

Appendix 1 – Residential Land Allocations – Green Belt Land

North of London Road – Option NLR1

| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR1 North of London Road |
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| | 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 youth and community facilities and other identified infrastructure requirements including a primary school. |
| | | Will it ensure the regeneration and enhancement of existing rural and urban communities? | Whilst adjoined to the existing settlement, part of the site is currently isolated due to the presence of Rawreth Industrial Estate. Cohesive development of this site to enable the regeneration and enhancement of existing communities will depend upon the redevelopment of the employment land for residential use as proposed in the Core Strategy Submission Document. |
| | | 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, this option only has links with Rawreth Lane as opposed to NLR4 and NLR5 which have greater potential to connect to both Rawreth Lane and London Road, and would therefore mean that some services, such as those located along London Road would be less accessible for the local community. 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 NLR1 North of London Road |
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| | | 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 bounds 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 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? | Potentially there is no impact, however, this will depend on which community facilities are provided within this general location. 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 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 include an area of green space between the development and the A1245 which could improve the biodiversity of the area, provide a community benefit, and ensure that there is no coalescence with the village of Rawreth. Design of the development will be determined through the development management process. |
| | | Will it improve health and reduce health inequalities? | There are high voltage overhead power lines within the site which should be viable to relocate before development takes place. 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. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR1 North of London Road |
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| | | 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 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 which may connect with this option, however, as this option does not extend further south towards London Road, NLR4 and NLR5 in comparison may have better links with this greenway. There is also a proposed Sustrans route located to the north/north east of this option, which there may be opportunities to link to in the future. |
| | | 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, 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 NLR1 North of London Road |
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| | 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? | 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? | A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. There are a range of existing shopping, leisure, and local services which are accessible from this site. |
| | | 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? | The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land, and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy. |
| | | Will it aid the realisation of London Southend Airport's economic potential? | No impact. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR1 North of London Road |
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| | 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, and to link the site with Greenway 13 proposed to the south. |
| | | Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling? | The site has links to Rawreth Lane but not London Road, which may impact on traffic and accessibility through not enabling the provision of a road connection between Rawreth Lane and London Road which could provide an important public transport network, connecting development to the west with the town centre. However there is potential to improve public transport links along Rawreth Lane, and opportunities for walking and cycling. |
| | | 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. |
| | | Will it reduce the need to travel? | There are existing local services which are accessible from this site and a range of other local services will be provided within this option. This would reduce the need to travel. There is also potential to increase public transport services along Rawreth Lane. |
| | | 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. 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 within the development, these would provide services for all sections of the community. There is also potential to improve the provision of existing public transport services along Rawreth Lane, although some services may be less accessible from this option compared to NLR4 and NLR5 which provide more viable opportunities to connect to London Road. A diverse mix of housing such as affordable housing and lifetime homes will also be provided to meet the needs of the local community and ensure that all sections are catered for. |

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| | | 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, however, states that future employment land will be allocated to the west of Rayleigh, which will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from Rawreth Industrial Estate and provide additional employment uses) and this site would relate well to that, but potentially not as well as other options due to the lack of connection with London Road. |
| | | 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 are also opportunities to incorporate green infrastructure links into the development. |
| Biodiversity | | | |
| 6 | To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development | Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes? | This general location to the 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? | There is a small pond towards the southern end of the site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. |
| | | Will it maintain and enhance sites designated for their nature conservation interest? | The site is not located in immediate proximity to any areas designated for their ecological importance. |
| | | Will it conserve and enhance sites of geological significance? | There will be no impact on known sites of geological significance. |
| | | Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic? | This option is situated on greenfield land. |

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| | | 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? | In this general location, parkland to the west of Rayleigh will be allocated. An area to the south of the site would accommodate public open space (where there is an area at risk of flooding) which may facilitate species movement and colonisation. There is potential for new habitat creation in this area. |
| Cultural Heritage | | | |
| 7 | To maintain and enhance the cultural heritage and assets of the District | Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas? | This general location is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. There is a grade II Listed Building ('Barn approximately 40 metres east of Rawreth Hall, Rawreth') which is in proximity to the western boundary of this site. The siting of this Listed Building would need to be considered with any development in this general location. |
| | | Will it support locally-based cultural resources and activities? | No impact. |
| Landscape & Townscape | | | |
| 8 | To maintain and enhance the quality of landscapes and townscapes | Does it seek to enhance the range and quality of the public realm and open spaces? | Parkland to the west of Rayleigh will be allocated, which would provide accessible public open space in this area. A small area of green space will also be provided within the development to reduce the risk of flooding. |
| | | Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe? | The site encompasses grade 3 agricultural land (SEA Baseline Information Profile). This option has a good relationship with the existing settlement, although cohesive development is dependant upon the reallocation and redevelopment of Rawreth Industrial Estate which is situated to the east. |
| | | Will it reduce the amount of derelict, degraded and underused land? | This option is on greenfield land. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR1 North of London Road |
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| | | Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area? | This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The site follows a natural field boundary and with the provision of a green buffer, it can ensure that a defensible Green Belt boundary could be maintained to prevent further encroachment into the Green Belt. This option, however, extends further to the west along Rawreth Lane compared to the other options for this general location (particularly NLR4 and NLR5). It would therefore have a greater impact on the landscape character to the west of Rayleigh in this regard. Some of this area further to the west of this option, however, would be changed from existing agricultural land to parkland. |
| | | 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 a small area to the south of the site running along a field boundary which is within an area at risk of flooding (flood zone 2 and 3). This would accommodate public open space. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR1 North of London Road |
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| | Water | | |
| 10 | To improve water quality and reduce the risk of flooding | Will it improve the quality of inland water? | No impact. |
| | | Will it improve the quality of coastal waters? | No impact. |
| | | Will it provide for an efficient water conservation and supply regime? | The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable. |
| | | Will it provide for effective wastewater treatment? | There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network. |
| | | Will it require the provision of sustainable drainage systems in new development? | 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? | A small area to the south of the site which runs along a field boundary is within an area at risk of flooding (flood zone 2 and 3), which as stated in the accompanying text would accommodate public open space (water-compatible development) as opposed to residential development. A range of SUDs are available which can be used to manage excess surface water. |
| | | Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive? | Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR1 North of London Road |
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| Land & Soil | | | |
| 11 | To maintain and improve the quality of the District's land and soil | Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District? | This option is situated on greenfield land. |
| | | Will higher-density development be promoted where appropriate? | This option has a greater area compared to the other four options for this general location, which would result in lower density development and a less efficient use of land. |
| | | Will soil quality be preserved? | The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile). |
| | | Will it promote the remediation of contaminated land? | Greenfield land is not thought to be contaminated. |
| | | Will the best and most versatile agricultural land be protected? | Whilst there would be a small loss of agricultural land, as stated, it is grade 3 and thus its development would not lead to a loss of the highest quality agricultural land. The designation of parkland to the west of this general location would also lead to a loss of grade 3 agricultural land in the locality. |
| 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 which may 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. However, providing a link to London Road (like NLR4 and NLR5) may be less viable with this option which may make some of the existing local services and facilities less accessible from this site. |
| | | Will it direct transport movements away from AQMAs and/or potentially significant junctions? | Rawreth Industrial Estate, to the east of this option, has recently been designated an AQMA. The industrial estate itself, however, is proposed to be redeveloped for residential use during the plan period. |

