

Appendix VI: SA of Hockley AAP Pre-Submission Policies

Appraisal key

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

Policy 1 - Hockley Area Action Plan Framework

Hockley will have an enhanced public realm and its residents will have improved access to nearby homes, shops, jobs, leisure facilities and other services. Development will take place in a manner that makes efficient use of previously developed land and that will respect the settlement's character.

The Eldon Way Opportunity Site will deliver a mixed-use development, which will include homes, shops, leisure facilities, offices, car parking and new public spaces.

All new development within the Hockley AAP area should contribute towards the delivery of the spatial framework. The key elements of this framework are:

- a) New and improved public spaces throughout the centre, in accordance with Policy 2, including a public open space associated with the redevelopment of the Eldon Way Opportunity Site and improvements to Spa Road mini-roundabout.
- b) New and enhanced routes linking the centre with the rail station and the surrounding area.
- c) Enhanced car parking that will serve the centre as a whole.
- d) Opportunities for new housing as part of the Eldon Way Opportunity Site redevelopment.
- e) The focus of retail uses in the centre, with an opportunity for a new retail development within the Eldon Way Opportunity Site, in accordance with Policy 6.
- f) The protection of some existing employment and leisure uses within the Eldon Way Opportunity Site and on the Foundry Business Park.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	The regeneration of the town centre will have a significant long-term positive effect for the Hockley community by ensuring there is an appropriate mix of uses focused within the town centre and by improving accessibility to housing, retail, leisure facilities and new public spaces.	++	<ul style="list-style-type: none"> ▪ Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	The provision of leisure facilities and new public open spaces alongside improved access to the town centre and the surrounding area will have indirect positive effects on health and well-being by providing areas for recreation and encouraging walking and cycling.	+	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy T6 (Cycling and Walking). ▪ Rochford District Council Core Strategy Policy CLT5 (Open 	There is the potential to strengthen the policy by referring specifically to improving walking and cycling routes within criterion b.

			Space).	
3. Housing	Significant long-term positive effects by providing opportunities for new housing as part of the Eldon Way Opportunity Site redevelopment.	++		
4. Economy & Employment	The policy will have significant long-term positive effects on economy and employment through the protection of some existing employment and the provision of new retail, leisure services and office space. Improvements to the public realm will also make the town centre a more attractive and enjoyable place for consumers to shop.	++	<ul style="list-style-type: none"> • Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy will have a long-term positive effect on this SA objective through improved accessibility to housing, employment, retail, leisure facilities and services. This could help to reduce the number of trips generated and encourage the use of sustainable modes of transport, such as walking and cycling, particularly through the provision of new public spaces and improved pedestrian links.	++	<ul style="list-style-type: none"> ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM28 - Traffic Management. 	
6. Biodiversity	It is considered unlikely that there will be any significant negative effects as a result of proposed development. Hockley Woods SSSI is a few hundred meters from the AAP boundary and is currently assessed as being in a favourable condition. There is the potential for the policy to promote the provision of new green public/open spaces, which could potentially have positive effects on biodiversity.	?	<ul style="list-style-type: none"> ▪ Natural England: http://www.sssi.naturalengland.org.uk/Special/sssi/index.cfm 	There is an opportunity to strengthen the policy through the promotion of green public/ open spaces.
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent on the implementation of proposed development. There is the potential for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site, particularly during construction as a result of the movement of heavy vehicles. Conversely, there is also the potential for indirect positive effects on the context of the historic buildings through improvements to the public realm and frontages. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The policy respects the settlement character and the Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> ▪ English Heritage: The National Heritage List for England. ▪ Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM7 - Local List. ▪ Rochford District Council Local List SPD. 	There is the potential to strengthen this policy by including a reference to heritage in the first paragraph. It is recognised that other policies proposed through the Local Plan (e.g. Core Strategy and Development Management DPDs) ensure that development will not have adverse effects on important heritage and its setting.
8. Landscape &	The redevelopment of the Eldon Way Opportunity Site, along	++		There is the potential to

