

Appendix 11 – Alternative Options

The alternative options have been identified through community involvement and the call for sites process. These options have been appraised using the SA Framework utilised when assessing the sustainability of the options included within the Allocations DPD: Discussion and Consultation Document.

The alternative options for residential development appraised in this Environmental Report are:

- ALT1 Nevendon Salvage, Lower Road, Hullbridge
- ALT2 South of Hall Road, Rochford
- ALT3 North of Ironwell Lane, Rochford
- ALT4 East of Folly Chase, Hockley
- ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
- ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
- ALT7 Potash Garden Centre, Main Road, Hawkwell

The alternative options for Gypsy and Traveller Sites appraised in this Environmental Report are:

- ALT8 Land at Madrid Avenue, Rayleigh

The alternative options for additional employment land appraised in this Environmental Report are:

- ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford

A summary of each alternative option is provided prior to the full sustainability assessment.

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Nevendon Salvage, Lower Road, Hullbridge – Option ALT1

Area: Approx 0.8 hectares



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Nevendon Salvage, Lower Road, Hullbridge – Option ALT1

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other South West Hullbridge residential allocation options. This site is situated to the south east of Hullbridge which does not accord with the strategic approach outlined in the Core Strategy Submission Document. Although it is previously developed land situated in the Green Belt which is currently in use, due to its size, the site would not have the capacity to ensure the phasing of infrastructure to meet the ongoing and future needs of the local community. Furthermore this site would not be able to provide a range and affordability of homes to meet the local community's needs. Additional land would be required which may lead to fragmented development with limited opportunities for providing additional infrastructure.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This site is not well related to local services and facilities within the village when compared to alternatives. It extends away from designated residential development predominantly to the north of Lower Road and thus development in this location may have a negative impact on community cohesion. Designating this site as residential development would also project this designation further into the Green Belt to the south of Lower Road which would have a negative impact on the openness of the Green Belt through fragmented development and potentially undermining the defensibility of the boundary due to increased development pressure in the immediate locality. Furthermore given the size of the site, the provision of community facilities and other infrastructure requirements to accompany additional residential development in the future to meet local needs, as set out within Appendix H1 of the Core Strategy Submission Document, may be less deliverable. Therefore any development coming forward on this site would have less potential to ensure the regeneration and enhancement of existing communities. The relatively small size of the site would not be able to meet the ongoing and future needs of the local community in terms of housing and infrastructure provision. Although this site is previously developed land, additional land potentially in the Green Belt would be required to meet the shortfall. This has the potential to impact negatively on community cohesion through the creation of fragmented development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
		Will it ensure equal opportunities and that all sections of the community are catered for?	This site is in proximity to a range of services in the village centre including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), local convenience stores and other local shops which have the potential to enable equal opportunities in terms of access. There are also community facilities and health facilities situated further along Ferry Road. However, this site is situated to the south of Lower Road and extends further south away from such local services and facilities which may impact on the accessibility for some in the community. The facilities along Ferry Road may also be accessible through use of the existing bus service. This public transport link also provides access to Rayleigh town centre to the south/ south east of the site. Whilst this option would utilise existing previously developed land in proximity to the village, its size limits the range of housing types, tenure and affordability and may constrain the viability of providing additional community facilities such as public open space, play space and a range of other facilities to meet the needs of the local community. It may therefore not ensure equal opportunities and that all sections of the community are catered for. Furthermore the designation of this site as residential development would project this designation further into the Green Belt to the south of Lower Road creating an isolated allocated area and, although there are dwellings in the Green Belt to east, the development of this site would not ensure equal opportunities.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). Furthermore a range of housing type, tenure and affordability to meet the needs of an ageing population may also not be deliverable. This site is not well related to the range of local services and facilities provided within the village along Ferry Road when compared to alternatives, although it is noted that these may be accessed using the existing bus route. Essential services may therefore be accessible to those without access to private transport and this may ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. However, a range of housing tenure, type and affordability and the provision of additional infrastructure to meet the needs of the local community may not be viable for this site given its size.
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Although there are dwellings to the north and further to the east of this site, it is not well related to existing residential development. This has the potential to impact on community cohesion. Additional land would be needed to fulfil the dwelling and infrastructure requirements for the general location of 'South West Hullbridge' which would have a further negative impact on community cohesion. Nevertheless the design of any development coming forward at this site would be determined through the development management process.
		Will it improve health and reduce health inequalities?	There is a playing field to the west which is likely to be accessible from this site. There is also a golf course in proximity to this site as well as other areas of open space such as Kendal Park towards the northern end of the village. This site would relate well with the proposed Sustrans route, although the proposed Greenways are less accessible from this site. These facilities have the potential to improve health and reduce health inequalities, although the distance of some of the facilities from this site may impact on equal opportunities for the local community, in terms of access, particularly for those without access to private transport. Nevertheless some of these facilities may be accessible through use of the existing bus route, and therefore these have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	There are some leisure facilities in close proximity to this site, and others which are situated towards the northern end of the village. These facilities have the potential to promote informal recreation and encourage healthy, active lifestyles.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site has the potential to connect to the proposed Sustrans route, although the proposed Greenways would be less accessible from this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	It is unlikely that this site would be able to provide a range and affordability of housing to meet the local community's needs.
		Will a mix of housing types and tenures be promoted?	It is unlikely that this site would be able to provide an appropriate range of housing types and tenure to meet local needs due to the small scale of the site.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	The design of any development coming forward on this site would be determined through the development management process.
		Is there sustainable access to key services?	This site is not well related to the range of local services and facilities provided within the village along Ferry Road when compared to alternatives, although it is noted that these may be accessed using the existing bus route. There is potential to improve the provision of public transport in the locality.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This site does not seek to focus development within the village centre, although the site is in proximity to the village which may help sustain the local services there. However, being a village, Hullbridge is primarily served by the services in the neighbouring town centre of Rayleigh situated to the south of this site, and so does not seek to focus development within this centre.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	No impact.
		Does it promote mixed use and high density development in urban centres?	This site is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	This option would lead to the loss of employment in the locality through the displacement of an existing business, but it would not result in a loss of employment land in the District, because it is not designated as such. The scale of this development, however, has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is potential to improve public transport links along Lower Road, and to link the site with the proposed Sustrans route.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	In general this site is not well related to the village centre. It would extend the existing residential development further to the south into the Green Belt creating an isolated allocated area. This site has the potential to discourage people from using alternative modes of transportation, although there is an existing bus route along Lower Road.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There are a range of local services and facilities which are not well related to this option when compared to alternatives, and there is potential to improve the provision of existing public transport services along Lower Road.
		Will it reduce the need to travel?	This site is not well related to the services and facilities situated within the village centre which therefore would not reduce the need to travel. There is, however, an existing bus route along Lower Road which can provide access to such facilities particularly for those without access to the private car.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This site is situated to the south east of the village. However, the Core Strategy Submission Sustainability Appraisal notes that the general locations identified in the Submission Document are considered to be the most sustainable given the alternatives - in this case south east Hullbridge. It does therefore not seek to encourage development where large volumes of people and/or transport movements are located in a sustainable accessible location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This site is not well related to the services and facilities situated within the village centre. A range of affordability, type and tenure of housing may not be viable for this site due to its size. This site may therefore not enable access for all sections of the community. Dwellings built to the lifetime homes standard, however, should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010), and there is potential to improve the provision of existing public transport services along Lower Road.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south east of Hullbridge has links with the neighbouring economic centres of Chelmsford and Basildon which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	This site is not well related to any of the proposed Greenways, however, there may be opportunities to incorporate green infrastructure links into the development.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This site is situated to the south of the River Crouch, and is in close proximity to the Coastal Protection Belt which is designated to the north east. The Coastal Protection Belt is, however, a landscape quality designation rather than an indication of ecological value.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is previously developed land which is currently in use. It is therefore unlikely to have biodiversity value. Development may therefore not result in a loss of biodiversity in the locality.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site is not situated within immediate proximity to any areas designated for their nature conservation importance.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This site is situated on previously developed land which is currently in use.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	Due to the size of the site there may be limited opportunities for new habitat creation.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 34 (Plotlands between Hullbridge and Rayleigh) where the settlement pattern is dispersed with moats and churches set within a rectilinear field pattern of ancient origin, and superimposed on this are more recent 20th Century plotlands and leisure activities (Rochford District Historic Environment Characterisation Project). This is a patchwork landscape consisting of small zones of regular and irregular fields. The historic settlement pattern was dispersed and is now augmented by plotlands. A large golf course lies in the centre of the zone. There are no Listed Buildings in immediate proximity to this site.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This site is previously developed land situated on the urban fringe. It would therefore contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This would reduce the amount of derelict, degraded and underused land in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This site is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements. The identified site area is not greater than 1ha. Nevertheless it is important that a defensible boundary can be maintained. This site is enclosed by residential development to the north and a playing field to west. Although this is an established previously developed site in the Green Belt with a defined boundary, there is a lack of defensibility of the boundary to the south and east. The designation of this area for residential development and the presence of further development to the east (although this is designated Green Belt and not residential development) would leave an isolated field between them, which may be subject to development pressure. It therefore has the potential to undermine the defensibility of the Green Belt boundary in the locality. This option is also in close proximity to the Coastal Protection Belt (a landscape quality designation) which is designated to the north east.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site may have the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	There is potential for onsite renewable or low carbon energy technologies to be provided, although there may be viability constraints given the size of the site.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This site is not situated in immediate proximity to an area at risk of flooding (flood zone 2 and 3).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The range of SUDs which are suitable to be incorporated into any development coming forward may be constrained due to the size of the site. Grey water recycling and other water conservation measures may also be included at the design stage. However, the size of the site may impact on the viability of such measures.
		Will it provide for effective wastewater treatment?	It is likely that there is capacity at the existing Waste Water Treatment Works to accommodate potential development on this site, and there may need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	The range of SUDs which are suitable to be incorporated into any development coming forward may be constrained due to the size of the site.
		Will it reduce the risk of flooding?	This site is not situated in immediate proximity to an area at risk of flooding (flood zone 2 and 3).
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	There may be opportunities to incorporate green infrastructure links on this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	Whilst the development of this site would ensure the re-use of previously-developed land in proximity to the village, due to its size, the site would not have the capacity to ensure the phasing of infrastructure to meet the ongoing and future needs of the local community. Furthermore this site would not be able to provide a range and affordability of homes to meet the local community's needs. Additional land - potentially in the Green Belt - would be required which may lead to fragmented development with limited opportunities for providing additional infrastructure.
		Will higher-density development be promoted where appropriate?	No impact. This site is not situated within a town centre.
		Will soil quality be preserved?	No impact. This site is not situated on agricultural land.
		Will it promote the remediation of contaminated land?	This site is previously developed land. The potential for this site to be contaminated would need to be considered with any development coming forward.
		Will the best and most versatile agricultural land be protected?	Whilst this site is situated on previously developed land, additional land potentially in the Green Belt would be required to meet the needs of the local community. Agricultural land may therefore need to be reallocated in the locality. The agricultural land in immediate proximity to the village is Grade 3.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This site is not well related to the range of local services and facilities provided within the village along Ferry Road when compared to alternatives, although it is noted that these may be accessed using the existing bus route. There are also opportunities to improve public transport routes along Lower Road. These factors may have a positive and a negative impact on air quality due to the potential for private car journeys to be generated due to the site's extension to the south of Lower Road away from the village centre which may impact accessibility, although there is an existing bus route.

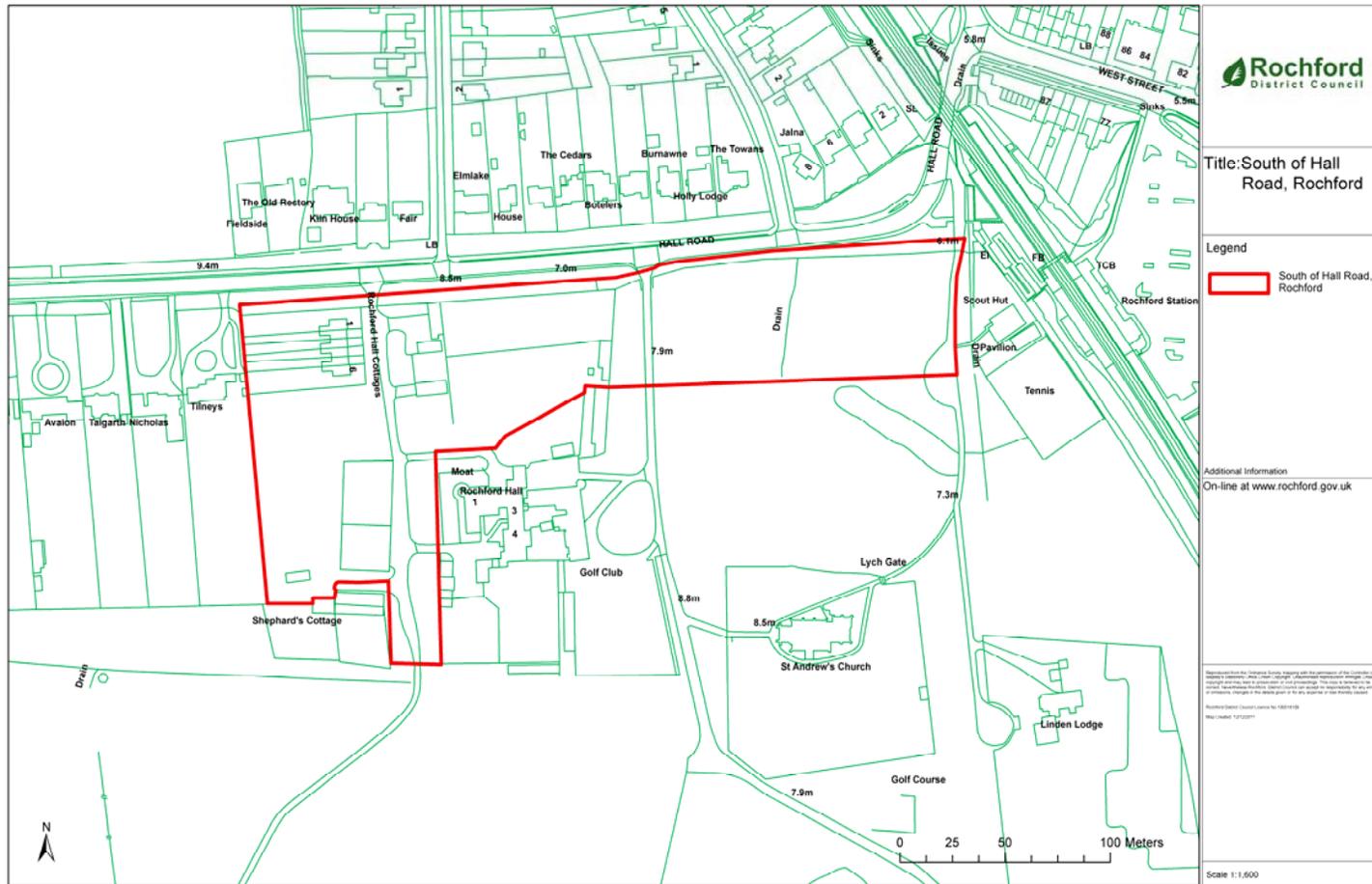
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT1 Nevendon Salvage, Lower Road, Hullbridge
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site is previously developed land, however, sustainable design and construction should still be viable and could be incorporated into any development coming forward on this site.
		Will climate proofing design measures be incorporated?	This will be managed through the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through the development management process.

