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CHIEF EXECUTIVE'S OFFICE
CHIEF EXECUTIVE
Fiona Marshall

12 July 2017

Dear Councillor

You are summoned to attend the meeting of the;

PLANNING AND LICENSING COMMITTEE

on **THURSDAY 20 JULY 2017 at 7.30 pm.**

in the Council Chamber. Maldon District Council Offices, Princes Road, Maldon.

A copy of the agenda is attached.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'F. R. Marshall', enclosed within a large, hand-drawn oval.

Chief Executive

COMMITTEE MEMBERSHIP

CHAIRMAN

Councillor Mrs P A Channer, CC

VICE-CHAIRMAN

Councillor A K M St. Joseph

COUNCILLORS

H M Bass
B S Beale MBE
R G Boyce MBE
M F L Durham, CC
A S Fluker
M R Pearlman
S J Savage
Mrs M E Thompson

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AGENDA
PLANNING AND LICENSING COMMITTEE
THURSDAY 20 JULY 2017

1. Chairman's notices (please see overleaf)
2. Apologies for Absence
3. **Minutes of the last meeting** (Pages 5 - 12)

To confirm the Minutes of the meeting of the Committee held on 13 June 2017, (copy enclosed).

4. **Disclosure of Interest**

To disclose the existence and nature of any Disclosable Pecuniary Interests, other Pecuniary Interests or Non-Pecuniary Interests relating to items of business on the agenda having regard to paragraphs 6-8 inclusive of the Code of Conduct for Members.

(Members are reminded that they are also required to disclose any such interests as soon as they become aware should the need arise throughout the meeting).

5. **Public Participation**

To receive the views of members of the public on items of business to be considered by the Committee (please see below):

1. A period of ten minutes will be set aside.
2. An individual may speak for no more than two minutes and will not be allowed to distribute or display papers, plans, photographs or other materials.
3. Anyone wishing to speak must notify the Committee Clerk between 7.00pm and 7.20pm prior to the start of the meeting.

6. **Economic Development Update** (Pages 13 - 20)

To receive and note the report of the Chief Executive, (copy enclosed).

7. **Maldon and Heybridge Central Area Masterplan** (Pages 21 - 132)

To consider the report of the Chief Executive, (copy enclosed).

8. **Colchester Borough Council Publication Draft Local Plan Consultation** (Pages 133 - 146)

To consider the report of the Chief Executive, (copy enclosed).

9. **Braintree District Council Publication Draft Local Plan Consultation** (Pages 147 - 158)

To consider the report of the Chief Executive, (copy enclosed).

10. **Hatfield Peverel Neighbourhood Development Plan Regulation 16 Consultation** (Pages 159 - 166)

To consider the report of the Chief Executive, (copy enclosed).

11. **Maldon District Local Development Plan 2014 to 2029** (Pages 167 - 172)

To receive and note the report of the Chief Executive, (copy enclosed).

12. **Any other items of business that the Chairman of the Committee decides are urgent**

NOTICES

Sound Recording of Meeting

Please note that the Council will be recording any part of this meeting held in open session for subsequent publication on the Council's website. At the start of the meeting an announcement will be made about the sound recording. Members of the public attending the meeting with a view to speaking are deemed to be giving permission to be included in the recording.

Fire

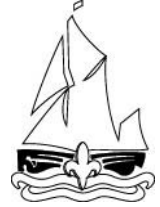
In event of a fire, a siren will sound. Please use the fire exits marked with the green running man. The fire assembly point is outside the main entrance to the Council Offices. Please gather there and await further instruction.

Health and Safety

Please be advised of the different levels of flooring within the Council Chamber. There are steps behind the main horseshoe as well as to the side of the room.

Closed-Circuit Television (CCTV)

This meeting is being monitored and recorded by CCTV.



**MINUTES of
PLANNING AND LICENSING COMMITTEE
13 JUNE 2017**

PRESENT

Chairman	Councillor Mrs P A Channer, CC
Vice-Chairman	Councillor A K M St. Joseph
Councillors	R G Boyce MBE, M F L Durham, CC, A S Fluker, S J Savage and Mrs M E Thompson
Substitute Members	Councillors M S Heard, M W Helm and Miss S White

127. CHAIRMAN'S NOTICES

The Chairman drew attention to the list of notices published on the back of the agenda.

128. APOLOGIES FOR ABSENCE AND SUBSTITUTION NOTICE

Apologies for absence were received from Councillors B S Beale MBE, H M Bass, and M R Pearlman. In accordance with notice duly given Councillors M S Heard, Miss S White and M W Helm were substituting for Councillors Beale, Bass and Pearlman respectively.

129. MINUTES OF THE LAST MEETING

RESOLVED that the Minutes of the meeting of the Committee held on 25 April 2017 be approved and confirmed.

130. DISCLOSURE OF INTEREST

Councillors M F L Durham, CC and Mrs P A Channer, CC declared an interest to all items on the agenda as Essex County Councillors.

131. PUBLIC PARTICIPATION

No requests had been received.

132. APPOINTMENTS OF REPRESENTATIVES ON LIAISON COMMITTEES / PANELS

The Committee considered the report of the Chief Executive seeking Members' consideration of appointments to the Committees / Panels as set out in the report for the ensuing municipal year.

RESOLVED that Members are appointed as representatives to the bodies as detailed below, for the ensuing municipal year.

Body	Representative(s) for 2017 / 18
Blackwater River Member Task and Finish Working Group	Councillors H M Bass, B S Beale MBE, R G Boyce MBE, S J Savage, A K M St. Joseph and Mrs M E Thompson
Bradwell Power Station Working Party (politically balanced)	<p><u>Conservative Group:</u> Councillors H M Bass, R G Boyce MBE, A S Fluker and S J Savage</p> <p><u>Independent Group:</u> Councillor B S Beale MBE</p> <p>Chairman and Vice-Chairman of the Planning and Licensing Committee and Ward Member for Bradwell-on-Sea</p>
Building Control Member Task and Finish Working Group	<p>Chairman and Vice-Chairman of the Planning and Licensing Committee</p> <p>Councillors B S Beale MBE, A S Fluker and Mrs M E Thompson</p>
Economic Prosperity and Tourism Working Group (Minute1008 – 16/04/14)	<p>Councillors B S Beale MBE and Mrs P A Channer CC</p> <p><i>(plus representatives from the Finance & Corporate Services and Community Services Committees)</i></p>
Gypsy and Travellers Member Task and Finish Working Group * (linked to the LDP)	The Chairman and Vice-Chairman of the Planning and Licensing Committee, Leader and/or Deputy Leader, and, the relevant Ward Member(s) pertinent to individual sites under discussion on a geographical (ward) or topic / issue (e.g. representative on outside body) basis.
Heybridge and Maldon Central Area Masterplan Member Task and Finish Working Group *	The Chairman and Vice-Chairman of the Planning and Licensing Committee, Leader and/or Deputy Leader, and, the relevant Ward Member(s) pertinent to individual sites under discussion on a geographical (ward) or topic / issue (e.g. representative on outside body) basis.

Body	Representative(s) for 2017 / 18
Maldon and Blackwater Estuary Coastal Community Team (Management Team)	Chairman and Vice-Chairman of the Community Services and Planning & Licensing Committees <i>Substitutes: Councillors R G Boyce MBE and S J Savage</i>
Member representative for Heritage and Design	Chairman of the Planning and Licensing Committee (or their substitute)
Place Board (Minute 704 – 17/12/15)	Chairman of the Planning and Licensing Committee
River Crouch Coastal Community Team (Management Team)	Chairman and Vice-Chairman of the Community Services and Planning & Licensing Committees <i>Substitutes: Councillors R G Boyce MBE and S J Savage</i>
Rural Employment Member Task and Finish Working Group * (linked to the LDP)	The Chairman and Vice-Chairman of the Planning and Licensing Committee, Leader and/or Deputy Leader, and, the relevant Ward Member(s) pertinent to individual sites under discussion on a geographical (ward) or topic / issue (e.g. representative on outside body) basis.
Rural Housing Member Task and Finish Working Group * (linked to the LDP)	The Chairman and Vice-Chairman of the Planning and Licensing Committee, Leader and/or Deputy Leader, and, the relevant Ward Member(s) pertinent to individual sites under discussion on a geographical (ward) or topic / issue (e.g. representative on outside body) basis.
Strengthening Community Member Task and Finish Working Group (Minute 710 -17/12/15)	Councillors H M Bass and Mrs M E Thompson <i>(plus representatives from the Finance & Corporate Services and Community Services Committees)</i>

* Appointed by the Council on 8 September 2016 reporting to the Planning and Licensing Committee.

133. ECONOMIC DEVELOPMENT UPDATE

The Committee considered the report of the Chief Executive, providing an update on key issues relating to Economic Development. An update on the activities of various Economic Development workstreams were set out in Appendix 1 to the report.

RESOLVED that the contents of the report be noted.

134. LEVEL ONE BUSINESS PLAN 2017/18 - PLANNING AND REGULATORY SERVICES DIRECTORATE

The Committee considered the report of the Chief Executive seeking Members' approval of the Level One Business Plan 2017 / 18 for the Directorate of Planning and Regulatory Services (attached as Appendix 1 to the report).

The report reminded Members of the existing Corporate Plan for the period 2015 – 2019 which set the vision and corporate goals that the Council agreed to focus on over the four year period along with a suite of high level outcomes associated with each goal. The Level 1 Business Plan provided the priorities and targets within the Planning and Regulatory Services Directorates for the next 12 months.

RESOLVED that the part of the Business Plan for the Planning and Regulatory Services Directorate for 2017 / 18 be agreed.

135. DESIGNATED LIST OF WHEELCHAIR ACCESSIBLE VEHICLES

The Committee considered the report of the Chief Executive seeking Members' consideration of publishing a designated list of wheelchair accessible taxis and private hire vehicles and commercial vehicles available to hire.

It was reported that Section 165 – 167 of the Equality Act 2010 came into force in April 2017 and provided the Council (as a licensing authority) with the power to make a list of wheelchair accessible vehicles (designated vehicles). Once published duties would be placed on drivers of such vehicles to ensure that passengers got appropriate assistance, allowing the passenger to travel in safety, reasonable comfort and giving them confidence to use this mode of public transport.

RECOMMENDED

- (i) that the Council produces a list of designated wheelchair accessible vehicles;
- (ii) that subject to (i) above the Council produces procedures in relation the production of the list of designated wheelchair accessible vehicles, including the exemption of drivers from their duties based on medical grounds.

136. LAND AT WYCKE HILL, MALDON

The Committee considered the report of the Chief Executive reporting on the Council's successful application under Section 288 of the Town and Country Planning Act to challenge the decision made at appeal to amend the affordable housing provision as set out in a Section 106 Agreement.

Members were advised that the site to which the challenge applied was one of the key strategic sites identified for housing growth and shown in the proposed Local Development Plan (LDP) as site 2C, on land south of the Morrison's roundabout on

Wycke Hill, Maldon which was to be developed by Linden Homes. The report provided detailed background history regarding the site and the challenge made.

RESOLVED that the contents of the report and the importance of the outcome of affordable housing provision at strategic sites throughout Maldon, be noted.

137. WOODHAM WALTER VILLAGE DESIGN STATEMENT

The Committee considered the report of the Chief Executive seeking Members' endorsement of the final Village Design Statement (VDS) for Woodham Walter, to be used as a material consideration on planning decisions.

The Woodham Walter VDS Was attached at Appendix 1 to the report and it was noted that modifications had been agreed and applied to the document. The report set out the objectives of the VDS.

