



**Rochford District Council
Local Development Plan**

Rochford Area Action Plan

**SUSTAINABILITY APPRAISAL/ STRATEGIC
ENVIRONMENTAL ASSESSMENT OF
SUBMISSION AAP**

November 2013

Rochford District Council Local Development Framework

Rochford Draft Area Action Plan

SUSTAINABILITY APPRAISAL/ STRATEGIC ENVIRONMENTAL ASSESSMENT OF SUBMISSION AAP

for and on behalf of Enfusion Ltd:

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Rochford District Council Local Development Framework Rochford Area Action Plan

SUSTAINABILITY APPRAISAL/STRATEGIC ENVIRONMENTAL ASSESSMENT SUBMISSION REPORT

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NON-TECHNICAL SUMMARY

INTRODUCTION

- 0.1 This is the summary of the Sustainability Appraisal Report for Rochford District Council's Rochford Area Action Plan (AAP) Development Plan Document (DPD): Submission Document. It describes how the Sustainability Appraisal (SA) process was used to assist in the preparation of the Area Action Plan, as required by planning legislation and Government guidance.

SUSTAINABILITY APPRAISAL & STRATEGIC ENVIRONMENTAL ASSESSMENT

- 0.2 The purpose of Sustainability Appraisal (SA) is to promote sustainable development through the integration of environmental, social and economic considerations in the preparation of Local Development Documents (LDDs). This requirement is set out in Section 39 (2) of the Planning and Compulsory Purchase Act, 2004 and the National Planning Policy Framework. Sustainability Appraisal incorporates the requirements of Strategic Environmental Assessment¹² (SEA), a requirement of European and UK Legislation. Government guidance advises a number of stages of SA work that need to be carried out as a Local Development Document is being prepared:

- Stage A: Setting Context & Scope
- Stage B: Developing Options & Assessing Effects
- Stage C: Preparing the SA Report
- Stage D: Consulting on the Plan & the SA
- Stage E: Monitoring Implementation of the Plan

- 0.3 The SA/SEA of the Rochford Area Action Plan has been prepared in accordance with these requirements for SA/SEA.

THE LOCAL DEVELOPMENT PLAN AND ROCHFORD AAP

- 0.4 The Council is in the process of preparing its Local Development Plan (LDP) (previously known as the Local Development Framework), which will set out how the District will develop in the future. The LDP will gradually replace the Rochford District Replacement Local Plan which was adopted in 2006. The Rochford Local Development Plan comprises the following Local Development Documents:

- Core Strategy DPD (also known as the Local Plan)
- Development Management DPD
- Site Allocations DPD
- Area Action Plans (DPDs) for Rochford Town Centre, Hockley Town Centre, Rayleigh Town Centre and London Southend Airport (with Southend-on-Sea Borough Council).

¹ EU Directive 2001/42/EC

² Environmental Assessment of Plans and Programmes Regulations 2004

- 0.5 The Rochford Area Action Plan (AAP) creates the framework for development sites and planning policies in Rochford. It will act as the focal point for the coordination of other public policies and programmes and will guide public and private investment in the area. The AAP sets out a vision for how growth and change can be managed within Rochford and how regeneration of the area might be stimulated through this development.

THE CHARACTER OF ROCHFORD

- 0.6 Rochford Town Centre is the second largest within the District and is classified as a local centre. It is situated to the east of Rayleigh and Hockley, is 3 miles north-west of Southend-on-Sea and is also within 1 km of London Southend Airport. Immediately bounding the town centre to the north is the Rochford Primary School and Rochford Hospital.
- 0.7 It is a designated Conservation Area and has a number of listed buildings. The town follows a traditional cruciform street pattern, providing links to the railway station to the west and to residential areas elsewhere. The town centre comprises a good mix of uses, including retail, residential, civic and community uses within a relatively small catchment area.

SA SCOPING & ISSUES FOR SUSTAINABILITY

- 0.8 A SA scoping process was undertaken to help ensure that the SA covers the key sustainability issues that are relevant to Rochford Town Centre. This included the development of an SA Framework of objectives to comprise the basis for appraisal. An SA Scoping Report was prepared to summarise the findings of the scoping process and was sent to statutory consultees for consultation in September 2012. As part of the scoping process plans and programmes were reviewed and information was collated relating to the current and predicted social, environmental and economic characteristics of Rayleigh.
- 0.9 From these studies, the key sustainability issues and opportunities for the AAP and the SA were identified, as follows:

Key Sustainability Issues for Rochford AAP
<ul style="list-style-type: none"> ▪ The provision of quality and affordable housing to meet housing needs in Rochford.
<ul style="list-style-type: none"> ▪ Direct, safe and convenient links between the health and community activities to the north west of the town centre and other uses are essential to the pattern of movement in the town centre.
<ul style="list-style-type: none"> ▪ Taking account of environmental and physical constraints when accommodating new development.
<ul style="list-style-type: none"> ▪ Opportunity to improve the public realm by enhancing pedestrian crossing facilities and reducing the speed of traffic through the town centre.
<ul style="list-style-type: none"> ▪ The protection of the Rochford Conservation Area and listed buildings.

<ul style="list-style-type: none"> ▪ High levels of car ownership and travelling to work using a private vehicle.
<ul style="list-style-type: none"> ▪ A watching brief should be maintained for air quality concerns and traffic congestion in Rochford Town Centre.
<ul style="list-style-type: none"> ▪ Opportunity to improve retail and stimulate the local economy.
<ul style="list-style-type: none"> ▪ Climate change is a significant issue facing all communities and the AAP will need to consider issues around energy efficiency, renewables and reducing greenhouse gas emissions.

SA FRAMEWORK

0.10 An SA Framework was compiled and included SA Objectives that aim to resolve the issues and problems identified; these are used to test the draft plan as it is being prepared. The SA Framework for the Rochford AAP is based on that developed for the Rochford Core Strategy. A list of the SA objective headings follows:

SA Objective headings	
1. Balanced Communities	8. Landscape & Townscape
2. Healthy & Safe Communities	9. Climate Change & Energy
3. Housing	10. Water
4. Economy & Employment	11. Land & Soil
5. Accessibility	12. Air Quality
6. Biodiversity	13. Sustainable Design & Construction
7. Cultural Heritage	

SA OF THE ROCHFORD AAP

0.11 Each stage of the preparation of the AAP was appraised using the SA Objectives. Where significant negative effects, including environmental effects, were predicted, the SA sought where possible to identify means of offsetting these effects. Where it was considered that there were opportunities to enhance the sustainability of the proposals, recommendations were made. The appraisal recognised 6 categories of predicted effects, as illustrated in the following key.

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

CONSIDERATION AND APPRAISAL OF ALTERNATIVES

- 0.12 The SA of the options (alternatives) was undertaken in February 2013. The purpose and key objectives of the AAP have been set at a higher level; therefore it was considered that the alternatives available to the plan-maker in preparing the AAP were limited to the level and type of intervention/development that should be accommodated in the Town Centre. A do-nothing approach is not considered appropriate in this instance as it would not be in accordance with Policy RTC5 - Rochford Town Centre from the Adopted Core Strategy, which requires a certain level of intervention in Rochford to achieve regeneration objectives.
- 0.13 The Issues and Options Document (Sept 2009) identified a number of sites where opportunities may exist for redevelopment as well as a range of opportunities related to transport and movement and the public realm. A total of ten sites were identified, including: Market Square and the Spar building to its east side, Back Lane, Rochford Hospital and the rail station car parks, and a number of potential infill sites towards the edge of the centre. A range of options were proposed in relation to each site, which included the redevelopment of existing buildings or vacant plots for residential, retail or office development, or the reconfiguration of existing car parking arrangements to free up land for town centre development.
- 0.14 The options for transport include tighter parking controls and provision of increased information relating to public transport across the AAP area. Transport options for specific areas were also proposed; these included the rerouting of existing one-way traffic to recreate two-way streets and improvements to the pedestrian environment, such as the widening of footways.
- 0.15 The SA found that options which proposed mixed use developments coupled with public realm improvements performed well against SA objectives. Options proposing the redevelopment of buildings considered to have a negative impact on the Rochford Conservation Area were assessed as having the potential for a positive effect on heritage and townscape. Transport options that sought to slow vehicle speeds and improve pedestrian crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.
- 0.16 A number of options were proposed for Market Square and West Street that involved the full or part pedestrianisation of the area. The SA considered that this could provide a number of positive benefits for communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality. The SA found that a mix of options could be used in combination to maximise potential long term benefits and potentially bypass the negative effects that could result from the other Options. Two options proposed the removal of the bus route and taxi rank from the Market Square and West Street, which was assessed as having the potential for a negative effect on elderly and disabled members of the community. Transport options that sought to slow vehicle speeds and improve pedestrian

crossings and movement through the Town Centre performed well against SA objectives relating to communities, health, accessibility and the economy.

- 0.17 Alongside consultation responses, the Council considered the SA findings in its decision making. The reasons for the selection or rejection of options in plan-making are set out in Section 4 of the SA Report.

APPRAISAL OF THE AAP VISION AND POLICIES

- 0.18 A compatibility analysis of the Pre-Submission AAP Vision and Objectives was carried out using the SA framework in May/June 2013. Overall the vision and objectives were found to be compatible with the majority of SA objectives.
- 0.19 The Pre-Submission policies were subject to detailed SA in May/June 2013. On the whole, the findings of the SA suggest that the emerging AAP policies will make significant contributions to the progression of SA objectives. Throughout the development of the AAP and the Sustainability Appraisal process, data gaps and uncertainties were uncovered and these have been acknowledged in the appraisal matrices, where applicable.

SIGNIFICANT EFFECTS IDENTIFIED

- 0.20 The majority of policies were found to have significant positive sustainability benefits. The following table summarises the key positive effects identified:

Significant positive effects of the emerging Rochford AAP	
Key relevant SA Objective:	Positive effects identified:
1. Balanced communities	The AAP has the potential for a significant positive effect on communities through supporting the development of a mix of uses in the town centre, including housing, retail, employment and community facilities (particularly those catering for young people).
4. Economy & Employment	A significant positive effect on the local economy is likely through the regeneration of the Town Centre. The AAP will encourage diversity of employment and retail choice to meet the needs of consumers (local and visitors) whilst protecting the function of the Town Centre. Improvements to the public realm and connectivity will make the Town Centre a more attractive and enjoyable place for people to shop, visit and live.
5. Accessibility	Significant positive effects for accessibility are likely through a range of improvements to junctions, the public realm, signage and pedestrian links. Supporting the development of new housing, employment and community facilities also has the potential for long term positive effects on accessibility.

- 0.21 Alongside the many positive effects of the plan, potential negative sustainability effects were also identified, although the effect is uncertain at this stage of the assessment and it is considered likely that these effects can be mitigated at a more detailed planning stage. These are summarised below:

Potentially significant effects of the emerging Rochford AAP	
Key relevant SA Objective:	Negative Effects identified:
2. Healthy & Safe Communities	There is the potential for temporary negative effects in the short term during demolition/ construction as waste, noise and dust nuisances may be created. However, it is considered that this can be mitigated at the project level.
7. Cultural Heritage	Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage.
12. Air quality	In the short term there is the potential for a negative effect on air quality as a result of localised air quality pollution during construction/redevelopment. However, it is considered that this can be mitigated through development controls.

MITIGATION, ENHANCEMENT AND MONITORING

- 0.22 An important role of the SA process is to provide recommendations for the mitigation of negative effects and enhancement of the positive effects identified in the appraisal process. In preparing the AAP, Rochford District Council has already sought to address many of the sustainability problems in Rochford, and consequently the majority of the SA findings were positive. A small number of recommendations have been made and these will be considered by the Council in finalising the plan.
- 0.23 Local planning authorities are required to produce Annual Monitoring Reports to monitor the progress of the Local Development Plan. There is also a requirement to monitor the predictions made in the SA. Rochford District Council prepares an Annual Monitoring report each year, and in preparing the report, considers any recommendations made through the SA process. The indicators and targets suggested for the SA monitoring of the Core Strategy are considered appropriate for the monitoring of the Rochford AAP, with additional specific suggestions made during the preparation of the Rochford AAP. This SA has also made further suggestions, which are detailed in the main SA report.

CONSULTATION AND MODIFICATIONS TO THE AAP

- 0.24 The SA Report accompanied the AAP on Pre-Submission consultation from 03 July to 29 August 2013. No responses were received in relation to the SA Report. Following the Pre-Submission consultation a number of minor modifications were made to the AAP to take into account consultation responses. The minor modifications provided further clarification and are not considered significant changes with regard to the SA.

CONCLUSIONS AND NEXT STEPS

- 0.25 The SA of the Rochford Area Action Plan has appraised the effects of individual policies, as well as the overall effect of the plan, including cumulative and incremental effects. It has also considered and appraised reasonable alternatives to the plan itself; and this information has been made available to the Council to help in the selection of the preferred plan. Overall the SA has found that the AAP will help to resolve a number of key sustainability issues in Rochford Town Centre and will also play a role in improving sustainability in the wider District.
- 0.26 The AAP has the potential for significant long term positive effects on communities, the economy and accessibility through supporting the development of new housing, retail, employment and community services. It also seeks a range of improvements to junctions, the public realm (including signage) and pedestrian links. Greater retail choice and improved pedestrian environments will make the Town Centre a more attractive and enjoyable place for people to shop, work and live. The regeneration of the Town Centre, which includes improved accessibility to housing, employment and facilities along with an enhanced public realm, has the potential for indirect long term positive effects on health, townscape, climate change, the efficient use of land and sustainable design.
- 0.27 There is the potential for negative effects on health, heritage and air quality in the short term during the construction of new development or redevelopment of existing buildings. However, it considered that suitable mitigation is available at the project level to address any adverse effects and suitable protection is provided through Core Strategy and Development Management policies. New development and the redevelopment of existing buildings will need to be carefully and sympathetically designed to ensure that there are no long term negative effects on heritage, particularly on the Rochford Conservation Area.
- 0.28 The Council has considered the recommendations made throughout the Sustainability Appraisal process, and amended the plan where appropriate. This has contributed to further enhancing the positive sustainability effects of the AAP.
- 0.29 This SA Report is published alongside the Rochford AAP Submission Document and will be subject to public examination.

1.0 INTRODUCTION

PURPOSE OF THE SA AND THE SA REPORT

- 1.1 The purpose of Sustainability Appraisal (SA) is to promote sustainable development through the integration of environmental, social and economic considerations in the preparation of Local Development Documents (LDDs). This requirement is set out in Section 39 (2) of the Planning and Compulsory Purchase Act, 2004 and the National Planning Policy Framework. Local Development Documents must also be subject to Strategic Environmental Assessment³⁴ (SEA) and Government advises⁵ that an integrated approach is adopted so that the SA process incorporates the SEA requirements.
- 1.2 This SA Report documents the Sustainability Appraisal/Strategic Environmental Assessment processes for Rochford District Council's Rochford Area Action Plan (AAP) Submission Development Plan Document (DPD). The Sustainability Appraisal Framework discussed in Section 3 of this SA Report indicates the relationship between the SA and the SEA; compliance with the SEA Regulations is signposted below in this section and detailed in Appendix I. This SA Report is being published alongside the Rochford AAP Submission Document and will be subject to public examination.

AREA ACTION PLAN: DPD CONTENTS & OBJECTIVES

Local Development Plan

- 1.3 The Council is in the process of preparing the Local Development Plan (LDP) (previously known as the Local Development Framework), which will set out how the District will develop in the future. The LDP will gradually replace the Rochford District Replacement Local Plan which was adopted in 2006. The Rochford LDP comprises the following Local Development Documents:
- Core Strategy DPD (also known as the Local Plan)
 - Development Management DPD
 - Site Allocations DPD
 - Area Action Plans (DPDs) for Rochford Town Centre, Hockley Town Centre, Rayleigh Town Centre and London Southend Airport (with Southend-on-Sea Borough Council).

Core Strategy

- 1.4 The Core Strategy is the overarching strategic document of the Rochford District Council Local Development Plan, and sets out the key elements of the planning framework for the District; it is the spatial expression of the Sustainable Community Strategy. The Core Strategy was adopted in

³ EU Directive 2001/42/EC

⁴ Environmental Assessment of Plans and Programmes Regulations 2004

⁵ Planning Advisory Service (2009) CLG Planning Manual: Sustainability Appraisal

December 2011 and contains a policy relating to the development of Rochford Town Centre, which is reproduced below:

Policy RTC5 - Rochford Town Centre

The Council will produce an Area Action Plan for Rochford town centre which delivers the following:

- *A safe and high quality environment for residents*
- *A market square area that encourages visitors*
- *Enhanced retail offer for Rochford*
- *A range of evening leisure activities*
- *Improves accessibility to and within the town centre*
- *Promotes youth community facilities*

The Council will work with landowners and its partners to deliver the Area Action Plan.

Rochford Area Action Plan

- 1.5 The Rochford Area Action Plan (AAP) creates the framework for development sites and planning policies in Rochford Town Centre. It will act as the focal point for the coordination of other public policies and programmes and will guide public and private investment in the area. The AAP sets out a vision for how growth and change can be managed within Rochford and how regeneration of the area might be stimulated through this development.
- 1.6 The AAP sets a vision for the settlement's future based on an understanding of the unique context that drives change and development in Rochford. It translates this vision into implementation objectives, policies and guidance that will act as a robust framework for delivery.

Vision

Rochford will develop its existing strengths as a small and attractive historic market town serving the needs of its local population and visitors. By 2025, the town centre offer will be more mixed, and will include a greater diversity of town centre uses, such as restaurants, cafés, and bars, leisure uses and community facilities, whilst retaining its existing office stock. Environmental enhancements and new development will improve keyspaces, build on the town's historic character and make better use of unused or unattractive sites. Improvements to existing routes and the addition of new links will make the town more permeable and make travel by all modes of transport easier.

- 1.7 The five key objectives that support this vision are set out below:
- 1) *Provide a diverse range of uses, activities and facilities for local people.*
 - 2) *Enhance the historic core.*
 - 3) *Improve accessibility for all.*
 - 4) *Protect local employment.*
 - 5) *Promote the redevelopment of unused, underused, infill or unattractive sites.*

SUMMARY OF COMPLIANCE WITH THE SEA DIRECTIVE & REGULATIONS

- 1.8 The SEA Regulations set out certain requirements for reporting the SEA process, and specify that if an integrated appraisal is undertaken (i.e. SEA is subsumed within the SA process, as for the SA of the Rochford AAP), then the sections of the SA Report that meet the requirements set out for reporting the SEA process must be clearly signposted. The requirements for reporting the SEA process are set out in Appendix I.

2.0 APPRAISAL METHODS

SCOPING THE KEY SUSTAINABILITY ISSUES

- 2.1 Enfusion Ltd was commissioned in July 2012 by Rochford District Council to progress the SA work. A SA scoping process was undertaken in September 2012 to help ensure that the SA covers the key sustainability issues that are relevant to Rochford Town Centre. This included the development of an SA Framework of objectives (presented at the end of Section 3 of this SA Report) to comprise the basis for appraisal. An SA Scoping Report was prepared to summarise the findings of the Scoping process. This was sent to statutory consultees for consultation in September 2012. Responses to this scoping consultation, and how they were taken into account, are reported in this SA Report.

APPRAISING THE AREA ACTION PLAN OPTIONS

- 2.2 A number of options for future change in Rochford Town Centre were initially identified through an Issues and Options Document published for consultation in September 2009. The options identified in this Report (Rochford Town Centre Issues and Options Report: A discussion and consultation report Sept 2009) were assessed against the full SA Framework of objectives with regard to the short, medium and long term effects of the options on the SA objectives. The findings helped to inform the development of the Pre-Submission AAP and were available on the Council's website for public consultation from 27 February to 10 April 2013. The detailed SA of options is provided at Appendix IV with a summary of findings provided in Section 4.

SUMMARY OF SA METHOD

- 2.3 The method used for this Sustainability Appraisal of the Rochford AAP Pre-Submission DPD comprises the following elements:
- Identifying relevant baseline information and other plans or programmes that influence the AAP policies.
 - Using the Sustainability Appraisal Framework with professional expertise and drawing upon selected information in the Review of Plans and Programmes, and the Baseline Information.
 - Commenting on the areas where each element or policy of the AAP has specific potential impacts - highlighting where possible, positive/negative effects, short/long term effects, indirect/direct effects, cumulative effects, and the reversibility, scale and likelihood of effects with recommendations for proposed mitigation or enhancement where identified.

UNCERTAINTIES AND DATA GAPS

- 2.4 Throughout the development of the AAP and the Sustainability Appraisal process, data gaps and uncertainties were uncovered. It is not always possible to accurately predict sustainability effects when considering plans at this scale. Impacts on cultural heritage, for example, will depend on more detailed information and studies at a site-level. It is also difficult to predict air quality effects and future traffic levels based on interventions. These uncertainties have been acknowledged in the appraisal matrices, where applicable.

CONSULTATION ON THE SA

- 2.5 The key sustainability issues were identified through the SA scoping process and described in the SA Scoping Report that was placed on consultation with statutory consultees in September 2012. The responses were used to inform the development of the SA Framework.
- 2.6 The findings of the SA for the options were available on the Council's website for public consultation and sent to statutory consultees for comment from 27 February to 10 April 2013. The consultation responses received and how they have been taken into account through the SA process are presented in Appendix II.
- 2.7 The findings of the SA of the Pre-Submission AAP were available on the Council's website for public consultation and sent to statutory consultees for comment from 03 July to 29 August 2013. No responses were received in relation to the SA Report.
- 2.8 This SA Report will be published alongside the Rochford AAP Submission Document and will be subject to public examination.

3.0 SUSTAINABILITY CONTEXT AND OBJECTIVES

REVIEW OF RELEVANT PLANS AND PROGRAMMES

- 3.1 In order to establish a clear scope for the SA of the AAP it is necessary (and a requirement of SEA) to review and develop an understanding of the wider range of “*policies, plans, programmes and sustainability objectives*”⁶ that are relevant to the Plan. This includes International, European, National, Regional and local level policies, plans and strategies. Summarising the aspirations of other relevant policies, plans, programmes and sustainability objectives (hereafter referred to as ‘relevant plans’) promotes systematic identification of the ways in which the Plan could help fulfill them.
- 3.2 A detailed plans and programmes review was undertaken for the SA Report (September 2009) of the Rochford District Core Strategy Submission Document. The full information is available to view on the Council's website⁷. To account for changes since the SA Report in September 2009, a list of new or updated key plans and programmes was provided in Appendix 1 of the SA Scoping Report (September 2012). This list of new or updated key plans and programmes is available in Appendix III to this Report.
- 3.3 Of most relevance is the adopted Rochford District Core Strategy DPD, which sets out the vision, new development and infrastructure requirements for Rochford Town Centre. It includes Policy RTC 5 (Rochford Town Centre) which sets out the requirement for an Area Action Plan for Rochford.

DESCRIPTION OF THE BASELINE CONDITIONS

- 3.4 The SEA Directive requires the collation of baseline information to provide an evidence base for environmental problems, the prediction of effects, and monitoring; to help in the development of SEA objectives. This task was undertaken for the original LDF Core Strategy Draft SA Scoping report (2005), and is updated on a regular basis for RDC by Essex County Council. The latest version of the baseline will be available on the Council website in due course. The information in the baseline encompasses the environmental and socio-economic characteristics of Rochford District, providing a general context for the SA of the AAPs.
- 3.5 The characteristics and key baseline information for Rochford Town Centre were set out in the SA Scoping Report published in September 2012. Further studies relating to the AAP area may be undertaken to support the plan-making processes. If further studies become available, they will be used to inform the SA.
- 3.6 The key relevant features of the AAP area have been summarised below:

⁶ *Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents* ODPM, November 2005

⁷http://www.rochford.gov.uk/planning/policy/local_development_framework/core_strategy_submitted

- Rochford Town Centre is the second largest within the District and is classified as a local centre. It is situated to the east of Rayleigh and Hockley, is 3 miles north-west of Southend-on-Sea and is also within 1 km of London Southend Airport. Immediately bounding the town centre to the north is the Rochford Primary School and Rochford Hospital.
- It is a designated Conservation Area and has a number of listed buildings. The town follows a traditional cruciform street pattern, providing links to the railway station to the west and to residential areas elsewhere. The town centre comprises a good mix of uses, including retail, residential, civic and community uses within a relatively small catchment area.

Table 3.1: Economic Baseline information (SEA Topics Material Assets, Population and Human Health)

- 70.1% of people in the Rochford Ward⁸ are classed as in employment with 5.6% unemployed.
- Rate of all adults claiming Job Seekers Allowance (JSA) (% working age population) in the Rochford Ward is 4.1% (Feb 2012).
- Employment by occupation in the ward is as follows: manager & senior officials 13.8%; professional 7.9%; associate professional & technical 12.8%; administrative & secretarial 15.7%; skilled trades 13.4%; personal services 7.4%; sales & customer services 7.2%; process plant & machine operatives 9.1% and elementary occupations 12.7%.
- The town centre comprises a good mix of uses, including retail, residential, civic and community uses within a relatively small catchment area.
- 13.79% of all the units in the town centre are in use for the sale of convenience goods, which compares to a national average of 8.42%. The convenience retailers present in the town centre include four small scale convenience stores, a greengrocer, two bakers, a butcher, and the Co-Op supermarket in Roche Close.
- Comparison goods floor space is lacking in the town centre and there is a high proportion of small units which restricts potential occupiers. There is also a lack of retailers at the higher end of the market.

⁸The Rochford Ward includes the AAP area.

Table 3.2: Environmental Baseline information (SEA topics: Biodiversity, Soil, Water, Air, Climatic Factors, Cultural Heritage, Landscape)

- There are no Air Quality Management areas in Rochford town, however there have been concerns in previous studies⁹ about road traffic at Market Square, Rochford for NO₂ emissions. Outside of the plan area, air quality concerns have also been raised for the monitoring site at Anne Boleyn/ Sutton Road to the south of the plan area.
- There are no international, national or locally designated sites for biodiversity or geodiversity within or adjacent to the town centre.
- Rochford town centre is located near the confluence of the Nobles Green Ditch, the Eastwood Brook and the River Roach. The current ecological quality of water is assessed by the EA as moderate.
- Rochford town centre is primarily at risk from fluvial flooding, where the River Roach, Nobles Green Ditch and Eastwood Brook meet.
- The town centre is designated as a Conservation Area with approximately 64 listed buildings within it.
- The town centre includes a high number of historic buildings and it has a high intrinsic value. This is reinforced by local topography, which affords interesting views of the roofscape and of local landmarks.