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South of Hall Road, Rochford – Option ALT2

Area: Approx 2.6 hectares



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South of Hall Road, Rochford – Option ALT2

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other West Rochford residential allocation options. This site is situated to the west of Rochford which accords with the strategic approach outlined in the Core Strategy Submission Document. It is predominantly greenfield land with some areas of previously developed land, and is entirely situated in the Green Belt. This site may have the capacity to ensure the phasing of some of the infrastructure identified within Appendix H1 for the general location of 'West Rochford' to meet the ongoing and future needs of the local community such as public open space and play space. A mix of type, tenure and affordability of housing to meet the local community's needs may be viable on this site. However, additional land would be required in this general location to meet the requirements of the Core Strategy Submission Document which may lead to fragmented development presenting constraints for the provision of infrastructure. Such development may also impact on community cohesion. The segregation of the sites would impact on the deliverability and accessibility of the new primary school, and community facilities etc. to be provided in this general location.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Although this site is situated in close proximity to Rochford town centre, it is not situated adjacent to existing residential development as this site extends east to the train line. Nevertheless this site has the potential to ensure the regeneration and enhancement of existing rural and urban communities through the provision of some additional facilities. However, additional land would be required in this general location to meet the requirements of the Core Strategy Submission Document which may lead to fragmented development presenting constraints for the provision of infrastructure. Such development may also impact on community cohesion.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
		Will it ensure equal opportunities and that all sections of the community are catered for?	This site is in proximity to a range of town centre services including schools, a supermarket, community facilities and health facilities which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also existing public transport links to the north east/ east of this site along Ashingdon Road/West Street (there are bus routes along these) and Rochford train station increasing the accessibility of local services for those without access to a private car. This site has the potential to provide a range of housing types, tenure and affordability, and some additional facilities to meet the needs of the local community.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability could also be provided to meet the needs of an ageing population. This site is in proximity to a wide range of local services and the site bounds Hall Road to the north which has the potential to enhance the accessibility for all sections of the community, particularly those without access to private transport, to such services.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability could be provided alongside some local facilities and there is potential to improve access to such services and public transport provision.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The site has good links to the existing settlement and local town centre services. The design of any development coming forward on this site would be determined through the development management process.
		Will it improve health and reduce health inequalities?	A large green space (Cherry Orchard Jubilee Country Park) is situated in proximity to this site to the west. Local leisure facilities include Rochford Hundred Golf Club and Rochford Tennis Club which are well related to the site. Clements Hall Leisure Centre in Hawkwell may also be accessible from this site, via the number 8 bus service which has stops along Ashingdon Road and West Street, or the proposed Sustrans route along Ironwell Lane/West Street. These facilities would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Cherry Orchard Jubilee Country Park may be accessible by the provision of green links connecting to the site which would promote informal recreation. The proximity of the site to an existing cycle route along Hall Road and Cherry Orchard Way and the proposed Sustrans route along Ironwell Lane/West Street to the north of the site may also encourage healthy, active lifestyles. Clements Hall Leisure Centre is also potentially accessible from this site via a range of transport modes.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is not in close proximity to a proposed Greenway, however, there may be opportunities to provide additional green links (in addition to the cycle route along Hall Road) to improve linkages between the site and Cherry Orchard Jubilee Country Park. However, there is potential for the size of the site to impact on the viability of this.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	This site has the potential to provide a range and affordability of housing for all social groups.
		Will a mix of housing types and tenures be promoted?	This site has the potential to provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	The design of any development coming forward on this site would be determined through the development management process.
		Is there sustainable access to key services?	There are a range of local town centre services and facilities which are accessible from this site. Whilst the railway bridge to the east of the site by the West Street/Ashingdon Road/Hall Road roundabout has the potential to restrict the provision of public transport going eastwards towards the town centre, it would not in any way restrict the potential for the provision of a bus service heading west from the site, towards the main routes into Southend and to proposed employment growth at Southend Airport. There are existing public transport routes in proximity to the site along Ashingdon Road and West Street and this site is well related to Rochford train station which is adjacent to the eastern end of the site.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This site is situated to the west of Rochford town centre, and is well related to the centre.
		Will it improve business development?	This site is well related to the town centre and residential development here has the potential to help support local businesses in the centre, although to a lesser extent than a larger site. This site does not have the capacity to accommodate the dwellings requirements stipulated in the Core Strategy Submission Document for the general location of 'West Rochford'.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. However, due to the size of the site, additional land would need to be allocated to meet these requirements which have been stipulated within Appendix H1 of the Core Strategy Submission Document. Allocating this site for residential development has the potential to impact on the viability and deliverability of these infrastructure requirements in this general location through creating fragmented development. Nevertheless there are a range of existing community and local services which are accessible from this site.
		Does it promote mixed use and high density development in urban centres?	This site is not situated within Rochford town centre but is on the urban fringe to the west.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	This site would not lead to the loss of employment land, and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	London Southend Airport is situated to the south of this site. As such this site would relate well to future employment opportunities to be allocated within the vicinity of this key economic hub.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are a range of existing public transport links in proximity to this site. Whilst the railway bridge to the east of the site by the West Street/Ashingdon Road/Hall Road roundabout has the potential to restrict the provision of public transport going eastwards towards the town centre, it would not in any way restrict the potential for the provision of a bus service heading west from the site, towards the main routes into Southend and to proposed employment growth at Southend Airport. The site is also well related to Rochford train station which is accessible via Hall Road and West Street, and the bus stops located in West Street and Ashingdon Road. There are also existing cycle lanes along Hall Road, and a proposed Sustrans route along Ironwell Lane/West Street to the north of the site.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The site has links to Hall Road and is in close proximity to Cherry Orchard Way and thus has good highways access. Whilst the railway bridge to the east of the site by the West Street/Ashingdon Road/Hall Road roundabout has the potential to restrict the provision of public transport going eastwards towards the town centre, it would not in any way restrict the potential for the provision of a bus service heading west from the site, towards the main routes into Southend and to proposed employment growth at Southend Airport. The eastern extent of this site is adjacent to the train station and there are established bus stops in proximity to this site. There are also existing cycle routes provided along Hall Road. This site is close to the town centre which has the potential to encourage walking and cycling, and there is a proposed Sustrans route along Ironwell Lane/West Street to the north of the site.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There are a range of local services, including shopping, leisure, and health facilities which are accessible from this site, and there are established bus stops and a train station nearby. This site also relates well to London Southend Airport and associated future employment opportunities.
		Will it reduce the need to travel?	There are existing local services and facilities within the town centre which are accessible from this site. This would reduce the need to travel. Although the provision of a bus route along Hall Road is restricted, there is potential to increase the opportunities for walking and cycling. This site is also well related to the train station.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This site is situated to the west of Rochford where there are accessible local services and public transport provision. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	Existing local services are accessible from this location which provide services for all sections of the community. However, compared to a larger site, this site would not have the capacity to provide the range of services and facilities identified in Appendix H1 of the Core Strategy Submission Document. This therefore has the potential to impact on the accessibility of services in terms of local provision. Nevertheless there is also potential to improve the opportunities for walking and cycling, and whilst the railway bridge to the east of the site by the West Street/Ashingdon Road/Hall Road roundabout has the potential to restrict the provision of public transport going eastwards towards the town centre, it would not in any way restrict the potential for the provision of a bus service heading west from the site, towards the main routes into Southend and to proposed employment growth at Southend Airport. A mix of housing types, tenure and affordability may be viable for this site and dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). There may be a positive and negative impact on meeting the needs of the local community and ensuring that all sections are catered for.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Rochford has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting. The Core Strategy Submission Document, however, states that future employment land will be allocated to the north of London Southend Airport, which is well related to this site and will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from relocated existing employment land and provide additional employment uses).
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be potential to provide green links to Cherry Orchard Jubilee Country park from this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Rochford is not in proximity to the District's estuaries or salt marshes, or other important natural/semi natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated within a nature conservation designation.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This site is predominantly greenfield land with some areas of previously developed land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	There may be potential to provide green links to Cherry Orchard Jubilee Country Park from this site which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Cultural Heritage		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within the Rochford Conservation Area and directly to the south/west are two Listed Buildings; Rochford Hall, which is a grade I Listed Building ('Rochford Hall and ruins') and a grade II* Listed church ('Church of St. Andrew'). Any development of this site would have a direct impact on the setting of these Listed Buildings. There is also a grade II listed milestone in proximity to the site ('Milestone on northern verge opposite house called Birches, Hall Road'), as well as other listed items. The Rochford Conservation Area Appraisal and Management Plan states that 'Until the first half of the 20th century, Hall Road was undeveloped. It still has a rural feel to it, to which the trees along it make a significant contribution, and forms an attractive approach to the town and conservation area.' It recommends that further suburbanisation of the road should be avoided in order to preserve the existing approach to the town and the setting of Rochford Hall. The frontage of Hall Road would need to be carefully considered having regard to the setting of Rochford Hall and St Andrew's Church. This site is situated within Historic Environment Character Zone 22 (Historic Town of Rochford). This zone comprises the historic core of Rochford Town located on an area of complex glacial and post glacial deposits overlying London Clay and Claygate Beds. Rochford retains much of the appearance of an 18th and 19th century market town. Extensive urban archaeological deposits are likely to survive beneath the present town centre (Rochford District Historic Environment Characterisation Project). Below ground there are some indications of Roman occupation in the area of East Street. Saxon occupation is recorded in the Domesday Book but it is possible that this is located at Rochford Hall to the west of the main settlement which is adjacent to the church. Rochford Hall comprises the remains of an elaborate early Tudor brick built mansion and its associated farming and landscape features. It is possible that this church/hall complex was a focal point for an earlier dispersed settlement pattern prior to the foundation of the town. The medieval period is well represented by the standing buildings but archaeological deposits also survive well. The historic town survey has shown that archaeological deposits survive relatively undamaged in areas where excavations have taken place. Recent evaluation has shown that the gardens of the frontage properties contain surviving archaeological deposits. This would need to be carefully considered.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	There may be limited opportunities for the creation of public open space due to the capacity of the site.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This site is predominantly greenfield land with some areas of previously developed land. It is situated to the west of Rochford town centre on the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This site is predominantly greenfield land with some areas of previously developed land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements. The identified site area is not greater than 3ha. Nevertheless it is important that a defensible boundary can be maintained. This site is bounded by a road to the north and east and a golf course to the south, and can ensure that a defensible Green Belt boundary can be maintained to prevent further encroachment into the Green Belt to the south of Hall Road.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The eastern section of this site is situated within an area at risk of flooding (flood zone 2).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it provide for effective wastewater treatment?	It is likely that there is capacity at the existing Waste Water Treatment Works to accommodate potential development on this site, and there may need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	The site has the capacity to include SUDs, however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it reduce the risk of flooding?	The eastern section of this site is situated within an area at risk of flooding (flood zone 2). There is an area of flood zone 3 to the south. A range of SUDs may be suitable for this site to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	There may be opportunities to incorporate green infrastructure links on this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This site is predominantly greenfield land with some areas of previously developed land.
		Will higher-density development be promoted where appropriate?	No impact. This site is not situated within a town centre.
		Will soil quality be preserved?	No impact. This site is not situated on agricultural land.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated. However, the potential for the areas of previously developed land to be contaminated would need to be considered with any development coming forward.
		Will the best and most versatile agricultural land be protected?	Whilst this site does not encompass agricultural land, additional land potentially in the Green Belt would be required to meet the needs of the local community. Agricultural land may therefore need to be reallocated in the locality. The agricultural land in immediate proximity to the west of Rochford is Grade 1 and Grade 2.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of services which are accessible to this site. Whilst the railway bridge to the east of the site by the West Street/Ashingdon Road/Hall Road roundabout has the potential to restrict the provision of public transport going eastwards towards the town centre, it would not in any way restrict the potential for the provision of a bus service heading west from the site, towards the main routes into Southend and to proposed employment growth at Southend Airport. There are also opportunities to improve walking and cycling, and there are existing public transport links in close proximity to the site. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	The air quality at the entrance to the Market Square where East Street, West Street, South Street and North Street meet is monitored. This is a potentially significant junction in the town centre. Transport movements, due to the location of the site along Hall Road to the west of Rochford, are directed away from this junction.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT2 South of Hall Road, Rochford
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints on the site as there are areas of previously developed land, however, sustainable design and construction should still be viable and could be incorporated into any development coming forward on this site.
		Will climate proofing design measures be incorporated?	This will be managed through the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through the development management process.