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| | Sustainable Design & Construction | | |
| 13 | To promote sustainable design and construction | Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses? | The lack of constraints on site mean that sustainable design and construction will be viable and can 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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North of London Road – Option NLR2

| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|---|---|--|--|
| | 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 youth and community facilities and other identified infrastructure requirements including a primary school. |
| | | Will it ensure the regeneration and enhancement of existing rural and urban communities? | Whilst adjoined to the existing settlement, part of the site is currently isolated due to the presence of Rawreth Industrial Estate. Cohesive development of this site to enable the regeneration and enhancement of existing communities will depend upon the redevelopment of the employment land for residential use as proposed in the Core Strategy Submission Document. However, the isolation of this site from both Rawreth Lane and London Road may in itself have a negative impact on both future and existing communities through reducing the accessibility to local services and facilities, and the existing bus services along these two routes. |
| | | 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 have the potential to enable equal opportunities in terms of access, and that all sections of the community are catered for. However, this option does not have links with either Rawreth Lane or London Road in comparison to the other four options, which would therefore mean that many of the local services and facilities along these two routes would be less accessible for the local community. The existing public transport links available along Rawreth Lane (there are several bus routes such as the number 24 and 3 service) and London Road (such as the numbers 11A and 251 bus services) would also be less accessible from this site compared to the other options. Therefore this would limit 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 NLR2 North of London Road |
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| | | 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. Whilst this option is in proximity to a range of services, the site does not bound Rawreth Lane or London Road which would have a negative impact on the accessibility of such services to some sections of the population. Additional healthcare facilities may be provided in this general location 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? | Potentially there is no impact; however, this will depend on which community facilities are provided within this general location. 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 a range of local facilities. There will be opportunities to improve access to such services and facilities and public transport provision, although in general these are much less accessible from this site compared to the other options for this general location. |
| 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 include an area of green space between the development and the A1245 which could improve the biodiversity of the area, provide a community benefit, and ensure that there is no coalescence with the village of Rawreth. 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 NLR2 North of London Road |
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| | | Will it improve health and reduce health inequalities? | There are high voltage overhead power lines within the western boundary of the site which should be viable to move before development takes place. Rayleigh Leisure Centre is situated in proximity to the site although this may be less accessible from this development compared to NLR1, NLR4 and NLR5. London Road playing field is adjacent to the site and is therefore likely to be more accessible. Accessible public open space will also be provided to the west of this option. The reduced accessibility of this site, however, to a range of leisure facilities provided at Rayleigh Leisure Centre may not improve health and reduce health inequalities. |
| | | Will it promote informal recreation and encourage healthy, active lifestyles? | The proposed public open space to the west and playing field to the south would encourage informal recreation. Rayleigh Leisure Centre, however, is less accessible from this option as opposed to some of the other options which may impact on the sites potential to encourage healthy, active lifestyles. |
| | | 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 which would connect with this option. Although there is also a proposed Sustrans route located to the north/north east of this option, the location of this site away from Rawreth Lane would make future opportunities to link to this route less viable. |
| | | 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. |

