

Rochford District Council – Rochford Area Action Plan Submission Document Examination: Proposed Schedule of Modifications to the Rochford Area Action Plan Submission Document - September 2014

Proposed Schedule of Modifications to the Rochford Area Action Plan Submission Document - September 2014

The changes below are expressed either in the conventional form of strikethrough for deletions and underlining for additions of text, or by specifying the change in words in *italics*.

The below proposed minor amendments relate to changes to the Rochford Area Action Plan Submission Document (July 2013).

The page numbers and paragraph numbering below refer to the Rochford Area Action Plan Submission Document (July 2013), and do not take account of the deletion or addition of text.

Ref	Page	Policy/ Paragraph	Main Modification
MM1	10	Section 2.2; first paragraph	<i>Insert new paragraph below first paragraph:</i> Archaeological deposits relating to the development of the medieval and post medieval town are likely to survive in particular around the central Market Square and its axial road system as described above. All new development should incorporate a mitigation strategy for the preservation and/recording of such deposits.
MM2	23	Section 3.1; second paragraph	<i>Amend second paragraph as follows:</i> Provision of an attractive town centre for local people and visitors – Rochford has good local retail offer, in line with its position as a small market town. This should be enhanced through the encouragement of more supporting uses, including restaurants, cafés, and bars, and other leisure uses and community facilities, including those for young people. <u>The presence of trees and green open space in and around the town centre also contributes to the quality of the local environment for local people and visitors.</u>
MM3	23	Section 3.1; sixth	<i>Insert new paragraph below sixth paragraph:</i> Rochford, like many other Towns, will be vulnerable to unavoidable climate change and extreme

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		paragraph	weather events in the future, such as surface water flooding and exposure to extremely high and cold temperatures. To ensure the sustainability of Rochford's economy, continued preservation of the historic fabric and protection of green-spaces in the long-term development proposals will be required to take account of, and be adaptable to, the expected changes in local climate conditions, throughout the proposed lifetime of the development. All new developments should reduce predicted CO ₂ emissions using a combination of building performance improvements, small scale on-site renewable energy and/or efficient supply of heat, cooling and power.
MM4	27	Policy 1	<p><i>Amend the second part of the policy as follows:</i></p> <p>All new development within the Rochford AAP area should contribute towards the delivery of the spatial framework as shown in Figure 6. The key elements of this framework are:</p> <ol style="list-style-type: none"> 1. The focus of retail uses in the centre, with the highest concentration of A1 uses in the Market Square area; <u>with an additional 750 sq.m. of retail (A1) floorspace to be delivered within the AAP area;</u> 2. The creation of a more vibrant and attractive Market Square, with public realm improvements and the encouragement of additional restaurant and café uses; 3. The protection of office-based employment uses in the Locks Hill area; 4. Opportunities for new mixed-use development as sites become available (see Policies 6 to 9); 5. New and enhanced routes and key junctions within the AAP area and linking the centre with the rail station and the surrounding area; 6. New and improved public realm and environmental improvements throughout the centre; <u>and</u> 7. <u>Any new proposals must also ensure appropriate consideration of above ground heritage assets and below ground archaeological deposits.</u>
MM5	27	First paragraph	<p><i>Insert new paragraph below Policy 1:</i></p> <p><u>Four potential opportunity sites have been identified in Figure 6; the Spar building, the Police Station,</u></p>

