

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

West Rochford – Option WR1

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR1 West Rochford
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	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 to meet ongoing and future needs. This includes green space and a primary school.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This site is adjacent to the existing residential development to the north of Hall Road. It would ensure the regeneration and enhancement of existing communities through the provision of a range of local facilities such as youth and community facilities, as well as green space and opportunities to encourage sustainable modes of transport. In particular, the new primary school within this option would have the potential to enhance the existing community due to this site's good relationship with the existing residential area.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of town centre services including schools, a supermarket, community facilities and health facilities which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also existing public transport links to the east of this site along Ashingdon Road/West Street (there are bus routes along these) and Rochford train station increasing the accessibility of local services for those without access to a private car. This 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.
		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 the site bounds both Hall Road and Ironwell Lane, which has the potential to 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.

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		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 site has good links to the existing settlement and local town centre services. The infrastructure requirements include an area of green space within the development which could improve the biodiversity of the area and provide a community benefit. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	A large green space (Cherry Orchard Jubilee Country Park) is situated in proximity to this option and public open space and play space will be incorporated into the development. Local leisure facilities include Rochford Hundred Golf Club and Rochford Tennis Club which are located to the south east of the site. Clements Hall Leisure Centre in Hawkwell also may be accessible from this option, via the number 8 bus service with bus stops along Ashingdon Road and West Street, or the proposed Sustrans route along Ironwell Lane. These facilities would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development and the provision of green links to Cherry Orchard Jubilee Country Park would promote informal recreation. The proximity of the site to an existing cycle route along Hall Road and Cherry Orchard Way and the proposed Sustrans route along Ironwell Lane may also encourage healthy, active lifestyles. Clements Hall Leisure Centre is also potentially accessible from this site via a range of transport modes.

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		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is not in close proximity to a proposed Greenway, however, there may be opportunities to provide additional green links (in addition to the cycle route along Hall Road) to improve linkages between the development and Cherry Orchard Jubilee Country Park. The size of the site should ensure this is 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.
		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 town centre services and facilities which are accessible from this site. There is, however, restricted potential to improve the provision of public transport services along Hall Road due to the configuration of the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout. Nevertheless there are existing public transport routes in proximity to the site along Ashingdon Road and West Street and Rochford train station. Additional facilities will also be provided within the site such as youth and community facilities.
		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 WR1 West Rochford
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is situated to the west of Rochford town centre, and is well related to the centre.
		Will it improve business development?	This site is well related to the town centre and residential development here may help support local businesses in the centre.
		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 Rochford town centre but is on the urban fringe to the west.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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?	London Southend Airport is situated to the south of this site. As such this option would relate well to future employment opportunities to be allocated within the vicinity of this key economic hub.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR1 West Rochford
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are a range of existing public transport links in proximity to this site, however, the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout may restrict the potential to provide a bus service to this location. The site is, however, in proximity to Rochford train station which is accessible via Hall Road and West Street, and the bus stops located in West Street and Ashingdon Road. There are also existing cycle lanes along Hall Road, and a proposed Sustrans route along Ironwell Lane bounding the northern border of the site.
Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?		The site has links to Hall Road and Ironwell Lane (which is an unmade road) and is in close proximity to Cherry Orchard Way and thus has good highways access. Although the opportunity to provide a public transport route along Hall Road may be restricted due to the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout, there are established bus stops and a train station in proximity to this site and existing cycle routes are provided along Hall Road. There are also opportunities to encourage walking and cycling, particularly with the proposed Sustrans route along Ironwell Lane which follows the northern boundary of the site.	
Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?		There are a range of local services, including shopping, leisure, and health facilities which are accessible from this site, and there are established bus stops and a train station nearby. This site also relates well to London Southend Airport and associated future employment opportunities.	
Will it reduce the need to travel?		There are existing local services 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. Although the provision of a bus route along Hall Road is restricted, there is potential to increase the opportunities for walking and cycling.	
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 Rochford where there are accessible local services and public transport provision. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR1 West Rochford
		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 opportunities for walking and cycling, although the provision of a bus route along Hall Road is constrained by the railway bridge. 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 Rochford has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting. The Core Strategy Submission Document, however, states that future employment land will be allocated to the north of London Southend Airport, which is well related to this site and will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from relocated existing employment land and provide additional employment uses).