Table 3.3: Social Baseline information (SEA topics: Population & Human Health).

- Total population of the Rochford Ward in 2010 was estimated at 7,718.
- The health of people in Rochford District is generally better than the England average. Deprivation is lower than average, however 1,795 children live in poverty. Life expectancy for both men and women is higher than the England average.
- Since 2003 the level of crime in the District has reduced significantly; however, the number of drug related offences has increased.
- The Rochford railway station is located a five-minute walk from the market square. The station is serviced by a mainline rail service which connects Rochford to London Liverpool Street and Southend Victoria.
- The residential stock of the town centre comprises a mixture of period housing and modern apartments.

⁹ Rochford LAQM Third Round of Review and Assessment-commenced in 2006

KEY SUSTAINABILITY ISSUES, PROBLEMS AND OPPORTUNITIES

- 3.7 It is important to distil the key sustainability issues, problems and objectives relevant to the District from the collated information and consideration of the particular character of the area. These issues are considered to be priorities for consideration through the Sustainability Appraisal, and the SA Framework of sustainability objectives (detailed in Section 3) seeks to attend to them.
- 3.8 The following key sustainability issues are considered to be priorities for sustainability, arising from the particular characteristics, pressures and opportunities currently affecting Rochford Town Centre.

Table 3.4: Key Sustainability Issues for Rochford AAP
<ul style="list-style-type: none"> ▪ The provision of quality and affordable housing to meet housing needs in Rochford.
<ul style="list-style-type: none"> ▪ Direct, safe and convenient links between the health and community activities to the north west of the town centre and other uses are essential to the pattern of movement in the town centre.
<ul style="list-style-type: none"> ▪ Taking account of environmental and physical constraints when accommodating new development.
<ul style="list-style-type: none"> ▪ Opportunity to improve the public realm by enhancing pedestrian crossing facilities and reducing the speed of traffic through the town centre.
<ul style="list-style-type: none"> ▪ The protection of the Rochford Conservation Area and listed buildings.
<ul style="list-style-type: none"> ▪ High levels of car ownership and travelling to work using a private vehicle.
<ul style="list-style-type: none"> ▪ A watching brief should be maintained for air quality concerns and traffic congestion in Rochford Town Centre.
<ul style="list-style-type: none"> ▪ Opportunity to improve retail and stimulate the local economy.
<ul style="list-style-type: none"> ▪ Climate change is a significant issue facing all communities and the AAP will need to consider issues around energy efficiency, renewables and reducing greenhouse gas emissions.

THE SA FRAMEWORK

- 3.9 The proposed SA Framework provides the basis by which the sustainability effects of emerging AAP will be described, analysed and compared. It includes a number of sustainability objectives, elaborated by 'decision-aiding questions'. The SA Framework developed for the Rochford Core Strategy is considered to be suitable for the appraisal of the Rochford AAP, however a number of amendments have been made to ensure the 'decision-aiding questions' address the specific concerns facing Rochford Town Centre. The final SA Framework is provided in Table 3.5 below and has been informed by statutory consultee responses to the SA Scoping Report.

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
Balanced Communities	
1. To ensure the delivery of high quality sustainable communities where people want to live and work	<ul style="list-style-type: none"> ▪ Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs? ▪ Will it ensure the regeneration and enhancement of existing rural and urban communities? ▪ Will it ensure equal opportunities and that all sections of the community are catered for? ▪ Will it meet the needs of an ageing population in Rochford? ▪ Will the policies and options proposed seek to enhance the qualifications and skills of the local community? ▪ Will income and quality-of-life disparities be reduced?
Healthy & Safe Communities	
2. Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	<ul style="list-style-type: none"> ▪ Will it ensure the delivery of high quality, safe and inclusive design? ▪ Will it improve health and reduce health inequalities in Rochford? ▪ Will it promote informal recreation and encourage healthy, active lifestyles? ▪ Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced? ▪ Will it minimise noise pollution? ▪ Will it minimise light pollution?
Housing	
3. To provide everybody with the opportunity to live in a decent home	<ul style="list-style-type: none"> ▪ Will it increase the range and affordability of housing for all social groups in Rochford? ▪ Will a mix of housing types and tenures be promoted? ▪ Will it reduce the number of unfit homes? ▪ Does it promote high quality design? ▪ Is there sustainable access to key services in Rochford? ▪ Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?
Economy & Employment	

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
4. To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	<ul style="list-style-type: none"> ▪ Does it promote and enhance existing centres by focusing development in such centres? ▪ Will it improve business development in Rochford? ▪ Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community? ▪ Does it promote mixed use and high density development in urban centres? ▪ Does it promote a wide variety of jobs across all sectors? ▪ Does it secure more opportunities for residents to work in the District? ▪ Will it aid the realisation of London Southend Airport's economic potential?
Accessibility	
5. To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	<ul style="list-style-type: none"> ▪ Will it increase the availability of sustainable transport modes in Rochford? ▪ Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling? ▪ Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services? ▪ Will it reduce the need to travel? ▪ Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations? ▪ Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly? ▪ Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced? ▪ Does it enable access to green infrastructure and the wider natural environment to all sections of the community?
Biodiversity	
6. To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	<ul style="list-style-type: none"> ▪ Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes? ▪ Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species? ▪ Will it maintain and enhance sites designated for their nature conservation interest? ▪ Will it conserve and enhance sites of geological significance? ▪ Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic? ▪ Does new development integrate within it opportunities for new habitat creation, particularly

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
	where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?
Cultural Heritage	
7. To maintain and enhance the cultural heritage and assets of the District	<ul style="list-style-type: none"> ▪ Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas? ▪ Will it support locally-based cultural resources and activities?
Landscape & Townscape	
8. To maintain and enhance the quality of landscapes and townscapes	<ul style="list-style-type: none"> ▪ Does it seek to enhance the range and quality of the public realm and open spaces? ▪ Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe? ▪ Will it reduce the amount of derelict, degraded and underused land? ▪ Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area? ▪ Will it preserve and/or enhance townscape character and value?
Climate Change & Energy	
9. To reduce contributions to climate change	<ul style="list-style-type: none"> ▪ Will it reduce emissions of greenhouse gases by reducing energy consumption? ▪ Will it lead to an increased proportion of energy needs being met from renewable sources in Rochford? ▪ Does it adapt to and provide for the consequences of climate change in a largely low-lying area?
Water	
10. To improve water quality and reduce the risk of flooding	<ul style="list-style-type: none"> ▪ Will it improve the quality of inland water? ▪ Will it improve the quality of coastal waters? ▪ Will it provide for an efficient water conservation and supply regime in Rochford? ▪ Will it provide for effective wastewater treatment? ▪ Will it require the provision of sustainable drainage systems in new development? ▪ Will it reduce the risk of flooding? ▪ Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?
Land & Soil	
11. To maintain and improve the quality of the District's land and soil	<ul style="list-style-type: none"> ▪ Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District? ▪ Will higher-density development be promoted where appropriate? ▪ Will soil quality be preserved? ▪ Will it promote the remediation of contaminated

Table 3.5: SA Framework	
SA Objective	Decision-Aiding Question Will it (the Policy)...?
	<p>land in Rochford?</p> <ul style="list-style-type: none"> ▪ Will the best and most versatile agricultural land be protected?
Air Quality	
12. To improve air quality	<ul style="list-style-type: none"> ▪ Will air quality be improved through reduced emissions (eg. through reducing car travel)? ▪ Will it direct transport movements away from AQMAs and/or potentially significant junctions?
Sustainable Design & Construction	
13. To promote sustainable design and construction	<ul style="list-style-type: none"> ▪ Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses, the incorporation of biodiversity by design? ▪ Will climate proofing design measures be incorporated? ▪ Will the local character/vernacular be preserved and enhanced through development? ▪ Will it require the re-use and recycling of construction materials? ▪ Will it encourage locally-sourced materials? ▪ Will it require best-practice sustainable construction methods, for example in energy and water efficiency?

4.0 SA OF AREA ACTION PLAN OPTIONS (ALTERNATIVES)

SA OF AREA ACTION PLAN OPTIONS

- 4.1 The SA of the options (alternatives) was undertaken in February 2013 using the SA Framework, with the predicted effects recorded in a matrix (Appendix IV) and detailed commentary and justification provided where necessary. The purpose and key objectives of the AAP have been set at a higher level; therefore it is considered that the alternatives available to the plan-maker in preparing the AAP were limited to the level and type of intervention/development that should be accommodated in the Town Centre. A do-nothing approach is not considered appropriate in this instance as it would not be in accordance with Policy RTC5 - Rochford Town Centre from the Adopted Core Strategy, which requires a certain level of intervention in Rochford to achieve regeneration objectives.
- 4.2 The Issues and Options Document (Sept 2009) identified a number of sites where opportunities may exist for redevelopment as well as a range of opportunities related to transport and movement and the public realm. A total of ten sites were identified, including: Market Square and the Spar building to its east side, Back Lane, Rochford Hospital and the rail station car parks, and a number of potential infill sites towards the edge of the centre. A range of options were proposed in relation to each site, which included the redevelopment of existing buildings or vacant plots for residential, retail or office development, or the reconfiguration of existing car parking arrangements to free up land for town centre development.
- 4.3 The options for transport include tighter parking controls and provision of increased information relating to public transport across the AAP area. Options for specific areas were also proposed; these included the rerouting of existing one-way traffic to recreate two-way streets and improvements to the pedestrian environment, such as the widening of footways.
- 4.4 The detailed Sustainability Appraisal undertaken of the AAP options is provided at Appendix IV. Each of the site and transport options were considered against the SA Framework.

Site Options

Site A - Eastern Side of the Market Square

- 4.5 There are four different Options for Site A where Options 1) to 3) involve re-developing the Site to remove the existing building which is considered to have a very negative impact on the Conservation Area and on the quality of the Landscape and Townscape. Option 4) represents the 'do nothing' Option and will not result in any development.
- 4.6 Options 1) and 2) are similar, although Option 2) could offer the greatest potential to have positive effects as it seeks to build a mixed use development rather than just re-provide existing retail facilities. Option 2)

provides the opportunity to increase the housing stock in the area which is greatly needed and is the most sustainable development option with regard to use of the space. In addition, consideration could be given to incorporating measures to improve the ease of movement between North Street and the Market Square.

- 4.7 In contrast to Option 2), Option 4) could be improved to reduce its negative impacts on cultural heritage, landscape and townscape, economy and employment and communities by incorporating measures to improve the facade/ shop frontage. The measures could include: the extension at the front to improve the shop facade; replacement of windows; painting the brick work; landscaping with plants/ trees; and/or providing window boxes.

Site B - The Market Square and West Street

- 4.8 There are eight different Options for Site B where Options 1) to 3) and 5) to 7) involve either full or part pedestrianisation/ removal of vehicles in the Market Square. These Options provide a number of positive benefits on communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality. Option 4) seeks to allow for additional restaurant uses to be incorporated into the Square which will improve the vitality and vibrancy of the area leading to economic and sustainability benefits. Finally, Option 8) involves the moving of the Trough and Pump to create heritage centre in the Square which is expected to have benefits on the cultural heritage of the area.
- 4.9 Options 2) part pedestrianisation, 4) additional restaurant uses and 8) creation of a heritage centre, could be used in combination to maximise potential long-term benefits and potentially by-pass the negative effects that could result from the other Options. For example, Option 7) involves full pedestrian of the Market Square on market days leading to only temporary benefits to be realised in terms of communities, health and safety, cultural heritage and economy and employment, whereas Option 2), would provide these permanently. Similarly, Option 1) involves full pedestrianisation which could exclude disabled people from accessing goods and services in the Market Square whereas Option 2) will not exclude disabled people in this way. Furthermore, Option 2) also incorporates Options 5) and 6) and thus realises the same potential benefits of these Options. Option 2) combined with Option 4) could increase the beneficial impacts on economy and employment and combined with Option 8) could further enhance benefits on cultural heritage. The removal of the bus route and taxi rank has the potential for a negative effect on elderly and disabled members of the community.

Site C - Western end of West Street

- 4.10 The assessment identified that many of the potential impacts for Option 1) are uncertain at this stage and it is considered that further details to provide certainty are required. The Option provides benefits for cultural heritage, landscape and townscape, accessibility, sustainability and on communities as it is expected to involve the removal of buildings which are considered to be detrimental to the character and appearance of the area and improve the

highway junction. Option 1) could potentially provide many other positive impacts on the SA objectives if recommendations are put in place, for example, to encourage mixed use redevelopment to include housing; to not reduce the number of retail premises on the site; and to incorporate ways to improve the public realm.

- 4.11 Option 2) seeks to provide better signage in the area and this provides many benefits in terms of legibility, navigability and accessibility. This Option could be combined with the option 1) to enhance the positive effects further on cultural heritage, landscape and townscape, economy and employment and accessibility.

Site D - Junction of North Street and Weir Pond Road

- 4.12 There are four Options proposed in total for this site. Each Option is different with: Option 1) seeking to redevelopment the shops/ restaurant to the South of the Site; Option 2) allowing for the development of the vacant part of the site and car park for residential use; Option 3) allowing for residential development of just the vacant part of the Site; and finally Option 4 representing the 'do nothing' option. The assessment has identified that many of the potential impacts for Options 1) to 3) are uncertain at this stage and it is anticipated that further details to provide certainty will not be available unless that option is progressed.
- 4.13 Option 1) main benefits lie in the removal of buildings which are considered to have very negative impact on the character and appearance of the area. However, it only re-provides existing services and therefore does perform as well as Option 2) and 3) against the SA objectives.
- 4.14 Options 2) and 3) perform well against SA objectives, mainly by having the potential to generate positive impacts on communities, housing, the local economy, cultural heritage, landscape and townscape and sustainability. Both options provide housing which will contribute to a mixing of uses in the town centre and improve vitality and vibrancy by increasing the number of people who may consume local goods and services.
- 4.15 In addition, the SA has identified that the Option 4) is unlikely to have a significant effect on any of the SA Objectives.

Site E

- 4.16 The SA identified that many of the impacts for Option 1) are uncertain at this stage and it is expected that further details will be provided at the project level. The Option provides benefits for housing, landscape and townscape, sustainability and on communities as it is expected to improve the attractiveness of the area and contribute towards a mix of uses in the town centre by providing additional housing.
- 4.17 Option 2) represents the 'do nothing' option and the SA has identified that the Option is unlikely to have an impact on any of the SA Objectives.

Site F

- 4.18 The first option seeks the redevelopment of site for retail/ residential use, comprising a row of units fronting onto Bradley Way. The option would contribute to the overall regeneration of the town centre and the provision of retail/residential would have a positive effect on communities, housing, the economy and accessibility. Potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could potentially have negative effects on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect. Although the site is within the curtilage of the hotel it is not PDL, there is therefore the potential for a negative effect on land & soil.
- 4.19 The second option proposes the redevelopment of the site for office use, fronting Bradley Way. Similarly to the first option this will contribute to the overall regeneration of the town centre. Provision of office space would increase employment opportunities in the area with a positive effect on communities, the economy and accessibility. As for the first option there is potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building and there is also the potential for negative effects on the Conservation Area and townscape unless carefully planned and designed. There is also the potential for a negative effect on land & soil as the site is not PDL.
- 4.20 The final option proposes that the site remain as it is with no development. This option would not result in any disruption or disturbance to the adjacent hotel and office but would also not contribute to the overall regeneration of the town centre so will not have the positive effects associated with the first two options.

Site G

- 4.21 The first option seeks to retain the existing Back Lane car park, with provision of short-stay spaces and streetscene improvements. This option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which will contribute to the regeneration of the town centre. Potential for a positive effect on communities and sustainable design through improvements to the public realm.
- 4.22 The second option seeks partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Development could potentially include the provision of a Health Centre. There is an element of uncertainty against the majority of SA objectives as this option is dependent on the development of a multi-storey car park on Site J. The provision of residential development and a Health Centre has the potential for long-term positive effects on SA objectives relating to communities, health, housing and accessibility. Proposed development

could potentially have a negative effect on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

Site H

- 4.23 The first option seeks to retain the current doctor's surgery and car park, which would not result in any disruption to the doctor's surgery but would not contribute to the overall regeneration of the town centre. The second option seeks to extend the provision of healthcare facilities on the site. This has the potential for a long-term positive effect on communities and health. The final option proposes the redevelopment of the site for residential with healthcare facilities to be re-accommodated on Site C. This has the potential to contribute to the overall regeneration of the town centre with positive effects on SA objectives relating to communities, housing and the economy. There is also the potential for negative effects to communities and health during the relocation of healthcare facilities. This option would also lead to the loss of parking in close proximity to the town centre and restrict options for removing parking in Market Square, depending on the progression of options for Site J. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could also potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

Site J

- 4.24 The first option seeks to redevelop the hospital car park in order to provide a multi-storey car park. This would enable the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre with positive effect for communities and the economy. Given the proximity to the hospital there is still the potential for short-term negative effects during construction (noise & dust). The option recognises that there is the potential to affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a Dust and Noise Management Plan. A multi-storey car park could also potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.
- 4.25 The second option seeks to retain the existing car park and would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre. The potential effect of this option against SA objectives relating to communities and the economy was uncertain.

Site K

- 4.26 One of the options seeks improvements to the train station, including the provision of a café, public toilets, newsagent and real time travel information. This has the potential for a positive effect on SA objective relating to communities, the economy and accessibility. The train station is identified as having a negative effect on the Conservation Area; therefore this option has the potential for a positive effect on cultural heritage. An improved station could also help to encourage more people to use the train instead of the private vehicle, with positive effects on SA objectives relating to climate change and air quality.
- 4.27 The second option seeks to improve the pedestrian link and make it easier for people to navigate between the town centre and railway station. This has the potential for a positive effect on a number of SA objectives, which includes communities, health, the economy and accessibility. As for the first option this one also has the potential encourage people to use the train instead of the private vehicle.
- 4.28 The final option seeks to improve pedestrian links between the station and the public open space to the south-east. This has the potential for a positive effect on SA objectives relating to communities, health and accessibility.

Transport Options**Parking and travel demand management**

- 4.29 Both options were assessed as having the potential for a short-term positive effect on communities, the economy and accessibility. One option seeks to prioritise parking in the town centre for the disabled/elderly, which has the potential to benefit members of the community who are less mobile and improve their access to the town centre. This option also seeks to discourage on street commuter parking, which could open up more space for short-term parking for retail premises and help to reduce queuing traffic in the Market Square.
- 4.30 The other option seeks to increase the park and ride facility at the train station to allow for more parking spaces. It is assumed that this option would not only increase the number of parking spaces but would also improve the park and ride bus service, which could be diverted through the town centre and improve access. Not only would this option improve access to the town centre but it would also help to reduce on street commuter parking along Weir Pond Road by encouraging commuter parking at the station, which would also open up more space for short term parking for retail premises.

North and South Streets

- 4.31 The options propose significantly different choices and levels of intervention to address traffic flow along North and South Street. One of the options proposes the adoption of Roche Close off North Street, to allow parking restrictions to be implemented to try and resolve issues with parking on-street

interfering with flow of vehicular movements. It was considered that this is unlikely to have significant effect against the majority of SA objectives. There is the potential short-term positive effect on accessibility as the option could reduce congestion along North Street. Another option proposes short-term small scale improvements to reduce vehicle speeds and improve pedestrian crossings along North and South Street. This has the potential for a short-term positive effect on SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design.

- 4.32 Two of the options propose the potential for converting a section of North Street from one-way to two-way traffic. There are potential benefits of converting to two-way traffic flow (with oncoming traffic) as it could help to reduce the speed of vehicles and increase storefront exposure with long-term positive effects on health and safety and the economy. It could also have long-term positive effects on accessibility by shortening journey times into and through the town centre. However, converting a section of North Street to two-way traffic will double the amount of traffic present, which has the potential for negative effects on pedestrian safety and the Listed Buildings present. One of the options is likely to have greater benefits as it proposes kerb extensions and a signalled junction which could have positive effects for the safety of pedestrians.

Weir Pond Road

- 4.33 One of the options proposes enhancements to footpaths and additional pedestrian crossings which has the potential to create better links to town centre. This has the potential for short-term positive effects for SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design. Another option proposes on-street parking restrictions to allow for better traffic flow through one way system. This is unlikely to have a significant effect against the majority of SA objectives but does have the potential for short-term positive effects on the economy and accessibility.
- 4.34 The final option proposes the removal of the traffic island at the junction of Weir Pond Road and East Street as well as street scene improvements. The removal of the traffic island could improve access for bus services to the town centre with the potential for a short-term positive effect on communities, the economy and accessibility. However, there is also the potential for a negative effect as removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street. Unlike the other options this option also has the potential for a positive effect on the townscape through street scene improvements, given the junctions prominent location.

Bradley Way

- 4.35 One option proposes the provision of on-street parking bays along Bradley Way, which has the potential to improve access to the park for elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative

effect on pedestrian movement. There is also the potential for the parking bays to create congestion along Bradley Way if not planned carefully. The option would allow for possible retail usage along Bradley Way as well as other areas, however this is uncertain. The potential effect of this option on SA objectives is uncertain.

- 4.36 The other option seeks to provide a signalled crossing at the junction of West Street and Bradley Way. This has the potential for a positive effect on SA objectives relating to communities, health and safety, the economy and accessibility as it will improve pedestrian movement between the station and the town centre. The option has the potential to increase vehicular journey times but this is unlikely to be significant. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in queuing traffic. Uncertainty was also identified against cultural heritage as traffic lights could potentially have negative effects on the Conservation Area.
- 4.37 The preferred option for Bradley Way should also seek to improve walking and cycling links between the park and the town centre.

West Street

- 4.38 One option seeks to better define the boundary between the carriageway and pedestrian environment as well as extend footpaths along West Street. This could help to reduce vehicle speeds and has the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. There is also the potential for a positive effect on the listed Buildings along West Street.
- 4.39 The other option seeks the provision of a signalised junction with Hall Road, replacing the current roundabout. This has the potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in increased journey times and queuing traffic. Uncertainty was identified against cultural heritage as traffic lights could have potentially have negative effects on the Conservation Area.

West Street - bus routing and facilities

- 4.40 The first option seeks to improve bus stop facilities by providing maps with stop and service information as well as real time bus information at the train station. This will allow people to plan their journey and navigate their way more easily around the town centre. This has the potential for a short-term positive effect on communities and accessibility.
- 4.41 The second option proposes rerouting bus services to avoid the Market Square. This has the potential to improve pedestrian movement as well as the character of the Market Square but could reduce the accessibility of the town centre. The assessment identified the potential for positive and uncertain effects against SA objectives relating to communities and the

economy. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly. Option also has the potential for a positive effect on Listed Buildings along West Street.

REASONS FOR PROGRESSING/ REJECTING OPTIONS

4.42 Table 4.1 below summarises the options/alternatives considered for the AAP, with an outline of the reasons for rejection where relevant. It should be noted that whilst the SA findings are considered by the Council in its selection of options and form part of the evidence supporting the Rochford AAP, the SA findings are not the sole basis for a decision; planning and feasibility factors play a key role in the decision-making process.

