

Draft Appraisal of Rayleigh Area Action Plan Options

Appraisal key

Categories of sustainability effects	
Colour	Impact
++	Major Positive
+	Positive
0	No Impact
?	Uncertain
-	Negative
--	Major Negative

SA Objective	Issue 1. Quality and setting of conservation area/ listed buildings undermined by unsympathetic development and 'street clutter'.							
	Low		Medium		High		Higher	
1. Balanced Communities	Positive effect on this SA objective by improving the public realm/ environment for residents and visitors.	+	This option has the potential for an enhanced positive effect compared to the low option as there is a greater level of intervention, including Façade treatments to unsympathetic buildings and furniture along the High Street.	+	This Option focuses on the strategic redevelopment of unsympathetic buildings and the provision of a shared space scheme along the high street. Further enhanced positive community benefits.	+	This option proposes either full or partial pedestrianisation of the High St, including wider traffic measures, as well as the redevelopment of large development blocks. This option is likely to have the greatest positive effect compared to the other three options; however, there is an element of uncertainty as this level of intervention could have short-term negative effects on transport (congestion) and disturbance to residents (noise) as a result construction. There is also the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere creating another barrier to movement within the AAP area.	-

							This could also have impacts on the efficiency of bus services.	
2. Healthy & Safe Communities	Improving the public realm/ environment for residents and visitors will encourage more people to walk, which will have a positive effect on this SA objective.	+	Further enhanced positive benefits compared to the low option as there will be greater public realm improvements.	+	Shared space scheme along the high street could have positive effects on this SA objective; however there are potential issues for blind pedestrians.	+	The pedestrianisation of the high street and wider traffic measures will help to reduce traffic and encourage people to walk with positive effects on health. There is an element of uncertainty as this level of intervention could have short-term negative effects on transport and disturbance to residents as a result of construction. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area.	+ -
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

4. Economy & Employment	Improving the public realm/ environment for residents and visitors, including shop front improvements, will have positive effects for business.	+	Further enhanced positive benefits compared to the low option as there will be greater public realm improvements and façade treatments to unsympathetic buildings.	+	The strategic redevelopment of unsympathetic buildings and a shared space scheme would have a positive effect on business. Potential for short-term negative effects on business as a result of construction (noise & traffic). Suitable mitigation available at the project level to minimise impacts.	+	The option is likely to have the greatest benefit for the economy as it would result in the redevelopment of large development blocks. The pedestrianisation of the high street would also provide a better shopping experience for residents and visitors. There is the potential for short-term negative effects to the economy during construction as a result of transport disruption and noise pollution. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area.	++ ?
5. Accessibility	No significant effect identified.	0	No significant effect identified.	0	A shared space scheme could make it difficult for blind members of the community to move through the High Street.	?	Potential for short-term negative effects on transport as a result of the redevelopment of large blocks. Construction and transport management plans	+ -

							would ensure that negative impacts would be minimised. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Positive effect on this SA objective by helping to improve the setting of heritage assets.	+	Further enhanced positive benefits compared to the low option as there will be a greater level of intervention.	+	Potential for positive effects on this SA objective through redevelopment of unsympathetic buildings and a shared space scheme. The redevelopment of buildings has the potential for short-term negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the project level.	+	Potential for positive effects on this SA objective through redevelopment of unsympathetic buildings and pedestrianisation of the high street. The redevelopment of buildings has the potential for short-term negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the	++
						?	?	

							project level.	
8. Landscape & Townscape	Improving the public realm/ environment for residents and visitors, including shop front improvements, will have positive effects on the townscape, helping to create a more friendly pedestrian and retail-friendly environment.	+	Further enhanced positive benefits on townscape compared to the low option as there will be greater public realm improvements and façade treatments to unsympathetic buildings.	+	Strategic development of unsympathetic buildings and a shared space scheme have the potential for positive effects on townscape. There redevelopment of buildings has the potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level.	+	This option has the potential for greatest positive effect on the townscape through the redevelopment of large development blocks, including around the police station. Compared to high option it also has the potential for a greater short-term negative effect as a result of construction. However, as for the high option it is considered that suitable mitigation measures are available at the project level.	++
						?		?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	There are significant issues relating to the diversion of traffic and capacity of surrounding routes as a result of the pedestrianisation of the High Street, which could create barriers to pedestrian movement in the AAP area. While there would be no traffic on the pedestrianised	?

							section of the High Street levels of traffic and congestion would increase in other areas.	
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	As for the appraisal against SA objective 9.	?
13. Sustainable Design & Construction	Improving the public realm/ environment for residents and visitors will have a positive effect on this SA objective.	+	Further enhanced positive benefits compared to the low option as there will be greater public realm improvements.	+	The redevelopment of buildings and a shared space scheme will have enhanced benefits over the low and medium options.	+	This option has the potential for greatest positive effect on sustainable design and construction through the redevelopment of large development blocks, including around the police station, and the pedestrianisation of the high street.	++

Summary:

The options propose varying levels of intervention to enhance the quality and setting of the conservation area. All of the options have the potential for positive effects on SA objectives relating to communities, health, the economy, heritage, townscape and sustainable design. The higher the level of intervention the more positive the effect is likely to be; however, the redevelopment of unsympathetic buildings, particularly in large blocks, also adds an element of uncertainty. The high and higher options have the potential for negative effects on a number of SA objectives in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects. The high option was assessed as having an uncertain effect on accessibility and health as a shared space scheme could make it difficult for blind members of the community to move through the town centre.

The higher option also has the potential for negative effects on communities and health as a result of the pedestrianisation of the High Street. This would result in the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way), which would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. It could lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.

SA Objective	Issue 2. Need to introduce a greater range of leisure service providers, further comparison goods floorspace and office space.							
	Low		Medium		High		Higher	
1. Balanced Communities	Enhancing access to and the offer of the market along with a proactive approach to reusing vacant units will have a positive effect on this SA objective. Reviewing existing planning policy to allow for a greater mix of uses within the town centre could also contribute to the regeneration and enhancement of the AAP area.	+	Further enhanced positive benefits over the low option through the development of infill sites and the refurbishment and re-use of the Police Station as a new community hub. There is an element of uncertainty as the development of infill sites could have negative effects on residents and visitors in the short-term during construction; however, it is considered that suitable mitigation	+	This option will have a further enhanced positive effect over the low and medium options as it will have a higher level of intervention, which includes the strategic development of existing buildings, new courtyard retail/leisure areas and relocation of the taxi rank to permanently accommodate the market. There is an element of uncertainty as the redevelopment of existing buildings	++	This option has the potential for the greatest positive effect through the regeneration and enhancement of existing communities. The provision of a major mixed-use redevelopment and potentially some residential development could have negative effects on residents in the short-term during construction; however, it is considered that suitable mitigation	++

			measures are available at the project level to address potential negative effects.		could have negative effects on residents in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.		measures are available at the project level to address potential negative effects. There is also the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	
2. Healthy & Safe Communities	Minor positive effect through improved access to the market and potentially a greater mix of uses within the town centre.	+	The refurbishment and re-use of the Police Station as a new community hub has the potential for a greater positive effect on the health of residents than the low option. Potential for short-term negative effects as a result of the development of infill sites. Suitable mitigation is considered available at the project level to minimise impacts.	+	The provision of new courtyard leisure areas and public realm improvements has the potential for long-term positive effects on health. Potential for short-term negative effects as a result of the redevelopment of existing buildings. Suitable mitigation is considered available at the project level to minimise impacts.	++	The pedestrianisation of the high street could have a long-term positive effect on health by encouraging people to walk within the town centre. There is an element of uncertainty as this level of intervention could have short-term negative effects on transport and disturbance to residents as a result of construction. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere	++
				?		?		-

							creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	Potential for this option to provide new residential development in the town centre. Long-term positive effects on this SA objective.	++
4. Economy & Employment	Extending the market licence and improving access along with a proactive approach to reusing vacant lots has the potential for a minor positive effect on the local economy.	+	The development of infill sites for a mix of uses, the refurbishment and re-sues of the Police Station and the relocation of the market will have enhanced positive effects on the local economy over the low option. There is an element of uncertainty as the development of infill sites could have negative effects on residents and visitors in the short-term during construction; however, it is considered that suitable mitigation measures are available at the	+	Further enhanced positive effects on the economy through the strategic development of existing buildings, new courtyard retail/leisure areas and relocation of the taxi rank to permanently accommodate the market. As for the medium option there is an element of uncertainty as the strategic development of existing buildings could have negative effects on residents and visitors in the short-term during construction; however, it is considered that	++	A major mixed-use redevelopment at the southern end of the High Street has the potential for long-term positive effects on the economy. There is the potential for a greater short-term negative effect as a result of construction. However, as for the medium and high option it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
				?		?		?