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR1 West Rochford
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Rochford is not in proximity to the District's estuaries or salt marshes.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated within a nature conservation designation.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This 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?	Public open space will be provided within this option, 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 WR1 West Rochford
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 19 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits (possibly mainly military in nature) within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. The Rochford Conservation Area Appraisal and Management Plan states that 'Until the first half of the 20th century, Hall Road was undeveloped. It still has a rural feel to it, to which the trees along it make a significant contribution, and forms an attractive approach to the town and conservation area.' It recommends that further suburbanisation of the road should be avoided in order to preserve the existing approach to the town and the setting of Rochford Hall, which is a grade I Listed Building to the south east of the site ('Rochford Hall and ruins'). There are other Listed Buildings in proximity to the site, including a grade II* Listed Building ('Church of St. Andrew') and a grade II listed milestone ('Milestone on northern verge opposite house called Birches, Hall Road'), as well as other listed items. It is pertinent to note that there is residential development to the south of Hall Road and close to the Conservation Area there is already residential development to the north of Hall Road. Development would not intrinsically have a negative impact on the setting of the listed milestone. This option as opposed to the other options would have a lesser visual impact on the open rural nature of the area, as opposed to the other options for this general location. Nevertheless the frontage of Hall Road will need to be carefully considered having regard to the setting of Rochford Hall and St Andrew's Church. The proposed area of public open space may also be provided to the western extent of the site to preserve the natural character of the area.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR1 West Rochford
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this development, which would provide accessible green space in this area. Play space will also be provided.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	The site encompasses grade 1 and 2 agricultural land (SEA Baseline Information Profile). This option has a good relationship with the existing settlement.
		Will it reduce the amount of derelict, degraded and underused land?	This option is on greenfield land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The arrangement of this site would ensure the least projection of development to the west as opposed to the other options for this general location (WR2, WR3 and WR4). The site is bounded by a road to the north and south and residential development to the east, and can ensure that a defensible Green Belt boundary can be maintained to prevent further encroachment into the Green Belt.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	There is an area at risk of flooding in the north east corner of the site. Existing residential development to the east which bounds the site is also at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is 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 and within the foul sewerage network to accommodate the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR1 West Rochford
		Will it reduce the risk of flooding?	The north east corner of this site is within flood zone 2, however, this area should be designated as public open space (water-compatible development) which would provide a facility that would be accessible to both new and existing communities. There is also a much smaller area of flood zone 3 towards the north east corner of the site. The existing residential development to the east which bounds the site is within flood zone 2. 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 within the development 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 similar area to the other three options, which would result in similar density development and an efficient use of land.
		Will soil quality be preserved?	This site is on grade 1 and 2 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Rochford also encompass varying proportions of grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR1 West Rochford
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. Although the opportunity to improve public transport along Hall Road are constrained by the railway bridge, there are opportunities to improve walking and cycling, and there are existing public transport links in proximity to the site. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	The air quality at the entrance to the Market Square where East Street, West Street, South Street and North Street meet is monitored. This is a potentially significant junction in the town centre. Transport movements, due to the location of the site along Hall Road to the west of Rochford, are directed away from this junction.
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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West Rochford – Option WR2

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	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 to meet ongoing and future needs. This includes green space and a primary school.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The site could provide the range of local community facilities required for this general location, however, unlike the other three options for this general location it is not adjoined to the existing residential development to the east. It is isolated from the main residential area and would therefore not ensure the regeneration and enhancement of existing communities or deliver sustainable communities. This option would, in effect, create a new settlement to the west of Rochford, adding to urban sprawl and having a greater impact on the character of the area.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Whilst the size of the site would mean that the provision of facilities to ensure equal opportunities and that all sections of the community are catered for are likely to be viable, this option is isolated from the main settlement and would not therefore ensure equal opportunities, particularly for those without access to private transport, as local services and facilities would be less accessible. Although isolated, this option would be able to provide a range of housing types and tenure, and affordable housing to meet the needs of the local community. It will also provide public open space, and a range of facilities to meet the needs of the local community.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
		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. There are a wide range of local services in proximity to this site, although they are less accessible from this option than WR1 and WR3, particularly for those in the community without access to private transport. 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, although such facilities would be less accessible to existing community to the east nearer the town centre.