Table 4.1 Reasons for the selection/ rejection of options in plan-making

Options Considered and Appraised	Reasons for Progressing or Rejecting the Option in Plan Making
Site A – Eastern Side of the Market Square	
<p>1) Redevelopment of Site A for two-storey retail building designed as a modern interpretation of the once existing Market Hall.</p> <p>2) Redevelopment of Site A comprising a landmark building on corner of North Street/ West Street. Three-storées, ground floor retail with residential above.</p> <p>3) Removal of building currently occupied by Spar without replacement building. Improved streetscaping linking North Street with Town square.</p> <p>4) No redevelopment of Site A.</p>	<p>Options 1 and 2 were found to perform similarly against the SA objectives, although Option 2 was found to perform slightly better as it would promote a mixed use development rather than just re-providing existing retail facilities.</p> <p>Option 3 would have a negative impact on the economy and employment objective, as it would lead to a loss of local businesses and services and employment. Option 3 was therefore rejected.</p> <p>Option 4 was rejected as it would have a negative impact on a number of SA objectives, including cultural heritage.</p> <p>This site has been identified as an opportunity site for redevelopment in the plan. An amalgamation of Options 1 and 2 was taken forward in the plan, though no firm, short-term proposals for the redevelopment of the site have been put forward, given current challenging market conditions.</p>
Site B – The Market Square and West Street	
<p>1) Full pedestrianisation of market square with re-provision/ increase of short-term parking spaces in Back Lane car park. Free parking provided at Old Ship Lane car park.</p> <p>2) Part pedestrianisation of Market Square by restricting parking on the square to the part alongside west Street, thereby creating a larger pedestrian area. Free parking</p>	<p>Options 1 to 8 were found to have varying impacts on the SA objectives. Options 1 to 3 and 5 to 7 in particular, which involve either full or part pedestrianisation/removal of vehicles in the Market Square, were found to provide a number of positive benefits on communities, health and safety, economy and employment, cultural heritage,</p>

<p>provided at Old Ship Lane car park.</p> <p>3) Part pedestrianisation of Market Square, with parking rationalised to those core spaces needed only to provide for loading and servicing, for taxi and bus access, as well as a limited number of disabled parking bays. Free parking provided at Old Ship Lane car park.</p> <p>4) Additional restaurant uses within Market Square through relaxation of policy requiring 75% of primary shop frontage for the Market Square to comprise retail uses.</p> <p>5) Removal of Bus route through West Street.</p> <p>6) Removal of taxi rank.</p> <p>7) Full pedestrianisation of Market Square on market days only.</p> <p>8) Removal and relocation of Pump and Trough to a more sustainable location, and incorporating the Martyrs plaque, forming a heritage centre for the Square.</p>	<p>landscape and townscape and air quality.</p> <p>However, Option 1 has not been taken forward primarily as a result of feedback from community involvement.</p> <p>Although Option 5 was found to have a positive impact on a number of SA objectives, it was considered to have potential for a negative effect on elderly and disabled members of the community in terms of accessibility. This option has not been taken forward in the plan.</p> <p>Option 7 would have temporary benefits in terms of communities, health and safety, cultural heritage and economy and employment, however, the current arrangement for the weekly market is not proposed to be changed.</p> <p>Community involvement suggested that the Pump and Trough should remain, and so Option 8 was rejected.</p> <p>A combination of Options 2, 3 and 6 have been taken forward within the proposed policies for the Market Square and West Street. Additionally, a variation of Option 4, which will improve the vitality and vibrancy of the area leading to economic and sustainability benefits, was also taken forward.</p>
<p>Site C – Western end of West Street</p>	
<p>1) Redevelopment at corner of West Street and Bradley Way, involving possible relocation/ removal of florist and Indian Restaurant at western end of West Street. Potential alteration to layout of highway at junction of Bradley Way and West Street.</p> <p>2) Create heritage entrances and improved signage on the main routes into town centre.</p>	<p>The predicted impact of Option 1 on a number of SA objectives was found to be uncertain and it was considered that further details would be required to provide certainty. However, Options 1 and 2 combined were considered to enhance the positive effects further on cultural heritage, landscape and townscape, economy and employment and accessibility.</p> <p>Although the site is not specifically identified in the plan, elements of both options and recommendations from the initial SA work, have been incorporated into the relevant policies, for example promoting mixed use (retail and other appropriate town centre uses) within the secondary shopping frontage, improvements to the public realm and promoting character-sensitive development.</p> <p>No specific proposals have been put</p>

	forward, given current challenging market conditions.
Site D – Junction of North Street and Weir Pond Road	
<p>1) Redevelopment of shops/ restaurant 2) Development of vacant part of site and car park for residential use 3) Development of vacant part of site for residential use 4) Leave unused land vacant</p>	<p>Many of the potential impacts for Options 1 to 3 are uncertain – further detail would be needed to provide certainty.</p> <p>Option 1 main benefits lie in the removal of buildings which are considered to have a very negative impact on the character and appearance of the area. However, it only re-provides existing services and therefore does perform as well as Options 2 and 3 against the SA objectives. Options 2 and 3 were found to perform well against SA objectives.</p> <p>However it is unlikely that Option 4 would have a significant effect on any of the SA Objectives. Option 4 was rejected.</p> <p>This area has been identified as an opportunity site for redevelopment in the plan, though no specific proposals have been put forward, given current challenging market conditions. An amalgamation of Options 1, 2 and 3 have been taken forward in the preparation of the plan.</p>
Site E	
<p>1) Redevelopment of site for residential use. 2) No redevelopment.</p>	<p>Many of the impacts for Option 1 are uncertain and it is expected that further details will be provided at the project level. However it was found that this option provides benefits for housing, landscape and townscape, sustainability and on communities.</p> <p>Option 2 is unlikely to have an impact on any of the SA Objectives.</p> <p>Given the significant support for Option 2, as a result of community involvement, this site has not been specifically identified within the plan for redevelopment. The proposed policy, however, sets out suitable requirements should development come forward in this location.</p>
Site F Options	
<p>1) Redevelopment of site for retail/ residential use, comprising a row of units fronting onto Bradley Way. 2) Redevelopment of site for office use, fronting Bradley Way. 3) No development at Site F.</p>	<p>Option 1 was found to generally contribute to the overall regeneration of the town centre and the provision of retail/residential at this location was found to have a positive effect on communities, housing, the economy and accessibility, although some negative effects were identified, for example on land and soil.</p>

	<p>Option 2 was found to perform similarly to Option 1, although the provision of office space would increase employment opportunities in the area with a positive effect on communities, the economy and accessibility.</p> <p>However, Option 3 would generally have no impact on the SA objectives, as it does not propose development.</p> <p>Given the general support for Option 3, as a result of community involvement, this site has not been specifically identified within the plan for redevelopment. The proposed policy, however, sets out suitable requirements should development come forward in this location.</p>
Site G Options	
<p>1) Back Lane car parking retained, with provision of short-stay spaces. Possible streetscene improvements.</p> <p>2) Partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Designed to be in keeping with Rochford Conservation Area. Possible Health Centre. Provision of car parking at alternative location (see options for Site J).</p>	<p>Option 1 has the potential for a positive effect on communities and sustainable design through improvements to the public realm.</p> <p>There was found to be an element of uncertainty against the majority of SA objectives for Option 2, as it is dependent on the development of a multi-storey car park on Site J.</p> <p>Option 1 has generally been taken forward in the proposed policies, as supported by community involvement.</p>
Site H Options	
<p>1) Retain current doctor's surgery and car park.</p> <p>2) Extend provision of healthcare facilities on this site.</p> <p>3) Redevelopment of site for residential with healthcare facilities re-accommodated on Site C.</p>	<p>Whilst Option 1 would not result in any disruption to the doctor's surgery, it would not contribute to the overall regeneration of the town centre.</p> <p>Option 2 has the potential for a long-term positive effect on communities and health.</p> <p>Option 3 was found to have the potential to contribute to the overall regeneration of the town centre with positive effects on SA objectives relating to communities, housing and the economy. Negative effects such as loss of car parking were also identified.</p> <p>Option 1 has been taken forward in the proposed policies, as supported by community involvement.</p>
Site J Options	
<p>1) Redevelop car park as multi-storey car park for both hospital and public use</p>	<p>Option 1 was found to potentially have a negative impact on a number of SA</p>

<p>2) Retain surface car park as existing</p>	<p>objectives, including accessibility and cultural heritage. Option 1 was rejected.</p> <p>Option 2, however, would have no significant impact on most of the SA objectives, as it does not propose change. Option 2 was taken forward, as generally supported by community involvement.</p>
<p>Site K Options</p>	
<p>1) Refurbishment of train station including provision of a café, public toilets, newsagent and real time travel information. Improve bus rail interchange.</p> <p>2) Ramp/steps facility up embankment linking the proposed West Street signalised junction (see Transport Options) to the car park. Re-design car park to provide a direct pedestrian linkage from this ramp through to the station. This link would be paved and be lined with trees to increase its prominence.</p> <p>3) Create pedestrian links between train station and public open space and reservoir to south-east of Freight House, including improvements to fencing at reservoir.</p>	<p>All three options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>The core elements of options 2 and 3 have been taken forward in the proposed policies.</p> <p>Although the train station (Option 1) is not specifically identified within the plan for redevelopment, the proposed policy sets out suitable requirements should development come forward in this location.</p>
<p>Parking and travel demand management</p>	
<p>Option: Manage parking more strictly in Rochford by prioritising parking in the town centre in the following hierarchy: for elderly and disabled, for loading and servicing, taxi access, and for short term parking needs associated with retail premises. On street commuter parking would be actively discouraged in the town centre and soft measures such as providing information on other travel options and through education campaigns/travel plans, can also support hard measures in changing people's travel behaviour.</p> <p>Option: Given the importance of encouraging commuter trips to be taken by rail, it is further proposed that the park and ride facility at the train station be increased in size to allow for additional parking spaces in the future.</p>	<p>Both options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>Community involvement exercises demonstrated that there was general support for the retention of adequate car parking to serve the needs of the town centre. Some of the important elements of both options were included, including changes to car parking in Market Square, at the heart of the town centre, improving access to and use of Back Lane and Old Ship Lane car parks for short-stay parking and improvements to the rail station car park for long-stay parking.</p>
<p>North and South Streets</p>	
<p>Option: In the short-term potential exists for small scale improvements to be progressed, aimed at slowing vehicle speeds and improving pedestrian crossings. This would include changing the layout of kerbs and public realm materials to this effect. This could also include an additional pedestrian crossing on North Street.</p> <p>Option: In the longer term potential exists for South and North Street to form a continuous two-way link through the town connecting</p>	<p>These options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>The various options for North and South Streets could be implemented progressively, rather than being mutually exclusive.</p> <p>The short-term elements of improving the public realm along North Street have been</p>

<p>into Bradley Way which would slow vehicle speeds, improve the legibility of the town centre and create a more accessible town centre making distances between destinations shorter. The increased storefront exposure afforded by two-way directional flow would also make retail and commercial activities more viable at the street level.</p> <p>Option: In the long-term, and in conjunction with redevelopment of Site A if such an option were to be pursued, the existing one-way section of North Street could be made two-way and kerb extensions could take place at East Street junction and the Weir Pond Road and North Street junction in order to improve pedestrian movement in these areas. Also the junction could be controlled by lights or other means to make it safe for vehicles accessing the town from the east. In addition parking could be removed from the eastern side of North Street from Old Ship Lane to Weir Pond Road in favour of parking on the western side.</p> <p>Option: Adoption of Roche Close off North Street, allowing parking restrictions to be implemented and resolving issues with parking on-street interfering with flow of vehicular movements.</p>	<p>incorporated into the proposed policies, as have proposals to improve informal pedestrian crossings at the junction of North Street and Weir Pond Road.</p> <p>The longer-term opportunity for converting North Street to two-way working and rearranging the junctions at either end could be further tested in terms of viability and costing, but is likely to be reliant on significant redevelopment or removal of the building on Site A (Spar building) in order to allow some widening of the carriageway. This option has therefore not been developed further at this point.</p>
Weir Pond Road	
<p>Option: Enhancements to footpaths and additional pedestrian crossings, creating better links to town centre.</p> <p>Option: On-street parking restrictions to allow for better traffic flow through one way system.</p> <p>Option: Removal of traffic island at the junction of Weir Pond Road and East Street, allowing buses better access through town centre. Potential to incorporate street scene improvements, enhancing appearance of town in prominent location.</p>	<p>These options were found to have a positive impact on a number of SA objectives, including balanced communities and accessibility.</p> <p>The various options for Weir Pond Road could be implemented independently, rather than being mutually exclusive. An amalgamation of the options considered has therefore been proposed within the plan. This includes public realm and informal crossing improvements and traffic calming measures at the junctions on either end of Weir Pond Road which are key gateways to the town.</p>
Bradley Way	
<p>Option: The street could be redesigned so as to balance movement with various place functions. On-street parking bays should be provided on both sides of the street in a manner that ensures that traffic still moves efficiently. These spaces would allow for people to stop off at the park to take rest and respite as part of journeys through Rochford. This would greatly improve opportunities for people to use the park rather than drive by it, and improve levels of</p>	<p>The potential effect of the option to provide on-street parking along Bradley Way on the SA objectives was found to be uncertain. However, the assessment noted that there is potential for this option to reduce the pedestrian environment in this location and potential to create traffic congestion. This option was rejected.</p> <p>The alternative option considered was found to have a positive impact on a number of</p>

<p>passive surveillance. This option would also allow for possible retail usage along Bradley way.</p> <p>Option: The junction with West Street could be signalised. Whilst this may have implications on vehicular journey times through this route, it is deemed to be the most effective manner by which pedestrian movements can be safely provided for from the Market Square through to the rail station – a critical route required to support the successful regeneration of the town centre.</p>	<p>SA objectives. However, this option was not taken forward in the plan.</p> <p>While neither of the options was taken forward, one of their shared objectives was to improve pedestrian crossing opportunities from the town centre to the rail station and to the green space. This has been incorporated into the proposed policies, with proposals to improve informal crossing opportunities at the junction with West Street and to consider a new formal crossing midway along Bradley Way connecting to a new entrance to the green space.</p>
<p>West Street</p>	
<p>Option: Footways could be widened on both sides, narrowing the carriageway but retaining bus and traffic movements. The carriageways could be paved in materials that are similar although differentiated from footways. Carriageways and footways would be differentiated via a nominal kerb to assist the visually impaired, and also deflecting vehicles from footways. In combination these measures would ensure that any vehicle using West Street does so in a manner that respects the needs of pedestrians, including the elderly and disabled, and protects the historic buildings along it.</p> <p>Option: Signalised junction with Hall Road, replacing current roundabout. This option would have to be carefully examined by Essex County Council Highways Department to determine the impacts on traffic flow at this important junction between West Street, Hall Road and Ashingdon Road.</p>	<p>The options for West Street could be implemented independently, rather than being mutually exclusive.</p> <p>The first option was found to have the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. This option, which proposes to enhance the pedestrian environment along West Street, has been taken forward in the plan.</p> <p>Whilst the second option was found to have a positive impact on communities, it was considered to have an uncertain impact on climate change, air quality, accessibility and cultural heritage. This option, which proposes a signalised junction to replace the current roundabout, would provide improved pedestrian crossing facilities and would enable greater traffic capacity, particularly in relation to anticipated growth to the west along Hall Road. This option has been taken forward in the plan.</p>
<p>West Street - bus routing and facilities</p>	
<p>Option: Stop facilities should be improved to include a map of Rochford with stops and services noted on it, to provide users with information required to plan their journeys. In addition real time bus information should also be provided at the Rochford train station to facilitate improved interchange between these modes.</p> <p>Option: Reroute bus service to avoid Market Square.</p>	<p>The first option was found to have the potential for a short-term positive effect on communities and accessibility. Improvements to stop facilities have been included within the proposed policies.</p> <p>The assessment for the second option identified the potential for positive and uncertain effects against SA objectives relating to communities and the economy. The removal of the bus route from the Market Square would require relocation of the stop serving these routes to a more remote position in the town centre, reducing overall accessibility. This option has therefore not been taken forward in the plan, due to</p>

	likely negative impacts on some members of the community. However, there are area-wide proposals for improvements to bus facilities, as set out in option 1.
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5.0 SA OF AREA ACTION PLAN PRE-SUBMISSION POLICIES

SA OF AREA ACTION PLAN VISION AND OBJECTIVES

- 5.1 A compatibility analysis of the Pre-Submission AAP Vision and Objectives was carried out using the SA framework in May/June 2013. Overall the vision and objectives are compatible with the majority of SA objectives. The vision performs strongly against SA Objectives relating to high quality sustainable communities, the economy and accessibility. It was also found to be compatible with health and well-being, landscape and townscape through encouraging diversity leading to a greater number and range of services to support local communities and through encouraging the improvements to be made to make the area more attractive and more accessible. The uncertainties identified within the compatibility analysis relate to overarching nature of the vision, which cannot be expected to cover all aspects of sustainability in detail.
- 5.2 The objectives seek to support the vision are compatible with the majority of SA objectives. Uncertainty exists with SA Objective 3 (Housing) as it is not known whether the redevelopment of unused, underused, infill or unattractive sites will lead to an increase/ decrease in housing or whether existing housing will be upgraded. In addition, the uncertainties that exist with regard to the other SA Objectives can be mitigated with higher level policies in the Rochford District Council Core Strategy. For example, Policy ENV10 - BREEAM and Policy ENV9 - Code for Sustainable Homes would support the AAP Objectives to ensure compatibility with the SA Objective 13 (Sustainable Design & Construction).

SUMMARY OF SA OF PRE-SUBMISSION POLICIES

- 5.3 The Pre-Submission policies were subject to detailed SA in May/June 2013. A summary of the results of this appraisal is provided below, with the detailed working matrices provided in Appendix VI. On the whole, the findings of the SA suggest that the emerging AAP policies will make significant contributions to the progression of SA objectives.

Policy 1 - Rochford Area Action Plan Framework

- 5.4 This policy requires development to be in accordance with the spatial development framework, which aims to improve accessibility and to respect, and where possible, enhance the character of the area and improve the public realm. All of these aims are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted effect is one that is positive for sustainability in the long term. The policy has the potential for positive long term effects on communities, the economy, accessibility and landscape/townscape. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable

mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.

Policy 2 - Rochford's Primary Shopping Frontage

- 5.5 This policy not only seeks to protect Rochford's primary shopping area but also provides opportunities for a more diverse range and choice of uses to improve the vitality and viability of the Town Centre. The policy has the potential for a long term positive effect for communities and the economy. Uncertain effects were identified for air quality and health with regard to encouraging A3 and A4 uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.

Policy 3 - Rochford's Secondary Shopping Frontage

- 5.6 The aims of this Policy are similar to those of Policy 2 with the difference being that this Policy focuses on the secondary shopping frontage. Consequently, this policy has broadly similar effects on the SA Framework of objectives as Policy 2, with the predicted overall results for sustainability being positive. As for Policy 2, the effects were uncertain for air quality and health with regard to encouraging A3, A4, A5 and D uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level.

Policy 4 - Locks Hill Employment Site

- 5.7 This policy seeks to safeguard an existing employment site, enhance the character and appearance of the 'gateway' location and provide additional employment opportunities. The policy has the potential for major long term positive effects for the economy and minor positive effects for a number of SA objectives through improved access to employment. Uncertain effects were identified for air quality and localised air pollution, however this can be mitigated through other policies in this AAP and other documents, including those in the Core Strategy and through the appropriate mitigation at the project level.

Policy 5 - Rochford's Character Areas

- 5.8 This policy identifies a number of important principles for any development proposed in the four character areas. Specifically it supports public realm interventions to be incorporated where possible for new development, enhanced cycling facilities, improved bus facilities and new and improved

pedestrian signage. All of these principles are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted overall result is one that is positive for sustainability. The policy has the potential for major long term positive effects on SA objectives relating to communities and accessibility and minor positive effects for a number of other objectives, including health, the economy and landscape/townscape.

Policy 6 - Character Area A: Central Area (Modest Market Square Improvements)

- 5.9 This policy identifies a number of important principles for any development proposed in the Central character area, which includes the requirement for development to respond positively to the local townscape character as well as protect and enhance the Rochford Conservation Area. Specific proposals within the policy include the potential redevelopment of a two storey building that provides a poor frontage onto West and North Street as well as traffic management and public realm enhancements to the Market Square. The regeneration of the Central Area, including the Market Square, will help to strengthen the retail function and character of the area as well as improve accessibility, which has the potential for long term positive effects against a number of SA objectives, including health, housing, heritage, landscape, land and soil and in particular communities, the economy and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.
- 5.10 The AAP identifies two options for the potential level of intervention at the Market Square. The first is a modest improvement scheme that would see a widening of pavements, the rationalisation of public parking and the taxi rank, retention of the bus stop, raised tables and junction improvements. The second is a more significant intervention that would see the part-pedestrianisation of the Square whilst retaining capacity for up to 10 parking spaces and the bus stop; however, the taxi rank would need to be relocated.
- 5.11 The main benefit of the first option is that it caters better to the less mobile members of the community or for those who are not within walking distance, through the provision of a greater number of parking spaces, which would also include a dedicated disabled parking space. The main benefit of the second option is that it will create an inclusive and large civic space which may encourage more people to visit. It has the potential to provide further benefits to the first option in terms of encouraging people to use the area as a result of improved ease of movement and by reducing intimidation from road vehicles. To improve access for all members of the community it is recommended that the second option should also include a dedicated disabled parking space.

Policy 7 - Character Area b: Northern/ Eastern Approach

- 5.12 This policy identifies a number of important principles for any development proposed in the Northeastern/Eastern Approach character area. It shares many of the same principles as Policy 6, but identifies different areas for improvement, such as the junction at Weir Pond Road and East Street and the creation of a new pedestrian link as well as aspects that should be protected, which includes the mixed housing character of the area, building heights and a varied building line. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policy 6, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.

Policy 8 - Character Area C: Southern Approach

- 5.13 This policy identifies a number of important principles for any development proposed in the Southern Approach character area. It shares many of the same principles as Policies 6 & 7, but names different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the high quality historic landscape along South Street and the landscape setting of Bradley Way. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6 & 7, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.

Policy 9 - Character Area D: Western Approach

- 5.14 This policy identifies a number of important principles for any development proposed in the Western Approach character area. It shares many of the same principles as Policies 6, 7 & 8, but identifies different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the small scale of the almshouses along West Street and the mixed commercial and residential character of the area. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6, 7 & 8, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a

result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects. It is recommended that this Policy seeks to improve pedestrian links from this character area to the green open space south west of Bradley way.

6.0 SUMMARY AND CUMULATIVE EFFECTS ANALYSIS

- 6.1 In addition to the appraisal of individual policies undertaken in SA/SEA, the SEA Directive requires consideration of the overall effects of the plan, including the secondary, synergistic and cumulative effects of plan policies. This may include incremental effects that can have a small effect individually, but can accrue to have significant environmental effects.
- 6.2 In good practice SA/SEA, the analysis of cumulative effects should also consider the significant effects of the plan in combination with the effects of other plans, policies and proposals.
- 6.3 This section summarises the key effects, including the cumulative effects of the plan policies (known as the intra-plan effects) and the combined effects with other relevant plans and projects (known as the inter-plan effects).

CUMULATIVE EFFECT OF PLAN POLICIES (INTRA-PLAN EFFECTS)

- 6.4 To assist in considering the overall effects of policies within the plan when assessed against the different SA Framework objectives, a summary has been prepared, illustrating how each policy has performed against each SA Objective. This is provided in the following table:

Table 6.1: Intra-plan effects: Cumulative summary of Pre-Submission Policies

Appraisal key

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

Policy	SA Objectives													
	1	2	3	4	5	6	7	8	9	10	11	12	13	
Policy 1 - Rochford Area Action Plan Framework	++	+	+	++	++	0	+	?	+	+	0	+	?	+
Policy 2 - Primary Shopping Frontage	++	?	0	++	+	0	?	+	+	0	+	?	+	
Policy 3 - Secondary Shopping Frontage	++	?	0	++	+	0	?	+	+	0	+	?	+	
Policy 4 - Locks Hill Employment Site	+	+	0	++	+	0	?	+	+	0	+	?	+	
Policy 5 - Rochford's Character Areas	++	+	0	+	++	0	+	+	+	0	+	+	+	
Policy 6 - Character Area A	++	+	?	+	++	0	+	?	+	+	0	+	?	+
Policy 7 - Character Area B	++	+	?	+	++	0	+	?	+	+	0	+	?	+
Policy 8 - Character Area C	++	+	?	+	++	0	+	?	+	+	0	+	?	+
Policy 9 - Character Area D	++	+	?	+	++	0	+	?	+	+	0	+	?	+

SIGNIFICANT POSITIVE CUMULATIVE EFFECTS OF PLAN POLICIES (INTRA-PLAN EFFECTS)

- 6.5 The SA found that the majority of policies could have significant positive sustainability benefits for Rochford Town Centre and the wider area. The following table summarises the significant positive effects identified.

Table 6.2: Significant positive effects of the emerging Rochford AAP

Key relevant SA Objective:	Positive effects identified:
1. Balanced communities	The AAP has the potential for a significant positive effect on communities through supporting the development of a mix of uses in the town centre, including housing, retail, employment and community facilities (particularly those catering for young people).
4. Economy & Employment	A significant positive effect on the local economy is likely through the regeneration of the Town Centre. The AAP will encourage diversity of employment and retail choice to meet the needs of consumers (local and visitors) whilst protecting the function of the Town Centre. Improvements to the public realm and connectivity will make the Town Centre a more attractive and enjoyable place for people to shop, visit and live.
5. Accessibility	Significant positive effects for accessibility are likely through a range of improvements to junctions, the public realm, signage and pedestrian links. Supporting the development of new housing, employment and community facilities also has the potential for long term positive effects on accessibility.

SIGNIFICANT NEGATIVE OR UNCERTAIN CUMULATIVE EFFECTS OF PLAN POLICIES (INTRA-PLAN EFFECTS)

- 6.6 Alongside the many positive effects of the plan, potential negative sustainability effects were also identified, although their effect is uncertain at this stage of the assessment and it is considered likely that these effects can be mitigated at a more detailed planning stage. These are summarised in Table 6.3 below.

Table 6.3: Potentially significant negative effects of the emerging Rochford AAP

Key relevant SA Objective:	Negative Effects identified:
2. Healthy & Safe Communities	There is the potential for temporary negative effects in the short term during demolition/ construction as waste, noise and dust nuisances may be created. However, it is considered that this can be mitigated at the project level.

7. Cultural Heritage	Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage.
12. Air quality	In the short term there is the potential for a negative effect on air quality as a result of localised air quality pollution during construction/redevelopment. However, it is considered that this can be mitigated through development controls.

INTERACTIONS WITH OTHER RELEVANT PLANS AND PROJECTS (INTER-PLAN EFFECTS)

- 6.7 In considering the effects of AAP with other plans and projects, priority has been given to key documents that affect planning and development in Rochford District, in particular the Rochford Core Strategy and the Area Action Plans for Hockley and Rayleigh (also in preparation). The aim of the analysis of inter-plan effects was to identify how other plans and key projects may affect the sustainability of Rochford.

Table 6.4: Inter-Plan Cumulative Effects

SA Objective	Significant combined effects of Hockley AAP with other plans, projects or policies
1. Balanced communities & 2. Healthy & Safe Communities	Increased access to housing, employment and community facilities and services as well as improved connections will combine with effects from the Core Strategy overall and other AAPs, to create a better and healthier environment for local residents across the District.
3. Housing	The AAP supports the delivery of new housing and therefore helps to deliver the objectives for affordable housing outlined in the Core Strategy.
4. Economy & Employment	An increase in mixed-use development and new shops, services and housing in Rochford will, when combined with the development outlined in the Rochford Core Strategy and AAPs, contribute to an improved local economy and increased employment opportunities.
5. Accessibility	Enhancements to accessibility proposed in the AAP will add to similar improvements in the other 2 AAPs for Rochford and Rayleigh as well as the Core Strategy and help to improve overall use of public transport in the District as well as improve pedestrian links. This should help the District to achieve a higher level of containment, reducing out-commuting to other areas.

7. Cultural heritage & 8. Landscape and Townscape	The AAP may contribute to wider negative impacts on the cultural heritage and identity of the area, in particular through increased development proposed in the Core Strategy. However, in the case of Rochford, these effects can be mitigated through sensitive design. The regeneration of the town centre has the potential for positive effects on heritage if development is designed and planned sensitively.
10. Water	Alone the AAP is unlikely to have significant impacts on the water environment; however, it will add to the pressures on water resources and water quality identified in the Rochford Core Strategy.
12. Air Quality	Alone the AAP is unlikely to have significant impacts on air quality; however, it has the potential to contribute to increased atmospheric pollution as a result of development proposed across the District through the Core Strategy and other AAPs.

7.0 IMPLEMENTATION & MONITORING

INTRODUCTION

- 7.1 This section discusses indicators and targets to help monitor the sustainability effects of the AAP. Monitoring arrangements should be designed to:
- highlight significant effects;
 - highlight effects which differ from those that were predicted; and
 - provide a useful source of baseline information for the future.
- 7.2 Local planning authorities are required to produce Annual Monitoring Reports including indicators and targets against which the progress of the Local Development Plan can be measured. There is also a requirement to monitor the predictions made in the SA and Government advises Councils to prepare a Monitoring Strategy that incorporates the needs of the Local Development Plan and the SA. Rochford District Council prepares an Annual Monitoring report each year, and in preparing the report, considers any recommendations made through the SA process, which have also been subject to consultation. The indicators and targets suggested for the SA monitoring of the Core Strategy in Table 7.1 are considered appropriate for the monitoring of the Rochford AAP, with additional specific suggestions underlined and in red text.