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North of Ironwell Lane, Rochford – Option ALT3

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other West Rochford residential allocation options. This site may broadly be described as being situated to the west of Rochford which generally accords with the strategic approach outlined in the Core Strategy Submission Document. It is a combination of greenfield land and previously developed land, and is entirely situated in the Green Belt. However the site would not have the capacity to ensure the phasing of infrastructure identified within Appendix H1 for the general location of 'West Rochford' to meet the ongoing and future needs of the local community. A mix of type, tenure and affordability of housing to meet the local community's needs may not be deliverable on this site. Additional land would be required in this general location to meet the requirements of the Core Strategy Submission Document which may lead to fragmented development presenting constraints for the provision of infrastructure. Such development may also impact on community cohesion. The potential segregation of the sites would impact on the deliverability and accessibility of the new primary school (particularly as this site extends northwards from Options WR1 to WR5), and community facilities etc. to be provided in this general location.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This site is situated in proximity to Rochford town centre, and although it is situated adjacent to existing residential development to the east and south, the site is segregated by the train line to the east and Ironwell Lane to the south. This site may not have the potential to ensure the regeneration and enhancement of existing rural and urban communities as it may not be able to provide additional facilities in this area. However, additional land would be required in this general location to meet the requirements of the Core Strategy Submission Document which may lead to fragmented development presenting constraints for the provision of infrastructure. Such development may also impact on community cohesion.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of town centre services including schools, a supermarket, community facilities and health facilities which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also existing public transport links to the east/south east of this site along Ashingdon Road/West Street (there are bus routes along these) and Rochford train station increasing the accessibility of local services for those without access to a private car. However, a range of housing types, tenure and affordability in addition to the provision of some infrastructure requirements for this general location may not be deliverable for this site.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability to meet the needs of an ageing population, however, may not be deliverable. This site is in proximity to a wide range of local services and the site bounds Ironwell Lane to the south which has the potential to enhance the accessibility of all sections of the community, particularly those without access to private transport, to such services.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability may not be deliverable for this site, however, there is potential to improve accessibility to local services and enhance public transport provision in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The site is in proximity to the existing settlement and local town centre services, although it is largely segregated by the train line to the east. The design of any development coming forward on this site would be determined through the development management process.
		Will it improve health and reduce health inequalities?	A large green space (Cherry Orchard Jubilee Country Park) is situated in proximity to this site to the south west. Local leisure facilities include Rochford Hundred Golf Club and Rochford Tennis Club which are located to the south/south east of the site. Clements Hall Leisure Centre in Hawkwell also may be accessible from this site, via the number 8 bus service which has stops along Ashingdon Road and West Street, or the proposed Sustrans route along Ironwell Lane. These facilities would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The provision of green links to Cherry Orchard Jubilee Country Park may be less viable for this site, however, the proximity of the site to an existing cycle route along Hall Road and Cherry Orchard Way and the proposed Sustrans route along Ironwell Lane/West Street to the south/south east of the site may promote informal recreation and encourage healthy, active lifestyles. Clements Hall Leisure Centre is also potentially accessible from this site via a range of transport modes.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is not in close proximity to a proposed Greenway, however, there may be opportunities to provide additional green links (in addition to the cycle route along Hall Road) to improve linkages between the site and Cherry Orchard Jubilee Country Park. However, there is potential for the size of the site to impact on the viability of this.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	This site may not be able to provide a range and affordability of housing to meet the local community's needs due to the size of the site.
		Will a mix of housing types and tenures be promoted?	This site may not be able to provide an appropriate range of housing types and tenure to meet local needs due to the size of the site.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	The design of any development coming forward on this site would be determined through the development management process.
		Is there sustainable access to key services?	There are a range of local town centre services and facilities which are generally accessible from this site. There is, however, potential to improve the provision of public transport services along Ashingdon Road and West Street. Furthermore this site is in proximity to Rochford train station which is to the south east of the site.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This site is generally situated to the west of Rochford town centre, and in proximity to the centre.
		Will it improve business development?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. However, due to the size of the site, additional land would need to be allocated to meet these requirements which have been stipulated within Appendix H1 of the Core Strategy Submission Document. Allocating this site for residential development has the potential to impact on the viability and deliverability of these infrastructure requirements in this general location through creating fragmented development. Nevertheless there are a range of existing community and local services which are generally accessible from this site.
		Does it promote mixed use and high density development in urban centres?	This site is not situated within Rochford town centre but is on the urban fringe to the west.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	This site would not lead to the loss of employment land, and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	London Southend Airport is situated to the south of this site. As such this site has the potential to relate well to future employment opportunities to be allocated within the vicinity of this key economic hub, although parts of this site extend further north away from this area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are a range of existing public transport links in proximity to this site. The site is in proximity to Rochford train station which is accessible via West Street and Hall Road, and the bus stops located in West Street and Ashingdon Road. There are also existing cycle lanes along Hall Road, and a proposed Sustrans route along Ironwell Lane/West Street to the south/south east of the site. This option, however, extends north away from Ironwell Lane.
Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?		The site only has the potential to link to Ironwell Lane and is in close proximity to the highways network. There are a range of existing public transport links in proximity to this site. The site is in proximity to Rochford train station which is accessible via West Street and Hall Road, and the bus stops located in West Street and Ashingdon Road. There are also existing cycle lanes along Hall Road, and a proposed Sustrans route along Ironwell Lane/West Street to the south/south east of the site. This site is close to the town centre which has the potential to encourage walking and cycling. There are opportunities to encourage people to use alternative modes of transportation other than the private car. This option, however, extends north away from Ironwell Lane.	
Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?		There are a range of local services, including shopping, leisure, and health facilities which are accessible from this site, and there are established bus stops and a train station nearby. This site also has the potential to relate well to London Southend Airport and associated future employment opportunities, although parts of this site extend further north away from this area, which may impact on accessibility.	
Will it reduce the need to travel?		There are existing local services and facilities within the town centre which are accessible from this site. This would reduce the need to travel. There is an existing bus route running along Ashingdon Road and West Street, and there is potential to increase the opportunities for walking and cycling. This site is also situated in proximity to the train station, however, it extends north away from Ironwell Lane which may impact on accessibility.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This site is situated to the west of Rochford where there are accessible local services and public transport provision. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	Existing local services are accessible from this location which provide services for all sections of the community. However, compared to a larger site, this site would not have the capacity to provide the range of services and facilities identified in Appendix H1 of the Core Strategy Submission Document. This therefore has the potential to impact on the accessibility of services in terms of local provision. Nevertheless there is also potential to improve the opportunities for walking and cycling. A mix of housing types, tenure and affordability may not be deliverable due to the capacity of the site. However, dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). There may be a positive and negative impact on meeting the needs of the local community and ensuring that all sections are catered for. This option, however, extends north away from Ironwell Lane which may impact on accessibility.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Rochford has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting. The Core Strategy Submission Document, however, states that future employment land will be allocated to the north of London Southend Airport, which is well related to this site, although parts of this site extend further north away from this area, and will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from relocated existing employment land and provide additional employment uses).
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	The provision of green links to Cherry Orchard Jubilee Country Park may be less viable for this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Rochford is not in proximity to the District's estuaries or salt marshes, or other important natural/semi natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated within a nature conservation designation.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This site is a combination of greenfield land and previously developed land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	The provision of green links to Cherry Orchard Jubilee Country Park may be less viable for this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
	Cultural Heritage		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 19. There may be some archaeological deposits (possibly mainly military in nature) within this area, although at present this is unknown due to the lack of archaeological field work undertaken (Rochford District Historic Environment Characterisation Project). This would need to be taken into consideration with any development coming forward on this site. There are several Listed Buildings to the south of the site for example there is a grade I Listed Building ('Rochford Hall and ruins'), a grade II* Listed Building ('Church of St. Andrew') and a grade II listed milestone ('Milestone on northern verge opposite house called Birches, Hall Road'), as well as other listed items in proximity to the site along Hall Road. However, there is generally existing residential development between the site and these Listed Buildings. The Rochford Conservation Area is also situated to the south/south east of the site.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	There may be limited opportunities for the creation of public open space due to the capacity of the site.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This site is a combination of greenfield land and previously developed land. It is situated to the west of Rochford town centre on the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This site is a combination of greenfield land and previously developed land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements. The identified site area is not greater than 2ha. Nevertheless it is important that a defensible boundary can be maintained. The site is bounded by a road to the south, an existing hedgerow to the west and a train line to the east, and can ensure that a defensible Green Belt boundary can be maintained to prevent further encroachment into the Green Belt to the north of Ironwell Lane.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	A significant proportion of the site is situated within an area at risk of flooding (flood zone 2 and 3).
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
		Will it provide for an efficient water conservation and supply regime?	The range of SUDs which are suitable to be incorporated into any development coming forward may be constrained due to the size of the site. Grey water recycling and other water conservation measures may also be included at the design stage. However, the size of the site may impact on the viability of such measures.
		Will it provide for effective wastewater treatment?	It is likely that there is capacity at the existing Waste Water Treatment Works to accommodate potential development on this site, and there may need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	The range of SUDs which are suitable to be incorporated into any development coming forward may be constrained due to the size of the site.
		Will it reduce the risk of flooding?	A significant proportion of the western and southern section of the site is situated within an area at risk of flooding (flood zone 2 and 3). There is a greater proportion of land in flood zone 2 with a smaller section towards the western boundary within flood zone 3. Whilst there is potential for the areas at risk of flooding to accommodate public open space (water-compatible development), this would significantly reduce the capacity of the site to accommodate residential development. A range of SUDs are available which can be used to manage excess surface water, however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	The provision of green links to Cherry Orchard Jubilee Country Park may be less viable for this site. Whilst there is potential to provide an area of public open space within any development coming forward on this site, which has the potential to create new habitats, this would constrain the developability and potentially the deliverability of the site.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This site is a combination of greenfield land and previously developed land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
		Will higher-density development be promoted where appropriate?	No impact. This site is not situated within a town centre.
		Will soil quality be preserved?	This site is on Grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated, although this site does encompass some previously developed land.
		Will the best and most versatile agricultural land be protected?	This site is situated on Grade 1 agricultural land. If this site were to be taken forward for development this would result in a small loss of the highest quality agricultural land. Furthermore additional land potentially in the Green Belt would be required to meet the needs of the local community. Agricultural land may therefore need to be reallocated in the locality. The agricultural land in immediate proximity to the west of Rochford is Grade 1 and Grade 2.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are existing local services and facilities within the town centre which are accessible from this site. This would reduce the need to travel. There is an existing bus route running along Ashingdon Road and West Street, and there is potential to increase the opportunities for walking and cycling. This site is also situated in proximity to the train station. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	The air quality at the entrance to the Market Square where East Street, West Street, South Street and North Street meet is monitored. This is a potentially significant junction in the town centre. Transport movements, due to the location of the site along Ironwell Lane generally to the west of Rochford, are directed away from this junction.

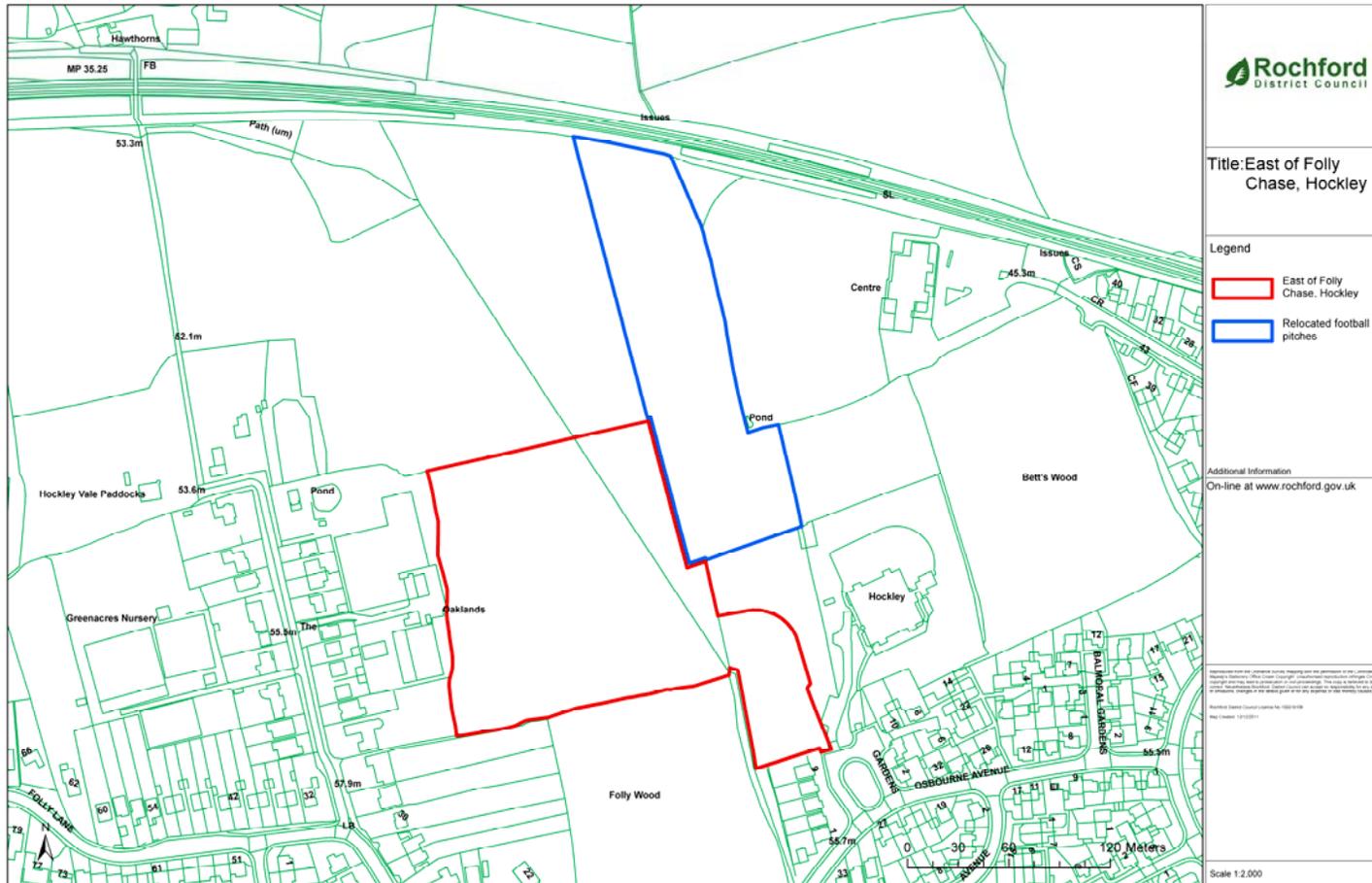
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT3 North of Ironwell Lane, Rochford
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints on the site as there are areas of previously developed land, however, sustainable design and construction should still be viable and could be incorporated into any development coming forward on this site.
		Will climate proofing design measures be incorporated?	This will be managed through the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through the development management process.