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|---------------------------------|--|--|---|
| | | 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 in proximity to this site, including bus routes along Rawreth Lane and London Road. The isolation of this site from these two routes may therefore make access to these key services less sustainable and unequal for sections of the local community. |
| | | Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so? | Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). |
| Economy & Employment | | | |
| 4 | To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability | Does it promote and enhance existing centres by focusing development in such centres? | This option is not situated within Rayleigh 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? | A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. There are a range of existing shopping, leisure, and local services which are in proximity of this site, but which may be less accessible compared to some of the other options due to its isolation from the two main roads to the north and south. |
| | | 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. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
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| | | 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 would not lead to the loss of employment land, and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy. |
| | | Will it aid the realisation of London Southend Airport's economic potential? | No impact. |
| Accessibility | | | |
| 5 | To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling | Will it increase the availability of sustainable transport modes? | This option is less likely to have the potential to incorporate sustainable transport within this option due to the isolation of the site from Rawreth Lane and London Road. Greenway 13, however, to the south of the site may be accessible. |
| | | Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling? | The site is detached from London Road and Rawreth Lane, making the access onto these routes less viable. The site may only be accessible via the minor roads to the east, which includes the road currently serving Rawreth Industrial Estate. Such an arrangement would have a negative impact in terms of traffic and accessibility. There is potential to improve public transport links along Rawreth Lane and London Road, however, this site is detached from these main roads. There may be opportunities for encouraging walking and cycling. |
| | | 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 likely to be less accessible from this site compared to the other four options. There is also potential to improve the provision of existing public transport services along Rawreth Lane and London Road, although the site is detached from these main roads. |
| | | Will it reduce the need to travel? | There are existing local services which may be less accessible from this site, however, a range of other local services will be provided within this option. This may to some extent reduce the need to travel, although some services would be less accessible. There is also potential to increase public transport services along Rawreth Lane and London Road, although these would be less accessible from this site compared to the other options. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|--|--------------|---|--|
| | | 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 local services and public transport provision in proximity to the site, although they would be less accessible from this option compared to the other four options. 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 would be less accessible from this location compared to the other options for this general location, although the provision of additional facilities within the development would provide services for some sections of the community. There is also potential to improve the provision of existing public transport services along Rawreth Lane and London Road, although some services may be less accessible from this option compared to other options such as NLR4 and NLR5 which provide more viable opportunities to connect to London Road and Rawreth Lane. A diverse mix of housing such as affordable housing and lifetime homes will also be provided to meet the needs of the local community and ensure that all sections are catered for. |
| | | Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced? | The west of 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, however, states that future employment land will be allocated to the west of Rayleigh, which will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from Rawreth Industrial Estate and provide additional employment uses) and this site may relate well to that, but probably not as well as some of the other options due to the lack of connection with Rawreth Lane and London Road. |
| | | 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. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|---|--|---|---|
| | 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? | There is a small pond towards the northern boundary of the site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. |
| | | Will it maintain and enhance sites designated for their nature conservation interest? | The site is not located in immediate proximity to any areas designated for their ecological importance. |
| | | Will it conserve and enhance sites of geological significance? | There will be no impact on known sites of geological significance. |
| | | Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic? | This option is situated on greenfield land. |
| | | Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution? | In this general location, parkland to the west of Rayleigh will be allocated. An area through the centre of the site would accommodate public open space (where there is an area at risk of flooding) which may facilitate species movement and colonisation. There is potential for new habitat creation in this area. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|---|--|---|---|
| | Cultural Heritage | | |
| 7 | To maintain and enhance the cultural heritage and assets of the District | Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas? | This general location is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. This option is not situated in close proximity to the grade II Listed Building ('Barn approximately 40 metres east of Rawreth Hall, Rawreth') along Rawreth Lane compared to some of the other options for this general location. Development in this location would therefore have less of an impact on the siting of this Listed Building. |
| | | 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? | Parkland to the west of Rayleigh will be allocated, which would provide accessible public open space in this area. An area of green space will also be provided within the development to reduce the risk of flooding, however, if public open space was allocated on the vulnerable areas of this site, this would likely sever the development and negatively impact on community cohesion. |
| | | Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe? | The site encompasses grade 3 agricultural land (SEA Baseline Information Profile). This option has an adequate relationship with the existing settlement, although cohesive development is dependant upon the reallocation and redevelopment of Rawreth Industrial Estate which is situated to the east, and it is isolated from the main roads to the north and south. |
| | | Will it reduce the amount of derelict, degraded and underused land? | This option is on greenfield land. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|------------------------------------|---|--|--|
| | | Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area? | This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The site is bounded by a community facility to the south but it is not enclosed by a road to the north as it is situated within the middle of a field, which may mean that it would be difficult to ensure a defensible Green Belt boundary to prevent encroachment to the north and west. This option may have a greater impact on the landscape character to the west of Rayleigh. |
| | | Will it preserve and/or enhance townscape character and value? | Design principles to enhance townscape character will be managed through the development management process. |
| Climate Change & Energy | | | |
| 9 | To reduce contributions to climate change | Will it reduce emissions of greenhouse gases by reducing energy consumption? | The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate. |
| | | Will it lead to an increased proportion of energy needs being met from renewable sources? | Onsite renewable or low carbon energy technologies may be provided. |
| | | Does it adapt to and provide for the consequences of climate change in a largely low-lying area? | A section of the site is prone to flooding with flood zone 2 and 3 running through the middle of the site following a field boundary and to the west. If public open space was allocated on the vulnerable areas of this site, this would likely sever the development and negatively impact on community cohesion. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|----|--|---|---|
| | Water | | |
| 10 | To improve water quality and reduce the risk of flooding | Will it improve the quality of inland water? | No impact. |
| | | Will it improve the quality of coastal waters? | No impact. |
| | | Will it provide for an efficient water conservation and supply regime? | The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable. |
| | | Will it provide for effective wastewater treatment? | There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network. |
| | | Will it require the provision of sustainable drainage systems in new development? | 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? | A section of the site is prone to flooding with flood zone 2 and 3 running through the middle of the site following a field boundary and to the west, and thus would impinge on the sustainability and viability of development in this location. If public open space was allocated on the vulnerable areas of this site, this would likely sever the development and negatively impact on community cohesion. A range of SUDs are available which can be used to manage excess surface water. |
| | | Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive? | Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|------------------------|---|---|--|
| Land & Soil | | | |
| 11 | To maintain and improve the quality of the District's land and soil | Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District? | This option is situated on greenfield land. |
| | | Will higher-density development be promoted where appropriate? | This option has a smaller area compared to two of the other four options, which would result in higher density development and a more efficient use of land. |
| | | Will soil quality be preserved? | The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile). |
| | | Will it promote the remediation of contaminated land? | Greenfield land is not thought to be contaminated. |
| | | Will the best and most versatile agricultural land be protected? | Whilst there would be a small loss of agricultural land, as stated, it is grade 3 and thus its development would not lead to a loss of the highest quality agricultural land. The designation of parkland to the west of this general location would also lead to a loss of grade 3 agricultural land in the locality. |
| 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 in proximity to this general location, but these are less accessible from this site as opposed to other options. However, other local services will be allocated within the development which may reduce the need to travel. There are also opportunities to improve public transport routes along Rawreth Lane and London Road, although this site is isolated from these main roads. These factors may have both positive and negative impacts on air quality (depending on the services visited and their accessibility), through reducing the number of car journeys and travelling time for some services, whilst potentially increasing this for other services compared to other options for this general location. However, providing a link to London Road and Rawreth Lane may be less viable with this option which may make some of the existing local services and facilities less accessible from this site. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR2 North of London Road |
|--|--|---|---|
| | | Will it direct transport movements away from AQMAs and/or potentially significant junctions? | Rawreth Industrial Estate, to the east of this option, has recently been designated an AQMA. The industrial estate itself, however, is proposed to be redeveloped during the plan period. |
| Sustainable Design & Construction | | | |
| 13 | To promote sustainable design and construction | Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses? | The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development. |
| | | Will climate proofing design measures be incorporated? | This will be managed through Concept Statements and the development management process. |
| | | Will the local character/vernacular be preserved and enhanced through development? | This will be managed through Concept Statements and the development management process. |
| | | Will it require the re-use and recycling of construction materials? | This is not specific to the allocation of land. |
| | | Will it encourage locally-sourced materials? | This is not specific to the allocation of land. |
| | | Will it require best-practice sustainable construction methods, for example in energy and water efficiency? | This will be managed through Concept Statements and the development management process. |

