

## Draft Appraisal of Rochford Area Action Plan Options

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### 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |   |                                                                                                                                                                                                                                                                                                                                                    |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |   |
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|                                | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |   |
| <b>1. Balanced Communities</b> | <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 &amp; traffic); however, it is considered that suitable mitigation</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>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>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> | ? |

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|                                          | <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 Street and the Market Square and improve ease of pedestrian movement.</p> |   |                                                                                                                                     |   |                                                                                                                                                    |   |
| <b>2. Healthy &amp; Safe Communities</b> | <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 |
| <b>3. Housing</b>                        | <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 |

|                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |          |                                                                                                                                                               |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                |          |                                                                                                                                                                                                                                                                                             |          |
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| <p><b>4. Economy &amp; Employment</b></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><b>5. Accessibility</b></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><b>6. Biodiversity</b></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> |

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |   |                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                             |   |
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|                             | There could be opportunities to provide native trees and plants in landscaping.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |   |                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                             |   |
| <b>7. Cultural Heritage</b> | <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> | <p>+</p> <p>?</p> | <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> <p>In addition, there could be the potential for</p> | ? | <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>+</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> | - |

|                                     |                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                                                                                                                                                                                                                                      |          |                                                                                                                                                             |          |
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|                                     | 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.                                                                                                                                        |                   |                                                                                                                                                                                                                                                                                                                                      |          |                                                                                                                                                             |          |
| <b>8. Landscape &amp; Townscape</b> | <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> |

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| <b>9. Climate Change &amp; Energy</b> | <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 CO<sub>2</sub>. 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 1.  | ? | <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>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> | 0 |
| <b>10. Water</b>                      | <p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 0 | As for Option 1). | 0 | <p>No significant effects identified.</p> <p>Surface water run-off, which could lead to flooding, will not be increased as</p>                                                                                                                                                                                                                                                                                                                               | 0 | <p>No significant effects identified.</p> <p>There will be no change to the existing development and there are not any</p>                                                                                                                                                                                                                                                                                                                                 | 0 |

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|                            | <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>                                                                                                                                      |   |
| <b>11. Land &amp; Soil</b> | <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 |
| <b>12. Air Quality</b>     | <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 |



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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | construction when dust could be generated and mobilised. This could be mitigated by having an appropriate CEMP.                                                                                                                                                                                                                                 |   |                                                                                                                                                                                                                                                                                                                                                                |   |                                                                                                                                                                                                                                                                                                                                    |   |                                                                                           |   |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <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 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                 |   |                                                                                                                                                                                                                                                                                                                                                                |   |                                                                                                                                                                                                                                                                                                                                    |   |                                                                                           |   |
| <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                                                                                                                                                                                                                                                                                                                                                                                                                  |   |                                                                                                                                                                                                                                                                                                        |   |                                                                                                                                                                                                                                                                                             |   |                                                                                                                                                                                                                                                                                                                   |   |
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|                                | 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.                                                                                                                                             |   |
| <b>1. Balanced Communities</b> | <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</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>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>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> | + |

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|                                          | <p>would result in the loss 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> |   |                                                                                                                                                             |   |                                                                                                                        |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |   |
| <b>2. Healthy &amp; Safe Communities</b> | <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> | + |

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| <b>3. Housing</b>                  | No significant effects identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 0 | No significant effects identified.                        | 0 | No significant effects identified.                        | 0 | No significant effects identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 0                 |
| <b>4. Economy &amp; Employment</b> | <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</p> | + | As for Option 1) but with a slightly smaller civic space. | + | As for Option 1) but with a slightly smaller civic space. | + | <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> |

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|                                       | not expected to be a significant issue as unloading would still be possible along North Street and north of Market Square.                                                                                                                         |   |                                                                                                                  |   |                                                                                                                  |   |                                                                                                                                                                                   |   |
| <b>5. Accessibility</b>               | No significant effects identified.<br><br>Please see the Transport Options for this Site.                                                                                                                                                          | 0 | As for Option 1).                                                                                                | 0 | As for Option 1).                                                                                                | 0 | As for Option 1).                                                                                                                                                                 | 0 |
| <b>6. Biodiversity</b>                | No significant effect identified.                                                                                                                                                                                                                  | 0 | No significant effect identified.                                                                                | 0 | No significant effect identified.                                                                                | 0 | No significant effect identified.                                                                                                                                                 | 0 |
| <b>7. Cultural Heritage</b>           | 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.<br><br>Consideration should be given as to whether listed buildings are to be allowed to have their use changes from retail to restaurant use. | 0 |
| <b>8. Landscape &amp; Townscape</b>   | 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.                                               | + |
| <b>9. Climate Change &amp; Energy</b> | No significant effect identified.                                                                                                                                                                                                                  | 0 | No significant effect identified.                                                                                | 0 | No significant effect identified.                                                                                | 0 | No significant effect identified.                                                                                                                                                 | 0 |