		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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	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The site is isolated from the existing settlement to the east and would connect to ribbon development towards the western end of Hall Road. Therefore the severance of the site from the main settlement of Rochford to the east means that it would not have good links with the existing communities, and would not ensure a sustainable community and a healthy and safe environment. The entire site is situated further away from town centre amenities and local public transport routes are less accessible from this site as opposed to the other options for this general location. The infrastructure requirements include an area of green space within the development which could improve the biodiversity of the area and provide a community benefit. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	A large green space (Cherry Orchard Jubilee Country Park) is situated in close proximity to this option and public open space and play space will be incorporated into the development. Local leisure facilities include Rochford Hundred Golf Club and Rochford Tennis Club which are located to the east along Hall Road and would be much less accessible from this site compared to the other options. Clements Hall Leisure Centre in Hawkwell also may be accessible from this option, via Hall Road or the proposed Sustrans route along Ironwell Lane. Whilst these facilities would have the potential to improve health and reduce health inequalities, they are less accessible from this site and sustainable modes of transportation are situated further to the east and are also less accessible.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development and the provision of green links to Cherry Orchard Jubilee Country Park would promote informal recreation. The proximity of the site to an existing cycle route along Hall Road and Cherry Orchard Way and the proposed Sustrans route along Ironwell Lane may also encourage healthy, active lifestyles. Clements Hall Leisure Centre is also potentially accessible from this site.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is not in close proximity to a proposed Greenway, however, there may be opportunities to provide additional green links (in addition to the cycle route along Hall Road) to improve linkages between the development and Cherry Orchard Jubilee Country Park. The size of the site should ensure this is viable.

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		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, although its severance would have a negative impact on community cohesion between existing and future communities.
		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. However, community cohesion may be negated due to the severance of the site from the main settlement of Rochford to the east.
		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?	This option is isolated from the existing settlement to the north of Hall Road. Whilst there are a range of services and facilities in proximity to the site, it is situated away from Rochford town centre and would not ensure sustainable access to key services. There is also restricted potential to improve the provision of public transport services along Hall Road due to the configuration of the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout. Furthermore the existing public transport routes along Ashingdon Road and West Street and Rochford train station are less accessible from this option. There is, however, a bus route along Rectory Road and Main Road to the west of the site. Additional facilities will also be provided within the site such as youth and community facilities.
		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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	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is situated to the west of Rochford town centre. It would not promote and enhance existing centres as the severance of this site from the main settlement does not focus development in or near the town centre.
		Will it improve business development?	Development here is less likely to support local business growth in Rochford town centre, due to its poor relationship with the centre.
		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 allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. However, there are a range of existing community and local services which are less accessible from this site as opposed to the other options.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre but is on the urban fringe to the west.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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?	London Southend Airport is situated to the south of this site. As such this option would relate well to future employment opportunities to be allocated within the vicinity of this key economic hub.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are a range of existing public transport links which are less accessible from this site compared to the other options for this general location. Rochford train station and the bus stops located in West Street and Ashingdon Road are situated further to the east/south east. Furthermore the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout may restrict the potential to provide a bus service to this location. There are, however, existing cycle lanes along Hall Road, a bus route along Rectory Road and Main Road to the west of the site and a proposed Sustrans route along Ironwell Lane bounding the northern border of the site, which will encourage alternative sustainable modes of transportation.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The site has links to Hall Road to the south and Ironwell Lane (an unmade road) to the north east of the site, and is in close proximity to Cherry Orchard Way and thus has good highways access. There are existing alternative modes of transportation in proximity to this option, however, compared with the other west Rochford sites (particularly WR1 and WR3), the town centre, bus stops and train station etc. are much less accessible from this site. There are, however, opportunities to encourage walking and cycling, particularly with the proposed Sustrans route along Ironwell Lane which is partially connected to the northern boundary of the site. There is also an existing bus route along Rectory Road and Main Road to the west of the site.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There are a range of local services, including shopping, leisure, and health facilities and there are established bus stops and a train station nearby, although they are less accessible from this site compared to the other options. Nevertheless, this site relates well to London Southend Airport and associated future employment opportunities.
		Will it reduce the need to travel?	Although there are existing local services in proximity to this site, due to its isolated nature they are less accessible from this site and would therefore not reduce the need to travel. Furthermore the provision of a bus route along Hall Road is restricted. Nevertheless a range of other local services will be provided within this option and there is potential to increase the opportunities for walking and cycling, which may have some impact on the need to travel.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
		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 Rochford, however, local services and existing public transport provision are less accessible from this site. 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 less accessible from this location as opposed to the other options for this general location, however, additional facilities within the development will be provided which would provide some services which are accessible to all sections of the community. There is also potential to improve the opportunities for walking and cycling, although the provision of a bus route along Hall Road is constrained by the railway bridge. 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 Rochford has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting. The Core Strategy Submission Document, however, states that future employment land will be allocated to the north of London Southend Airport, which is well related to this site and will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from relocated existing employment land and provide additional employment uses).
