

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

South Canewdon – Option SC1

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC1 South 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 development 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 option is situated to the south of existing residential development to the south of Canewdon. This allocation would provide properties for families and ensure that they do not have to leave the local area. It 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.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option 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 option is in proximity to two local shops would be accessible from this option. 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.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.

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		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 option and the existing residential development to the north by Anchor Lane could have an impact on community cohesion, however, design of the development will 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 north east of the site, and a golf course to the south of this option. 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 SC1 South 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 option 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?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	All of the options for Canewdon are situated to the south west of local services situated in the centre of the village such as the primary school and village shops, which may 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).
	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 south of Canewdon.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC1 South Canewdon
		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 option 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?	This option 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?	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 service (number 60) which runs to Canewdon. There may be opportunities to increase the availability of public transport in this location. This option 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 Lark Hill Road, Anchor Lane and Scotts Hall Road and the wider highway network, and in a manner that would be unlikely to direct traffic through the village itself. There is also potential to improve public transport links in this locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC1 South 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 option, 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 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, 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 option 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 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC1 South 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 general location to the south of Canewdon 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 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 option 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 option is in proximity to two local wildlife sites (R30. Butts Hill Pond and R31. The Finches) located to the north and north east of the site respectively.
		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 SC1 South 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 general location 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 (Rochford District Historic Environment Characterisation Project). 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. There are two Conservation Areas to the north of this option and numerous Listed Buildings including the Grade II* Church of St. Nicholas. 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 SC1 South 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 will be allocated within this development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land (SEA Baseline Information Profile). Although there is an existing dwelling to the east of this site, the location of this option to the south of Anchor Lane would extend the designated residential area of Canewdon further to the south. It would have a greater visual impact on the rural character of the area as opposed to some of the other options.
		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 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. None of the options for the south of Canewdon propose potential options above 3ha. Nevertheless it is important that a defensible boundary can be maintained. Whilst this option does not follow a natural field boundary, it is enclosed by Anchor Lane to the north, Scotts Hall Road to the west and hedgerows to the east, and so would be able to ensure that a defensible Green Belt boundary can be maintained. 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 rather than an indication of ecological value. Development would not have such an impact on the Coastal Protection Belt designation in this area, as opposed to the other options for this general location which encompass designated areas to varying degrees. In this regard it could potentially have less of an impact on the rural, undeveloped coastline.
		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 SC1 South 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?	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. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC1 South 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 option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option (and SC4) has the greatest area of the four options. Development would therefore be less dense and this option would ensure a less efficient use of land in comparison with SC2 and SC3.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option 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 option 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 as opportunities to encourage walking and cycling.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC1 South Canewdon
		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 will be viable and can also be incorporated into the development.
		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 Canewdon – Option SC2

