

Appendix 2 – Reallocated Employment Land Options

Star Lane Industrial Estate (Northern Section) – Option E9

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
	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?	The scale of this development, in conjunction with the adjacent Star Lane Brickworks site which is the disused southern section of the Star Lane Industrial Estate, would ensure the phasing of infrastructure with the capacity to provide the required public open space and play space as well as youth and community facilities. This option is also well related to the general location identified as the 'West Great Wakering', which in conjunction with the land designated as Star Lane Industrial Estate, can provide a wide range of facilities to meet the ongoing and future needs of the local community. This would, however, be dependant upon the spatial relationship between any land allocated for residential development to the west of Great Wakering and the Industrial Estate, which would therefore impact on the sustainability of any development in Great Wakering.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option encompasses the northern section of Star Lane Industrial Estate. This Industrial Estate has been identified in the Employment Land Study 2008 as having poor quality building stock and is recommended for reallocation for other uses. It is adjoined to the existing settlement of Great Wakering to the north and is in proximity to the general location 'West of Great Wakering'. Ideally this option would be part of a comprehensive development alongside any future development to the west of Great Wakering. This would enhance the sustainability credentials of this option still further, however, it would depend on deliverability of the Industrial Estate in conjunction with any other residential development to the west of Great Wakering. The sites coming forward for development would need to be carefully managed through the Local Development Framework process. This option therefore has the potential to ensure the regeneration and enhancement of local communities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
		Will it ensure equal opportunities and that all sections of the community are catered for?	There are a range of local facilities in proximity to this site, including a primary school to the east. Local leisure facilities such as Great Wakering Leisure Centre, allotments and a football ground are located near to the site. This option is at the western end of the High Street which provides numerous services to meet the day to day needs of the local community. This includes a local supermarket. These existing facilities are likely to be accessible from this site and would ensure equal opportunities for the local community and that all sections of the community are catered for. Additional facilities will also be provided in this general location such as youth and community facilities and accessible public open space and play space. There is a bus route along Star Lane and the High Street which can provide an alternative mode of transportation to neighbouring town centres. This option would also provide a range of housing types and tenure, and affordable housing to meet the needs of the local community.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which should be accessed on foot or via the existing bus services or a wider range of services situated in neighbouring town centres. Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided within this option, the southern section of the Industrial Estate (Star Lane Brickworks) or in the general location 'West of Great Wakering'. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		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 E9 Star Lane Industrial Estate (Northern Section)
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 has good links to the existing settlement and local services and facilities within the village centre. The infrastructure requirements include an area of public open space within the development which could improve the biodiversity of the area and provide a community benefit. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within the development, and there are existing areas of public open space (such as Great Wakering Leisure Centre) to the north of this option, which are accessible to the site. Allotments and a football grounds are also in proximity to the site, and have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of the site to other areas of public open space and leisure facilities would also encourage healthy lifestyles and promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.
		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 E9 Star Lane Industrial Estate (Northern Section)
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?	There are a range of local services and facilities which are generally accessible from this site, and there is potential to improve the provision of existing public transport services along the High Street. This would ensure sustainable access to key services, particularly for those without access to private transport.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	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?	The village of Great Wakering is primarily served by the services in neighbouring town centres, and so does not seek to focus development within these centres.
		Will it improve business development?	This option would displace existing businesses on this employment site. Any redevelopment of the site for residential development should be done in conjunction with the relocation of existing employment uses. Failure to provide alternative accommodation for existing employment uses will have a negative impact on business development and other sustainability objectives.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth and community facilities to meet the needs of the entire community. Local services are situated along the High Street and would be generally accessible for the local community from this option. A range of other services and facilities are located in neighbouring town centres and are accessible via the existing public transport network.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a 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?	The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option, in conjunction with Star Lane Brickworks to the south, would lead to the loss of employment land in the locality. Nevertheless additional employment land will need to be reallocated in proximity to Great Wakering as identified in the Core Strategy Submission Document, 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 E9 Star Lane Industrial Estate (Northern Section)
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service in Great Wakering which runs to neighbouring town centres. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with the proposed Sustrans route, it is in proximity to Greenway 20 to the west which runs south towards Shoebury.
Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?		This site is in proximity to local services although other services and facilities in neighbouring town centres are situated further away and may be accessible using the existing public transport network. This option has the potential to provide a good link to the existing highway network although it would not be viable to provide a pedestrian link directly to the High Street from this site. Nevertheless this option has a good relationship with proposed Greenway 20 to the west and there may be opportunities to encourage walking and cycling, particularly to local facilities although this may be dependent upon the preferred allocation of land for residential development to the west of Great Wakering. Furthermore the cumulative impact of any development of this option with any development in the general location to the 'West of Great Wakering' would need to be carefully considered. There is also potential to improve public transport links in the locality.	
Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?		This option is in proximity to a range of services including a primary school, a local supermarket and other local shops along the High Street to the north west of the site. Other local services and facilities situated in neighbouring town centres can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network. This option has the potential to ensure access to shopping and leisure facilities and services, however, its reallocation for residential development would result in a loss of employment land in the locality and thus reduce access to local employment opportunities. However, additional employment land will need to be reallocated in proximity to Great Wakering as identified in the Core Strategy Submission Document.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, which may be accessible to this site although direct pedestrian links to the High Street are unviable which may impact on the accessibility to local services and facilities for some. Furthermore other local services and facilities may be located further away from this option in neighbouring town centres. Therefore the location of this option may not reduce the need to travel for some services and facilities. However, there is an existing bus route to the west and north of the site (Star Lane and the High Street respectively) which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west of Great Wakering where there are some local services nearby, and there is an existing public transport route providing access to neighbouring town centres. This option, however, as opposed to other employment sites which have been identified in the Core Strategy Submission Document for reallocation for alternative uses, does not encourage development where large volumes of people and/or transport movements are located.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the north west of the site along the High Street, which may be within walking distance. There is an existing bus route in proximity to this option, which would ensure equal access for all sections of the community to the local services located further away in neighbouring town centres.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The location of this option to the east of Star Lane in Great Wakering 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 E9 Star Lane Industrial Estate (Northern Section)
	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 is not in close proximity to the District's estuaries or salt marshes. The site is situated to the south of the High Street and the east of Star Lane and is in close proximity to a Local Wildlife Site to the south east (R35. Star Lane Pits), which may be impacted with any development in this option. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The cumulative impact of reallocating the Industrial Estate and any land allocated to the south of the High Street for residential development on the Local Wildlife Site would need to be carefully considered and mitigated against, as appropriate. The Coastal Protection Belt and the Crouch/Roach Marshes Special Landscape Area are situated to the north east of the site to the west of Little Wakering Road, 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?	The northern part of this existing employment site is currently in use. It is unlikely that this section would be of ecological value given its current uses. However, the southern section is currently vacant and disused brownfield land can be more biodiverse than some forms of greenfield land, particularly agricultural land. Having regard to this, and the proximity to the Local Wildlife Site, the ecological impact of any development would have to be considered. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations. This option is, however, in proximity to a Local Wildlife Site (R35. Star Lane Pits) to the south east of the site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The proximity of this option to the Local Wildlife Site may increase the recreational pressure on the species present there and thus may have some impact on this designated area. This will need to be carefully considered with any development. Nevertheless public open space will be provided within this option and so this may reduce recreational pressure on the existing Local Wildlife Site, and if located to the eastern/south eastern section of the site it could provide a buffer between residential development and the Local Wildlife Site. It may also provide opportunities for new habitat creation and could facilitate species movement. Although this option is in proximity to the Crouch/Roach Marshes Special Landscape Area and the Coastal Protection Belt these are landscape quality designations rather than an indication of ecological value.
		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 is an existing brownfield land which is currently in use. It is therefore unlikely to have any biodiversity value. Any redevelopment of this site has the potential to incorporate wildlife habitats within it.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This is existing employment land which is in use. Public open space will be allocated within this option and as such there is potential to create new habitats as well as to facilitate species movement and colonisation in the area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated to the north east.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated on site, which would provide accessible green space in this area. Play space will also be provided with any 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 the urban fringe of Great Wakering. Its reallocation for residential development would therefore contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This option is existing employment land which is currently in use.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This is a previously developed site on the urban fringe to the south west of Great Wakering village. It has clearly defined boundaries and presents a strong, defensible Green Belt boundary. This defensibility, however, may depend on the preferred option in the area to the west of Great Wakering. The Coastal Protection Belt and the Crouch/Roach Marshes Special Landscape Area, which are landscape quality designations, are situated to the north east of the site to the west of Little Wakering Road.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
		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.
		Will it provide for effective wastewater treatment?	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?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	An area of public open space will be incorporated within the development which could also be utilised as a type of SUDs to manage excess surface water. This also has the potential to create new habitats and create a buffer between existing habitats and any development.
	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 seeks to ensure the reuse of previously developed land.
		Will higher-density development be promoted where appropriate?	This will depend upon the number of dwellings allocated for this site. The SHLAA (2009) allocates 175 dwellings for Star Lane Industrial Estate (this includes the disused Brickworks site to the south of this option) which equates to a gross density of 30 dwellings per hectare.
		Will soil quality be preserved?	This option is previously developed land.
		Will it promote the remediation of contaminated land?	Given the current uses on the Industrial Estate it is likely that the land would need to be decontaminated before any development takes place.
		Will the best and most versatile agricultural land be protected?	This option is previously developed land and would therefore ensure that the best and most versatile agricultural land will be protected as far as practicable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Industrial Estate (Northern Section)
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in proximity to this option along the High Street to the north east, and there is an existing bus route nearby which can provide sustainable access to neighbouring town centres for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. Local services should be accessible from this option although this site cannot viably provide a direct pedestrian link to the High Street. The provision of such a link to encourage walking and cycling may be dependent upon the preferred option for the general location to the 'West of Great Wakering' for any development. This would therefore impact on the sustainability of the site.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site is previously developed land, however, sustainable design and construction should still be viable and could 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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Star Lane Brickworks (Southern Section of Industrial Estate) – Option E9

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
	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?	The scale of this development, in conjunction with the adjacent Star Lane Industrial Estate to the north which is currently in use, would ensure the phasing of infrastructure with the capacity to provide the required public open space and play space as well as youth and community facilities. This option is also well related to the general location identified as the 'West Great Wakering', which in conjunction with the northern section of land designated as Star Lane Industrial Estate, can provide a wide range of facilities to meet the ongoing and future needs of the local community. This would, however, be dependant upon the spatial relationship between any land allocated for residential development to the west of Great Wakering and the Industrial Estate, which would therefore impact on the sustainability of any development in Great Wakering.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option encompasses the southern section of Star Lane Industrial Estate (the Brickworks) which is disused at present. This Industrial Estate has been identified in the Employment Land Study 2008 as having poor quality building stock and is recommended for reallocation for other uses. The site is segregated from the existing settlement of Great Wakering by the northern section of the Industrial Estate which is currently in use, although both sections are identified for reallocation in the Core Strategy Submission Document. Cohesive development would therefore depend upon the reallocation of both sections of the Industrial Estate for residential development. If the northern section does not come forward for development then this would lead to piecemeal development which would impact on community cohesion. Nevertheless this option is in proximity to the general location 'West of Great Wakering'. Ideally reallocation of the Industrial Estate would be part of a comprehensive development alongside any future development to the west of Great Wakering. This would, however, depend on deliverability of the Industrial Estate in conjunction with any other residential development to the west of Great Wakering. The sites coming forward for development would need to be carefully managed through the Local Development Framework process. This option therefore has the potential to ensure the regeneration and enhancement of local communities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