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Rochford is not in proximity to the District's estuaries or salt marshes.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated within a nature conservation designation.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This 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?	Public open space will be provided within this option, 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 WR2 West Rochford
	Cultural Heritage		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 19 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits (possibly mainly military in nature) within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. The Rochford Conservation Area Appraisal and Management Plan states that 'Until the first half of the 20th century, Hall Road was undeveloped. It still has a rural feel to it, to which the trees along it make a significant contribution, and forms an attractive approach to the town and conservation area.' It recommends that further suburbanisation of the road should be avoided in order to preserve the existing approach to the town and the setting of Rochford Hall, which is a grade I Listed Building to the south east of the site ('Rochford Hall and ruins'). There are other Listed Buildings in proximity to the site, including a grade II* Listed Building ('Church of St. Andrew') and a grade II listed milestone ('Milestone on northern verge opposite house called Birches, Hall Road'), as well as other listed items, which are situated further away from the site than the other options for this general location. Due to the isolation of this site from the main settlement of Rochford to the east, development is not considered to intrinsically have a negative impact on the setting of these listed buildings as opposed to the other options, although it would have a greater impact on the approach to the town than WR1. Nevertheless, the frontage of Hall Road in this location will need to be carefully considered with any development, for example through the retention of existing hedgerows and the siting of the proposed public open space.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this development, which would provide accessible green space in this area. Play space will also be provided.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	The site encompasses grade 1 and 2 agricultural land (SEA Baseline Information Profile). This option, however, does not have a good relationship with the existing settlement. It would have a greater negative impact on the open, rural nature of the area, as opposed to WR1 and WR2 in particular which are connected to the main settlement of Rochford to the east. This option would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe, but provide a poorly defensible Green Belt boundary and exacerbate the visual impact of existing ribbon development to the west on the character of the area.
		Will it reduce the amount of derelict, degraded and underused land?	This option is on greenfield land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The isolation of the site from the main settlement of Rochford to the east, however, weakens the Green Belt boundaries in this locality, undermines the openness of the Green Belt on a wider scale and would thus not ensure a defensible Green Belt boundary to prevent further encroachment. It would have a significant detrimental impact on the character of the area as opposed to the other options (particularly WR1 and WR3) by exacerbating the impact of existing ribbon development/urban sprawl to the west.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not in proximity to an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is 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 and within the foul sewerage network to accommodate the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not in proximity to an area at risk of flooding. Nevertheless a range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
		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 within the development 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?	The density of this development will be comparable to the other options for this general location, given the similar size of the sites.
		Will soil quality be preserved?	This site is on grade 1 and 2 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option encompasses grade 1 agricultural land (SEA Baseline Information Profile). However, whilst there would be a small loss of the highest quality agricultural land, all of the sites in this general location partly reside on grade 1 agricultural land to varying degrees.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR2 West Rochford
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 less accessible from this site as opposed to the other options for this general location. However, additional local services will be allocated within the development which may reduce the need to travel for these services. Although the opportunity to improve public transport along Hall Road are constrained by the railway bridge and there are opportunities to improve walking and cycling. Existing public transport links to the east of the site are also less accessible from this site, however, there is also an existing bus route along Rectory Road and Main Road to the west of the site. These factors may have a positive and negative impact on air quality through the number of car journeys and travelling time required to access local services.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	The air quality at the entrance to the Market Square where East Street, West Street, South Street and North Street meet is monitored. This is a potentially significant junction in the town centre. Transport movements, due to the location of the site along Hall Road to the west of Rochford, are directed away from this junction.
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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West Rochford – Option WR3

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	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 to meet ongoing and future needs. This includes green space and a primary school.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This site is adjacent to the existing residential development to the north of Hall Road. It would ensure the regeneration and enhancement of existing communities through the provision of a range of local facilities such as youth and community facilities, as well as green space and opportunities to encourage sustainable modes of transport.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of town centre services including schools, a supermarket, community facilities and health facilities which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also existing public transport links to the east of this site along Ashingdon Road/West Street (there are bus routes along these) and Rochford train station increasing the accessibility of those without access to a private car to local services. This option extends further to the west along Hall Road than WR1, which may therefore make the local services and existing public transport links situated to the east marginally less accessible for some, although this is dependent on the exact arrangement of the residential development and associated infrastructure which will be determined through the development management process. Nevertheless 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 WR3 West Rochford
		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 the site only bounds Hall Road and extends further to the west unlike WR1 which has the potential to impact on the accessibility of local services and existing public transport links for all sections of the community, particularly those without access to private transport to such services. Additional healthcare facilities may for 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 in this regard.