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		after Policy 1	<p><u>the car park adjacent to the Freight House, and North Street (at the junction with Weir Pond Road). These sites offer the potential to contribute to a number of the key objectives of the Plan, including enhancing the historic core and promoting the redevelopment of unused, underused, infill or unattractive sites, particularly for residential and/or retail use. It is beneficial to establish uses that would be suitable for each site to provide certainty, as set out in Policies 6 to 9.</u></p>																	
MM6	27	Third paragraph after Policy 1	<p><i>Amend the paragraph as follows:</i></p> <p>The AAP sets out further policies that provide guidance for new high quality development in accordance with this vision and objectives for Rochford and the AAP framework for the town. These policies are based around an understanding of the centre’s character areas and seek to build on Rochford’s existing local character. <u>The AAP also identifies a potential opportunity site which has the capacity to accommodate 750sq.m. of A1 (retail) floorspace along North Street (at the junction with Weir Pond Road).</u></p>																	
MM7	29		<p><i>Amend the second row of the table as follows:</i></p> <table border="1"> <thead> <tr> <th>Environmental improvement / highways scheme</th> <th>Lead partner</th> <th>Other partners</th> <th>Estimated cost</th> <th>Potential funding stream(s)</th> <th>Comments</th> <th>Justification</th> </tr> </thead> <tbody> <tr> <td>Market Square public realm enhancements</td> <td>ECC</td> <td>Rochford District Council / developers</td> <td>£500,000 £750,000 £20,000</td> <td>Pooled financial contributions / ECC budget / Local Highways Panel</td> <td>Relocation of taxi island and consolidation of taxi stand to one side only. Modest reduction in the number of parking spaces to allow for expanded pedestrian areas. Reverse the entrance and exit. Replace taxi rank inside island with two additional parking spaces. Designate</td> <td>Limited footway space outside shops. Demand for free parking causes conflicts between queuing traffic and buses turning left from South Street. No vehicle circulation</td> </tr> </tbody> </table>				Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification	Market Square public realm enhancements	ECC	Rochford District Council / developers	£500,000 £750,000 £20,000	Pooled financial contributions / ECC budget / Local Highways Panel	Relocation of taxi island and consolidation of taxi stand to one side only. Modest reduction in the number of parking spaces to allow for expanded pedestrian areas. Reverse the entrance and exit. Replace taxi rank inside island with two additional parking spaces. Designate	Limited footway space outside shops. Demand for free parking causes conflicts between queuing traffic and buses turning left from South Street. No vehicle circulation
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							<p>additional disabled parking space and motorcycle parking bay. Review of Traffic Regulation Orders (TROs). Footway repaving and, where appropriate, tree planting. Extend footway material from square across West Street to slow traffic and create informal crossing points.</p>	<p>possible within parking area. Over supply of taxi parking space.</p>
MM8	32	Figure 8	<p><i>Replace the Proposals Map with the attached plan.</i></p>					
MM9	33	Policy 2	<p><i>Amend policy as follows:</i></p> <p>Within Rochford’s Primary Shopping Frontage, as defined on the Rochford AAP Proposals Map (Figure 8), proposals for A1 retail uses will be acceptable. Proposals for A3 and A4 uses will also be considered acceptable where they would maintain A1 retail uses at 65% of defined primary shopping frontage. New A5 uses are not considered appropriate in the primary shopping frontage. Development for non-A1 uses will be permitted where it would:</p> <ol style="list-style-type: none"> 1. Not have a detrimental impact on, or undermine, the vitality and viability of Rochford town centre; 2. Not create a cluster of similar uses within <u>the same use class</u> in a locality that undermines the character of the centre; <u>and</u> 3. <u>Entail the provision of a non-A1 use which is considered to p</u>ositively contribute to the overall offer and encourage people into the centre. 					
MM10	33	Policy 3	<p><i>Amend policy as follows:</i></p> <p>Within Rochford’s Secondary Shopping Frontages, as defined on the Rochford AAP Proposals Map (Figure 8), new development for Class A and D uses and other uses considered appropriate in town</p>					

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			<p>centres will be acceptable. Development involving the loss of town centre uses will be permitted where it would:</p> <ol style="list-style-type: none"> 1. Not have a detrimental impact on, or undermine, the vitality, viability and retail character of Rochford's Primary Shopping Frontage; 2. Not create a cluster of similar uses within <u>the same use class</u> in a locality that undermines the character of the centre; <u>and</u> 3. <u>Entail the provision of a non-A1 use which is considered to p</u>Positively contribute to the overall offer and encourage people into the centre.
MM11	35	Fifth paragraph	<p><i>Insert new paragraphs below the fifth paragraph:</i></p> <p><u>However there are uses of which the provision of additional units in Rochford town centre would not be considered to positively contribute to the overall offer of the centre. Such uses include hot food takeaways (A5 uses), planning applications for which will not generally be supported, particularly within the Primary Shopping Frontage area.</u></p> <p><u>Some land uses associated with town centre locations have the potential to raise amenity issues for nearby residents. Such uses might include, but are not necessarily limited to, those falling in Use Classes A3, A4 and A5 or other, Sui Generis uses such as night clubs. The impact of such non-retail uses on the amenity of those living within or nearby the centre will be an important consideration in determining relevant planning applications, and applicants will be expected to demonstrate how negative impacts arising from such proposals will be mitigated, if applications are to be permitted.</u></p>
MM12	39	Policy 5	<p><i>Amend the second part of the policy as follows:</i></p> <p>Principles important in respect of development in all four of the character areas include:</p> <ol style="list-style-type: none"> 1. Public realm interventions should where possible be incorporated with proposals for new