		Will it ensure equal opportunities and that all sections of the community are catered for?	There are a range of local facilities in proximity to this site, including a primary school to the north east. Local leisure facilities such as Great Wakering Leisure Centre, allotments and a football ground are located in proximity to the site, although this option extends further to south away from such facilities. This option is at the western end of the High Street which provides numerous services to meet the day to day needs of the local community. This includes a local supermarket. Enhanced accessibility to local services would therefore depend upon the northern section of the Industrial Estate coming forward for development prior to the southern section and the spatial relationship between any land allocated for residential development to the west of Great Wakering (which may have the potential to provide pedestrian links to the High Street). The extension of the site further to the south may therefore impact on the accessibility of local services from this site, and equal opportunities for the local community. However, additional facilities will also be provided in this general location such as youth and community facilities and accessible public open space and play space. There is a bus route along Star Lane and the High Street which can provide an alternative mode of transportation to neighbouring town centres. This option would also provide a range of housing types and tenure, and affordable housing to meet the needs of the local community.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities although the accessibility of these may be dependent upon the development of the northern section of the Industrial Estate and the spatial relationship between any land allocated for residential development to the west of Great Wakering (which may have the potential to provide pedestrian links to the High Street). A wider range of services situated in neighbouring town centres which can be accessed via the existing bus route. Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided within this option, the northern section of the Industrial Estate or in the general location 'West of Great Wakering'. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		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 as opposed to the northern section of the Industrial Estate does not have good links to the existing settlement and local services and facilities within the village centre in terms of providing pedestrian access. This may, however, depend upon the preferred location for development to the 'West of Great Wakering'. The infrastructure requirements include an area of public open space within the development which could improve the biodiversity of the area and provide a community benefit. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within the development, and there are existing areas of public open space (such as Great Wakering Leisure Centre) to the north of this option, which have the potential to be accessible from the site. Allotments and a football grounds are also in proximity to the site, and have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of the site to other areas of public open space and leisure facilities also has the potential to encourage healthy lifestyles and promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
		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.
		Is there sustainable access to key services?	There are a range of local services and facilities which are potentially accessible from this site, and there is potential to improve the provision of existing public transport services along the High Street. This would ensure sustainable access to key services, particularly for those without access to private transport.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	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 E9 Star Lane Brickworks (Southern Section of Industrial Estate)
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The village of Great Wakering is primarily served by the services in neighbouring town centres, and so does not seek to focus development within these centres.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth and community facilities to meet the needs of the entire community. Local services are situated along the High Street and have the potential to be accessible to the local community from this option. A range of other services and facilities are located in neighbouring town centres and are accessible via the existing public transport network.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a 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?	The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option, in conjunction with the northern section of the Industrial Estate, would lead to the loss of employment land in the locality. Nevertheless additional employment land will need to be reallocated in proximity to Great Wakering as identified in the Core Strategy Submission Document, 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 E9 Star Lane Brickworks (Southern Section of Industrial Estate)
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service in Great Wakering which runs to neighbouring town centres. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with the proposed Sustrans route, it is in proximity to Greenway 20 to the west which runs south towards Shoebury.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This site is in proximity to local services although other services and facilities in neighbouring town centres are situated further away and may be accessible using the existing public transport network. This option can provide a link to the existing highway network, although it would not be possible to provide a pedestrian link directly to the High Street from this site. Nevertheless this option has a good relationship with proposed Greenway 20 to the west and there may be opportunities to encourage walking and cycling, particularly to local facilities although this may be dependent upon the preferred allocation of land for residential development to the west of Great Wakering and the reallocation of the northern section of the Industrial Estate. Furthermore the cumulative impact of any development of this option with any development in the general location to the 'West of Great Wakering' would need to be carefully considered. There is also potential to improve public transport links in the locality.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including a primary school, a local supermarket and other local shops along the High Street to the north west of the site. Other local services and facilities situated in neighbouring town centres can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network. This option has the potential to ensure access to shopping and leisure facilities and services, however, this is dependent upon the reallocation of the northern section of the Industrial Estate and land allocated to the west of Great Wakering for residential development. This relationship has the potential to contribute towards sustainable development in the locality through the provision of pedestrian links to the High Street. Furthermore its reallocation for residential development would result in a loss of employment land in the locality and thus reduce access to local employment opportunities. However, additional employment land will need to be reallocated in proximity to Great Wakering as identified in the Core Strategy Submission Document.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, which have the potential to be accessible to this site although the provision of direct pedestrian links to the High Street are dependent upon land allocated to the 'West of Great Wakering' and the reallocation of the northern section of the Industrial Estate. Furthermore other local services and facilities may be located further away from this option in neighbouring town centres. Therefore the location of this option may not reduce the need to travel for some services and facilities. However, there is an existing bus route to the west and north of the site (Star Lane and the High Street respectively) which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west of Great Wakering where there are some local services nearby, and there is an existing public transport route providing access to neighbouring town centres. This option, however, as opposed to other employment sites which have been identified in the Core Strategy Submission Document for reallocation for alternative uses, does not encourage development where large volumes of people and/or transport movements are located.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the north west of the site along the High Street, which has the potential to be within walking distance. There is an existing bus route in proximity to this option, which would ensure equal access for all sections of the community to the local services located further away in neighbouring town centres.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The location of this option to the east of Star Lane in Great Wakering 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 E9 Star Lane Brickworks (Southern Section of Industrial Estate)
	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 is not in close proximity to the District's estuaries or salt marshes. The site is situated to the south of the High Street and the east of Star Lane and is in close proximity to a Local Wildlife Site to the south east (R35. Star Lane Pits), which may be impacted with any development in this option. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The cumulative impact of reallocating the Industrial Estate and any land allocated to the south of the High Street for residential development on the Local Wildlife Site would need to be carefully considered and mitigated against, as appropriate. The Coastal Protection Belt and the Crouch/Roach Marshes Special Landscape Area are situated to the north east of the site to the west of Little Wakering Road, 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 is currently a vacant and disused brownfield site which has the potential to have ecological value and more biodiverse than some forms of greenfield land, particularly agricultural land. Therefore any development may have some impact on species diversity. This option is also in close proximity to a Local Wildlife Site to the south east (R35. Star Lane Pits), which may be impacted with any development in this option. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The potential biodiversity on site and the proximity to the Local Wildlife Site, the ecological impact of any development would have to be considered. Furthermore an area of public open space may be provided to create a natural buffer between any development and the Local Wildlife Site to the east.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations. This option is, however, adjacent to a Local Wildlife Site (R35. Star Lane Pits) to the east. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The proximity of this option to the Local Wildlife Site may increase the recreational pressure on the species present there and thus may have some impact on this designated area. This will need to be carefully considered with any development. Nevertheless public open space will be provided within this option and so this may reduce recreational pressure on the existing Local Wildlife Site, and if located to the eastern section of the site it could provide a buffer between residential development and the Local Wildlife Site. It may also provide opportunities for new habitat creation and could facilitate species movement. Although this option is in proximity to the Crouch/Roach Marshes Special Landscape Area and the Coastal Protection Belt these are landscape quality designations rather than an indication of ecological value.