			project level to address potential negative effects.		suitable mitigation measures are available at the project level to address potential negative effects.			
5. Accessibility	Enhancing access to the market through improved wayfinding and widening the offer will have a minor positive effect on this SA objective.	+	The development of infill sites for a mix of uses will have a positive effect on accessibility.	+	Potential for a positive effect on access through the provision of new courtyard retail/leisure areas and extended public realm improvements.	+	Further enhanced benefits for pedestrian movement along the High Street. There is the potential for significant long-term positive effects as this option will improve access to housing and employment opportunities within the AAP area, which could help to reduce the need for people to travel. Potential for short-term negative effects on transport due to disruption during construction. However, there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another barrier to movement within the AAP area. This option could also	++ -

							result in the diversion of buses away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Development of infill sites has the potential for a negative effect on heritage; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	?	The strategic redevelopment of buildings has the potential for short-term negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the project level.	?	A major mixed-use redevelopment has the potential for negative effects on the Rayleigh Conservation Area; however, it is considered that suitable mitigation measures are available at the project level.	?
8. Landscape & Townscape	There is the potential for a minor positive effect on townscape through enhanced wayfinding and a proactive approach to reusing vacant units for temporary uses.	+	Potential for positive effect on townscape through the development of infill sites and refurbishment of the Police Station. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are	+	Strategic development of unsympathetic buildings and extended public realm improvements have the potential for a positive effect on townscape. The redevelopment of buildings has the potential for short-term negative effects on townscape during construction; however,	+	A new major mixed-use development at the southern end of the High Street has the potential to improve the townscape at the periphery of the town centre. The pedestrianisation of the High Street also has the potential to create a more pedestrian and retail-	++
				?		?		?

			available at the project level to minimise potential impacts.		it is considered that suitable mitigation measures are available at the project level.		friendly environment. As for the high option, this option also has the potential for a short-term negative effect on townscape as a result of construction. However, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	There is the potential for positive effect as this option will improve access to housing and employment opportunities within the AAP area, which could help to reduce the need for people to travel. There are significant issues relating to the diversion of traffic and capacity of surrounding routes as a result of the pedestrianisation of the High Street, which could create barriers to pedestrian movement in the AAP	+ -

							area. While there would be no traffic on the pedestrianised section of the High Street levels of traffic and congestion would increase in other areas.	
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	As for the appraisal against SA objective 9.	+ -
13. Sustainable Design & Construction	Potential for a positive effect through enhanced wayfinding and potentially allowing a greater mix of uses within the town centre.	+	The development of infill sites for a mix of uses has the potential for a positive effect on this SA objective.	+	Potential for a positive effect; however, there is also the potential for an adverse effect on the local vernacular, unless redevelopment of existing buildings is carefully planned and designed.	?	The provision of a mixed-use development has the potential for a positive effect; however, there is also the potential for an adverse effect on the local vernacular, unless the development is carefully planned and designed.	?

Summary:

All of the options have the potential for a positive on social and economic SA objectives as they seek to improve access to a greater mix of uses. The higher option has the potential for the greater positive effect as it proposes the development of a major mixed-use redevelopment at the southern end of the High Street and could potentially result in new residential development within the town centre. This would help to regenerate the existing community and improve access to employment, housing and retail with indirect positive effect on transport by reducing

the need for people to travel. The assessment identified some uncertainty in relation to the medium, high and higher options given the development they propose and potential impacts on communities, townscape and transport during construction. However, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts. There are a number of potential negative effects that could arise as a result of the pedestrianisation of the High Street, which are set out in the summary appraisal of the Issue 1 options.

SA Objective	Issue 3. Cluster of leisure and cultural uses around Rayleigh Mount are poorly integrated with the town centre core.					
	Low		Medium		High	
1. Balanced Communities	Enhancements to town centre wayfinding and pedestrian conditions along Bellingham Lane will have a positive effect on existing communities.	+	Further enhanced positive community benefits over the low option through the creation of new access routes and the creation of a new 'courtyard' shopping area.	+	Similar positive effect as the medium option through improvements to the public realm, new access routes and the creation of a new 'courtyard' shopping area.	+
2. Healthy & Safe Communities	Improved pedestrian conditions and lighting along Bellingham Lane has the potential for a positive effect on health.	+	Improved frontage and pedestrian conditions will provide a higher quality pedestrian environment with a positive effect on this SA objective. Further enhanced health benefits compared to the low option through the provision of new access routes, which could help to encourage walking.	+	Similar positive effect as the medium option by providing a higher quality pedestrian environment and new access routes. Shared space treatments could make it difficult for blind members of the community to move along and through Bellingham Lane.	?
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Enhancements to town centre wayfinding and pedestrian conditions along Bellingham	+	Further enhanced economic benefits over the low option through the creation of new	+	Similar positive effect as the medium option through improvements to the public	+

	Lane will have a positive effect on business.		access routes and the creation of a new 'courtyard' shopping area.		realm, new access routes and the creation of a new 'courtyard' shopping area.	
5. Accessibility	No significant effect identified.	0	Option will result in the creation of new access routes which will have a positive effect on this SA objective.	+	As for the medium option, although there is an element of uncertainty as shared space treatments could have issues for the safety of blind pedestrians.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Cosmetic improvements to the rear of properties as well as landscaping and lighting along Bellingham Lane have the potential for a positive effect on the setting of heritage assets.	+	Further enhanced benefits over the low option through façade treatments to improve frontage conditions along Bellingham Lane and landscaping to Rayleigh Mount car park.	+	This option does not appear to provide for the same level of frontage improvements as the medium option and does not propose landscaping at the Rayleigh Mount car park. Therefore it is likely to have a reduced positive effect on the setting of heritage assets compared to the medium option.	+
8. Landscape & Townscape	Cosmetic improvements to the rear of properties as well as landscaping and lighting along Bellingham Lane have the potential for a positive effect on townscape.	+	Further enhanced benefits over the low option through façade treatments to improve frontage conditions along Bellingham Lane and landscaping to Rayleigh Mount car park.	+	This option does not appear to provide for the same level of frontage improvements as the medium option and does not propose landscaping at the Rayleigh Mount car park. Therefore it is likely to have a reduced positive effect on townscape compared to the medium option.	+
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Improved wayfinding in the town centre and enhanced pedestrian conditions along Bellingham Lane will have a positive effect on this SA objective.	+	Improved pedestrian conditions and access to the town centre will have a positive effect on this SA objective.	+	Shared space treatments and improved access have the potential for a positive effect on this SA objective.	+
Summary:						
<p>The options propose improvements to the pedestrian environment around Rayleigh Mount and improved access to the town centre core. This has the potential for a positive effect on SA objectives relating to the economy and communities. The low option will not have the same benefits as the other options in terms of accessibility as no new access routes are proposed. The medium and high option are likely to have similar effects; however, the assessment did identify uncertainty in relation to the shared space treatments proposed in the high option, which can have implications for blind members of the community.</p>						

SA Objective	Issue 4. Traffic dominated, service access nature of Websters Way represents a poor quality environment and arrival to the town centre.							
	Low		Medium		High		Higher	
1. Balanced Communities	Landscaping, lighting and screening along Websters Way will have a positive effect on the pedestrian environment. The creation of a new footway along the	+	Further enhanced positive community benefits through façade treatments, development of infill sites, the creation of new active frontages and junction	+	The redevelopment of properties between the High Street and Websters Way and improved pedestrian connections will help to regenerate and enhance the existing	+	Further enhanced positive community benefits over the medium and high options through the creation of a multi-storey car park, redevelopment of	++

	length of Websters Way and Bull Lane will also have a positive effect.		improvements which will all help to regenerate and enhance the existing community.		community with positive effects. There is an element of uncertainty as the redevelopment of buildings could have a negative effect on the community in the short-term during construction (traffic & noise); however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.		block fronting Eastwood Road for mixed-uses and improved links between the high street and King George Fields. The provision of a multi-storey car park and redevelopment for mixed-uses could have negative effects on residents in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	
						?		?
2. Healthy & Safe Communities	An enhanced pedestrian environment and the creation of a new walkway will have a positive effect on health.	+	Junction improvements will have a positive effect on health as pedestrian movement across junctions is an identified issue.	+	Positive effect on health by improving pedestrian connections between the High Street and Websters Way. Potential for short-term negative effects on health during construction (traffic & noise). Suitable mitigation available at the project level to minimise impacts.	+	The potential for a positive effect on health through the creation of improved, direct links between the High Street and King Georges Fields. The creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage	+
						?		?

