



Hockley Residents Association

Hockley It's our village - help keep it that way

Please see top of page overleaf for information and instructions. hockleyresidents.co.uk



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Hockley Area Action Plan: Schedule of modifications Representation Form

If you have access to the internet, please use our online consultation system at the following address <http://rochford.jdi-consult.net/ldf>. If you do not have access to the internet please use this form to submit comments regarding the Allocations Schedule of modifications, as issued by Rochford District Council. **Please use a separate form for each modification you wish to comment on.** Forms must be returned to Programme Officer, Rochford District Council, South Street, Rochford, Essex SS4 1BW by noon on Friday, 17 January 2014. Responses received under this consultation will be made available to view by the public.

Name and address:	Agents name and address (if applicable):
Telephone:	N/A
E-mail:	Telephone: N/A
	Fax: N/A
	E-mail: N/A

Which modification do you wish to comment on?	Do you wish to?
Modification: MM 7, 14 & 16	Object* <input checked="" type="checkbox"/>
	Support* <input type="checkbox"/>
	Comment* <input type="checkbox"/>
	(<i>please select one box as appropriate</i>)

Hockley Area Action Plan Rejected!

In October, a Government Planning Inspector supported Hockley Residents Association's concerns that Rochford District Council's Hockley Area Action Plan (HAAP) proposal for a maximum 3,000 square metre food supermarket (nearly the size of the Rayleigh Asda) were contrary to the council's own experts' findings. The Inspector ordered revisions to the HAAP and a yet another round of consultation. We know it's a pain but any further objections to the HAAP will go personally to the Government Planning Inspector, so it's very important that people have their say. Briefly, however, we believe that the HAAP will change the culture of Hockley by demolishing around 2/3 of the village centre and will not address any of the key concerns regarding existing highways problems. The HRA is grateful for your earlier support on this issue, so please support us this one last time. Please remove the top of this page, fill in your details, sign, date and send to RDC as per the instructions at the bottom of this page. If you would like to make your own comments you can do this online or by phoning RDC for information and a blank form. Thank you the HRA.



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Please use this section and an A4 continuation sheet if necessary to submit your comments.

State fully and clearly the reasons you are objecting or supporting this modification.

MM7) The revised wording dilutes the requirement for a Transport Assessment to "strategic planning applications". With the emphasis on smaller 'boutique' businesses, there is no longer any guarantee any such "strategic planning applications" will be made. There are therefore no effective proposals or evidence to deal with highways issues (Chapter 3, Policy 3) and the council has consistently misled residents and undertaken a U-turn on repeated commitments to undertake a Transport Assessment as part of the HAAP. Smaller developments may also mitigate against meaningful improvements. A clear commitment to a full transport assessment is required.

MM14) The Inspector's changes correctly and appropriately reflect the findings of the Retail & Leisure Study 2008 but the changes will impact on the project finances and there is absolutely no evidence that the revised overall proposals are financially viable. The original viability analysis, as presented in the submission copy of the HAAP contained a major error (omitting land assembly costs) and the plans for more offices are contrary to their own expert's advice (see Evidence Base letter from GL Hearn). The changes may well impact the financials and an updated viability analysis is required.

MM16) The proposals will materially change the character of Hockley by demolishing around 2/3 of the village centre. This change of character has not been consulted on (but responses to previous consultations show it is heavily opposed.) The scale of change is relatively huge but little benefit and none of the key issues resolved - a poor plan which will damage Hockley!

Signed:

Date:

Please Return Completed Forms to:

✉ Programme Officer, Rochford District Council, South Street, Rochford, Essex, SS4 1BW

☎ Fax the form to 01702 318181

✉ E-mail the form to programme.officer@rochford.gov.uk

Forms must be returned before noon on Friday, 17 January 2014.