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| <b>10. Water</b>                                 | No significant effect identified.                                                                                                                                                                                                                                                                                                   | 0 | No significant effect identified.                                                                                    | 0 | No significant effect identified.                                                                                    | 0 | No significant effect identified.                                                                                                                                                                             | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified.                                                                                                                                                                                                                                                                                                   | 0 | No significant effect identified.                                                                                    | 0 | No significant effect identified.                                                                                    | 0 | No significant effect identified.                                                                                                                                                                             | 0 |
| <b>12. Air Quality</b>                           | 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 |
| <b>13. Sustainable Design &amp; Construction</b> | No significant effects identified.<br><br>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. | + |

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|---------------------|----------------------------------------------|--------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>SA Objective</b> | <b>Site B</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 |

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |   |                                                                                                                                                                                                                                                                                                                                                                                                |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                           |                                    |   |
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|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |   |                                                                                                                                                                                                                                                                                                                                                                                                |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Martyrs plaque, forming a heritage centre for the Square. |                                    |   |
| <b>1. Balanced Communities</b>           | 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.<br><br>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 |
|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ? |                                                                                                                                                                                                                                                                                                                                                                                                | ? |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                           |                                    |   |
| <b>2. Healthy &amp; Safe Communities</b> | This option would require rerouting the bus service to avoid West Street and the Market Square, which has the potential for a                                                                                                                                                                                                                                                                                                                                                                                                                                         | + | The taxi rank here is currently in a central location in the town; although, it is considered unlikely that its removal would be                                                                                                                                                                                                                                                               | ? | This would have a positive effect as safety would be improved for pedestrians on market day only by reducing                                                                                                                                                                                                                                                                                                                                                                 | ?                                                         | No significant effect identified.  | 0 |



|                                    |                                                                                                                                                                                                                                                                                                                    |   |                                                                                                                                                                                                                                                                                           |   |                                                                                                                                                                                                                                                             |   |                                    |   |
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|                                    | positive effect on the health and safety of 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. | ? | reduce access to health facilities. It might 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. |   | the risk of accidents with motor vehicles.                                                                                                                                                                                                                  |   |                                    |   |
| <b>3. Housing</b>                  | No significant effects identified.                                                                                                                                                                                                                                                                                 | 0 | No significant effects identified.                                                                                                                                                                                                                                                        | 0 | No significant effects identified.                                                                                                                                                                                                                          | 0 | No significant effects identified. | 0 |
| <b>4. Economy &amp; Employment</b> | 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 |
| <b>5. Accessibility</b>            | 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.                                                                                                                                              | ? | No significant effects.<br><br>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 |

|                                     |                                                                                                                                                                                                                                                           |   |                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                      |   |                                                                                                                                                                                                    |   |
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|                                     | 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. |   |                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                      |   |                                                                                                                                                                                                    |   |
| <b>6. Biodiversity</b>              | No significant effect identified.                                                                                                                                                                                                                         | 0 | No significant effect identified.                                                                                                                                                                       | 0 | No significant effect identified.                                                                                                                                                                                                                    | 0 | No significant effect identified.                                                                                                                                                                  | 0 |
| <b>7. Cultural Heritage</b>         | 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.<br><br>The Pump and Trough will still be located in the Market Square | + |
| <b>8. Landscape &amp; Townscape</b> | 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 |

|                                                  |                                                                                      |   |                                                                                      |   |                                                                                                          |   |                                   |   |
|--------------------------------------------------|--------------------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------|---|----------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
| <b>9. Climate Change &amp; Energy</b>            | No significant effect identified.                                                    | 0 | No significant effect identified.                                                    | 0 | No significant effect identified.                                                                        | 0 | No significant effect identified. | 0 |
| <b>10. Water</b>                                 | No significant effect identified.                                                    | 0 | No significant effect identified.                                                    | 0 | No significant effect identified.                                                                        | 0 | No significant effect identified. | 0 |
| <b>11. Land &amp; Soil</b>                       | No significant effect identified.                                                    | 0 | No significant effect identified.                                                    | 0 | No significant effect identified.                                                                        | 0 | No significant effect identified. | 0 |
| <b>12. Air Quality</b>                           | 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 |
| <b>13. Sustainable Design &amp; Construction</b> | 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                                                                                                                                                                                                                                                                                                                                                                                                                      |   |                                                                                                                                                                                                                  |   |
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|                                          | 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.                                                                                                                           |   |
| <b>1. Balanced Communities</b>           | <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.                                         | + |
| <b>2. Healthy &amp; Safe Communities</b> | <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 identified.                                                                                                                                                                               | 0 |
| <b>3. Housing</b>                        | 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 identified.                                                                                                                                                                               | 0 |
| <b>4. Economy &amp; Employment</b>       | 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                                                                                                                                                                                                                                         | ? | 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 | + |