							people to walk. Proposed development also has the potential for short-term negative effects on health during construction (noise and traffic). Suitable mitigation available at the project level to minimise impacts.	
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	Potential to deliver housing as part of the mixed-use redevelopment of the block fronting Eastwood Road.	+
4. Economy & Employment	Landscaping, lighting and a more defined public realm will have a positive effect on business as Websters Way acts as one of the main arrival points to the town centre.	+	Further enhanced benefits on the economy through the creation of new active frontages, development of infill sites and enhanced gateway locations. Potential for short-term negative effects on businesses during the development of infill sites (noise & traffic).	+	Redevelopment of larger properties and improved connectivity between Websters Way and the High Street will have a positive effect on the economy. Potential for short-term negative effects on businesses during the redevelopment of large properties (noise & traffic).	+	Redevelopment of the block fronting Eastwood Road for mixed-uses, creation of a multi-storey car park and improved links between the High Street and King Georges Fields will have a long-term positive effect on the economy. Potential for short-term negative effects on businesses during construction (noise and traffic). Suitable mitigation available at the project level to	++
				?		?		?

							minimise impacts.	
5. Accessibility	The creation of a new footway along the length of Websters Way and Bull Lane will have a positive effect on accessibility.	+	Long-term positive effect on accessibility through enhanced gateway locations.	+	Long-term positive effects on accessibility through improved pedestrian connections.	+	Long-term positive effect on accessibility through improved, direct links between the High Street and King Georges Fields. It should be noted that the creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage more sustainable modes of transport, such as walking and cycling.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Landscaping and screening of service areas has the potential for an indirect positive effect on the setting of the Rayleigh Conservation Area.	+	Potential for an indirect positive effect on the setting of heritage through façade treatments to blank walls, development of infill sites and enhanced gateway locations. Development of infill sites has the potential for a negative effect on heritage; however, it is considered that suitable mitigation measures are available at the project level to address	+	Potential for a positive effect through improved pedestrian access to heritage. Potential for short-term negative effects on heritage during the redevelopment of large properties; however, it is considered that suitable mitigation measures are available at the project level to address negative impacts on heritage.	+	The creation of a multi-storey car park on Websters Way has the potential for a negative effect on the Rayleigh Conservation Area. Development would need to be carefully planned and designed.	?

			negative impacts on heritage.					
8. Landscape & Townscape	Landscaping and screening of service areas along Websters Way has the potential for a positive effect on townscape as it acts as one of the main arrival points to the town centre.	+	Potential for a positive effect on townscape through façade treatments to blank walls, development of infill sites and enhanced gateway locations. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	+	The redevelopment of properties between the High Street and Websters Way has the potential for a positive effect on townscape given the service access nature of Websters Way, which is a gateway location to the High Street. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	+	Option has the potential for negative effects on townscape through the development of a multi-storey car park. Development would need to be carefully planned and designed.	?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	The creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage more sustainable modes of transport, such as walking and cycling.	?
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	The creation of a multi-storey car park could continue the current trend of private vehicle use and not help to encourage more sustainable modes of transport, such as walking and cycling.	?
13. Sustainable Design & Construction	Landscaping, lighting and a more defined public realm will have a positive effect on this SA objective.	+	Enhanced gate way locations will have a positive effect on this SA objective, particularly pedestrian improvements at junctions.	+	Improved pedestrian connections will have a positive effect on this SA objective.	+	Mixed-use development and improved, direct links between the High Street and King Georges Fields will have a positive effect on this Objective.	+
Summary:								
<p>The options were assessed as having the potential for a positive effect on communities, health and the economy through measures intended to improve the environment of Websters Way. Compared to the other options, the higher option was assessed as having the potential for greater a positive effect for communities and the economy through the creation of a multi-storey car park and the redevelopment of the block fronting Eastwood Road for mixed-uses. However, it was also assessed that the creation of a multi-storey car park on Websters Way could have a negative effect on townscape as well as the Rayleigh Conservation Area. Development would need to be carefully planned and designed.</p>								

SA Objective	Issue 5. Pedestrian movement hindered or uncatered for in some locations through a combination of vehicle dominated junction forms, street clutter and guardrailing, narrow or missing pavements, or poorly defined routes.							
	Low		Medium		High		Higher	
1. Balanced Communities	Enhancing the public realm and improving pedestrian circulation will have a positive effect on the existing community as well as any visitors.	+	As per the low option, this option will improve the quality of existing routes between Websters Way and the High Street. Additionally it will also result in façade treatments and infill development as well as walking focussed improvements at junctions. Further enhanced positive effects for communities.	+	Further enhanced community benefits over the low and medium option through the redevelopment of strategic locations to create new, direct walking routes and the introduction of formal crossing facilities. There is an element of uncertainty as the redevelopment of buildings could have a negative effect on the community in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential impacts.	+	The full or partial pedestrianisation of the High St will improve pedestrian environment having a long-term positive effect for communities. However, this option will not improve access to the High Street from surrounding areas as the medium and high option. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	+
						?		-
2. Healthy & Safe Communities	The option will encourage people to walk by enhancing the public realm and improved pedestrian circulation.	+	This option will have a long-term positive effect on health as it will encourage people to walk through enhancements to	++	New direct walking routes and formal walking facilities will have a long-term positive effect on health by encouraging	++	The pededstrianisation of the high street will have a long-term positive effect on the safety of pedestrians on the High Street and	++

			existing routes and also addresses current issue of poor pedestrian crossings at junctions. Potential for short-term negative effects as a result of the development of infill sites. Suitable mitigation is considered available at the project level to minimise impacts.	?	people to walk. Shared space treatments could make it difficult for blind members of the community to move through the town centre. Potential for short-term negative effects as a result of construction during the redevelopment of buildings. Suitable mitigation is considered available at the project level to minimise impacts.	?	health of communities by encouraging walking. However, there is the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere creating another barrier to movement and safety issues within the AAP area. While there may be health and safety benefits on the High Street other areas within the AAP area may experience negative effects.	-
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Enhanced pedestrian routes between the High Street and Websters Way along with an enhanced public realm will have a long-term positive effect for business.	+	Further enhanced benefits for business as this option will improve pedestrian movement as well as provide infill development and the creation of new active frontages. There is an element of uncertainty as the development of infill sites could have negative effects on business in the short-term during construction; however, it is considered that	++	The redevelopment of strategic locations to create new, direct walking routes and enhanced pedestrian environment on the High Street, including formal crossing facilities, will have a long-term positive effect on the economy. Potential for short-term negative effects on businesses as a result of disturbance during the redevelopment of	++	The pedestrian of the high street will have a long-term positive effect on business improving pedestrian movement along the High Street and creating a more pleasant shopping environment. However, there is the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another	++

			suitable mitigation measures are available at the project level to address potential negative effects.		strategic locations.		barrier to movement within the AAP area, which could have impacts on the economy.	
5. Accessibility	This option will have a positive effect on accessibility by enhancing existing pedestrian routes from Websters Way through to the High Street and the removal of guardrailling and rationalisation of street furniture.	+	Long-term positive effect on accessibility through improved pedestrian routes, in particular at junctions.	++	Long-term positive effect on this SA objective through the redevelopment of strategic locations to create new, direct walking routes and the introduction of formal crossing facilities.	++	Long-term positive effect on this SA objective through the full or partial pedestrianisation of the High Street. This will have a greater positive effect on pedestrian movement along the High Street compared to the medium and high options; however, it will not improve access and pedestrian movement in surrounding areas as they do. There is also the potential for the pedestrianisation of the High St to shift traffic issues elsewhere creating another barrier to movement within the AAP area. This could also have impacts on the efficiency of bus services.	++ -
6. Biodiversity	No significant effect	0	No significant effect	0	No significant effect	0	No significant effect	0