		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 WR3 West Rochford
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The site has good links to the existing settlement and local town centre services. The infrastructure requirements include an area of green space within the development which could improve the biodiversity of the area and provide a community benefit. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	A large green space (Cherry Orchard Jubilee Country Park) is situated in close proximity to this option and public open space and play space will be incorporated into the development. Local leisure facilities include Rochford Hundred Golf Club and Rochford Tennis Club which are located to the south east of the site. Clements Hall Leisure Centre in Hawkwell also may be accessible from this option, via the number 8 bus service with bus stops along Ashingdon Road and West Street, or the proposed Sustrans route along Ironwell Lane (although this site unlike WR1 does not bound Ironwell Lane). These facilities would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development and the provision of green links to Cherry Orchard Jubilee Country Park would promote informal recreation. The proximity of the site to an existing cycle route along Hall Road and Cherry Orchard Way and the proposed Sustrans route along Ironwell Lane may also encourage healthy, active lifestyles. Clements Hall Leisure Centre is also potentially accessible from this site via a range of transport modes.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is not in close proximity to a proposed Greenway, however, there may be opportunities to provide additional green links (in addition to the cycle route along Hall Road) to improve linkages between the development and Cherry Orchard Jubilee Country Park. The size of the site should ensure this is 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	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 town centre services and facilities which are accessible from this site. There is, however, restricted potential to improve the provision of public transport services along Hall Road due to the configuration of the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout. Nevertheless there are existing public transport routes in proximity to the site along Ashingdon Road and West Street and Rochford train station. Additional facilities will also be provided within the site such as youth and community facilities. This option extends further to the west than WR1 which may have an impact on the accessibility of some to key services. The design of the development, however, will be managed through the development management process.
	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 WR3 West Rochford
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is situated to the west of Rochford town centre, and is well related to the centre.
		Will it improve business development?	This site is well related to the town centre and residential development here may help support local businesses in the centre.
		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 Rochford town centre but is on the urban fringe to the west.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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?	London Southend Airport is situated to the south of this site. As such this option would relate well to future employment opportunities to be allocated within the vicinity of this key economic hub.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are a range of existing public transport links in proximity to this site, however, the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout may restrict the potential to provide a bus service to this location. The site is, however, in proximity to Rochford train station which is accessible via Hall Road and West Street, and the bus stops located in West Street and Ashingdon Road. There are also existing cycle lanes along Hall Road, and a proposed Sustrans route along Ironwell Lane (although this option, unlike, WR1 does not bound Ironwell Lane and thus access to it may be less likely to be deliverable).
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The site has links to Hall Road and is in close proximity to Cherry Orchard Way and thus has good highways access. It does not, however, have links to Ironwell Lane. Although the opportunity to provide a public transport route along Hall Road may be restricted due to the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout, there are established bus stops and a train station in proximity to this site and existing cycle routes are provided along Hall Road. There are also opportunities to encourage walking and cycling, particularly with the proposed Sustrans route along Ironwell Lane (the northern boundary of the site, however, does not bound Ironwell Lane).
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There are a range of local services, including shopping, leisure, and health facilities which are accessible from this site, and there are established bus stops and a train station nearby. This site also relates well to London Southend Airport and associated future employment opportunities.
		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. Although the provision of a bus route along Hall Road is restricted, there is potential to increase the opportunities for walking and cycling.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
		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 Rochford where there are accessible local services and public transport provision, although this option extends further to the west away from these facilities compared to WR1. 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 opportunities for walking and cycling, although the provision of a bus route along Hall Road is constrained by the railway bridge. 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 Rochford has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting. The Core Strategy Submission Document, however, states that future employment land will be allocated to the north of London Southend Airport, which is well related to this site and will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from relocated existing employment land and provide additional employment uses).