SA MONITORING PROPOSALS FOR THE ROCHFORD AAP

Table 7.1: Potential Indicators

Potential Indicators
<p>1. Balanced Communities To ensure the delivery of high quality sustainable communities where people want to live and work</p> <ul style="list-style-type: none"> ■ Changing educational attainment at GCSE Level ■ Proportion of persons in the local population with a degree level qualification. ■ Parishes with a GP, post office, play area, pub, village hall ■ Percentage of completed retail, office and leisure development in town centre ■ Mix of housing tenure within settlements ■ Provision of new community facilities secured through new developments, <u>including a break-down by settlement</u>
<p>2. Healthy & Safe Communities Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion</p> <ul style="list-style-type: none"> ■ Monitor the number of domestic burglaries, violent offences, vehicle crimes, vandalism and all crime per 1,000 population. ■ Percentage of residents surveyed who feel 'fairly safe' or 'very safe' during the day whilst outside in their Local Authority, <u>including in key settlements</u> ■ Indexes of Multiple Deprivation throughout the District.

Potential Indicators
<ul style="list-style-type: none"> ■ Monitor the type and number of applications permitted in the greenbelt. ■ Life expectancy ■ Hectares of new greenspace created, including location of greenspace ■ Percentage of eligible open spaces managed to green flag award standard ■ Death rates from circulatory disease, cancer, accidents and suicide ■ Residents description of Health ■ Obesity levels
<p>3. Housing To provide everybody with the opportunity to live in a decent home</p>
<ul style="list-style-type: none"> ■ Number of unfit homes per 1,000 dwellings. ■ Indices of Multiple Deprivation – Housing and Services Domain ■ Percentage of households rented from the Council or in Housing Association/Registered Social Landlords properties ■ Percentage of new housing which is affordable, including in key settlements ■ Average house price compared with average earnings ■ Number of housing Completions
<p>4. Economy & Employment To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability</p>
<ul style="list-style-type: none"> ■ The changing diversity of main town centre uses (by number, type and amount of floorspace), including a breakdown for the 3 town centres. ■ The changing density of development ■ Percentage change in the total number of VAT registered businesses in the area ■ Percentage of employees commuting out of the District to work ■ Amount of land developed for employment (by type) ■ Retail health checks/economic prosperity of smaller towns and villages and key settlements
<p>5. Accessibility To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling</p>
<ul style="list-style-type: none"> ■ Changes in the travel to work mode of transport ■ Indices of Multiple Deprivation most notably the Housing and Services Domain ■ Car ownership ■ Percentage of new residential development within 30 minutes public transport time of a GP, hospital, primary and secondary school, employment and a major health centre ■ Kilometres of cycle routes and facilities for cyclists ■ Kilometres of new walking routes provided ■ Number of houses within a specified radius of services/facilities ■ Pedestrian and cycle counts in the 3 town centres of Hockley, Rochford and Rayleigh
<p>6. Biodiversity To conserve and enhance the biological and geological diversity of the</p>

Potential Indicators
environment as an integral part of social, environmental and economic development
<ul style="list-style-type: none"> ■ Net change in natural/ semi natural habitats ■ Change in areas and populations of biodiversity importance ■ Condition of designated sites ■ Change in area of woodland ■ Proportion of new developments delivering habitat creation or restoration
7. Cultural Heritage To maintain and enhance the cultural heritage and assets of the District
<ul style="list-style-type: none"> ■ Buildings of Grade I and II at risk of decay ■ Condition of Conservation Areas ■ Number of historic parks and gardens
8. Landscape & Townscape To maintain and enhance the quality of landscapes and townscapes
<ul style="list-style-type: none"> ■ To monitor the number of parks awarded Green Flag Status ■ To monitor the number of landscape or built environment designations ■ Hectares of new development outside settlement boundaries ■ Hedgerow and/or veteran tree loss ■ Area of /change in landscape designations ■ % of development on previously developed land
9. Climate Change & Energy To reduce contributions to climate change
<ul style="list-style-type: none"> ■ Changes in the travel to work mode of transport ■ Greenhouse gas emissions ■ Renewable energy capacity installed by type ■ Percentage of new development including renewable energy generation ■ Energy consumption
10. Water To improve water quality and reduce the risk of flooding
<ul style="list-style-type: none"> ■ Changing water quality ■ Groundwater levels ■ Percentage of new development incorporating water efficiency measures ■ Water consumption per household ■ Number of homes built against Environment Agency advice on flooding
11. Land & Soil To maintain and improve the quality of the District's land and soil
<ul style="list-style-type: none"> ■ Use of previously developed land ■ Density of new residential development ■ Number of sites/hectares decontaminated as a result of new development
12. Air Quality To improve air quality
<ul style="list-style-type: none"> ■ AQMA designations or threshold designations ■ Growth in cars per household ■ Growth in car trip generation ■ Type of travel mode to work ■ % change in public transport patronage

Potential Indicators
<ul style="list-style-type: none">Number of days in the year when air quality is recorded as moderate or high for NO₂, SO₂, PM₁₀, CO and Ozone on average per site.
13. Sustainable Design & Construction To promote sustainable design and construction
<ul style="list-style-type: none">Percentage of new development incorporating energy and water efficiency measures, and sustainable drainage systemsPercentage of new development meeting BREEAM very good/excellent standardsPercentage use of aggregates from secondary and recycled sources

8.0 CONCLUSIONS AND NEXT STEPS

- 8.1 The SA of the Rochford Area Action Plan has appraised the effects of individual policies, as well as the overall effect of the plan, including cumulative and incremental effects. It has also considered and appraised reasonable alternatives to the plan itself; information which has been made available to the Council to help in the selection of the preferred plan. Overall the SA has found that the AAP will help to resolve a number of key sustainability issues in Rochford Town Centre and will also play a role in improving sustainability in the wider District.
- 8.2 The AAP has the potential for significant long term positive effects on communities, the economy and accessibility through supporting the development of new housing, retail, employment and community services. It also seeks a range of improvements to junctions, the public realm (including signage) and pedestrian links. Greater retail choice and improved pedestrian environments will make the Town Centre a more attractive and enjoyable place for people to shop, work and live. The regeneration of the Town Centre, which includes improved accessibility to housing, employment and facilities along with an enhanced public realm, has the potential for indirect long term positive effects on health, townscape, climate change, the efficient use of land and sustainable design.
- 8.3 There is the potential for negative effects on health, heritage and air quality in the short term during the construction of new development or redevelopment of existing buildings. However, it is considered that suitable mitigation is available at the project level to address any adverse effects and suitable protection is provided through Core Strategy and Development Management policies. New development and the redevelopment of existing buildings will need to be carefully and sympathetically designed to ensure that there are no long term negative effects on heritage, particularly on the Rochford Conservation Area.
- 8.3 In preparing the AAP and deciding on its preferred option for Rochford Town Centre the Council has considered the recommendations made throughout the Sustainability Appraisal process, and amended the plan accordingly. This has contributed to further enhancing the positive sustainability effects of the plan.
- 8.4 Following the Pre-Submission consultation a number of minor modifications were made to the AAP to take into account consultation responses. The minor modifications provided further clarification and are not considered significant changes with regard to the SA.
- 8.5 This SA Report is published alongside the Rochford AAP Submission Document and will be subject to public examination.

Appendix I: Statement on Compliance with the SEA Directive & Regulations

- I.1 *An outline of the contents, main objectives of the plan and relationship with other relevant plans:*
- Section 1 of this SA Report sets out the contents and main objectives of the Rochford Area Action Plan (AAP). The relationship with other relevant plans is summarised in Section 3 and Appendix IV of this report.
- I.2 *The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan:*
- Section 3 of this SA Report summarises the relevant baseline conditions for sustainability (including the state of relevant environmental aspects) for Rochford and the wider area. The likely evolution of current conditions ('trends') is detailed in Section 3, where appropriate. Further information is also available in the SA Scoping report for Rochford AAP published in September 2012.
- I.3 *The environmental characteristics of areas likely to be significantly affected:*
- Where relevant and available, information regarding Rochford and its town centre has been included in Section 3 (under the sub heading 'Description of the Baseline conditions').
- I.4 *Any existing environmental problems which are relevant to the plan including, in particular, those relating to any areas of a particular environmental importance:*
- Section 3 of this SA Report (under the subheading 'Key sustainability issues, problems and opportunities') summarises existing sustainability problems (including environmental problems) for the Rochford Town Centre and surrounding area.
- I.5 *The environmental protection objectives relevant to the plan and the way those objectives and any environmental considerations have been taken into account during its preparation:*
- A summary of objectives relevant to the plan area (including environmental objectives) and implications for the AAP is provided in Section 3 of this report, under the subheading 'Review of relevant plans and programmes'.
- I.6 *The likely significant effects on the environment including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air,*

climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. These effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects:

- The SA Framework of objectives presented in Section 3 of this SA Report shows which of the issues listed by the SEA Regulations are progressed by which SA Objectives. This assures that all of the issues are considered during the assessment of each part of the AAP, as each policy is assessed against each SA Objective.
- The likely sustainability effects of implementing the AAP (including environmental effects) are summarised in Sections, 4, 5, 6 and 8 of this SA Report, and detailed in Appendix IV, V and VI. Where possible, an indication of whether effects are likely to be cumulative, short, medium and long-term etc has been included.

1.7 *The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan:*

- Where significant adverse effects, including environmental effects, have been predicted, the SA has sought where possible to identify means of offsetting these effects. These are detailed in Appendix VI and summarised in section 5 and 6 of this SA Report.

1.8 *An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties encountered in compiling the required information:*

- The assessment of alternatives is summarised in Section 4 of the SA report and the detailed appraisal is provided in Appendix IV. Details of how the assessment was undertaken are provided in Section 2 of this SA Report (appraisal methods), and difficulties encountered in compiling information are summarised in Section 2 also.

1.9 *A description of the measures envisaged concerning monitoring:*

- Measures envisaged concerning the monitoring of the sustainability effects (including environmental effects) of implementing the AAP are provided in Section 7 of this report.

1.10 *A non-technical summary of the information provided under the above headings:*

- The non-technical summary is set out at the beginning of this report.

Appendix II: Summary of Consultation Responses

Comments received in response to the SA Framework Letter sent 29 February 2012

SA Framework Letter	Consultee Comments/ Responses	Comments
Natural England (20/03/12)		
General	We welcome the draft framework and believe the SA objectives and decision-aiding questions will enable a comprehensive assessment of environmental issues to be undertaken, in accordance with the requirements of the 2004 Regulations. We particularly welcome detailed consideration of issues in relation to biodiversity and green infrastructure, including protection and enhancement of designated sites, and also landscape, soils and climate change.	Noted.
Environment Agency (22/03/12)		
General	We are generally very supportive of the objectives and decision-aiding questions that you have identified as they cover a wide variety of environmental matters including flood risk; water quality; biodiversity; adaptation to climate change; remediation of contaminated land; and resource efficiency (water, waste and energy). This should provide you with a good framework to identify the likely significant environmental effects of your plans.	Noted.

Comments received in response to the SA Scoping Report (September 2012)

SA Scoping Report	Consultee Comments/ Responses	Comments
Natural England (12/10/12)		
General	Natural England is satisfied that the two scoping reports have been prepared in accordance with the requirements of the SEA Directive, as transposed through the Environmental Assessment of Plans and Programmes Regulations 2004. We believe that the reports provide full consideration of relevant aspects of the environment including protection of the natural environment and the need to address climate change.	Noted.
SA Framework	Natural England particularly welcomes the objectives and decision aiding questions in relation to biodiversity and geodiversity as set out in section 6 of the SA Framework in both reports, including the protection, maintenance and enhancement of designated sites and species. The AAPs will need to include suitable wording to ensure that development does not have an adverse effect on sites of local biodiversity importance. We would recommend that the AAPs specify the requirement for detailed ecological assessment and identification of mitigation where development is likely to have an adverse effect on designated sites, habitats or species.	Noted.
SA Framework	Although Green Infrastructure (GI) has been mentioned under a number of objective headings we consider that the SA Objectives could be improved by considering the importance of (GI) and its multifunctional benefits as an objective on its own. This would assist in the delivery of a range of SA topic areas, e.g. biodiversity, landscape, health and wellbeing and climate change and ensure that GI is an integral, cross-cutting theme throughout the AAPs.	Noted. The SA Framework developed for the Rochford Core Strategy was considered to be suitable for the appraisal of the Rochford AAP subject to a number of amendments to ensure the 'decision-aiding questions' address the specific concerns facing Rochford Town Centre. It is considered that Green Infrastructure is sufficiently covered through the current SA

		Framework and that an additional SA objective for Green Infrastructure is not necessary.
SA General	<p>We would particularly like the SA to emphasise the importance of good quality local accessible green spaces as they can offer a range of benefits, e.g.</p> <ul style="list-style-type: none"> • Access to local greenspace can reduce health inequalities • Increased and improved accessibility to greenspace can help increase physical activity • Contact with greenspace can help improve health and wellbeing • Green space contributes to functioning ecosystem services that can have a positive influence on health. Ecosystem services can assist in adapting to the extremes of climate change, e.g. green areas have less heat-island effect than built up areas. • Greenspace can also help improve air quality and respiratory irritants. Function ecosystem services can also mitigate the risks associated with flooding from extreme rainfall events. 	Noted.
SA Framework	<p>In section 13 of the SA Framework for both reports, regarding Sustainable Design and Construction we would like to see an additional point included that incorporates 'Biodiversity by Design'. By incorporating ecologically sensitive design and features for biodiversity early on within a development scheme, significant improvements for biodiversity can be achieved, along with easier integration with wider environmental, design and planning aspects. For example designing for biodiversity can include the retention of sensitive or valuable habitats present, or enhancements for protected species that may be present, whilst integrating other development design requirements such as drainage and engineering. By addressing ecological aspects early on, design aspects such as site layout can be tailored to provide enhancements and improvements for biodiversity that may not be possible later on within the design process. Measures to encourage biodiversity can include green roofs, planting and landscaping using native species, setting up bird and bat boxes and sustainable urban drainage systems. Further information on "Biodiversity by Design" can be obtained</p>	Noted, the SA Framework has been amended to include reference to Biodiversity by design under SA objective 13.

	from the TCPA website: http://www.tcpa.org.uk/pages/biodiversity-by-design.html	
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Comments received in response to the SA of Options (March 2012)

SA Scoping Report	Consultee Comments/ Responses	Comments
Natural England (09/04/13)		
General	Natural England is satisfied that the Sustainability Appraisal has been prepared in accordance with the requirements of the SEA Directive, as transposed through the Environmental Assessment of Plans and Programmes Regulations 2004. We believe that the report provides full consideration of the relevant aspects of the environment including protection of the natural environment and the need to address climate change.	Noted.
Sustainable Design	Natural England is satisfied that the SA identifies that options are unlikely to have a significant adverse effect on biodiversity, including designated sites. We welcome consideration of enhancement opportunities through provision of native trees and plants in landscaping. We would also refer you to our previous comments, in our letter dated 12th October 2012, regarding Sustainable Design and Construction and the incorporation of 'Biodiversity by Design'; measures to enhance biodiversity could include the incorporation of green walls and roofs, setting up bird and bat boxes and sustainable urban drainage systems (SUDS). Further information on "Biodiversity by Design" can be obtained from the TCPA website: http://www.tcpa.org.uk/pages/biodiversity-by-design.html	Noted, the SA Framework has now been amended to include reference to Biodiversity by design under SA objective 13.
General	Natural England believes the preferred option would be that which results in least impact on and offers greatest opportunities for enhancement of the natural environment. As per our previous response of 12th October 2012, we would advise that the AAP should include suitable wording to ensure that development does not have an adverse effect on sites of local biodiversity importance and that the Plan should specify the requirement for detailed	Noted.

	ecological assessment and identification of mitigation where development is likely to have an adverse effect on designated sites, habitats or species.	
Green Infrastructure	With reference to our previous comments regarding Green Infrastructure (GI) we are pleased to see proposals for pedestrian and landscaped links to public open space and Rochford Reservoir. This will assist in the delivery of a range of SA topic areas, e.g. biodiversity, landscape, health and wellbeing and climate change.	Noted.

Appendix III: New/ Updated Plans and Programmes

A.1.1 Sustainable Development & Environmental Policy

National

Zero Carbon Homes, DCLG July 2010

Sustainable New Homes: The Road to Zero Carbon: Consultation on the Code for Sustainable Homes and the Energy Efficiency standard for Zero Carbon Homes, December 2009

Zero Carbon for New Non-domestic Buildings: Consultation on Policy Options, November 2009

A.1.2 Air Quality & Noise

A.1.3 Climatic Factors

National

DfT Local and Regional Climate Change Research Report, DfT, July 2010
Energy Act 2011

Regional

East of England Renewable and Low Carbon Energy Capacity Study - For the Department for Energy and Climate Change (2011)

County

Essex and South Suffolk Shoreline Management Plan

A.1.4 Economy

A.1.5 Landscape, Open Space & Recreation

Local

Open Space Study 2009

A.1.6 Cultural Heritage including Architectural & Archeological Heritage

A.1.7 Biodiversity, Fauna, Flora & Soil

National

Biodiversity 2020: A Strategy for England's wildlife and ecosystem services

A.1.8 Water

National

Flood and Water Management Act 2010, Royal Assent April 2010

Regional

River Basin Management Plan - Anglian River Basin District (December 2009)

Essex and Suffolk Water Resource Management Plan (2010)

County

South Essex Outline Water Cycle Study Technical Report (September 2011)

Local

Strategic Flood Risk Assessment Level 1 & 2 Final Report (February 2011)

A.1.9 Material Assets

Regional

Essex and Southend-on Sea Joint Waste Management Strategy (2009)

A.1.10 Transport

National

Department for Transport White Paper Creating Growth, cutting carbon, making sustainable transport happen (2011)

County

Essex Transport Strategy: the Local Transport Plan for Essex (June 2011)
Essex Schools and Colleges Sustainable modes of Transport Strategy 2009

A.1.11 Housing

National

Creation of Local Housing Trusts DCLG June 2010

Local

Affordable Housing Viability Study (2010)

A.1.12 Communities & Health

County

Essex Gypsy and Traveller Accommodation Assessment (2009)
A Golden Opportunity – Health in South West Essex - NHS SWE Strategic Plan 2009-2014

Local

Rochford Sustainable Community Strategy 2010-2015

A.1.13 Other Spatial Development Policy

National

National Planning Policy Framework (2012)
Community Infrastructure Levy (CIL) (2010)
Community Right to Build, DCLG (2010)
Positive Planning for New Free Schools, DCLG, July 2010
Structural Reform Plan, DCLG, July 2010

Regional

Thames Gateway South Essex Strategic Housing Market Assessment: Update Report (2010)

Local

Rochford District Core Strategy DPD (adopted 2011)

Rochford District Allocations Submission DPD (April 2013)

Rochford District Development Management Proposed Submission DPD (June 2013)

Rochford District Hockley AAP Submission DPD (April 2013)

Appendix IV: Appraisal of Rochford Area Action Plan Options

Appraisal key

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

SA Objective	Site A – Eastern Side of the Market Square							
	1) Redevelopment of Site A for two-storey retail building designed as a modern interpretation of the once existing Market Hall.		2) Redevelopment of Site A comprising a landmark building on corner of North Street/ West Street. Three-storeys, ground floor retail with residential above.		3) Removal of building currently occupied by Spar without replacement building. Improved streetscaping linking North Street with Town square.		4) No redevelopment of Site A.	
1. Balanced Communities	<p>The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected that the modern interpretation will reinforce local distinctiveness and sense of place. It will improve the attractiveness of the site. Further opportunities to improve the public realm could be taken here.</p> <p>However, the Option has the potential for negative effects in the short-term during construction (noise, dust & traffic); however, it is considered that suitable mitigation</p>	<p>+</p> <p>?</p>	<p>In addition to the long term positive benefits identified for Option 1), this Option will provide residential uses as well as re-providing the existing retail use to support the local community. The installation of the Landmark building will create a focal point for people to find their way around the area. Also further opportunities to improve the public realm could be taken here.</p> <p>The negative impacts are similar to those in Option 1) and mainly concern issues with ease of movement and disruption during the construction phase.</p>	<p>+</p> <p>?</p>	<p>The Option would improve the ease of movement from North Street with the Market Square and improve the public realm by making it an attractive place to use.</p> <p>This Option would lead to a loss of retail and office facilities and constitute a negative impact. However given the size of the site it would be expected to be minor.</p>	<p>+</p> <p>?</p>	<p>This option would not result in any disruption or disturbance to the community but would not contribute to the overall regeneration of the town centre. The site will remain the same. There will be no increase in facilities for the local community and local distinctiveness and the public realm will not be improved.</p> <p>This option could seek to improve the façade of the current building, replacing windows, painting the brickwork, landscaping with plants/ trees and/or providing window boxes.</p>	<p>?</p>

	<p>measures are available at the project level to minimise negative impacts.</p> <p>Potential for the Option to incorporate ways to: improve accessibility between North and Street and the Market Square and improve ease of pedestrian movement.</p>		<p>Potential for the Option to incorporate ways to: improve accessibility between North and Street and the Market Square and improve ease of pedestrian movement.</p>					
2. Healthy & Safe Communities	<p>No significant effect identified.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>	?	<p>No significant effect identified but the Option may have the same temporary negative impacts in the short term as Option 1).</p>	?	<p>No significant effect identified but the Option may have the same temporary negative impacts in the short term as Option 1).</p>	?	<p>No significant effect identified.</p> <p>There will however not be any noise and dust generated as the Option does not involve development.</p>	0
3. Housing	<p>No significant effect identified.</p>	0	<p>This Option would provide additional housing which is needed in the area.</p>	+	<p>No significant effect identified.</p>	0	<p>No significant effect identified.</p>	0

<p>4. Economy & Employment</p>	<p>The Option may reinvigorate the Market square which may encourage more people to use the facilities provided. The impacts of this are uncertain.</p> <p>The Option will maintain the existing use (retail) and thus is unlikely to lead to the creation of new jobs and it will not improve consumer choice. There is also the potential for a negative effect on this SA objective through the loss of office space. In addition, it will cause a temporary disruption to local businesses during construction and as a result is expected to have a negative impact.</p>	<p>?</p>	<p>This Option will have similar impacts to Option 1). There is the potential for negative effects on this SA objective through the loss of office space.</p>	<p>?</p>	<p>The Option would lead to a loss of local businesses and services and employment, which will have negative impacts in the short and long-term. However, it might benefit the other local businesses in the area by making the area more attractive and inviting but this is outweighed by the loss of shopping facilities.</p> <p>Option 1) and 2) provide lesser negative impacts than this Option on the local economy and employment.</p>	<p>-</p>	<p>This option would not result in any disruption or disturbance to the community but would not contribute to the overall regeneration of the town centre. There would be no change to existing retail facilities or to the local economy and these need to be improved and stimulated.</p>	<p>?</p>
<p>5. Accessibility</p>	<p>No significant effects identified.</p> <p>Please see the Transport Options for this Site.</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>
<p>6. Biodiversity</p>	<p>No significant effects identified.</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>

	There could be opportunities to provide native trees and plants in landscaping.							
7. Cultural Heritage	<p>The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a very negative impact on the character and appearance of the area. The scale, massing and height of the new building are the same as the existing. It will compliment adjoining buildings.</p> <p>There is the potential for buried archaeology to be present. Given the site has been previously developed and the new buildings will be of a similar size and thus not require deeper foundations, it is expected that an effect is unlikely to occur.</p> <p>In addition, there could</p>	+	As with Option 1), this Option has the potential to enhance the Conservation Area. However, the scale, massing and height of the new building will be greater than the surrounding buildings. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, as the new building will be taller, the foundations will need to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.	?	<p>Again, as with Option 1, this Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a very negative impact on the character and appearance of the area.</p> <p>The potential for buried archaeology is expected to be minimal as the ground is just expected to be levelled.</p>	+	<p>There will be no change to the existing building which is considered to be having a very negative impact on the Conservation Area.</p> <p>As mentioned previously, the negative impacts of the existing facades of the current building could be improved by front extension, replacing windows, re-painting, landscaping with plants/ trees and/or providing window boxes.</p>	-
		?	<p>In addition, there could be the potential for</p>					

	be the potential for short-term negative impacts during demolition/ construction from noise and vibration and impacts with regard to setting, on the Conservation Area and Listed Buildings. These could be mitigated at the project level.		short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.					
8. Landscape & Townscape	<p>The Option is expected to enhance the townscapes' character and value in the long-term by the removal of the buildings which provides a poor frontage onto West and North Street.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>	<p>+</p> <p>?</p>	<p>As with Option 1), this Option has the potential to enhance townscape. However, the scale, massing and height of the new building will be greater than the surrounding buildings. Consideration will need to be given to potential impacts on townscape as a result of a taller building.</p>	<p>+</p> <p>?</p>	<p>This option has the potential for a positive effect on this SA objective through the removal of a building that is considered to have a negative effect on townscape. However, the removal of the building would also result in the loss of the distinctive town square with the potential for negative effects on townscape.</p>	<p>?</p>	<p>There will be no change to the existing poor frontage of the current buildings. Ways to improve this have been suggested above under SA Objective 7.</p>	<p>-</p>

<p>9. Climate Change & Energy</p>	<p>It is assumed that building standards have improved since the existing building was erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	<p>?</p>	<p>As for Option 1.</p>	<p>?</p>	<p>The use of new building materials and energy during demolition and construction is likely to be much less than in Options 1) and 2) and will therefore have a lesser negative impact. The mitigation identified for Option 1) relating to the above impacts could be applied.</p> <p>In addition, during the use of the site there may be a decrease in energy usage as the buildings will not have been replaced. This is expected to be negligible.</p>	<p>?</p>	<p>No significant effects identified.</p> <p>There will be no change to the existing development and no construction/ demolition impacts as there are with the other Options and there are not any known existing issues or problems relating to climate change and energy.</p> <p>There could be potential to improve this Option at the project level through ways of making the building more energy efficient, for example, installing insulation.</p>	<p>0</p>
<p>10. Water</p>	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as</p>	<p>0</p>	<p>No significant effects identified.</p> <p>There will be no change to the existing development and there are not any</p>	<p>0</p>

	<p>redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>				<p>redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>In addition consumption of water is likely to be less as the buildings would have been removed on the Site. This impact is expected to be negligible.</p>		<p>known water issues on the Site.</p>	
11. Land & Soil	<p>No significant effects identified.</p> <p>The Option re-uses previously developed land.</p> <p>It is assumed that there would be limited potential for contamination.</p>	0	<p>The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.</p>	+	<p>As for Option 1).</p>	0	<p>No significant effects identified.</p> <p>There will be no change to the existing development and there are not any known existing land and soil issues on the Site.</p>	0
12. Air Quality	<p>No significant effects identified.</p> <p>There is the potential for a negative effect in the short-term during</p>	0	<p>As for Option 1).</p>	0	<p>As for Option 1).</p>	0	<p>No significant effects identified.</p> <p>The Option does not involve development.</p>	0

	construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.							
13. Sustainable Design & Construction	<p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the Pre-Submission Document should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.</p>	0	<p>As with Option 1), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>However, the Option offers a more beneficial impact compared to Options 1) and 3) as it involves creating a mix of uses (residential and retail) which will improve the diversity, viability and vibrancy of the area.</p>	+	<p>As with Option 1) and 2), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>This Option also leads to a loss of local businesses, employment and facilities for the local community to use which would represent a more negative impact than the other Options.</p>	?	<p>No significant effects identified.</p> <p>The Option does not involve development.</p>	0
<p>Summary:</p> <p>There are four different Options for Site A where Options 1) to 3) involve re-developing the Site to remove the existing building which is considered to have a very negative impact on the Conservation Area and on the quality of the Landscape and Townscape. Option 4) represents the 'do nothing' Option and will not result in any development.</p> <p>Options 1) and 2) are similar, although Option 2) could offer the greatest potential to have positive effects as it seeks to build a mixed use development rather than just re-provide existing retail facilities. Option 2) provides the opportunity to increase the housing stock in the area which is greatly needed and is the most sustainable development option with regard to use of the space. In addition, consideration could be given to incorporating measures to improve the ease of movement between North Street and the Market Square.</p> <p>In contrast to Option 2), Option 4) could be improved to reduce its negative impacts on cultural heritage, landscape and townscape,</p>								

economy and employment and communities by incorporating measures to improve the facade/ shop frontage. The measures could include: the extension at the front to improve the shop facade; replacement of windows; painting the brick work; landscaping with plants/ trees; and/or providing window boxes.