	identified.		identified.		identified.		identified.
7. Cultural Heritage	Potential for a positive effect through improved pedestrian access to heritage. The option could also encourage walking and help to reduce levels of traffic in the AAP area with indirect positive effects for heritage.	+	As per the low option, however there is also an element of uncertainty as development of infill sites has the potential for a negative effect on heritage. It is considered that suitable mitigation measures are available at the project level to address potential impacts on heritage.	+	Further enhanced benefits on access to heritage and reduced traffic than the low and medium options. However, there is also an element of uncertainty as redevelopment of existing buildings has the potential for a negative effect on heritage. It is considered that suitable mitigation measures are available at the project level to address potential impacts on heritage.	+	Potential for a positive effect on heritage along the High Street through improved pedestrian access and the removal of traffic. However, there is the potential for the pedestrianisation of the High St to shift traffic issues elsewhere, which could affect heritage in other areas.
				?		?	?
8. Landscape & Townscape	No significant effect identified.	0	Potential for positive effect on townscape through the development of infill sites and improvement of pedestrian routes. Potential for short-term negative effects on townscape during construction; however, it is considered that suitable mitigation measures are available at the project level to minimise potential	+	Further enhanced benefits compared to the medium option.	+	Potential for a positive effect on the townscape of the High Street through the removal of traffic. However, there is the potential for the pedestrianisation of the High St to shift traffic issues elsewhere, which could affect townscape in other areas.
				?		?	?

			impacts.					
9. Climate Change & Energy	The option could encourage walking and help to reduce levels of traffic in the AAP area with indirect positive effects for climate change.	+	As per the low option.	+	Further enhanced benefits compared to the low and medium option.	+	This option could help to reduce or fully remove traffic from the High Street and encourage walking, which has the potential for a positive effect on this SA objective. However, there is the potential for the pedestrianisation of the High Street to shift traffic issues elsewhere, which will not address the emission of greenhouse gasses.	?
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	The option could encourage walking and help to reduce levels of traffic in the town centre with indirect positive effects for air quality.	+	As per the low option.	+	Further enhanced benefits compared to the low and medium option.	+	As for the appraisal against SA objective 9.	?
13. Sustainable Design & Construction	An enhanced public realm will have a positive effect on this SA objective.	+	As per the low option.	+	Further enhanced benefits compared to the low and medium option.	+	Potential for a positive effect on this SA objective through the pedestrianisation of	+

							the High Street.	
<p>Summary:</p> <p>The options seek to improve pedestrian movement in the AAP area through a variety of different interventions, including improved or new pedestrian routes and junctions, which have the potential for long-term positive effects on communities, health, the economy and accessibility. The low and medium options propose improving existing routes with the medium option having the added benefit of providing walking improvements at junctions which is an identified issue within the AAP area. The high option is likely to have the greatest positive effect on SA objectives as it proposes redevelopment at strategic locations to create new, direct walking routes as well as reconfiguring the taxi rank and bus stop on the High Street to provide high quality walking routes. The higher option is unlikely to have the same benefits as it will only result in improved pedestrian movement along the High Street, whereas the high option will improve connectivity throughout the AAP area. There are a number of potential negative effects that could arise as a result of the pedestrianisation of the High Street, which are set out in the summary appraisal of the Issue1 options.</p>								

SA Objective	Issue 6. Congestion along Websters Way and approaches into the town centre.							
	Low		Medium		High		Higher	
1. Balanced Communities	Positive effect through improved conditions for walking and cycling.	+	Minor capacity improvements to junctions could help to reduce the level of traffic in the town centre, which will have a positive effect for residents and visitors.	+	Signalised traffic control all junctions on approaches to the town centre will have a similar effect to the medium option by reducing traffic in the town centre.	+	This option proposes traffic management measures to encourage through traffic to use alternative routes outside the town centre. This has the potential to have a similar effect as the medium and high option as it will reduce traffic within the town	+

							centre.	
2. Healthy & Safe Communities	Improved conditions for walking and cycling will have a long-term positive effect on health.	+	A reduction in traffic within the town centre could have a positive effect on pedestrian safety and therefore health.	+	As per the medium option.	+	As per the medium and high option.	+
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	No significant effect identified.	0	A reduction in traffic will provide a more pleasant shopping environment with positive effects for business.	+	As per the medium option.	+	As per the medium and high option.	+
5. Accessibility	The option seeks to improve conditions for walking and cycling through public realm treatments, which could encourage people to use alternative modes of transportation other than the private car. Potential for a positive long-term effect on this SA objective.	+	A reduction in traffic will have a positive effect on accessibility to the town centre.	+	As per the medium option.	+	As per the medium and high option.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Potential for a positive effect by enhancing walking and cycling access to heritage.	+	A reduction in traffic will have a positive effect on the Rayleigh Conservation Area.	+	As per the medium option.	+	As per the medium and high option.	+
8. Landscape & Townscape	No significant effect identified.	0	A reduction in traffic within the town centre	+	As per the medium option.	+	As per the medium and high option.	+

			has the potential for a positive effect on townscape.					
9. Climate Change & Energy	Improved conditions for walking and cycling could help to reduce the number of private vehicles and therefore reduce green house gas emissions.	+	Reduced traffic will have a positive effect on this SA objective through a reduction in greenhouse gas emissions.	+	As per the medium option.	+	As per the medium and high option.	+
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	Improved conditions for walking and cycling could help to reduce the number of private vehicles.	+	Reduced traffic will have a positive effect on this SA objective through a reduction in emission from vehicles.	+	As per the medium option.	+	As per the medium and high option.	+
13. Sustainable Design & Construction	Enhanced conditions for walking and cycling will have a positive effect on this SA objective.	+	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
Summary:								
<p>The low option was assessed as having the potential for positive effect on communities, health and accessibility as it seeks to improve conditions for walking and cycling within the town centre. It was also assessed as having a positive effect on climate change and air quality as it will help to encourage people to use alternative modes of transportation other than the private car, therefore reducing emissions from vehicles. The medium, high and higher options all propose measures to try and reduce the level of traffic within the town centre, which will have a positive effect on SA objectives relating to communities, health, accessibility, townscape, climate change and air quality. A composite option that sought to not only reduce traffic in the town centre but also improve walking and cycling conditions would have a greater positive effect against SA objectives than any of the proposed options.</p>								



The Component Options

SA Objective	Area around the Police Station and Somerfield Store					
	Option 1		Option 2		Option 3	
1. Balanced Communities	Minor positive effect for communities through improving the street frontage along Eastwood Road and walking conditions between the Council car park and Eastwood Road.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station for re-use as a new community hub, which could potentially include a new health centre, library as well as education and training facilities.	++	Further enhanced benefits over Option 2 through the redevelopment of the library for retail and residential uses, the provision of a new town centre foodstore and the development of infill to create safe, active and well defined streets. This level of intervention could have negative effects on residents in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
						?
2. Healthy & Safe Communities	Minor positive effect through the provision of paving, lighting and tree planting to improve walking conditions between the Council car park and Eastwood Road.	+	Further enhanced benefits over Option 1 through the provision of a new community hub which could include a new or relocated health centre.	++	Further enhanced benefits over Option 2 through the redevelopment of the library for retail and residential uses, the provision of a new town centre foodstore and the development of infill to create safe, active and well defined streets. This level of intervention could have negative effects on health in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures	++
						?

					are available at the project level to address potential negative effects.	
3. Housing	No significant effect identified.	0	No significant effect identified.	0	The redevelopment of the library would include residential development. Positive effect on this SA objective.	+
4. Economy & Employment	No significant effect identified.	0	Minor positive effect on the economy through the refurbishment of the former police station, shop front improvement schemes and encouragement of temporary uses in vacant units.	+	Further enhanced benefits over Option 2 through the redevelopment of the library, new town centre foodstore and other modern retail units. Potential for long-term positive effects on the economy. This level of intervention also has the potential for a negative effect on the economy in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
						?
5. Accessibility	No significant effect identified.	0	Potential for the option to improve accessibility to health facilities and education.	+	Further enhanced benefits over Option 2 given the higher level of intervention.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Minor positive effect on heritage through improvements to the façade of the existing Somerfield foodstore.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station and a shop front improvement scheme.	+	Further enhanced benefits over Option 2 through the redevelopment of unsympathetic buildings and development of infill sites. However, given the higher level of intervention there is also the potential for negative effect on heritage in the short-term	+
						?