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			<p>development, including the replacement of poor quality paving, the removal of street clutter, the improvement of lighting for pedestrian routes, and the planting of appropriate street trees;</p> <p>2. Enhanced cycle parking facilities should be provided at suitable locations throughout the centre;</p> <p>3. Bus facilities should be upgraded, with improvements including possible route alterations to enhance the pedestrian experience along West Street, better shelters and increased seating provision;</p> <p>4. New and improved pedestrian signage, appropriate for a conservation area, should be introduced for key destinations and attractors, including the rail station, the town centre and Market Square, the Council's offices, the hospital and the Locks Hill employment site; <u>and</u></p> <p><u>5. Any new proposals must also ensure appropriate consideration of above ground heritage assets and below ground archaeological deposits.</u></p>
MM13	41	Policy 6	<p><i>Amend the policy as follows:</i></p> <p>Development in the central area will support and strengthen the retail function and character of the area.</p> <p>The Council will support environmental and traffic management improvements to the Market Square area which respond positively to the area's heritage assets, give greater priority for pedestrians and help relieve traffic problems in the town centre. The following principles are important:</p> <p>1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:</p> <p>a. Development which provides an active edge of town centre uses around Market Square and along key streets in the area;</p> <p>b. A tight knit and organic urban grain with a varied roof line;</p> <p>c. Buildings typically between two and three storeys in height; <u>and</u></p>

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			<p>d. West Street presenting the public ‘front’ of buildings with Back Lane providing service access.</p> <p>2. In accordance with Policy 2, primary shopping frontages should be in predominately retail uses supported by a limited number of restaurants and cafés and public houses/wine bars (A1, A3 and A4). Secondary shopping frontages should be in a mix of retail and other appropriate town centre uses.;</p> <p>3. The redevelopment of the two storey building on the eastern side of Market Square (<u>the Spar building</u>) would be supported provided that it is redeveloped in a style and form that contributes positively to the character of the area with A1, 3 or 4 uses addressing Market Square. Upper floors could be occupied by a range of uses including offices and residential.;</p> <p>4. Public realm enhancements should be focused on the creation of an improved Market Square and include the rationalisation and reduction in the number <u>size</u> of car parking spaces and the potential relocation of the taxi rank to an appropriately central and accessible location.;</p> <p>and</p> <p>5. Pedestrian links within the AAP area, including those to Back Lane car park and Roche Close, and across Rochford, including to the rail station and open space on the opposite side of Bradley Way, should be improved.</p>
MM14	43	5.2 (third and fourth paragraphs and four bullet points)	<p><i>Replace the paragraphs with the following:</i></p> <p>A number of options have been investigated during the preparation of this AAP, taking into consideration community and business feedback, Essex County Council’s highway advice, funding opportunities and scheme deliverability. Figure 10 provides a summary of the existing conditions in the Square.</p> <p><u>The</u> Key principles underpinning <u>the</u> improvements to Rochford Market Square include the following:</p> <ul style="list-style-type: none"> • Change the access arrangements into the Market Square so that the entrance and exit are reversed. This may require some additional remedial works, such as yellow box junctions, to facilitate the flow of traffic along West Street and turning into and out of the Square.

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			<ul style="list-style-type: none"> • Rationalise the taxi rank through removing the taxi spaces on the inside of the island. This would enable the creation of two additional public car parking spaces. • Retain free car parking in this location and create an additional disabled parking bay. • Designate an area for motorcycle parking. • Enhance the aesthetics of the Market Square, which may include repaving the pedestrian areas. • Retain the bus stop as existing. • Review Traffic Regulation Orders (TROs). <p>An indicative diagram of the modest amendments to the Market Square, which integrates these key planning principles, is set out in Figure 11. Other remedial works to complement these modest improvements, including the use and location of yellow box junctions, will be determined in further detail in conjunction with Essex County Council highways.</p>
MM15	44	Figure 11	<i>Replace Figure 11 with the appended plan</i>
MM16	45	Figure 12	<i>Remove figure.</i>
MM17	47	Policy 7	<p><i>Amend the second part of the policy as follows:</i></p> <p>The Council will support development in the northern/eastern approach area that would protect and enhance its existing character. The following principles are important:</p> <ol style="list-style-type: none"> 1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include: <ol style="list-style-type: none"> a. The mixed housing character of the area, with a predominance of traditional, weather-boarded housing along North Street and Weir Pond Road and more substantial, typically Victorian properties, along the East Street approach; b. Building heights being typically two storeys with some higher density modern housing types; and c. A varied building line that adds character and variety to the street but that becomes stronger along