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|                             | <p>and vitality. More jobs may be created and this may 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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | travelling.                                                                                                          |   |
| <b>5. Accessibility</b>     | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | +                 | The Option may lead to potential benefits through making the area more navigable for motor vehicles and pedestrians. | + |
| <b>6. Biodiversity</b>      | <p>No significant effects identified.</p> <p>There could be opportunities to provide native trees and plants in landscaping.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 0                 | No significant effects identified.                                                                                   | 0 |
| <b>7. Cultural Heritage</b> | <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> | This Option seeks to promote the cultural heritage of the area.                                                      | + |

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                              |          |
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| <b>8. Landscape &amp; Townscape</b>   | <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> |
| <b>9. Climate Change &amp; Energy</b> | <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 CO<sub>2</sub>. 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 identified.</p>                                    | <p>0</p> |
| <b>10. Water</b>                      | <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 identified.</p>                                    | <p>0</p> |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                 |                                    |   |
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| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <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 style="background-color: #90EE90; text-align: center;">+</p> <p style="background-color: #808080; text-align: center;">?</p> | No significant effects identified. | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <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 identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <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> | +                                                                                                                               | No significant effects identified. | 0 |
| <p><b>Summary:</b></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/<br>restaurant                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   | 2) Development of vacant<br>part of site and car park for<br>residential use                                                                                                                                                                                               |   | 3) Development of vacant<br>part of site for residential<br>use                                                              |   | 4) Leave unused land<br>vacant     |   |
| <b>1. Balanced<br/>Communities</b>           | <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 |
|                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ? |                                                                                                                                                                                                                                                                            | ? |                                                                                                                              |   |                                    |   |
| <b>2. Healthy &amp; Safe<br/>Communities</b> | There may be some temporary negative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ? | As for Option 1).                                                                                                                                                                                                                                                          | ? | As for Option 1).                                                                                                            | ? | No significant effect identified.  | 0 |

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                  |   |                                                                                                                                                                                                                                                                                                                                                                                                       |    |                                                                                                                                                                                                                                                |    |                                                                                                    |   |
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|                                    | 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.                                                                                                                                                                                                                                                                 |   |                                                                                                                                                                                                                                                                                                                                                                                                       |    |                                                                                                                                                                                                                                                |    | There will however not be any noise and dust generated as the Option does not involve development. |   |
| <b>3. Housing</b>                  | 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 |
| <b>4. Economy &amp; Employment</b> | <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> | +  | 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. | +  | No significant effect identified.                                                                  | 0 |
| <b>5. Accessibility</b>            | No significant effects                                                                                                                                                                                                                                                                                                                                                                                                                           | 0 | As for Option 1).                                                                                                                                                                                                                                                                                                                                                                                     | 0  | As for Option 1).                                                                                                                                                                                                                              | 0  | No significant effects                                                                             | 0 |

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                   |             |                                             |
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|                             | identified.<br>Please see the Transport Options for this Site.                                                                                                                                                                                                                                                                                                                                                                                                                             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                   | identified. |                                             |
| <b>6. Biodiversity</b>      | No significant effects identified.<br><br>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.<br><br>0 |
| <b>7. Cultural Heritage</b> | 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.<br><br>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. | +<br><br>? | 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.<br><br>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.<br><br>In addition, there could be the potential for short-term negative impacts during | ?<br><br>? | As for Option 2). | ?<br><br>?  | No significant effects identified.<br><br>0 |

|                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                                                                                                                                                                                 |                   |                          |                   |                                           |          |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------|-------------------|-------------------------------------------|----------|
|                                            | <p>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>demolition/ construction on the Conservation Area and Listed Buildings in close proximity. These could be mitigated at the project level.</p>                                                                                                                                |                   |                          |                   |                                           |          |
| <p><b>8. Landscape &amp; Townscape</b></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</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</p> | <p>+</p> <p>?</p> | <p>As for Option 2).</p> | <p>+</p> <p>?</p> | <p>No significant effects identified.</p> | <p>0</p> |

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |   |                                                                                                                                                                                                                                                                                                                                                                                                     |   |                   |   |                                    |   |
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|                                       | impacts during demolition/ construction on the landscape and townscape. These could be mitigated at the project level.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   | townscape. These could be mitigated at the project level.                                                                                                                                                                                                                                                                                                                                           |   |                   |   |                                    |   |
| <b>9. Climate Change &amp; Energy</b> | <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 CO<sub>2</sub>. 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 CO<sub>2</sub>. 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 |