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North of London Road – Option NLR3

| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|---|---|--|---|
| | 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 community facilities and other identified infrastructure requirements including green space. The location of this site, however, would lead to the loss of an existing community facility in this locality – Rayleigh Sports and Social Club playing field – along London Road (which would need to be relocated for this site to accommodate the housing requirement for this general location), and an existing employment site (although it is not designated as employment land). |
| | | Will it ensure the regeneration and enhancement of existing rural and urban communities? | The site is bounded by a petrol station to the south east, another community facility within the existing settlement to the east, but there is only a small amount of residential development to the east and south east, which may lead to fragmented residential development. It would therefore not promote the regeneration and enhancement of existing communities. This option is bounded by London Road to the south which would promote the sustainable access of local services, as opposed to NLR2. |
| | | 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 a secondary school, and health and community facilities which would enable equal opportunities in terms of access, and that all sections of the community are catered for. However, this option only has links with London Road as opposed to NLR4 and NLR5 which have greater potential to connect to both Rawreth Lane and London Road, and would therefore mean that some services, such as those located along Rawreth Lane, would be less accessible for the local community. Nevertheless, there is public transport available along London Road (there are several bus routes such as the number 25 and 503 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 NLR3 North of London Road |
|---------------------------------------|---|--|--|
| | | 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 bounds London Road 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 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? | Potentially there is no impact, however, this will depend on what community facilities are provided within this general location. 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 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 include an area of green space between the development and the A1245 which could improve the biodiversity of the area, provide a community benefit, and ensure that there is no coalescence with the village of Rawreth. 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 NLR3 North of London Road |
|--|--------------|---|--|
| | | Will it improve health and reduce health inequalities? | There are high voltage overhead power lines within the site which should be viable to relocate before development takes place. Accessible public open space will be provided. Rayleigh Leisure Centre is situated to the north east of the site along Rawreth Lane which would be less accessible from this development opposed to NLR1, NLR4 and NLR5, which bound Rawreth Lane. This option also encompasses a playing field which would need to be relocated before development takes place. The location of this facility would determine its accessibility from this site. Nevertheless accessible public open space will also be provided to the west of this option. The reduced accessibility of this site, however, to a range of leisure facilities provided at Rayleigh Leisure Centre may not improve health and reduce health inequalities. |
| | | Will it promote informal recreation and encourage healthy, active lifestyles? | The proposed public open space to the west would encourage informal recreation. However, Rayleigh Leisure Centre is less accessible from this option as opposed to some of the other options and an existing playing field would be displaced and would need to be relocated. The location of this facility would determine its accessibility from this site and therefore its potential to encourage healthy, active lifestyles. |
| | | Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced? | This option would connect well with Greenway 13 proposed to the west of Rayleigh. There is also a proposed Sustrans route located to the north/north east of this option, however, the location of this site further away from Rawreth Lane would make future opportunities to link to this route much less viable as opposed to some of the other options for this general location. |
| | | 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 NLR3 North of London Road |
|---------------------------------|--|--|--|
| 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 in proximity to this site, including bus routes along London Road. However, this option is only connected to London Road, which may therefore make access to other key services along Rawreth Lane much less sustainable in this general location and provide unequal access for sections of the local community. |
| | | Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so? | Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). |
| Economy & Employment | | | |
| 4 | To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability | Does it promote and enhance existing centres by focusing development in such centres? | This option is not situated within Rayleigh town centre. |
| | | Will it improve business development? | No impact. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|--|--------------|--|---|
| | | Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community? | A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. There are a range of existing community and local services which are in proximity to this site, but which may be less accessible as opposed to some of the other options given that it does not extend towards Rawreth Lane. |
| | | 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? | The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land, and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy. |
| | | Will it aid the realisation of London Southend Airport's economic potential? | No impact. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|---|--|---|---|
| | 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 London Road and to link the site with Greenway 13 proposed to the south. |
| | | Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling? | The site has links to London Road but not Rawreth Lane, which may impact on traffic and accessibility through not enabling the provision of a road connection between Rawreth Lane and London Road which could provide an important public transport network connecting development to the west with the town centre. However there is potential to improve public transport links along London Road, and opportunities for walking and cycling. |
| | | 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 in proximity to this option although those situated along Rawreth Lane are likely to be less accessible from this site compared to the other options. There is also potential to improve the provision of existing public transport services along London Road. |
| | | Will it reduce the need to travel? | There are existing local services particularly along Rawreth Lane which may be less accessible from this site, however, a range of other local services will be provided within this option. This may to some extent reduce the need to travel, although some services would be less accessible. There is also potential to increase public transport services along London Road, although these would be less accessible from this site compared to some of the other options. |