Townscape	with the provision of new and improved public space and an enhanced public realm will have significant long-term positive effects on townscape.			include a reference to townscape within the first paragraph.
9. Climate Change & Energy	<p>The provision of housing, employment and retail opportunities within the AAP area, alongside improved pedestrian links has the potential to reduce the number of trips generated and encourage more sustainable modes of transport. This could result in small reductions in vehicular travel and therefore greenhouse gas emissions.</p> <p>There is no reference to opportunities for on-site renewable energy generation as part of the proposed mixed-use development at the Eldon Way Opportunity site.</p>	+	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy ENV7 - Small Scale Renewable Energy Projects and Policy ENV8 - On-Site Renewable and Low Carbon Energy Generation. ▪ Rochford District Council Development Management DPD (Preferred Options). ▪ Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	Core Strategy Policy ENV8 requires proposals for mixed-use development to consider the incorporation of on-site renewable and low carbon energy generation
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing and non-residential developments. The AAP area is within Flood Zone 1, which is associated with a low probability of flooding from fluvial and tidal sources.	?	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy DPD Policies ENV9 (Code for Sustainable Homes) and ENV10 (BREEAM). ▪ Essex Thames Gateway Water Cycle Study, Scoping Study (2009). ▪ Rochford District Council, Strategic Flood Risk Assessment - Level 1 & 2 Final Report (2011). 	
11. Land & Soil	Positive long-term benefits through the re-use of previously developed land.	+	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The provision of housing, employment and retail opportunities within the AAP area, alongside improved connectivity has the potential to reduce the need for people to travel. This could result in a reduction in the number of trips generated and therefore a reduction in vehicular emissions. However, this could concentrate trip destinations within the AAP area, which could result in localised air quality issues. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing	?	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM26 - Air Quality. 	It is recommended that air quality in the town centre is monitored, particularly at the SPA Road mini-roundabout.

	and construction management plans.			
13. Sustainable Design & Construction	The policy proposes a mixed use development and requires that it takes place in a manner that respects the settlement's character. Long-term positive effects against this SA objective.	+	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy DPD Policy CP1 - Design. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM1 - Design of new developments. 	It is recommended that Policy promotes good, high quality sustainable design. It is recognised that this is addressed through policies contained in the Core Strategy and Development Management DPDs, but it would be useful to reinforce this message in the AAP.
Summary:				
<p>This policy proposes an enhanced public realm and improved access in Hockley; it also makes provision for mixed use development at Eldon Way Opportunity Site, utilising previously developed land. It requires development to be in accordance with the spatial development framework, which aims to improve accessibility, enhance the character of the area and improve the public realm. All of these aims are consistent with the SA Framework objectives developed for the Hockley AAP, and the predicted overall result is one that is very positive for sustainability. The policy will have particularly positive and long term effects for communities, housing, economy, accessibility and landscape/townscape. Uncertain effects were identified for biodiversity and cultural heritage, with effects dependent on detailed implementation. Uncertain effects were also identified for water and air quality, as new development can lead to increased water use and localised air pollution, however this can be mitigated through other policies in this AAP and other documents, including those in the Core Strategy. The SA has made a number of recommendations to improve the policy wording for communities, biodiversity, cultural heritage, landscape, climate change, air quality and sustainable design.</p>				

Policy 2 - Delivering environmental improvements

The Council will seek to deliver environmental improvements to Hockley centre and the wider AAP area. All development proposals should either incorporate or contribute towards the schemes identified in the AAP, which are:

- a) A new public space as part of the mixed-use redevelopment of the Eldon Way Opportunity Site, which should be fully integrated with Spa Road and any new retail floorspace delivered as part of this scheme.
- b) Raised entry treatments on the Woodlands Road arm of the Spa Road mini-roundabout and the side roads along Spa Road.
- c) New and improved pedestrian signage for key destinations and attractors, including the rail station, the centre's primary shopping frontage, the library, the health centre and Hockley Woods.
- d) Other physical interventions, including the replacement of poor quality paving, the removal of street clutter, the improvement of the lighting for pedestrian routes, and the planting of native street trees.

SA Objective	Assessment of Effects		
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	Evidence and Reference (where available)	Proposed and Potential Mitigation
1. Balanced Communities	Improvements to the public realm, including new public space, better pedestrian signage and other physical interventions (improved paving, lighting and the removal of street clutter) will make it easier for all people to move through and within the AAP area. It will also help to provide a place where people want to live and work, having long-term positive effects on this SA objective.	+	
2. Healthy & Safe Communities	The policy has the potential to encourage walking and cycling through improvements to the public realm as well as the provision of new public space. Slowing traffic at the busy Spa Road mini-roundabout and prioritising pedestrian movement could help to improve the safety of pedestrians. There is the potential for long-term positive effects on health and well-being.	++	<ul style="list-style-type: none"> ▪ Hockley Parish Plan 2007.
3. Housing	No significant effects identified.	0	
4. Economy & Employment	Policy has the potential for long-term positive effects on the economy through improved pedestrian access to the primary and secondary shopping frontage as well as an enhanced streetscape, which will make shopping more attractive to the	+	