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |   |                                                                                                                                                                                                                                                                                                    |   |                                                                                                                                                               |   |                                                                                                                                                                     |   |
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| <p><b>10. Water</b></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> | 0 | <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 a semi-impermeable surface.</p> <p>The building standards assumption still applies for this option.</p> | 0 | As for Option 2).                                                                                                                                             | 0 | <p>No significant effects 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> | 0 |
| <p><b>11. Land &amp; Soil</b></p> | <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</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 |

|                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                        |   |                                                                                                                                                                                                                                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                                                                                                                                                    |   |                                    |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------|---|
|                                                                                                                                                                                                                                                                                                      | contamination.                                                                                                                                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                                                                                                                                                    |   |                                    |   |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                               | <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>                                                                                                        | 0 | As for Option 1).                                                                                                                                                                                                                                                                                                                                                                                                       | 0 | As for Option 1).                                                                                                                                                                                                                                                                                                                                                                  | 0 | No significant effects identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                     | <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> | 0 | <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>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> | + | No significant effects identified. | 0 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                        |   |                                                                                                                                                                                                                                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                                                                                                                                                    |   |                                    |   |
| 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.

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.               |   |
| <b>1. Balanced Communities</b>           | <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 identified. | 0 |
| <b>2. Healthy &amp; Safe Communities</b> | <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 identified. | 0 |
| <b>3. Housing</b>                        | The Option will provide additional housing in the area which is greatly needed.                                                                                                                                                                                                                                                                                           | + | No significant effects identified. | 0 |
| <b>4. Economy &amp; Employment</b>       | <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 identified. | 0 |
| <b>5. Accessibility</b>                  | No significant effects identified.                                                                                                                                                                                                                                                                                                                                        | 0 | No significant effects identified. | 0 |
| <b>6. Biodiversity</b>                   | <p>No significant effects identified.</p> <p>There could be opportunities to provide native trees and plants in landscaping.</p>                                                                                                                                                                                                                                          | 0 | No significant effects identified. | 0 |

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                                                                                                  |          |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>7. Cultural Heritage</b>           | <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 identified.</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> |
| <b>8. Landscape &amp; Townscape</b>   | <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 identified.</p>                                                                                                                                                        | <p>0</p> |
| <b>9. Climate Change &amp; Energy</b> | <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 CO<sub>2</sub>. 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 identified.</p>                                                                                                                                                        | <p>0</p> |

|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |   |                                    |   |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------|---|
|                                                  | Environmental Management Plan (CEMP) could be recommended.                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   |                                    |   |
| <b>10. Water</b>                                 | <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 identified. | 0 |
| <b>11. Land &amp; Soil</b>                       | <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 identified. | 0 |
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ? |                                    |   |
| <b>12. Air Quality</b>                           | <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 identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | <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 identified. | 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><b>Summary:</b></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.                                                                                                                                           |   |
| <b>1. Balanced Communities</b>           | 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. | ? |
|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                     | ?  |                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ? |                                                                                                                                                                     |   |
| <b>2. Healthy &amp; Safe Communities</b> | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                   | 0  | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                           | 0 | No significant effect identified.                                                                                                                                   | 0 |
| <b>3. Housing</b>                        | Potential for a long-term positive effect through the provision of residential development.                                                                                                                                                                                                                                                                                                                         | ++ | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                           | 0 | No significant effect identified.                                                                                                                                   | 0 |
| <b>4. Economy &amp; Employment</b>       | 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;                                                                                                           | +  | 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                                                                                                                                      | + | 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. | ? |
|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                     | ?  |                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ? |                                                                                                                                                                     |   |

|                                       |                                                                                                                                                                                                                                                                                                |   |                                                                                                                                                                                                                                                                                                |   |                                   |   |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
|                                       | however, it is 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.                                                                              |   | office building; however, it is 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.                                                             |   |                                   |   |
| <b>5. Accessibility</b>               | 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 |
| <b>6. Biodiversity</b>                | No significant effect identified.                                                                                                                                                                                                                                                              | 0 | No significant effect identified.                                                                                                                                                                                                                                                              | 0 | No significant effect identified. | 0 |
| <b>7. Cultural Heritage</b>           | 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 |
| <b>8. Landscape &amp; Townscape</b>   | 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 |
| <b>9. Climate Change &amp; Energy</b> | No significant effect identified.                                                                                                                                                                                                                                                              | 0 | No significant effect identified.                                                                                                                                                                                                                                                              | 0 | No significant effect identified. | 0 |
| <b>10. Water</b>                      | No significant effect identified.                                                                                                                                                                                                                                                              | 0 | No significant effect identified.                                                                                                                                                                                                                                                              | 0 | No significant effect identified. | 0 |