| | | 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 local services and public transport provision in proximity to the site, although they would be less accessible from this option compared to the some of the other options. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|--|--------------|---|---|
| | | 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 would be less accessible from this location compared to some of the other options for this general location, although the provision of additional facilities within the development would provide services for some sections of the community. There is also potential to improve the provision of existing public transport services along London Road, although some services may be less accessible from this option compared to other options such as NLR4 and NLR5 which provide more viable opportunities to connect to London Road and Rawreth Lane. A diverse mix of housing such as affordable housing and lifetime homes will also be provided to meet the needs of the local community and ensure that all sections are catered for. |
| | | Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced? | The west of 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, however, states that future employment land will be allocated to the west of Rayleigh, which will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from Rawreth Industrial Estate and provide additional employment uses) and this site may relate well to that, but probably not as well as some of the other options due to the lack of connection with Rawreth Lane. |
| | | 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. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|---|--|---|--|
| | 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 option is situated on grade 3 agricultural land (SEA Baseline Information Profile) and an existing playing field. There is a small pond towards the east south east of the site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. |
| | | Will it maintain and enhance sites designated for their nature conservation interest? | The site is not located in immediate proximity to any areas designated for their ecological importance. |
| | | Will it conserve and enhance sites of geological significance? | There will be no impact on known sites of geological significance. |
| | | Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic? | This option is situated on greenfield land and some previously developed land. |
| | | Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution? | In this general location, parkland to the west of Rayleigh will be allocated and there is potential for new habitat creation. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|---|--|---|--|
| | Cultural Heritage | | |
| 7 | To maintain and enhance the cultural heritage and assets of the District | Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas? | This general location is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. This option is not situated in immediate proximity to any Listed Buildings. |
| | | 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? | 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? | The site encompasses grade 3 agricultural land (SEA Baseline Information Profile). This option has an adequate relationship with the existing settlement, although there is limited residential development to the east south east of the site. |
| | | Will it reduce the amount of derelict, degraded and underused land? | This option is on greenfield land and a small amount of previously developed land. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|------------------------------------|---|--|---|
| | | Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area? | This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This area fronting London Road, however, may be less sensitive as nearly half of the site encompasses a playing field and associated facilities and existing employment uses. The site is bounded by a road to the south, and follows a natural field boundary to the west and is adjoined to the existing residential boundary to the east. This may mean that it would be difficult to ensure a defensible Green Belt boundary to prevent encroachment to the north, although a green buffer may be provided. This option may have a greater impact on the landscape character to the west of Rayleigh. |
| | | 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 are areas at risk of flooding to the west and north west of the site. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|----|--|---|---|
| | Water | | |
| 10 | To improve water quality and reduce the risk of flooding | Will it improve the quality of inland water? | No impact. |
| | | Will it improve the quality of coastal waters? | No impact. |
| | | Will it provide for an efficient water conservation and supply regime? | The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable. |
| | | Will it provide for effective wastewater treatment? | There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network. |
| | | Will it require the provision of sustainable drainage systems in new development? | 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? | There are areas of flood zone 2 and 3 to the west and north west of the site, however, the arrangement of the site should avoid this vulnerable area. A range of SUDs are available which can be used to manage excess surface water. |
| | | Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive? | Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|------------------------|---|---|---|
| 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 predominantly greenfield land although it also encompasses some previously developed land to the western south western boundary of the playing field. |
| | | Will higher-density development be promoted where appropriate? | This option has a smaller area compared to two of the other four options, which would result in higher density development and a more efficient use of land. |
| | | Will soil quality be preserved? | The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile). |
| | | Will it promote the remediation of contaminated land? | Greenfield land is not thought to be contaminated. It is unknown whether developed land within this option is contaminated. This will be managed through the development management process. |
| | | Will the best and most versatile agricultural land be protected? | Whilst there would be a small loss of agricultural land, as stated, it is grade 3 and thus its development would not lead to a loss of the highest quality agricultural land. The designation of parkland to the west of this general location would also lead to a loss of grade 3 agricultural land in the locality. |
| 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, although those situated along Rawreth Lane are likely to be less accessible from this site compared to some of the other options for this general location. Other local services will be allocated within the development which may reduce the need to travel. There are also opportunities to improve public transport links along London Road. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time. However, providing a link to Rawreth Lane (like NLR4 and NLR5) may be less viable with this option which may make some of the existing local services and facilities less accessible from this site. |
| | | Will it direct transport movements away from AQMAs and/or potentially significant junctions? | No impact. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR3 North of London Road |
|----|--|---|--|
| | 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 a small area of the site is previously developed land (an existing employment use although it is not designated as such) and a playing field, 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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North of London Road – Option NLR4

| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|---|---|--|---|
| | 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 youth and community facilities and other identified infrastructure requirements including a primary school. |
| | | Will it ensure the regeneration and enhancement of existing rural and urban communities? | Whilst adjoined to the existing settlement, part of the site is currently isolated due to the presence of Rawreth Industrial Estate. Cohesive development of this site to enable the regeneration and enhancement of existing communities will depend upon the redevelopment of the employment land for residential use as proposed in the Core Strategy Submission Document. |
| | | 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. Whilst this option only has links with Rawreth Lane it has the potential to connect to London Road as well, as opposed to NLR1, NLR2 and NLR3 (although this road link would need to be provided outside of the site) and would therefore mean that some services, such as those located along London Road would be more accessible for the local community. There is also existing public transport links available along Rawreth Lane and London Road (there are several bus routes along each), 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 NLR4 North of London Road |
|--|--------------|--|---|
| | | 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 bounds Rawreth Lane which may have an impact on the accessibility of such services to some sections of the population. A road link provided outside of the site, however, would enhance access to facilities along London Road which are not within walking distance, potentially through the provision of an accessible public transport route. Additional healthcare facilities may be provided in this general location 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? | Potentially there is no impact, however, this will depend on what community facilities are provided within this general location. 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 a range of local facilities and opportunities to improve access to such services and public transport provision. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|---|---|---|--|
| | 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 include an area of green space between the development and the A1245 which could improve the biodiversity of the area, provide a community benefit, and ensure that there is no coalescence with the village of Rawreth. Design of the development will be determined through the development management process. |
| | | Will it improve health and reduce health inequalities? | There are high voltage overhead power lines within close proximity to the west of the site which should be viable to move before development takes place. Rayleigh Leisure Centre, Rawreth Lane playing field, and London Road playing field 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 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 which may connect with this option. There is also a proposed Sustrans route located to the north/north east of this option, which there may be opportunities to link to in the future. |
| | | 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 NLR4 North of London Road |
|---|--|--|---|
| | 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 accessible from this site, and there is potential to improve the provision of existing public transport services along Rawreth Lane and London Road, as well as potentially providing a public transport link between these main roads (although this would involve allocating land outside of the site as opposed to NLR5). |
| | | Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so? | Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). |
| | Economy & Employment | | |
| 4 | To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability | Does it promote and enhance existing centres by focusing development in such centres? | This option is not situated within Rayleigh 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? | A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. There are a range of existing community and local services which are accessible from this site. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|---|--|--|---|
| | | 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? | The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land, and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy. |
| | | Will it aid the realisation of London Southend Airport's economic potential? | No impact. |
| | Accessibility | | |
| 5 | To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling | Will it increase the availability of sustainable transport modes? | There is potential to improve public transport links along Rawreth Lane and London Road as well as potentially providing a public transport link between these main roads (although this would involve allocating land outside of the site as opposed to NLR5). There is also potential to link this site with Greenway 13 proposed to the south. |
| | | Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling? | The site has links to Rawreth Lane and there is an opportunity to enable a transport connection to London Road, although this would require a new link outside of the site. A new transport link in this locality could improve accessibility and enable the provision of an important public transport network connecting development to the west with the town centre (potentially through a circular route). Provision of this link would therefore provide people with the opportunity to use an alternative mode of transportation. There is potential to increase public transport provision along Rawreth Lane and London Road, and opportunities for walking and cycling. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|--|--------------|---|--|
| | | Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services? | There are a range of local services and facilities which are accessible from this site, and there is potential to improve the provision of existing public transport services along Rawreth Lane and London Road, as well as potentially providing a public transport link through the site connecting these main roads. |
| | | Will it reduce the need to travel? | There are existing local services which are accessible from this site and a range of other local services will be provided within this option. This would reduce the need to travel. There is also potential to increase public transport services along Rawreth Lane and London Road, as well as potentially providing a public transport link through the site connecting these main roads. |
| | | 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. 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 within the development, these would provide services for all sections of the community. There is also potential to improve the provision of existing public transport services along Rawreth Lane and London Road, as well as potentially providing an additional public transport route through the site. A diverse mix of housing such as affordable housing and lifetime homes will also be provided to meet the needs of the local community and ensure that all sections are catered for. |
| | | Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced? | The west of 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, however, states that future employment land will be allocated to the west of Rayleigh, which will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from Rawreth Industrial Estate and provide additional employment uses) and this site would relate well to that. This option would probably relate better than some of the other options such as NLR1 due to its potential to connect with London Road as well as Rawreth Lane. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|---------------------|--|---|--|
| | | 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 are also opportunities to incorporate green infrastructure links into the development. |
| Biodiversity | | | |
| 6 | To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development | Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes? | This general location to the 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? | There is a small pond towards the east of the site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. |
| | | Will it maintain and enhance sites designated for their nature conservation interest? | The site is not located in immediate proximity to any areas designated for their ecological importance. |
| | | Will it conserve and enhance sites of geological significance? | There will be no impact on known sites of geological significance. |
| | | Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic? | This option is situated on greenfield land. |
| | | Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution? | In this general location, parkland to the west of Rayleigh will be allocated. An area to the south of the site would accommodate public open space which may facilitate species movement and colonisation. There is potential for new habitat creation in this area. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|----------------------------------|--|---|---|
| Cultural Heritage | | | |
| 7 | To maintain and enhance the cultural heritage and assets of the District | Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas? | This general location is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. 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. Development in this location would therefore need to consider the impact on the siting of this Listed Building. |
| | | 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? | Parkland to the west of Rayleigh will be allocated, which would provide accessible public open space in this area. A small area of green space may also be provided within the development to reduce the risk of flooding. |
| | | Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe? | The site encompasses grade 3 agricultural land (SEA Baseline Information Profile). This option has a good relationship with the existing settlement, although cohesive development is dependant upon the reallocation and redevelopment of Rawreth Industrial Estate which is situated to the east. |
| | | Will it reduce the amount of derelict, degraded and underused land? | This option is on greenfield land. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|------------------------------------|--|--|---|
| | | Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area? | This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This site would benefit from a green buffer to the west which would ensure that a defensible Green Belt boundary could be maintained in the locality to prevent further encroachment into the Green Belt. The arrangement of this site would ensure the least projection of development to the west in comparison with the previous three options for this location (NLR1, NLR2 and NLR3), thus potentially further maintaining the landscape character of land to the west of the site. Some of this area further to the west of this option, however, would be changed from existing agricultural land to parkland. |
| | | 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 to the south of the site which is within an area at risk of flooding which runs along the boundary of a field. |
| 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 NLR4 North of London Road |
|------------------------|---|---|--|
| | | Will it provide for an efficient water conservation and supply regime? | The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable. |
| | | Will it provide for effective wastewater treatment? | There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network. |
| | | Will it require the provision of sustainable drainage systems in new development? | 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? | There is an area to the south of the site which is within an area at risk of flooding (flood zone 2 and 3) which runs along the boundary of a field, however, as stated in the accompanying text residential development will not take place towards the vulnerable area to the south of the site. This will be safeguarded as an area of public open space which is water-compatible development (PPS25). A range of SUDs are available which can be used to manage excess surface water. |
| | | Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive? | Public open space will be provided 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 is situated on greenfield land. |
| | | Will higher-density development be promoted where appropriate? | This option has a greater area than three of the other four options, which would result in lower density development and a less efficient use of land. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|--------------------|------------------------|--|---|
| | | Will soil quality be preserved? | The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile). |
| | | Will it promote the remediation of contaminated land? | Greenfield land is not thought to be contaminated. |
| | | Will the best and most versatile agricultural land be protected? | Whilst there would be a small loss of agricultural land, as stated, it is grade 3 and thus its development would not lead to a loss of the highest quality agricultural land. The designation of parkland to the west of this general location would also lead to a loss of grade 3 agricultural land in the locality. |
| 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 which may reduce the need to travel. There are also opportunities to improve public transport routes along Rawreth Lane and London Road. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time. Providing a link to London Road (which would need to be provided outside of the site as opposed to NLR5) would enable the opportunity to create a public transport route connecting development to the west with the town centre (potentially through a circular route). This has the potential to increase the accessibility of local services and increase public transport usage. |
| | | Will it direct transport movements away from AQMAs and/or potentially significant junctions? | Rawreth Industrial Estate, to the east of this option, has recently been designated an AQMA. The industrial estate itself, however, is proposed to be redeveloped during the plan period. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR4 North of London Road |
|----|--|---|---|
| | Sustainable Design & Construction | | |
| 13 | To promote sustainable design and construction | Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses? | The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development. |
| | | Will climate proofing design measures be incorporated? | This will be managed through Concept Statements and the development management process. |
| | | Will the local character/vernacular be preserved and enhanced through development? | This will be managed through Concept Statements and the development management process. |
| | | Will it require the re-use and recycling of construction materials? | This is not specific to the allocation of land. |
| | | Will it encourage locally-sourced materials? | This is not specific to the allocation of land. |
| | | Will it require best-practice sustainable construction methods, for example in energy and water efficiency? | This will be managed through Concept Statements and the development management process. |