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East of Folly Chase, Hockley – Option ALT4

Area: Approx 2.8 hectares



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East of Folly Chase, Hockley – Option ALT4

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other West Hockley residential allocation options. This site is situated to the west of Hockley which accords with the strategic approach outlined in the Core Strategy Submission Document. This site would ensure the phasing of infrastructure and the site has the capacity to provide the required public open space and play space facilities identified for this general location to meet the ongoing and future needs of the local community. It is situated to the north of existing residential development and there are established facilities nearby including a school and community centre. This site, however, encompasses the school playing field which would need to be relocated as part of any development coming forward on this site.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The site is bounded by a nursery to the west, a Local Wildlife Site (R9. Folly Wood) to the south, a primary school to the east and a road to the south east (Chevening Gardens). It is also adjacent to a small amount of residential development to the south west corner (these are garden areas only) and to the south east, but it may not ensure the regeneration and enhancement of existing communities. Given the inclusion of the school playing field within this site, there is potential for access for any development on this site to be provided at Chevening Gardens. The potential impact this would have on minor roads in the area, particularly Chevening Gardens, around peak hours would need to be carefully considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
		Will it ensure equal opportunities and that all sections of the community are catered for?	There are a range of local facilities in proximity to this site, including a school and community centre, Hockley tennis club, Hockley golf range and Hockley Woods. The potential for the site to connect to the existing highway network (at Chevening Gardens) enhances the accessibility of these facilities. Furthermore the centre of Hockley itself with its associated services and facilities is situated to the east of the site. There is a bus route along Main Road/Aldermans Hill which can provide an alternative mode of transportation to Hockley centre, and again, the potential to connect to the existing highway network enhances the accessibility of this, and other, routes. It would provide a range of housing types and tenure, and affordable housing to meet the needs of the local community. It would provide public open space and play space. This site therefore has the potential to ensure equal opportunities, in terms of access, and that all sections of the community are catered for.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This site is in proximity to a range of local services and facilities and there is public transport nearby. It is therefore likely that essential services would be accessible to those without access to private transport, and would ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside public open space and play space and there are potential opportunities to improve access to public transport provision and local services in this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The existing bus route to the south of the site would connect the local community with Hockley centre. Although this site has the potential to provide access to the existing highway network, the location of the site does relate very well to existing residential development. Although there are small sections of designated residential development to the south west and south east, barriers to existing residential areas existing to the south, west and east, there is a primary school to the east, proximity to which may be beneficial to community cohesion. The design of any development coming forward at this site would be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space may be provided on this site with any development coming forward, and there is a large area of public open space (Hockley Woods) to the south of this general location, which would be accessible to the site. Hockley tennis club and Hockley golf range are also in proximity to the site, and have the potential to improve health and reduce health inequalities. This site, however, encompasses the school playing field which would need to be relocated as part of any development coming forward on this site.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The potential public open space incorporated into any development at this site would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of the site to Hockley Woods, Hockley tennis club and Hockley golf range would also encourage informal recreation. This site, however, encompasses the school playing field which would need to be relocated as part of any development coming forward on this site.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 16) in Hockley Woods running through the Upper Roach Valley Special Landscape Area towards Southend. The site is also in close proximity to the proposed Sustrans route.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This site can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	The design of any development coming forward on this site would be determined through the development management process.
		Is there sustainable access to key services?	This site is situated away from the centre on Hockley which will have an impact on sustainable access to key services. Nevertheless there is a primary school and community centre to the east of the site, a large area of public open space (Hockley Woods) and leisure facilities in proximity to the site. There is also a bus route to the south along High Road/Aldermans Hill which runs east to the centre of Hockley, where other local services are located. The Core Strategy Submission Sustainability Appraisal, however, notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is situated to the west of the centre of Hockley.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This site would provide public open space and play space to meet the needs of the local community. Other local services which meet the needs of the entire community are situated in the centre of Hockley, although leisure facilities and a large area of public open space are situated in proximity to the site. A primary school and community centre are also located nearby which would be accessible from this site, given that it has the potential to connect to the existing highway network (at Chevening Gardens).
		Does it promote mixed use and high density development in urban centres?	This option is not situated within the centre of Hockley but is on the urban fringe to the west.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	Any development at this site would not lead to the loss of employment land, and the scale of any development coming forward has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This site is in proximity to an existing bus route along Aldermans Hill/High Road to the south of the site.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There is an existing bus route to the south of the site along High Road/Aldermans Hill which connects to the centre of Hockley to the east has the potential to encourage people to use alternative modes of transportation. The proposed Sustrans route and Greenway 16 have the potential to encourage walking and cycling, and would be accessible from this site. There is potential to improve public transport links in the locality. Although the centre of Hockley and train station etc. are less accessible from this general location, as recognised in the Sustainability Appraisal for the Core Strategy, the general locations identified are considered to be the most sustainable given the alternatives.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The centre of Hockley is situated to the east of this site providing a range of local services including jobs, shopping and health facilities. There are several leisure facilities and a large area public open space in proximity to the site, and there are established facilities nearby including a school and a community centre which would be accessible from this site. There is an existing bus route along High Road/Aldermans Hill and opportunities to encourage walking and cycling (through the proposed Greenway and Sustrans route, respectively). Although the site is situated away from the centre of Hockley there is an existing bus route as well as potential routes to encourage walking and cycling to these local services, which has the potential to ensure access for those without private transport. These factors would contribute to reducing social exclusion.
		Will it reduce the need to travel?	The centre of Hockley is situated to the east of this option, providing a range of local services including jobs, shopping and health facilities, and so the location of this site may not reduce the need to travel. There are several leisure facilities and a large area of public open space in proximity to the site, and there are established facilities nearby including a school and a community centre, which would be accessible from this site. There is an existing bus route along High Road/Aldermans Hill and opportunities to encourage walking and cycling (through the proposed Greenway and Sustrans route, respectively).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west of Hockley where there are limited local services nearby, and there is an existing public transport route providing access to Hockley centre to the east or Rayleigh town centre to the west. Nevertheless the Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There is an existing bus route to the south of the site along High Road/Aldermans Hill which connects to the centre of Hockley to the east. This may enable access for all sections of the community, particularly those without private transport, to the services and facilities located within the centre of Hockley. The existing bus route also connects to the wide range of services within Rayleigh town centre situated to the west. The proximity of the site to the proposed Sustrans route and Greenway 16 may also encourage walking and cycling. Furthermore dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Hockley has links with the neighbouring economic centres of Basildon and Chelmsford, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Hockley is not in proximity to the District's estuaries or salt marshes. This site is bounded by a Local Wildlife Site to the south (R9. Folly Wood) and is in proximity to other Local Wildlife Sites - R11. Bett's Wood to the east and R8. Hockleyhall/Crabtree Woods further to the north west. Any development at this location would have to be carefully managed to avoid harm to these Local Wildlife Sites. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	There may be some impact on the Local Wildlife Site to the south which has biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. An area of public open space to the south/south east of this site may help mitigate any potential impact of development coming forward at this site. Furthermore it is noted that this general location is in proximity to the Upper Roach Valley Special Landscape Area (encompassing Hockley Woods) situated to the south of this site. Although this is a landscape quality designation rather than an indication of ecological value, this area encompasses Hockley Woods (which is an important area of ancient woodland). The recreational pressure on this area may increase with any development coming forward in this location.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site is bounded by a Local Wildlife Site to the south (R9. Folly Wood) and is in proximity to other Local Wildlife Sites - R11. Bett's Wood to the east and R8. Hockleyhall/Crabtree Woods further to the north west. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. This site is not, however, located in immediate proximity to any other areas designated for their ecological importance.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This site is situated on greenfield land (including the school playing field).
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This site would include the provision of public open space, which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 33 (Rochford District Historic Environment Characterisation Project). The zone contains low density residential housing, with the original village church and manor of Hockley, within a network of open fields and ancient woodland. There may be some archaeological deposits (there is likely to be evidence of multi-period occupation) within this general area, however, few archaeological deposits have been recorded largely due to the lack of development. This will need to be taken into consideration with any development coming forward at this site. There are no Listed Buildings in proximity to the site.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space would be allocated within any development coming forward at this site, which would provide accessible green space in this area. Play space would also be provided. This site, however, encompasses the school playing field which would need to be relocated as part of any development coming forward on this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This site is situated on grade 3 agricultural land (SEA Baseline Information Profile). This site would have a negative impact on the open, rural nature of the area, and would not make effective use of previously developed land in the locality situated on the urban fringe further to the west of this site (unlike alternatives WH2 and WH5). This area of previously developed land was identified in the Allocations DPD: Discussion and Consultation Document. This site would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe, but would unnecessarily encroach into the open Green Belt in this respect.
		Will it reduce the amount of derelict, degraded and underused land?	This site is situated on greenfield land (including the school playing field).
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This site is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements. The identified site area is not greater than 3ha. Nevertheless it is important that a defensible boundary can be maintained. The site is bounded by a nursery to the west, a Local Wildlife Site (R9. Folly Wood) to the south, a primary school to the east and a road to the south east (Chevening Gardens). It is also adjacent to a small amount of residential development to the south west corner (these are garden areas only) and to the south east, and has the potential to provide a robust and defensible Green Belt boundary. However, there is an area to the west of this site containing large agricultural-type buildings which would remain Green Belt, which would impact on the defensibility of the Green Belt boundary.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is uncertain whether the size of the site would have an impact on the viability of such measures.
		Will it provide for effective wastewater treatment?	It is likely that there is capacity at the existing Waste Water Treatment Works to accommodate potential development on this site. However, there may need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site which has the capacity to incorporate SUDs to help mitigate any impact, however, it is uncertain whether the size of the site would have an impact on the viability of such measures.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
		Will it reduce the risk of flooding?	The site is not in proximity to an area at risk of flooding. A range of SUDs are available which can be used to manage excess surface water. However, it is uncertain whether the size of the site would have an impact on the viability of such measures.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space would be provided within any development coming forward at this site, and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This site is situated on greenfield land (including the school playing field).
		Will higher-density development be promoted where appropriate?	No impact. This site is not situated within a town centre.
		Will soil quality be preserved?	The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile) and school playing fields.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst there would be a small loss of agricultural land, as stated, it is grade 3 and thus its development would not lead to a loss of the highest quality agricultural land.

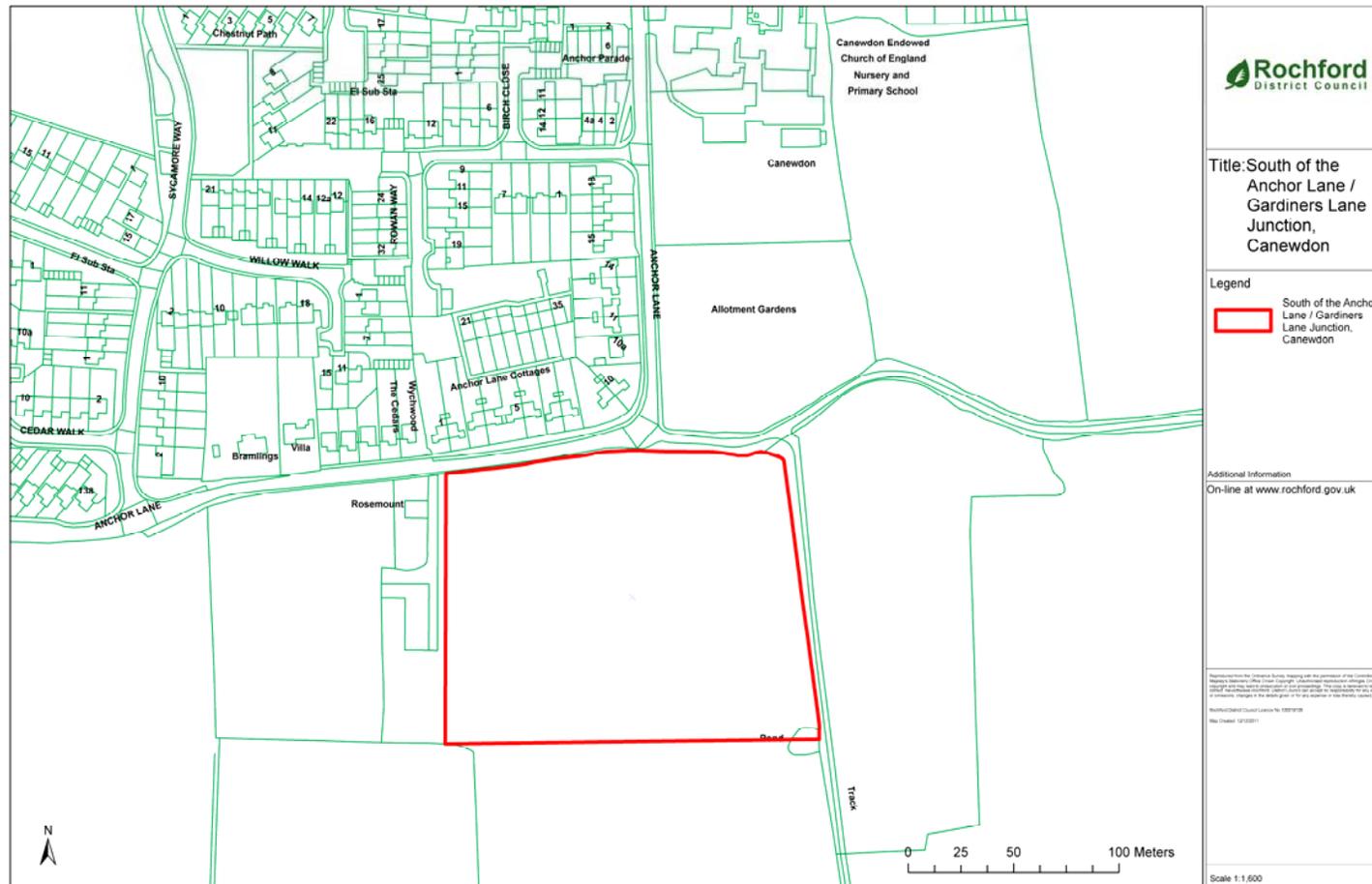
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT4 East of Folly Chase, Hockley
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located within the centre of Hockley to the east of the site, and there is an existing bus route to the south of the site along High Road/Aldermans Hill which provides access to this area for those without private transport, which would be accessible from this site. There are limited opportunities to reduce the need to travel to these local services in this locality, although the provision of public transport may have a positive impact on air quality. There are several leisure facilities in close proximity to the site and a large area of public open space as well as a primary school and a community centre nearby.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction would be viable and could also be incorporated into any development coming forward on this site.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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South of the Anchor Lane/Gardeners Lane Junction, Canewdon – Option ALT5

Area: Approx 2.3 hectares



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South of the Anchor Lane/Gardeners Lane Junction, Canewdon – Option ALT5