Members were advised that the VDS was in general compliance with the District's Replacement Local Plan and the emerging Local Development Plan policies.

Members commended the Parish Council on the document produced and the Chairman advised that she would write to the Parish Council on behalf of the Committee regarding this.

RESOLVED that the Woodham Walter Village Design Statement be endorsed as a material consideration on planning decisions.

138. CONFIRMATION OF WOODHAM WALTER CONSERVATION AREA ARTICLE 4(1) DIRECTION

The Committee considered the report of the Chief Executive seeking Members' approval for confirmation of the Woodham Walter Conservation Area Article 4(1) Direction.

Members were reminded that on 2 March 2017 this Committee had authorised the designation of the Woodham Walter Conservation Area and making of an Article 4(1) Direction relating to selected historic houses within the area. It was noted that a period of consultation had taken place with representation received from Woodham Walter Parish Council in support of the Direction.

RESOLVED that the Article 4(1) Direction in respect of the Woodham Walter Conservation Area be confirmed without modification.

139. UPDATE ON APPEAL DECISIONS (JANUARY - MARCH 2017)

The Committee received the report of the Chief Executive informing Members of planning appeal performance on appeal decisions from January to March 2017.

The report provided detailed appeal information including overall performance and performance measured against the Department of Communities and Local Government performance figure for major applications.

RESOLVED that the contents of the report be noted.

140. 2016 / 17 REVIEW OF PERFORMANCE

The Committee considered the report of the Chief Executive giving details of performance against targets set for 2016 / 17 and to ensure that progress was being achieved towards the corporate goals and objectives detailed in the Corporate Plan 2015 / 19 adopted by the Council.

The Key corporate activities assessed as being “behind schedule” or “at risk of not being achieved” along with indicators which had not achieved their end of year target were set out in Appendix 1 to the report.

A lengthy debate took place during which Members raised a number of points and information was provided by Officers in relation to the following:

- 1.4 of the report referred to the Overview and Scrutiny Committee meeting on 7 June – this meeting had been cancelled due to the Parliamentary Election and a special meeting was now scheduled to take place on 21 June
- Time taken to validate planning applications – the percentage being acknowledged within the targets set has fallen and the Officer would look into this.
- Work with partners to seek funding/bring forward flood relief projects for identified surface flooding risk areas in the District – the Officer would circulate this to Members of the Committee.
- Enforcement Cases – there was no performance review for this as the number of complaints was increasing as was the number of cases closing. The officer would look at the format of how the number of cases opened and closed for each quarter could be monitored. The number of cases opened was outside of the control of MDC, but ways of reviewing enforcement would be looked at by Officers.

The Committee recommended that Officers would meet with the Chairman of each Area Planning Committee to discuss holding separate daytime enforcement meetings for each Area Planning Committee.

RESOLVED that performance against the targets set for 2016 / 17 be noted.

141. CODE OF GOOD PRACTICE AND GUIDANCE ON THE CONDUCT OF PLANNING MATTERS

The Committee considered the report of the Chief Executive seeking Members’ endorsement of a Code of Good Practice / Guidance document (attached at Appendix 1 to the report) for recommendation to the Council for adoption as part of its Constitution.

Members were advised that the proposed document would provide a framework for drawing together all relevant guidance advice and adopted protocols relative to the Planning function. The report set out some further provisions for Members' consideration.

Members debated this item in some detail and raised the following issues:

- It was suggested that the fifth bullet point under section 3.4 of the report be included as an additional recommendation;
- That member training for planning be mandatory for Councillors. The potential legal repercussions were onerous to the Council;
- There were difficulties in declaring interests as this area could be complicated.

The Planning Consultant advised Members that training should be in a format that suited them and asked whether it should also be offered to Parish/Town Councils.

Members welcomed the report and were fully supportive of mandatory training for Councillors. However, a question was asked that if a Member would lose their seat on an area planning committee if they did not attend training? In response, the Planning Consultant stated that there would need to be a realistic target date and that refreshers would be required after a number of years.

Members also agreed that it was not appropriate for Member Briefings to take place as part of area planning committee meetings.

RESOLVED

- (i) that the Chairman, Vice-Chairman, Leader and Deputy Leader in consultation with the Planning Consultant meet to agree the final version of the Code of Good Practice / Guidance document; and
- (ii) that the Code of Good Practice / Guidance document would then be brought back to the Planning and Licensing Committee to be approved and recommended to be endorsed and adopted as an annexe to the Council's Constitution.

142. COUNCIL CONSTITUTION - PLANNING APPLICATIONS FOR DEVELOPMENT OF STRATEGIC INTEREST

The Committee considered the report of the Chief Executive seeking Members' consideration of a revision to the Area Planning Committee Terms of Reference.

The report set out two proposed revisions to the Provisos to the Terms of Reference of the Area Planning Committees including arrangements for convening extraordinary meeting of the Council and variations to planning obligations.

RECOMMENDED

- (i) that Council agrees that the following wording be inserted at the end of Proviso 5 within the Terms of Reference of the Area Planning Committees:

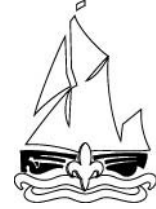
For the purposes of this proviso 5 “applications for development of strategic interest” shall include all applications establishing or varying the principle of development but shall not include variations to conditions or the approval of reserved matters unless in accordance with a decision of the Council or at the discretion of the Director of Planning and Regulatory Services. In all other respects, the existing provisions of the Scheme of Delegation will apply.

- (ii) that Council agrees that the following additional provision is included in the Scheme of Delegation to Officers:

In consultation with a legal advisor, the determination of requests for the variation of a Section 106 Planning Obligation provided that the approved principle of development is unaffected and that the variation does not affect the securing of the payment of monies to the Council.

There being no further items of business the Chairman closed the meeting at 9.04 pm.

MRS P A CHANNER, CC
CHAIRMAN



REPORT of CHIEF EXECUTIVE

**to
PLANNING AND LICENSING COMMITTEE
20 JULY 2017**

ECONOMIC DEVELOPMENT UPDATE

1. PURPOSE OF THE REPORT

- 1.1 Economic Development works towards strengthening and encouraging development of the local economy. It was agreed that a regular report would be submitted to this Committee to update Members on key issues and provide an opportunity for feedback and input.

2. RECOMMENDATION

That Members note the contents of the report;

3. SUMMARY OF KEY ISSUES

- 3.1 **APPENDIX 1** to the report provides an update on activity on various economic development workstreams as follows:

- Coastal Community Teams (CCT);
- Bradwell Legacy Partnership (BLP);
- Business Support;
- Business Engagement;
- Skills;
- Sense of Place.

4. IMPACT ON CORPORATE GOALS

- 4.1 The work of the Economic Development Team in partnership with key stakeholders will help to create opportunities for economic growth and prosperity.

5. IMPLICATIONS

- (i) **Impact on Customers** – Engagement with businesses and organisations across the district as well as supporting the District at sub-region level.

- (ii) **Impact on Equalities** – None identified.
- (iii) **Impact on Risk** – Work of the Economic Development Team helps to mitigate against Corporate Risk 12 – Failure of the Council to influence regional partners to support and encourage economic prosperity and inward investment to the Maldon District and Corporate Risk 13 - Failure to have a co-ordinated approach to supporting new and existing businesses
- (iv) **Impact on Resources (financial)** – The Team are being proactive in seeking funding to create opportunities for economic prosperity in our District.
- (v) **Impact on Resources (human)** – None identified.
- (vi) **Impact on the Environment** – None identified.

Background Papers: None.

Enquiries to: Heidi Turnbull, Economic Development Officer, (Tel: 01621 876215).

1. COASTAL COMMUNITY TEAMS

1.1 Maldon and Blackwater Estuary CCT

1.1.a Joint Meeting

A joint meeting of the Maldon & Blackwater Estuary and Crouch CCTs was held on the 29th June 2017, hosted by the Blackwater CCT, to review progress with the delivery of key projects and to update the Project Ideas list. The meeting also welcomed members from the Bradwell Legacy Partnership, which has a similar interest in the economic well-being of the District. Work is now underway to update the Team's Economic Plan. The revised Plan will be presented to this Committee later during the year.

A verbal update on actions arising from the joint meeting will be given by the Economic Development Officer at this meeting.

The Maldon & Blackwater CCT are also currently seeking to appoint representatives from the voluntary, heritage and business sectors to support the work of their Management Team.

1.2 River Crouch CCT

1.2a Management Team Meeting

The Crouch CCT Management Team met on the 20th June 2017 to progress a number of key projects, including the Crouch Valley video, and to finalise arrangements for a Team site visit to Wallasea Island which will be hosted by the RSPB. The Team also received updates on the development of coastal footpaths/walks in the Rochford district, and distribution of the reprinted 'Explore the beauty of the Crouch' guide.

1.2b Lower Crouch Crossing

The Crouch CCT Working Group is continuing to develop a detailed grant funding bid for a new, all-weather and wheelchair friendly Lower Crouch River Crossing. The Working Group has met with representatives from Maldon and Rochford District Councils and private sector partners, where a number of actions were agreed which would clarify the role and responsibilities of each partner, and identify overall project costs. The Working Group is aiming to assemble all necessary information and planning consents, where applicable, in time for the next call for bids to the Coastal Community Fund, which is now anticipated by government as 'late 2017'.

2. BRADWELL LEGACY PARTNERSHIP

2.1 Partnership Meeting

The Partnership met on the 19th July 2017 at St Lawrence. The meeting reviewed progress on bids being submitted to the Magnox Socio-Economic fund in respect of continuation of the Dengie Enterprise Support (DES) service, and the Maldon District Enterprise Centre project. A verbal update on any actions arising from that meeting will be provided by the Economic Development Officer at this meeting.

2.2 Bradwell to Mersea Foot Ferry

Members will no doubt recall that this project is one of a number of projects proposed by the Bradwell Legacy Partnership and endorsed by the Planning and Licensing Committee. Officers have now met with the owners of Bradwell Marina, who have indicated a keen interest in developing a ferry service to Mersea Island, and given a presentation to the West Mersea Town Council Waterside Committee during March 2017 on the project proposal. At that meeting, the Waterside Committee expressed concerns over potential congestion on their pontoon hammerhead, and as to whether the service could develop into a commuter route and extend beyond a six-week school holiday period when most of the use was anticipated.

Officers have since spoken with the Chairman of the Waterside Committee who has given his in principle support to enquires being undertaken by Bradwell Marina on the potential to modify the West Mersea pontoon to accommodate the ferry, and to perhaps dredging some of the adjacent moorings, subject to Marine Management Organisation approval, to improve accessibility at lower water. Any proposals would need to be taken to the Waterside Committee for their further consideration.

At the moment, Officers are facilitating communications between Bradwell Marina and the Chairman of the West Mersea Waterside Committee. At the time of writing, no costings have been established for the project.

3. BUSINESS SUPPORT

3.1 BEST Growth Hub – Economic Development continues to work closely with the SELEP BEST Growth Hub with whom the Council now has an engagement plan (as attached). There is an assigned member of staff for our Local Authority, Elaine Gale, with whom the Economic Development Officer meets once a month to plan ways to work together for the benefit of SMEs. At the most recent meeting last week it was also agreed that BEST Growth Hub would be happy to provide an infill service with regards to 1:1 support on a bi-weekly basis in Burnham-on-Crouch and/or Maldon whilst a decision is awaited as to whether Magnox are happy to fund the resumption of the Dengie Enterprise Support for a further 2 years. A decision is currently awaited from Burnham Town Council's next Council Meeting on 20th June, regarding a request to hold the Burnham-on-Crouch 1:1 sessions utilising the Burnham Town Council Chamber as a venue free of charge, as neither the Council or BEST Growth Hub have a budget for room hire. The Maldon one-to-ones would be held in the reception of Maldon District Council. Officers hope that Burnham-on-Crouch Town Council will be supportive of this proposal. BEST Growth Hub also provides regular schedules of free training workshops to businesses, some of which are delivered in the Maldon District which are publicised to businesses.