|                                                  |                                                                                                                                                                                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                                                                                         |   |                                   |   |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
| <b>11. Land &amp; Soil</b>                       | Although the site is within the curtilage of the hotel it is not PDL, potential for a negative effect on this SA objective.                                                                                                                                                                                                                                             | - | Although the site is within the curtilage of the hotel it is not PDL, potential for a negative effect on this SA objective.                                                                                                                                                                                             | - | No significant effect identified. | 0 |
| <b>12. Air Quality</b>                           | No significant effect identified.                                                                                                                                                                                                                                                                                                                                       | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                       | 0 | No significant effect identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b> | 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).                                                                                                                                                                                              |         |
| <b>1. Balanced Communities</b>           | 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. | +<br>?  |
| <b>2. Healthy &amp; Safe Communities</b> | 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.                                                                                                     | +<br>?  |
| <b>3. Housing</b>                        | 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.                                                                                                                                                                                                                                                                                                                | ++<br>? |
| <b>4. Economy &amp; Employment</b>       | 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                                                                                              | +<br>?  |

|                                                                                                                                                                                                                                                                                                  |                                                                           |   |                                                                                                                                                                                                                                                                                                                          |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|                                                                                                                                                                                                                                                                                                  |                                                                           |   | project level to minimise impacts.                                                                                                                                                                                                                                                                                       |   |
| <b>5. Accessibility</b>                                                                                                                                                                                                                                                                          | 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.                                                                                                                                                                    | + |
| <b>6. Biodiversity</b>                                                                                                                                                                                                                                                                           | No significant effect identified.                                         | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                        | 0 |
| <b>7. Cultural Heritage</b>                                                                                                                                                                                                                                                                      | 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.                                                         | ? |
| <b>8. Landscape &amp; Townscape</b>                                                                                                                                                                                                                                                              | 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.                                                                 | ? |
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                            | No significant effect identified.                                         | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                        | 0 |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                 | No significant effect identified.                                         | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                        | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                       | No significant effect identified.                                         | 0 | The provision of residential units on this site would reduce demand for Greenfield release for housing elsewhere.                                                                                                                                                                                                        | + |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                           | No significant effect identified.                                         | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                        | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                 | 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 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                  |                                                                           |   |                                                                                                                                                                                                                                                                                                                          |   |
| 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |   |
| <b>1. Balanced Communities</b>           | 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. | + |
|                                          |                                                                                                                                                 |   |                                                                                                                     |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | - |
| <b>2. Healthy &amp; Safe Communities</b> | 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.                                                                                                                                                                                                                             | - |
|                                          |                                                                                                                                                 |   |                                                                                                                     |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | - |

|                                    |                                                                             |   |                                                                                                                            |   |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|------------------------------------|-----------------------------------------------------------------------------|---|----------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>3. Housing</b>                  | 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.                                                                                                                                                                                                                                                                                       | ++ |
| <b>4. Economy &amp; Employment</b> | 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.                                  | +  |
|                                    |                                                                             |   |                                                                                                                            |   |                                                                                                                                                                                                                                                                                                                                                                                                      | ?  |
| <b>5. Accessibility</b>            | 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. | +  |
|                                    |                                                                             |   |                                                                                                                            |   |                                                                                                                                                                                                                                                                                                                                                                                                      | ?  |
| <b>6. Biodiversity</b>             | No significant effect identified.                                           | 0 | No significant effect identified.                                                                                          | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                    | 0  |
| <b>7. Cultural Heritage</b>        | 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.                                                                                                                                                                                                                                                                 |   |
| <b>8. Landscape &amp; Townscape</b>                                                                                                              | 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.                                                                                                                | ? |
| <b>9. Climate Change &amp; Energy</b>                                                                                                            | No significant effect identified. | 0 | No significant effect identified.                                                                              | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                                                                       | 0 |
| <b>10. Water</b>                                                                                                                                 | No significant effect identified. | 0 | No significant effect identified.                                                                              | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                                                                       | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                       | 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.                                                                                                                                                                                                                                                       | + |
| <b>12. Air Quality</b>                                                                                                                           | No significant effect identified. | 0 | No significant effect identified.                                                                              | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                                                                       | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                 | 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. | + |
| <b>Summary:</b>                                                                                                                                  |                                   |   |                                                                                                                |   |                                                                                                                                                                                                                                                                                                                                                                         |   |
| 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                                                                                                                            |   |
| <b>1. Balanced Communities</b>           | 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. | ? |
| <b>2. Healthy &amp; Safe Communities</b> | 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 |
| <b>3. Housing</b>                        | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 0 | No significant effect identified.                                                                                                                              | 0 |
| <b>4. Economy &amp; Employment</b>       | 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. | ? |
| <b>5. Accessibility</b>                  | 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 |
| <b>6. Biodiversity</b>                   | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 0 | No significant effect identified.                                                                                                                              | 0 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                          |   |                                   |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
| <b>7. Cultural Heritage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 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 |
| <b>8. Landscape &amp; Townscape</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 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 |
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | The multi-storey car park would replace parking lost through development proposed in other options.                                                                                                                                                                                                                      | 0 | No significant effect identified. | 0 |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | No significant effect identified.                                                                                                                                                                                                                                                                                        | 0 | No significant effect identified. | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | No significant effect identified.                                                                                                                                                                                                                                                                                        | 0 | No significant effect identified. | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 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 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 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 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                          |   |                                   |   |
| <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 &amp; 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. |   |
| <b>1. Balanced Communities</b>           | 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.        | + |
| <b>2. Healthy &amp; Safe Communities</b> | 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.                                            | + |
| <b>3. Housing</b>                        | No significant effect identified.                                                                                                                                                       | 0 | No significant effect identified.                                                                                                                                                                                                                                                                             | 0 | No significant effect identified.                                                                                                                                 | 0 |
| <b>4. Economy &amp; Employment</b>       | 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 |
| <b>5. Accessibility</b>                  | 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                                                                                                                                        | + | Option will improve accessibility to public open space, potential for a positive effect.                                                                          | + |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                          |   |                                                                                                                                                                          |   |                                   |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                          |   | positive effect on accessibility.                                                                                                                                        |   |                                   |   |
| <b>6. Biodiversity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | No significant effect identified.                                                                                                                        | 0 | No significant effect identified.                                                                                                                                        | 0 | No significant effect identified. | 0 |
| <b>7. Cultural Heritage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 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 |
| <b>8. Landscape &amp; Townscape</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Potential for a positive effect on townscape.                                                                                                            | + | No significant effect identified.                                                                                                                                        | 0 | No significant effect identified. | 0 |
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 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 |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | No significant effect identified.                                                                                                                        | 0 | No significant effect identified.                                                                                                                                        | 0 | No significant effect identified. | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | No significant effect identified.                                                                                                                        | 0 | No significant effect identified.                                                                                                                                        | 0 | No significant effect identified. | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 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 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | No significant effect identified.                                                                                                                        | 0 | No significant effect identified.                                                                                                                                        | 0 | No significant effect identified. | 0 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                          |   |                                                                                                                                                                          |   |                                   |   |
| <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><b>Option:</b> 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><b>Option:</b> 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><b>1. Balanced Communities</b></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><b>2. Healthy &amp; Safe Communities</b></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><b>3. Housing</b></p>                        | <p>No significant effect identified.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 0 | <p>No significant effect identified.</p>                                                                                                                                                                                                                                             | 0 |
| <p><b>4. Economy &amp; Employment</b></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><b>5. Accessibility</b></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. |   |
| <b>6. Biodiversity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>7. Cultural Heritage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>8. Landscape &amp; Townscape</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No significant effect identified.                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                | 0 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                            |   |                                                                                                                                  |   |
| <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><b>Option:</b> 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><b>Option:</b> 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><b>Option:</b> 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><b>Option:</b> 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 | ? | 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 | ? | No significant effect identified. | 0 |

|                                          |                                                                                                                         |   |                                                                                                                                                                                                                                                                      |   |                                                                                                                                                                                                                                                                                                                                                                  |   |                                   |   |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
|                                          |                                                                                                                         |   | communities. 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. |   | junctions (East Street, 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. |   |                                   |   |
| <b>2. Healthy &amp; Safe Communities</b> | 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 |
| <b>3. Housing</b>                        | No significant effect identified.                                                                                       | 0 | No significant effect identified.                                                                                                                                                                                                                                    | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                                                                | 0 | No significant effect identified. | 0 |
| <b>4. Economy &amp; Employment</b>       | 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                                                                                                                                       | + | Potential for a long-term positive effect on businesses along North Street as two-way directional flow would increase storefront                                                                                                                                                                                                                                 | + | No significant effect identified. | 0 |

|                             |                                                                                                                                         |   |                                                                                                                                                                                                                                                                                                                                                      |   |                                                                                                                                                                                                                         |   |                                                                                                                |   |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----------------------------------------------------------------------------------------------------------------|---|
|                             |                                                                                                                                         |   | would increase storefront exposure and improve accessibility to the town centre.                                                                                                                                                                                                                                                                     |   | exposure. This option also has the potential to improve pedestrian movement through the town centre as long it it is implemented in conjunction with improvements to pedestrian crossings.                              |   |                                                                                                                |   |
| <b>5. Accessibility</b>     | 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. | + |
| <b>6. Biodiversity</b>      | No significant effect identified.                                                                                                       | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                                                    | 0 | No significant effect identified.                                                                                                                                                                                       | 0 | No significant effect identified.                                                                              | 0 |
| <b>7. Cultural Heritage</b> | 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                             | ? | No significant effect identified.                                                                              | 0 |