		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 is an existing brownfield site which is not currently in use. It is therefore likely to have any biodiversity value. Any redevelopment of this site may impact on its biodiversity value, however, it has the potential to incorporate wildlife habitats within it.
		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?	An area of public open space may be provided to create a natural buffer between any development and the Local Wildlife Site to the east. This has the potential to facilitate species movement and colonisation whilst seeking to protect the protected area from recreational pressure.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated to the north east.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated on site, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is not on the urban fringe <i>per se</i> . It is currently a disused brownfield site which is in proximity to the existing residential development of Great Wakering.
		Will it reduce the amount of derelict, degraded and underused land?	This option is disused employment land and would therefore reduce the amount of derelict, degraded and underused land, thus preserving Green Belt land in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This is a previously developed site to the south west of Great Wakering village. It has clearly defined boundaries and presents a strong, defensible Green Belt boundary. This defensibility, however, may depend on the preferred option in the area to the west of Great Wakering. The Coastal Protection Belt and the Crouch/Roach Marshes Special Landscape Area, which are landscape quality designations, are situated to the north east of the site to the west of Little Wakering Road
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
	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.
		Will it provide for effective wastewater treatment?	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?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	An area of public open space will be incorporated within the development which could also be utilised as a type of SUDs to manage excess surface water. This also has the potential to create new habitats and create a buffer between existing habitats and any development.
	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 seeks to ensure the reuse of previously developed land.
		Will higher-density development be promoted where appropriate?	This will depend upon the number of dwellings allocated for this site. The SHLAA (2009) allocates 175 dwellings for Star Lane Industrial Estate (this includes the section to the north of this option) which equates to a gross density of 30 dwellings per hectare.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
		Will soil quality be preserved?	This option is previously developed land.
		Will it promote the remediation of contaminated land?	Given that this site is previously developed land it has the potential to be contaminated. Therefore the land may need to be decontaminated before any development takes place.
		Will the best and most versatile agricultural land be protected?	This option is previously developed land and would therefore ensure that the best and most versatile agricultural land will be protected as far as practicable.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in proximity to this option along the High Street to the north east, and there is an existing bus route nearby which can provide sustainable access to neighbouring town centres for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. Local services have the potential to be accessible from this option although this site cannot provide a direct pedestrian link to the High Street. The provision of such a link to encourage walking and cycling may be dependent upon the preferred option for the general location to the 'West of Great Wakering' for any development and the redevelopment of the northern section of the Industrial Estate. This would therefore impact on the sustainability of the site.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E9 Star Lane Brickworks (Southern Section of Industrial Estate)
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site is previously developed land, however, sustainable design and construction should still be viable and could be incorporated into 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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Eldon Way/Foundry Industrial Estate – Option E10

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
	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?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The potential of this site to ensure the regeneration of Hockley centre will be determined through the Hockley Area Action Plan. However, the allocation of this site for mixed use would act as an interim designation prior to the finalisation of the Hockley Area Action Plan and may enable a wider scope of reasonable/appropriate options to be derived for the site.
		Will it ensure equal opportunities and that all sections of the community are catered for?	No impact.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
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?	Any development of Eldon Way /Foundry Industrial Estate will be determined through the Hockley Area Action Plan. The design of any development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the preferred approach to be identified through the Hockley Area Action Plan.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the preferred approach to be identified through the Hockley Area Action Plan.
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?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will a mix of housing types and tenures be promoted?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development will be determined through the development management process.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
		Is there sustainable access to key services?	This option is situated to the north of the centre of Hockley. It is in close proximity to the train station and a bus route. The location of this option has the potential to ensure sustainable access to key services. As a mixed use development, it would introduce residential development into an area where the residents have good access to services, facilities and public transport provision; and would also provide employment use, service and facilities within an accessible location to the wider population. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
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 within the centre of Hockley.
		Will it improve business development?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan. This is an existing employment site which is currently in use, although a number of the existing units are vacant. Redevelopment of the site should incorporate employment generating uses as part of a mixed use development.
		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?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Does it promote mixed use and high density development in urban centres?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Does it promote a wide variety of jobs across all sectors?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
		Does it secure more opportunities for residents to work in the district?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		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?	Eldon Way/Foundry Industrial Estate is situated adjacent to Hockley railway station and is in proximity to an existing bus route. There is potential to increase the availability of sustainable transport modes in the locality. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	Eldon Way/Foundry Industrial Estate is situated adjacent to Hockley railway station and is in proximity to an existing bus route. There is potential to increase the availability of sustainable transport modes in the locality and opportunities to encourage walking and cycling. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	Eldon Way/Foundry Industrial Estate is situated adjacent to Hockley railway station and is in proximity to an existing bus route and has the potential to positively contribute to reducing social exclusion. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it reduce the need to travel?	Eldon Way/Foundry Industrial Estate is situated adjacent to Hockley railway station and is in proximity to an existing bus route. This option has the potential to reduce the need to travel and there is potential to increase the availability of sustainable transport modes in the locality. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	Eldon Way/Foundry Industrial Estate is situated adjacent to Hockley railway station and is therefore situated where large volumes of people and/or transport movements are located. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	Eldon Way/Foundry Industrial Estate is situated adjacent to Hockley railway station and is in proximity to an existing bus route and has the potential to enable access for all sections of the community. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan. However, this area has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
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 option is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations.