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Rochford is not in proximity to the District's estuaries or salt marshes.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated within a nature conservation designation.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This 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?	Public open space will be provided within this option, 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 WR3 West Rochford
	Cultural Heritage		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 19 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits (possibly mainly military in nature) within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. The Rochford Conservation Area Appraisal and Management Plan states that 'Until the first half of the 20th century, Hall Road was undeveloped. It still has a rural feel to it, to which the trees along it make a significant contribution, and forms an attractive approach to the town and conservation area.' It recommends that further suburbanisation of the road should be avoided in order to preserve the existing approach to the town and the setting of Rochford Hall, which is a grade I Listed Building to the south east of the site ('Rochford Hall and ruins'). There are other Listed Buildings in proximity to the site, including a grade II* Listed Building ('Church of St. Andrew') and a grade II listed milestone ('Milestone on northern verge opposite house called Birches, Hall Road'), as well as other listed items. It is pertinent to note that there is residential development to the south of Hall Road and close to the Conservation Area there is already residential development to the north of Hall Road. Development would not intrinsically have a negative impact on the setting of the listed milestone. The frontage of Hall Road, however, will need to be carefully considered having regard to the setting of Rochford Hall and St Andrew's Church. Compared to WR1, this option would have a greater impact on the openness of the area and appearance of suburbanisation due to the extension of this site to the west along Hall Road.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this development, which would provide accessible green space in this area. Play space will also be provided.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	The site encompasses grade 1 and 2 agricultural land (SEA Baseline Information Profile). This option has a good relationship with the existing settlement.
		Will it reduce the amount of derelict, degraded and underused land?	This option is on greenfield land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The arrangement of this site would increase the projection of development to the west along Hall Road compared to WR1. However, the site does not bound Ironwell Lane (an unmade road to the north of the site) and would create redundant land between the development and Ironwell Lane to the north. It would therefore not be able to provide a defensible Green Belt boundary to prevent further encroachment in this locality compared to option WR1.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	There is an area at risk of flooding in the north east corner of the site. Existing residential development to the east which bounds the site is also at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is 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 and within the foul sewerage network to accommodate the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The north east corner of the site is within flood zone 2, however, this area should be designated as public open space (water-compatible development). A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
		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 within the development 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 similar area to the other three options, which would result in similar density development and an efficient use of land.
		Will soil quality be preserved?	This site is on grade 1 and 2 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Rochford also encompass varying proportions of grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR3 West Rochford
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. Although the opportunity to improve public transport along Hall Road are constrained by the railway bridge, there are opportunities to improve walking and cycling, and there are existing public transport links in proximity to the site. These factors may have a positive impact on air quality through reducing the number of car journeys and travelling time.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	The air quality at the entrance to the Market Square where East Street, West Street, South Street and North Street meet is monitored. This is a potentially significant junction in the town centre. Transport movements, due to the location of the site along Hall Road to the west of Rochford, are directed away from this junction.
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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West Rochford – Option WR4

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	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 to meet ongoing and future needs. This includes green space and a primary school.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Whilst adjoined to the main settlement of Rochford to the east, this option extends further to the west than the other three options towards the existing ribbon development. It would provide a range of local facilities such as youth and community facilities, as well as green space and opportunities to encourage sustainable modes of transport, although it extends away from the main settlement and would therefore not ensure the regeneration and enhancement of existing communities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of town centre services including schools, a supermarket, community facilities and health facilities which would enable equal opportunities in terms of access, although this option extends further to the west which would reduce the accessibility of some to these services. It may therefore not ensure that all sections of the community are catered for. There are also existing public transport links to the east of this site along Ashingdon Road/West Street (there are bus routes along these) and Rochford train station increasing the accessibility of those without access to a private car to local services, although its extension to the west may have a negative impact on accessibility. As such, this option extends further to the west along Hall Road than WR1, which may therefore make the local services and existing public transport links situated to the east less accessible for some, although this is dependent on the exact arrangement of the residential development and associated infrastructure which will be determined through the development management process. Nevertheless 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 WR4 West Rochford
		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 the site only bounds Hall Road and extends much further to the west unlike WR1 and WR3 which has the potential to impact on the accessibility of local services and existing public transport links for all sections of the community, particularly those without access to private transport to such services. Additional healthcare facilities may for 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 in this regard.
		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 WR4 West Rochford
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The arrangement of the site would not ensure good links with the existing communities and therefore would not ensure a sustainable community and a healthy and safe environment. The site does not have good links to the town centre compared to Option W1 and W3. The infrastructure requirements include an area of green space within the development which could improve the biodiversity of the area and provide a community benefit. Design of the development will be determined through the development management process.