	local community as well as visitors.			
5. Accessibility	Long-term positive effects on this SA objective through improved pedestrian access to employment, shopping, leisure facilities and services. The public realm improvements also have the potential to encourage more sustainable forms of transport, such as walking and cycling.	+		
6. Biodiversity	The policy seeks to improve pedestrian signage for Hockley Woods, which is designated as a SSSI. The site is currently assessed as being in a favourable condition and improved signage is unlikely to result in a significant increase in visitors to the SSSI. There is the potential for the policy to promote the provision of new green public/open spaces, which could potentially have positive effects on biodiversity.	?	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy ENV1 - Protection and Enhancement of the Natural Landscape and Habitats and the Protection of Historical and Archaeological Sites. 	There is an opportunity to strengthen the policy through the promotion of green public/ open spaces.
7. Cultural Heritage	The effects of this policy are uncertain as the proposed environmental improvements to Hockley centre and the wider AAP have the potential for both positive and negative effects on the character of Listed Buildings and their setting depending on their implementation. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that environmental improvements do not adversely affect any important local heritage.	?	<ul style="list-style-type: none"> ▪ English Heritage: The National Heritage List for England. ▪ Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM7 - Local List. ▪ Rochford District Council Local List SPD. 	
8. Landscape & Townscape	Significant long-term positive effects on the townscape through the provision of new public space and improvements to the public realm, including improved paving and lighting and removal of street clutter.	++		
9. Climate Change & Energy	The provision of a new public space and public realm improvements, including improved pedestrian signage, has the potential to encourage more sustainable forms of transport, such as walking and cycling. This could result in minor reductions in vehicular travel and therefore reduced greenhouse gas emissions.	+	<ul style="list-style-type: none"> ▪ Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	
10. Water	No significant effects identified.	0		
11. Land & Soil	No significant effects identified.	0		
12. Air Quality	The provision of a new public space and public realm improvements, including improved pedestrian signage, has the	+		

	potential to encourage more sustainable forms of transport, such as walking and cycling. This could result in small reductions in vehicular travel and therefore reduced atmospheric pollution.			
13. Sustainable Design & Construction	Providing a high quality public realm with shared public spaces is in keeping with sustainable design principles. Long-term positive effects on this SA objective.	+		
<p>Summary:</p> <p>The policy aims to ensure that all new development in Hockley incorporates or contributes to improvements to the public realm, including improvements for pedestrian access. The policy is likely to encourage walking and cycling through improvements to the public realm as well as the provision of new public space. Slowing traffic at the busy Spa Road mini-roundabout and prioritising pedestrian movement could also help to improve the safety of pedestrians. Implementation of the policy will have significant long-term effects on public health and safety, the local economy, and the landscape and townscape of Hockley.</p>				

Policy 3 - Promoting better movement

The Council will seek to deliver transport improvements that promote improved movement through and within the AAP area and enhanced linkages with other parts of Hockley and its surrounds. All development proposals should either incorporate or contribute towards the schemes identified in the AAP, which are:

- a) Strengthening pedestrian links within the AAP area, particularly between the rail station and the Eldon Way Opportunity Site; the rail station and the centre; and Spa Road and the Eldon Way Opportunity Site.
- b) Creating new and enhancing existing pedestrian links across Hockley, including the existing route linking Spa Road to the surrounding countryside, which runs adjacent to Eldon Way; and potential routes from the centre to Hockley Woods.
- c) Improving the profile and accessibility of Hockley train station through enhancements to make the rail station entrance more legible.
- d) The provision of enhanced cycle parking facilities at the rail station and suitable locations throughout the centre and the Eldon Way Opportunity Site.
- e) Improvements to bus facilities, including improved shelters and seating provision at key locations, such as the rail station and at stops in the centre; and real-time bus information.
- f) Consolidated car parking located on the Eldon Way Opportunity Site, which should serve the centre; new mixed-use development, including residential, retail, leisure and office uses; and the rail station.
- g) Increasing the capacity of the Spa Road mini-roundabout junction, without detriment to existing pedestrian amenity or local character.

Planning applications for new development should be supported by a Transport Assessment and Travel Plan, in accordance with the Department for Transport's (DfT) Guidance on Transport Assessment (2007). Travel Plans should encourage residents and businesses to live and operate in a more sustainable way, reducing the number and length of car trips generated in the area, whilst promoting more sustainable modes of travel, such as public transport, walking and cycling.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Improved movement and enhanced linkages through and within the AAP area will help to reduce social exclusion and help to meet the needs of an ageing population, which will have long-term positive effects on the community.	+	▪ Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015.	
2. Healthy & Safe Communities	Improved movement and enhanced pedestrian links through and within the AAP area has the potential for positive effects on health and well-being.	+		