		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?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
		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?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
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 option is situated within Historic Environment Character Zone 30 encompassing the urban zone of Hockley which has been largely developed with dense housing since World War II (Rochford District Historic Environment Characterisation Project). The present built up area of Hockley began to develop following the arrival of the railway in 1889. This made Hockley easily accessible to London and facilitated plotlands developments. The plotlands were regularised and more densely developed following World War II. The extensive development over the last 50 years has significantly altered the Historic Environment, however, there is potential for surviving deposits in open areas. There is a grade II Listed Building ('Hockley Spa Rooms') to the south/south east of the Eldon Way/Foundry Industrial Estate along Spa Road. The impact of any development of this Listed Building would need to be considered.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it reduce the amount of derelict, degraded and underused land?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it preserve and/or enhance townscape character and value?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This option is not situated within an area at risk of flooding.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
	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?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan, however, this option has the capacity to include Sustainable Drainage Systems (SUDs).
		Will it provide for effective wastewater treatment?	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?	There is capacity within the existing drainage system to accommodate any development although any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it reduce the risk of flooding?	This option is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
	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 previously developed land, however, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
		Will higher-density development be promoted where appropriate?	The SHLAA (2009) identified that this option has potential for a mixed-use development and due to its urban location could accommodate up to 150 dwellings should the site be designated for residential development. This equates to a gross density of 33 dwellings per hectare. However, it is also acknowledged that, despite the potential of this non-Green Belt site to safeguard other land in the District, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will soil quality be preserved?	This option is previously developed land.
		Will it promote the remediation of contaminated land?	Given the current uses on the Industrial Estate it is likely that the land would need to be decontaminated before any development takes place. However, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will the best and most versatile agricultural land be protected?	This option has the potential to ensure that the best and most versatile agricultural land will be protected as far as practicable, however, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	This option is not situated in proximity to an AQMA.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E10 Eldon Way/Foundry Industrial Estate
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site is previously developed land, however, any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will climate proofing design measures be incorporated?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will the local character/vernacular be preserved and enhanced through development?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it require the re-use and recycling of construction materials?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it encourage locally-sourced materials?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	Any development of Eldon Way/Foundry Industrial Estate will be determined through the Hockley Area Action Plan.

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Stambridge Mills – Option E11

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
	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?	The scale of this development would help ensure the deliverability of infrastructure, particularly in respect of flood defences which would be a prerequisite to any development at this site. Improvements to flood defences would benefit both existing and future communities in this locality. Furthermore this site, as identified in the SHLAA (2009), could accommodate a significant number of dwellings to meet local needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The development of this site has the potential to provide community benefits such as meeting local housing need, redeveloping disused employment land, and preserving other Green Belt land in the locality. However, although there is some housing nearby, this site is detached from existing residential development, which may impact on community cohesion. Despite being detached from the main settlement, this option is in reasonable proximity to the town centre and there is an established public footpath connecting the site to the town. There is potential to enhance this existing provision, or alternatively provide a new footpath along the north of the river.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This site may be somewhat restricted in terms of the range of housing types due to its size and the density of residential development inferred within the SHLAA (2009), however, a range of housing tenure and affordability to ensure equal opportunities in terms of access to housing can be provided within this option. In addition to this, this option is detached from the existing residential area of Rochford which may therefore impact on the accessibility of those less able or without access to private transport to local services. There is an existing public transport route to the north of the site along Stambridge Road, however, services are relatively infrequent. There is potential for improvements to this existing service. Rochford town centre, which has good bus links as well as a train station, is situated to the west of the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
		Will it meet the needs of an ageing population?	Although flats are more likely to be provided on this site given its size and the dwelling requirements outlined in the SHLAA (2009), dwellings built to the lifetime homes standard should be viable given the inherent small costs involved (Affordable Housing Viability Study 2010). The Lifetime Homes organisation (http://www.lifetimehomes.org.uk/) states that "All flats within a block without a lift, on whatever storey, are capable of achieving the Lifetime Home standard if the communal stairs achieve the ... dimensional and specification requirements, and the features of each flat conform to other relevant criteria". This option can also provide a range of housing tenure and affordability to meet the needs of an ageing population. There are a range of local services situated within Rochford town centre to the west of the site, however, these may be less accessible to those who may be less able or those who do not have access to private transport. There is, however, an existing bus route running along Stambridge Road to the north of the site.
		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 income and quality-of-life disparities within the local community, although this is not spatially specific. Whilst this option is able to provide a range of housing tenure and affordability, the range of house types may be limited by the constrained nature of the site.
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Flood defence works along the banks of the river Roach would benefit the existing community.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
		Will it improve health and reduce health inequalities?	<p>This option resides on the banks of the river Roach, which although it presents flood risk issues, it provides access to a public footpath network which extends along the river to the east as well as to the west to connect this site to the town of Rochford.</p> <p>The option's location to the east of the Rochford town centre and the layout of the highway infrastructure in the locality are such that the majority of traffic from the site is likely to be directed through the junction of North Street, East Street, South Street, West Street and North Street. There is already some concern in respect of air quality at this junction, and increased congestion here may have public health implications.</p>
		Will it promote informal recreation and encourage healthy, active lifestyles?	This option is in close proximity to a public footpath network along the banks of the river Roach and there is a cricket ground and fishing lake near this site which also have the potential to encourage healthy, active lifestyles and promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	Although this option is not well related to any proposed Greenways, there is potential to improve the existing public footpath network in close proximity to this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	The delivery of affordable housing may be challenging from a viability perspective on this site, given the likely infrastructure improvements (particularly in respect of flood defences) that will be required.