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other South Canewdon residential allocation options. This site is situated to the south of Canewdon which accords with the strategic approach outlined in the Core Strategy Submission Document. This site would ensure the phasing of infrastructure and the site has the capacity to provide the required play space facility to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This site is situated to the south of existing residential development to the south of Canewdon. The allocation of this site for residential development would provide properties for families and ensure that they do not have to leave the local area. This site would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. There are opportunities to enhance the provision of sustainable transport modes in the locality.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This site would provide a range of housing types and tenure, and affordable housing to meet the needs of the local community. In this respect it would ensure equal opportunities and that all sections of the communities housing needs are catered for.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This site is in proximity to two local shops situated to the north. A wider range of services situated in Rochford town centre and Ashingdon to the south west can be accessed using the existing bus service. Essential services may therefore be accessible to those without access to private transport and may ensure that the needs of an ageing population are met in this location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside play space and opportunities to improve access to public transport provision and local services.
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The severance between this site and the existing residential development to the north of Anchor Lane could have an impact on community cohesion, however, the design of any development coming forward on this site would be determined through the development management process, and could potentially include measures to integrate the site with the rest of the residential development, given that the barrier is unlikely to be insurmountable.
		Will it improve health and reduce health inequalities?	There is accessible public open space to the north of Canewdon, which includes youth facilities, play space and a playing field. There are allotments to the north/north east of the site, and a golf course to the south. These have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The accessible public open space to the north of Canewdon would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of the site to the allotments and the golf course may also encourage informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This general location does not relate well to the proposed Sustrans route or any proposed Greenways.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This site can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	The design of any development coming forward on this site would be determined through the development management process.
		Is there sustainable access to key services?	This site is situated to the south of local services situated in the centre of the village such as the primary school and village shops, which would ensure sustainable access to key services. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives. The existing public transport link provides access to Rochford town centre and Ashingdon to the south west of the site.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This site is situated to the south of the village of Canewdon.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	Play space is allocated for this general location in addition to residential development, which would meet the needs of the local community. There are two local shops in the village and a range of outdoor leisure facilities nearby. There are a range of other local services in Rochford and Ashingdon which are accessible via the existing bus route and would meet the needs of the entire community.
		Does it promote mixed use and high density development in urban centres?	This site is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	Any development at this site would not lead to the loss of employment land, and the scale of any development coming forward has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service (number 60) which runs to Canewdon. There may be opportunities to increase the availability of public transport in this location. This site does not have good relationship with the proposed Sustrans route or any Greenway.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There is good access to existing local services in the village including shops, pubs, a doctor's surgery and a primary school. The site has good links to Anchor Lane and the wider highway network, although the impact of providing access near to the junction of Anchor Lane and Gardeners Lane where this site is situated would need to be carefully considered with any development coming forward on this site. Nevertheless there is potential to improve public transport links in this locality. There is potential to encourage people to use alternative modes of transportation.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The centre of Rochford is situated to the south west of this site, providing a range of local services including jobs, shopping and health facilities. There are, however, several leisure facilities and an area of public open space in proximity to the site and there is a primary school and a village hall nearby. There is an existing bus route and opportunities to encourage walking and cycling. Although the site is situated away from Rochford town centre there is an existing bus route providing access to these local services, which would ensure access for those without private transport and may therefore positively contribute to reducing social exclusion.
		Will it reduce the need to travel?	Rochford is situated to the south west of this site, providing a range of local services including jobs, shopping and health facilities, and so the location of this site may not reduce the need to travel. There are, however, several outdoor leisure facilities including an area of public open space in proximity to the site, and there are established facilities nearby including a primary school and village hall. There is an existing bus route and opportunities to encourage walking and cycling. Although this site may not reduce the need to travel to local services, the use of sustainable modes of transportation may be encouraged.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	The option is situated within a village.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There is an existing bus route which connects Canewdon to Rochford town centre and Ashingdon to the south west. This would enable access for all sections of the community, particularly those without private transport, to the services and facilities located within these centres.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south of Canewdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This site is situated to the south of the River Crouch. The Coastal Protection Belt and the Upper Crouch Special Landscape Area are designated to the north west of the site, although these are landscape quality designations rather than an indication of ecological value.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is situated on grade 3 agricultural land (SEA Baseline Information Profile). The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance. However, this site is in proximity to two local wildlife sites R30. Butts Hill Pond located to the north of the village and R31. The Finches situated further to the east along Gardeners Lane. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	There is potential to include green infrastructure links, which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Cultural Heritage		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 12 (Rochford District Historic Environment Characterisation Project). Canewdon is an example of a late Saxon/early medieval settlement with a primary focus on the church/hall complex surrounded by a wider dispersed pattern based on the manorial halls of Canewdon, Pudsey, Apton, Scotts and Lambourne, a settlement pattern which was developed to exploit the economic potential of upland marsh land and creek. The village has expanded in the modern period to the north and south. There has been no archaeological excavation within the village of Canewdon. The Historic Environment Characterisation Project states that it is reasonable to suppose on the basis of comparison with other settlements of a similar nature that below ground archaeology survives within the historic settlement. The area surrounding Canewdon is characterised by a line of Iron Age or Roman Red Hills to the north of the present settlement marking the edge of the coastal marsh at that date. There is a high potential of surviving archaeological deposits. Any archaeological deposits, assets associated with the historic settlement pattern, marshland and coastal exploitation are particularly sensitive. This will need to be taken into consideration with any development taken forward on this site. Canewdon High Street Conservation Area is in proximity to this site to the north. There is also another Conservation Area to the east of the High Street (Canewdon Church Conservation Area) and there are numerous Listed Buildings including the Grade II* Church of St. Nicholas to the north west of this site. Any potential impact on the setting of these would need to be carefully considered.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Play space would be allocated within any development coming forward on this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This site is situated on grade 3 agricultural land (SEA Baseline Information Profile). Although there is an existing dwelling to the west of this site, its location to the south of Anchor Lane would extend the designated residential area of Canewdon further to the south.
		Will it reduce the amount of derelict, degraded and underused land?	This site is on greenfield land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This site is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements. The identified site area is not greater than 3ha. Nevertheless it is important that a defensible boundary can be maintained. The site is enclosed by Anchor Lane to the north, and a dwelling to the west. Whilst there is a natural field boundary to the east, there is no current boundary to the south. This site may not be able to ensure that a defensible Green Belt boundary can be maintained in the locality. The Coastal Protection Belt and the Upper Crouch Special Landscape Area, which are landscape quality designations, are located to the north west of the site. However, any development on this site would not have an intrinsic impact on the Coastal Protection Belt or Special Landscape Area designations in this area.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it provide for effective wastewater treatment?	It is likely that there is capacity at the existing Waste Water Treatment Works to accommodate potential development on this site. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	The site has the capacity to include Sustainable Drainage Systems (SUDs), however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This site is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	No impact. This site is not situated within a town centre.
		Will soil quality be preserved?	The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This site is grade 3 and would not lead to a loss of the highest quality agricultural land.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	The village provides some local services, and there is an existing bus route which can provide sustainable access to the centre of Rochford town centre and Ashingdon, particularly for those without access to private transport. Although there may be limited opportunities to reduce the need to travel to some local services, public transport is available which can have a positive impact on air quality. There are also opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.

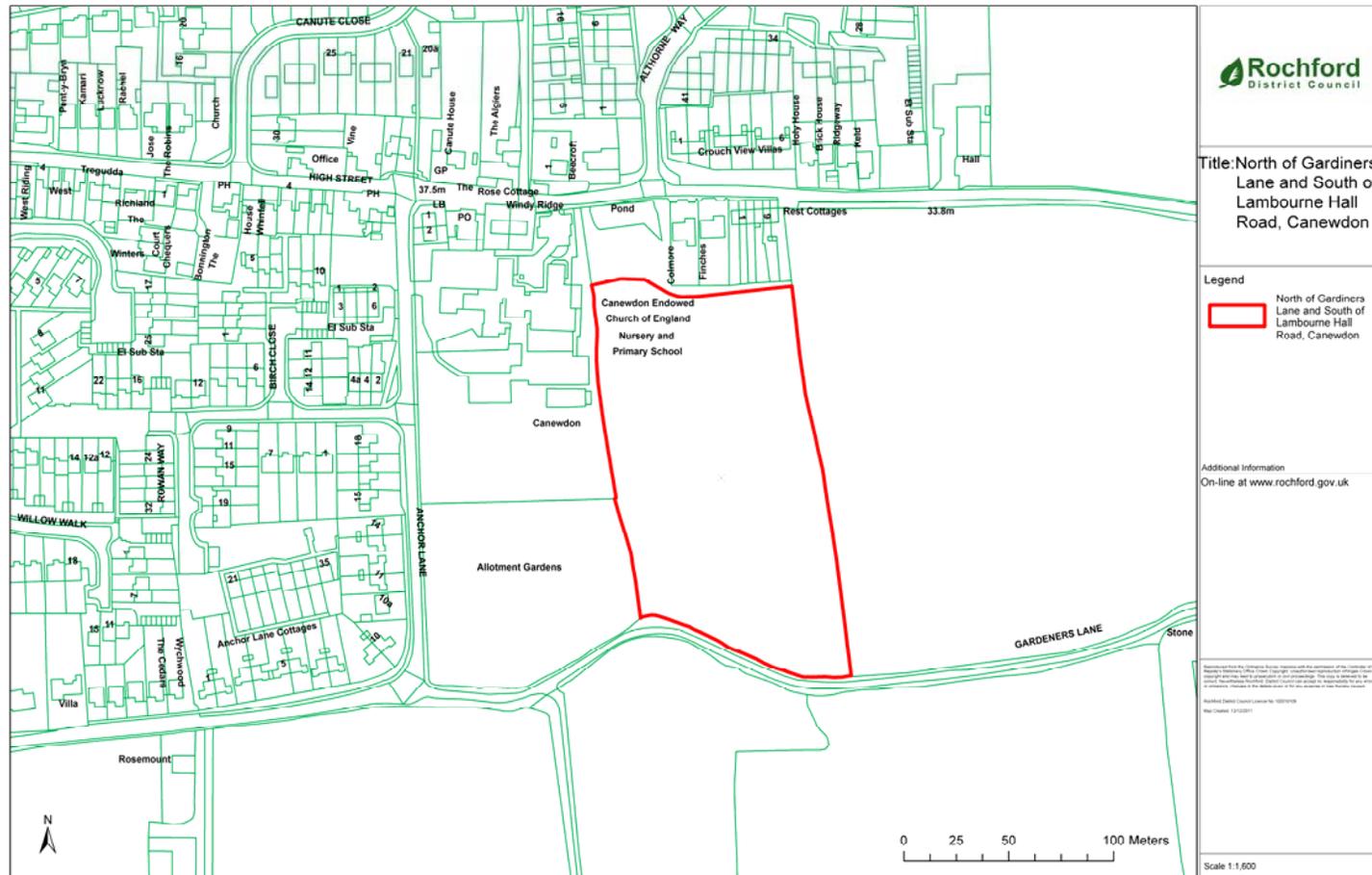
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT5 South of the Anchor Lane/Gardeners Lane Junction, Canewdon
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction would be viable and could also be incorporated into any development coming forward on this site.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

**Rochford District Council – Allocations Development Plan Document:
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North of Gardeners Lane and South of Lambourne Hall Road, Canewdon – Option ALT6

Area: Approx 1.7 hectares



**Rochford District Council – Allocations Development Plan Document:
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North of Gardeners Lane and South of Lambourne Hall Road, Canewdon – Option ALT6

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other South Canewdon residential allocation options. This site is situated to the east of Canewdon and it is debatable as to whether this site could be considered commensurate with the strategic approach outlined in the Core Strategy Submission Document. Due to the size of the site, it may not have the capacity to ensure the phasing of infrastructure to meet the ongoing and future needs of the local community. Furthermore this site may not be able to provide a range and affordability of homes to meet the local community's needs. Any development on this site would either have to be at a high density or additional land would be required to meet the requirements set out in the Core Strategy Submission Document. This has the potential to lead to fragmented development with limited opportunities for providing additional infrastructure.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This site is situated to the south of existing residential development along Lambourne Hall Road to the east of Canewdon. Whilst the allocation of this site for residential development would provide some properties for families and ensure that they do not have to leave the local area, to meet the requirements of the Core Strategy Submission Document, any development on this site would either have to be at a high density or additional land would be required. Nevertheless this site would promote the regeneration and enhancement of existing rural communities through ensuring the provision of some accommodation for young people and sustaining the future of the local school. There are opportunities to enhance the provision of sustainable transport modes in the locality.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The potential for this site to provide a range of housing types and tenure, and affordable housing to meet the needs of the local community is somewhat limited by its size. To meet the requirements of the Core Strategy Submission Document, any development on this site would either have to be at a high density which would constrain the range of housing types and tenure that could be provided, or additional land would be required which could impact on the viability of affordable housing. In this respect, this site may not ensure equal opportunities and that all sections of the communities housing needs are catered for.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). However, the provision of a range of housing type, tenure and affordability may be constrained on this site and so this may not meet the needs of an ageing population. This site is in proximity to two local shops situated to the north. A wider range of services situated in Rochford town centre and Ashingdon to the south west can be accessed using the existing bus service. Essential services may therefore be accessible to those without access to private transport and may ensure that the needs of an ageing population, in terms of access to services and facilities, are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. Whilst there are opportunities to improve access to public transport provision and local services, the provision of a range of housing type, tenure and affordability may be constrained on this site.
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Although this site adjoins existing residential development to the north along Lambourne Hall Road, the site is separated from the main residential area to the west by the primary school and the allotments, which could have an impact on community cohesion. Nevertheless the design of any development coming forward on this site would be determined through the development management process.
		Will it improve health and reduce health inequalities?	There is accessible public open space to the north of Canewdon, which includes youth facilities, play space and a playing field. There are allotments to the west of the site, and a golf course to the south. These have the potential to improve health and reduce health inequalities.

**Rochford District Council – Allocations Development Plan Document:
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Will it promote informal recreation and encourage healthy, active lifestyles?	The accessible public open space to the north of Canewdon would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of the site to the allotments and the golf course may also encourage informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site does not relate well to the proposed Sustrans route or any proposed Greenways.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	The provision of a range and affordability of housing within this development may be constrained by the size of the site.
		Will a mix of housing types and tenures be promoted?	The provision of an appropriate range of housing types and tenure to meet local needs may be constrained by the size of the site.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	The design of any development coming forward on this site would be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Is there sustainable access to key services?	This site is situated to the east/south east of local services situated in the centre of the village such as the primary school and village shops, which would ensure sustainable access to key services. The existing public transport link provides access to Rochford town centre and Ashingdon to the south west of the site. However, whilst the Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives, it is debatable as to whether this site could be considered commensurate with the general location of 'South Canewdon'.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This site is situated to the east of the village of Canewdon.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	Play space is allocated for the general location of 'South Canewdon' in addition to residential development, which would meet the needs of the local community. However, the size of the site may impact on the viability of this. Nevertheless there are two local shops in the village and a range of outdoor leisure facilities nearby. There are a range of other local services in Rochford and Ashingdon which are accessible via the existing bus route and would meet the needs of the entire community.
		Does it promote mixed use and high density development in urban centres?	This site is not situated within Rochford town centre. However, any development on this site would either have to be at a high density or additional land would be required to meet the requirements set out in the Core Strategy Submission Document.
		Does it promote a wide variety of jobs across all sectors?	No impact.