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			<p>the back edge of the pavement as one approaches the town centre.</p> <p>2. New development will be acceptable on sites as they become available for development where they would lead to the creation of more residential units or community facilities in particular those catering for young people. <u>Proposals for the opportunity site along North Street (at the junction with Weir Pond Road) identified in Figure 6 would be supported where a predominance of A1 uses is proposed, and where proposals would deliver, or contribute towards the delivery of, in the region of 750sq.m of retail floorspace at the opportunity site.;</u></p> <p>3. Pedestrian links within the AAP area, including those to the central area and Market Square, should be strengthened. If possible, a new pedestrian link from Pollards Close to Roche Close should be created.;</p> <p>4. Improvements at the junction of Weir Pond Road and East Street will be supported.</p>
MM18	47	Second paragraph	<p><i>Amend second paragraph below Policy 7 as follows:</i></p> <p>The Rochford AAP framework plan (see Figure 6) identifies a potential development opportunity on North Street opposite the Rose and Crown pub <u>at the junction with Weir Pond Road</u>. The area includes a poor quality shopping parade with flats above, an adjacent vacant site and further piece of land currently utilised for parking for the pub. Should the site come forward for redevelopment, the Council would give its in-principle support for the redevelopment of the site for a mixed use, housing led development which helps to repair this break in the North Street frontage. Uses should include retail.</p>
MM19	49	Policy 8	<p><i>Amend the second part of the policy as follows:</i></p> <p>The Council will support development in the southern approach area that would protect and enhance its existing character. The following principles are important:</p> <p>1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:</p>

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			<p>a. The high quality historic townscape along South Street, characterised by brick built two storey buildings with clay tiled roofs with varied building lines and roof forms which adds interest and character to the street; <u>and</u></p> <p>b. The landscape setting of Bradley Way which benefits from some prominent trees along its route, particularly at its southern end.</p> <p>2. New development will be acceptable where it would lead to the creation of more residential units or community facilities, in particular those catering for young people, except at the Locks Hill employment site, where only B1a uses will be acceptable, in accordance with Policy 4-;</p> <p>3. The Police Station building and site on South Street represents an important opportunity for reuse or conversion, <u>which would be supported if proposals are for C3 or Sui Generis uses providing community facilities, particularly those catering for young people-;</u></p> <p>4. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the open space on the opposite side of Bradley Way, should be strengthened-; <u>and</u></p> <p>5. Improvements at the junction of Bradley Way, South Street and Southend Road will be supported. This location acts as a gateway to the town from the south but currently lacks definition and, combined with a reworking of the junction, there may be an opportunity for a new landmark development to strengthen this gateway.</p>
MM20	49	Second paragraph	<p><i>Amend second paragraph below Policy 8 as follows:</i></p> <p>South Street benefits from many listed buildings and is perhaps the most intact part of the town in terms of the integrity of historic fabric. Red brick buildings of a domestic scale prevail with some notable exceptions in the French Baroque style Police Station built in 1914 and the Masonic Hall, formerly the County Court building at 24 South Street. The Police Station building is not listed but makes an important and positive contribution to the character of the conservation area, <u>and is included on the Council's Local List of important local buildings.</u> The building presents an exciting conversion and reuse</p>

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			<p>opportunity. If new uses are to be introduced, protecting the amenities of nearby residents will be a key consideration when assessing the impact and suitability of any proposal. <u>New uses that would be supported by the Council include residential or community uses catering for young people.</u></p>
MM21	51	Policy 9	<p><i>Amend the second part of the policy as follows:</i></p> <p>The Council will support development in the western approach area that would protect and enhance its existing character. The following principles are important:</p> <ol style="list-style-type: none"> 1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include: <ol style="list-style-type: none"> a. The small scale of the almshouses along West Street as you enter the town from the west; <u>and</u> b. The mixed commercial and residential character of the area where both long and recently established businesses sit comfortably adjacent to residential uses. 2. New development in this location is considered particularly appropriate given the opportunities for new development taking advantage of the good quality public transport facilities; 3. New development is acceptable where it would lead to the creation of more residential units, job opportunities or community facilities, in particular those catering for young people; 4. Freight House is an attractive commercial building and should be retained. However, there is considered to be an opportunity to intensify the uses on this site, either through a new building or an extension to the existing building. Housing and/or employment uses C3, B1 and D2 uses would be appropriate, with a particular opportunity to take advantage of the excellent public transport accessibility and the proximity and relationship to the open space to the east; 5. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the rail station and green open space south-west of Bradley Way, should be strengthened; <u>and</u>