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC2 South 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 development 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 option is situated to the south / south west of existing residential development to the south of Canewdon. This allocation would provide properties for families and ensure that they do not have to leave the local area. It 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. Development in this location would, however, extend the existing residential development further to the west than at present. It would also create an isolated area of designated residential development which would be segregated from the existing residential area to the east. It is adjacent to existing dwellings to the east (which encompasses Option SC3) and west and so these dwellings may need to be designated as existing residential development to ensure equal opportunities. This could encourage further development in this general location beyond that stipulated in the Core Strategy Submission Document.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC2 South 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). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to two local shops which would generally be accessible from this option. 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.
		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?	This site is separated from existing residential development to the east via the lane leading to St Nicholas Church. This may have an impact on community cohesion. Design of the development will 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 east of the site, and a golf course to the south of this option. 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC2 South Canewdon
		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.
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 may be ensured through the provision of a range and affordability of housing, although this may be constrained by the size of the site.
		Will a mix of housing types and tenures be promoted?	This option may be able to provide an appropriate range of housing types and tenure to meet local needs, although this 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?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	All of the options for Canewdon are situated to the south west of local services situated in the centre of the village such as the primary school and village shops, which may 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 SC2 South 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 option is situated to the south of Canewdon.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.
		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 option 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?	This option 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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC2 South 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 service (number 60) which runs to Canewdon. There may be opportunities to increase the availability of public transport in this location. This option 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, although these may be less accessible for some. The site has good links to Lark Hill Road, Anchor Lane and Scotts Hall Road and the wider highway network, and in a manner that would be unlikely to direct traffic through the village itself. There is also potential to improve public transport links in this locality.
		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 option, 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 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, 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 option 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC2 South Canewdon
		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.
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 Canewdon is situated to the south of the River Crouch. This option is situated within the Coastal Protection Belt and is in close proximity to the Upper Crouch Special Landscape Area 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 option 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 option is in proximity to two local wildlife sites (R30. Butts Hill Pond and R31. The Finches) located further to the north east and east of the site respectively.
		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 SC2 South Canewdon
		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.
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?	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 (Rochford District Historic Environment Characterisation Project). 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. There are two Conservation Areas to the north east of this option - Canewdon Church Conservation Area is adjacent to the north east corner of the site. There are also numerous Listed Buildings including the Grade II* Church of St. Nicholas in proximity to the 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 SC2 South 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 will be allocated within this development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land (SEA Baseline Information Profile). The location of this option to the west of the road leading north towards St Nicholas Church would extend Canewdon further to the west. It may have a greater visual impact on the rural character of the area as opposed to some of the other options.
		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 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. None of the options for the south of Canewdon propose potential options above 3ha. Nevertheless it is important that a defensible boundary can be maintained. This option does not follow a natural field boundary, but it is largely enclosed on three sides by Lark Hill Road to the south, the road leading north to the church to the east and a dwelling to the west. This option would be less able to ensure that a defensible Green Belt boundary can be maintained as opposed to SC1. This option is situated within the Coastal Protection Belt and is in close proximity to the Upper Crouch Special Landscape Area designated to the north west of the site, although these are landscape quality designations rather than an indication of ecological value. Development would, however, have an impact on the Coastal Protection Belt designation in this area and thus have an impact on the rural, undeveloped coastline.
		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 SC2 South 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?	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. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC2 South 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 option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option is the smallest of the four options. Development would therefore be more dense and this option would ensure a more efficient use of land.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option 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 option 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 as opportunities to encourage walking and cycling.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC2 South Canewdon
		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 will be viable and can also be incorporated into the development.
		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 Canewdon – Option SC3