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		Decision-Aiding Question	Option ALT6
SA Objective		Will it (the Option)...?	North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Does it secure more opportunities for residents to work in the district?	Any development at this site would not lead to the loss of employment land, and the scale of any development coming forward has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
Accessibility			
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service (number 60) which runs to Canewdon. There may be opportunities to increase the availability of public transport in this location. This site does not have good relationship with the proposed Sustrans route or any Greenway.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There is good access to existing local services in the village including shops, pubs, a doctor's surgery and a primary school. The site is has the potential to connect to Gardeners Lane and the wider highway network, although the impact of providing access near to the junction of Anchor Lane and Gardeners Lane given this site's location would need to be carefully considered with any development coming forward on this site. There is limited potential to connect this site directly onto Lambourne Hall Road or Anchor Lane due to the enclosure of the site both to the north and west. A link may be provided outside of the site but this would require additional Green Belt land potentially to the east/north east. Nevertheless there is potential to improve public transport links in this locality. There is potential to encourage people to use alternative modes of transportation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The centre of Rochford is situated to the south west of this site, providing a range of local services including jobs, shopping and health facilities. There are, however, several leisure facilities and an area of public open space in proximity to the site and there is a primary school and a village hall nearby. There is an existing bus route and opportunities to encourage walking and cycling. Although the site is situated away from Rochford town centre there is an existing bus route providing access to these local services, which would ensure access for those without private transport and may therefore positively contribute to reducing social exclusion.
		Will it reduce the need to travel?	Rochford is situated to the south west of this site, providing a range of local services including jobs, shopping and health facilities, and so the location of this site may not reduce the need to travel. There are, however, several outdoor leisure facilities including an area of public open space in proximity to the site, and there are established facilities nearby including a primary school and village hall. There is an existing bus route and opportunities to encourage walking and cycling. Although this site may not reduce the need to travel to local services, the use of sustainable modes of transportation may be encouraged.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	The option is situated within a village.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There is an existing bus route which connects Canewdon to Rochford town centre and Ashingdon to the south west. This would enable access for all sections of the community, particularly those without private transport, to the services and facilities located within these centres.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The east of Canewdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This site is situated to the south of the River Crouch. The Coastal Protection Belt and the Upper Crouch Special Landscape Area are designated to the north west of the site, although these are landscape quality designations rather than an indication of ecological value.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is situated on grade 3 agricultural land (SEA Baseline Information Profile). The site is not located in immediate proximity to any areas designated for their ecological importance. However, there is a pond to the north of the site along Lambourne Hall Road, which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance. However, this site is in close proximity to two local wildlife sites. R31. The Finches is situated directly to the east of the site further along Gardeners Lane and R30. Butts Hill Pond is located to the north of the village. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	There is potential to include green infrastructure links, which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 12 (Rochford District Historic Environment Characterisation Project). Canewdon is an example of a late Saxon/early medieval settlement with a primary focus on the church/hall complex surrounded by a wider dispersed pattern based on the manorial halls of Canewdon, Pudsey, Apton, Scotts and Lambourne, a settlement pattern which was developed to exploit the economic potential of upland marsh land and creek. The village has expanded in the modern period to the north and south. There has been no archaeological excavation within the village of Canewdon. The Historic Environment Characterisation Project states that it is reasonable to suppose on the basis of comparison with other settlements of a similar nature that below ground archaeology survives within the historic settlement. The area surrounding Canewdon is characterised by a line of Iron Age or Roman Red Hills to the north of the present settlement marking the edge of the coastal marsh at that date. There is a high potential of surviving archaeological deposits. Any archaeological deposits, assets associated with the historic settlement pattern, marshland and coastal exploitation are particularly sensitive. This will need to be taken into consideration with any development taken forward on this site. Canewdon High Street Conservation Area is in close proximity to the northern boundary of the site along Lambourne Hall Road. There is also another Conservation Area to the east of the High Street (Canewdon Church Conservation Area) and there are numerous Listed Buildings including the Grade II* Church of St. Nicholas to the north west/west of this site. Any potential impact on the setting of these would need to be carefully considered.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Play space is allocated for the general location of 'South Canewdon' in addition to residential development, which would meet the needs of the local community. However, the size of the site may impact on the viability of this.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This site is situated on grade 3 agricultural land (SEA Baseline Information Profile). Although the primary school and allotments are situated to the west of the site, there is existing residential development directly to the north.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This site is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements. The identified site area is not greater than 2ha. Nevertheless it is important that a defensible boundary can be maintained. The site is enclosed by Gardeners Lane to the south, dwellings to the north, a primary school and allotments to the west and it follows a natural field boundary to the east. This site would be able to ensure that a defensible Green Belt boundary can be maintained in the locality. The Coastal Protection Belt and the Upper Crouch Special Landscape Area, which are landscape quality designations, are designated to the north west of the site. Any development on this site would not have an intrinsic impact on the Coastal Protection Belt or Special Landscape Area designations in this area.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it provide for effective wastewater treatment?	It is likely that there is capacity at the existing Waste Water Treatment Works to accommodate potential development on this site. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	The site has the capacity to include Sustainable Drainage Systems (SUDs), however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This site is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This site is not situated within a town centre. However, any development on this site would either have to be at a high density or additional land would be required to meet the requirements set out in the Core Strategy Submission Document.
		Will soil quality be preserved?	The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This site is grade 3 and would not lead to a loss of the highest quality agricultural land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT6 North of Gardeners Lane and South of Lambourne Hall Road, Canewdon
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	The village provides some local services, and there is an existing bus route which can provide sustainable access to the centre of Rochford town centre and Ashingdon, particularly for those without access to private transport. Although there may be limited opportunities to reduce the need to travel to some local services, public transport is available which can have a positive impact on air quality. There are also opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction would be viable and could also be incorporated into any development coming forward on this site.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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Potash Garden Centre, Main Road, Hawkwell – Option ALT7

Area: Approx 1.17 hectares



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Potash Garden Centre, Main Road, Hawkwell – Option ALT7

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other South Hawkwell residential allocation options. This site is situated to the south of Hawkwell which accords with the strategic approach outlined in the Core Strategy Submission Document. Although this site has an existing use as a garden centre and adjoining dwelling, it is not previously developed land. Furthermore given the size of the site, it would not have the capacity to ensure the phasing of infrastructure to meet the ongoing and future needs of the local community. This site would not be able to provide a range and affordability of dwellings to meet the local community's needs, and additional land would be required which may lead to fragmented development with limited opportunities for providing additional infrastructure.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Due to the size of the site it would have less potential to ensure the regeneration and enhancement of existing communities. The relatively small size of the site would not be able to meet the ongoing and future needs of the local community in terms of housing and infrastructure provision, and additional land potentially in the Green Belt would be required to meet the shortfall. This has the potential to impact negatively on community cohesion through the creation of fragmented development. Furthermore this site would extend the allocated residential area to the south of Main Road which would impact on equal opportunities and potentially create an island of allocated residential development within the Green Belt. In this instance it is recommended that surrounding dwellings are allocated as residential development, although the development of this site may subject adjacent areas to development pressure and thus undermine the defensibility of the Green Belt boundary in the locality. This would have a negative impact on existing communities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
		Will it ensure equal opportunities and that all sections of the community are catered for?	There are a range of local facilities in proximity to this site, including a leisure centre and public open space (Spencer's Park) to the north east of the site, a primary school, village hall and a parade of shops to the north/north west along Main Road, which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There is also an existing bus route along Main Road which runs to the centre of Hockley to the north west and Rochford town centre to the south east, which can provide an alternative mode of transportation to the parade of shops along Main Road in Hawkwell, and Hockley and Rochford. This option may therefore ensure equal opportunities and that all sections of the community are catered for in terms of access to local services and facilities. However, this site would not be able to provide a range and affordability of homes to meet the local community's needs, and additional land would be required which may lead to fragmented development with limited opportunities for providing additional infrastructure. Development in this location would extend the allocated residential area to the south of Main Road which would impact on equal opportunities and potentially create an island of allocated residential development within the Green Belt. In this instance it is recommended that surrounding dwellings are allocated as residential development to ensure equal opportunities.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). Furthermore a range of housing type, tenure and affordability to meet the needs of an ageing population may also not be deliverable. This site is, however, in proximity to a range of local services and facilities which can be accessed on foot or via the bus route along Main Road, as well as the services in the neighbouring district centre of Hockley. Essential services will therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. However, a range of housing tenure, type and affordability and the provision of additional infrastructure to meet the needs of the local community may not be viable for this site given its size.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Although there are dwellings to the north and east of this site, it is not well related to existing residential development which is designated as such. This has the potential to impact on community cohesion. Additional land would be needed to fulfil the dwelling and infrastructure requirements for this general location which would have a further negative impact on community cohesion. Nevertheless the design of any development coming forward at this site would be determined through the development management process.
		Will it improve health and reduce health inequalities?	Public open space (Spencer's Park) and Clements Hall Leisure Centre are situated to the north/north east of this site. These facilities would be accessible and may improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proximity of the site to Spencer's Park and Clements Hall Leisure Centre would also promote informal recreation and encourage healthy, active lifestyles. Hockley Woods and Cherry Orchard Jubilee Country Park are also situated nearby to the north west and south west respectively. This site has the potential to connect to the proposed Sustrans route, although a proposed Greenway (Greenway 16) would be less accessible from this site.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site has the potential to connect to the proposed Sustrans route, although a proposed Greenway (Greenway 16) would be less accessible from this site.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	It is unlikely that this site would be able to provide a range and affordability of housing to meet the local community's needs due to the size of the site.
		Will a mix of housing types and tenures be promoted?	It is unlikely that this site would be able to provide an appropriate range of housing types and tenure to meet local needs due to the size of the site.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	The design of any development coming forward on this site would be determined through the development management process.
		Is there sustainable access to key services?	This site is situated to the south/south east of local services along Main Road, and there is an existing bus route running along Main Road which provides sustainable access to key services situated in the neighbouring district centre of Hockley. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Hawkwell is primarily served by the services in the neighbouring district centre of Hockley, and so does not seek to focus development within this centre.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	Clements Hall Leisure Centre and an area of public open space are situated in close proximity to the site. A primary school and village hall are also located nearby. Play space is allocated for this general location in addition to residential development (although such infrastructure may not be viable given the size of the site) and other local services are situated to the north of the site further along Main Road which may meet some of the needs of the local community. A wider range of local services to meet the needs of the entire community are located in the neighbouring district centre of Hockley.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
		Does it promote mixed use and high density development in urban centres?	This site is not situated within the nearest district centre of Hockley.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	This option would lead to the loss of employment in the locality through the displacement of an existing business, but it would not result in a loss of employment land in the District, because it is not designated as such. The scale of this development, however, has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This site is well related to an existing bus route along Main Road as well as a proposed Sustrans route. Greenway 16 to the west of the site, which has the potential to connect to Southend, is less accessible. Nevertheless there is potential to increase the availability of sustainable transport modes.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There is an existing bus route along Main Road and a proposed Sustrans route which are in proximity to the site and can connect this general location to the range of local services along Main Road to the north of the site, and the centre of Hockley. There is potential to improve public transport links in the locality and encourage residents to use alternative modes of transportation, including enhancing opportunities for walking and cycling, although Greenway 16 to the west of the site is less accessible from this general location. This site can connect to Main Road and therefore has good highways access. The Sustainability Appraisal for the Core Strategy also recognises that the general locations identified are considered to be the most sustainable locations given the alternatives.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The site is in close proximity to an area of public open space (Spencer's Park) and Clements Hall Leisure Centre. Other local facilities and services are situated to the north of the site along Main Road, or the centre of Hockley or Rochford town centre can be reached using the existing public transport route. There are employment uses to the north along Main Road (Thorpe Road Industrial Estate) which may ensure access to jobs; however, this is allocated in the Replacement Local Plan (2006) to be redeveloped for residential uses. London Southend Airport is situated to the south east of the site. Development in this location may therefore positively contribute to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services.
		Will it reduce the need to travel?	There are a range of local services in proximity to this site which may be accessed by cycling, walking or using public transport. Local services situated within the centres of Hockley and Rochford can be accessed using the existing bus service along Main Road. These services may also be accessed through increased opportunities to encourage walking and cycling (e.g. a Sustrans route) in this locality. Although the location of this site may not reduce the need to travel for those wishing to access some services, there is an existing bus route available, and opportunities to encourage walking and cycling, which can provide opportunities for residents to use sustainable modes of transportation to these services. Local leisure and recreational facilities are in close proximity to the site.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	The location of this site does not propose development where there are large volumes of people and/or transport movements. It is situated to the south of Hawkwell where there are a range of local services nearby, and there is an existing public transport route providing access to the services located within Hockley centre to the west or Rochford town centre to the east. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There is an existing bus route running along the northern boundary of the site (along Main Road) which connects the site to the centre of Hockley to the west and Rochford town centre to the east. This would enable access for all sections of the community, particularly those without private transport, to the services and facilities located within Hawkwell, Hockley and Rochford. The proximity of the site to the proposed Sustrans route may also encourage walking and cycling.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south of Hawkwell has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the south of Hawkwell is not in proximity to the District's estuaries or salt marshes. However, this site is situated to the north of a Local Wildlife Site (R22. Potash Wood) and another Local Wildlife Site (R17. Gustedhall Wood) is situated further to the south west. As such any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Furthermore although much of the site is situated within the Upper Roach Valley Special Landscape Area encompassing Hockley Woods and Cherry Orchard Jubilee Country Park, these are landscape quality designations rather than an indication of ecological value.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	There is a pond to the south of the site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. In addition any development at this location would have to be carefully managed to avoid harm to the Local Wildlife Site to the south of the site (R22. Potash Wood) and to the south west (R17. Gustedhall Wood). Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Furthermore this site is within the Upper Roach Valley Special Landscape Area (encompassing Hockley Woods). Although this is a landscape quality designation rather than an indication of ecological value, this area encompasses Hockley Woods (which is an important area of ancient woodland).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance, although development in this location has the potential to increase recreational pressure on these, such as Hockley Woods. This site is situated to the north of a Local Wildlife Site (R22. Potash Wood) and another Local Wildlife Site (R17. Gustedhall Wood) is situated further to the south west. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land on the urban fringe.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	There is potential to include green infrastructure links, which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 30 (Rochford District Historic Environment Characterisation Project). There may be some surviving historic deposits in the open areas; however, generally the area has been extensively disturbed thus impacting on any deposits. There is one Grade II Listed Building in close proximity to the site; Potash Cottage just beyond the Main Road/Rectory Road/Hall Road roundabout to the east. The setting of this would need to be carefully considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.

**Rochford District Council – Allocations Development Plan Document:
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	This site is in close proximity to an area of public open space, which provides accessible green space in this area. Play space which is allocated for this general location in addition to residential development, however, may not be viable given the size of the site.
Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?		The existing land use (a garden centre) is considered to be an inappropriate use on the urban fringe. Reallocating this site for residential development would therefore contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.	
Will it reduce the amount of derelict, degraded and underused land?		This option is situated on greenfield land.	
Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?		This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements. The identified site area is not greater than 2ha. Nevertheless it is important that a defensible boundary can be maintained. This site is situated to the south of Main Road to the south of designated existing residential development in Hawkwell. It is enclosed by dwellings to the east and west, a road to the north and it has an established boundary to the south, therefore it has the potential to ensure that a robust and defensible Green Belt boundary could be maintained in this locality. However, it could create an island of allocated residential development within the Green Belt which could undermine this.	
Will it preserve and/or enhance townscape character and value?		Design principles to enhance townscape character will be managed through the development management process.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it provide for effective wastewater treatment?	It is likely that there is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	The site has the capacity to include Sustainable Drainage Systems (SUDs), however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This site is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This site is not situated within a town centre. However, any development on this site would either have to be at a high density or additional land would be required to meet the requirements set out in the Core Strategy Submission Document.
		Will soil quality be preserved?	The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	It is uncertain whether some of the land, due to its current use, is contaminated. This would need to be considered with any development in this general location.
		Will the best and most versatile agricultural land be protected?	This site is grade 3 and would not lead to a loss of the highest quality agricultural land.