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North of London Road – Option NLR5

| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
|---|---|--|---|
| | 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 community facilities and other identified infrastructure requirements including a primary school. The site has good links to existing community facilities, however, the extension of this option to join London Road would encompass an existing playing field (Rayleigh Sports and Social Club playing field). This option therefore has the potential to lead to the loss of an existing community facility which could be relocated prior to any development. However, this is an established community facility which should be retained within this option. There may be an opportunity to connect this site with London Road via the road leading to the playing field which would enable the development of a public transport route (potentially a circular link) avoiding the loss of this playing field. |
| | | Will it ensure the regeneration and enhancement of existing rural and urban communities? | Whilst adjoined to the existing settlement, part of the site is currently isolated due to the presence of Rawreth Industrial Estate. Cohesive development of this site to enable the regeneration and enhancement of existing communities will depend upon the redevelopment of the employment land for residential use as proposed in the Core Strategy Submission Document. |
| | | 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. This option can link with both Rawreth Lane and London Road (which has the potential to provide a circular public transport route), as opposed to NLR1, NLR2 and NLR3 and would therefore mean that local services, such as those located along Rawreth Lane and London Road would be more accessible for the local community compared to these options. There is also existing public transport links available along Rawreth Lane and London Road (there are several bus routes along each), 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 NLR5 North of London Road |
|--|--------------|--|--|
| | | 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 wide range of local services and as the site bounds both Rawreth Lane and London Road there is potential to create a circular public transport route to connect development to the west with the town centre. This would therefore enhance the accessibility of all sections of the community, particularly those without access to private transport to such services. Additional healthcare facilities may be provided in this general location 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? | Potentially there is no impact; however, this will depend on what community facilities are provided within this general location. 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 a range of local facilities and opportunities to improve access to such services and public transport provision. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
|---|---|---|---|
| | 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 include an area of green space between the development and the A1245 which could improve the biodiversity of the area, provide a community benefit, and ensure that there is no coalescence with the village of Rawreth. Design of the development will be determined through the development management process. |
| | | Will it improve health and reduce health inequalities? | There are high voltage overhead power lines within close proximity to the site which should be viable to relocate before development takes place. Rayleigh Leisure Centre, Rawreth Lane playing field, and London Road playing field are accessible from this site and have the potential to improve health and reduce health inequalities, although the retention of the playing field along London Road in its existing location may depend on the siting of the potential public transport route connecting Rawreth Lane and London Road. In any case, development of this site should seek to retain this existing community facility. 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 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) which would connect well with this option. There is also a proposed Sustrans route located to the north/north east of this option, which there may be opportunities to link to in the future. |
| | | 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 NLR5 North of London Road |
|---------------------------------|--|--|---|
| 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 accessible from this site, and there is potential to improve the provision of existing public transport services along Rawreth Lane and London Road, as well as potentially providing a public transport link between these main roads. This has the potential to lead to the relocation of the playing field along London Road depending on the siting of the potential public transport route connecting Rawreth Lane and London Road, but in any case, development of this site should seek to retain this existing community facility. |
| | | Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so? | Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). |
| Economy & Employment | | | |
| 4 | To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability | Does it promote and enhance existing centres by focusing development in such centres? | This option is not situated within Rayleigh town centre. |
| | | Will it improve business development? | No impact. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
|--|--------------|--|---|
| | | Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community? | A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. There are a range of existing community and local services which are accessible from this site. |
| | | Does it promote mixed use and high density development in urban centres? | This 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? | The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land, and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy. |
| | | Will it aid the realisation of London Southend Airport's economic potential? | No impact. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
|---|--|--|--|
| | 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 and London Road as well as potentially providing a public transport link between these main roads. This has the potential to lead to the relocation of the playing field along London Road depending on the siting of the potential public transport route, but in any case development of this site should seek to retain this existing community facility. There is also potential to link this site with Greenway 13 proposed to the south. |
| Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling? | | The site has links to both Rawreth Lane and London Road which would potentially afford the opportunity to enable a transport route through the site. A new transport link in this locality could improve accessibility and enable the provision of an important public transport network connecting development to the west with the town centre (potentially through a circular route). Provision of this link would therefore provide people with the opportunity to use an alternative mode of transportation. There is potential to increase public transport provision along Rawreth Lane and London Road, and opportunities for walking and cycling. | |
| 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 and London Road, as well as potentially providing a public transport link through the site connecting these main roads. | |
| Will it reduce the need to travel? | | There are existing local services which are accessible from this site and a range of other local services will be provided within this option. This would reduce the need to travel. There is also potential to increase public transport services along Rawreth Lane and London Road, as well as potentially providing a public transport link through the site connecting these main roads. | |
| 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. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives. | |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
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| | | 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 within the development, these would provide services for all sections of the community. There is also potential to improve the provision of existing public transport services along Rawreth Lane and London Road, as well as potentially providing an additional public transport route through the site. A diverse mix of housing such as affordable housing and lifetime homes will also be provided to meet the needs of the local community and ensure that all sections are catered for. |
| | | Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced? | The west of 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, however, states that future employment land will be allocated to the west of Rayleigh, which will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from Rawreth Industrial Estate and provide additional employment uses) and this site would relate well to that. This option would probably relate better than some of the other options such as NLR1 due to its potential to connect with London Road as well as Rawreth Lane. |
| | | 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 are also opportunities to incorporate green infrastructure links into the development. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
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| | 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? | There are several small ponds towards the central and southern section of the site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. |
| | | Will it maintain and enhance sites designated for their nature conservation interest? | The site is not located in immediate proximity to any areas designated for their ecological importance. |
| | | Will it conserve and enhance sites of geological significance? | There will be no impact on known sites of geological significance. |
| | | Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic? | This option is situated on greenfield land. |
| | | Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution? | In this general location, parkland to the west of Rayleigh will be allocated. An area to the south of the site would accommodate public open space which may facilitate species movement and colonisation. There is potential for new habitat creation in this area. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
|---|--|---|--|
| | Cultural Heritage | | |
| 7 | To maintain and enhance the cultural heritage and assets of the District | Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas? | This general location is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. 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, although this is situated further away from this option than NLR4. Development in this location would therefore need to consider any potential impact on the siting of this Listed Building. |
| | | 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? | Parkland to the west of Rayleigh will be allocated, which would provide accessible public open space in this area. A small area of green space may also be provided within the development to reduce the risk of flooding. |
| | | Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe? | The site encompasses grade 3 agricultural land (SEA Baseline Information Profile). This option has a good relationship with the existing settlement, although cohesive development is dependant upon the reallocation and redevelopment of Rawreth Industrial Estate which is situated to the east. |
| | | Will it reduce the amount of derelict, degraded and underused land? | This option is on greenfield land. |