					during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	
8. Landscape & Townscape	Minor positive effect on townscape through improvements to the façade of the existing Somerfield foodstore.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station and a shop front improvement scheme.	+	Further enhanced benefits over Option 2 through the redevelopment of unsympathetic buildings and development of infill sites. However, given the higher level of intervention there is also the potential for negative effect on townscape in the short-term during construction; however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	++
						?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Minor positive effect on this SA objective through improved walking conditions between the Council car park and Eastwood Road.	+	Further enhanced benefits over Option 1 through the recladding and refurbishment of the former police station for re-use as a new community hub, which could potentially include a new health centre, library as well as education and training facilities.	+	This option encourages a mix of uses, which will have a positive effect on this SA objective.	+
Summary:						

All of the options were assessed as having a positive effect on SA objectives relating to communities, health, heritage and townscape as they seek to improve the south of the High Street, which is a gateway to the town centre. Option 3 has the potential to provide the greatest benefits, particularly for the economy, as it proposes the highest level of intervention, which includes a new town centre food store and mixed-use developments. With a higher level of intervention comes a degree of uncertainty as development has the potential for negative effects in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation measures are available at the project level to minimise impacts and address any significant effects.

SA Objective	The High Street taxi rank ('Boots Lagoon')			
	Option 1		Option 2	
1. Balanced Communities	Minor positive effect through an enhanced public realm on the High Street.	+	Further enhanced community benefits through the creation of a new central public space in the town centre.	++
2. Healthy & Safe Communities	An enhanced public realm could help to improve the quality and environment of the retail shopping in the town centre. Minor positive effect on this SA objective.	+	Positive effect on health through the provision of a new central public space in the town centre.	++
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Potential for a minor positive effect on businesses through improvements to the quality and environment of the town centre.	+	Potential for a long-term positive effect on the economy through public realm and landscaping of the area and the creation of a new public space in the town centre.	++
5. Accessibility	Public realm improvements including the creation of an increased area of public space will have a positive effect on this SA objective.	+	Public realm improvements including the creation of a new area of public space will have a positive effect on this SA objective.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	
7. Cultural Heritage	Minor positive effect on the setting of heritage through an enhanced public realm on the High Street.	+	Further enhanced benefits on heritage through the removal of the taxi rank on the high street and public realm improvements, including the creation of a new public space.	+

8. Landscape & Townscape	Minor positive effect on townscape through an enhanced public realm on the High Street.	+	Further enhanced benefits on townscape through the removal of the taxi rank on the high street and public realm improvements, including the creation of a new public space.	+
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Positive effect on this SA objective through an improved public realm and the provision of public space.	+	Further enhanced benefits against this SA objective through the provision of a new central public space in the town centre.	+
Summary:				
Option 2 was assessed as having the greatest positive effect on SA objectives relating to communities, health and the economy through public realm improvements and the creation of a new public space in the town centre.				

SA Objective	Opportunities between the High Street and Mount					
	Option 1		Option 2		Option 3	
1. Balanced Communities	Potential for a minor positive effect on communities through improvements to paving, lighting, tree planting and signage along the High Street and Bellingham Lane.	+	Further enhanced benefits for communities through the provision of small scale and residential courtyard development and the landscaping of the mount Car Park with formalised pedestrian routes. Potential for negative effects in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Potential for a long-term positive effect on communities through the provision of large retail, residential and commercial development along with the creation of a large central public space and wider public realm improvements. Potential for negative effects in the short-term during construction (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	++
				?		?
2. Healthy & Safe Communities	The public realm improvements outlined against SA objective 1 will have a minor positive effect on health.	+	Further enhanced benefits on health through formalised pedestrian routes and the provision of retail and residential development. Uncertainty identified as for SA objective 1.	+	Wider public realm improvements and improved access to employment opportunities and housing will have a long-term positive effect on health. Uncertainty identified as for SA objective 1.	++
				?		?
3. Housing	No significant effect identified.	0	Potential for a minor positive effect through the provision of small scale retail development.	+	The provision of a large scale residential development will have a long-term positive effect on this SA objective.	++
4. Economy & Employment	Minor positive effect on the economy through an enhanced public realm and shop front improvements along the High Street and Bellingham Lane.	+	The provision of small scale retail and residential development along with improvements to the public realm will have a positive effect on the economy. Uncertainty identified as for SA objective 1.	+	The provision of large retail, residential and commercial development along with the creation of a large central public space and wider public realm improvements will have a long-term positive effect on the	++
				?		?

					economy. Uncertainty identified as for SA objective 1.	
5. Accessibility	Improved paving, lighting and signage along the High Street and Bellingham Lane will have a minor positive effect on accessibility.	+	The option will improve movement between the Mount, Bellingham Lane and the High Street with a positive effect on this SA objective.	+	Further enhanced benefits on accessibility through wider public realm improvements and the provision of a large-scale retail, residential and commercial development.	++
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Cosmetic façade treatments and shop front improvements will have a minor positive effect on an area that is identified as having a negative effect on the Conservation Area. Improvements to the public realm will also help to improve pedestrian access to heritage.	+	Further enhanced benefits over option 1. Uncertainty identified as per SA objective 1.	+	There is the potential for this option to have a positive effect on the quality and setting of the Conservation Area. However, given the level of intervention there is also the potential for negative effects unless development is carefully planned and designed.	+
				?		?
8. Landscape & Townscape	Minor positive effect on townscape through Cosmetic façade treatments, shop front improvements and an enhanced public realm.	+	Further enhanced benefits on townscape compared to option 1. Uncertainty identified as for SA objective 1.	+	There is the potential for this option to have a positive effect on townscape. However, given the level of intervention there is also the potential for negative effects unless development is carefully planned and designed.	+
				?		?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design &	Minor positive effect on this SA objective.	+	Further enhanced benefits compared to option 1.	+	Wider public realm improvements, the provision of mixed-use	+

Construction				development and the creation of a large central public space will have a positive effect on this SA objective.
Summary:				
<p>Option 3 was assessed as having the greatest potential for sustainability benefits through the provision of a large mixed-use development, the creation of large central public space and wider public realm improvements along the High Street and Bellingham Lane. It has the potential for long-term positive effects on SA objectives relating to communities, health, housing, the economy and accessibility. The other options also have the potential for positive effects on SA objectives although not the same level of significance as option 3. However, given the higher level of intervention, option 3 has the potential for negative effects on heritage and townscape unless development is carefully planned and designed. There is also the potential for negative effects on communities and the economy in the short-term during construction.</p>				

SA Objective	Development opportunities along Websters Way				
	Option 1		Option 2		Option 3
1. Balanced Communities	The creation of a new footpath and public realm improvements along Websters Way as well as screening and cosmetic façade treatments will improve the quality of the pedestrian environment with a minor positive effect on the community.	+	Further enhanced benefits for communities through façade improvements and the development of infill sites which will help to formalise pedestrian routes between Websters Way and the High Street. Potential for negative effects in the short-term during the development of infill sites (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Potential for a long-term positive effect on communities through the redevelopment of the former Tesco store for mixed-use and strengthened pedestrian links. Potential for negative effects in the short-term during the redevelopment of the former Tesco store (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.
				?	++
				?	?