Will it improve health and reduce health inequalities?		A large green space (Cherry Orchard Jubilee Country Park) is situated in close proximity to this option and public open space and play space will be incorporated into the development. Local leisure facilities include Rochford Hundred Golf Club and Rochford Tennis Club which are located to the east along Hall Road and would be much less accessible from this site compared to the other options. Clements Hall Leisure Centre in Hawkwell would be less accessible from this option as opposed to the other options for this general location. It may be accessible via Hall Road, however, the proposed Sustrans route along Ironwell Lane would also be less accessible as this site does not bound this unmade road. Whilst these facilities would have the potential to improve health and reduce health inequalities, they are less accessible from this site and sustainable modes of transportation are situated further to the east and are also less accessible.	
Will it promote informal recreation and encourage healthy, active lifestyles?		The proposed public open space incorporated into the development and the provision of green links to Cherry Orchard Jubilee Country Park would promote informal recreation. The proximity of the site to an existing cycle route along Hall Road and Cherry Orchard Way may also encourage healthy, active lifestyles. Clements Hall Leisure Centre and the proposed Sustrans route along Ironwell Lane may, however, be less accessible from this site.	
Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?		This site is not in close proximity to a proposed Greenway, however, there may be opportunities to provide additional green links (in addition to the cycle route along Hall Road) to improve linkages between the development and Cherry Orchard Jubilee Country Park. The size of the site should ensure this is viable.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	This option is adjoined to the existing settlement to the north of Hall Road, but it extends further to the west away from Rochford town centre and would therefore not ensure sustainable access to key services. Whilst there are a range of services and facilities in proximity to the site, it extends away from Rochford town centre and would not ensure sustainable access to key services. There is also restricted potential to improve the provision of public transport services along Hall Road due to the configuration of the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout. Furthermore the existing public transport routes along Ashingdon Road and West Street and Rochford train station would be less accessible for some in the community from this option. There is, however, a bus route along Rectory Road and Main Road to the west of the site. Additional facilities will also be provided within the site such as youth and community facilities.
		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). However, the arrangement of the site may make this provision more difficult compared to the other three options.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is situated to the west of Rochford town centre. The eastern part of the site is well related to the town centre, but as this option extends some distance to the west, it relates less well to the town centre than other options.
		Will it improve business development?	Parts of the site (to the east) are well related to the town centre and residential development here may help support local businesses in the centre. However, as this option extends some distance to the west, it relates less well to the town centre, and may be less likely to support business growth in Rochford than other options.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	A range of local services are allocated for this general location including a primary school, and youth and community facilities to meet the needs of the local community. However, there are a range of existing community and local services which would be less accessible for some of the community from this site as opposed to the other options.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre but is on the urban fringe to the west.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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?	London Southend Airport is situated to the south of this site. As such this option would relate well to future employment opportunities to be allocated within the vicinity of this key economic hub.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	Compared to other options for west Rochford, the sprawl of this site means that it is much less likely to encourage sustainable transport choices. There are a range of existing public transport links in proximity to the eastern end of the site, however, the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout may restrict the potential to provide a bus service to this location. The eastern end of the site is in proximity to Rochford train station which is accessible via Hall Road and West Street, and the bus stops located in West Street and Ashingdon Road, although they are much less accessible to the western extent of this option. There is, however, a bus route along Rectory Road and Main Road to the west of the site. There are also existing cycle lanes along Hall Road. Like WR3 this option does not bound Ironwell Lane and thus the proposed Sustrans route may also be less accessible from this option as opposed to WR1 and WR3.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The site has links to Hall Road and is in close proximity to Cherry Orchard Way and thus has good highways access. It does not, however, have links to Ironwell Lane. Although the opportunity to provide a public transport route along Hall Road may be restricted due to the railway bridge by the West Street/Ashingdon Road/Hall Road roundabout, there are established bus stops and a train station in proximity to the eastern extent of this site and existing cycle routes are provided along Hall Road. There is, however, an existing bus route along Rectory Road and Main Road to the west of the site. There are also opportunities to encourage walking and cycling, although the proposed Sustrans route along Ironwell Lane may be less accessible compared to WR1 and WR3 which have northern boundaries with Ironwell Lane.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There are a range of local services, including shopping, leisure, and health facilities which are accessible particularly to the eastern section of this site, and there are established bus stops and a train station nearby. Such facilities and services would be less accessible from the western extent of this option. Nevertheless as with the other options for this general location, this site also relates well to London Southend Airport and associated future employment opportunities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
		Will it reduce the need to travel?	There are existing local services which are accessible particularly from the eastern extent of this site and a range of other local services will be provided within this option. This would reduce the need to travel, although such facilities would be less accessible from the western extent of this option. Although the provision of a bus route along Hall Road is restricted, there is potential to increase the opportunities for walking and cycling.