SA Objective	Site B – The Market Square and West Street							
	1) Full pedestrianisation of market square with re-provision/ increase of short-term parking spaces in Back Lane car park. Free parking provided at Old Ship Lane car park.		2) Part pedestrianisation of Market Square by restricting parking on the square to the part alongside west Street, thereby creating a larger pedestrian area. Free parking provided at Old Ship Lane car park.		3) Part pedestrianisation of Market Square, with parking rationalised to those core spaces needed only to provide for loading and servicing, for taxi and bus access, as well as a limited number of disabled parking bays. Free parking provided at Old Ship Lane car park.		4) Additional restaurant uses within Market Square through relaxation of policy requiring 75% of primary shop frontage for the Market Square to comprise retail uses.	
1. Balanced Communities	<p>The main benefit of this option is that it will create an inclusive and large civic space which may encourage more people to visit. This Option provides further benefits to encourage people to use the area in terms of improved ease of movement in and to/ from the North of the Square and by reducing intimidation from road vehicles. Alternative parking identified is within a two minute walking distance.</p> <p>In addition, this Option would result in the loss</p>	<p style="text-align: center;">+</p> <p style="text-align: center;">?</p>	<p>As with Option 1), it will create an inclusive and large civic space although this will be slightly smaller than Option 1), improve ease of movement. Alternative parking identified is within a two minute walking distance and it is assumed that there will still disabled spaces available.</p>	<p style="text-align: center;">+</p>	<p>Benefits in terms of ease of movement and spaces for disabled users will be retained. Alternative parking identified is within a two minute walking distance.</p> <p>Again, it will create an inclusive and large civic space although this will be slightly smaller than Option 1).</p>	<p style="text-align: center;">+</p>	<p>This Option will lead to beneficial impacts by improving the diversity of the area. It will provide a greater mix of facilities in the Square which may encourage more people to visit and to spend longer (during the day and into the night) in the Market Square, improving its viability and vitality.</p>	<p style="text-align: center;">+</p>

	<p>of a few disabled car parking places which is considered to be a negative impact.</p> <p>Further concerns were raised by local residents that the pedestrianisation might lead to an increase in anti-social behaviour.</p>							
2. Healthy & Safe Communities	<p>This Option would have a positive effect as safety could be improved for pedestrians by reducing the risk of accidents with motor vehicles.</p> <p>In addition, the ambient noise levels will be reduced.</p>	+	<p>The positive benefits are similar to those for Option 1), although disabled spaces could still be provided in this Option making it more beneficial.</p>	+	<p>The positive benefits are similar to those in Option 2) but the benefits in terms of public safety are greater.</p>	+	<p>There is the potential for safety to be reduced through a greater number of pedestrians using the area and coming into contact with motor vehicles whilst crossing from the South. It is recommended that a combination other Options such as 1) to 3) or 5) to 7) are implemented to protect users. Restaurants could help to improve the evening economy and therefore surveillance to address concerns raised by residents regarding the potential for anti-social behaviour.</p>	+
3. Housing	No significant effects	0	No significant effects	0	No significant effects	0	No significant effects	0

	identified.		identified.		identified.		identified.	
<p>4. Economy & Employment</p>	<p>The Option will create an inclusive and large civic space which may encourage more people to use the shops and services surrounding the market place.</p> <p>Alternative parking identified is within a two minute walking distance and as a result it is not expected to affect the trade of local shops.</p> <p>Furthermore, the Option could reduce the incidence of pedestrians being intimidated by the noise and the presence of motor vehicles. This may encourage more people to use the shops and facilities in the area.</p> <p>Local businesses will need to find alternatives to receive/ deliver new/ existing stock. However, this is not expected to be a</p>	+	<p>As for Option 1) but with a slightly smaller civic space.</p>	+	<p>As for Option 1) but with a slightly smaller civic space.</p>	+	<p>This Option will lead to beneficial impacts by improving the diversity of the area. It will provide a greater mix of facilities in the Square which may encourage more people to visit and to spend longer (during the day and into the night) in the Market Square, improving its viability and vitality. More jobs may be created and this may stimulate the local economy. There is also the potential for a negative effect as this option will result in the loss of retail choice.</p>	<p>+</p> <p>?</p>

	significant issue as unloading would still be possible along North Street and north of Market Square.							
5. Accessibility	No significant effects identified. Please see the Transport Options for this Site.	0	As for Option 1).	0	As for Option 1).	0	As for Option 1).	0
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	This Option could lead to long-term positive impacts through reduced vibration on listed buildings and visual intrusion and noise from motor vehicles on both the Conservation Area as a whole and individual listed buildings in close proximity.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	No significant effects identified. Consideration should be given as to whether listed buildings are to be allowed to have their use changes from retail to restaurant use.	0
8. Landscape & Townscape	This Option could lead to long-term positive impacts through reduced vibration, visual intrusion and noise from motor vehicles on both the Conservation Area as a whole.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	As for Option1), although positive impacts will be slightly less as some motor vehicles will still use the area.	+	The adding of this additional use may create a mix of uses which will provide greater diversity. This should enhance the Townscape.	+
9. Climate Change & Energy	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
10. Water	No significant effect	0	No significant effect	0	No significant effect	0	No significant effect	0

	identified.		identified.		identified.		identified.	
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	This Option could benefit air quality in the area through reduced vehicle emissions.	+	As for Option 1) although benefits would be slightly less as some vehicles will still be allowed to access the site.	+	As for Option 1) although benefits would be slightly less as some vehicles will still be allowed to access the site.	+	No significant effects.	0
13. Sustainable Design & Construction	No significant effects identified. If this Option is progressed it is recommended that the Pre-Submission AAP should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0	As for Option 1).	0	As for Option 1).	0	The Option offers a more beneficial impact compared to Options 1) and 3) as it involves creating a mix of uses (residential and retail) which will improve the diversity, viability and vibrancy of the area.	+

SA Objective	Site B			
	5) Removal of Bus route through West Street.	6) Removal of taxi rank.	7) Full pedestrianisation of Market Square on market days only.	8) Removal and relocation of Pump and Trough to a more sustainable location, and incorporating the Martyrs plaque, forming a heritage centre for the

						Square.		
1. Balanced Communities	This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly for the majority of people; however, this could have a negative effect on those members of the community who may have mobility issues.	+	As for option 1, there is the potential for a positive effect on pedestrian movement in the Market Square. The new location of the taxi rank is approximately 5 minutes walk from its current location., so there is unlikely to be a significant effect for the majority of people; however, this could have a negative effect on those members of the community who may have mobility issues.	+	The main benefit of this option is that it will create an inclusive and large civic space on market day which may encourage more stalls to take part and more people to visit. In addition, this Option will provide benefits in terms of improved ease of movement in and to/ from the North of the Square. It may also encourage more people to use the area due to the reduced intimidation from road vehicles. These benefits will only exist a few times a week.	?	No significant effects identified.	0
		?		?				
2. Healthy & Safe Communities	This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on the health and safety of	+	The taxi rank here is currently in a central location in the town; although, it is considered unlikely that its removal would be reduce access to health facilities. It might	?	This would have a positive effect as safety would be improved for pedestrians on market day only by reducing the risk of accidents with motor vehicles.	?	No significant effect identified.	0

	pedestrians. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	?	however, force people to walk further and cross roads at night where they could be put at risk. It is recommended that street lighting and appropriate road crossing facilities from this Site to the new proposed taxi rank are considered.					
3. Housing	No significant effects identified.	0	No significant effects identified.	0	No significant effects identified.	0	No significant effects identified.	0
4. Economy & Employment	The Option could reduce the incidence of pedestrians being intimidated by the noise and thrust that large buses produce as they pass. This may encourage more people to use the shops and facilities in the area.	+	No significant effects identified.	0	Similar to those benefits outline in Option 1), as it will encourage people to the Market Square with the potential for a positive effect on retail. However, it is unlikely to have the same level of benefits as it would just be for a few times a week.	+	No significant effects identified.	0
5. Accessibility	This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative	?	No significant effects. The new location of the taxi rank is approximately 5 minutes walk from its current location.	0	As for Option 1) but only for a few times a week.	?	No significant effects identified.	0

	effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.							
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	This Option could lead to long-term positive effects through reduced vibration on listed buildings and visual intrusion and noise from buses on both the Conservation Area as a whole and individual listed buildings in close proximity.	+	This Option could lead to long-term positive effects through reduced visual intrusion and noise from taxis on both the Conservation Area as a whole and individual listed buildings in close proximity.	+	This Option could lead to positive impacts on a temporary basis through reduced vibration on listed buildings and visual intrusion and noise from buses on both the Conservation Area as a whole and individual listed buildings in close proximity.	?	This will create a focal point for heritage in the centre of the Square which will help to promote the heritage of the area. The Pump and Trough will still be located in the Market Square	+
8. Landscape & Townscape	This Option could lead to minor long-term positive effects through reduced vibration, visual intrusion and noise from motor vehicles on both the Conservation Area as a whole.	+	As for Option 5).	+	As for Option 1) but benefits will only be realised on market days.	?	No significant effect identified.	0
9. Climate Change & Energy	No significant effect identified.	0	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	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	This Option could benefit air quality in the area through reduced vehicle emissions.	+	This Option could benefit air quality in the area through reduced vehicle emissions.	+	This Option could benefit air quality in the area through reduced vehicle emissions on market days only.	?	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0

Summary:

There are eight different Options for Site B where Options 1) to 3) and 5) to 7) involve either full or part pedestrianisation/ removal of vehicles in the Market Square. These Options provide a number of positive benefits on communities, health and safety, economy and employment, cultural heritage, landscape and townscape and air quality. Option 4) seeks to allow for additional restaurant uses to be incorporated into the Square which will improve the vitality and vibrancy of the area leading to economic and sustainability benefits. Finally, Option 8) involves the moving of the Trough and Pump to create heritage centre in the Square which is expected to have benefits on the cultural heritage of the area.

Options 2) part pedestrianisation, 4) additional restaurant uses and 8) creation of a heritage centre, could be used in combination to maximise potential long-term benefits and potentially by-pass the negative effects that could result from the other Options. For example, Option 7) involves full pedestrian of the Market Square on market days leading to only temporary benefits to be realised in terms of communities, health and safety, cultural heritage and economy and employment, whereas Option 2), would provide these permanently. Similarly, Option 1) involves full pedestrianisation which could exclude disabled people from accessing goods and services in the Market Square whereas Option 2) will not exclude disabled people in this way. Furthermore, Option 2) also incorporates Options 5) and 6) and thus realises the same potential benefits of these Options. Option 2) combined with Option 4) could increase the beneficial impacts on economy and employment and combined with Option 8) could further enhance benefits on cultural heritage. The removal of the bus route and taxi rank has the potential for a negative effect on elderly and disabled members of the community.

SA Objective	Site C – Western end of West Street			
	1) Redevelopment at corner of West Street and Bradley Way, involving possible relocation/ removal of florist and Indian Restaurant at western end of West Street. Potential alteration to layout of highway at junction of Bradley Way and West Street.		2) Create heritage entrances and improved signage on the main routes into town centre.	
1. Balanced Communities	<p>The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected the redevelopment will reinforce local distinctiveness and sense of place at a prominent location. It will improve the attractiveness of the site. Further opportunities to improve the public realm could be taken here.</p> <p>It is recommended that the Option should not involve the loss of retail establishments.</p>	+	Improved signage and the creation of heritage entrances will improve legibility providing easily recognisable routes and landmarks to help people find their way around.	+
2. Healthy & Safe Communities	<p>Redevelopment could have the potential make the place area feel safer through creating a more attractive place to visit or walk past.</p> <p>There may be some temporary negative impacts in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>	?	No significant effects indentified.	0
3. Housing	The Option does not provide enough detail at this stage. It is recommended that this Option should increase the housing stock with this option without losing existing retail.	?	No significant effects indentified.	0
4. Economy & Employment	This Option may lead to beneficial impacts by improving the diversity of the area. It is hoped that it may provide a greater mix of facilities which may encourage more people to visit, improving its viability and vitality. More jobs may be created and this may	?	Improving the legibility for pedestrians and navigability for vehicles may encourage more people to visit the area and spend more time buying goods and services in the town centre as they have spent less time travelling.	+

	<p>stimulate the local economy. These impacts are uncertain at this stage. It is recommended that a mixed use development is encouraged for this Option.</p> <p>In addition, this option may also cause a temporary disruption to local businesses during construction.</p>			
5. Accessibility	<p>This option will enable junction improvements to be made which could lead to a better flow of traffic and provide easier access to the station for all types of vehicles.</p>	+	<p>The Option may lead to potential benefits through making the area more navigable for motor vehicles and pedestrians.</p>	+
6. Biodiversity	<p>No significant effects identified.</p> <p>There could be opportunities to provide native trees and plants in landscaping.</p>	0	<p>No significant effects identified.</p>	0
7. Cultural Heritage	<p>The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a negative impact on the character and appearance of the area.</p> <p>The scale, massing and height of the new building have not yet been determined. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, if any new buildings are to be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p>	<p>+</p> <p>?</p>	<p>This Option seeks to promote the cultural heritage of the area.</p>	+

<p>8. Landscape & Townscape</p>	<p>The Option is expected to enhance the townscapes' character and value in the long-term by the removal of the buildings which are considered to have a negative impact on heritage and conservation.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>	<p>+</p> <p>?</p>	<p>This Option seeks to promote the landscape and Townscape of the area.</p>	<p>+</p>
<p>9. Climate Change & Energy</p>	<p>It is assumed that building standards have improved since the existing buildings were erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new buildings. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	<p>?</p>	<p>No significant effects indentified.</p>	<p>0</p>
<p>10. Water</p>	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>	<p>0</p>	<p>No significant effects indentified.</p>	<p>0</p>

<p>11. Land & Soil</p>	<p>The Option re-uses previously developed land.</p> <p>There may be potential for contaminants to be present given the existing use of one of the building and hardstanding as a garage/ MOT facility. Appropriate mitigation could be established at the project level.</p>	<p>+</p>	<p>No significant effects indentified.</p>	<p>0</p>
<p>12. Air Quality</p>	<p>No significant effects identified.</p> <p>There will be a minor negative impact in the short-term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.</p>	<p>?</p>	<p>No significant effects indentified.</p>	<p>0</p>
<p>13. Sustainable Design & Construction</p>	<p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible; require best-practice sustainable construction methods etc.</p> <p>However, the Option offers beneficial impacts as it has the potential to create a mix of uses (residential and retail) which could improve the diversity, viability and vibrancy of the area.</p>	<p>+</p>	<p>No significant effects indentified.</p>	<p>0</p>
<p>Summary:</p> <p>The assessment identified that many of the potential impacts for Option 1) are uncertain at this stage and it is considered that further details to provide certainty are required. The Option provides benefits for cultural heritage, landscape and townscape, accessibility, sustainability and on communities as it is expected to involve the removal of buildings which are considered to be detrimental to the character and appearance of the area and improve the highway junction. Option 1) could potentially provide many other positive impacts on the SA objectives if recommendations are put in place, for example, to encourage mixed use redevelopment to include housing; to not reduce the number of retail premises on the site; and to incorporate ways to improve the public realm.</p>				

Option 2) seeks to provide better signage in the area and this provides many benefits in terms of legibility, navigability and accessibility. This Option could be combined with the option 1) to enhance the positive effects further on cultural heritage, landscape and townscape, economy and employment and accessibility.

SA Objective	Site D – Junction of North Street and Weir Pond Road							
	1) Redevelopment of shops/ restaurant		2) Development of vacant part of site and car park for residential use		3) Development of vacant part of site for residential use		4) Leave unused land vacant	
1. Balanced Communities	<p>The Option will secure positive benefits in the long-term for the site through ensuring its regeneration. It is expected that the Option could reinforce local distinctiveness and sense of place through creation of new buildings. It will improve the attractiveness of the site.</p> <p>However, the Option could have negative impacts in the short and long-term. These could be alleviated if the Option incorporates ways to reduce the disruption to local businesses and the services they provide to the local community during construction.</p>	+	<p>The Option will provide additional housing for the local community.</p> <p>The development of the car park could discourage people from using the pub across the road. Consideration should be given as to whether parking for the pub could be provided elsewhere.</p>	+	<p>The Option will provide additional housing for the local community. The housing provided will be less than Option 2).</p>	+	No significant effects identified.	0
2. Healthy & Safe Communities	There may be some temporary negative impacts in the short-	?	As for Option 1).	?	As for Option 1).	?	No significant effect identified.	0

	term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.						There will however not be any noise and dust generated as the Option does not involve development.	
3. Housing	No significant effect identified.	0	This Option would provide additional housing which is greatly needed in the area.	++	This Option would provide additional housing which is greatly needed in the area.	++	No significant effect identified.	0
4. Economy & Employment	<p>The Option may reinvigorate the area which may encourage more people to use the facilities provided. The impacts of this are uncertain.</p> <p>The Option will maintain the businesses and thus is unlikely to lead to the creation of new jobs and it will not improve consumer choice. In addition, it will cause a temporary disruption to local businesses during construction and as a result is expected to have a negative impact.</p>	?	<p>The provision of additional housing will increase the population density in the area which may improve a viability and vitality of the area. The shops and service around the area may be used more as a result of the increase in population.</p> <p>The Option includes development of the pub's customer car park which could discourage customers using it which may affect its viability.</p>	+	<p>The provision of additional housing will increase the population density in the area which may improve a viability and vitality of the area. The shops and service around the area may be used more as a result of the increase in population.</p>	+	No significant effect identified.	0
5. Accessibility	No significant effects identified.	0	As for Option 1).	0	As for Option 1).	0	No significant effects identified.	0

	Please see the Transport Options for this Site.							
6. Biodiversity	No significant effects identified. There could be opportunities to provide native trees and plants in landscaping.	0	As for Option 1).	0	As for Option 1).	0	No significant effects identified.	0
7. Cultural Heritage	The Option has the potential to enhance the Conservation Area through removal of the existing building which has been identified as having a very negative impact on the character and appearance of the area. The scale, massing and height of the new building have not yet been determined. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, if any new	+ ?	Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings. Furthermore, as the new building(s) will be erected, there is potential to negatively impact on buried archaeology through construction of the foundations. Mitigation for this could involve a watching brief at the development stage. In addition, there could be the potential for short-term negative impacts during demolition/ construction	? ?	As for Option 2).	? ?	No significant effects identified.	0

	<p>buildings are to be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p>		<p>on the Conservation Area and Listed Buildings in close proximity. These could be mitigated at the project level.</p>					
<p>8. Landscape & Townscape</p>	<p>The Option is expected to enhance the townscapes' character and value in the long-term by the removal of the buildings which provide a poor frontage onto north Street.</p> <p>In addition, there could be the potential for short-term negative impacts during</p>	<p>+</p> <p>?</p>	<p>The Option is expected to enhance the townscapes' character and value in the long-term by filling in the gaps in the street scene.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could</p>	<p>+</p> <p>?</p>	<p>As for Option 2).</p>	<p>+</p> <p>?</p>	<p>No significant effects identified.</p>	<p>0</p>

	demolition/ construction on the landscape and townscape. These could be mitigated at the project level.		be mitigated at the project level.					
9. Climate Change & Energy	<p>It is assumed that building standards have improved since the existing building was erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	?	<p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction Environmental Management Plan (CEMP) could be recommended.</p>	?	As for Option 2).	?	No significant effects identified.	0
10. Water	No significant effects	0	No significant effects	0	As for Option 2).	0	No significant effects	0

	<p>identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>		<p>identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had a semi-impermeable surface.</p> <p>The building standards assumption still applies for this option.</p>			<p>identified.</p> <p>There will be no change to the existing development and there are not any known existing water issues on the Site.</p>		
11. Land & Soil	<p>No significant effects identified.</p> <p>The Option re-uses previously developed land.</p> <p>It is assumed that there would be limited potential for contamination.</p>	0	<p>The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.</p>	+	<p>The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere but to a lesser extent than option 2.</p>	+	<p>No significant effects identified.</p>	0

<p>12. Air Quality</p>	<p>No significant effects identified.</p> <p>There will be a minor negative impact in the short term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>As for Option 1).</p>	<p>0</p>	<p>No significant effects identified.</p>	<p>0</p>
<p>13. Sustainable Design & Construction</p>	<p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.</p>	<p>0</p>	<p>As with Option 1), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>The Option offers a beneficial impact compared to Option 1) as it contributes towards creating a mix of uses in the Town centre which will improve the diversity and viability of the area. However, it may reduce the viability of the pub as it removes its customer car park</p>	<p>+</p>	<p>As with Option 1) and 2), it recommended that sustainable design and construction principles are incorporated at pre-submission.</p> <p>In addition, the Option offers a beneficial impact as it contributes towards creating a mix of uses in the Town centre which will improve the diversity, viability and vibrancy of the area. It will also support local businesses.</p>	<p>+</p>	<p>No significant effects identified.</p>	<p>0</p>
<p>Summary:</p> <p>There are four Options proposed in total for this site. Each Option is different with: Option 1) seeking to redevelopment the shops/ restaurant to the South of the Site; Option 2) allowing for the development of the vacant part of the site and car park for residential use; Option 3) allowing for residential development of just the vacant part of the Site; and finally Option 4 representing the 'do nothing' option. The assessment has</p>								

identified that many of the potential impacts for Options 1) to 3) are uncertain at this stage and it is anticipated that further details to provide certainty will not be available unless that option is progressed.

Option 1) main benefits lie in the removal of buildings which are considered to have very negative impact on the character and appearance of the area. However, it only re-provides existing services and therefore does perform as well as Option 2) and 3) against the SA objectives.

Options 2) and 3) perform well against SA objectives, mainly by having the potential to generate positive impacts on communities, housing, the local economy, cultural heritage, landscape and townscape and sustainability. Both options provide housing which will contribute to a mixing of uses in the town centre and improve vitality and vibrancy by increasing the number of people who may consume local goods and services.

In addition, the SA has identified that the Option 4) is unlikely to have a significant effect on any of the SA Objectives.