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| | | Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area? | This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This site would benefit from a green buffer to the west which would ensure that a defensible Green Belt boundary could be maintained in the locality to prevent further encroachment into the Green Belt. The arrangement of this site would ensure the least projection of development to the west in comparison with the other options for this location, thus potentially further maintaining the rural character of land to the west of the site. Some of this area further to the west of this option, however, would be changed from existing agricultural land to parkland. |
| | | 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 to the south of the site which is within an area at risk of flooding which runs along the boundary of a field. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
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| | Water | | |
| 10 | To improve water quality and reduce the risk of flooding | Will it improve the quality of inland water? | No impact. |
| | | Will it improve the quality of coastal waters? | No impact. |
| | | Will it provide for an efficient water conservation and supply regime? | The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable. |
| | | Will it provide for effective wastewater treatment? | There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network. |
| | | Will it require the provision of sustainable drainage systems in new development? | 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? | There is an area to the south of the site which is within an area at risk of flooding (flood zone 2 and 3) which runs along the boundary of a field, however, as stated in the accompanying text residential development will not take place towards the vulnerable area to the south of the site. This will be safeguarded as an area of public open space which is water-compatible development (PPS25). A range of SUDs are available which can be used to manage excess surface water. |
| | | Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive? | Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
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| | Land & Soil | | |
| 11 | To maintain and improve the quality of the District's land and soil | Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District? | This option is situated on greenfield land. |
| | | Will higher-density development be promoted where appropriate? | This option has a smaller area than the other four options, which would result in higher density development and a more efficient use of land. |
| | | Will soil quality be preserved? | The impact on soil quality is unknown. This site is on grade 3 agricultural land (SEA Baseline Information Profile). |
| | | Will it promote the remediation of contaminated land? | Greenfield land is not thought to be contaminated. |
| | | Will the best and most versatile agricultural land be protected? | Whilst there would be a small loss of agricultural land, as stated, it is grade 3 and thus its development would not lead to a loss of the highest quality agricultural land. The designation of parkland to the west of this general location would also lead to a loss of grade 3 agricultural land in the locality. |
| | 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 which may reduce the need to travel. There are also opportunities to improve public transport routes along Rawreth Lane and London Road. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time. Providing a link to London Road would enable the opportunity to create a public transport route connecting development to the west with the town centre (potentially through a circular route). This has the potential to increase the accessibility of local services and increase public transport usage. |
| | | Will it direct transport movements away from AQMAs and/or potentially significant junctions? | Rawreth Industrial Estate, to the east of this option, has recently been designated an AQMA. The industrial estate itself, however, is proposed to be redeveloped during the plan period. |

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| | SA Objective | Decision-Aiding Question Will it (the Option)...? | Option NLR5 North of London Road |
|----|--|---|---|
| | 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 a small area of the site to the south encompasses a playing field (which should be retained within any development coming forward on this site), 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. |