|                                       |                                   |   |                                                                                                                                                                                                                                                                                                                            |   |                                                                                                                                                                                                                                                                                                                            |   |                                   |   |
|---------------------------------------|-----------------------------------|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
|                                       |                                   |   |                                                                                                                                                                                                                                                                                                                            |   | have a negative effect on the Conservation Area                                                                                                                                                                                                                                                                            |   |                                   |   |
| <b>8. Landscape &amp; Townscape</b>   | 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 |
| <b>9. Climate Change &amp; Energy</b> | 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 |
| <b>10. Water</b>                      | No significant effect identified. | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                          | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                          | 0 | No significant effect identified. | 0 |
| <b>11. Land &amp; Soil</b>            | No significant effect             | 0 | No significant effect                                                                                                                                                                                                                                                                                                      | 0 | No significant effect                                                                                                                                                                                                                                                                                                      | 0 | No significant effect             | 0 |

|                                                                                                                                                                                                                                                                                               |                                                                                                         |   |                                                                                                                                                                                                                                                                                                                      |   |                                                                                                                                                                                                                                                                                                            |   |                                   |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|---|
|                                                                                                                                                                                                                                                                                               | identified.                                                                                             |   | identified.                                                                                                                                                                                                                                                                                                          |   | identified.                                                                                                                                                                                                                                                                                                |   | identified.                       |   |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                        | No significant effect identified.                                                                       | 0 | 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. | ? | 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. | ? | No significant effect identified. | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                              | Improved pedestrian crossings have the potential for a short-term positive effect on this SA objective. | + | 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.                                                                                                      | ? | 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.     | + | No significant effect identified. | 0 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                               |                                                                                                         |   |                                                                                                                                                                                                                                                                                                                      |   |                                                                                                                                                                                                                                                                                                            |   |                                   |   |
| 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                                                                                                                  |   |                                                                                                        |   |                                                                                                                                                                                                                                                                                                                       |   |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------------------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|                                          | <b>Option:</b> Enhancements to footpaths and additional pedestrian crossings, creating better links to town centre.             |   | <b>Option:</b> On-street parking restrictions to allow for better traffic flow through one way system. |   | <b>Option:</b> 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.                                                                 |   |
| <b>1. Balanced Communities</b>           | 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. | ? |
| <b>2. Healthy &amp; Safe Communities</b> | 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.                                                           | ? |
| <b>3. Housing</b>                        | No significant effect identified.                                                                                               | 0 | No significant effect identified.                                                                      | 0 | No significant effect identified.                                                                                                                                                                                                                                                                                     | 0 |
| <b>4. Economy &amp; Employment</b>       | 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.                                                                                                                                                                                                                       | + |
| <b>5. Accessibility</b>                  | Potential for a short-term positive effect through improved                                                                     | + | Improved traffic flow has the potential for a short-term positive                                      | + | Improving access for bus services to the town centre has the                                                                                                                                                                                                                                                          | ? |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                       |   |                                                                                                |   |                                                                                                                                                                                                        |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | pedestrian links to the town centre.                                                                                  |   | effect on transport. Also the potential for a negative effect through the loss of car parking. | ? | potential for a short-term positive 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. |   |
| <b>6. Biodiversity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | No significant effect identified.                                                                                     | 0 | No significant effect identified.                                                              | 0 | No significant effect identified.                                                                                                                                                                      | 0 |
| <b>7. Cultural Heritage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | No significant effect identified.                                                                                     | 0 | No significant effect identified.                                                              | 0 | No significant effect identified.                                                                                                                                                                      | 0 |
| <b>8. Landscape &amp; Townscape</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 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.                                                                                      | + |
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | No significant effect identified.                                                                                     | 0 | No significant effect identified.                                                              | 0 | No significant effect identified.                                                                                                                                                                      | 0 |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | No significant effect identified.                                                                                     | 0 | No significant effect identified.                                                              | 0 | No significant effect identified.                                                                                                                                                                      | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | No significant effect identified.                                                                                     | 0 | No significant effect identified.                                                              | 0 | No significant effect identified.                                                                                                                                                                      | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | No significant effect identified.                                                                                     | 0 | No significant effect identified.                                                              | 0 | No significant effect identified.                                                                                                                                                                      | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 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 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                       |   |                                                                                                |   |                                                                                                                                                                                                        |   |
| <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</p> |                                                                                                                       |   |                                                                                                |   |                                                                                                                                                                                                        |   |

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.