3. Housing	No significant effect identified.	0		
4. Economy & Employment	Long-term positive effects on the economy as improved movement and enhanced linkages through and within the AAP area will improve accessibility to shopping in the town centre as well as employment and retail development proposed at the Eldon Way Opportunity Site.	+		
5. Accessibility	The policy seeks to improve movement and connectivity through and within the AAP area, with a particular emphasis on improving pedestrian links and sustainable transport options, including cycling and rail and bus facilities. This will have significant long-term positive effects on accessibility to housing, employment, retail, leisure facilities and services within and around the AAP area as well as helping to promote more sustainable transport choices.	++	<ul style="list-style-type: none"> ▪ Essex Transport Strategy: the Local Transport Plan for Essex (2011). ▪ Rochford District Council Core Strategy Policy T3 (Public Transport), Policy T5 (Travel Plans) and Policy T6 (Cycling and Walking). ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM28 - Traffic Management. 	
6. Biodiversity	The policy seeks to create new and/or enhance existing routes from the centre to Hockley Woods, which is designated as a SSSI. The site is currently assessed as being in a favourable condition and improved accessibility is considered unlikely to cause a significant increase in visitors to the SSSI. No significant effects identified.	0	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy ENV1 - Protection and Enhancement of the Natural Landscape and Habitats and the Protection of Historical and Archaeological Sites. 	
7. Cultural Heritage	A reduction in vehicular traffic as a result of improved movement and more sustainable transport choices could have a positive effect on cultural heritage and its setting.	+		
8. Landscape & Townscape	There is the potential for long-term positive effects on townscape through a reduction in vehicular traffic.	+		
9. Climate Change & Energy	The policy seeks to improve movement and connectivity through and within the AAP area, with a particular emphasis on improving pedestrian links and sustainable transport options, including cycling and rail and bus facilities. Improved accessibility to housing, employment, retail, leisure facilities and services will allow people to live, work and shop within the area, which will help to reduce out-commuting. The promotion of more sustainable transport choices will also help to reduce the levels of vehicular travel and therefore greenhouse gas	+	<ul style="list-style-type: none"> ▪ Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	

	emissions. Long-term positive effects on this SA objective.			
10. Water	No significant effects identified.	0		
11. Land & Soil	No significant effects identified.	0		
12. Air Quality	A reduction in vehicular traffic as a result of improved movement and more sustainable transport choices could have a positive effect on air quality.	+		
13. Sustainable Design & Construction	Good links to housing, employment, retail, leisure facilities and services, in particular through sustainable modes of transport is in keeping with sustainable design principles. Long-term positive effects on this SA objective.	+		
Summary:				
<p>The policy aims to deliver significant improvements to transport and movement through Hockley and outlines key schemes which will help to deliver these improvements. It requires new developments to contribute to those schemes and applications for development to consider transport impacts through the preparation of Transport Assessment and Travel Plans. This approach to transport is likely to have major positive effects for the SA objectives relating to accessibility, and further positive effects for SA objectives relating to communities, economy, cultural heritage and landscape. Positive effects are also identified for climate change, air quality and sustainable design & construction as the promotion of more sustainable transport choices will also help to reduce the levels of vehicular travel and therefore greenhouse gas and other vehicle emissions.</p>				

Policy 4 - Increasing the availability of housing				
<p>The Council will support development proposals for additional homes on previously developed land within the AAP area.</p> <p>Residential (C3) development will be permitted within the Eldon Way Opportunity Site where it would:</p> <ul style="list-style-type: none"> a) Not lead to the development of more than 50% of the total area of the Eldon Way Opportunity Site for new dwellings. b) Achieve a density of approximately 50 dwellings per hectare. c) Contribute positively towards the redevelopment of the Eldon Way Opportunity Site for a mix of uses, including residential, retail, leisure and office. 				
SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	The policy supports the development of new housing within the Eldon Way Opportunity Site, which will have a long-term positive effect on the local community through the accessibility of housing.	+	<ul style="list-style-type: none"> ▪ Core Strategy Policies H5 (Dwelling Types) and H6 (Lifetime Homes). ▪ Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	Access to housing, including affordable housing, will have a positive effect on the health and well-being of the community. The improvements to the public realm and the provision of new public space set out by other AAP policies, which also benefit health and well-being, are reliant on planning obligations/contributions arising from the redevelopment of the Eldon Way Opportunity Site.	+		
3. Housing	The policy supports the development of new homes on the Eldon Way Opportunity Site. The supporting text identifies that there is the potential for 100 new dwellings to be delivered. Core Strategy Policy H4 (Affordable Housing) requires 35% of new dwellings to be affordable. This will have significant long-term positive effects on the range and affordability of housing for	++	<ul style="list-style-type: none"> ▪ Rochford District Council Strategic Housing Land Availability Assessment 2012 - SHLAA Review ▪ Rochford District Council Core Strategy Policy H4 - Affordable 	