2. Healthy & Safe Communities	Potential for a positive effect on health and safety through improvements to the public realm and the opening up of pedestrian routes between the High Street and Websters Way.	+	Further enhanced benefits on health and safety through development of infill sites which will help to formalise pedestrian routes between Websters Way and the High Street. Uncertainty identified as for SA objective 1.	+	A mixed-use development and strengthening pedestrian links between Websters Way and the High Street will have a long-term positive effect on health and safety. Uncertainty identified as for SA objective 1.	++
				?		?
3. Housing	No significant effect identified.	0	No significant effect identified.	0	Potential for a positive effect through the provision of small scale residential development.	+
4. Economy & Employment	This option will improve pedestrian movement along Websters Way and between the High Street as well as the quality and attractiveness of the area. Potential for a positive effect on the economy.	+	Further enhanced benefits for the economy through the development of infill sites and wider improvements to pedestrian movement and the quality and attractiveness of the area. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits for the economy through the redevelopment of the former Tesco store for mixed-use development. Uncertainty identified as for SA objective 1.	++
				?		?
5. Accessibility	Potential for a positive effect on this SA objective through improved pedestrian movement along Websters Way and improved access to the High Street.	+	Formalised pedestrian routes and the creation of new building fronts will have a positive effect on accessibility.	+	Further enhanced benefits on accessibility through strengthening pedestrian links by formalising routes and the provision of a mixed-use development.	++
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Improvements to the quality and attractiveness of Websters Way have the potential for a positive effect on the setting of the Conservation Area.	+	Further enhanced benefits over option 1. Uncertainty identified as per SA objective 1.	+	The redevelopment of the former Tesco store has the potential for a long-term positive effect on the quality and setting of the Conservation Area. However, there is also the potential for negative effects unless the redevelopment is carefully planned and designed. The option acknowledges this by	++
				?		?

					stating that development would need to be sensitively designed to respond to the Conservation Area.	
8. Landscape & Townscape	Improvements to the quality and attractiveness of Websters Ways have the potential for a positive effect on townscape.	+	Further enhanced benefits on townscape compared to option 1. Uncertainty identified as for SA objective 1.	+	There is the potential for this option to have a positive effect on townscape. However, given the level of intervention there is also the potential for negative effects unless development is carefully planned and designed.	+
				?		?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Improvements to the public realm and the quality and attractiveness of the area will have a positive effect on this SA objective.	+	Further enhanced benefits compared to option 1.	+	As for option 2.	+
Summary:						
<p>All of the options will help to progress sustainability objectives relating to communities, health, the economy and accessibility as they seek to improve the quality and attractiveness of Websters Way as well as the pedestrian routes along it and connecting to the High Street. Option 3 was assessed as having the greatest potential for positive effects as it proposes the redevelopment of the former Tesco store for mixed-uses and the strengthening of pedestrian links between Websters Way and the High Street by formalising routes between the two. Option 3 was also identified as having the potential for a positive effect on housing as there is the potential for providing housing as part of the mixed-use development. The assessment considered that option 3 also has the potential for a long-term positive effect on the quality and setting of the</p>						

Conservation Area as it proposes the redevelopment of the former Tesco store, which is rated by the Rayleigh Conservation Area Appraisal (2007)¹ as having a very negative impact. As noted in the option, any redevelopment of the former Tesco store would need to be sensitively designed to respond to the Conservation Area.

SA Objective	Development opportunities at Rayleigh Lanes			
	Option 1		Option 2	
1. Balanced Communities	Minor positive effect on communities through landscaping, lighting and paving improvements as well as the formalising of pedestrian connections between Websters Way and the High Street.	+	Further enhanced community benefits through the redevelopment of the adjacent site to Rayleigh Lanes for a mix of retail, commercial and residential houses. Potential for minor negative effects in the short-term during the redevelopment of the infill site (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	++ ?
2. Healthy & Safe Communities	The interventions outlined above against SA objective 1 will have a minor positive effect on health and safety.	+	Further enhanced benefits through the redevelopment of infill site for a mix of uses and the landscaping of servicing and parking area to the rear of properties. Uncertainty identified as for SA objective 1.	++ ?
3. Housing	No significant effect identified.	0	Potential for a positive effect through the provision of residential uses.	+
4. Economy & Employment	Minor positive effect on businesses through an enhanced public realm.	+	Further enhanced benefits for the economy through the redevelopment of the infill site for mixed-use development. Uncertainty identified as for SA objective 1.	++ ?
5. Accessibility	Minor positive effect on accessibility through	+	As for option 1.	+

¹ Rochford Council (2007) Rayleigh Conservation Area Appraisal and Management Plan.

	landscaping, lighting and paving improvements as well as the formalising of pedestrian connections between Websters Way and the High Street.			
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Improvements to the quality and attractiveness of Websters Way have the potential for a positive effect on the setting of the Conservation Area.	+	As for option 1. Uncertainty identified as for SA objective 1.	+ ?
8. Landscape & Townscape	Improvements to the quality and attractiveness of Websters Ways have the potential for a positive effect on townscape.	+	As for option 1. Uncertainty identified as for SA objective 1.	+ ?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Improvements to the public realm and the quality and attractiveness of the area will have a positive effect on this SA objective.	+	As for option 1.	+
Summary:				
The options consider development opportunities at Rayleigh Lanes and for potential to improve the quality and attractiveness of the area as well as pedestrian links. Both options have the potential for positive effects on SA objectives relating to communities, health, the economy and accessibility. Option 3 was assessed as have the potential for the greatest sustainability benefits as it proposes the redevelopment of an infill site for a mix of uses including retail, commercial and residential.				

SA Objective	Car parking provision on Websters Way			
	Option 1		Option 2	
1. Balanced Communities	Improvements to pedestrian crossing conditions at the junction of Eastwood Road and Websters Way will have a positive effect on all members of the community. Potential for minor negative effects in the short-term during the redevelopment of existing businesses; however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Potential for a positive effect through the provision of commercial activities and signal controlled junction improvements at junction of Eastwood Road and Websters Way. Potential for negative effects in the short-term during the development of a multi-storey car park and commercial activities (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+
		?		?
2. Healthy & Safe Communities	Positive effect on health and safety through improved pedestrian crossing conditions at the junction of Eastwood Road and Websters Way. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits through signal control junction improvements and improved access to commercial activities. Potential for a positive effect on health. Uncertainty identified as for SA objective 1.	+
		?		?
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Ensuring that there is adequate parking provision and improving pedestrian crossing conditions will have a positive effect on local businesses. Uncertainty identified as for SA objective 1.	+	A multi-storey car park wrapped with commercial activities to create an active street front has the potential for a positive effect on the local economy. Uncertainty identified as for SA objective 1.	+
		?		?
5. Accessibility	Improved pedestrian crossing conditions will have a positive effect on this SA objective. The option is not proposing additional car parking but is rather trying to compensate for the loss of parking as a result of development proposed in other options.	+	Signalled controlled junctions and improved access to commercial activities will have a positive effect on this SA objective. The option is not proposing additional car parking but is rather trying to compensate for the loss of parking as a result of development proposed in other options.	+
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Potential for minor negative effects on the setting of the Conservation Area in the short-term during construction.	?	The creation of a multi-storey car park has the potential for a negative effect on the Rayleigh Conservation Area. Development would need to be carefully planned and designed.	?

8. Landscape & Townscape	Potential for minor negative effects on townscape in the short-term during construction.	?	The creation of a multi-storey car park has the potential for a negative effect on townscape. Development would need to be carefully planned and designed	?
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Improved pedestrian crossing conditions will have a minor positive effect on this SA objective.	+	Signal controlled junction improvements along with new links to development addressing King Georges Fields will have a minor positive effect on this SA objective.	+
Summary:				
<p>The options seek to address the loss of car parking on Websters Way potentially lost as a result of changes proposed in other options. Both options have the potential for a positive effect against SA objectives relating to communities, health, sustainable design and the economy through improvements to the pedestrian crossing conditions at the junction of Eastwood Road and Websters Way. Option 2 is likely to have further enhanced benefits through signal controlled junction improvements and the provision of new links to and development addressing King Georges Fields. The positive effect on the local economy is likely to be greater for Option 2 through the provision of a multi-storey car park wrapped with commercial activities to create an active street front. The assessment also identified the potential for uncertainty as proposed development has the potential negative effects in the short-term for communities, health and the economy; however, it is considered that suitable mitigation is available at the project level to minimise any negative effects.</p>				