		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 Rochford where there are accessible local services and public transport provision, although this option extends further to the west away from these facilities compared to WR1 and WR3. 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 less accessible, particularly from the western extent of this option as opposed to WR1 and WR3, however, additional facilities within the development will be provided which would provide some services which are accessible to all sections of the community. There is also potential to improve the opportunities for walking and cycling, although the provision of a bus route along Hall Road is constrained by the railway bridge. 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 Rochford has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting. The Core Strategy Submission Document, however, states that future employment land will be allocated to the north of London Southend Airport, which is well related to this site and will provide more opportunities for residents to work in the District (the allocation may accommodate those displaced from relocated existing employment land and provide additional employment uses).
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location to the west of Rochford is not in proximity to the District's estuaries or salt marshes.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated within a nature conservation designation.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This 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?	Public open space will be provided within this option, 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 WR4 West Rochford
	Cultural Heritage		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 19 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits (possibly mainly military in nature) within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. The Rochford Conservation Area Appraisal and Management Plan states that 'Until the first half of the 20th century, Hall Road was undeveloped. It still has a rural feel to it, to which the trees along it make a significant contribution, and forms an attractive approach to the town and conservation area.' It recommends that further suburbanisation of the road should be avoided in order to preserve the existing approach to the town and the setting of Rochford Hall, which is a grade I Listed Building to the south east of the site ('Rochford Hall and ruins'). There are other Listed Buildings in proximity to the site, including a grade II* Listed Building ('Church of St. Andrew') and a grade II listed milestone ('Milestone on northern verge opposite house called Birches, Hall Road'), as well as other listed items. Development would intrinsically have a negative impact on the setting of the listed buildings as it extends further to the west along Hall Road than WR1 and WR3. The frontage of Hall Road, however, will need to be carefully considered having regard to the setting of Rochford Hall and St Andrew's Church. Compared to WR1 and WR3 in particular, this option would have a greater impact on the openness of the area and appearance of suburbanisation of Hall Road due to the extension of this site to the west and its connection with ribbon development.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this development, which would provide accessible green space in this area. Play space will also be provided.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	The site encompasses grade 1 and 2 agricultural land (SEA Baseline Information Profile). Although this option is adjoined to the main settlement of Rochford to the east, it does not have a good relationship with the existing settlement. This option would have a greater negative impact on the open, rural nature of the area, as opposed to WR1 and WR2 in particular as it would extend further to the west along Hall Road. This option would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe, but provide a poorly defensible Green Belt boundary and lead to the full urbanisation of the north of Hall Road through connecting the main settlement to the east with the existing ribbon development to the west. As such this option would lead to uncontained urban sprawl.
		Will it reduce the amount of derelict, degraded and underused land?	This option is on greenfield land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The site extends further to the west along the undeveloped area to the north of Hall Road as opposed to WR1, WR2 and WR3, and whilst adjoined to the existing residential development to the east, it would connect this development with the existing ribbon development towards the western end of Hall Road. The arrangement of this site would therefore increase the projection of development further to the west along Hall Road beyond that of the other options for this general location. The site does not bound Ironwell Lane and would impinge on the land between the development and Ironwell Lane to the north and consequently would be less able to provide a robust defensible Green Belt boundary to prevent further encroachment into the Green Belt than other options.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		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 and within the foul sewerage network to accommodate the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding. It should be noted that there is a small section of flood zone 2 to the north east of this option, but it avoids 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 within the development 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 smaller area than the other three options for this general location, which would result in higher density development and a more efficient use of land.
		Will soil quality be preserved?	This site is on grade 1 and 2 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Rochford also encompass varying proportions of grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WR4 West Rochford
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 eastern section of this site. Other local services, however, will be allocated within the development which may reduce the need to travel. Although the opportunity to improve public transport along Hall Road are constrained by the railway bridge, there are opportunities to improve walking and cycling, and there are existing public transport links in proximity to the site (which would be more accessible to the eastern section of the site). There is also an existing bus route along Rectory Road and Main Road to the west of the site. These factors may have both a positive and negative impact on air quality in terms of the number of car journeys and travelling time.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	The air quality at the entrance to the Market Square where East Street, West Street, South Street and North Street meet is monitored. This is a potentially significant junction in the town centre. Transport movements, due to the location of the site along Hall Road to the west of Rochford, are directed away from this junction.
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.