	people in Hockley. However it is noted that a higher level of housing, as proposed in Option 3, would have an even more positive effect in meeting this SA objective through providing more homes.		Housing.	
4. Economy & Employment	Policy will have a long-term positive effect on the economy by contributing to the redevelopment of the Eldon Way Opportunity Site. Improvements to the public realm set out by other AAP policies, which will also benefit the economy, are reliant on panning obligations/contributions arising from the redevelopment of the Eldon Way Opportunity Site.	+		
5. Accessibility	The policy will have a long-term positive effect as the provision of additional homes will reduce the need for people to travel outside the AAP area.	+		
6. Biodiversity	Hockley Woods SSSI is over 400 hundred meters away from the Eldon Way Opportunity Site and is currently assessed as being in a favourable condition. It is considered unlikely that there will be any adverse impacts as a result of proposed development.	0	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy ENV1 - Protection and Enhancement of the Natural Landscape and Habitats and the Protection of Historical and Archaeological Sites. ▪ Natural England: http://www.sssi.naturalengland.org.uk/Special/sssi/index.cfm 	
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent on the implementation of proposed development. There is the potential for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site, particularly during construction as a result of the movement of heavy vehicles. Conversely, there is also the potential for indirect positive effects on the setting of the historic buildings through improvements to the public realm and frontages that will arise as a result of contributions. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> ▪ English Heritage: The National Heritage List for England. ▪ Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM7 - Local List. ▪ Rochford District Council Local List SPD. 	
8. Landscape & Townscape	The redevelopment of the Eldon Way Industrial Estate and the Foundry Business Park will have long-term positive effects on	+		

	townscape. Improvements to the public realm set out by other AAP policies, which will also benefit the townscape, are reliant on planning obligations/contributions arising from the redevelopment of the Eldon Way Opportunity Site.			
9. Climate Change & Energy	The provision of additional housing within the AAP area gives people the opportunity to work and live in the area, which has the potential to reduce the number of vehicle trips generated. This could have a positive effect through a small reduction in greenhouse gas emissions.	+	<ul style="list-style-type: none"> Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new housing developments.	?	<ul style="list-style-type: none"> Rochford District Council Core Strategy Policy ENV9 - Code for Sustainable Homes. Essex Thames Gateway Water Cycle Study, Scoping Study (2009). 	
11. Land & Soil	Positive long-term benefits through the re-use of previously developed land.	+	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy H1 - The efficient use of land for housing. 	
12. Air Quality	The provision of additional housing within the AAP area gives people the opportunity to work and live in the area, which has the potential to reduce the number of vehicle trips generated. This could have a positive effect through a small reduction in atmospheric pollution. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. Rochford District Council Development Management DPD (Preferred Options) Policy DM26 - Air Quality. 	It is recommended that air quality in the town centre is monitored, particularly at the SPA Road mini-roundabout.
13. Sustainable Design & Construction	Policy will have a positive effect against this SA objective as the proposed housing development will contribute positively towards the redevelopment of the Eldon Way Opportunity Site for a mix of uses.	+		
Summary:				
<p>The redevelopment of the Eldon Way Industrial Estate, as proposed in this policy, will have a positive effect on a range of SA objectives. In particular it will have positive effects for housing through creating new market and affordable housing. Other positive effects were identified for communities, economy and accessibility, as the area is in close proximity to existing services, reducing the need to travel outside the AAP area. This will also have positive effects for climate change, and the use of previously developed land is positive for the SA objective relating to land and soil. There is some uncertainty relating to water, air quality and cultural heritage; the effect on these objectives will be dependent on further development detail.</p>				

Policy 5 - Protecting jobs			
The Council will support the development of office (B1a) uses within the Eldon Way Opportunity Site, provided that such uses contribute positively towards its redevelopment for a mix of uses, including residential, retail, leisure and office.			
SA Objective	Assessment of Effects		Evidence and Reference (where available)
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)		
1. Balanced Communities	The policy supports the development of employment uses within the Eldon Way Opportunity Site, which will have a long-term positive effect on the accessibility of employment within the AAP area.	+	
2. Healthy & Safe Communities	Accessibility to employment opportunities will have positive effects on the health and well-being of the community. The improvements to the public realm and the provision of new public space set out by other AAP policies, which will also benefit health and well-being, are reliant on planning obligations/contributions arising from the redevelopment of the Eldon Way Opportunity Site.	+	
3. Housing	No significant effect identified.	0	
4. Economy & Employment	Significant long-term positive effects on the economy through supporting the development of office uses on the Eldon Way Opportunity Site.	++	<ul style="list-style-type: none"> ▪ Rochford District Council Employment Land Study (2008).
5. Accessibility	The policy will have a long-term positive effect, as increased opportunities for employment will reduce the need for people to travel outside the AAP area for work.	+	
6. Biodiversity	Hockley Woods SSSI is over 400 hundred meters away from the Eldon Way Opportunity Site and is currently assessed as being in a favourable condition. It is considered unlikely that there will be any adverse impacts as a result of proposed development.	0	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy ENV1 - Protection and Enhancement of the Natural Landscape and Habitats and the Protection of Historical and Archaeological Sites. ▪ Natural England:

			http://www.sssi.naturalengland.org.uk/Special/sssi/index.cfm	
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent on the implementation of proposed development. There is the potential for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site, particularly during construction as a result of the movement of heavy vehicles. Conversely, there is also the potential for indirect positive effects on the setting of the historic buildings through improvements to the public realm and frontages that will arise as a result of contributions. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> ▪ English Heritage: The National Heritage List for England. ▪ Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM7 - Local List. ▪ Rochford District Council Local List SPD. 	
8. Landscape & Townscape	The redevelopment of the Eldon Way Industrial Estate and the Foundry Business Park will have long-term positive effects on townscape. Improvements to the public realm set out by other AAP policies, which will also benefit the townscape, are reliant on planning obligations/contributions arising from the redevelopment of the Eldon Way Opportunity Site.	+		
9. Climate Change & Energy	An increased availability of jobs has the potential to reduce the need for people to travel outside the AAP area to find work. This could result in small reduction in vehicular travel and therefore greenhouse gas emissions.	+	<ul style="list-style-type: none"> ▪ Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new non-residential developments.	?	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy ENV10 - BREEAM. ▪ Essex Thames Gateway Water Cycle Study, Scoping Study (2009). 	
11. Land & Soil	Positive long-term benefits through the re-use of previously developed land.	+		
12. Air Quality	The provision of office uses within the AAP area gives people the opportunity to work and live in the area, which has the potential to reduce the number of vehicle trips generated. This could have a positive effect through a small reduction in	?	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. ▪ Rochford District Council 	It is recommended that air quality in the town centre is monitored, particularly at the SPA Road mini-roundabout.

	atmospheric pollution. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.		Development Management DPD (Preferred Options) Policy DM26 - Air Quality.	
13. Sustainable Design & Construction	Policy will have a positive effect against this SA objective as the development of office uses will contribute positively towards the redevelopment of the Eldon Way Opportunity Site for a mix of uses.	+		
<p>Summary:</p> <p>This policy supports the mixed use development of the Eldon Way Opportunity Site, allowing for the development of office (B1a) uses, provided that this is part of a wider mixed-use development. This will have major positive effects for economy and employment, through the provision of new jobs. Positive effects are also likely for communities, accessibility and climate change, as increased opportunities for employment will reduce the need for people to travel outside the AAP area for work. There is the potential for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site, with possible adverse effects on heritage; particularly during construction. Similarly effects on air quality are uncertain and appropriate development management controls will help mitigate this.</p>				

Policy 6 - Improving retail choice for local people

The Council will support development proposals that seek to improve Hockley's retail offer and strengthen the role of its centre as a shopping destination for local residents. New retail (A1) development within the Eldon Way Opportunity Site will be permitted where it would:

- a) Provide a range of unit sizes, including smaller units.
- b) In relation to a new food store on the site, be of a size that would not exceed 3,000m² (gross) of new floorspace.
- c) Fully integrate with Spa Road, and allow for direct pedestrian links through the site to the redeveloped Eldon Way Opportunity Site, rail station and other areas of Hockley.
- d) Contribute positively towards the redevelopment of the Eldon Way Opportunity Site for a mix of uses, including residential, retail, leisure and office.

SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	The policy seeks to improve Hockley's retail offer and strengthen the role of its centre as a shopping destination for local residents. This will have a long-term positive effect on this SA objective by enhancing consumer choice and improving accessibility for all the community.	+		
2. Healthy & Safe Communities	An enhanced retail offer and the delivery of a new food store will have a positive effect on the health and well-being of the community.	+		
3. Housing	No significant effects identified.	0		
4. Economy & Employment	A significant long-term positive effect on the economy through supporting development that improves Hockley's retail offer and strengthens the role of its centre as a shopping destination for local residents, which will help to retain trade that is currently lost to other locations. The policy proposes measures to integrate new retail with existing so they both can be sustained. The supporting text of the policy also acknowledges independent traders and recommends that this offer is enhanced, which is important alongside the development of a	++	<ul style="list-style-type: none"> ▪ Rochford District Council Employment Land Study (2008). ▪ Rochford District Council Retail and Leisure Study (2008). 	

	new food store.			
5. Accessibility	The policy will have a long-term positive effect, as an enhanced retail offer will reduce the need for people to travel outside the AAP area to shop. The policy also seeks to improve pedestrian links throughout the AAP area, which will encourage walking and cycling.	+		
6. Biodiversity	No significant effects identified.	0		
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent on the implementation of proposed development. There is the potential for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site, particularly during construction as a result of the movement of heavy vehicles. Conversely, there is also the potential for indirect positive effects on the setting of the historic buildings through improvements to the public realm and frontages that will arise as a result of contributions. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> ▪ English Heritage: The National Heritage List for England. ▪ Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM7 - Local List. ▪ Rochford District Council Local List SPD. 	
8. Landscape & Townscape	The redevelopment of the Eldon Way Opportunity Site will have long-term positive effects on townscape. Improvements to the public realm set out by other AAP policies, which will also benefit the townscape, are reliant on planning obligations/contributions arising from the redevelopment of the Eldon Way Opportunity Site.	+		
9. Climate Change & Energy	An enhanced retail offer and increased availability of jobs has the potential to reduce the need for people to travel outside the AAP area to shop and work. This could result in small reduction in vehicular travel and therefore greenhouse gas emissions.	+	<ul style="list-style-type: none"> ▪ Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	
10. Water	There will be a small increase in water use as a result of proposed development; however, this is unlikely to result in any significant effects. The Core Strategy sets out the water efficiency requirements for all new non-residential developments.	?	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy Policy ENV10 - BREEAM. ▪ Essex Thames Gateway Water Cycle Study, Scoping Study (2009). 	