Circulation Options

SA Objective	Town centre circulation and public realm options							
	1. Working with the existing network		2. Partial pedestrianisation		3. Partial or full pedestrianisation		4. Two way working on the High Street	
1. Balanced Communities	Improved pedestrian crossings at roundabouts and a shared space along the high street would improve the pedestrian environment having a positive effect on the community and therefore this SA objective.	++	The option proposes the partial pedestrianisation of the eastern arm of the High Street along with the improvements to pedestrian crossings at roundabouts and capacity improvements at junctions proposed in option 1. Potential for a positive effect on communities through an improved public realm that will provide a higher quality space. Potential for negative effects on in the short-term as this option will divert traffic and require significant capacity improvements/modifications to the junction of Church Street and the High Street.	+	Further enhanced benefits for pedestrians as the majority of the High Street will be partially or fully pedestrianised. However, there is also the potential for negative effects on communities as traffic will have to be diverted onto other routes, which will have impacts on access to Rayleigh Mount and the Community Centre. Improvements to junctions and routes to accommodate traffic will also have negative effects in the short-term through increased noise and traffic.	+	Option proposes allowing two-way traffic on the High Street. This option will not have the public realm improvements associated with the other options and would double the amount of traffic using the High Street. Crossing would be regulated at controlled crossing points to allow the movement of pedestrians. The option would remove the need to divert traffic along Websters Way and help to relieve congestion through the town centre by adding a second lane for eastbound traffic. There is also the potential to allow the provision of two-way	+
				?		-		?

							buses, which would have a significant improvement on the efficiency of the bus network. Potential for both positive and negative effects for communities.	
2. Healthy & Safe Communities	Potential for a long-term positive effect this SA objective through improved pedestrian crossings at roundabouts and a more pedestrian friendly environment along the high street with reduced traffic speeds. Potential for the option to also encourage people to walk. Shared space treatments could make it difficult for blind members of the community to move along the high street.	++	As for option 1 there is the potential for long-term positive effects on health and safety through improved pedestrian crossings and an enhanced public realm. Further enhanced benefits for safety as there will be less traffic on the eastern arm of the High Street; however buses will still be required to use it. There are potential issues with pedestrian areas in the evenings as when shops close there is no reason for people to use the space so it becomes deserted, which can lead to anti-social behaviour and activities. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits for pedestrians as the majority of the High Street will be partially or fully pedestrianised. However, there is also the potential for negative effects as disabled parking would need to be relocated to Websters Way car park or the Market car park, greatly increasing the distance and number of obstacles to access the High Street. This option could result in the diversion of buses away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures.	++	This option is unlikely to have as significant a positive effect as the other options for the health and safety of pedestrians. It does however have the potential to reduce congestion and provide controlled crossing points which could have a positive effect on health and safety.	+
		?		?		-		?
3. Housing	No significant effect	0	No significant effect	0	No significant effect	0	No significant effect	0

	identified.		identified.		identified.		identified.	
4. Economy & Employment	Improvements to the pedestrian environment will help to increase footfall past retail premises along the High Street with a positive effect on businesses.	++	Further enhanced benefits for businesses along the eastern section of the High Street through pedestrianisation but less of a positive effect for the rest of the High Street compared to option 1. Uncertainty identified as for SA objective 1.	+	Potential for a positive effect on businesses along the High Street as an improved pedestrian environment could increase footfall. However, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another barrier to movement within the AAP area.	+	Reducing congestion in the town centre and providing controlled crossing points has the potential for a positive effect on the local economy. This option will not have the same level of benefits in terms of increasing footfall past retail premises. However it has the potential to significantly improve the efficiency of bus services which could have a positive effect on this SA objective. Double the amount of traffic could have negative effects on the amenity of the High Street.	+
				?				?
5. Accessibility	Long-term positive effect on this SA objective as the option will improve pedestrian access to the High Street as well as encourage walking.	++	As for option 1 there will be positive effects on this SA objective. However, this option will have a greater effect on pedestrian accessibility on the eastern arm of the High Street. Uncertainty identified as for SA objective 1. This option could result in the	+	Further enhanced benefits for pedestrian movement along the High Street. However, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes.	+	This option will not have the same benefits for pedestrian movement as the other options. Reduced congestion and an improved bus service have the potential for a positive effect on accessibility. This option will shift traffic and therefore	+

			diversion of traffic along Bellingham Lane, Church Street and London Hill, which could create a barrier to pedestrian movement in the AAP.	-	This option could shift traffic issues elsewhere creating another barrier to movement within the AAP area. This option could also result in the diversion of buses away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures.	-	accessibility issues elsewhere within the AAP area.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Enhanced public realm and reduced traffic along the high street and Websters Way will have a positive effect on the Conservation Area. Also potential for the option to improve pedestrian access to heritage.	+	As for option 1; however there is also some uncertainty as identified against SA objective 1.	+	As for option 1 & 2; however, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere with negative effects on the setting of the Conservation Area and impacts on pedestrian access to Rayleigh Mount.	+	This option will not have the same benefits as the others in terms of improving the setting of the Conservation Area or improved pedestrian access to heritage. It does have the potential to reduce congestion and improve bus services which could have a positive effect on this SA objective.	+
8. Landscape & Townscape	Potential for a positive effect on townscape	+	As for option 1; however there is also some	+	As for option 1 & 2; however, as identified	+	This option will not have the same	?

	through an improved public realm.		uncertainty as identified against SA objective 1.		in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes, which could have negative effects on townscape.		positive effects on townscape as the other options. Reduced congestion could have positive effects but there still an element of uncertainty.	
9. Climate Change & Energy	The option could encourage walking and help to reduce levels of traffic in the AAP area with indirect positive effects for climate change.	+	As for option 1; however there is also the potential for short-term negative effects through increased traffic as significant capacity improvements/ modifications will be required for the junction of Church Street and the High Street.	+	This option could help to encourage walking through the pedestrianisation of the High Street. However, as identified in the appraisal against SA objectives 1 & 2 there are significant issues relating to the diversion of traffic and capacity of surrounding routes, which could create barriers to pedestrian movement in the AAP area. While there would be no traffic on the pedestrianised section of the High Street levels of traffic and congestion would increase in other areas.	+	This option would double the amount of traffic along the High Street and unlike the other options will not help to encourage walking within the town centre. Potential for negative effects.	-

10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
12. Air Quality	The option could encourage walking and help to reduce levels of traffic in the town centre with indirect positive effects for air quality.	+	As for option 1; however there is also some uncertainty as identified against SA objective 9.	+	As for the appraisal against SA objective 9.	+	This option would double the amount of traffic along the High Street and unlike the other options will not help to encourage walking within the town centre. Potential for negative effects.	-
13. Sustainable Design & Construction	Improvements to the pedestrian environment including enhanced crossings at roundabouts will have a positive effect on this SA objective.	+	As for option 1.	+	As for option 1.	+	Doubling the traffic along the High Street will have a negative effect on this SA objective.	-

Summary:

Option 1 seeks to work within the existing network and provide improvements to pedestrian crossings at roundabouts, a shared space along the High Street and capacity improvements to the junctions at either end of Websters Way. This has the potential for long-term positive effects on SA objectives relating to communities, health and safety, accessibility and the economy. This option has the potential for the greatest benefits compared to the others as it will not shift transport issues elsewhere in the area and will not increase the levels of traffic along the High Street.

The partial or full pedestrianisation of the High Street, or sections of the High Street, proposed in Options 2 and 3 would mean the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way). This would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. Options 2 could also lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along Websters Way which could result in delays to journeys and little opportunity to provide priority measures. While Options 2 and 3 have the potential for positive effects through improvements to the public realm the diversion of traffic

has the potential to have negative effects in other areas that have not been pedestrianised.

Option 4 will not result in the public realm improvements as proposed in the other options as it proposes two-way traffic on the High Street. This has the potential to double the amount of traffic using the High Street. Crossing would be regulated at controlled crossing points to allow the movement of pedestrians. The option would remove the need to divert traffic along Websters Way and help to relieve congestion through the town centre by adding a second lane for eastbound traffic. This has the potential for a positive effect, particularly through the provision of two-way buses, which would improve the efficiency of the bus network. This option would not help to encourage walking within the town centre and has the potential for negative effects on climate change and air quality.