3.2 Dengie Enterprise Support

DES has been mothballed since the end of May due to lack of funds and the end of the previous contract and has entered a Care and Maintenance period since 1 June 2017. Economic Development is currently paying for the retention of the DES website, dealing with any new enquiries and has also paid for the current DES phone line to be diverted to the Economic Development's phone line. We have continued to receive enquiries from new business starting up in the Maldon District via this

portal which we have been able to assist. Colbea have agreed to continue to look after any existing clients if they can travel to their Colchester base for the time being at no cost to MDC.

4. BUSINESS ENGAGEMENT

4.1 Causeway Business Forum – Economic Development is currently organising a follow on event from the recent Leader's Supper to instigate and implement the formation of a Causeway Business Forum with the hope that this will also lead to the creation of a Business Improvement District. The Event is proposed to take place in September from 3.30-5pm, most likely at Plantation Hall. However an exact agenda, date and venue are to be confirmed shortly and a 'Save the Date' email to be issued to all businesses/landowners in this area.

4.2 Burnham-on-Crouch Chamber of Commerce - The Economic Development Team continues to be an Executive member of the Burnham-on-Crouch Chamber of Commerce and was heavily involved in the organisation, promotion and delivery of the follow-on event from the re-launch Celebrating Burnham Business Event which took place on 20th June between 7 and 9.30 pm at the Royal Corinthian Yacht Club. It was a huge success again, over 30 businesses/organisations attended and 8 new members were recruited on the night. Jack Ellum from Maldon District Council presented on the benefits of businesses adopting the Sense of Place branding as well as examples of how it could be used including its use in some of the investment projects in Burnham-on Crouch, with a follow-on speech from Charlie Fillingham, Chairman of the Sense of Place Board, and Adele Bovingdon, a Bradwell based business woman in social media and co-founder of the Local Business Clinic who spoke about the power of Facebook to promote and grow your business and how she has incorporated Sense of Place branding into her business.

4.3 Crouch Valley Winegrowers - On 21 May 2017 the Economic Development Team and the Chief Executive had a meeting with the 5 local vineyards actively involved in the setting up of a wine region in the District. As a result of the meeting they will now be progressing the trademarking of their proposed CM3 region as Crouch Valley Winegrowers, and ED will be looking further at the skills remit on their behalf with Writtle College (already started), will arrange for them to get SOP assets adopted into their websites as a minimum, and support them with any other initiatives that can enable the expansion of their businesses. I've raised their awareness of funding currently available, the Food and Drink Festival proposed for later in the year in which I would encourage them to engage, arranged for their vineyards to be included in the Grape and Grain Trail and encouraged them to become members of the Burnham-on-Crouch Chamber of Commerce, the re-launch of they all recently attended.

4.4 Networking - ED also used to attend, support and promote the Maldon Small Business Lunch networking group run by a local SME owner Liz Jones that run bi-weekly. However, Liz has decided to concentrate on her new business as opposed to the networking group moving forward so this has recently ceased. However, one of its former members, another local SME owner, Janet Gilbert, has started a new business networking group at the Swan to run bi-weekly from this month. Economic Development is attending these meetings.

4.5 Small Business Saturday - 2nd December 2017 – Following a request made last year, the Economic Development Team has been successful in securing a place on its bus tour to the Maldon District. In conjunction with local business associations and groups and BEST Growth Hub the

Economic Development team will be looking to identify initiatives/incentives that businesses can deliver in partnership with this event to help promote Maldon District's business.

4.6 Maldon Vintage Christmas Fayre - Economic Development continues to sit on the working group for the Maldon Town Council organised Christmas Vintage Fayre which takes place on 30 November this year between 6 and 9pm to provide ongoing support and resource to an event which helps to raise the profile to external visitors of the Maldon District and its business, and particularly its retail trade.

4.7 Innovation 50 - Economic Development attended the Innovation 50 Event on 25 May 2017 at Anglia Ruskin University to celebrate those who had been identified as 50 of the county's brightest and most innovative small and medium sized enterprises (SMEs) demonstrating fast growth or growth potential through a joint 3 year Anglia Ruskin University and Essex County Council project. This project also identified common characteristics and strategies that can lead to growth potential for other Essex SMEs. We are pleased to report that 4 of the 50 from across Essex were from the Maldon District including Poulten Selfe & Lee, Blackman & White, SKN-RG Performance Skincare, and Brynleigh Technology.

4.8 Superfast Broadband – Economic Development attended the BT and Superfast Broadband Essex Phase 3 Celebration on the 33rd floor of the BT Tower. It was good to hear that this project is ahead of schedule by 3 months, resulting in a gainshare that has led to further investment, and Maldon and Rochford District will be the main priority in the next phase and in particular the industrial parks.

5. SKILLS

5.1 Care - Economic Development is continuing to look at what interventions Maldon District Council could provide in terms of skills and recruitment support for the Care sector in the Maldon District.

Following Economic Development's attendance at the recent Colchester Borough Council's care workshop at Colchester Institute to better understand the economic growth opportunities within the sector Economic Development is now working collaboratively with Tendring and Colchester Local Authorities, businesses in the Care Sector including the Maldon District and other partners in Social Care including the 2 Essex Universities, other health practitioners, private and public training providers, to formulate some actions that could have a positive economic growth impact on Maldon District's Care sector and is to be part of a working sub-group to this effect.

5.2 Employment and Skills - Economic Development recently met with various officers within the Essex County Council Employability and Skills Unit to establish those skills initiatives being currently offered that could assist Maldon District Business and schools. This could potentially lead to a Construction Jobs Fair being held at Maldon District Council, a STEM event at one of the local secondary schools and continuing to work with CEC to identify some industry champions in conjunction with the Enterprise Advisor Network.

5.3 ICON Workshop - Development will also be attending a workshop being held by the Haven Gateway in Ipswich on 27 June regarding a new Innovation in Construction Project which will focus on enabling local SMES in the local construction industry to adopt new techniques, business processes and technologies so that they are able to build, or be part of consortia to develop housing and infrastructure more efficiently and to high quality standards. It will also develop a construction

innovation network to help bring the sector together with local authorities, housing associations, logistics, technology companies, Universities, FE colleges and other sectors involved in the development of new homes and infrastructure in the longer term.

5.4 Building Better Opportunities - Abberton Rural Training has been successful in winning a bid Building Better Opportunities in which Maldon District Council is a working partner.

This project aims to provide intensive and ongoing practical employment support for older people (aged 45 and over) to move into sustainable volunteering, training or employment. The Economic Development team identified a suitable venue for the delivery of the weekly Tuesday all day session that will take place for those in the Maldon District and neighbouring areas at Stow Maries. This will be in environmental conservation care and those attending will have the opportunity to gain a UKRS Level 1 qualification. The Economic Development Team will also be hosting the launch event for the Maldon Area, planned for 3 August 2017 between 3.30 and 5pm. Once all arrangements have been confirmed including the venue Members will receive an official invite.

5.5 Maritime Skills and Heritage Marine Foundation (HMF) - Members of this Committee who support the ongoing work of the Maldon & Blackwater Estuary Coastal Community Team will be aware of the work being undertaken by the Heritage Marine Foundation, which is based in Downs Road Boatyard, Maldon, to develop a nationally recognised qualification and apprenticeship structure for the Maintenance, Operation and Conservation of Traditional Vessels.

Maldon District Council was represented by the Economic Development Officer at a meeting held at Chatham Historic Dockyard on the 20th June 2017 where over 60 representatives from local and national maritime industries discussed the skills challenges being experienced by operators of traditional vessels, and the need to develop a meaningful apprenticeship and qualification which would include shore side work as well as time at sea.

Following some lengthy debate on the concept and merits of a new qualification, it was agreed that every attempt should be made by the sector to tailor a course to meet the specific needs of operators and to seek government funding to create the necessary standards.

Trustees of the HMF, based in Maldon, will now be seeking to establish a working group made up of representatives from across the UK to create the scheme.

Members are requested to acknowledge the important work being undertaken by the HMF, which will help secure the future of the District's maritime heritage, and to confirm the Council's support, subject to the scope of work to be undertaken, and the location and frequency of any meetings, for the aims of the project.

5.6 Skills Strategy - The Economic Development Team will be analysing data and feedback from businesses in the Maldon District over the next few weeks in order to identify the exact nature of our skills deficit and to develop and implement a Skills Strategy.

6. SENSE OF PLACE

6.1 The Economic Development team publicised the Sense of Place branding and its adoption by businesses, including benefits and how to use it, with examples, at the Burnham-on-Crouch Chamber

of Commerce event was a major part of the business awareness theme which took place on the evening of 20 June 2017.

6.2 The Communications team have now created the Sense of Place assets for business which can be currently accessed via the Communications Team. By the end of July these will be directly available to businesses via the Sense of Place dedicated satellite website linked to the MDC website www.weare Maldon District.co.uk .

6.3 Work is still in progress regarding the installation of hoardings on the Aquila site at Fullbridge roundabout marketing the Maldon District and Sense of Place.

6.4 Since the last Planning & Licensing Committee there have been 2 meetings with Charlie Fillingham, Chairman of the Sense of Place Board, one with the Economic Development department and the Chief Executive , followed by a further meeting with the new Leader and Deputy Leader of Maldon District Council, the Chairman of the Planning and Licensing Committee, the Chief Executive of Maldon District Council and the Economic Development department to discuss the role of the Place Board in the promotion and adoption of the Sense of Place branding by businesses and how the Council can support the Board in this role.



REPORT of CHIEF EXECUTIVE

**to
PLANNING AND LICENSING COMMITTEE
20 JULY 2017**

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN - REPORT ON PUBLIC CONSULTATION AND PROPOSED AMENDMENTS FOLLOWING PUBLIC CONSULTATION

1. PURPOSE OF THE REPORT

- 1.1 To present the analysis and findings of the comments received through the public consultation via a power point presentation.
- 1.2 To outline the proposed amendments to the draft Masterplan following public consultation.
- 1.3 To enable preparation of a final document for endorsement by the Committee and subsequent adoption as a Supplementary Planning Document.

2. RECOMMENDATIONS

- (i) To seek the Committee's approval of the proposed amendments to the draft Masterplan following the public consultation;
- (ii) To seek the Committee's approval to prepare a final document for 14 September 2017 Planning and Licensing Committee with a recommendation for approval by the Council.

3. SUMMARY OF KEY ISSUES

- 3.1 The Committee approved the draft Maldon and Heybridge Central Area Masterplan (**APPENDIX 1**) for public consultation as set out in a report to Committee on 19 January 2017 (Minute No. 889 refers). The draft Masterplan sets out the spatial framework for development and regeneration of the Central Area aligning with Policy S5, Local Development Plan (LDP) and supporting the LDP as a whole. The draft Masterplan articulates the economic, social and environmental priorities for the Maldon and Heybridge Central Area underpinned by a robust evidence base detailed on pages 7 - 10 of the document that has included significant stakeholder engagement.
- 3.2 The public consultation commenced on Monday 22 March and ended on Friday 28 April 2017. The public consultation was based on the overarching Masterplan Framework on page 16; the Movement and Connectivity Framework on page 18; the Green Infrastructure Framework on page 22 and the Development Framework on

page 24 of the draft Masterplan document. The 18 Masterplan Projects focus on the retail, commercial, industrial, community and tourism activities detailed on pages 26 - 75 including the timetable for project delivery and a priority rating for each project detailed in the Action Plan on pages 76 - 79 of the draft Masterplan document.