		Will a mix of housing types and tenures be promoted?	A mix of house types may be challenging to deliver on the site, particular if development were to be implemented at a high density.
		Will it reduce the number of unfit homes?	No impact.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
		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?	This option is isolated from the existing residential development of Rochford to the west and is not in close proximity to existing services which impacts on the sustainability of access to key services. There is an existing bus route along Stambridge Road to the north of the site, however, this may be less accessible for some.
		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 given the inherent small costs involved (Affordable Housing Viability Study 2010). If the site were to be redevelopment at a relatively high density of residential use, it would comprise a high proportion of flats. The Lifetime Homes organisation (http://www.lifetimehomes.org.uk/) states that "All flats within a block without a lift, on whatever storey, are capable of achieving the Lifetime Home standard if the communal stairs achieve the ... dimensional and specification requirements, and the features of each flat conform to other relevant criteria". This option therefore has the potential to ensure that residents needs are met in terms of lifetime homes.
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 not situated within Rochford town centre.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre. However, as the site is vacant brownfield land and due to the quantum of development proposed in the SHLAA (2009), it is likely that any development of this site would be high density. The mix of uses may be restricted on this site.
		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 is vacant employment land and thus its redevelopment, whilst leading to a loss of employment land in the District, would not displace existing businesses. 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, although, again, this point is not site specific.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service along Stambridge Road to the north of the site which runs to neighbouring town centres such as Rochford and Southend. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with any proposed greenways, there are existing public footpaths nearby providing access to Rochford town centre to the west as well as recreational opportunities to the east such as a fishing lake, cricket grounds and the river Roach.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is detached from the existing settlement of Rochford to the west, which may impact on accessibility to local services for those without access to private transport. However, there is an existing bus route to the north of the site which may be enhanced and there is potential to improve opportunities for walking and cycling in the area, as is required in the Core Strategy Submission Document.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option may positively contribute to reducing social exclusion through ensuring access to a range of housing tenure and affordability. However, this option is detached from the existing settlement of Rochford situated to the west which may impede access to jobs, shopping, leisure facilities and services for some in the community, particularly for those less able or without access to private transport.
		Will it reduce the need to travel?	This option may not reduce the need to travel due to its detachment from existing services situated in Rochford town centre.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option does not seek to encourage development where large volumes of people and/or transport movements are focussed.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would be able to provide a range of housing tenure and affordability, however, a mix of housing types may be more challenging to provide due to the size of the site and the quantum of development proposed in the SHLAA (2009). In addition the relative isolation of this site from the existing settlement of Rochford situated to the west may not enable access for all sections of the community to local services and facilities situated in the town centre, particularly for those less able or without access to private transport.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The option is vacant employment land and thus its redevelopment, whilst leading to a loss of employment land in the District, would not displace existing businesses. 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.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	This option is not well related to any proposed Greenways, however, there are existing public footpaths in close proximity to the site which extend to the west towards Rochford town centre and the east along the river Roach. The location of this site would therefore enable access to the public footpaths and the wider natural environment along the river for all sections of the local community.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is located on the banks of the river Roach which is protected through a range of nature conservation designations. Any development within this option may therefore impact on the District's estuaries. This site is adjacent to a Local Wildlife Site (R28. River Roach at Rochford) to the west. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. This site also borders the Coastal Protection Belt due to its estuarine location, although this is a landscape quality designation rather than an indication of ecological value.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This is currently a disused brownfield site which has the potential to have ecological value. It is situated on the banks of the river Roach which is protected through a range of nature conservation designations. Therefore any development may have some impact on species diversity. Any specific development coming forward should be designed such as to avoid harm to this nature conservation designation, specifically through discouraging human activity within the areas designated for their ecological value along the banks of the Roach. This site is also adjacent to a Local Wildlife Site (R28. River Roach at Rochford) to the west. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact on them.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site borders the Coastal Protection Belt due to its estuarine location, although this is a landscape quality designation rather than an indication of ecological value. It is adjacent to the Roach estuary, which along with the Crouch estuary, is a designated Ramsar Site, a Site of Special Scientific Interest, a Special Landscape Area, a Special Area of Conservation and a Special Protection Area. This site is also adjacent to a Local Wildlife Site (R28. River Roach at Rochford) to the west, although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact on them. The impact of any development on sites designated for their nature conservation interest would therefore need to be carefully considered and mitigated against, as appropriate.
		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 E11 Stambridge Mills
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This is an existing brownfield site which is not currently in use. It therefore has the potential to be of some biodiversity value. Any adverse impact should be mitigated.
		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?	New habitat creation that facilitates species movement is likely to be challenging to incorporate into the site, given its existing characteristics and constraints.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This site is situated within Historic Environment Character Zone 23 which is characterised by a gentle undulating landform and arable fields to the north of the Roach Estuary (Rochford District Historic Environment Characterisation Project). The southern part of the zone, which encompasses Purdeys Industrial Estate, has been largely quarried. A number of archaeological finds have been made during quarrying and building work indicating that multi period occupation survives within the unquarried areas. This would need to be considered with any redevelopment of this existing employment site. There is a grade II Listed Building in close proximity to the east of the site (Broomhills, Stambridge Road). The impact of any development on this building would therefore need to be carefully considered.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	The constrained nature of the site itself means that opportunities for the provision of public and open space within the development may be limited.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is not on the urban fringe <i>per se</i> . It is currently a disused brownfield site which is in proximity to the existing residential development of Rochford.