11. Land & Soil	Positive long-term benefits through the re-use of previously developed land.	+		
12. Air Quality	An enhanced retail offer and additional employment opportunities could help to reduce the number of people travelling outside the AAP area to shop and work. This could have a positive effect through a reduction in the number of vehicle trips. There is also the potential for short-term negative effects during construction; however, this can be mitigated through appropriate phasing and construction management plans.	?	<ul style="list-style-type: none"> ▪ Rochford District Council Core Strategy DPD Policy ENV5 - Air Quality. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM26 - Air Quality. 	It is recommended that air quality in the town centre is monitored, particularly at the SPA Road mini-roundabout.
13. Sustainable Design & Construction	Policy will have a positive effect against this SA objective as retail development will contribute positively towards the redevelopment of the Eldon Way Opportunity Site for a mix of uses.	+		
Summary:				
<p>This policy aims to increase the retail offer in Hockley, which will have a long-term positive effect on the local economy and employment through encouraging new and supporting existing businesses. It will also have positive effects for accessibility, climate change and communities, as an enhanced retail offer will reduce the need for people to travel outside the AAP area to shop. As identified in Policy 5, there is some potential for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site; however there is also the potential for improvements to the public realm and frontages that will arise as a result of contributions.</p>				

Policy 7 - Ensuring a healthy centre				
<p>The Council will encourage appropriate development within Hockley centre that supports its vitality and viability.</p> <p>Within the centre's primary and secondary shopping frontages, as defined on the Hockley APP Proposals Map, a proposed change of use for non-retail (non-A1) purposes will be permitted where it would:</p> <ul style="list-style-type: none"> a) Not have a detrimental impact on, or undermine, the predominance of A1 uses within the centre. b) Not create a cluster of similar non-A1 uses within a locality that undermines the retail character of the centre. c) Positively contribute to the overall offer and encourage people into the centre 				
SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	The policy supports the change of use of shopping frontages for non-retail purposes. This will have long-term positive benefits for balanced communities by ensuring there is an appropriate mix of uses within the town centre and by improving accessibility to non-retail uses, such as restaurants and pubs, which can provide opportunities for the community to interact and socialise.	+		
2. Healthy & Safe Communities	<p>Ensuring that there is an appropriate mix of uses will contribute to the delivery of high quality, safe and inclusive design. Improving accessibility to non-retail uses can also have positive benefits on health and well-being by giving the people the opportunity to relax and enjoy themselves.</p> <p>The presence of non-retail uses within the town centre has the potential to result in greater numbers of people in the evening/ night. This could have positive effects through increased passive surveillance of the town centre helping to reduce crime/ fear of crime. However, greater numbers of people in the evening/ night could have negative effects on the residents of the town centre through increased levels of noise pollution and anti-social behaviour, particularly if the change of use is for a pub or night club.</p>	+ ?	<ul style="list-style-type: none"> ▪ Rochford District Community Safety Partnership (2011) Annual Partnership Plan 2011/2012. 	It is recommended a change of use to a pub or club will only be permitted where it would not have a negative effect on the health and well-being of local residents through increased noise and disturbance.
3. Housing	No significant effects identified.	0		

4. Economy & Employment	The policy will help to support the vitality and viability of the Town Centre by encouraging an appropriate mix of uses. An increased range of services within the town centre will improve consumer choice as well as provide local employment opportunities. There will be significant long-term positive effects on the economy and employment.	++	<ul style="list-style-type: none"> ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM31 - Town Centre Shopping Frontages. 	
5. Accessibility	The policy will improve accessibility to non-retail uses and could have a positive benefit on the viability of public transport by focusing uses within the town centre; therefore reducing the number of trips generated.	+		
6. Biodiversity	No significant effects identified.	0		
7. Cultural Heritage	A change of use for non-retail purposes could potentially have negative effects on the historic environment depending on the location and change of use proposed. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.	?	<ul style="list-style-type: none"> ▪ English Heritage: The National Heritage List for England. ▪ Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM7 - Local List. ▪ Rochford District Council Local List SPD. 	
8. Landscape & Townscape	Supporting the development of non-retail uses will ensure an appropriate mix of uses and contribute to the overall regeneration of the AAP area with long-term positive effects on townscape.	+		
9. Climate Change & Energy	Focusing retail and non-retail uses within the primary and secondary shopping frontages could help to improve the viability of public transport and reduce the number of vehicle trips generated. Positive effects through a reduction in greenhouse gas emissions.	+	<ul style="list-style-type: none"> ▪ Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	
10. Water	No significant effects identified.	0		
11. Land & Soil	The policy ensures the re-use of previously developed land, which will have long-term positive effects on land and soil.	+		
12. Air Quality	Focusing retail and non-retail uses within the primary and secondary shopping frontages could help to improve the viability of public transport and reduce the number of vehicle	+ ?		It is recommended that air quality in the town centre is monitored, particularly at the