- 3.3 The public consultation documents included the draft Masterplan (**APPENDIX 1**) and the questionnaire and project summary leaflet (**APPENDIX 2**). The consultation material was available online with its own dedicated URL and hard copies at a static exhibition permanently on display in the Council offices for the duration of the public consultation with the opportunity for the public to speak to relevant officers. Two public events were held at Maldon Town Hall and Plantation Hall, Heybridge with the opportunity to talk to officers and consultants. 120 members of the public attended the events; 90 at the Maldon Town Hall event on 5 April and 30 at the Plantation Hall, Heybridge event on 12 April.
- 3.4 The consultation material (**APPENDIX 2**) was prepared with our consultants to enable the most useful and effective feedback on the draft Masterplan in its analysis and presentation to the Committee. 59 responses were received to the public consultation. Whilst 59 responses were received, some respondents did not completely fill in the questionnaire and others submitted comments by letter (including those received prior to 19 January 2017 meeting of the Planning and Licensing Committee) or e-mail or via arranged meetings during the consultation period. All comments have been recorded and analysed and are set out in (**APPENDIX 3**). **APPENDIX 3** will be projected at this point and explained for each question in the public consultation questionnaire. Conclusions to each question in the questionnaire will be given based on the public consultation analysis. Recommendations for amendments to the draft Masterplan based on the public consultation are at the end of this report.
- 3.5 Question 01 relates to the 18 Masterplan Projects and their priority rating in the Action Plan and asks: *In your opinion, which projects are the most important? Please complete the table below, giving a priority rating for each project, where 1 is very important and 5 is not very important.* The public consultation placed Project 2 'Lower High Street', Project 4 'Hythe Quay Improvement Initiative', Project 7 'Iconic Bridge' and Project 15 'Destination Hub' contrary to the priority rating in the draft Masterplan.

Conclusion: Consider amendments to the priority levels for Projects 2, 4, 7, and 15 in the draft Masterplan.

- 3.6 Question 02 relates to the 18 Masterplan Projects and asks: *How effective do you think these projects will be? Please tick one box stating whether you agree with the following statements and leave comments in the space provided.*
- 3.7 Referring to page 3 of **APPENDIX 3** Question 2a asks: *The projects will help to improve connectivity and movement around the central area of Maldon and Heybridge.*
 - Of the 55 respondents 7% Strongly Agree, 33% Agree, 37% Neutral, 16% Disagree and 7% Strongly Disagree with the statement.
 - The questionnaire asks: *Why is this?* No respondent filled this in.

- The questionnaire asks: *Is there anything else you consider we can do to make connectivity and movement easier around the central area of Maldon and Heybridge?* 9 respondents said: signage and information Boards; 7 respondents said: Park and Ride; 7 respondents said: Improve parking facilities in town; 4 respondents said: better connectivity from High Street to Prom; 4 respondents said: new coastal / rural / heritage cycle path; 4 respondents said: new bridge connection; 3 respondents said: more car parks and 2 respondents said: better tourist office.
- **Conclusion:** 40% Agree, 37% Neutral, 23% Disagree that: *The projects will help to improve connectivity and movement around the central area of Maldon and Heybridge.*
- Having regard to the respondent's further comments to: *Is there anything else you consider we can do to make connectivity and movement easier around the central area of Maldon and Heybridge?*
- **The public consultation respondents confirm the projects will deliver improved connectivity and movement around the central Area of Maldon and Heybridge.**

3.8 Referring to page 4 of **APPENDIX 3** Question 2b asks: *The plans will enhance your experience and enjoyment of the waterfront environment.*

- Of the 58 respondents 43% Strongly Disagree; 26% Disagree; 3% Neutral; 16% Strongly Agree; 12% Agree with the statement.
- The questionnaire asks: *Why is this?* Key words and sentences from the respondents were stated as: A market would be detrimental to access and restrict views of the waterside and barges; working quay will be destroyed; quay loved by locals and visitors; historic and iconic waterfront.
- The questionnaire asks: *Is there anything else you consider we can do to enhance your experience and enjoyment of the waterfront environment?* 24 respondents said: negative perception of market on Quay; 12 respondents said: content with existing situation; 7 respondents said: improve eating/toilet facilities in Prom Park; 6 respondents said: overnight visitor facilities; 6 respondents said: enhance mooring facilities; 5 respondents said: positive perception of market on quay; 5 respondents said: improve signage to help follow route; 3 respondents said: enhance parking facilities.
- **Conclusion:** 69% Disagree, 3% Neutral, 28% Agree that: *The plans will enhance your experience and enjoyment of the waterfront environment.* 69% of respondents disagree with the statement and respondent's comments relate predominantly to Project 4 Hythe Quay Improvement Initiative and the location of kiosks on Hythe Quay; the kiosks impacting on existing views and the working quayside. Comments regarding: improving eating/toilet facilities in Prom Park, overnight visitor facilities enhancing mooring facilities, improving signage and enhancing parking facilities are covered in Projects 15 Destination Hub, 16 Promenade Park Management Plan and 17 Moorings in the Blackwater Estuary and referred to in paragraph 3.7 regarding movement and connectivity.
- **Consider revision to Project 4 Hythe Quay Improvement Initiative.**

- 3.9 Referring to page 4 of **APPENDIX 3** Question 2c asks: *The projects will successfully improve the retail offer in Maldon and Heybridge.*
- Of the 53 respondents 6% Strongly Disagree, 22% Disagree, 47% Neutral, 4% Strongly Agree, 21% Agree with the statement.
 - The questionnaire asks: *Why is this?* Key words and sentences from the respondents were stated as: Free parking at lower end of High Street.
 - The questionnaire asks: *Is there anything else you consider we can do to improve the retail offer in Maldon and Heybridge?* 10 respondents said: free or lower parking fees; 6 respondents said: encourage niche shops and restaurants; 5 respondents said: mitigate traffic on High Street; 5 respondents said: reduce business rates for smaller businesses; 4 respondents said: improve transport links with rural areas; 3 respondents said: improve lower High Street; 1 respondent said: improve existing market in Butt Lane.
 - **Conclusion:** 28% Disagree, 47% Neutral, 25% Agree that: *The projects will successfully improve the retail offer in Maldon and Heybridge.* The 28% of respondents who have disagreed with the statement focus on reasons that are outside of the draft Masterplan to lower business rates and allow free or lower parking fees and to improve transport links to rural areas. Encouraging niche shops and restaurants, mitigating traffic on the High Street and improving the Lower High Street are covered in Projects 1 Upper High Street, 2 Lower High Street and 3 Butt Lane Car Park and referred to in paragraph 3.7 regarding movement and connectivity. Whilst the ‘Disagrees’ are 3% more than the ‘Agrees’, most respondents are neutral at 47%.
 - **The analysis shows that the draft Masterplan cannot address the negative comments around business rates, lowering parking fees or improving transport links to rural areas. However, these comments can be taken account of through the project implementation and delivery stages of the Masterplan or through other areas of the Council’s services.**
- 3.10 Page 6 of **APPENDIX 3** Question 2d asks: *The projects will successfully improve the leisure offer in Maldon and Heybridge.*
- Of the 52 respondents 4% Strongly Disagree, 25% Disagree, 48% Neutral, 10% Strongly Agree, 13% Agree with the statement.
 - The questionnaire asks: *Why is this?* Key words and sentences from the respondents were stated as: Support cultural life of Maldon.
 - The questionnaire asks: *Is there anything else you consider we can do to improve the leisure offer in Maldon and Heybridge?* 7 respondents said: swimming lake at Prom Park; 7 respondents said: cinema away from waterfront; 5 respondents said: improvements to coastal path.
 - **Conclusion:** 29% Disagree, 48% Neutral, 23% Agree that: *The projects will successfully improve the leisure offer in Maldon and Heybridge.* The 29% of respondents that disagree with the statement focus on reasons that are outside of the draft Masterplan to restore a swimming lake in Prom Park and provide a cinema. The improvements to the coastal path are part of Project 18 Essex Coast Path and Northey Island and referred to in paragraph 3.7 regarding movement and connectivity. Whilst the ‘Disagrees’ are 6% more than the ‘Agrees’ most respondents are neutral at 48%.

- **The analysis shows that the draft Masterplan cannot address the negative comments around a new swimming lake and a new cinema but these comments can be taken account of through the project implementation and delivery stages of the Masterplan or through other areas of the Council's services.**

3.11 Page 8 of **APPENDIX 3** Question 2e asks: *The projects will help to grow the local economy, create jobs and enhance skills.*

- Of the 53 respondents 4% Strongly Disagree, 15% Disagree, 40% Neutral, 7% Strongly Agree, 34% Agree with the statement.
- The questionnaire asks: *Why is this?* No respondent filled this in.
- The questionnaire asks: *Is there anything you consider we can do to help grow the local economy, create jobs and enhance skills?* 4 respondents said: introduce job placement scheme; 2 respondents said: support small businesses; 2 respondents said: ensure emphasis on leisure front businesses (restaurants); 2 respondents said: encourage Business Park.
- **Conclusion:** 19% Disagree, 40% Neutral, 41% Agree, that: *The projects will help to grow the local economy, create jobs and enhance skills.*
- Having regard to the respondent's further comments to: *Is there anything you consider we can do to help grow the local economy, create jobs and enhance skills?*
- **The public consultation respondents confirm the projects will help to grow the local economy, create jobs and enhance skills.**

3.12 Page 9 of **APPENDIX 3** Question 2f asks: *The projects are sensitive to and will protect and enhance the important maritime heritage of the area?*

- Of the 54 respondents 33% Strongly Disagree, 30% Disagree, 17% Neutral, 7 % Strongly Agree, 13% Agree with the statement.
- The questionnaire asks: *Why is this?* No respondent filled this in.
- The questionnaire asks: *Is there anything else you consider we can do to protect and enhance the important maritime heritage of the area?* 11 respondents said: protect the current heritage assets on the waterfront; 10 respondents had a negative view of a market on Hythe Quay; 4 respondents said: protect natural environment; 4 respondents said: extend visitor moorings; 4 respondents said new bridge will enhance accessibility.
- **Conclusion:** 66% Disagree, 17% Neutral, 20% Agree that: *The projects are sensitive to and will protect and enhance the important maritime heritage of the area?* 66% of respondents disagree with the statement and respondent's comments relate predominantly to protecting heritage assets at the waterfront and having a negative view of market on Hythe Quay. Protecting the natural environment is covered by national and international designations and outside of the draft Masterplan projects. Extending visitor moorings and a new bridge are covered by Projects 7 Iconic Bridge and 17 Moorings in the Blackwater Estuary.