Spatial Options

SA Objective	Spatial Options							
	Option Level 1: Low		Option Level 2: Medium		Option Level 3: High		Option Level 4: Higher	
1. Balanced Communities	Potential for long-term positive effects on communities through improvements to the public realm, enhanced access to the town centre and the potential for a greater mix of uses.	+	Further enhanced benefits through façade treatments and infill developments along Websters Way creating new active street fronts opening out onto pedestrian routes. The option also proposes a new mixed use courtyard on land to the rear of the High Street that will provide a direct connection to the Mount. There is an element of uncertainty as proposed development could have negative effects on residents and visitors in the short-term during construction (noise and congestion); however, it is considered that suitable mitigation measures are available at the project level to address potential negative effects.	+	Potential for a long-term positive effect on communities through the provision a new retail, commercial and leisure space (compared to Option 2), the introduction of a shared surface treatment along the High Street and signalisation of road junctions at gateway entry points. The higher level of intervention has the potential for greater negative effects in the short-term (noise & congestion); however, it is considered that suitable mitigation is available at the project level to address negative effects.	++	Further enhanced benefits over the other options through public realm improvements and the provision of mixed-use developments over a wider area. However, there is also the potential for negative effects on communities as traffic will have to be diverted onto other routes, which will have impacts on access to services and facilities in other areas, such as the Community Centre. Compared to option 3, proposed development also has the potential for a greater negative effect in the short-term through increased noise and congestion. The higher level of intervention also has	++
				?		?		-

							the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that suitable mitigation is available at the project level to address negative effects.	
2. Healthy & Safe Communities	Improved pedestrian links to the town centre and enhanced public realm will have a positive effect on health.	+	Further enhanced benefits over option 1 through greater improvements to junctions and pedestrian crossing facilities. Uncertainty identified as for SA objective 1.	+	Potential for long-term positive effects on health and safety through the introduction of shared space treatments and provision of new traffic management measures. Shared space treatments could make it difficult for blind members of the community to move along Bellingham Lane and the High Street. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits for pedestrians as the High Street will be pedestrianised. However, there is also the potential for negative effects as the pedestrianisation of the High Street would require traffic to be diverted and could shift health and safety issues elsewhere in the area. This option would also result in the diversion of buses away from the High Street along other routes which could result in delays to journeys and little opportunity to provide	++
				?		?		-

							priority measures. The higher level of intervention also has the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that suitable mitigation is available at the project level to address negative effects.	
3. Housing	No significant effect identified.	0	New mixed development could potentially provide residential uses.	+	New mixed development could potentially provide residential uses.	+	New mixed development could potentially provide residential uses.	+
4. Economy & Employment	Improved pedestrian links to the town centre and public realm improvements along the High Street have the potential for positive effects on the local economy.	+	Infill developments along Websters Way to create new active street fronts opening out onto pedestrian routes, improved pedestrian links and a new mixed use courtyard development will have a positive effect on the local economy. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits for the economy through the redevelopment of the former Tesco store for mixed-use development and expansion of courtyard development. Shared space treatment also has the potential to increase footfall along the High Street and Bellingham Lane. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits over the other options through public realm improvements and the provision of mixed-use developments over a wider area. However, there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another	++
				?		?		?

							barrier to movement within the AAP area. The higher level of intervention also has the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that suitable mitigation is available at the project level to address negative effects.	
5. Accessibility	Potential for a positive effect through the provision of a new pavement along the north side of Websters Way, improved wayfinding strategy between the High Street and Mount and better defined routes from Castle Road car park to Eastwood Road.	+	Further enhanced benefits over option 1 through greater improvements to junctions and pedestrian crossing facilities. Proposed development could have minor negative effect on accessibility in the short-term. Suitable mitigation available at project level to minimise impacts.	+	Further enhanced benefits through introduction of shared space treatments and provision of new traffic management measures as well as improved access to retail and commercial uses and leisure space. Uncertainty identified as for SA objective 1.	++	Further enhanced benefits for pedestrian movement along the High Street and over the wider plan area. Improved access to health centre, library facilities and other mixed use development. However, there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere creating another	++
				?		?		-

							barrier to movement within the AAP area. This option could also result in the diversion of buses away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Improvements to the amenity of the High Street and Websters Way have the potential for a positive effect on the Conservation Area. Improved pedestrian routes and wayfinding also has the potential to improve pedestrian access to heritage.	+	Further enhanced benefits over option 1 through a higher level of intervention to the amenity of Websters Way and greater improvements to junctions and pedestrian crossing facilities. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits over option 1 & 2 through the redevelopment of the former Tesco store, which is having a negative effect on the setting and quality of the Conservation Area. However, there is also the potential for negative effects unless the redevelopment is carefully planned and designed.	+	Will have further enhanced benefits to the setting and quality of the Conservation Area as improvements will happen over a wider area. Given the higher level of development/ intervention proposed there is the potential for a greater negative effect than option 3. Development will need to be carefully planned and designed. As identified against other SA objectives there are significant issues relating to the diversion of traffic and	+

							capacity of surrounding routes. This option could shift traffic issues elsewhere with negative effects on the Conservation Area and impacts on pedestrian access to Rayleigh Mount.	
8. Landscape & Townscape	Improvements to the amenity of the High Street and Websters Way have the potential for a positive effect on town and streetscape.	+	Further enhanced benefits over option 1 through a higher level of intervention to the amenity of Websters Way. Uncertainty identified as for SA objective 1.	+	Further enhanced benefits over option 1 & 2 through the redevelopment of the former Tesco store, which is having a negative effect on the townscape. The higher level of intervention has the potential for greater negative effects in the short-term (noise & traffic); however, it is considered that suitable mitigation is available at the project level to address negative effects.	+	Will have further enhanced benefits to townscape as amenity improvements will happen over a wider area. As identified against other SA objectives there are significant issues relating to the diversion of traffic and capacity of surrounding routes. This option could shift traffic issues elsewhere with negative effects on townscape. The higher level of intervention also has the potential for greater negative effects in the short-term (noise & congestion) than the other options; however, it is considered that	+
				?		?		?

							suitable mitigation is available at the project level to address negative effects.	
9. Climate Change & Energy	Improved pedestrian links and an enhanced public realm have the potential to encourage walking within the town centre and reduce private vehicle use.	+	Further enhanced benefits over option 1 through improvements to junctions and pedestrian crossing facilities.	+	Further enhanced benefits over option 1 & 2 through the signalisation of road junctions at gateway entry points which could reduce congestion. Shared space treatments also have the potential to encourage people to walk. Potential for short-term negative effects during construction of proposed development, which could increase congestion.	+	This option could help to encourage walking through the pedestrianisation of the High Street. However, as identified against other SA objectives there are significant issues relating to the diversion of traffic and capacity of surrounding routes, which could create barriers to pedestrian movement in the AAP area. While there would be no traffic on the pedestrianised section of the High Street levels of traffic and congestion would increase in other areas.	+
						?		-
10. Water	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
11. Land & Soil	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

12. Air Quality	Improved pedestrian links and an enhanced public realm have the potential to encourage walking within the town centre and reduce private vehicle use.	+	Further enhanced benefits over option 1 through improvements to junctions and pedestrian crossing facilities.	+	Further enhanced benefits over option 1 & 2 through the signalisation of road junctions at gateway entry points which could reduce congestion. Shared space treatments also have the potential to encourage people to walk. Uncertainty identified as for SA objective 9.	+	As for the appraisal against SA objective 9.	+
13. Sustainable Design & Construction	Positive effect through improvements to the public realm and amenity of the town centre.	+	Further enhanced benefits through the provision of a new mixed use courtyard development.	+	Further enhanced benefits through the provision of shared space treatments.	+	Further enhanced benefits as interventions will occur over a wider area.	+

Summary:

All of the options have the potential for long-term positive effects on communities, health and safety, accessibility, the economy and heritage through improvements to the public realm and amenity of the plan area as well as enhanced movement for pedestrians. The significance of this effect increases along with the level of intervention. The higher levels of intervention proposed in options 3 & 4 will have a greater positive effect on communities and the economy through the provision of mixed-use developments and more dramatic changes to pedestrian movement along the High Street. However, with a higher level of intervention there is also some uncertainty as proposed development has the potential for negative effects in the short-term on SA objectives through increased noise and congestion.

Option 4 has the potential for negative effects on a number of SA objectives as a result of the pedestrianisation of the High Street. This would result in the diversion of traffic along surrounding routes (Bellingham Lane, Church Street, London Hill & Websters Way), which would require significant infrastructure improvements for these routes to be able to accommodate the additional traffic. It would potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement. It could lead to the diversion of buses (depending on full or partial pedestrianisation) away from the High Street along alternative routes which could result in delays to journeys and little opportunity to provide priority measures.

A composite option that sought the higher level of intervention proposed in option 4 with the shared space treatments proposed in option 3

(rather than the pedestrianisation of the High Street) would not require the diversion of traffic and would provide greater benefits to a wider area.