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC3 South 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 development 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. This option identifies two sites; one to the east and one to the west of the road leading north to St Nicholas Church.
Will it ensure the regeneration and enhancement of existing rural and urban communities?		This option is situated to the south / south west of existing residential development to the south of Canewdon. This allocation would provide properties for families and ensure that they do not have to leave the local area. Although this option encompasses two existing dwellings and any development would displace these which may have a negative impact on the existing community, it 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. Development in this location would, as opposed to SC1, SC2 and SC4, be to the north of Anchor Lane primarily adjacent to existing residential development. The main site is enclosed by Anchor Lane to the south and the road leading to St Nicholas Church to the west, residential development to the east and greenfield land to the north. The other smaller site is situated to the west of the main site and is severed from the existing settlement by the road running north to St Nicholas Church, which could have an impact on community cohesion.	
Will it ensure equal opportunities and that all sections of the community are catered for?		This option 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.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC3 South 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). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to two local shops which would generally be accessible from this option. 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.
		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?	This main site is adjacent to existing residential development to the east and is separated from the smaller site by the lane leading to St Nicholas Church. This may have an impact on community cohesion. Design of the development will 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 east of the site, and a golf course to the south of this option. 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC3 South Canewdon
		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.
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 may be ensured through the provision of a range and affordability of housing, although this may be constrained by the size of the site.
		Will a mix of housing types and tenures be promoted?	This option may be able to provide an appropriate range of housing types and tenure to meet local needs, although this 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?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	All of the options for Canewdon are situated to the south west of local services situated in the centre of the village such as the primary school and village shops, which may 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 SC3 South 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 option is situated to the south of Canewdon.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.
		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 option 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?	This option 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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC3 South 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 service (number 60) which runs to Canewdon. There may be opportunities to increase the availability of public transport in this location. This option 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, although these may be less accessible for some. This option has good links to Lark Hill Road, Anchor Lane and Scotts Hall Road and the wider highway network, and in a manner that would be unlikely to direct traffic through the village itself. There is also potential to improve public transport links in this locality.
		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 option, 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 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, 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 option 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC3 South Canewdon
		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.
	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 Canewdon is situated to the south of the River Crouch. The main site for this option bounds the Coastal Protection Belt to the west, and the smaller site is situated within the Coastal Protection Belt. This option is in close proximity to the Upper Crouch Special Landscape Area designated to the north west. These are, however, 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?	Whilst this option is designated grade 3 agricultural land (SEA Baseline Information Profile), the main site encompasses dwellings and garden areas which are designated greenfield land according to PPS3. This option is therefore likely to be more biodiverse than the other three options for this general location.
		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 option is also in proximity to two local wildlife sites (R30. Butts Hill Pond and R31. The Finches) located further to the north east and east of the site respectively.
		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 SC3 South 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?	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 (Rochford District Historic Environment Characterisation Project). 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. Canewdon Church Conservation Area bounds the main site to the south. There is also another Conservation Area along the High Street and there are numerous Listed Buildings including the Grade II* Church of St. Nicholas in proximity to this option. Any potential impact on the setting of these would need to be carefully considered. Consideration would need to be given to the design of any development in this location given its proximity to the Canewdon Church Conservation Area which also encompasses a Grade II* Listed Building (particularly if the option is extended northwards).
		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 SC3 South 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 will be allocated within this development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land (SEA Baseline Information Profile). The location of this option to the south of Canewdon Church Conservation Area would not extend Canewdon further to the west as opposed to SC2. It may have a less of a visual impact on the rural character of the area as opposed to some of the other options.
		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 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. None of the options for the south of Canewdon propose potential options above 3ha. Nevertheless it is important that a defensible boundary can be maintained. The enclosed nature of the main site would ensure that a defensible Green Belt boundary could be maintained, but the exposure of the smaller site which does not follow any natural boundary would provide a much less defensible Green Belt boundary. However, if this option were taken forward the boundary should be amended to exclude the small site to the west of the road leading to St Nicholas Church and if possible extended northwards towards St Nicholas Church to ensure that a defensible Green Belt boundary could be maintained, The main site for this option bounds the Coastal Protection Belt to the west, and the smaller site is situated within the Coastal Protection Belt. This option is in close proximity to the Upper Crouch Special Landscape Area designated to the north west. These are, however, landscape quality designations rather than rather than an indication of ecological value. As such, with this option, there may be some impact on the rural, undeveloped coastline.
		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 SC3 South 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?	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. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC3 South 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 option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option is smaller than SC1 and SC4. Development would therefore be more dense and this option would ensure a more efficient use of land.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option 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 option 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 as opportunities to encourage walking and cycling.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC3 South Canewdon
		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 will be viable and can also be incorporated into the development.
		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 Canewdon – Option SC4