- **As detailed in paragraph 3.8 above regarding the waterfront environment, consider revision to Project 4 Hythe Quay Improvement Initiatives to remove kiosks from Hythe Quay.**
- 3.13 Page 10 of **APPENDIX 3** Question 3 asks: *What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Masterplan? Excited, Generally Positive, Neutral, Unsure, Not Excited.*
- 33% of respondents were ‘Not Excited’, 20% of respondents were ‘Unsure’, 22% of respondents were ‘Neutral’, 20% of respondents were ‘Generally Positive’, 5% of respondents were ‘Excited’.
 - **Conclusion:** 33% Not Excited; 44% Unsure or Neutral, 25% Excited.
 - Applying these percentages to the questionnaire responses, it is apparent and confirmed by paragraphs 3.5, 3.8, 3.9, 3.10 and 3.12 above that certain elements of the draft Masterplan require revision or amendment.
 - **Paragraphs 3.14 – 3.19 outline proposed amendments to the draft Masterplan.**
- 3.14 **Amendments** are proposed to the draft Masterplan Action Plan on page 78 of **APPENDIX 1** relating to Question 01 Project Priority detailed in Paragraphs 3.5 of this report. Based on the public consultation responses and the overall consultation analysis presented:
- **Raise the priority level for Project 2 Lower High Street from *Medium* to *High* in the Action Plan.**
- 3.14.1 The Project Priority is retained for Projects 4 Hythe Quay Improvement Initiative, Project 7 Iconic Bridge and Project 15 Destination Hub as they support key projects in Policy S5 LDP relating to improving the visitor offer; improving connectivity and movement and access to the waterside.
- 3.15 **Amendments** are proposed to the draft Masterplan Project 4 Hythe Quay Improvement Initiative on page 41 of **APPENDIX 1** relating to Question 02 Waterfront Environment and Question 02 Maritime Heritage detailed in Paragraphs 3.8 and 3.12 of this report. Based on the public consultation responses and the overall consultation analysis presented:
- **Amend text and remove bullet points 1, 3, 5 referencing a food market, market management and market operations at Hythe Quay on page 41 draft Masterplan. Revise graphics on front cover and within the document as required.**
- 3.15.1 Provision of a high quality market in the Masterplan area is a key project of Policy S5, LDP and should remain as a requirement in the draft Masterplan but not located at Hythe Quay.
- 3.16 Comments were received from the Coast and Countryside Officer that Project 16 Promenade Park Management Plan on page 70 of **APPENDIX 1** should not show a brown line around the existing parking and just have a ‘P’ symbol placed centrally in the main space so that the actual location of parking in Prom Park can be determined through the future management plan.

- **Remove the brown line around the parking area and replace with a ‘P’ symbol on page 70 of the draft Masterplan.**
- 3.17 Comments were received from an existing business on the North Quay at Fullbridge relating to Project 6 North Quay on page 52 of **APPENDIX 1** that their business is staying in its present location for the foreseeable future.
- **Remove red line boundary around working flour mill and remove ‘Potential Future Site’ from graphics and keys on pages 52 and 58 of the draft Masterplan.**
- 3.18 Comments were received from the Economic Growth and Regeneration Officer at Essex County Council regarding the Project Lead on Projects 8, 9 and 10 in the Action Plan on page 79 of **APPENDIX 1**.
- **Remove ‘Essex County Council’ as the Project Lead from Projects 8, 9 and 10 and place under ‘Partners’ in the Action Plan. Replace with Maldon District Council as Project Lead.**
- 3.19 Comments were received from a private landowner at Chandlers Quay, Fullbridge relating to Project 5 Maldon Riverside Path on page 44 of **APPENDIX 1** that their landholding is not available to accommodate kiosks or any other activity that impacts upon the existing car parking arrangements or the water based maritime industries.
- **Remove part of bullet point 4 referencing ‘new activities along the waterfront’ on page 44 that relate specifically to Chandlers Quay. Revise graphics as required.**

4. CONCLUSION

- 4.1 The draft Masterplan identifies 18 self-supporting projects to deliver the objectives and key projects in Policy S5, LDP to support the local economy, enhance the natural, built and historic environment, to improvement movement and connectivity, access to the waterside and to seek a sustainable approach to transport and car parking management. An accompanying Action Plan sets out the key partners and funding to deliver the projects and interventions.
- 4.2 The necessary public consultation has highlighted concerns that a certain element of a project in the draft Masterplan could impact negatively on waterside businesses and the character and appearance of the historic waterfront. The public consultation has also highlighted that certain projects should have a higher priority in the draft Masterplan. Generally, and as a whole, the draft Masterplan has been positively received and the overarching Masterplan on page 15 of **APPENDIX 1** will deliver and manage change in the Maldon and Heybridge Central Area to realise Policy S5, LDP.
- 4.3 Subject to the amendments set out in Paragraphs 3.14; 3.15; 3.16; 3.17; 3.18 and 3.19 of this report and any further comments or amendments proposed by the Committee to **APPENDIX 1**, officers will request our consultants to provide a final copy of the Maldon and Heybridge Central Area Masterplan document for the 14 September 2017 Committee Meeting as detailed in Paragraphs 2(i) and 2(ii) of this report.

5. IMPACT ON CORPORATE GOALS

- 5.1 The Maldon and Heybridge Central Area Masterplan supports corporate goals which underpin the Council's vision for the District and in particular protecting and shaping the District and creating opportunities for economic growth and prosperity.

6. IMPLICATIONS

- (i) **Impact on Customers** – The character, vitality and cultural importance of the Maldon and Heybridge Central Area are critical to the economic prosperity of the District and to the quality of life of customers: residents, businesses and visitors.
- (ii) **Impact on Equalities** – not applicable
- (iii) **Impact on Risk** – Failure to appropriately masterplan the Maldon and Heybridge Central Area may result in uncoordinated development contrary to the best interests of the Council and its customers.
- (iv) **Impact on Resources (financial)** – The costs related to production of the Masterplan are in accordance with the project brief approved by the Committee.
- (v) **Impact on Resources (human)** – Project Management of the Maldon and Heybridge Central Area Masterplan is in-house by the Urban Design Officer.
- (vi) **Impact on the Environment** – Masterplanning the Maldon and Heybridge Central Area will result in improvements to the local environment and support sustainable development that is appropriate for the area.

Background Papers:

Local Development Plan, Policy S5

The Maldon and Heybridge Central Area Contextual Study (Allies and Morrison, June 2012)

The Maldon District Economic Prosperity Strategy (Maldon District Council, 2013)

The Maldon and Heybridge Central Area Intermediate Study (Allies and Morrison, August 2014)

The Causeway Regeneration Area Development and Improvement Plan, (BBP Regeneration, August 2015)

Report to the Planning and Licensing Committee dated 19 January 2017

Enquiries to:

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M A L D O N

MALDON AND HEYBRIDGE

CENTRAL AREA MASTERPLAN

Masterplan report

December 2016

Allies and Morrison
Urban Practitioners





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HEYBRIDGE

CAUSEWAY
REGENERATION
AREA

THE CAUSEWAY

SADD'S WHARF

HIGH STREET

MALDON
CENTRAL AREA

THE HYPHE

LEISURE QUARTER

PROMENADE
PARK

NORTHEY
ISLAND

1 INTRODUCTION AND CONTEXT

1.1 INTRODUCTION TO AND PURPOSE OF THE MASTERPLAN

Introduction to the Maldon and Heybridge Central Area masterplan

The character, vitality and cultural importance of the Maldon and Heybridge Central Area are critical to the prosperity of Maldon District and to the quality of life of the people who live there and the experience it offers to visitors. The Maldon and Heybridge Central Area incorporates the attractive Maldon town centre, the Causeway Regeneration Area and the Leisure Quarter and forms the district's focus for employment, retail, community and tourism facilities.

A significant amount of development is expected to take place in Maldon district over the next 15 years. Two strategic garden suburb housing developments are coming forward – one to the south of Maldon and one immediately north of Heybridge. New residents of both areas will join the thousands of existing residents who rely heavily on Maldon and Heybridge Central Area to meet their retail and service needs.

The planned strategic housing growth underpins the importance of local job creation for the economic fortunes of the area. The Causeway is the district's most important focus for employment uses and Maldon town centre is the principal commercial centre in the district and serves a wide catchment.

Maldon and Heybridge will be a thriving and vibrant destination that has strong connections with surrounding areas and is supported by its heritage assets, waterways and green spaces. It will need to support an increase in the number of employed people and a more diversified thriving economy in order to deliver a successful future with its role as a tourism and leisure destination strengthened in relation to the natural beauty and ecology of the Blackwater estuary.

Purpose of the Maldon and Heybridge Central Area masterplan

The purpose of the Strategic Masterplan Framework is to:

- Promote investments within the Maldon and Heybridge Central Area to ensure it continues to be a key focus of the local and sub-regional retail, employment and visitor economies;
- Set out a spatial framework for the development and regeneration of the Central Area;
- Develop recommendations on the location, mix, scale and design of new development and the treatment of the public realm and landscape setting which reflects the distinctive character and heritage of the Maldon and Heybridge Central Area;

- Identify opportunities for the delivery of key projects identified in Policy S5;
- Advise on an appropriate approach to transport and car parking management;
- Provide an Action Plan for the delivery of key projects and interventions.

Under Policy S5, the key diagram illustrates the three discrete areas which together comprise the Maldon and Heybridge Central Area. The 2014 Intermediate Study was organised around these three character areas which broadly align with concentrations of particular uses and activities. The areas have been a very useful tool for structuring conversations with stakeholders and landowners during the testing and review of the emerging planning policy framework for the Central Area. The three areas are also directly referred to in Policy S5.

The projects put forward in this Strategic Masterplan Framework broadly align with these three Policy S5 character areas. However, during the drafting of this masterplan, it has become clear that some projects and opportunities for improvement are town-wide and may straddle one or more of these three areas.

Maldon's riverside setting is its greatest asset and underpins Maldon's historical evolution. The opportunity to improve public access to the river alongside improvements to the environmental quality and range of activities along the river corridor are primary considerations for the masterplan.

All three of the Policy S5 sub areas benefit from a direct relationship with the River Chelmer. All three areas make an important contribution to Maldon's riverside environments. This masterplan presents a wide range of exciting potential projects across the Maldon and Heybridge Central Area. Projects from all three of the Policy S5 sub areas will therefore play an important role in delivering improved access to, and environmental quality of, Maldon's riverside environment. Improving the riverside environment is a key objective of the masterplan. The matrix of projects presented in Section 4 therefore highlights those specific projects across all three sub areas which contribute to this key objective.

Opposite: Aerial view of Maldon and Heybridge and key project areas



1.2 STRATEGIC CONTEXT

The Local Development Plan

The masterplan has been prepared in support of the Local Development Plan (LDP). The LDP outlines a District-wide vision, the delivery of which will in part be reliant on the implementation of the Central Area Masterplan. The LDP also outlines a series of fourteen strategic objectives. Many of these will be relevant to the projects identified in this masterplan including objectives regarding the need to encourage diversification of employment and creation of job opportunities; the need to support sustainable tourism; and the need to protect and enhance the distinctive natural, built and historic environment. The final objective concerns the need to ensure the delivery of regeneration and enhancement of the Central Area. This specific objective is addressed in Policy S5.