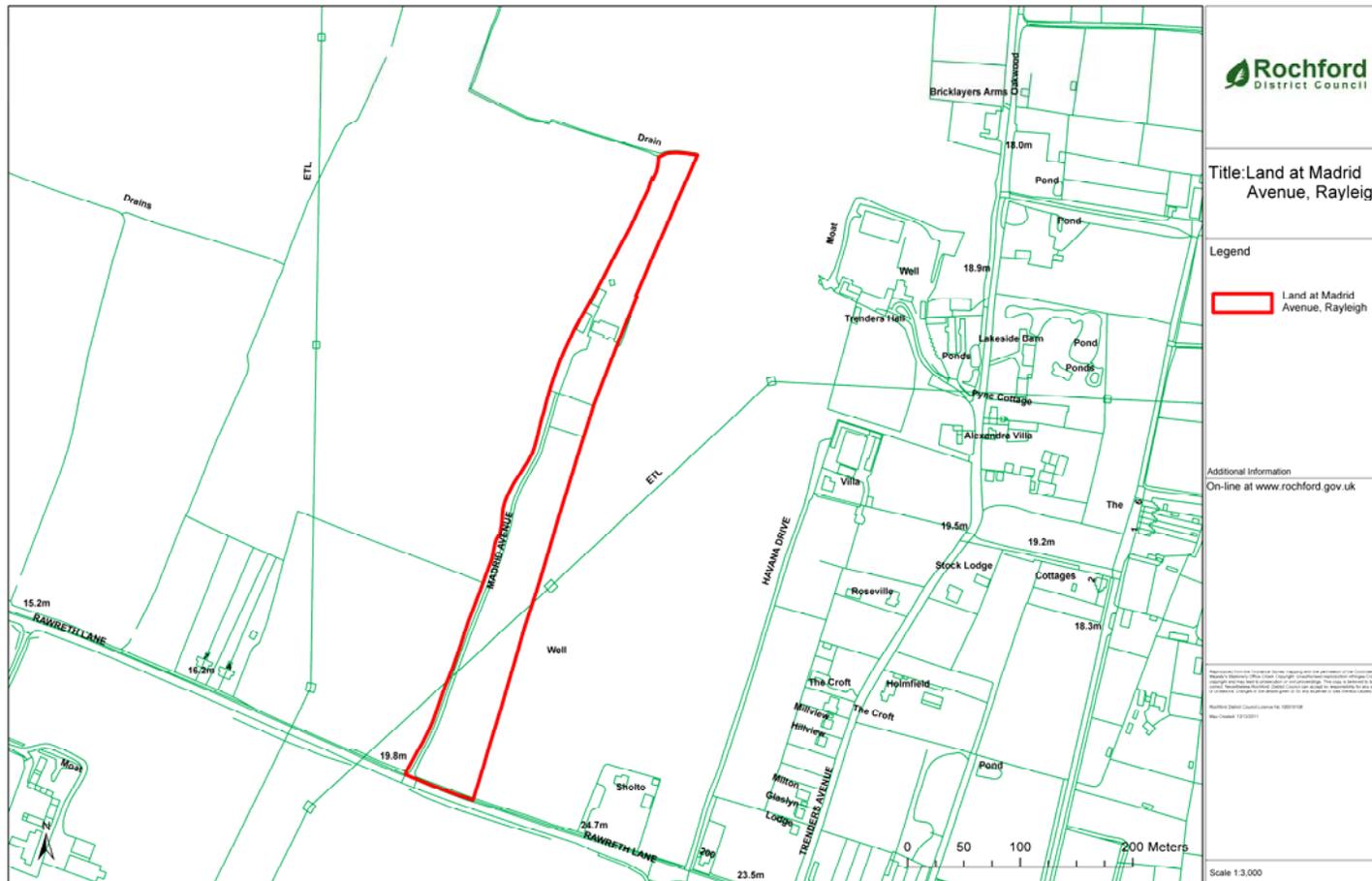
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT7 Potash Garden Centre, Main Road, Hawkwell
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are some local services located to the north of the site along Main Road, and there is an existing bus route nearby which can provide sustainable access to the centre of Hockley to the west and Rochford to the east of the site for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling, and there is a leisure centre and area of public open space in close proximity to the site.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints given the current uses of the site, however, sustainable design and construction should still be viable and could be incorporated into any development coming forward on this site.
		Will climate proofing design measures be incorporated?	This will be managed through the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through the development management process.

Rochford District Council – Allocations Development Plan Document: Discussion and Consultation Document Sustainability Appraisal Report

Land at Madrid Avenue, Rayleigh – Option ALT8

Area: Approx 2.6 hectares



**Rochford District Council – Allocations Development Plan Document:
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Land at Madrid Avenue, Rayleigh – Option ALT8

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other Gypsy and Traveller site allocation options. The allocation of this site would have a nominal impact on requirements for, and phasing of, infrastructure.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The site, due to its size and location to the north west of existing residential development in the main settlement of Rayleigh, may have the potential to ensure the regeneration and enhancement of existing rural and urban communities through the provision of a permanent site.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The provision of Gypsy and Traveller pitches at this location would help ensure that all sections of the community are catered for and thus provide equal opportunities. However, due to the scale of the site, it may not be able to accommodate the full pitch requirement for the District which may impact on equal opportunities in this regard. Nevertheless this site is located in proximity to the nearest settlement of Rayleigh and it is situated on a bus route which runs along Rawreth Lane. This could have a positive impact on equal opportunities in terms of access to local services and facilities, particularly for those without access to private transport.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	It is likely that the permanent allocation of a Gypsy and Traveller site will reduce income and quality of life disparities as the residents will be enabled to seek employment from a permanent location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The design of any development would be managed through the development management process at the planning application stage.
		Will it improve health and reduce health inequalities?	The location of this site in proximity to the existing residential area, with accompanying services, has the potential to reduce health inequalities. There are high voltage power lines running across the site with a mast in close proximity to the eastern boundary of the site. There are also high voltage power lines to the west of the site. As the lines run through the site, they would have the potential to have a negative impact on health. It is unlikely to be viable to move these obstructions given the proposed land use. The location of this site in proximity to the existing residential area, however, would potentially ensure equal access, reduce health inequalities and may promote community cohesion.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The location of the site is close to public open spaces to the west and south east (Rawreth Lane Playing Field and Sweyne Park, respectively) and Rayleigh Leisure Centre to the south east and therefore may have the potential to promote informal recreation and consequently, healthy active lifestyles.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	There would be an opportunity to link this site to existing footpaths, cyclepaths and bridleways. However, this site is not well related to any proposed Greenways or the Sustrans route.
		Will it minimise noise pollution?	The effect is likely to be nominal as a result of the scale of development.
		Will it minimise light pollution?	The effect is likely to be nominal as a result of the scale of development.
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	The provision of an authorised Gypsy and Traveller site(s) would help meet the need for the provision of accommodation for Gypsies and Travellers.
		Will a mix of housing types and tenures be promoted?	The allocation of this site would help ensure that there is a balance of housing provision to serve all the District's communities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	This site is well related to the main settlement of Rayleigh. It is well located to the highway network, ensuring access to key services. It is also well related to the public transport routes running along Rawreth Lane, and would therefore promote sustainable access, particularly for those without access to private transport.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The site is located slightly away from the town centre of Rayleigh and as such would not promote or enhance this existing centre.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	No impact.
		Does it promote mixed use and high density development in urban centres?	No impact.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This site is situated outside the main settlement of Rayleigh but is in proximity to local services including community, education and sports facilities. There is potential to provide several pitches on the site which are within sustainable access to key services. There is an existing bus route along Rawreth Lane, and therefore there is potential to improve public transport links in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This site has good access to Rawreth Lane and the wider highway network to the west of the District and Rayleigh is accessible to the east along Rawreth Lane. There is potential to improve sustainable modes of travel in this locality.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The location of this site may positively contribute to social inclusion through potentially ensuring good access for all sections of the community to local services and facilities located within the main settlement of Rayleigh. It is situated on a bus route running along Rawreth Lane, which therefore increases the accessibility of these local services and facilities, particularly for those without access to private transport.
		Will it reduce the need to travel?	The site is generally well related to the highway network and the bus route running along Rawreth Lane, which has the potential to ensure access to key services located in the main settlement of Rayleigh using a range of methods. It may therefore reduce the need to travel using the private car. The extension of the site to the north away from Rawreth Lane may, however, impact on accessibility for some, particularly for those without access to private transport.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	The site is not located in an area where large volumes of people are located; however, the site is located adjacent to one of the main routes into the main settlement of Rayleigh (i.e. Rawreth Lane). The allocation of this site would therefore be located in an area where significant volumes of transport movements are located. It is also situated on a bus route.

**Rochford District Council – Allocations Development Plan Document:
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	The site is slightly outside the main settlement of Rayleigh, although there are some opportunities to access local services and facilities by alternatives to the private car (there is a bus route running along Rawreth Lane). This may result in some exclusion of the young, socially deprived, and those with disabilities. The site extends northwards away from Rawreth Lane which may also impact on accessibility for some, particularly for those without access to private transport.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The provision of a permanent Gypsy and Traveller site will secure more opportunity for future residents of the site (if this site were allocated) to work in the District as their residence in the area will be secured. The north west of Rayleigh, however, has links with the neighbouring economic centres of Basildon and Chelmsford, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	The site is reasonably well related, and within walking distance of, public open space to the west and south east.
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	The site is not in proximity to the District's estuaries or salt marshes, or other important natural/semi natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated within a nature conservation designation.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	There is potential for new habitat creation, subject to planning conditions.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 37 (Rochford District Historic Environment Characterisation Project). The zone comprises a gently undulating valley slope above the upper Crouch Estuary. Within the zone settlement is now largely confined to small ribbon development along roads, particularly at Rawreth and down towards Battlesbridge. Medieval Moated sites are relatively common across this and neighbouring zones, and part of a pattern of dispersed medieval settlement typical of the region. There is high potential for a wide range of surviving deposits with relatively little modern disturbance. This would need to be taken into consideration if this site were to be allocated. There is a Grade II Listed Building ('Barn approximately 40 metres east of Rawreth Hall, Rawreth') which is situated to the south east of the site to the south of Rawreth Lane, and another Grade II Listed Building to the west ('Tryndehays, Trenders Avenue, Rawreth'). The siting of the Listed Building to the west of the site in particular would need to be considered with any development coming forward in this location.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	The allocation of this site may have an adverse impact on the range and quality of the public realm and open space as the land is currently open fields.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	The allocation of this site would contribute to the effective management of land in the urban fringe, and allocating the site would enable a more effective management process of the site. However the site is currently allocated as Green Belt, and the impact on this designation would need to be carefully considered.
		Will it reduce the amount of derelict, degraded and underused land?	The allocation of this site would not reduce the amount of derelict, degraded and underused land as the site is currently greenfield land which is designated as Green Belt.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This site is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. The allocation of this site would have a significant impact on local landscape character and the openness of the Green Belt as the site is situated in a prominent location. Although part of the site has been developed and there is residential development further to the east along the northern side of Rawreth Lane (although it is not designated as such), its allocation would create a small island of allocated land within the Green Belt. If this site were to be allocated as an authorised site, then it is important that a defensible boundary can be maintained. This site is enclosed by Rawreth Lane to the south and, to a certain extent; it follows natural boundaries to the north, east and west. However, the lack of enclosure on three sides of this site and the creation of an isolated allocated area of land in the Green Belt also raises concerns regarding the potential to ensure a robust and defensible Green Belt boundary in the locality if this site were allocated.
		Will it preserve and/or enhance townscape character and value?	The townscape character is unlikely to be impacted if this site is allocated as the site is currently open fields and is designated Green Belt. However, part of the site has been developed and there is residential development further to the east along the northern side of Rawreth Lane (although it is not designated as such).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	There are unlikely to be any significant impacts on climate change and energy as the size and quantum of development would not generate a significant amount of movement from the allocated site(s).
		Will it lead to an increased proportion of energy needs being met from renewable sources?	The scale of the site is unlikely to contribute to an increased proportion of energy needs being met from renewable sources.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not situated within an area at risk of flooding. The scale of the site is unlikely to adapt to and provide for the consequences of climate change.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	Water conservation would be managed through development management process.
		Will it provide for effective wastewater treatment?	There are no foul sewers in the immediate vicinity.
		Will it require the provision of sustainable drainage systems in new development?	A site of this small scale is unlikely to include sustainable flood management measures.
		Will it reduce the risk of flooding?	The site is not situated within an area at risk of flooding. There are unlikely to be any significant impacts on water. It is acknowledged, however, that there is an area of flood zone 2 and 3 further to the south of the site to the south of Rawreth Lane.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	A site of this scale is unlikely to include sustainable flood management measures.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	The site is currently allocated as Green Belt. It is greenfield land and would therefore not ensure the re-use of previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This site is grade 3 and would not lead to a loss of the highest quality agricultural land.