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			6. Improvements at the junctions of Ashingdon Road, Hall Road and West Street, and West Street and Bradley Way will be supported.
MM22	51	Third paragraph	<p><i>Amend third paragraph below Policy 9 as follows:</i></p> <p>Freight House is an attractive former railway building. Land adjacent to the building <u>is currently used as parking for up to 55 vehicles on approximately 0.2 hectares.</u> It is well located with excellent access to public transport facilities and a short walk to the town centre, has development potential for a mix of uses. <u>Proposals for housing and/or employment uses would generally be supported on all or part of this site.</u> An extension to Freight House itself would help to reinforce its existing commerce/leisure use.</p>

Ref	Page	Policy/ Paragraph	Additional Modification
AM1	-	-	<i>Change title of the plan to 'Rochford Town Centre Area Action Plan'.</i>
AM2	5	Figure 1	<i>Include key to Figure 1.</i>
AM3	6	1.1 (first paragraph)	<p><i>Amend paragraph as follows:</i></p> <p>Rochford District Council is committed to preparing Area Action Plans (AAP) for its three main centres of Rayleigh, Rochford and Hockley. The AAPs will form part of the statutory development plan for Rochford District. This document focuses on guiding the development of Rochford town centre <u>during the plan period to 2025,</u> and also considers its immediate surroundings.</p>
AM4	23	Section 3.2; Vision	<p><i>Amend the vision as follows:</i></p> <p>Rochford will develop its existing strengths as a small and attractive historic market town serving the</p>

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			needs of its local population and visitors. By 2025 2026, the town centre offer will be more mixed, and will include a greater diversity of town centre uses, such as restaurants, cafés, and bars, leisure uses and community facilities, whilst retaining its existing office stock. Environmental enhancements and new development will improve key spaces, build on the town’s historic character and make better use of unused or unattractive sites. Improvements to existing routes and the addition of new links will make the town more permeable and make travel by all modes of transport easier.
AM5	35	Policy 4	<p><i>Amend policy as follows:</i></p> <p>The Council will support new B1a (office) employment development within the Locks Hill employment site (<u>Figure 8</u>) and protect the area from uses that would undermine its role as an employment generator. Alternative uses will be considered having regard to:</p> <ol style="list-style-type: none"> 1. The number of jobs likely to be generated; 2. The compatibility with and impact on existing B1(a) uses; 3. The impact on the vitality and viability of Rochford town centre; and 4. Wider sustainability issues such as traffic generation considered against travel by sustainable modes. <p>Any new development at the Locks Hill employment site should be of a quality befitting this gateway location, safe and inclusive design which acts as a landmark and responds positively to its local context.</p>
AM6	43	Section 5.2; bullet point 2	<p><i>Change bullet point 2 as follows:</i></p> <p>Consider the benefits of rationalisation of the taxi provision – it is currently on both sides of the 'central island' and could be rationalised. It may be necessary to allocate spaces in an alternative location, with Back Lane <u>car park</u>, Baxter Close and Roche Close potentially all providing viable alternatives.</p>

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AM7	44	Text explaining Figure 11	<i>Replace text with the following:</i> Indicative diagram of Market Square improvements depicting modest alterations including rationalisation of the taxi rank and an increase in free, short term car parking spaces
AM8	53	Section 6.4 (third paragraph)	<i>Amend paragraph as follows:</i> The AAP sets out priorities for delivering environmental improvements and highways schemes. The Council will expect that new developments within, and affecting, the AAP area contribute towards these identified priorities <u>either through the Community Infrastructure Levy (CIL), Section 106 or Section 278 agreements as appropriate</u> , in accordance with the Core Strategy.
AM9	54	First row, last column	<i>Amend text as follows:</i> The Council will record development through <u>the Annual Monitoring Reports (AMR)</u> , keeping track of commitments and completions.
AM10	55	Second row, last column	<i>Amend text as follows:</i> Office commitments and completions will be recorded as part of the <u>Annual Monitoring Report (AMR)</u> .
AM11	55	Third row, last column	<i>Amend text as follows:</i> The quality of new development will be monitored as planning decisions are made, <u>and recorded in the Annual Monitoring Report (AMR)</u> .
AM12	55	Fourth row, last column	<i>Amend text as follows:</i> The quality of new development will be monitored as planning decisions are made, <u>and recorded in the Annual Monitoring Report (AMR)</u> .

