
The site is located to the south west of Canewdon, at the north east corner of Scotts Hall Lane and Lark Hill Road crossroads. A site location plan is provided on the contents page of this document.

Totalling 6.5 hectares, topographically the land rises to the north where it is bounded by a public footpath running east to west. Canewdon is to the west of the site whilst to the south there are dwellings and landscaping features which would help to integrate the site whilst also softening views from this direction. A site plan is provided on page three.

The site has been promoted throughout the Rochford LDF process including but not limited to the following consultations: the Core Strategy Submissions Regulation 27 Consultation (2009); the Allocations DPD Discussion and Consultation Document (2010); and Call for Sites (2010).

As set out in the Core Strategy and the Sustainability Appraisal Addendum, the site is a preferred location for residential development.

The site is currently within the Green Belt however development has the ability to create a defensible Green Belt boundary to discourage future development.



3.0 | Site Evaluation

This section of the report will respond to the Council's evaluation of the site within the Sustainability Appraisal Addendum based on the following criteria:

- Balanced communities
- Healthy and safe communities
- Economy and employment
- Accessibility
- Biodiversity and Cultural Heritage
- Landscape and townscape
- Water and air quality
- Land and soil

Each of these will be discussed in turn in relation to the site.

3.1 | Balanced Communities

There is an active Parish Council within the village and donations have just been made to rebuild the village hall. There are a number of community facilities including a large play area, basketball court and skateboard ramp, cricket and football pitches. As stated within the Council's evaluation, 60 dwellings would assist in growing and

supporting the existing services and facilities.

An additional advantage to having such facilities is that new residents can be easily integrated into the community by sharing the village services with existing residents.

3.2 | Healthy and Safe communities

As confirmed by the Council there would be no negative effects in relation to healthy and safe communities as a result of development.

As described in Section 3.1, there are a number of outdoor recreation facilities and the village also provides allotments. This is a positive attribute for any new residents as these facilities offer the opportunity to partake in healthy activities. In addition to which existing facilities allow residents to interact and get to know each other, encouraging safe communities.

3.3 | Economy and employment

The village is well served by a number of facilities which create jobs. These include the two pubs, two village shops and a primary school. There are also eight different companies based in Canewdon that offer a variety of trades including plumbing, ironing and window replacement.

As stated in the Council's assessment additional residents would support these local services. If there was a need to drive to other centres for work Hockley, which is less than 5 miles away, has a railway station with a direct line into London Liverpool Street. Journey time is 47 minutes and there is approximately one train every 20 minutes.

3.4 | Accessibility

We would agree with the Council's statement that development in this location would assist in directing traffic away from the village centre. As described in Section 3.3 above, Hockley is 4.6 miles from Canewdon and has a train station. In addition, there is a bus service

the number 10, which runs from Canewdon to Hockley and on to Rayleigh. The number 60 bus runs from Canewdon to Southend On Sea stopping at Rochford.

Public transport is available from Canewdon to the wider public transport network across the country.

3.5 | Biodiversity and Cultural Heritage

We would support the Council in their statement that there are no significant impacts on either biodiversity or cultural heritage. As part of the development and whilst creating the defensible boundary to the wider Green Belt it may be possible to actually enhance biodiversity by creating a wildlife corridor.

Any impact on biodiversity and cultural heritage would be mitigated as part of any development proposals.

Land to the south of Canewdon, Rochford | Core Strategy Sustainability Appraisal Addendum

3.6 | Landscape and townscape

As discussed in Section 3.5 a defensible boundary will be erected on site which the Council state will assist in minimising the visual affects of any development. We would support this statement. Landscaping will be sensitively managed to enhance the Crouch and Roach Farmland character area.

3.8 | Land and soil

The site is located on Grade III agricultural land and as such is of the poorest agricultural Grade restricting what can be grown. We would support the Council's comment that there would be no significant impact arising due to the loss of this as agricultural land.

3.7 | Water and air quality

We support the Council's statements that development would not have any significant effects in terms of water and air quality. The site is located on a natural incline and would therefore offer a degree of natural drainage.

There are no air quality issues in this area and with the public transport links that are available from the village it is likely that any impact would be minimal.

4.0 | Summary

The Sustainability Appraisal Addendum recognises Canewdon as a distinct settlement with its own community and housing needs. As this evaluation has concluded the location is not subject to any significant environmental, physical or social constraints.

The proposed location sets to provide good accessibility to Rochford town centre and would minimise the impact on traffic passing through the village centre.

The proposed development performs well in relation to the criteria which it has been assessed against and will assist in delivering a balanced community whilst enhancing and supporting existing village services.

In conclusion, we support the Council's evaluation of the site although we would suggest that the accessibility and employment evaluations are more sustainable than the Council have described.