SA Objective	Site E			
	1) Redevelopment of site for residential use.		2) No redevelopment.	
1. Balanced Communities	<p>The Option will secure positive benefits in the long term for the site through ensuring its regeneration. It will improve the attractiveness of the site.</p> <p>It is recommended that the Option should not involve the loss of a commercial establishment.</p>	+	No significant effects indentified.	0
2. Healthy & Safe Communities	<p>Redevelopment could have the potential make the place area feel safer through creating a more attractive place to live and walk past.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this will be mitigated at the project level.</p>	?	No significant effects indentified.	0
3. Housing	The Option will provide additional housing in the area which is greatly needed.	+	No significant effects indentified.	0
4. Economy & Employment	<p>This Option may lead to beneficial impacts by improving the diversity of the area. It is hoped that it by contributing to the mix of uses it will improve the town centres' viability and vitality.</p> <p>The option will however lead to the loss commercial floor space.</p>	?	No significant effects indentified.	0
5. Accessibility	No significant effects indentified.	0	No significant effects indentified.	0
6. Biodiversity	<p>No significant effects identified.</p> <p>There could be opportunities to provide native trees and plants in landscaping.</p>	0	No significant effects indentified.	0

7. Cultural Heritage	<p>The scale, massing and height of the new residential building/ buildings have not yet been determined. Consideration will need to be given to the listed Buildings which are in close proximity to the Site and this could potentially have a negative impact on these protected buildings.</p> <p>Furthermore, if any new buildings will be taller, the foundations needed are likely to be deeper and therefore there is potential to negatively impact on buried archaeology. Mitigation for this could involve a watching brief at the development stage.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the Conservation Area and Listed Buildings. These could be mitigated at the project level.</p>	<p>?</p>	<p>No significant effects indentified.</p> <p>The existing buildings are not considered to be detrimental to the character and appearance for which the conservation area has been designated</p>	<p>0</p>
8. Landscape & Townscape	<p>The Option is expected to enhance the townscapes' character and value in the long-term by improving the attractiveness of the site which is in a prominent location near the station.</p> <p>In addition, there could be the potential for short-term negative impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.</p>	<p>+</p> <p>?</p>	<p>No significant effects indentified.</p>	<p>0</p>
9. Climate Change & Energy	<p>It is assumed that building standards have improved since the existing buildings were erected and as a result technology to improve energy efficiency will be installed. This benefit will be minor.</p> <p>The Option involves new build which may utilise new materials that may contain high levels of embodied CO₂. Also energy will be used in the demolition of the old and construction of the new building. To alleviate the above impacts an insistence on using recycled materials as far as possible and a Construction</p>	<p>?</p>	<p>No significant effects indentified.</p>	<p>0</p>

	Environmental Management Plan (CEMP) could be recommended.			
10. Water	<p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as redevelopment is on previously-developed land which already had an impermeable surface.</p> <p>It is assumed that building standards have improved since the existing building was erected and as a result technology to reduce water usage will be installed. This benefit will be minor and in light of the above it is considered to represent no change against the Objective.</p>	0	No significant effects indentified.	0
11. Land & Soil	<p>The Option re-uses previously developed land.</p> <p>There may be potential for contaminants to be present given the existing use of one of the building and hardstanding as a garage/ MOT facility. Appropriate mitigation could be established at the project level.</p>	+	No significant effects indentified.	0
		?		
12. Air Quality	<p>No significant effects identified.</p> <p>There will be a minor negative impact in the short term during construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.</p>	?	No significant effects indentified.	0
13. Sustainable Design & Construction	<p>No significant effects identified.</p> <p>If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where</p>	+	No significant effects indentified.	0

	<p>possible; require best-practice sustainable construction methods etc.</p> <p>However, the Option offers beneficial impacts as it has the potential to improve the mix of uses in the town centre which could improve the diversity, viability and vibrancy of the area.</p>			
<p>Summary:</p> <p>The SA identified that many of the impacts for Option 1) are uncertain at this stage and it is expected that further details will be provided at the project level. The Option provides benefits for housing, landscape and townscape, sustainability and on communities as it is expected to improve the attractiveness of the area and contribute towards a mix of uses in the town centre by providing additional housing.</p> <p>Option 2) represents the 'do nothing' option and the SA has identified that the Option is unlikely to have an impact on any of the SA Objectives.</p>				

SA Objective	Site F Options					
	Redevelopment of site for retail/residential use, comprising a row of units fronting onto Bradley Way.		Redevelopment of site for office use, fronting Bradley Way.		No development at Site F.	
1. Balanced Communities	Option would contribute to the overall regeneration of the town centre. Provision of retail/residential would have a positive effect on communities. Potential for short-term negative effects during construction (noise, dust & traffic) for visitors at the hotel and to the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+	Option would contribute to the overall regeneration of the town centre. Provision of office space would increase employment opportunities in the area with a positive effect on communities. Potential for short-term negative effects during construction (noise, dust & traffic) for visitors at the hotel and to the adjacent office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+	This option would not result in any disruption or disturbance to adjacent hotel and office but would not contribute to the overall regeneration of the town centre.	?
		?		?		
2. Healthy & Safe Communities	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
3. Housing	Potential for a long-term positive effect through the provision of residential development.	++	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Potential for a positive effect as the option would contribute to the overall regeneration of the town centre through the provision of retail and residential uses. Potential for short-term negative effects during construction (noise, dust & traffic) for the hotel and the adjacent office building; however, it is considered that	+	Potential for a long-term positive effect on the economy and employment as the option would contribute to the overall regeneration of the town centre and would provide employment opportunities. Potential for short-term negative effects during construction (noise, dust & traffic) for the hotel and the adjacent office building; however, it is	+	This option would not result in any disruption or disturbance to adjacent hotel and office but would not contribute to the overall regeneration of the town centre.	?
		?		?		

	suitable mitigation is available at the project level to minimise impacts. There is also the potential for negative effects on the hotel as the garden area is used for functions.		considered that suitable mitigation is available at the project level to minimise impacts. There is also the potential for negative effects on the hotel as the garden area is used for functions.			
5. Accessibility	Option would improve access to housing and retail, potential for a positive effect.	+	Option would improve access to employment, potential for a positive effect.	+	No significant effect identified.	0
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	No significant effect identified.	0
8. Landscape & Townscape	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. There is also the loss of greenspace; however, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. There is also the loss of greenspace; however, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?	No significant effect identified.	0
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	Although the site is within the	-	Although the site is within the	-	No significant effect identified.	0

	curtilage of the hotel it is not PDL, potential for a negative effect on this SA objective.		curtilage of the hotel it is not PDL, potential for a negative effect on this SA objective.			
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Potential for a positive effect through the provision of a mixed use development. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	+	No significant effect identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0	No significant effect identified.	0

Summary:

The first option seeks the redevelopment of site for retail/ residential use, comprising a row of units fronting onto Bradley Way. The option would contribute to the overall regeneration of the town centre and the provision of retail/residential would have a positive effect on communities, housing, the economy and accessibility. Potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building; however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could potentially have negative effects on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect. Although the site is within the curtilage of the hotel it is not PDL, there is therefore the potential for a negative effect on land & soil.

The second option proposes the redevelopment of the site for office use, fronting Bradley Way. Similarly to the first option this will contribute to the overall regeneration of the town centre. Provision of office space would increase employment opportunities in the area with a positive effect on communities, the economy and accessibility. As for the first option there is potential for short-term negative effects during construction (noise, dust & traffic) for the adjacent hotel and office building and there is also the potential for negative effects on the Conservation Area and townscape unless carefully planned and designed. There is also the potential for a negative effect on land & soil as the site is not PDL.

The final option proposes that the site remain as it is with no development. This option would not result in any disruption or disturbance to the adjacent hotel and office but would also not contribute to the overall regeneration of the town centre so will not have the positive effects associated with the first two options.



SA Objective	Site G Options			
	Back Lane car parking retained, with provision of short-stay spaces. Possible streetscene improvements.		Partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Designed to be in keeping with Rochford Conservation Area. Possible Health Centre. Provision of car parking at alternative location (see options for Site J).	
1. Balanced Communities	Option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which would contribute to the regeneration of the town centre. Potential for a positive effect through improvements to the public realm.	+	The provision of housing and apartments as well as a health care centre would have a long-term positive effect on this SA objective. There is an element of uncertainty as this option is dependent on the development of a multi-storey car park on Site J. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+ ?
2. Healthy & Safe Communities	No significant effect identified.	0	Improved access to health care facilities would have a long-term positive effect on this SA objective. Uncertainty as identified against SA objective 1. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+ ?
3. Housing	No significant effect identified.	0	Potential for long-term positive effects on this SA objective through the provision of housing and apartments. Uncertainty as identified against SA objective 1.	++ ?
4. Economy & Employment	Option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which would contribute to the regeneration of the town centre	?	Potential for a positive effect on the economy through residential development which would improve the vitality and vibrancy of the town centre. Uncertainty as identified against SA objective 1. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+ ?

5. Accessibility	No significant effect identified.	0	Option would improve access to housing and health care facilities, potential for a positive effect. Uncertainty as identified against SA objective 1.	+
				?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?
8. Landscape & Townscape	No significant effect identified.	0	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?
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	The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.	+
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	Potential for a positive effect through improvements to the public realm.	+	No significant effects identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0
Summary:				
The first option seeks to retain the existing Back Lane car park, with provision of short-stay spaces and streetscene improvements. This option would continue to provide car parking in close proximity to the town centre and would allow for the loss of parking in Market Square, which will contribute to the regeneration of the town centre. Potential for a positive effect on communities and sustainable design through improvements				

to the public realm.

The second option seeks partial redevelopment of Back Lane car park to provide residential development in the form of apartments and houses. Development could potentially include the provision of a Health Centre. There is an element of uncertainty against the majority of SA objectives as this option is dependent on the development of a multi-storey car park on Site J. The provision of residential development and a Health Centre has the potential for long-term positive effects on SA objectives relating to communities, health, housing and accessibility. Proposed development could potentially have a negative effect on the Conservation Area and townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

SA Objective	Site H Options					
	Retain current doctor's surgery and car park.		Extend provision of healthcare facilities on this site.		Redevelopment of site for residential with healthcare facilities re-accommodated on Site C.	
1. Balanced Communities	This option would not result in any disruption to the doctor's surgery but would not contribute to the overall regeneration of the town centre.	?	Extending the provision of healthcare facilities on the site would have a long-term positive effect on communities.	+	Potential for a long-term positive effect through the provision of residential development that will contribute to the regeneration of the town centre. There is also the potential for short to medium-term negative effects as the healthcare facilities would be relocated to Site C. There would also be a loss of parking in close proximity to the town centre. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+
2. Healthy & Safe Communities	This option would not result in any disruption to the doctor's surgery.	+	Long-term positive effect on health through the provision of extended healthcare facilities.	+	There is also the potential for short to medium-term negative effects on health during the relocation of healthcare facilities to Site C. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	-
3. Housing	No significant effect identified.	0	No significant effect identified.	0	Potential for long-term positive	++

					effects on this SA objective through the provision of housing and apartments.	
4. Economy & Employment	Option would not contribute to the overall regeneration of the town centre.	?	No significant effect identified.	0	Potential for a positive effect on the economy through residential development which would improve the vitality and vibrancy of the town centre. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+
						?
5. Accessibility	No significant effect identified.	0	Potential for a positive effect through improved access to healthcare facilities.	+	Option would improve access to housing with positive effects but could reduce access to health care facilities in the short to medium-term with negative effects on this SA objective. There is also the potential for increased congestion during the construction phase. Depending on the progression of other options parking will also be less accessible for the relocated healthcare facility.	+
						?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Proposed extension could potentially have negative effects on the Conservation Area unless carefully planned and designed.	?	Proposed development could potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall	?

					regeneration of the town centre, which will have a positive effect.	
8. Landscape & Townscape	No significant effect identified.	0	Proposed extension could potentially have negative effects on townscape unless carefully planned and designed.	?	Proposed development could potentially have negative effects on the townscape unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.	?
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	The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.	+
12. Air Quality	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0	Potential for a positive effect through the provision of a mixed use development. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	+
Summary:						
The first option seeks to retain the current doctor's surgery and car park, which would not result in any disruption to the doctor's surgery but would not contribute to the overall regeneration of the town centre. The second option seeks to extend the provision of healthcare facilities on						

the site. This has the potential for a long-term positive effect on communities and health. The final option proposes the redevelopment of the site for residential with healthcare facilities to be re-accommodated on Site C. This has the potential to contribute to the overall regeneration of the town centre with positive effects on SA objectives relating to communities, housing and the economy. There is also the potential for negative effects to communities and health during the relocation of healthcare facilities. This option would also lead to the loss of parking in close proximity to the town centre and restrict options for removing parking in Market Square, depending on the progression of options for Site J. There is also the potential for short-term negative effects during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts. Proposed development could also potentially have negative effects on the Conservation Area unless carefully planned and designed. However, the development is likely to contribute to the overall regeneration of the town centre, which will have a positive effect.

SA Objective	Site J Options			
	Redevelop car park as multi-storey car park for both hospital and public use		Retain surface car park as existing	
1. Balanced Communities	A multi-storey car park enables the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre.	+	This option would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre.	?
2. Healthy & Safe Communities	The option recognises that there is the potential to affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. There is still the potential for short-term negative effects during construction (noise & dust), particularly to the patients in the hospital. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a CEMP.	-	No significant effect identified.	0
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	A multi-storey car park enables the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre. Potential for a short-term negative effect on local businesses during construction (noise, dust & traffic); however, it is considered that suitable mitigation is available at the project level to minimise impacts.	+	This option would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre.	?
5. Accessibility	Potential for a short-term negative effect during construction through increased traffic at the junction between Bradley Way and West Street, which is an important transport node.	-	No significant effect identified.	0
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0

7. Cultural Heritage	A multi-storey car park could potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.	-	No significant effect identified.	0
8. Landscape & Townscape	A multi-storey car park could potentially have a long-term negative effect on townscape unless carefully planned and designed.	-	No significant effect identified.	0
9. Climate Change & Energy	The multi-storey car park would replace parking lost through development proposed in other options.	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	Potential for short-term negative effects during construction (dust), however it is considered that suitable mitigation is available at the project level to minimise impacts.	?	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effects identified. If this Option is progressed it is recommended that the pre-submission should include sustainable design or construction principles. These could include an insistence on using locally-sourced materials where possible, require best-practice sustainable construction methods etc.	0	No significant effect identified.	0
Summary:				
<p>The first option seeks to redevelop the hospital car park in order to provide a multi-storey car park. This would enable the potential redevelopment of other locations used for car parking (covered in other options), therefore contributing to the regeneration of the town centre with positive effect for communities and the economy. Given the proximity to the hospital there is still the potential for short-term negative effects during construction (noise & dust). The option recognises that there is the potential to affect the hospital and states that the development of a multi-storey car park would only proceed if it could be demonstrated that it will not affect the operational needs of the hospital and its patient. If this option were to be progressed the Council should ensure that any proposal should be accompanied by a Dust and Noise Management Plan. A multi-storey car park could also potentially have a long-term negative effect on the Conservation Area unless carefully planned and designed.</p> <p>The second option seeks to retain the existing car park and would limit opportunities to redevelop other locations currently used for car parking, which are important to the regeneration of the town centre. The potential effect of this option against SA objectives relating to communities</p>				

and the economy was uncertain.

SA Objective	Site K Options					
	Refurbishment of train station including provision of a café, public toilets, newsagent and real time travel information. Improve bus rail interchange.		Ramp/steps facility up embankment linking the proposed West Street signalised junction (see Transport Options) to the car park. Re-design car park to provide a direct pedestrian linkage from this ramp through to the station. This link would be paved and be lined with trees to increase its prominence.		Create pedestrian links between train station and public open space and reservoir to south-east of Freight House, including improvements to fencing at reservoir.	
1. Balanced Communities	Improvements to the train station, including the provision of a café, public toilets, newsagent and real time travel information will have a positive effect on residents and visitors.	+	This option will help to improve the pedestrian link and make it easier for people to navigate between the town centre and railway station. Potential for a positive effect.	+	Potential for a positive effect on communities by improving pedestrian links to open space and potentially offering different routes into the town centre.	+
2. Healthy & Safe Communities	No significant effect identified.	0	Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private vehicle.	+	Potential for a positive effect on health as the option will improve pedestrian links to an area of public open space.	+
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	The provision of a café and newsagent has the potential for a positive effect on this SA objective.	+	Short-term positive effect by improving pedestrian links and wayfinding between the rail station and the town centre.	+	No significant effect identified.	0
5. Accessibility	Provision of real time travel information at the station will help people to plan their journeys with a positive effect on accessibility.	+	This option will help to improve the pedestrian link and make it easier for people to navigate between the town centre, railway station and bus links. Potential for a positive effect on accessibility.	+	Option will improve accessibility to public open space, potential for a positive effect.	+

6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	The refurbishment of the train station has the potential for a positive effect as it is identified as having a negative effect on the Conservation Area.	+	No significant effect identified.	0	No significant effect identified.	0
8. Landscape & Townscape	Potential for a positive effect on townscape.	+	No significant effect identified.	0	No significant effect identified.	0
9. Climate Change & Energy	An improved station might encourage people to use the train instead of the private vehicle. Potential for a positive effect.	+	Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private vehicle.	+	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	An improved station might encourage people to use the train instead of the private vehicle. Potential for a positive effect.	+	Improved pedestrian links and clearly defined walking routes to the town centre could help to encourage people to walk and use the train instead of the private vehicle.	+	No significant effect identified.	0
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
Summary:						
<p>One of the options seeks improvements to the train station, including the provision of a café, public toilets, newsagent and real time travel information. This has the potential for a positive effect on SA objective relating to communities, the economy and accessibility. The train station is identified as having a negative effect on the Conservation Area; therefore this option has the potential for a positive effect on cultural heritage. An improved station could also help to encourage more people to use the train instead of the private vehicle, with positive effects on SA objectives relating to climate change and air quality.</p>						

The second option seeks to improve the pedestrian link and make it easier for people to navigate between the town centre and railway station. This has the potential for a positive effect on a number of SA objectives, which includes communities, health, the economy and accessibility. As for the first option this one also has the potential encourage people to use the train instead of the private vehicle.

The final option seeks to improve pedestrian links between the station and the public open space to the south-east. This has the potential for a positive effect on SA objectives relating to communities, health and accessibility.

Transport Options

SA Objective	Parking and travel demand management			
	<p>Option: Manage parking more strictly in Rochford by prioritising parking in the town centre in the following hierarchy: for elderly and disabled, for loading and servicing, taxi access, and for short term parking needs associated with retail premises. On street commuter parking would be actively discouraged in the town centre and soft measures such as providing information on other travel options and through education campaigns/travel plans, can also support hard measures in changing peoples travel behaviour.</p>		<p>Option: Given the importance of encouraging commuter trips to be taken by rail, it is further proposed that the park and ride facility at the train station be increased in size to allow for additional parking spaces in the future.</p>	
<p>1. Balanced Communities</p>	<p>Prioritising parking for the elderly and disabled has the potential for a short-term positive effect on sections of the community who are less mobile. There is only a small proportion of on street commuter parking available in the town centre and this is predominantly along Weir Pond Road. Discouraging this could have a minor positive effect on pedestrian movement.</p>	+	<p>People who travel by rail would also be able to utilise the park and ride service, which could be directed through the town centre, therefore enhancing access.</p>	+
<p>2. Healthy & Safe Communities</p>	<p>Potential for a short-term positive effect by improving access for the elderly and disabled to the town centre.</p>	+	<p>No significant effect identified.</p>	0
<p>3. Housing</p>	<p>No significant effect identified.</p>	0	<p>No significant effect identified.</p>	0
<p>4. Economy & Employment</p>	<p>Discouraging on street commuter parking could open up more space for short term parking for retail premises, which has the potential for a short-term positive effect on local businesses. Improved parking for loading/servicing also has the potential for a positive effect.</p>	+	<p>Potential for a short-term positive effect on businesses through improved access to the town centre from the station. This option could also help to reduce on street commuter parking along Weir Pond Road opening up more space for short term parking for retail premises.</p>	+
<p>5. Accessibility</p>	<p>Prioritising parking for the disabled/ elderly has a potential for a short-term positive effect on this SA objective. Discouraging on street commuter parking</p>	+	<p>Option could improve access to the town centre from the station through an improved park and ride service. Could also help to reduce on street commuter parking</p>	+

	would allow more space for short term parking for retail premises. This could help to reduce queuing traffic at Market Square and improve accessibility. Potential for a positive effect. Option could also encourage commuter parking in the car parks at Back Lane and the rail station.		along North Street opening up more space for short term parking for retail premises. Potential for a short-term positive effect.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	No significant effect identified.	0
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0
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	No significant effect identified.	0	No significant effect identified.	0
Summary:				
<p>Both options were assessed as having the potential for a short-term positive effect on communities, the economy and accessibility. One option seeks to prioritise parking in the town centre for the disabled/elderly, which has the potential to benefit members of the community who are less mobile and improve their access to the town centre. This option also seeks to discourage on street commuter parking, which could open up more space for short-term parking for retail premises and help to reduce queuing traffic in the Market Square.</p> <p>The other option seeks to increase the park and ride facility at the train station to allow for more parking spaces. It is assumed that this option would not only increase the number of parking spaces but would also improve the park and ride bus service, which could be diverted through the town centre and improve access. Not only would this option improve access to the town centre but it would also help to reduce on street commuter parking along Weir Pond Road by encouraging commuter parking at the station, which would also open up more space for short</p>				

term parking for retail premises.

SA Objective	North and South Streets							
	<p>Option: In the short-term potential exists for small scale improvements to be progressed, aimed at slowing vehicle speeds and improving pedestrian crossings. This would include changing the layout of kerbs and public realm materials to this effect. This could also include an additional pedestrian crossing on North Street.</p>		<p>Option: In the longer term potential exists for South and North Street to form a continuous two-way link through the town connecting into Bradley Way which would slow vehicle speeds, improve the legibility of the town centre and create a more accessible town centre making distances between destinations shorter. The increased storefront exposure afforded by two-way directional flow would also make retail and commercial activities more viable at the street level.</p>		<p>Option: In the long-term, and in conjunction with redevelopment of Site A if such an option were to be pursued, the existing one-way section of North Street could be made two-way and kerb extensions could take place at East Street junction and the Weir Pond Road and North Street junction in order to improve pedestrian movement in these areas. Also the junction could be controlled by lights or other means to make it safe for vehicles accessing the town from the east. In addition parking could be removed from the eastern side of North Street from Old Ship Lane to Weir Pond Road in favour of parking on the western side.</p>		<p>Option: Adoption of Roche Close off North Street, allowing parking restrictions to be implemented and resolving issues with parking on-street interfering with flow of vehicular movements.</p>	
1. Balanced Communities	Potential for short-term positive effects on communities as this option will seek small scale improvements to reduce vehicle speeds and improve pedestrian crossings.	+	Option could potentially reduce traffic speeds along North Street by converting the one-way system into a two-way link with long-term positive effects for communities.	?	This option seeks the conversion of the existing one-way section of North Street to two-way, including improvements to the pedestrian environment (kerb extensions) at junctions (East Street,	?	No significant effect identified.	0

			However, it would also result in double the amount of traffic travelling along a section of North Street with the potential for a long-term negative effect on communities if not implemented in conjunction with improvements to pedestrian crossings.		Weir Pond Road and North Street) and the provision of a controlled junction for vehicles accessing the town centre from the east. Potential for long-term positive effects through improvements to pedestrian movement; however, also the potential for long-term negative effects as traffic would double along a section North Street.			
2. Healthy & Safe Communities	Reduced vehicle speeds and improved pedestrian crossings have the potential for a positive effect on health and safety.	+	Potential for both long-term positive and negative effects as this option could reduce vehicle speeds but also double the amount of traffic along a section of North Street.	?	Potential for long-term positive effects on health and safety through improvements to pedestrian movement; however, also the potential for long-term negative effects as traffic would double along a section of North Street.	?	No significant effect identified.	0
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	Improved pedestrian movement through the town centre has the potential for short-term positive effect on businesses.	+	Potential for a long-term positive effect on the economy as two-way directional flow along the one-way section of North Street would increase	+	Potential for a long-term positive effect on businesses along North Street as two-way directional flow would increase storefront exposure. This option	+	No significant effect identified.	0

			storefront exposure and improve accessibility to the town centre.		also has the potential to improve pedestrian movement through the town centre as long it is implemented in conjunction with improvements to pedestrian crossings.			
5. Accessibility	Option has the potential to improve pedestrian movement through the town centre with a short-term positive effect on this SA objective.	+	Potential to improve accessibility and shorten journey times into and through the town centre. Long-term positive effect on accessibility. However, doubling traffic along a section of North Street as well as the loss of on-street parking could have a negative effect on accessibility, depending on other the implementation of other options.	+	Potential to improve accessibility in the town centre. However, doubling traffic along a section of North Street could have a negative effect on pedestrian movement, depending on the implementation of other options.	+	Short-term positive effect on accessibility as the option could reduce congestion caused by on-street parking.	+
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	Doubling the level of traffic along a section of North Street could potentially have a negative effect on the Listed Buildings that are present.	?	Doubling the level of traffic along a section of North Street could potentially have a long-term negative effect on the Listed Buildings that are present. Traffic lights could potentially have a negative effect	?	No significant effect identified.	0

					on the Conservation Area			
8. Landscape & Townscape	No significant effect identified.	0	Doubling the level of traffic along a section of North Street could potentially have a negative effect on the townscape. However, given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	Doubling the level of traffic along a section of North Street could potentially have a long-term negative effect on the townscape. However, given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	No significant effect identified.	0
9. Climate Change & Energy	No significant effect identified.	0	Option has the potential to double the level of traffic along a section of North Street therefore increasing greenhouse gas emissions, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	Option has the potential to double the level of traffic along a section of North Street therefore increasing greenhouse gas emissions, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.	?	No significant effect identified.	0
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

<p>12. Air Quality</p>	<p>No significant effect identified.</p>	<p>0</p>	<p>Option has the potential to double the level of traffic along North and South Street therefore increasing atmospheric pollution, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.</p>	<p>?</p>	<p>Option has the potential to double the level of traffic along North Street therefore increasing atmospheric pollution, potential for a long-term negative effect on this SA objective. Given that South Street and part of North Street already allow two-way traffic, this is unlikely to be significant.</p>	<p>?</p>	<p>No significant effect identified.</p>	<p>0</p>
<p>13. Sustainable Design & Construction</p>	<p>Improved pedestrian crossings have the potential for a short-term positive effect on this SA objective.</p>	<p>+</p>	<p>Doubling the level of traffic travelling along a section of North Street could have a long-term negative effect on this SA objective, unless implemented in conjunction with improvements pedestrian crossings.</p>	<p>?</p>	<p>Doubling the level of traffic travelling along a section of North Street could have a long-term negative effect on this SA objective, unless implemented in conjunction with improvements pedestrian crossings. Option also has the potential for a long-term positive effect through kerb extensions.</p>	<p>+</p>	<p>No significant effect identified.</p>	<p>0</p>

Summary:

The options propose significantly different choices and levels of intervention to address traffic flow along North and South Street. One of the options proposes the adoption of Roche Close off North Street, to allow parking restrictions to be implemented to try and resolve issues with parking on-street interfering with flow of vehicular movements. It was considered that this is unlikely to have significant effect against the majority of SA objectives. There is the potential short-term positive effect on accessibility as the option could reduce congestion along North

Street. Another option proposes short-term small scale improvements to reduce vehicle speeds and improve pedestrian crossings along North and South Street. This has the potential for a short-term positive effect on SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design.

Two of the options propose the potential for converting a section of North Street from one-way to two-way traffic. There are potential benefits of converting to two-way traffic flow (with oncoming traffic) as it could help to reduce the speed of vehicles and increase storefront exposure with long-term positive effects on health and safety and the economy. It could also have long-term positive effects on accessibility by shortening journey times into and through the town centre. However, converting a section of North Street to two-way traffic will double the amount of traffic present, which has the potential for negative effects on pedestrian safety and the Listed Buildings present. One of the options is likely to have greater benefits as it proposes kerb extensions and a signalled junction which could have positive effects for the safety of pedestrians.