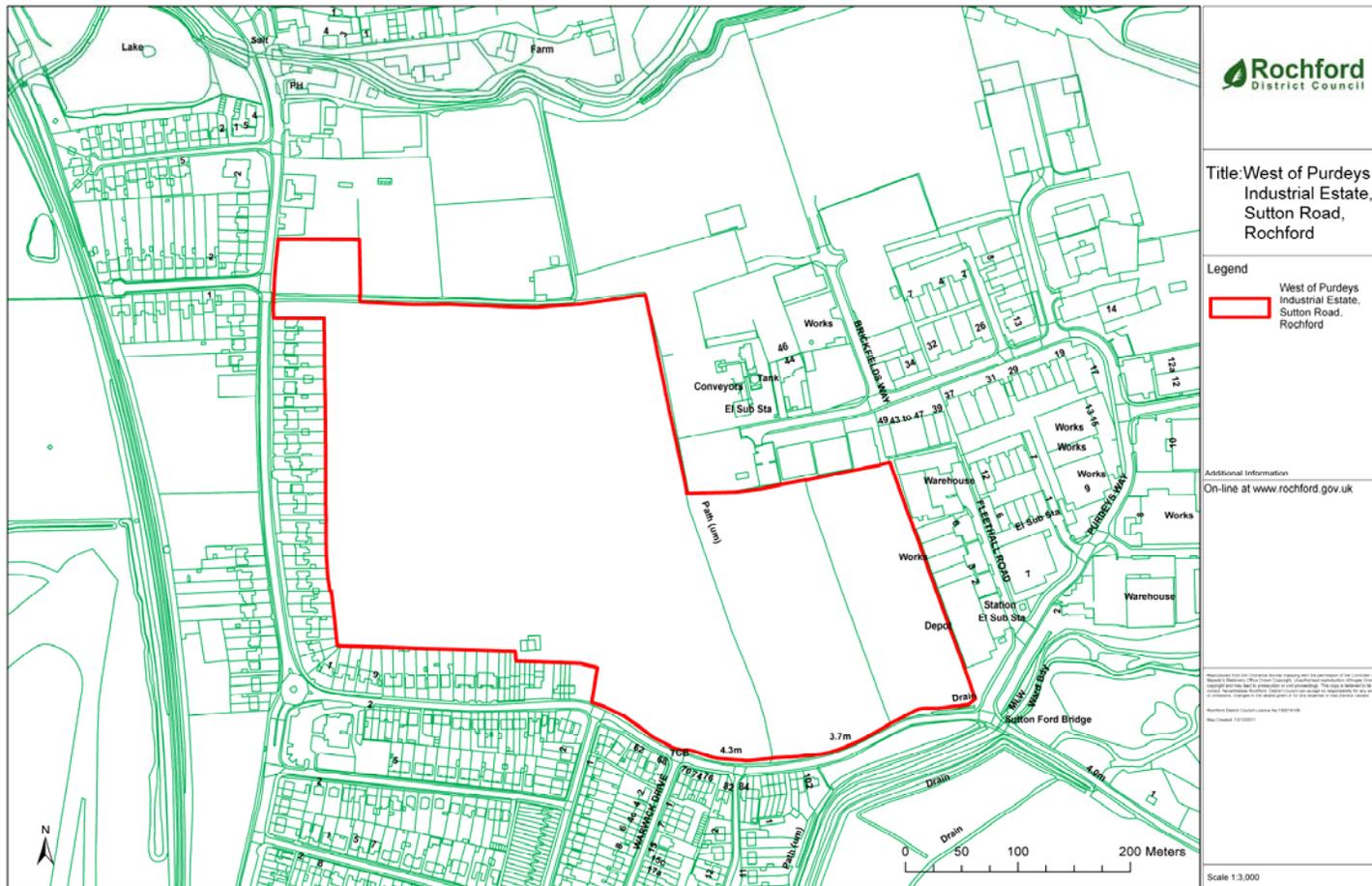
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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT8 Land at Madrid Avenue, Rayleigh
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are unlikely to be any significant impacts on air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Rawreth Industrial Estate to the south of Rawreth Lane to the south east of the site is designated an AQMA. There may be some impact on the A1245, and highways access from this site will need to be negotiated carefully. Due to the scale of the site, however, it is unlikely that there will be an impact on significant junctions in the locality.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	Design would be managed through the development management process.
		Will climate proofing design measures be incorporated?	Design would be managed through the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	Design would be managed through the development management process, but such development in this location would be unlikely to make a positive contribution to the local vernacular.
		Will it require the re-use and recycling of construction materials?	Design would be managed through the development management process.
		Will it encourage locally-sourced materials?	Design would be managed through the development management process.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	Design would be managed through the development management process.

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West of Purdeys Industrial Estate, Sutton Road, Rochford – Option ALT9

Area: Approx 15.35 Hectares



**Rochford District Council – Allocations Development Plan Document:
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West of Purdeys Industrial Estate, Sutton Road, Rochford – Option ALT9

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option is a potential alternative to other employment land options. This site is situated to the south east of Rochford town centre which does not accord with the strategic approach to the allocation of new employment land outlined in the Core Strategy Submission Document. It is greenfield land situated in the Green Belt, however, development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs. Furthermore this site would enable a connection of the existing employment land to the east with Southend Road or Sutton Road and provide additional access points which has the potential to reduce the traffic impact on the Sutton Road/Purdeys Way roundabout, although further employment development in this location would have a greater impact on the local highway network than at present. This option also has the potential to redirect heavy goods vehicle movements away from Southend Road.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention, and increase the range, of local employment opportunities. Given the size of the site, its potential to connect to both Sutton Road and Southend Road, and its proximity to the centre of Rochford, this site has the potential to have a positive impact on the regeneration and enhancement of existing communities through the provision of accessible local employment opportunities. This site would also extend the existing employment land towards residential development which has the potential to become a 'bad neighbour' land use, although this would depend on the type of employment promoted on the site should it come forward. There is also potential to create a public open space buffer to mitigate the impact of further employment development in this location on existing communities. Additional traffic on both Sutton Road and Southend Road may also have a negative impact, but it is acknowledged that the scale of such a development in this location has the potential to engender local highway improvements.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Will it ensure equal opportunities and that all sections of the community are catered for?	This site would extend the existing employment land towards the designated residential area. It does, however, have the potential to ensure equal opportunities through providing accessible employment land in close proximity to the centre of Rochford, and there are bus routes running along Southend Road and Sutton Road.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This site would enhance the provision of local employment opportunities to the south east of Rochford and has the potential to accommodate a large proportion of the employment land to be reallocated. This site does not, however, accord with the strategic approach to the allocation of new employment land outlined in the Core Strategy Submission Document.
		Will income and quality-of-life disparities be reduced?	No impact.
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The design of any employment development coming forward on this site will be determined through the development management process.
		Will it improve health and reduce health inequalities?	If all of this site were developed then this would extend the existing employment land towards residential development to the west. The allocation of this site as employment land therefore has the potential to become a 'bad neighbour' which can have an impact on quality of life. Whilst it is acknowledged that there is potential for a public open space buffer, this would need to be balanced against the extension of the existing employment land in this location, the impact on the strategic vision for employment uses in the future as set out in the Core Strategy Submission Document and the cumulative impact on the local highway network, both around Rochford town centre and beyond.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 18) to the east, which extends into the Borough of Southend and a proposed Sustrans route.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future. This site is partly situated within the London Southend Airport Lden noise contours and the London Southend Airport Lnight noise contours (SEA Baseline Information Profile).
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This site is not situated within Rochford town centre but is situated to the south east and is well related to the centre. It is not situated with the strategic locations to the west of Rayleigh, to the north of London Southend Airport or to the south of Great Wakering as identified in the Core Strategy Submission Document.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	No impact.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.
		Does it secure more opportunities for residents to work in the district?	This site would secure more opportunities for residents to work in the District as any allocation to the west of Purdeys Industrial Estate would be designated in addition to the strategic locations identified in the Core Strategy Submission Document, and appraised through the Sustainability Appraisal process. Although it is noted that the Employment Land Study (2008) states that Purdeys Industrial Estate, which is to the east of this site, is “a fit for purpose industrial estate which should be maintained and, if possible, expanded.” (page 70), it does not conclude or provide justification for additional Green Belt land to be reallocated in this area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Will it aid the realisation of London Southend Airport's economic potential?	This site is situated to the north east of London Southend Airport, and is not as well related to this key economic driver unlike the general location 'North of London Southend Airport' which will be allocated independently through the London Southend Airport Joint Area Action Plan. There are physical barriers between the site and the airport including dwellings, a main road (Southend Road) and the National Express East Anglia train line. Furthermore the allocation of this site has the potential to dilute the concentration of businesses around the airport and the agglomeration benefits potentially arising from this relationship, which could have a negative impact on the local economy and detract from the economic potential of London Southend Airport.
Accessibility			
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is potential to improve public transport links along the Southend Road and Sutton Road and this site has the potential to link with proposed Greenway 18 and the Sustrans route. This site is also in proximity to Rochford train station which is situated to the north west and the train station adjacent to the airport retail park. Although this station has been developed to serve the airport, the London Southend Airport Railway Station is not limited to London Southend Airport customers. However, the train station is not well related to this option, as the station is not directly accessible from the east. As such this could impact on the availability of sustainable transport modes in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This site has the potential to provide access onto Southend Road and Sutton Road. It is situated to the south east of Rochford town centre and extends the existing employment land to the west towards residential development. Whilst this site has the potential to become a 'bad neighbour' depending on the area developed, it is well related to proposed Greenway 18 and the Sustrans route and has the potential to encourage walking and cycling to this employment land. It is also in proximity to Rochford train station to the north west and the train station adjacent to the airport retail park to the south west (although the train station is not well related to this option, as the station is not directly accessible from the east). Furthermore there is potential to improve public transport links in the locality. Development coming forward on this site therefore has the potential to encourage people to use alternative modes of transportation other than the private car.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This site would increase local employment opportunities in proximity to Rochford town centre, however, it does not accord with the strategic approach identified in the Core Strategy Submission Document. Whilst it would ensure access to jobs in this area, it has the potential to detract from future employment opportunities to the west of Rayleigh, south of Great Wakering and to the north of London Southend Airport, and thus potentially have an overall negative effect on social exclusion.
		Will it reduce the need to travel?	This site is well related to Rochford town centre, bus routes, and the proposed Greenway and Sustrans routes. It is also in proximity to Rochford train station to the north west and the train station adjacent to the airport retail park. Although this station has been developed to serve the airport, the London Southend Airport Railway Station is not limited to London Southend Airport customers. However, the train station is not well related to this option, as the station is not directly accessible from the east. As such this could impact on the availability of sustainable transport modes in the locality. Any employment development on this site, however, has the potential to have a negative impact on the strategic approach to employment development in the future as outlined in the Core Strategy Submission Document. Whilst it has the potential to be accessible via a range of sustainable transport modes, employment development on this site may increase the need to travel for employees situated in other areas of the District through reducing their local employment opportunities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This site would enhance the provision of local employment opportunities where large volumes of people and/or transport movements are located. There is potential to increase the public transport service to this location. However, this would need to be balanced against the extension of the existing employment land in this location, the impact on the strategic vision for employment uses in the future as set out in the Core Strategy Submission Document and the cumulative impact on the local highway network.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would secure more opportunities for residents to work in the District as any allocation to the west of Purdeys Industrial Estate would be designated in addition to the strategic locations identified in the Core Strategy Submission Document, and appraised through the Sustainability Appraisal process. Although it is noted that the Employment Land Study (2008) states that Purdeys Industrial Estate, which is to the east of this site, is “a fit for purpose industrial estate which should be maintained and, if possible, expanded.” (page 70), it does not conclude or provide justification for additional Green Belt land to be reallocated in this area. This site to the south east of Rochford has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	This site is well related to proposed Greenway 18 and the Sustrans route.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This site to the south east of Rochford is not in immediate proximity to the District's estuaries or salt marshes, although it is noted that the River Roach is situated further to the east and is protected through a range of nature conservation designations. It is also in close proximity to the Coastal Protection Belt and a Special Landscape Area which are designated to the east. These are, however, landscape quality designations rather than an indication of ecological value. Furthermore there is a Local Wildlife Site to the south of the site to the south of Sutton Road (R27. Sutton Ford Bridge Pasture). The potential impact on this Local Wildlife Site would need to be carefully considered with any development on this site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	Any development at this location would have to be carefully managed to avoid harm to the Local Wildlife Site to the south of the site (R27. Sutton Ford Bridge Pasture) and the nature conservation designations along the River Roach (such as the Ramsar Site and Site of Special Scientific Interest designations). Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Furthermore this site is in close proximity to the Coastal Protection Belt and a Special Landscape Area which are designated to the east. These are, however, landscape quality designations rather than an indication of ecological value.
		Will it maintain and enhance sites designated for their nature conservation interest?	There is a Local Wildlife Site to south of the site and other nature conservation designations to the east protecting the River Roach, which would need to be carefully considered with any development coming forward on this site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land on the urban fringe.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	There is potential to include green infrastructure links into any development coming forward on this site, which may facilitate species movement and colonisation. A green buffer between existing residential development to the west and south and this site may also be provided. There is potential for new habitat creation in this area.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 23 which is characterised by a gentle undulating landform and arable fields to the north of the Roach Estuary (Rochford District Historic Environment Characterisation Project). The southern part of the zone, which encompasses Purdeys Industrial Estate, has been largely quarried. A number of archaeological finds have been made during quarrying and building work indicating that multi period occupation survives within the unquarried areas. This would need to be considered with any development of the site for employment use. There are also two Grade II Listed Buildings in proximity to the site to the north west (Nos. 17 and 19 Southend Road) and Rochford Conservation Area is situated further to the north/north west. The impact of any development on these designations would therefore need to be carefully considered.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This site is situated on grade 1 agricultural land (SEA Baseline Information Profile) on the urban fringe of Rochford. However, it would not have the potential to contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe given that it is Green Belt. The use of this land for employment would also need to be considered against the impact on the wider provision of employment land in the future and the potentially negative impact on local communities (although this would depend on the type of employment promoted on the site should it come forward).
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. It proposes a large area for additional employment land in this non-strategic location to the south east of Rochford. This site is enclosed by Purdeys Industrial Estate to the east, Sutton Road to the south, residential development to the south west and west, Tinker's Lane to the north, and a natural boundary and Southend Road to the north west. This site would be able to create a defensible Green Belt boundary, however, it would result in the loss of Green Belt land in the District where no justification for such loss is evidenced and would impact on the local landscape and openness of the area.</p> <p>The River Roach is situated further to the east and is protected through a range of nature conservation designations. It is also in close proximity to the Coastal Protection Belt and a Special Landscape Area (landscape quality designations) which are designated to the east.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The south east corner of the site bordering Sutton Road is situated within an area at risk of flooding (flood zone 2 and 3).
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs).
		Will it provide for effective wastewater treatment?	It is uncertain whether there is capacity at the existing Waste Water Treatment Works and within the foul sewerage network to accommodate the development of additional employment land in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The south east corner of the site bordering Sutton Road is situated within flood zone 2 and 3.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Employment land may be categorised within the NPPF as a 'less vulnerable' use (i.e. non-residential institutions not included in the 'more vulnerable' category as stated in Table 2 of the Technical Guidance to the National Planning Policy Framework (March 2012)). This 'less vulnerable' use may therefore be appropriate within flood zones 2 and 3 as stated in Table 1 of the Technical Guidance to the National Planning Policy Framework (March 2012). Furthermore SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This site is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This site is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated. However, given the neighbouring land use to the east (Purdeys Industrial Estate) the potential for some contamination would need to be considered.
		Will the best and most versatile agricultural land be protected?	This site is grade 1 agricultural land (SEA Baseline Information Profile) and would therefore not ensure that the best and most versatile agricultural land will be protected.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option ALT9 West of Purdeys Industrial Estate, Sutton Road, Rochford
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This site is well related to Rochford town centre, bus routes, and the proposed Greenway and Sustrans routes. It is also in proximity to Rochford train station to the north west and the train station adjacent to the airport retail park. Although this station has been developed to serve the airport, the London Southend Airport Railway Station is not limited to London Southend Airport customers. However, the train station is not well related to this option, as the station is not directly accessible from the east. As such this could impact on the availability of sustainable transport modes in the locality. Any employment development on this site, however, has the potential to have a negative impact on the strategic approach to employment development in the future as outlined in the Core Strategy Submission Document. Whilst it has the potential to be accessible via a range of sustainable transport modes, employment development on this site may increase the need to travel for employees situated in other areas of the District through potentially reducing their local employment opportunities. Any development coming forward on this site therefore has the potential to have a positive impact on air quality through its relationship with alternative modes of transport to the private car, but on the other hand may have a negative impact through potentially reducing other local employment opportunities throughout the District, thus encouraging employees to travel further.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact. It is pertinent to note, however, that air quality is routinely monitored at the junction of West Street, East Street, North Street and South Street to the north/north west of the site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction would be viable and could also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This would be managed through Concept Statements and the development management process.

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		Will the local character/vernacular be preserved and enhanced through development?	This would be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This would be managed through Concept Statements and the development management process.