Policy S5

The intention is for this Strategic Masterplan Framework to be adopted as a Supplementary Planning Document. The Local Development Plan provides the planning strategy for future growth over the next 15 years and sets out the key principles for development and regeneration in the Central Area. Policy S5 states that:

The Central Area incorporates Maldon Central, the Causeway Regeneration Area and the Leisure Quarter. The Central Area will continue to act as the focal point within the District for retail, commercial, industrial, community and tourism activities. It will be a thriving and vibrant destination that has strong connections with surrounding areas and is supported by its heritage assets, waterways and green spaces. The development and regeneration strategy for the Central Area comprises the following:

- 1. Development and regeneration will take place in accordance with a masterplan endorsed by the Council;*
- 2. Maldon Town Centre will be promoted as a market town that serves a wider rural catchment area. Proposals for retail, office, housing, community,*

leisure uses and other town centre uses will be supported where they contribute to regeneration and diversification of the centre. The provision of a high quality market will be encouraged and supported;

- 3. Renewal of the Causeway Regeneration Area to improve the supply of high quality Use Class B floorspace (commercial and industrial), and increase employment. This will include the provision of: modern workspaces suitable for small and medium sized enterprises; start-up units; support for existing businesses that are seeking to expand and mixed-use developments which enable significant numbers of jobs to be created;*
- 4. Retain the role of the Central Area as a tourist, arts and cultural centre, offering a range of accommodation and visitor attractions and facilities;*
- 5. Increase public access next to, and enhance the setting of the riverside to create a vibrant environment that incorporates a range of uses;*
- 6. Maintain and encourage the wider use of walking and cycling across the area through an improved public realm and improved linkages and connectivity between the town centre, the Causeway, the Hythe, and the Leisure Quarter and other key attractions;*
- 7. Preserve and enhance the quality of the historic character including the built environment, archaeology and historic skyline within the context of its riverside, estuarine and rural location;*
- 8. Actively manage traffic and visitors to the town and surrounding area through enhanced public transport provision and the use of effective car park management;*
- 9. Protect the sensitive environmental relationship between the Central Area and the adjacent environmentally designated areas including the River Blackwater and Chelmer and Blackwater Navigation; and*
- 10. Minimise all forms of flood risk and ensure that flood infrastructure are effectively managed.*

1.3 RELEVANT STUDIES

A significant amount of work has already been undertaken to help explore and articulate the economic, social and environmental priorities for Maldon and Heybridge Central Area. These studies have informed directly the evolution of Policy S5 and other relevant policies in the Local Development Plan. The most directly relevant of these studies and reports are as follows:

The Maldon and Heybridge Central Area Contextual Study

(Allies and Morrison, June 2012)

This Study provides an urban analysis of the area and outlines opportunities for improvement.

The Maldon and Heybridge Central Area Intermediate Study

(Allies and Morrison, August 2014)

This Study follows on from the Contextual Study. It further analyses the Maldon and Heybridge Central Area, sets out possible area strategies for The Causeway Regeneration Area, Maldon Central and the Leisure Quarter and recommendations for key opportunity sites. It also incorporates details of the vision workshop and test and review session undertaken with key stakeholders.

Economic Prosperity Strategy

Maldon District Council's Economic Prosperity Strategy, 2013-2029 sets out the Council's approach to supporting local economic development. Delivery of this Strategy will be through a series of sequential, three year Economic Prosperity Implementation Plans. The Strategy aligns with the Maldon District Local Development Plan and the Essex Growth Strategy, and supports the Renewed Maldon District Sustainable Community Strategy.

The overarching ambition of the District-wide strategy is to "Maintain a vibrant and competitive economy, balancing the needs of industry and prosperity whilst sustaining a high quality of life, increasing incomes and promoting the Maldon District as a great place to live, play, work and do business".



Maldon and Heybridge Central Area Contextual Study, 2012



Maldon and Heybridge Central Area Intermediate Study, 2014

The strategy identifies a number of employment sectors which are considered to have the greatest potential for growth in the District. These sectors include the following:

- High-tech manufacturing, low carbon engineering and design
- Professional Services
- ICT
- Administrative & Business Services
- Education and training services
- Leisure, food services and short-stay accommodation services
- Residential Care & Health Care

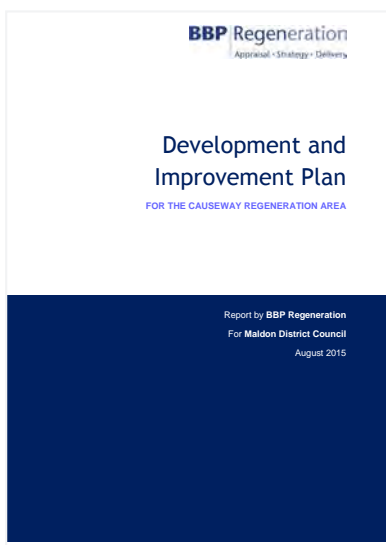
The strategy finds that the availability of suitable high quality land and premises has been a barrier to business growth and expansion.

The Strategy puts forward a number of strategic interventions as follows:

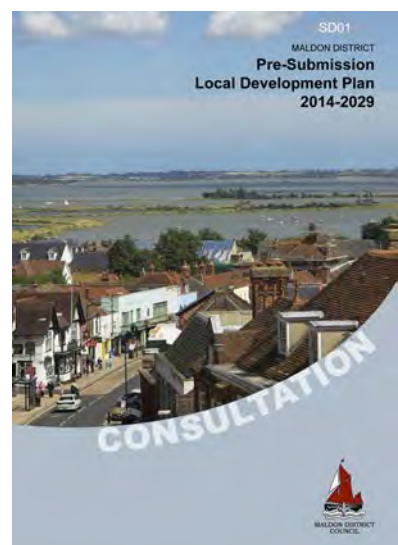
1. Increase the Supply of High Quality, Flexible Premises
2. Support Diversification and Enterprise
3. Improve Skills and Training Provision
4. Improve Connectivity

Actions were identified under each strategic intervention, a number of which are directly relevant to this masterplan. The first action under the first strategic intervention, Action 1.1, proposes a regeneration programme for The Causeway. One of the outcomes of this action was the commissioning of an Area Development and Improvement Plan for The Causeway (see below). Other actions of direct relevance to the masterplan include:

- Action 2.8 - Enhance the visitor offer under Action 2.8; and
- Action 2.2 - New Business Pathway including efforts by the Council to secure a supported incubation / enterprise centre for high potential start-ups.



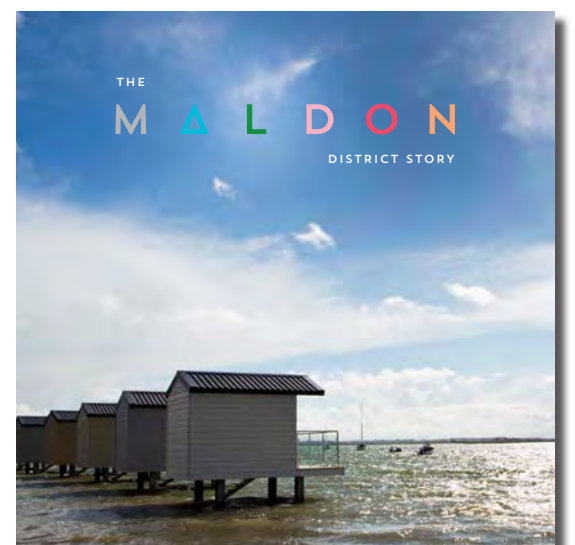
Causeway Development and Improvement Plan



Local Development Plan



Maldon District Economic Prosperity Strategy



The Maldon District Story

The Causeway Regeneration Area Development and Improvement Plan

(BBP Regeneration, August 2015)

This report focuses on the issues that are holding the Causeway Regeneration Area back and devises practical and deliverable solutions to help the area fulfil its economic development potential. The Development and Improvement Plan takes account of the Maldon District Economic Prosperity Strategy that articulates a high-level vision for the development of the local economy over the next 15 years and corresponds with the priorities of the Essex Growth Strategy and Integrated County Strategy.

The Causeway is the district's principal employment area. This is therefore an important report in setting the agenda for future investment in The Causeway area. The report outlines a programme of improvements for The Causeway area as follows:

- Business friendly initiatives and activities – including promoting networking events, discretionary business rates relief, and investigating the potential for a Business Improvement District;
- Environmental improvements – underpinned by a strategic public realm and landscaping strategy to improve the image and attractiveness of the area in association with major sites coming forward for redevelopment;
- Enterprise centre and business support provisions – with a number of options ranging from professional support through to the establishment of a new purpose built enterprise centre;
- Development Briefs for key development sites – which would consider in more detail the viability of redeveloping specific sites; and
- Flooding risk review – to investigate strategic solutions to reduce the flood risk to local businesses in The Causeway area.

Establishing the Need for an Enterprise Centre in Maldon

(Regeneris Consulting, May 2016)

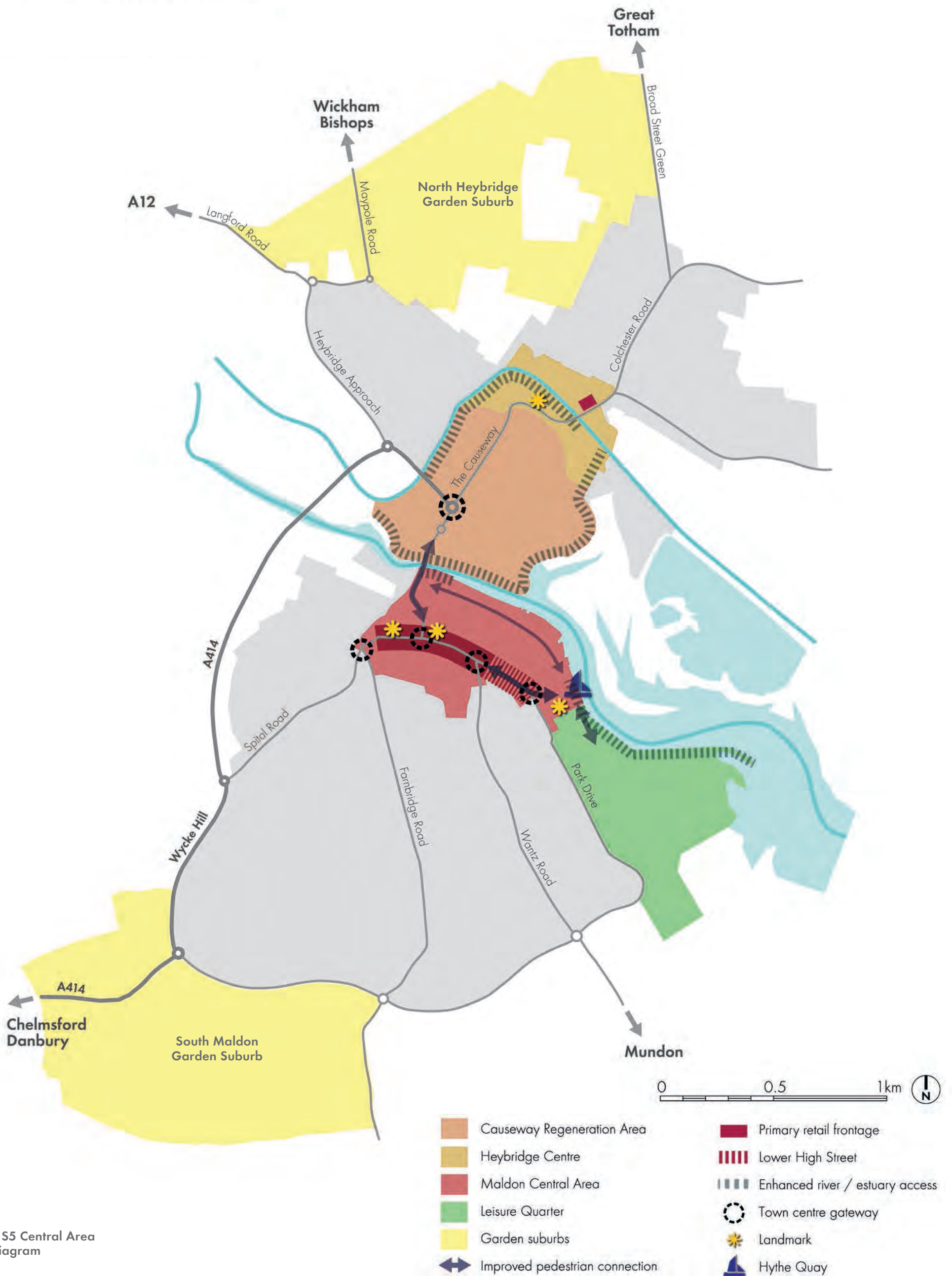
Bradwell Legacy Partnership (BLP) in partnership with Maldon District Council commissioned Regeneris Consulting to assess the demand for and feasibility of an enterprise centre in the district. This study follows the earlier BBP report. The BLP have an action plan to stimulate economic growth and entrepreneurial activity in the Dengie although a district-wide perspective was taken in this feasibility study.