SA Objective	Weir Pond Road					
	Option: Enhancements to footpaths and additional pedestrian crossings, creating better links to town centre.		Option: On-street parking restrictions to allow for better traffic flow through one way system.		Option: Removal of traffic island at the junction of Weir Pond Road and East Street, allowing buses better access through town centre. Potential to incorporate street scene improvements, enhancing appearance of town in prominent location.	
1. Balanced Communities	Enhancements to footpaths and additional pedestrian crossing will have a short-term positive effect on communities.	+	No significant effect identified.	0	Improving access for bus services to the town centre has the potential for a short-term positive effect on communities. However, there is also the potential for a negative effect as removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street.	?
2. Healthy & Safe Communities	Potential for a short-term positive effect on health and safety through enhanced footpaths and additional pedestrian crossings.	+	No significant effect identified.	0	Removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street, have a negative effect on health and safety. This will be dependent on the progression and implementation of other options.	?
3. Housing	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	Short-term positive effect through improved pedestrian links to the town centre.	+	Improved traffic flow has the potential for a short-term positive effect on the economy.	+	Improved access for bus services to the town centre will have a positive effect on the economy.	+
5. Accessibility	Potential for a short-term positive effect through improved pedestrian links to the town	+	Improved traffic flow has the potential for a short-term positive effect on transport. Also the	+	Improving access for bus services to the town centre has the potential for a short-term positive	?

	centre.		potential for a negative effect through the loss of car parking.	?	effect on this SA objective. However, there is also the potential for a negative effect as removing the traffic island could reduce accessibility for pedestrians.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	No significant effect identified.	0	No significant effect identified.	0
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0	Potential for a positive effect on the townscape through street scene improvements as it is a prominent location.	+
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	Short-term positive effect on this SA objective through enhancements to footpaths and additional pedestrian crossing.	+	No significant effect identified.	0	No significant effect identified.	0
Summary:						
<p>One of the options proposes enhancements to footpaths and additional pedestrian crossings which has the potential to create better links to town centre. This has the potential for short-term positive effects for SA objectives relating to communities, health and safety, the economy, accessibility and sustainable design. Another option proposes on-street parking restrictions to allow for better traffic flow through one way system. This is unlikely to have a significant effect against the majority of SA objectives but does have the potential for short-term positive effects on the economy and accessibility.</p> <p>The final option proposes the removal of the traffic island at the junction of Weir Pond Road and East Street as well as street scene improvements. The removal of the traffic island could improve access for bus services to the town centre with the potential for a short-term</p>						

positive effect on communities, the economy and accessibility. However, there is also the potential for a negative effect as removing the traffic island could make it difficult for pedestrians to cross at the junction of Weir Pond Road and East Street. Unlike the other options this option also has the potential for a positive effect on the townscape through street scene improvements, given the junctions prominent location.

SA Objective	Bradley Way			
	<p>Option: The street could be redesigned so as to balance movement with various place functions. On-street parking bays should be provided on both sides of the street in a manner that ensures that traffic still moves efficiently. These spaces would allow for people to stop off at the park to take rest and respite as part of journeys through Rochford. This would greatly improve opportunities for people to use the park rather than drive by it, and improve levels of passive surveillance. This option would also allow for possible retail usage along Bradley way.</p>		<p>Option: The junction with West Street could be signalised. Whilst this may have implications on vehicular journey times through this route, it is deemed to be the most effective manner by which pedestrian movements can be safely provided for from the Market Square through to the rail station – a critical route required to support the successful regeneration of the town centre.</p>	
<p>1. Balanced Communities</p>	<p>Providing on-street parking bays has the potential to improve access to the park for the elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative effect on pedestrian movement. Additional retail along Bradley Way could give communities more choice.</p>	<p>?</p>	<p>Potential for a positive effect on pedestrian movement between the station and the town centre. However, it could also lead to slightly increased vehicular journey times.</p>	<p>+</p>
<p>2. Healthy & Safe Communities</p>	<p>Potential to improve access to the park for elderly/disabled members of the community who cannot walk. However, as identified against SA objective 1, option could also lead to the loss of some of the width of the footpath to accommodate parking bays which could affect pedestrian movement.</p>	<p>?</p>	<p>A signalled crossing at the junction of West Street and Bradley Way could have a long-term positive effect on the safety of pedestrians.</p>	<p>+</p>
<p>3. Housing</p>	<p>No significant effect identified.</p>	<p>0</p>	<p>No significant effect identified.</p>	<p>0</p>
<p>4. Economy & Employment</p>	<p>Option could allow for possible retail usage along Bradley Way, however this is uncertain.</p>	<p>?</p>	<p>Potential for a positive effect through improved pedestrian access to the town centre. The option could increase vehicular journey times and potentially affect other junctions but this is unlikely to be significant.</p>	<p>+</p>
<p>5. Accessibility</p>	<p>Potential to improve access to the park for</p>	<p>?</p>	<p>Option will improve pedestrian access between the</p>	<p>+</p>

	elderly/disabled members of the community who cannot walk. However, as identified against SA objective 1, option could also lead to the loss of some of the width of the footpath to accommodate parking bays which could affect pedestrian movement. Potential for the parking bays to create congestion if not planned carefully.		station and town centre. Potential for a positive effect. It also has the potential to increase vehicular journey times but this is unlikely to be significant.	
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	No significant effect identified.	0	Traffic lights could potentially have a negative effect on the Conservation Area.	?
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0
9. Climate Change & Energy	Potential for the parking bays to create congestion if not planned carefully.	?	Potential to result in queuing traffic at the signals if not planned carefully.	?
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	Potential for the parking bays to create congestion if not planned carefully.	?	Potential to result in queuing traffic at the signals if not planned carefully.	?
13. Sustainable Design & Construction	No significant effect identified.	0	No significant effect identified.	0
Summary:				
<p>One option proposes the provision of on-street parking bays along Bradley Way, which has the potential to improve access to the park for elderly and disabled members of the community who cannot walk. However, the parking bays, depending on how they are implemented, could also lead to the loss of some of the width of the footpath therefore having a negative effect on pedestrian movement. There is also the potential for the parking bays to create congestion along Bradley Way if not planned carefully. The option would allow for possible retail usage along Bradley Way as well as other areas, however this is uncertain. The potential effect of this option on SA objectives is uncertain.</p> <p>The other option seeks to provide a signalled crossing at the junction of West Street and Bradley Way. This has the potential for a positive effect on SA objectives relating to communities, health and safety, the economy and accessibility as it will improve pedestrian movement between</p>				

the station and the town centre. The option has the potential to increase vehicular journey times but this is unlikely to be significant. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in queuing traffic. Uncertainty was also identified against cultural heritage as traffic lights could potentially have negative effects on the Conservation Area.

The preferred option for Bradley Way should also seek to improve walking and cycling links between the park and the town centre.

SA Objective	West Street			
	<p>Option: Footways could be widened on both sides, narrowing the carriageway but retaining bus and traffic movements. The carriageways could be paved in materials that are similar although differentiated from footways. Carriageways and footways would be differentiated via a nominal kerb to assist the visually impaired, and also deflecting vehicles from footways. In combination these measures would ensure that any vehicle using West Street does so in a manner that respects the needs of pedestrians, including the elderly and disabled, and protects the historic buildings along it.</p>		<p>Option: Signalised junction with Hall Road, replacing current roundabout. This option would have to be carefully examined by Essex County Council Highways Department to determine the impacts on traffic flow at this important junction between West Street, Hall Road and Ashingdon Road.</p>	
1. Balanced Communities	Option has the potential to help reduce the speed of vehicles and improve the pedestrian environment.	+	Potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square.	+
2. Healthy & Safe Communities	Potential for a positive effect on the health and safety of pedestrians.	+	A signalled crossing at the junction could have a long-term positive effect on the safety of pedestrians.	+
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	No significant effect identified.	0	No significant effect identified.	0
5. Accessibility	Option has the potential to enhance pedestrian access to the town centre with a positive effect on this SA objective.	+	Option is unlikely to significantly improve pedestrian access to the town centre. There is the potential for negative effects as a result of increased journey times and congestion at the traffic lights.	?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural Heritage	Having a more defined carriageway and footways will help to reduce vehicle speeds with indirect positive effects on the Listed Buildings along West Street.	+	Traffic lights could potentially have a negative effect on the Conservation Area	?
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0

9. Climate Change & Energy	No significant effect identified.	0	Potential to result in queuing traffic at the signals if not planned carefully.	?
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	Potential to result in queuing traffic at the signals if not planned carefully.	?
13. Sustainable Design & Construction	Potential for a positive effect against this SA objective through improving the pedestrian environment.	+	No significant effect identified.	0
Summary:				
<p>One option seeks to better define the boundary between the carriageway and pedestrian environment as well as extend footpaths along West Street. This could help to reduce vehicle speeds and has the potential for a positive effect against SA objectives relating to communities, health and safety and accessibility. There is also the potential for a positive effect on the listed Buildings along West Street.</p> <p>The other option seeks the provision of a signalised junction with Hall Road, replacing the current roundabout. This has the potential to improve pedestrian crossing at this location but unlikely to improve pedestrian access/movement further along West Street near the Market Square. The assessment identified uncertainty against climate change and air quality SA objectives as a signalled junction could result in increased journey times and queuing traffic. Uncertainty was identified against cultural heritage as traffic lights could have potentially have negative effects on the Conservation Area.</p>				

SA Objective	West Street - bus routing and facilities			
			Option: Reroute bus service to avoid Market Square.	
	Option: Stop facilities should be improved to include a map of Rochford with stops and services noted on it, to provide users with information required to plan their journeys. In addition real time bus information should also be provided at the Rochford train station to facilitate improved interchange between these modes.			
1. Balanced Communities	The provision of maps at stop facilities, which will include information on stops and services, and real time bus information at the train station, will have a positive effect for community, particularly visitors who may not know the area.	+	Rerouting the bus service to avoid the Market Square has the potential for a positive effect on pedestrian movement. However, it also has the potential for a negative effect on the accessibility of the Market Square. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	+
				?
2. Healthy & Safe Communities	No significant effect identified.	0	Option could potentially have a positive effect on the health and safety of pedestrians along West Street.	+
3. Housing	No significant effect identified.	0	No significant effect identified.	0
4. Economy & Employment	No significant effect identified.	0	Option has the potential for both positive and negative effects on this SA objective. Rerouting buses could improve the character and quality of West Street, including the Market Square but it could also reduce accessibility. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	+
				?
5. Accessibility	Option has the potential for a short-term positive effect on this objective through the provision of maps at stop facilities, which will include information on stops and services, and real time bus information at the train station.	+	Rerouting the bus service to avoid the Market Square would have a negative effect on this SA objective. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly.	?
6. Biodiversity	No significant effect identified.	0	No significant effect identified.	0
7. Cultural	No significant effect identified.	0	Potential for a positive effect on the Listed Buildings	+

Heritage			along West Street.	
8. Landscape & Townscape	No significant effect identified.	0	No significant effect identified.	0
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	No significant effect identified.	0	No significant effect identified.	0
Summary:				
<p>The first option seeks to improve bus stop facilities by providing maps with stop and service information as well as real time bus information at the train station. This will allow people to plan their journey and navigate their way more easily around the town centre. This has the potential for a short-term positive effect on communities and accessibility.</p> <p>The second option proposes rerouting bus services to avoid the Market Square. This has the potential to improve pedestrian movement as well as the character of the Market Square but could reduce the accessibility of the town centre. The assessment identified the potential for positive and uncertain effects against SA objectives relating to communities and the economy. It is assumed that the bus stops will remain at both ends of West Street and therefore access to the Market Square will not be reduced significantly. Option also has the potential for a positive effect on Listed Buildings along West Street.</p>				

Appendix V: SA of Rochford AAP Vision and Objectives

Key:

No Impact	N
Very Compatible	VC
Compatible	C
Uncertain	U
Incompatible	I
Very Incompatible	VI

Rochford AAP Vision

Rochford will develop its existing strengths as a small and attractive historic market town serving the needs of its local population and visitors. By 2026, the town centre offer will be more mixed, and will include a greater diversity of town centre uses, such as restaurants, cafés, and bars, leisure uses and community facilities, whilst retaining its existing office stock. Environmental enhancements and new development will improve key spaces, build on the town's historic character and make better use of unused or unattractive sites. Improvements to existing routes and the addition of new links will make the town more permeable and make travel by all modes of transport easier.

SA Objectives		Compatibility Analysis
1	To ensure the delivery of high quality sustainable communities where people want to live and work	VC
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	C
3	To provide everybody with the opportunity to live in a decent home	U
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	VC

SA Objectives		Compatibility Analysis
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	VC
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	C
7	To maintain and enhance the cultural heritage and assets of the District	VC
8	To maintain and enhance the quality of landscapes and townscapes	C
9	To reduce contributions to climate change	U
10	To improve water quality and reduce the risk of flooding	N
11	To maintain and improve the quality of the District's land and soil	C
12	To improve air quality	U
13	To promote sustainable design and construction	U

Summary:

The vision is compatible with the majority of the SA Objectives, particularly those relating to high quality sustainable communities, the economy and accessibility. It was also found to be compatible with health and well-being, landscape and townscape through encouraging diversity leading to a greater number and range of services to support local communities and through encouraging the improvements to be made to make the area more attractive and more accessible. The uncertainties identified within the compatibility analysis relate to overarching nature of the vision, which cannot be expected to cover all aspects of sustainability in detail.

SA Objectives		AAP Objectives				
		1) Provide a diverse range of uses, activities and facilities for local people	2) Enhance the historic core	3) Improve accessibility for all	4) Protect local employment	5) Promote the redevelopment of unused, underused, infill or unattractive sites
1	To ensure the delivery of high quality sustainable communities where people want to live and work	VC	N	VC	VC	VC
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	C	N	C	U	C
3	To provide everybody with the opportunity to live in a decent home	N	N	N	N	U
4	To achieve sustainable levels of economic growth/prosperity and promote town centre	VC	U	C	VC	C

		AAP Objectives				
SA Objectives		1) Provide a diverse range of uses, activities and facilities for local people	2) Enhance the historic core	3) Improve accessibility for all	4) Protect local employment	5) Promote the redevelopment of unused, underused, infill or unattractive sites
	vitality/viability					
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	N	N	VC	C	C
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	U	N	N	N	U
7	To maintain and enhance the cultural heritage and assets of	U	VC	C	N	U

		AAP Objectives				
SA Objectives		1) Provide a diverse range of uses, activities and facilities for local people	2) Enhance the historic core	3) Improve accessibility for all	4) Protect local employment	5) Promote the redevelopment of unused, underused, infill or unattractive sites
	the District					
8	To maintain and enhance the quality of landscapes and townscapes	C	C	U	U	VC
9	To reduce contributions to climate change	U	N	U	C	U
10	To improve water quality and reduce the risk of flooding	U	N	N	N	U
11	To maintain and improve the quality of the District's land and soil	U	N	N	N	VC
12	To improve air quality	U	N	U	N	U
13	To promote sustainable design and construction	U	U	U	U	U

Summary:

The AAP objectives which seek to support the vision are compatible with the majority of SA objectives. Uncertainty exists with SA Objective 3 (Housing) as it is not known whether the redevelopment of unused, underused, infill or unattractive sites will lead to an increase/ decrease in housing or whether existing housing will be upgraded. In addition, the uncertainties that exist with regard to the other SA Objectives can be mitigated with higher level policies in the Rochford District Council Core Strategy. For example, Policy ENV10 - BREEAM and Policy ENV9 - Code for Sustainable Homes would support the AAP Objectives to ensure compatibility with the SA Objective 13 (Sustainable Design & Construction).

Appendix VI: SA of Rochford AAP Policies

Appraisal key

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

Policy 1 - Rochford Area Action Plan Framework

Development will respect and, where possible, enhance Rochford's existing local character and strengthen its role serving the retail needs of the local population. This will be managed through a more compact defined town centre, a strengthened primary retail frontage centred on Market Square, an extended secondary shopping frontage and the designated Locks Hill employment site. Public realm enhancements and improved connections will be supported in the centre and at key gateways to the town.

All new development within the Rochford AAP area should contribute towards the delivery of the spatial framework as shown in Figure 6. The key elements of this framework are:

1. The focus of retail uses in the centre, with the highest concentration of A1 uses in the Market Square area.
2. The creation of a more vibrant and attractive Market Square, with public realm improvements and the encouragement of additional restaurant and café uses.
3. The protection of office-based employment uses in the Locks Hill area.
4. Opportunities for new mixed-use development as sites become available.
5. New and enhanced routes and key junctions within the AAP area and linking the centre with the rail station and the surrounding area.
6. New and improved public realm and environmental improvements throughout the centre.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Potential for major long term positive effects for the Rochford community by regenerating the area and improving the public realm (the market square in particular) to: encourage diversity and choice of services and facilities; improve access to existing and new services and facilities; and help create a sense of place.	++	Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.	
2. Healthy & Safe Communities	Improvements made to the public realm, the protection of jobs and potential for new housing and job	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 	

	opportunities will have positive indirect effects on health and well-being in the long term.		<ul style="list-style-type: none"> (Cycling and Walking). Rochford District Council Core Strategy Policy CLT5 (Open Space). 	
3. Housing	There will be opportunities to provide housing as part of new mixed-use development but only as sites become available.	+		
4. Economy & Employment	The policy will have significant long term positive effects on economy and employment through the regeneration of the Town Centre. Improvements to the public realm will also make the town centre a more attractive and enjoyable place for people to shop, visit and live.	++	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy will have a long-term positive effect on this SA objective through improved accessibility to housing, employment, retail, leisure facilities and services. This could help to reduce the number of trips generated and encourage walking, particularly through the provision of new public spaces and improved pedestrian links to the station, walkways and crossings.	++	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. Rochford District Council Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development. There policy seeks environmental improvements throughout the centre.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	The regeneration of the AAP area has the potential for long term positive effect on heritage. The policy requires development to respect and, where possible, enhance Rochford's existing local character. Any development could have the potential to affect the conservation area and the listed buildings within the area, negatively during construction as a result of the movement of heavy	+ ?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. 	

	<p>vehicles or positively through improvements to the public realm and frontages. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>		<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
<p>8. Landscape & Townscape</p>	<p>The regeneration of the AAP area, including the creation of a more vibrant and attractive Market Square, with public realm and environmental improvements has the potential for long term positive effects on the local character and townscape.</p>	<p>+</p>		
<p>9. Climate Change & Energy</p>	<p>The provision of housing, employment and retail opportunities within the AAP area, alongside improved routes has the potential to reduce the number of vehicle trips generated. This could result in small reductions in vehicular travel and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 	

			<p>2008 - 2013.</p> <ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	<p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments.</p> <p>The River Roach and a small tributary pose a small risk of flooding but the majority of the AAP is located in Flood Zone 1. Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the risk of flooding although mitigation is provided by Core Strategy Policy ENV3 - Flood Risk and Policy ENV4 - Sustainable Drainage Systems (SUDS).</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the regeneration of brownfield land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The provision of housing, employment and retail opportunities within the AAP area, alongside improved connectivity has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) 	

	<p>localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.</p>		<p>Policy DM29 - Air Quality.</p>	
<p>13. Sustainable Design & Construction</p>	<p>The policy requires that development will respect and, where possible, enhance Rochford's existing local character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long-term positive effects against this SA objective.</p>	<p style="text-align: center;">+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy requires development to be in accordance with the spatial development framework, which aims to improve accessibility and to respect, and where possible, enhance the character of the area and improve the public realm. All of these aims are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted effect is one that is positive for sustainability in the long term. The policy has the potential for positive long term effects on communities, the economy, accessibility and landscape/townscape. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p>				

Policy 2 - Rochford's Primary Shopping Frontage			
<p>Within Rochford's Primary Shopping Frontage, as defined on the Rochford AAP Proposals Map, proposals for A1 retail uses will be acceptable. Proposals for A3 and A4 uses will also be considered acceptable where they would maintain A1 retail uses at 65% of defined primary shopping frontage. New A5 uses are not considered appropriate in the primary shopping frontage. Development for non-A1 uses will be permitted where it would:</p> <ol style="list-style-type: none"> 1. Not have a detrimental impact on, or undermine, the vitality and viability of Rochford town centre. 2. Not create a cluster of similar uses within a locality that undermines the character of the centre. 3. Positively contribute to the overall offer and encourage people into the centre. 			
SA Objective	Assessment of Effects	Evidence and Reference (where available)	Proposed and Potential Mitigation
Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Development adhering to this policy has the potential for major long term positive effects for the Rochford community by encouraging diversity and choice of shops and services to meet the needs of the community and encourage them to use their local centre rather than travel elsewhere.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.
2. Healthy & Safe Communities	When permitting A3 and A4 uses, consideration must be given to the effects of noise, smoke and odour on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential will be more sensitive than office uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space).
3. Housing	No significant effects identified.	0	<ul style="list-style-type: none"> •

4. Economy & Employment	The policy has the potential for major long term positive effects on economy and employment through encouraging diversity of employment (a mix of skills) and choice to meet the needs of consumers (local and visitors) whilst protecting the function of the town centre. This will encourage consumers to shop in the town centre and boost the local economy.	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy could lead to minor long term positive effects as the enhanced town centre may reduce the need for people to travel outside the AAP area to shop.	+	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	No significant effects identified.	0	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent of the implementation of the proposed development. Any development could have the potential to affect the conservation area and the listed buildings especially if a change of use will involve a listed building. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> • English Heritage: The National Heritage List for England. • Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council 	

			<ul style="list-style-type: none"> Local List SPD. Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	The policy has the potential to reinforce and enhance Rochford Town Centre's function and in doing so will help give a better sense of place leading to positive effects in the long term.	+		
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel and therefore greenhouse gas emissions. This could have minor positive effects on climate change.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. Rochford District Council Development Management DPD (Submission Document). Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	No significant effects identified.	0	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policies ENV9 (Code for 	

			<p>Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the assumed re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy has the potential to decrease the number of trips generated and therefore reduce vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. In addition, when permitting A3 and A4 uses, consideration must be given to the impact on odour and smoke on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. It is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable	The policy requires that new development respects and,	+	<ul style="list-style-type: none"> • Rochford District Council 	

<p>Design & Construction</p>	<p>where possible, enhances Rochford's existing local character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.</p>		<p>Core Strategy DPD Policy CP1 - Design.</p> <ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	
<p>Summary:</p> <p>This policy not only seeks to protect Rochford's primary shopping area but also provides opportunities for a more diverse range and choice of uses to improve the vitality and viability of the Town Centre. The policy has the potential for a long term positive effect for communities and the economy. Uncertain effects were identified for air quality and health with regard to encouraging A3 and A4 uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level. The policy does not support the development of new A5 uses in the primary shopping frontage.</p>				

Policy 3 - Rochford's Secondary Shopping Frontage			
<p>Within Rochford's Secondary Shopping Frontages, as defined on the Rochford AAP Proposals Map, new development for Class A and D uses and other uses considered appropriate in town centres will be acceptable. Development involving the loss of town centre uses will be permitted where it would:</p> <ol style="list-style-type: none"> 1. Not have a detrimental impact on, or undermine, the vitality, viability and retail character of Rochford's Primary Shopping Frontage. 2. Not create a cluster of similar uses within a locality that undermines the character of the centre. 3. Positively contribute to the overall offer and encourage people into the centre. 			
SA Objective	Assessment of Effects	Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)		
1. Balanced Communities	Development adhering to this policy will lead to major long term positive effects for the Rochford community by encouraging diversity and choice of shops and services to meet the needs of the community and encourage them to use their local centre rather than travel greater distances. Including A and D uses will further increase diversity and choice.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.
2. Healthy & Safe Communities	When permitting A3, A4, A5 and D uses, consideration must be given to the effects of noise, smoke and odour on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space).
3. Housing	No significant effects identified.	0	
4. Economy & Employment	The policy has the potential for major long term positive effects on economy and employment through	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study

	supporting diversity of employment (a mix of skills) and choice to meet the needs of consumers whilst protecting the function of the town centre. This will encourage consumers (local and visitors) to spend in the town centre which will boost the local economy.		(2008).	
5. Accessibility	The policy could lead to minor long term positive effects as the enhanced town centre may reduce the need for people to travel outside the AAP area to shop.	+	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	No significant effects identified.	0	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent on the implementation of the proposed development. Any development could have the potential to affect the conservation area and the listed buildings especially if a change of use will involve a listed building. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> • English Heritage: The National Heritage List for England. • Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. 	

			<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	The policy has the potential to reinforce and enhance Rochford town centre's function and in doing so will help give a better sense of place leading to positive effect in the long term.	+		
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel and therefore greenhouse gas emissions. This could have minor positive effects on climate change.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	No significant effects identified.	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and 	

			<p>ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the assumed re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy has the potential to lead to a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans. In addition, when permitting A3, A4 and A5 uses, consideration must be given to the impact on odour and smoke on adjoining uses. The nature of effects will depend on the type of use adjacent, for example, residential establishments will be more sensitive than office uses. It is assumed that this can be mitigated at the project level.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires that development will respect and, where possible, enhance Rochford's existing local character. In addition there are a number of policies in	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. 	

	<p>the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.</p>		<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	
<p>Summary:</p> <p>The aims of this Policy are similar to those of Policy 2 with the difference being that this Policy focuses on the secondary shopping frontage. Consequently, this policy has broadly similar effects on the SA Framework of objectives as Policy 2, with the predicted overall results for sustainability being positive. As for Policy 2, the effects were uncertain for air quality and health with regard to encouraging A3, A4, A5 and D uses which may lead to increased noise, odour and smoke. The nature of effects depends on the type of use adjacent, for example, residential establishments will be more sensitive than other uses. Mitigation is provided by the National Planning Policy Framework 2012 (paragraph 109) and it is assumed that this can be mitigated at the project level.</p>				

Policy 4 - Locks Hill Employment Site				
<p>The Council will support new B1a (office) employment development within the Locks Hill employment site and protect the area from uses that would undermine its role as an employment generator. Alternative uses will be considered having regard to:</p> <ol style="list-style-type: none"> 1. The number of jobs likely to be generated. 2. The compatibility with and impact on existing B1 (a) uses. 3. The impact on the vitality and viability of Rochford town centre. 4. Wider sustainability issues such as traffic generation considered against travel by sustainable modes. <p>Any new development at the Locks Hill employment site should be of a quality befitting this gateway location, safe and inclusive design which acts as a landmark and responds positively to its local context.</p>				
SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Policy supports new employment development within the Locks Hill site which has the potential for minor long term positive effects for the Rochford community through improving access to employment opportunities.	+	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	Improved access to employment opportunities will have positive indirect effects on the health of the community. In addition, the policy requires that any new development should be safe and involve inclusive design which supports this SA objective.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). 	
3. Housing	No significant effect identified.	0	<ul style="list-style-type: none"> • 	
4. Economy & Employment	The policy will have significant long term positive effects on the economy and employment through providing employment opportunities close to the Town Centre. It is	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	

	also in a gateway location which if designed well will enhance the local area and may make it more attractive to visitors.		<ul style="list-style-type: none"> • Rochford District Council Employment Land Study (2008). 	
5. Accessibility	The policy will have a long term positive effect as increased opportunities for employment within the town centre will reduce the need for people to travel outside of the AAP area for work. Any new development could have the potential to increase traffic and congestion; however, mitigation is provided in the policy wording itself and Development Management DPD (Submission Document) Policy DM31 - Traffic Management.	+	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development.	0	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	Any new development has the potential to affect the conservation area and the listed buildings on and adjacent to the site. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character. Furthermore, new development or redevelopment could have the potential to enhance the historic character if carefully and sympathetically designed. This could lead to minor positive effects in the long-term.	?	<ul style="list-style-type: none"> • English Heritage: The National Heritage List for England. • Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. • Rochford District Council Development 	

			Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas.	
8. Landscape & Townscape	New development or redevelopment could have the potential to enhance the local character of the townscape in the area leading to long term positive effects.	+		
9. Climate Change & Energy	The provision of employment opportunities has the potential to reduce the number of trips generated. This could result in small reductions in vehicular travel and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments.	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy 	

	The site is close to the River Roach and a small tributary which poses a risk of flooding but the site is located in Flood Zone 1. Any development which involves increasing the footprint of impermeable surfaces could increase flood risk although mitigation is provided by Core Strategy Policy ENV3 - Flood Risk and Policy ENV4 - Sustainable Drainage Systems (SUDS).		<p>ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the re-use of previously developed land.	+		
12. Air Quality	The policy has the potential to lead to a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires that any development should be of a quality befitting this gateway location, safe and inclusive design which acts as a landmark and responds positively to its local context. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which will lead to long term positive effects against this SA objective.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html

Summary:

This policy seeks to safeguard an existing employment site, enhance the character and appearance of the 'gateway' location and provide additional employment opportunities. The policy has the potential for major long term positive effects for the economy and minor positive effects for a number of SA objectives through improved access to employment. Uncertain effects were identified for air quality and localised air pollution, however this can be mitigated through other policies in this AAP and other documents, including those in the Core Strategy and through the appropriate mitigation at the project level.