	trips generated. However, this could also concentrate trip destinations within one location, which could result in localised air quality issues.			SPA Road mini-roundabout.
13. Sustainable Design & Construction	The policy supports a mix of uses in the town centre which will have a positive effect against this SA objective.	+		
<p>Summary:</p> <p>This policy allows for a change of uses from retail to non-retail uses, where that change would not be detrimental to other retail. The effect of the policy is to diversify the town centre offer, providing opportunities for uses such as pubs and restaurants. This may have major positive effects on the economy and employment, and positive effects for community and safety through encouraging a night-time economy. Increasing the diversity of land uses may also have positive effects for accessibility and climate change, through reducing the need to travel to other centres.</p>				

Policy 8 - Encouraging leisure opportunities				
The Council will support the location of leisure (D2) uses within the Eldon Way Opportunity Site, provided that such uses contribute positively towards its redevelopment for a mix of uses, including residential, retail, leisure and office.				
SA Objective	Assessment of Effects		Evidence and Reference (where available)	Proposed and Potential Mitigation
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)			
1. Balanced Communities	Supporting the development of leisure uses will have a long-term positive effect on the community by providing areas for people to recreate and interact with one another.	+	<ul style="list-style-type: none"> ▪ Rochford District Local Strategic Partnership, The Sustainable Community Strategy 2010 - 2015. 	
2. Healthy & Safe Communities	Long-term positive effects on health and well-being through supporting the development of leisure uses.	+		
3. Housing	No significant effects identified.	0		
4. Economy & Employment	The development of additional leisure uses has the potential for a positive effect on the economy, the significance of which is dependent on the type of use developed.	+	<ul style="list-style-type: none"> ▪ Rochford District Council Retail and Leisure Study (2008). 	
5. Accessibility	The policy will have a positive effect on the accessibility of leisure facilities and could also help to reduce the number of people traveling outside the AAP area for recreation.	+		
6. Biodiversity	No significant effects identified.	0		
7. Cultural Heritage	The effects of this policy are uncertain and will be dependent on the implementation of proposed development. There is the potential for historic buildings along Spa Road to be affected by development at the Eldon Way Opportunity Site, particularly during construction as a result of the movement of heavy vehicles. Conversely, there is also the potential for indirect positive effects on the setting of the historic buildings through improvements to the public realm and frontages that will arise as a result of contributions. Policies contained within the Core Strategy and Development Management DPDs will help to ensure that proposed development does not adversely affect any important local heritage. The Council also states within the	?	<ul style="list-style-type: none"> ▪ English Heritage: The National Heritage List for England. ▪ Rochford District Council Core Strategy DPD (adopted) Policy CP3 - Local List. ▪ Rochford District Council Development Management DPD (Preferred Options) Policy DM7 - Local List. ▪ Rochford District Council Local List SPD. 	

	adopted Core Strategy that it supports national policies that seek to protect Listed Buildings and will pay particular attention to retaining their character.			
8. Landscape & Townscape	Supporting the development of new leisure uses will contribute to the redevelopment of the Eldon Way Opportunity Site, which will have long-term positive effects on townscape. Improvements to the public realm set out by other AAP policies, which will also benefit the townscape, are reliant on planning obligations/contributions arising from the redevelopment of the Eldon Way Opportunity Site.	+		
9. Climate Change & Energy	No significant effects identified.	0	<ul style="list-style-type: none"> ▪ Rochford District Council, Climate Change and Sustainability Strategy 2008 - 2013. 	
10. Water	No significant effects identified.	0		
11. Land & Soil	Positive long-term benefits through the use of previously developed land.	+		
12. Air Quality	No significant effects identified.	0		
13. Sustainable Design & Construction	Policy will have positive effects on this SA objective as new leisure uses will have to contribute positively towards the redevelopment of the Eldon Way Opportunity Site for a mix of uses.	+		
Summary:				
As for policy 7, this policy will help to diversify the existing offer in the town centre and help to reduce the need for journeys to other town centres. Encouraging new leisure facilities will have positive effects for communities through providing new spaces for people to interact and help to support community health through providing new opportunities to recreate. The local economy will also be supported through the creation of new jobs. As for other policies, some uncertainties are identified for cultural heritage.				