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South Canewdon
Balanced Communities			
1	To ensure the delivery of high quality sustainable communities where people want to live and work	<p>Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?</p> <p>Will it ensure the regeneration and enhancement of existing rural and urban communities?</p>	<p>This option identifies three small detached sites, which may have an impact on the potential of any development to ensure the phasing of infrastructure. This option, however, would have the capacity to provide the required play space facility to meet ongoing and future needs. Two of the sites are to the east and west of the road leading north to St Nicholas Church and one is to the south of Anchor lane opposite the junction with Sycamore Way.</p> <p>This option is situated to the south / south west of existing residential development to the south of Canewdon. This allocation would provide properties for families and ensure that they do not have to leave the local area. It 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. Any development within this option would, however, be segregated, rather than proposing development in one location on the edge of the village, which would have a negative impact on community cohesion and thus the regeneration and enhancement of existing community within Canewdon. The site to the west of the road leading north to St Nicholas Church is not directly adjacent to existing residential development and the site to the south of Anchor Lane is adjacent to an existing dwelling rather than existing residential development within the village designated to the north of Anchor Lane. This would have a negative impact on the sustainability of any development through encouraging piecemeal development on the edge of the village and presenting a much less defensible Green Belt boundary as opposed to SC1 and SC2. Further to this, whilst the site to the east of the road leading to St Nicholas Church is in close proximity to existing residential development to the east, its does not promote cohesion with the existing community through displacing an existing dwelling. It is recommended that the dwelling adjacent to this site should also be designated existing residential development with any development in this option to ensure that there are equal opportunities. Any development would therefore have a negative impact on the existing community.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South Canewdon
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option 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 option is in proximity to two local shops which would generally be accessible from this option. 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.
		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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South Canewdon
Healthy & Safe Communities			
2	Create <i>healthy and safe</i> 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 the design of the development will be determined through the development management process, the severance of the sites in this option would have a detrimental impact on community cohesion and accessibility to local services in the village.
		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 further to the east, and a golf course to the south of this option. 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 this option 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.
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 option 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?	Design of the development will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South Canewdon
		Is there sustainable access to key services?	All of the options for Canewdon are situated to the south west of local services situated in the centre of the village such as the primary school and village shops, which may 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).
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 south of Canewdon.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.
		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 option is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South Canewdon
		Does it secure more opportunities for residents to work in the district?	This option 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?	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 service (number 60) which runs to Canewdon. There may be opportunities to increase the availability of public transport in this location. This option 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, although these may be less accessible for some. This option has good links to Lark Hill Road, Anchor Lane and Scotts Hall Road and the wider highway network, and in a manner that would be unlikely to direct traffic through the village itself. There is also potential to improve public transport links in this locality.
		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 option, 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South Canewdon
		Will it reduce the need to travel?	Rochford is situated to the south west 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, 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 option 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 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 SC4 South 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 general location to the south of Canewdon is situated to the south of the River Crouch. The site to the west of the road leading north to St Nicholas Church for this option is situated within the Coastal Protection Belt, and the site to the east of this bounds this designated area. This option is in close proximity to the Upper Crouch Special Landscape Area designated to the north west. These are, however, 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?	Whilst this option is designated 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, the site to the east of the road leading north to St Nicholas Church encompasses a dwelling and garden area which are designated greenfield land according to PPS3. This site is therefore likely to be more biodiverse than the other two sites in this option.
		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 option is in proximity to two local wildlife sites (R30. Butts Hill Pond and R31. The Finches) located further to the north east and east of the site respectively.
		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 may be less potential to include green infrastructure links, which would facilitate species movement and colonisation. There is less potential for new habitat creation in this area as opposed to the other options for this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South 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?	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 (Rochford District Historic Environment Characterisation Project). 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. Canewdon Church Conservation Area is in close proximity to two of the sites to the north of Anchor Lane and Lark Hill Road. There is also another Conservation Area along the High Street and there are numerous Listed Buildings including the Grade II* Church of St. Nicholas in proximity to this option. 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 SC4 South 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 will be allocated within this development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land (SEA Baseline Information Profile). The severance of the sites within this option to the south of Canewdon would have a negative impact on the urban fringe through providing a less defensible Green Belt boundary. Potential piecemeal development would have more of a visual impact on the rural character of the area as opposed to some of the other options.
		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 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. None of the options for the south of Canewdon propose potential options above 3ha. Nevertheless it is important that a defensible boundary can be maintained. The severance of these sites would not ensure that a defensible Green Belt boundary could be maintained in the locality. The site to the west of the road leading north to St Nicholas Church for this option is situated within the Coastal Protection Belt, and the site to the east of this bounds this designated area. This option is in close proximity to the Upper Crouch Special Landscape Area designated to the north west. These are, however, landscape quality designations rather than an indication of ecological value. Nevertheless the proximity of these sites to the Coastal Protection Belt may have an impact on the rural, undeveloped coastline.
		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 SC4 South 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?	Whilst this option has the capacity to include Sustainable Drainage Systems (SUDs) the severance of the sites may make the incorporation of SUDs to help mitigate any impact unviable. Grey water recycling and other water conservation measures may also be included at the design stage..
		Will it provide for effective wastewater treatment?	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. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SC4 South 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 option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option (and SC1) has the greatest area of the four options. Development would therefore be less dense and this option would ensure a less efficient use of land in comparison with SC2 and SC3.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option 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 option 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 SC4 South 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 as 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 will be viable and can also be incorporated into the development.
		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.