		Will it reduce the amount of derelict, degraded and underused land?	This option is disused employment land and would therefore its redevelopment would reduce the amount of derelict, degraded and underused land, thus preserving Green Belt land in the locality.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>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, therefore it is important that a defensible boundary can be maintained. This option is a previously developed site situated just beyond the urban fringe of Rochford which has clearly defined boundaries and presents a strong, defensible Green Belt boundary.</p> <p>The existing character of the site – which comprises industrial buildings of bulk and mass – must also be accounted for. Redevelopment for residential use would remove such existing structures. Replacement dwellings have the potential to have less of an impact on the landscape character.</p> <p>The use of this previously-developed site for housing development would reduce the pressure to develop greenfield sites to meet housing need, and as such would help conserve landscape character elsewhere in the District.</p>
		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 E11 Stambridge Mills
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 potential 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 less viable within this option due to the need to the constrained nature of the site, and the infrastructure improvements that would be required to accompany any redevelopment for residential use.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This site is situated within an area at risk of flooding. The existing flood defences would need to be improved prior to any development and account for the potential consequences of climate change.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	If this previously developed site is contaminated, then development may have a positive impact on the quality of coastal waters.
		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. The size of the site may have an impact on the viability of some measures.
		Will it provide for effective wastewater treatment?	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?	This site should be able to incorporate SUDs to help mitigate any impact, however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it reduce the risk of flooding?	This site is situated within flood zone 2 and 3 and so the Exceptions Test would have to be passed before development can take place. Appropriate flood defences will have to be implemented prior to any residential redevelopment.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	The site should be able to incorporate SUDs. There may be opportunities for habitat enhancements, particularly given the proximity to ecologically important areas. It is unclear if this could be linked to SUDs, however.
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 seeks to ensure the reuse of previously developed land. It is also relevant to note that in the appeal hearing for an alternative site in the District (appeal reference APP/B1550/A/09/2118700), the Inspector stated in his report (8 June 2010) that: "I agree with the Council that, having regard to the presumption against inappropriate development in PPG 2 and to the encouragement in PPS 3 to direct new housing to previously-developed land, land in the Green Belt should not be considered to be suitable for housing development in preference to Stambridge Mills (153-158)" (paragraph 236).
		Will higher-density development be promoted where appropriate?	This will depend upon the number of dwellings allocated for this site. The SHLAA (2009) allocates 250 dwellings for Stambridge Mills which equates to a gross density of 136 dwellings per hectare. The precise density will be dependent on the details of scheme coming forward, but given the mass and bulk of existing development on the site, there is potential for a redevelopment to be of a relatively high density.
		Will soil quality be preserved?	This option is previously developed land.
		Will it promote the remediation of contaminated land?	Given that this site is previously developed land it has the potential to be contaminated. Therefore the land may need to be decontaminated before any development takes place.
		Will the best and most versatile agricultural land be protected?	This option is previously developed land and would therefore ensure that the best and most versatile agricultural land will be protected as far as practicable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E11 Stambridge Mills
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option is situated to the east of Rochford town centre. Most of the traffic from this option site is likely to be directed through Rochford town centre, and the junction of East Street, South Street, West Street and North Street – where there is already some concern in respect of air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	This option is not in proximity to a designated AQMA. However, it is situated to the east of Rochford town centre, where air quality is monitored at the junction of East Street, South Street, West Street and North Street. This option has the potential to direct transport movements towards this potentially significant junction, which could worsen air quality, and trigger the need to designate an AQMA.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site is previously developed land, however, sustainable design and construction should still be viable and could be incorporated into 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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Rawreth Industrial Estate – Option E12

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
	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?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required public open space and play space as well as other identified infrastructure requirements and monetary contributions. This option is in close proximity to the general location identified as the 'North of London Road', which in conjunction with this option, can provide a range of facilities to meet the ongoing and future needs of the local community.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option encompasses Rawreth Industrial Estate which is an identified 'bad neighbour' to the surrounding residential development to the south and east. It is adjoined to the existing settlement and is in proximity to the general location 'North of London Road'. Ideally this option would be part of a comprehensive development alongside any future development to the north of London Road which is adjacent to this site. This would, however, depend on deliverability of the site in conjunction with any adjacent development and the management of sites coming forward through the Local Development Framework process. This option therefore has the potential to ensure the regeneration and enhancement of local communities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools, a supermarket, leisure facilities and health facilities which would enable equal opportunities in terms of access, and that all sections of the community are catered for. However, at present this option only has a link with Rawreth Lane and would therefore mean that some services, such as those located along London Road would be less accessible for the local community. The accessibility of these local services to this option, however, may depend on the potential to provide an additional link with any comprehensive redevelopment in the general location 'North of London Road'. Nevertheless, there is public transport available along Rawreth Lane (there are several bus routes such as the number 24 and 3 service), increasing the accessibility of those without access to a private car to local services. This option would provide a range of housing types and tenure, affordable housing, public open space and a range of other facilities to meet the needs of the local community.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
		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 a range of services, although the site only has a link to Rawreth Lane which may have an impact on the accessibility of such services to some sections of the population. Additional healthcare facilities may be provided in this general location, given the potential reallocation of Rawreth Industrial Estate for residential development and development to the north of London Road, following a Health Impact Assessment and in consultation with the South East Essex Primary Care Trust (in accordance with the Core Strategy Submission Document). This provision would ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	No impact.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided alongside a range of local facilities and opportunities to improve access to such services and public transport provision.
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 infrastructure requirements for Rawreth Industrial Estate include an area of public open space which could improve the biodiversity of the area and play space. This option, as stated in the Core Strategy Submission Document, must also contribute towards a new primary school, public transport infrastructure improvements and service enhancements, as well as links and enhancements to local pedestrian/cycling and bridleway network. 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 E12 Rawreth Industrial Estate
		Will it improve health and reduce health inequalities?	Rayleigh Leisure Centre and Rawreth Lane Playing fields are accessible from this site and have the potential to improve health and reduce health inequalities. Accessible public open space will also be provided to the west of this option.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The option is accessible to a range of formal and informal leisure facilities which promote recreation. They may also encourage active, healthy lifestyles. The provision of public open space within this option and to the west would also encourage informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	There is a Greenway proposed to the west of Rayleigh (Greenway 13), however, it may be more difficult to connect this Greenway. This may depend on the area allocated to the north of London Road for any future development.
		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 within this development.
		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?	There are a range of local services and facilities which are accessible from this site including a supermarket, primary school and a leisure centre, and there is potential to improve the provision of existing public transport services along Rawreth Lane.