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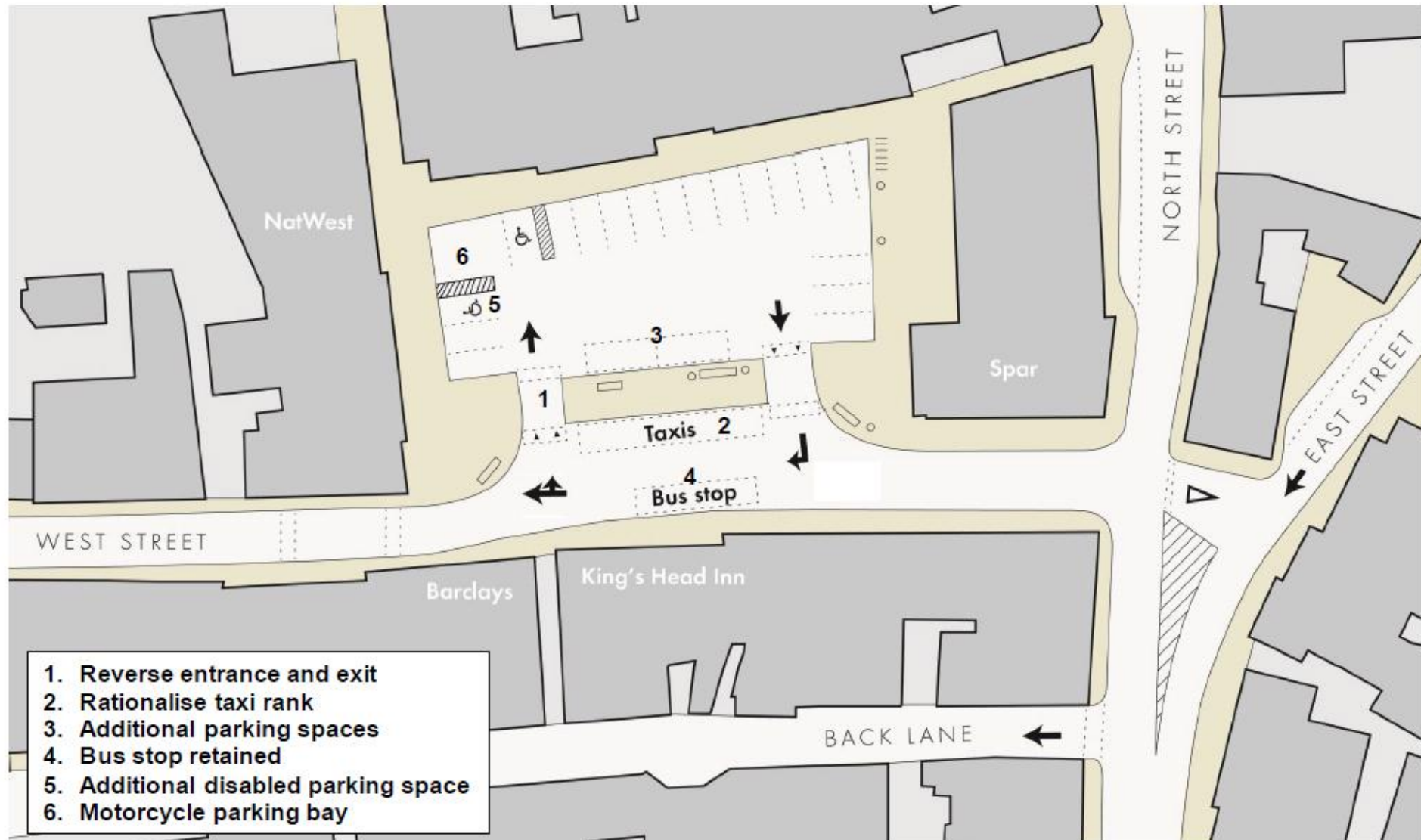
Ref	Page	Policy/ Paragraph	Additional Modification
AM13	56	6.5 (third paragraph)	<i>Amend paragraph as follows:</i> The Council's <u>Annual Monitoring Report (AMR)</u> will document whether or not the AAP's objectives are being met and will set out the necessary actions to aid the delivery of the AAP.

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MM8



MM15



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AM2