The report indicates that there is evidence of demand for small business space in Maldon District but warns that, in the current economic climate, the provision of such space by the private sector alone would not be viable. The provision of new enterprise space for new and small businesses by the council and relevant partners within an existing building was suggested as the most effective and appropriate option. Such an approach would enable the option to provide a dedicated new build facility to continue to be reviewed. The Causeway would be an appropriate location for any such provision of space.

Maldon District Story

The Maldon District Story is a district-wide promotional programme which seeks to celebrate Maldon as a special and unique place. The story describes what Maldon is today and what it will be tomorrow. Maldon's saltmarshes are at the heart of the story and discovery of them by a wider audience is seen as central to a strengthening of Maldon's increasingly important visitor economy.

The environmental analysis work contained within the earlier reports is not repeated here but has directly informed the proposals contained within this masterplan framework. There is also a comprehensive body of evidence prepared in support of the emerging Local Development Framework which is available via the Council's planning policy website.



Policy S5 Central Area
Key Diagram

1.4 PURPOSE OF THE STUDY

The purpose of the Strategic Masterplan Framework is to:

- Set out a spatial framework for the development and regeneration of the Central Area;
- Develop recommendations on the location, mix, scale and design of new development and the treatment of the public realm and landscape setting which reflects the distinctive character and heritage of the Maldon and Heybridge Central Area;
- Identify opportunities for the delivery of key projects identified in Policy S5;
- Advise on an appropriate approach to transport and car parking management;
- Prepare an Action Plan for the delivery of key projects and interventions

Under Policy S5, the key diagram illustrates the three discrete areas which together comprise the Maldon and Heybridge Central Area. The 2014 Intermediate Study was organised around these three character areas which broadly align with concentrations of particular uses and activities. The areas have been a very useful tool for structuring conversations with stakeholders and landowners during the testing and review of the emerging planning policy framework for the Central Area. The three areas are also directly referred to in Policy S5.

The projects put forward in this Strategic Masterplan Framework broadly align with these three Policy S5 character areas. However, they do not align exactly. Key changes and adaptations to the three established areas – none of which in any way conflict with the provisions or spirit of Policy S5 – are as follows:

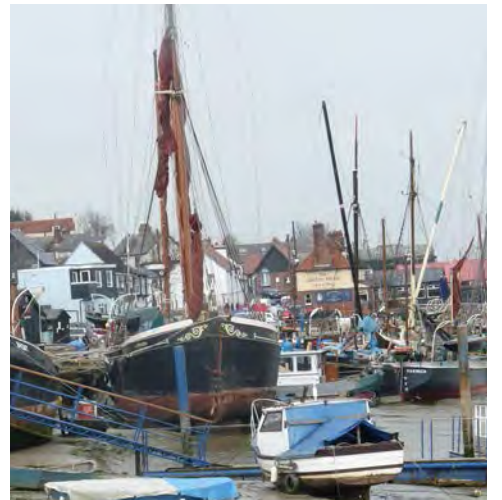
The Riverfront

This area, which incorporate elements of all three character areas, highlights the central importance of the river corridor in joining the different environments of Maldon together. Identification of the Riverfront is considered particularly significant because it contains parts of all three of the identified policy character areas.

Heybridge

This area was previously incorporated within The Causeway area. Heybridge is however a distinctive place in its own right with its own set of issues and opportunities which are distinct from The Causeway area. Heybridge is identified as a district centre in the Local Development Plan.

In addition to the three established character areas identified under Policy S5, these two new additional character areas of the Maldon and Heybridge Central Area are used to structure the projects outlined in Section 4 of this report.



2 VISION AND OBJECTIVES

2.1 REFINING THE VISION

The core vision for the Maldon and Heybridge Central Area was expressed in Policy S5 as follows:

The Central Area will continue to act as the focal point within the District for retail, commercial, industrial, community and tourism activities. It will be a thriving and vibrant destination that has strong connections with surrounding areas and is supported by its heritage assets, waterways and green spaces.

This vision and the issues and opportunities pertinent to the Maldon and Heybridge Central Area have been the subject of extensive engagement with local stakeholders. A series of workshops and events over the course of the last five years have helped to draw out local priorities and refine the vision.

The stakeholder input has emphasised the appetite for improvements. Key areas of discussion, and those consistently prioritised by stakeholders, include:

- Connectivity and the need to make movement between the different parts of the town much easier, especially for visitors - this led stakeholders to prioritise signage and public realm interventions;
- The importance of the river and the opportunities to reactivate waterside sites and the connections alongside the water - this led stakeholders to prioritise the redevelopment and refurbishment of riverfront sites and the introduction of a new river bridge;
- Stimulation and support of the local business economy, with many stakeholders emphasising the importance of water-related industries and manufacture; and
- Enhancing the provision for visitors, particularly in terms of increasing dwell time through promotion of attractions and development of a greater spectrum of accommodation types.

These messages have fed into the development of this masterplan framework. They have been used to refine the headline objectives which support the vision as well as to inform the projects for delivery and the action plan.

2.2 OBJECTIVES

The objectives for the Central Area emerge directly from the vision and Policy S5 and have been refined by stakeholder input. These are the central objectives of this strategic masterplan framework and the projects identified within it:

CA1

Support the market town focus of Maldon and encourage a diverse town centre economy.

CA2

Promote The Causeway area as a focus for a spectrum of employment and commercial activities – with some mixed-use development opportunities.

CA3

Promote the Maldon Central Area as a focus for culture and visitor attractions with a range of accommodation to support the visitor economy.

CA4

Reinvigorate the riverfront by opening up key sites and improving public access to the river across all parts of the central area and improving linkages between key features of the town.

CA5

Consider traffic and car parking management measures to support the success of the Central Area.

CA6

Take a heritage-led and environmentally sensitive approach to change which respects the area's special ecological qualities and places the landscape setting of the town as an integral part of its attraction.



Maldon and Heybridge Central Area zones

3 MASTERPLAN FRAMEWORK

3.1 INTRODUCTION AND CONTEXT

This section presents a masterplan framework for the Maldon and Heybridge Central Area. The masterplan framework has emerged in light of the relevant policy framework and guidance and recommendations contained in recent relevant studies and reports.

Previous stages of community and stakeholder engagement, including the workshop session convened in June 2016 to directly inform the masterplan framework, has also had a direct bearing on shaping the area-wide guidance and emergence of key project ideas and concepts.

Key assets and opportunities

There are a number of key issues and constraints highlighted by stakeholders which the masterplan framework must address. These include:

- Distance and topography – Promenade Park, Hythe Quay, Chandlers Quay and Fullbridge all supplement and support the core retailing area of the historic town centre. Each is within walking distance of each other, but the topography of the town elongates the perceived distance between them and the core town centre. The delivery of improved connections between the town centre and these other key locations in the town would help strengthen both the centre and these destinations.
- Maldon's riverfront walk – whilst some sections exist, the establishment of a clear, generous and dedicated pedestrian and cycle route along the river corridor is one of the most significant and important improvement opportunities across the masterplan framework area.
- Improving Lower High Street – the Lower High Street has seen some recent improvements but the quality of architecture and shopfronts generally falls as one moves away from the historic core of the town centre. The Lower High Street should therefore remain a focus for enhancement.
- Traffic on the High Street – the High Street accommodates a significant number of vehicular movements with traffic often congested at the western end. Traffic management measures have the potential to deliver significant improvements in this regard, giving greater priority to pedestrians whilst keeping the road open for traffic.

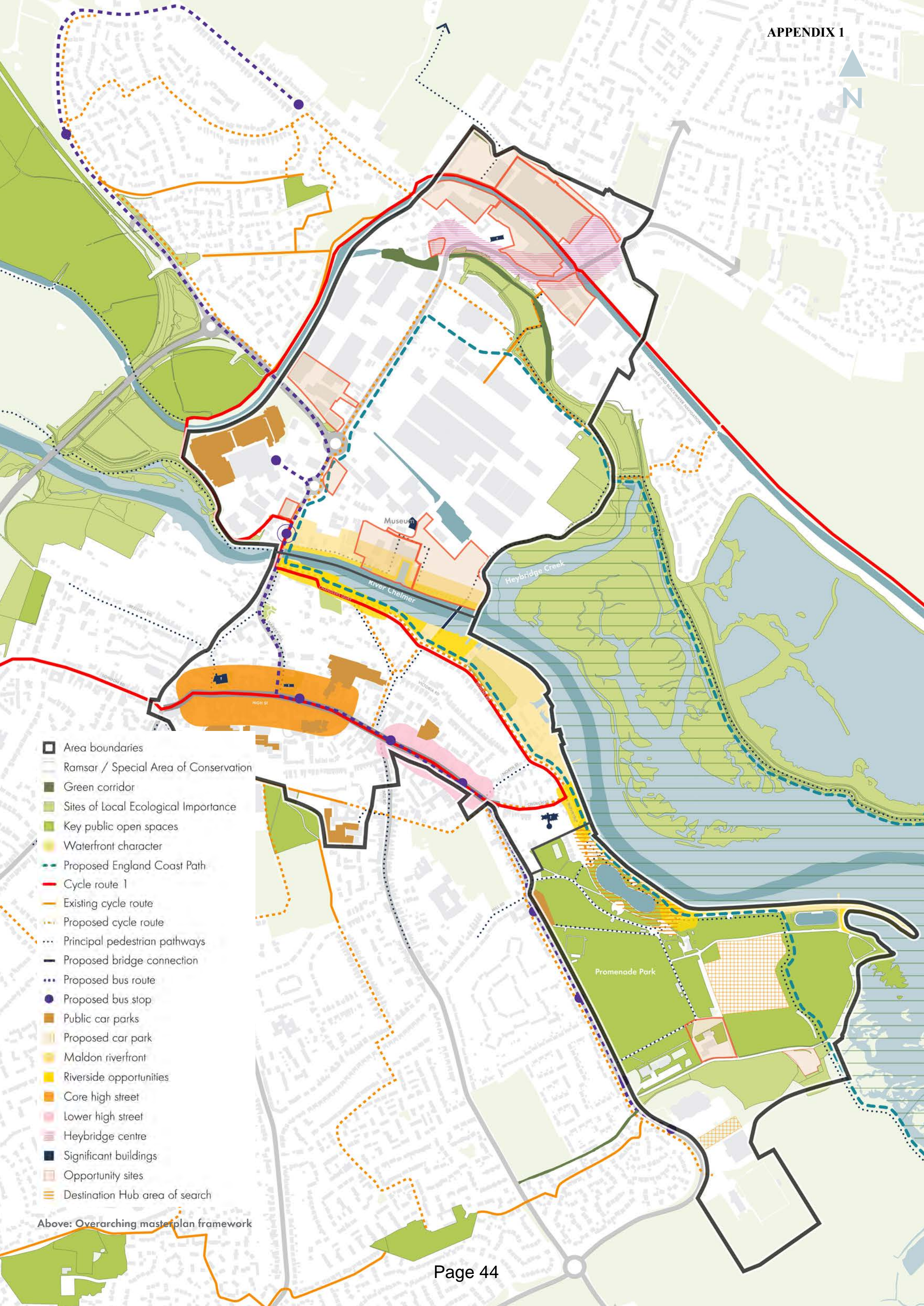
- Pedestrian and vehicular conflict – the main junctions along the High Street are subject to conflict between vehicles and pedestrians. Again, traffic management measures could deliver improvements.
- Improved gateways to the centre – some key entry points into the town are dominated by vehicles and poor quality building frontages. The western end of The Causeway is a key location in this regard.
- Heybridge investment – the local centre of Heybridge suffers from significant traffic movements, with commercial activities fragmented along the B1022. The redevelopment of potential key opportunity sites offers the opportunity to address this issue in part.
- Flooding – issues in The Causeway area will undermine efforts to attract new investment in this key employment location.