		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 E12 Rawreth Industrial Estate
	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 not situated within Rayleigh town centre.
		Will it improve business development?	This option would displace existing businesses on this employment site. Any redevelopment of the site for residential development should be done in conjunction with the relocation of existing employment uses. Failure to provide alternative accommodation for existing employment uses will have a negative impact on business development and other sustainability objectives.
		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?	There are a range of existing shopping, leisure, and local services which are accessible from this option.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	This option would lead to the loss of employment land in this general location, however, the Core Strategy Submission Document seeks to allocate land to the west of Rayleigh for additional employment land. 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 E12 Rawreth Industrial Estate
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is potential to improve public transport links along Rawreth Lane. However, it may be more difficult to connect this option to greenway 13 proposed to the south west of the Industrial Estate. This may depend on the area allocated to the north of London Road for any future development. Furthermore the potential provision of a circular public transport route to the west of Rayleigh to connect to the town centre will depend upon the area designated to the north of London Road for future development.
Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?		This option has links to Rawreth Lane but not London Road which may impact on traffic and accessibility along Rawreth Lane. As such, the cumulative impact of any development of this option with any development to the north of London Road would need to be carefully considered. The potential provision of a circular public transport route to the west of Rayleigh to connect to the town centre will depend upon the area designated to the north of London Road for future development. This would have the potential to encourage people to use alternative modes of transportation.	
Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?		There are a range of local services and facilities which are accessible from this site, and there is potential to improve the provision of existing public transport services along Rawreth Lane, which has the potential to contribute positively to reducing social exclusion.	
Will it reduce the need to travel?		There are existing local services which are accessible from this site and a other local facilities will be provided within this option. This has the potential to reduce the need to travel. There are also a range of other local services to be provided within the general location 'North of London Road' which may further reduce the need to travel depending on its relationship with this option. There is also potential to increase public transport services along Rawreth Lane.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west of Rayleigh where there are accessible local services and public transport provision. This option is on the urban fringe and is well related to the general location 'North of London Road'. Furthermore the Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	Existing local services are accessible from this location. In conjunction with the provision of additional facilities and services to be provided within the general location 'North of London Road', depending on the relationship with this option, this may enable access for all sections of the community. There is also potential to improve the provision of public transport provision along Rawreth Lane.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Rayleigh has links with the neighbouring economic centres of Basildon and Chelmsford, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting. The Core Strategy Submission Document
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	In this general location, parkland to the west of Rayleigh will be allocated and will be accessible to all sections of the community. There may also be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Rayleigh is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This is an existing employment land which is in use. It is unlikely that this option would be of ecological value given its current uses.
		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.
		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 is an existing brownfield land which is currently in use. It is therefore unlikely to have any biodiversity value. Any redevelopment of this site has the potential to incorporate wildlife habitats within it.
		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?	Public open space will be allocated within this option. Furthermore in this general location, parkland to the west of Rayleigh will be allocated. As aforementioned this is an existing employment land which is in use, therefore any redevelopment has the potential to integrate within it opportunities for new habitat creation. The development of parkland, depending on its relationship with this option and any development allocated to the north of London Road has the potential to facilitate species movement and colonisation in the area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
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 option is situated within Historic Environment Character Zone 38 which encompasses Rayleigh outside the historic core (Rochford District Historic Environment Characterisation Project). This plan notes that open areas within this zone have the potential for surviving archaeological deposits. The area, however, is largely developed so there is little sensitivity to change. There is a grade II Listed Building ('Barn approximately 40 metres east of Rawreth Hall, Rawreth') along Rawreth Lane to the west of the site. The cumulative impact of any development to the west of Rayleigh/north of London Road on this building would therefore need to be carefully considered.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this option and parkland to the west of Rayleigh will be allocated, which would provide accessible public open space in this area.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option encompasses Rawreth Industrial Estate which is an identified 'bad neighbour' to the surrounding residential development to the south and east. It is situated on the urban fringe to the west of Rayleigh and would therefore contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This option is existing employment land which is currently in use.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This option is a previously developed site on the urban fringe which has clearly defined boundaries and presents a strong, defensible Green Belt boundary. This defensibility, however, will depend on the preferred option in the area to the 'North of London Road'.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	There is an area at risk of flooding to the south west of this option.
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.
		Will it provide for effective wastewater treatment?	There would need to be infrastructure and/or treatment upgrades to the foul sewerage network.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
		Will it require the provision of sustainable drainage systems in new development?	There is capacity within the existing drainage system to accommodate the proposed growth, however, this is a large site which has the capacity to incorporate SUDs to help mitigate any impact.
		Will it reduce the risk of flooding?	An area to the south west of this option is within flood zone 2.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	An area of public open space will be incorporated within the development which may be provided to the south west of the site to mitigate against the risk of flooding and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to ensure the reuse of previously developed land.
		Will higher-density development be promoted where appropriate?	This will depend upon the number of dwellings allocated for this site. The SHLAA (2009) allocates 220 dwellings for Rawreth Industrial Estate which equates to a gross density of 37 dwellings per hectare.
		Will soil quality be preserved?	This option is previously developed land.
		Will it promote the remediation of contaminated land?	Given the current uses on the Industrial Estate and that it is previously developed land and has been in use for a variety of industrial activities, it is highly likely to require decontamination before any development takes place.
		Will the best and most versatile agricultural land be protected?	This option is previously developed land and would therefore ensure that the best and most versatile agricultural land will be protected as far as practicable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E12 Rawreth Industrial Estate
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of services which are accessible to this site. Other local services will be allocated within the development to the north of London Road, however, this will depend on the relationship between this option and the allocated area, and thus the accessibility of these services. These have the potential to reduce the need to travel. There are also opportunities to improve public transport routes along Rawreth Lane. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Rawreth Industrial Estate has recently been designated an AQMA.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site is previously developed land, however, sustainable design and construction should still be viable and could be incorporated into 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.