| SA Objective                                    | Bradley Way                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |                                                                                                                                                                                                                                                                                                                                                                                                           |          |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|                                                 | <p><b>Option:</b> 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><b>Option:</b> 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><b>1. Balanced Communities</b></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><b>2. Healthy &amp; Safe Communities</b></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><b>3. Housing</b></p>                        | <p>No significant effect identified.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>0</p> | <p>No significant effect identified.</p>                                                                                                                                                                                                                                                                                                                                                                  | <p>0</p> |
| <p><b>4. Economy &amp; Employment</b></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> |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                 |   |                                                                                                                                                                                                                   |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| <b>5. Accessibility</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 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. Potential for the parking bays to create congestion if not planned carefully. | ? | Option will improve pedestrian access between the 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. | + |
| <b>6. Biodiversity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | No significant effect identified.                                                                                                                                                                                                                                                                                                                                               | 0 | No significant effect identified.                                                                                                                                                                                 | 0 |
| <b>7. Cultural Heritage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | No significant effect identified.                                                                                                                                                                                                                                                                                                                                               | 0 | Traffic lights could potentially have a negative effect on the Conservation Area.                                                                                                                                 | ? |
| <b>8. Landscape &amp; Townscape</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | No significant effect identified.                                                                                                                                                                                                                                                                                                                                               | 0 | No significant effect identified.                                                                                                                                                                                 | 0 |
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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.                                                                                                                                   | ? |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | No significant effect identified.                                                                                                                                                                                                                                                                                                                                               | 0 | No significant effect identified.                                                                                                                                                                                 | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | No significant effect identified.                                                                                                                                                                                                                                                                                                                                               | 0 | No significant effect identified.                                                                                                                                                                                 | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 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.                                                                                                                                   | ? |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | No significant effect identified.                                                                                                                                                                                                                                                                                                                                               | 0 | No significant effect identified.                                                                                                                                                                                 | 0 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                 |   |                                                                                                                                                                                                                   |   |
| <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</p> |                                                                                                                                                                                                                                                                                                                                                                                 |   |                                                                                                                                                                                                                   |   |

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.

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><b>Option:</b> 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><b>Option:</b> 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> |   |
| <b>1. Balanced Communities</b>           | 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.                                                                                                                                             | + |
| <b>2. Healthy &amp; Safe Communities</b> | 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.                                                                                                                                                                                                  | + |
| <b>3. Housing</b>                        | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 0 | No significant effect identified.                                                                                                                                                                                                                                                                          | 0 |
| <b>4. Economy &amp; Employment</b>       | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 0 | No significant effect identified.                                                                                                                                                                                                                                                                          | 0 |
| <b>5. Accessibility</b>                  | 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.                                                                                                 | ? |
| <b>6. Biodiversity</b>                   | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 0 | No significant effect identified.                                                                                                                                                                                                                                                                          | 0 |
| <b>7. Cultural Heritage</b>              | 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                                                                                                                                                                                                                           | ? |
| <b>8. Landscape &amp;</b>                | No significant effect identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 0 | No significant effect identified.                                                                                                                                                                                                                                                                          | 0 |

| <b>Townscape</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                         |   |                                                                                 |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------|---|
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | No significant effect identified.                                                                       | 0 | Potential to result in queuing traffic at the signals if not planned carefully. | ? |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | No significant effect identified.                                                                       | 0 | No significant effect identified.                                               | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No significant effect identified.                                                                       | 0 | No significant effect identified.                                               | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | No significant effect identified.                                                                       | 0 | Potential to result in queuing traffic at the signals if not planned carefully. | ? |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Potential for a positive effect against this SA objective through improving the pedestrian environment. | + | No significant effect identified.                                               | 0 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                         |   |                                                                                 |   |
| <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 |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                   |   |                                                                            |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|---|----------------------------------------------------------------------------|---|
| <b>7. Cultural Heritage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | No significant effect identified. | 0 | Potential for a positive effect on the Listed Buildings along West Street. | + |
| <b>8. Landscape &amp; Townscape</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | No significant effect identified. | 0 | No significant effect identified.                                          | 0 |
| <b>9. Climate Change &amp; Energy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | No significant effect identified. | 0 | No significant effect identified.                                          | 0 |
| <b>10. Water</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | No significant effect identified. | 0 | No significant effect identified.                                          | 0 |
| <b>11. Land &amp; Soil</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | No significant effect identified. | 0 | No significant effect identified.                                          | 0 |
| <b>12. Air Quality</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | No significant effect identified. | 0 | No significant effect identified.                                          | 0 |
| <b>13. Sustainable Design &amp; Construction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | No significant effect identified. | 0 | No significant effect identified.                                          | 0 |
| <b>Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                   |   |                                                                            |   |
| <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> |                                   |   |                                                                            |   |