

HAWKWELL PARISH COUNCIL'S SUBMISSION STATEMENT ROCHFORD AREA ACTION PLAN EXAMINATION

Matter 4: Rochford's Character Areas (Section 5 and Policies 5-9)

Rochford is a small town and has the most areas of conservation in Rochford District and should be retained intact where possible. Hawkwell Parishioners rely on shopping services of Rochford.

The lack of public response is due to poor awareness of the Rochford Area Action Plan:

- display in Library is not well presented or advertised; and
- lack of public meetings to explain the issues.

Options for Market Square (Chapter 5.2 Figures 11 & 12)

Two options are proposed but the preferred option is not stated and this fails the Framework tests of justification and effectiveness.

Proposals for a night economy are not suitable for the Town Square and will only damage existing Public Houses and Cafes in Rochford. Proposals for pedestrianisation of West Street will only threaten other businesses which rely on pop-in, pop-out trade.

Traffic measures that reverse the flow of vehicles in and out of the Square would be a solution to congestion problems presently experienced.

Policy 8 – Character area C: southern approach (Opportunity sites: Figure 6)

Locks Hill -There is little available land without demolishing buildings or developing green landscaped areas giving a cramped appearance at the entrance to the town.

The Police Station must be retained as a locally listed building preferably as a community centre but could be converted to flats as a last resort. South Street is the most complete part of the conservation area and any development behind the Police Station should not be visible from the road.

Policy 9 – Character area D: western approach (Opportunity sites: Figure 6)

Developing at Freight House will decrease the car parking area and be out of keeping with Victorian buildings at the Station, Freight House itself and Railway Cottages.

Traffic Lights at Hall Road/Ashingdon Road Junction will be out of keeping in a conservation area which will do little to alleviate the problems only experienced at rush hour times.

Conclusion

No traffic study accompanies this document. Therefore, Hawkwell Parish Council is doubtful that Rochford Area Action Plan is sound and deliverable.