Policy 5 - Rochford's Character Areas

Development will respond positively to Rochford town centre's identified character areas as defined in Figure 9, and the unique roles that each of these play in helping to make Rochford a successful place. Guiding principles for these areas are outlined under Policies 6, 7, 8 and 9. Where these policies contain principles that specify route enhancements or junction improvements, new development should either incorporate or contribute towards these schemes where possible.

Principles important in respect of development in all four of the character areas include:

1. Public realm interventions should where possible be incorporated with proposals for new development, including the replacement of poor quality paving, the removal of street clutter, the improvement of lighting for pedestrian routes, and the planting of appropriate street trees.
2. Enhanced cycle parking facilities should be provided at suitable locations throughout the centre.
3. Bus facilities should be upgraded, with improvements including possible route alterations to enhance the pedestrian experience along West Street, better shelters and increased seating provision.
4. New and improved pedestrian signage, appropriate for a conservation area, should be introduced for key destinations and at tractors, including the rail station, the town centre and Market Square, the Council's offices, the hospital and the Locks Hill employment site.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Potential for significant long term positive effects for the Rochford community by regenerating the area and improving the public realm to increase, in particular, accessibility for all during the night and day as well as improving the quality to make it an area where people will want to work and live.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	Upgrades to public transport will improve accessibility to healthcare within the AAP area and new, improved and enhanced pedestrian and cycling facilities should encourage more people to get out and about and improve their fitness. Improving the quality of the area	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 	

	could help reduce the incidence of crime. This policy has the potential for a long term positive effect.		(Open Space).	
3. Housing	No significant effects identified.	0		
4. Economy & Employment	There could be indirect positive effects on the economy as improvements to the public realm will improve the attractiveness of the area which may encourage more people to visit and work in the area.	+	<ul style="list-style-type: none"> Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy will have a significant long term positive effect on this SA objective through improved accessibility to, from and around the AAP area. Improved signage will aid in increasing the areas legibility and mark out key facilities and attractions which people can visit with ease.	++	<ul style="list-style-type: none"> Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. Rochford District Council Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	Any new development has the potential to affect the conservation area and the listed buildings on and adjacent to the site. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character. Furthermore, new	+	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD 	

	development or redevelopment could have the potential to enhance the historic character if carefully and sympathetically designed. This could lead to minor positive effects in the long term.		<p>(Submission Document) Policy DM7 - Local List.</p> <ul style="list-style-type: none"> • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Submission Document) Policy DM9 - Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	All public realm improvements mentioned have the ability to have long term positive effects on the landscape and townscape of the area as long as the development respects and enhances the character of the area.	+		
9. Climate Change & Energy	Enhanced cycling parking facilities as well as an improved public realm could help to encourage more people to walk and cycle resulting in small reductions in vehicular travel and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 	

			(Public Transport).	
10. Water	<p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments.</p> <p>The River Roach and a small tributary pose a small risk of flooding but the majority of the AAP is located in Flood Zone 1. Any redevelopment which involves increasing the footprint of impermeable surfaces could worsen flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	Increasing accessibility through upgrades to public transport, cycling and pedestrian facilities will result in a reduction in vehicular emissions in the AAP area. This will result in minor positive effects.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	Sustainable design and construction should be a core part of any policy which is absent here but there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity

	<p>which will lead to long term positive effects against this SA objective.</p>		<p>Development Management DPD (Submission Document) Policy DM1 - Design of new developments.</p> <ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the four character areas. Specifically it supports public realm interventions to be incorporated where possible for new development, enhanced cycling facilities, improved bus facilities and new and improved pedestrian signage. All of these principles are consistent with the SA Framework objectives developed for the Rochford AAP, and the predicted overall result is one that is positive for sustainability. The policy has the potential for major long term positive effects on SA objectives relating to communities and accessibility and minor positive effects for a number of other objectives, including health, the economy and landscape/townscape.</p>				

Policy 6 - Character Area A: Central Area (Modest Market Square Improvements)

Development in the central area will support and strengthen the retail function and character of the area.

The Council will support environmental and traffic management improvements to the Market Square area which respond positively to the area's heritage assets, give greater priority for pedestrians and help relieve traffic problems in the town centre. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. Development which provides an active edge of town centre uses around Market Square and along key streets in the area.
 - b. A tight knit and organic urban grain with a varied roof line.
 - c. Buildings typically between two and three storeys in height.
 - d. West Street presenting the public 'front' of buildings with Back Lane providing service access.
2. In accordance with Policy 2, primary shopping frontages should be in predominately retail uses supported by a limited number of restaurants and cafés and public houses/wine bars (A1, A3 and A4). Secondary shopping frontages should be in a mix of retail and other appropriate town centre uses.
3. The redevelopment of the two storey building on the eastern side of Market Square would be supported provided that it is redeveloped in a style and form that contributes positively to the character of the area with A1, 3 or 4 uses addressing Market Square. Upper floors could be occupied by a range of uses including offices and residential.
4. Public realm enhancements should be focused on the creation of an improved Market Square and include the rationalisation and reduction in the number of car parking spaces and the potential relocation of the taxi rank to an appropriately central and accessible location.
5. Pedestrian links within the AAP area, including those to Back Lane car park and Roche Close, and across Rochford, including to the rail station and open space on the opposite side of Bradley Way, should be improved.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Policy has the potential for a significant long term positive effects for the community by regenerating the	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The 	

	central area, which includes the Market Square. This includes improved shopping choice as well as the potential for improved access to housing and employment opportunities. The policy also supports improved pedestrian links throughout the AAP area as well as traffic management improvements to the Market Square, which will make the area more accessible for all members of the community.		Sustainable Community Strategy 2010 - 2015.		
2. Healthy & Safe Communities	<p>Improvements made to the public realm, the protection of jobs and potential for new housing and job opportunities will have positive indirect effects on health in the long term. Reducing the number of car parking spaces and making the area more pedestrian friendly should also help improve safety, with indirect positive effects on health.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.</p>	+	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). 	
3. Housing	The policy supports the development of new residential units as part of the redevelopment of the two storey building on the eastern side of Market Square.	+			
4. Economy & Employment	The policy supports the regeneration of the primary shopping area including new development that would lead to the creation of more job opportunities and greater shopping choice. The policy protects existing retail but also supports the development of a limited number of restaurants, cafés and bars. Improvements to the public realm and traffic management will also make the town centre a more attractive and enjoyable place to shop and visit. Potential for a significant long term positive effect on this SA objective.	++		<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy has the potential for a long term positive effect on this SA objective through improved accessibility to retail uses, housing, employment, leisure facilities and	++		<ul style="list-style-type: none"> • Rochford District Council Development Management DPD 	

	<p>services. This could help to reduce the number of trips generated and encourage the use of sustainable modes of transport, such as walking and cycling, particularly through the provision of new public spaces and improved pedestrian throughout the AAP area. The policy also supports traffic management improvements to the Market Square, which will make the area more accessible for all members of the community.</p>		<p>(Submission Document) Policy DM31 - Traffic Management.</p> <ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	<p>It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.</p>	0	<ul style="list-style-type: none"> • Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	<p>Policy has the potential for a medium to long term positive effect on this SA objective through environmental and traffic management improvements that will respond positively to the area's heritage assets. It also requires a number of other improvements, for example, to the public realm and the redevelopment of a two storey building which is considered to negatively affect the townscape and provides a poor frontage onto West and North Street. These will further enhance the setting of heritage. The policy also seeks to protect the conservation area and enhance particular features of it. Any development could have the potential to affect the conservation area and the listed buildings within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that</p>	+ ?	<ul style="list-style-type: none"> • English Heritage: The National Heritage List for England. • Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. • Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. • Rochford District Council Local List SPD. • Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the 	

	proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.		boundary of, Conservation Areas.	
8. Landscape & Townscape	Policy supports the regeneration of the central area, including the Market Square and also seeks to protect and enhance the character of the area. Potential for a long term positive effect on townscape. It also supports improvements to the public realm and the redevelopment of a two storey building which is considered to negatively affect the townscape and provides a poor frontage onto West and North Street.	+		
9. Climate Change & Energy	<p>The policy supports improved pedestrian links throughout the AAP area as well as traffic management improvements in the Market Square. This along with the potential for improved access to the primary shopping area and greater choice could help to reduce the number of trips by private vehicle. Potential for a long term positive effect.</p> <p>In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of	0	<ul style="list-style-type: none"> • Rochford District Council 	

	proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. There are no known flooding issues in this part of the AAP area.		<p>Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS).</p> <ul style="list-style-type: none"> • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy supports improved pedestrian links throughout the AAP area as well as traffic management improvements in the Market Square. This along with the potential for improved access to the primary shopping area and greater choice could help to reduce the number of trips by private vehicle. Potential for a long term positive effect. However, there is also the potential to concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design &	The policy requires all new development to respond positively to local townscape character. In addition	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy 	The design of any development should seek

<p>Construction</p>	<p>there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.</p>		<p>CP1 - Design.</p> <ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the Central character area, which includes the requirement for development to respond positively to the local townscape character as well as protect and enhance the Rochford Conservation Area. Specific proposals within the policy include the potential redevelopment of a two storey building that provides a poor frontage onto West and North Street as well as traffic management and public realm enhancements to the Market Square. The regeneration of the Central Area, including the Market Square, will help to strengthen the retail function and character of the area as well as improve accessibility, which has the potential for long term positive effects against a number of SA objectives, including health, housing, heritage, landscape, land and soil and in particular communities, the economy and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p> <p>The AAP identifies two options for the potential level of intervention at the Market Square. The first is a modest improvement scheme that would see a widening of pavements, the rationalisation of public parking and the taxi rank, retention of the bus stop, raised tables and junction improvements. The second is a more significant intervention that would see the part-pedestrianisation of the Square whilst retaining capacity for up to 10 parking spaces and the bus stop; however, the taxi rank would need to be relocated.</p> <p>The main benefit of the first option is that it caters better to the less mobile members of the community or for those who are not within walking distance, through the provision of a greater number of parking spaces, which would also include a dedicated disabled parking space. The main benefit of the second option is that it will create an inclusive and large civic space which may encourage more people to visit. It has the potential to provide further benefits to the first option in terms of encouraging people to use the area as a result of improved ease of movement and by reducing intimidation from road vehicles. To improve access for all members of the community it is recommended that the second option should also include a dedicated disabled parking space.</p>				



Policy 7 - Character Area b: Northern/ Eastern Approach

Development in the northern/eastern approach area will help to enhance the approach into Rochford town centre, in particular through redevelopment of underused sites and the creation of new routes from the north into the central area.

The Council will support development in the northern/eastern approach area that would protect and enhance its existing character. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. The mixed housing character of the area, with a predominance of traditional, weather-boarded housing along North Street and Weir Pond Road and more substantial, typically Victorian properties, along the East Street approach.
 - b. Building heights being typically two storeys with some higher density modern housing types.
 - c. A varied building line that adds character and variety to the street but that becomes stronger along the back edge of the pavement as one approaches the town centre.
2. New development will be acceptable on sites as they become available for development where they would lead to the creation of more residential units or community facilities, in particular those catering for young people.
3. Pedestrian links within the AAP area, including those to the central area and Market Square, should be strengthened. If possible, a new pedestrian link from Pollards Close to Roche Close should be created.
4. Improvements at the junction of Weir Pond Road and East Street will be supported.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	The policy supports the development of new residential units and community facilities (particularly those catering for young people). It also seeks to improve connections throughout the area, particularly pedestrian links and supports improvements at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	

	community where people want to live and work.			
2. Healthy & Safe Communities	<p>The potential for new housing and community facilities will have positive indirect effects on health in the long term. If the new community facilities include healthcare services this could lead to major positive effects. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.</p>	+	?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy Policy T6 (Cycling and Walking).
3. Housing	The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.	+		<ul style="list-style-type: none"> • Rochford District Council Core Strategy - Policy H1 (The efficient use of land for housing)
4. Economy & Employment	The policy supports the regeneration of the eastern approach which will contribute to the regeneration of the AAP area. This along with improvements to pedestrian links will have a long term positive effect on the economy.	+		
5. Accessibility	The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing and community facilities. It also seeks to improve links throughout the AAP area, including those to the central area and Market Square and the creation of a new pedestrian link from Pollards Close to Roche Close. The policy also supports improvements at the junction of Weir Pond Road and East Street. Potential for a major long term positive effects on this SA objective.	++		<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy T3 (Public Transport).
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development.	0		

	There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on biodiversity.			
7. Cultural Heritage	<p>Potential for a minor long term positive effect through enhancing the Northeastern/Eastern Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area.</p> <p>Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>	+ ?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	Policy supports the regeneration of the Northeastern/Eastern Approach and also seeks to protect and enhance the character of the area. Potential for a long term positive effect on townscape.	+		
9. Climate Change & Energy	The policy could result in small reductions in vehicular travel and a reduction in congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 	

	<p>renewable and low carbon energy generation.</p> <p>The policy supports new development that has the potential to improve accessibility to housing and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Weir Pond Road and East Street. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.</p>		<ul style="list-style-type: none"> - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	<p>There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. There are no known flooding issues in this part of the AAP area.</p>	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). • Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	<p>Positive long term benefits through the potential re-use of previously developed land.</p>	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	

<p>12. Air Quality</p>	<p>The provision of housing and community facilities within the area, alongside improved connections has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.</p>	<p>?</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. • Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
<p>13. Sustainable Design & Construction</p>	<p>The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.</p>	<p>+</p>	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policy CP1 - Design. • Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	<p>The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html</p>
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the Northeastern/Eastern Approach character area. It shares many of the same principles as Policy 6, but identifies different areas for improvement, such as the junction at Weir Pond Road and East Street and the creation of a new pedestrian link as well as aspects that should be protected, which includes the mixed housing character of the area, building heights and a varied building line. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policy 6, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p>				

Policy 8 - Character Area C: Southern Approach

Development in the southern approach area enhance this important and prominent approach into Rochford town centre and support the existing office uses in the Locks Hill employment site.

The Council will support development in the southern approach area that would protect and enhance its existing character. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. The high quality historic townscape along South Street, characterised by brick built two storey buildings with clay tiled roofs with varied building lines and roof forms which adds interest and character to the street.
 - b. The landscape setting of Bradley Way which benefits from some prominent trees along its route, particularly at its southern end.
2. New development will be acceptable where it would lead to the creation of more residential units or community facilities, in particular those catering for young people, except at the Locks Hill employment site, where only B1a uses will be acceptable, in accordance with Policy 4.
3. The Police Station building and site on South Street represents an important opportunity for reuse or conversion.
4. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the open space on the opposite side of Bradley Way, should be strengthened.
5. Improvements at the junction of Bradley Way, South Street and Southend Road will be supported. This location acts as a gateway to the town from the south but currently lacks definition and, combined with a reworking of the junction, there may be an opportunity for a new landmark development to strengthen this gateway.

Assessment of Effects			
SA Objective	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	Evidence and Reference (where available)	Proposed and Potential Mitigation
1. Balanced Communities	The policy supports the development of new residential units, employment as well as community facilities (particularly those catering for young people). It also	<div style="background-color: #008000; color: white; padding: 2px; display: inline-block; text-align: center;">++</div> <ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community 	

	seeks to improve connections throughout the area, particularly pedestrian links and supports improvement at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a community where people want to live and work.		Strategy 2010 - 2015.	
2. Healthy & Safe Communities	<p>Policy supports the development of residential units and community facilities, which has the potential for a long term indirect positive effect on health. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.</p>	+ ?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). 	
3. Housing	The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy H1 (The efficient use of land for housing) 	
4. Economy & Employment	The policy supports the regeneration of the area including redevelopment of the Police Station and new landmark gateway development that could lead to the creation of more job opportunities. It also supports existing employment at Locks Hill. Potential for a long term positive effect on the economy. If the landmark gateway development were to go ahead the significance of this effect would increase.	+	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). • Rochford District council Employment Land Study (2008). 	
5. Accessibility	The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing, employment and community facilities. It also seeks to improve pedestrian links as well as the junction at Bradley Way, South Street and Southend Road.	++	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council 	

			<p>Core Strategy Policy T6 (Cycling and Walking).</p> <ul style="list-style-type: none"> Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	<p>It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on this SA objective.</p>	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	<p>Potential for a minor long term positive effect through enhancing the Southern Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area and the high quality historic townscape along South Street and the landscape setting of Bradley Way.</p> <p>Any development could have the potential to affect the conservation area and the listed buildings within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>	+ ?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	

8. Landscape & Townscape	Policy supports the regeneration of the Southern Approach and also seeks to protect and enhance the high quality historic townscape along South Street and the landscape setting of Bradley Way. Potential for a long term positive effect on this SA objective.	+		
9. Climate Change & Energy	The policy supports new development that has the potential to improve accessibility to housing, employment and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Bradley Way, South Street and Southend Road. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. This character area includes the River Roach and a small tributary to the west which pose a small risk of flooding. Any redevelopment which involves increasing the footprint of impermeable surfaces could increase the risk of flooding although mitigation is provided by Core Strategy Policies	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, 	

	ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).		<ul style="list-style-type: none"> Scoping Study (2009). Essex Thames Gateway Water Cycle Study - Technical Report (2011). Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The policy supports the development of new residential developments which could help to reduce the need for people to travel. It also supports improved pedestrian links and improved junctions which will help to reduce private vehicle use and reduce traffic. Potential for long term positive effects. However, there is also the potential to concentrate trip destinations within the area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy CP1 - Design. Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. Rochford District Council Core Strategy DPD Policies ENV9 (Code for 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html

			Sustainable Homes) and ENV10 (BREEAM).	
<p>Summary:</p> <p>This policy identifies a number of important principles for any development proposed in the Southern Approach character area. It shares many of the same principles as Policies 6 & 7, but names different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the high quality historic landscape along South Street and the landscape setting of Bradley Way. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6 & 7, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects.</p>				

Policy 9 - Character Area D: Western Approach

Development in the western approach area will help to enhance the approach into Rochford town centre, and in particular links between the central area and the rail station.

The Council will support development in the western approach area that would protect and enhance its existing character. The following principles are important:

1. New development will respond positively to local townscape character and protect and enhance the character of the Rochford conservation area. Key elements include:
 - a. The small scale of the almshouses along West Street as you enter the town from the west.
 - b. The mixed commercial and residential character of the area where both long and recently established businesses sit comfortably adjacent to residential uses.
2. New development in this location is considered particularly appropriate given the opportunities for new development taking advantage of the good quality public transport facilities.
3. New development is acceptable where it would lead to the creation of more residential units, job opportunities or community facilities, in particular those catering for young people.
4. Freight House is an attractive commercial building and should be retained. However, there is considered to be an opportunity to intensify the uses on this site, either through a new building or an extension to the existing building. Housing and/or employment uses would be appropriate, with a particular opportunity to take advantage of the excellent public transport accessibility and the proximity and relationship to the open space to the east.
5. Pedestrian links within the AAP area, including those to the central area and Market Square, and across Rochford, including to the rail station, should be strengthened.
6. Improvements at the junctions of Ashingdon Road, Hall Road and West Street, and West Street and Bradley Way will be supported.

Assessment of Effects			
SA Objective	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	Evidence and Reference (where available)	Proposed and Potential Mitigation

1. Balanced Communities	The policy supports the development of new residential units, employment as well as community facilities (particularly those catering for young people). It also seeks to improve connections throughout the area, particularly pedestrian links and supports improvement at junctions that could help to reduce traffic. Potential for a major long term positive effect on this SA objective by helping to create a community where people want to live and work.	++	<ul style="list-style-type: none"> • Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	<p>Policy supports the development of new residential units, employment and community facilities, which has the potential for long term indirect positive effects on health. The policy also seeks to improve and strengthen pedestrian links within the AAP area, which also has the potential for indirect positive effects on health.</p> <p>There may be some temporary negative impacts in the short term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.</p>	+ ?	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). • Rochford District Council Core Strategy Policy CLT5 (Open Space). • Rochford District Council Core Strategy Policy T6 (Cycling and Walking). 	
3. Housing	The policy supports the development of new residential units. There will be opportunities to provide housing as part of the redevelopment of existing sites as they become available.	+		
4. Economy & Employment	The policy supports the regeneration of the area including new development that would lead to the creation of more job opportunities, which includes the potential for further employment at Freight House. Potential for a long term positive effect on the economy.	+	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy has the potential for major long term positive effects on this SA objective through improved accessibility to housing, employment and community facilities. It also seeks to improve links between the central area and the rail station, in particular pedestrian routes, as well as improve the junctions of Ashington Road, Hall Road and West Street and West Street and	++	<ul style="list-style-type: none"> • Rochford District Council Development Management DPD (Submission Document) Policy DM31 - Traffic Management. • Rochford District Council 	There is an opportunity to strengthen the policy through seeking to improve pedestrian links from this character area to the green open space south west of Bradley way.

	Bradley Way.		<ul style="list-style-type: none"> Core Strategy Policy T6 (Cycling and Walking). Rochford District Council Core Strategy Policy T3 (Public Transport). 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development. There is the potential for the policy to promote the provision of new green public/open spaces as well as landscaping to encourage biodiversity, which could potentially have positive effects on this SA objective.	0	<ul style="list-style-type: none"> Defra (2013) Magic – Statutory Rural Designations - http://magic.defra.gov.uk 	
7. Cultural Heritage	<p>Potential for a minor long term positive effect through enhancing the Western Approach into the Rochford Town Centre, including the public realm, and therefore the setting of the Conservation Area. Policy also seeks to protect and enhance the character of the Rochford Conservation Area and the small scale almshouses along West Street.</p> <p>Any development could have the potential to affect heritage within the area particularly during construction as a result of the movement of heavy vehicles and effects on setting through improvements to the public realm and frontages. These short term effects could be resolved by requiring that a construction management plan is developed or by incorporating phasing at the project level. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.</p>	+ ?	<ul style="list-style-type: none"> English Heritage: The National Heritage List for England. Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. Rochford District Council Development Management DPD (Submission Document) Policy DM7 - Local List. Rochford District Council Local List SPD. Rochford District Council Development Management DPD (Submission Document) Policy DM9 – Development outside, but close to the boundary of, Conservation Areas. 	
8. Landscape & Townscape	Policy supports the regeneration of the Southern Approach and also seeks to protect and enhance the	+		

	character of the area. Potential for a long term positive effect on townscape.			
9. Climate Change & Energy	The policy supports new development that has the potential to improve accessibility to housing, employment and community facilities. It also supports improved pedestrian links within the AAP area as well as improvements at the junction of Ashingdon Road, Hall Road and West Street and West Street and Bradley Way. This could result in small reductions in vehicular travel as well as congestion and therefore greenhouse gas emissions. In addition, Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation.	+	<ul style="list-style-type: none"> • Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. • Rochford District Council Development Management DPD (Submission Document). • Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. • Rochford District Council Core Strategy Policy T3 (Public Transport). 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. The character area includes a small tributary to the west which poses a small risk of flooding. Any development which involves increasing the footprint of impermeable surfaces could increase the risk of flooding although mitigation is provided by Core Strategy Policies ENV3 - Flood Risk and ENV4 - Sustainable Drainage Systems (SUDS).	0	<ul style="list-style-type: none"> • Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM), Policy ENV3 – Flood Risk Policy ENV4 – Sustainable Drainage Systems (SUDS). • Essex Thames Gateway Water Cycle Study, Scoping Study (2009). • Essex Thames Gateway Water Cycle Study - Technical Report (2011). 	

			<ul style="list-style-type: none"> Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long term benefits through the potential re-use of previously developed land.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The provision of housing, community and employment opportunities within the area, alongside improved connections has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. Rochford District Council Development Management DPD (Submission Document) Policy DM29 - Air Quality. 	
13. Sustainable Design & Construction	The policy requires all new development to respond positively to local townscape character. In addition there are a number of policies in the Core Strategy which require sustainable and high quality design to be achieved which has the potential for a long term positive effect against this SA objective.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy CP1 - Design. Rochford District Council Development Management DPD (Submission Document) Policy DM1 - Design of new developments. Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). 	The design of any development should seek to maximise opportunities for biodiversity. Biodiversity by Design: http://www.tcpa.org.uk/pages/biodiversity-by-design.html
Summary:				
This policy identifies a number of important principles for any development proposed in the Western Approach character area. It shares many				

of the same principles as Policies 6, 7 & 8, but identifies different areas for improvement, such as particular junctions and buildings as well as specific areas that should be protected, which includes the small scale of the almshouses along West Street and the mixed commercial and residential character of the area. Consequently, this policy has broadly similar effects on the SA Framework objectives as identified for Policies 6, 7 & 8, with the overall effects assessed as being positive in the long term for health, housing, the economy, heritage, landscape, land and soil and in particular for communities and accessibility. There is the potential for negative effects on some SA objectives in the short term during construction/ redevelopment as a result of increased traffic, noise and dust; however, it is considered that suitable mitigation is available at the project level and that policies in Core Strategy and Development Management DPDs will ensure that there are no adverse effects. It is recommended that this Policy seeks to improve pedestrian links from this character area to the green open space south west of Bradley way.