The area-wide masterplan framework

The Maldon and Heybridge Central Area has an important role as the core employment, retail and leisure destination for the town. The area already functions well, benefitting from an attractive historic centre and waterside environment and is a tourist destination. But continual improvement and investment is essential in the face of ever stiffening competition from other towns, employment locations and visitor attractions.

The masterplan framework for Maldon and Heybridge uses the area's special features and assets as the basis for future improvements. Under LDP Policy S5, the Maldon and Heybridge Central Area is divided into three areas; Maldon Central Area; Causeway Regeneration Area; and the Leisure Quarter area. As outlined in Section 1 of this masterplan framework, the area's principal environmental asset – its river frontage – is formed by stretches of river frontage within each of these three sub-areas.

The river corridor connects the three areas together. In the context of the likely need to attract external funding to support delivery of improvements and investments across the Central Area, projects which make a positive contribution to the improvement of the river corridor are specifically identified.

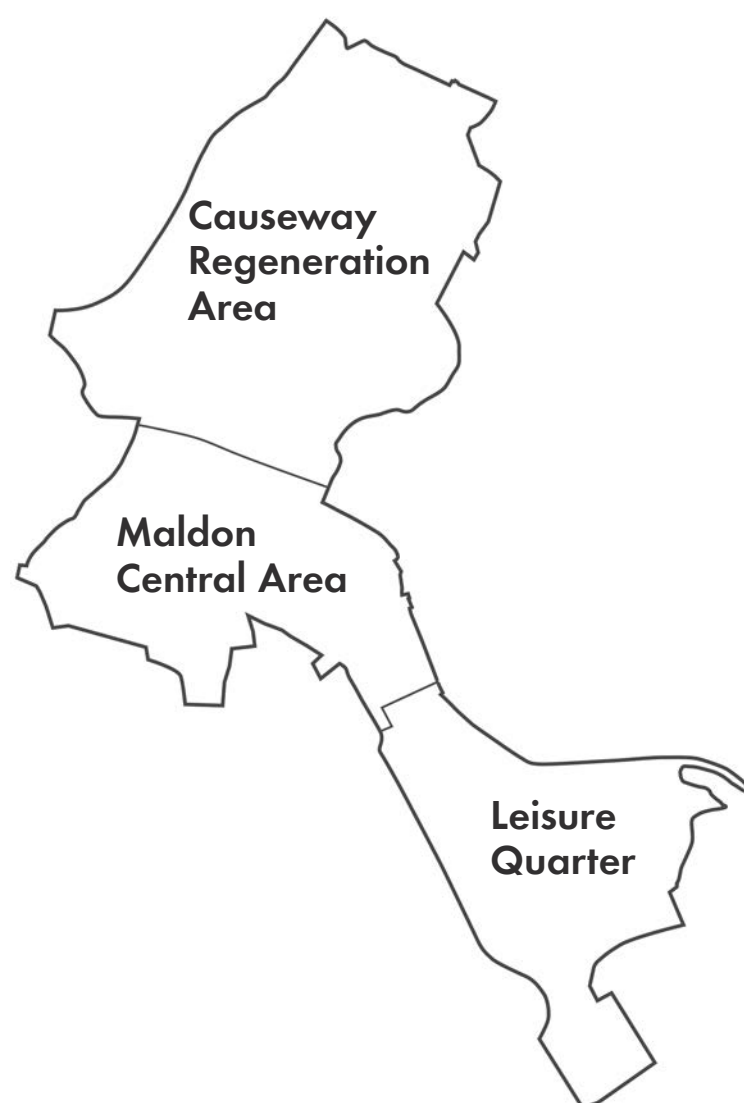


Above: Overarching masterplan framework

3.2 MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN FRAMEWORK

The following pages outline the town-wide framework and key constituent themes within it, as follows:

- Maldon and Heybridge Central Area Masterplan Framework – the overarching area-wide masterplan framework;
- Movement and connections framework – focused on suggested improvements to parking management and park and ride connections;
- Green infrastructure framework – reflecting key relevant recommendations in the Council's Green Infrastructure Study; and
- Development framework – which promotes key potential redevelopment opportunities across the masterplan framework area.

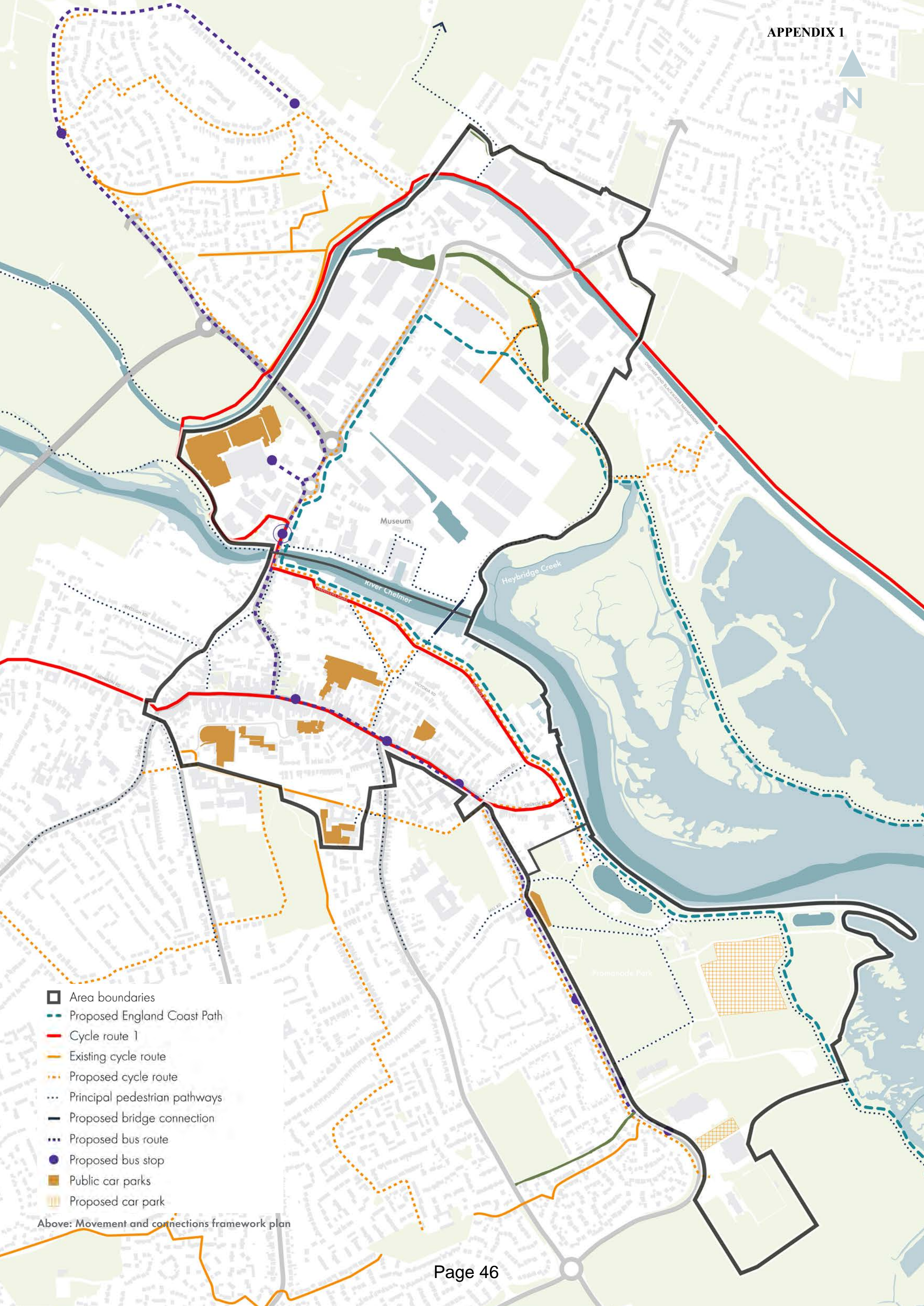


The overarching Maldon and Heybridge masterplan framework reflects a number of key strategic priorities and opportunities for improvements to and investments in the central area.

Key elements of the masterplan framework form the basis of, and provide the context for, individual project opportunities outlined in Section 4 below. Strategic proposals and priorities straddle the three geographic sub-areas defined under LDP Policy S5.

Key elements in the overarching masterplan framework are as follows:

- Environmental and traffic management improvements to the core historic High Street area;
- Strengthening the cluster of food and drink uses, shopfront and environmental improvements to lower High Street;
- Riverside improvements including key improvement projects in Promenade Park, Hythe Quay, Chandlers Quay, North Shore and the proposed new pedestrian bridge across the River Chelmer;
- Improving the network of pedestrian and cycle connections across the central area;
- Co-ordinated series of improvements to Promenade Park including the preparation of a Park management plan;
- Improvements to parking provision and park and ride services in the town;
- Promotion of and improvements within The Causeway area as the District's principal employment location; and
- Investment in Heybridge centre associated with the redevelopment of key sites.



Above: Movement and connections framework plan

3.3 MOVEMENT AND CONNECTIONS

The movement aspects of the framework aim to explore ways to manage the impact of vehicles, and to retain and enhance the coherence and quality of the historic town. The framework seeks to highlight, examine and illustrate a range of small and larger scale measures, capable of implementation over time as resources permit, that would together influence traffic speeds and change driver expectations, manage parking, enhance walkability, improve safety, minimise noise and maintain the distinctive qualities and coherence that underpins the attractive character of the town.

Traditional traffic engineering measures, such as signage, road markings and speed limits, have only had limited effect in addressing the impact of growing traffic in places like Maldon. Despite its reasonably compact layout and small scale, the town continues to generate high volumes of car trips. This may be partly due to its tourism / day-trippers draw, but also a function of land use dispersal and lack of connectivity of the pedestrian environment which is clearly limiting the town's potential, as a walkable place. Additionally, the proximity of industrial estates contributes to the higher volumes of HGV's in the Causeway area of the town.

Conventional traffic engineering responses are unlikely to address the fragile balance between traffic and the historic context. A more locally responsive strategy closely aligned with the existing and new built environment, drawing on the distinctive characteristics of the Maldon community, is therefore a logical step for the Council and stakeholders.

Traffic management observations

Maldon is an historic linear market town and working quayside located on the River Chelmer east of Chelmsford. The High Street, framed by a fine mixture of buildings provides the natural focus for the town centre. The High Street is of limited street width, but lined with some attractive architecture. The town has a solid, but fragile, local economy dependent to a large degree on tourism, industrial estates and 'out commuting' and retail leakage to Chelmsford and other larger Essex settlements.

Over time, increases in traffic volumes, of speeds, and in the size and weight of goods vehicles have badly eroded the intrinsic qualities of the High Street and other parts of the town. Traffic speeds and the impact of traffic are particularly problematic on the Causeway, which links Maldon with Heybridge. As a result, the pedestrian environment leading to the town centre is surprisingly poor.

A further observation is the dispersed nature of the town, particularly the proximity of the Quay area. This in conjunction with poor pedestrian environments reduces the willingness of residents and visitors to walk or cycle to local destinations or their ability to cross the road safely.

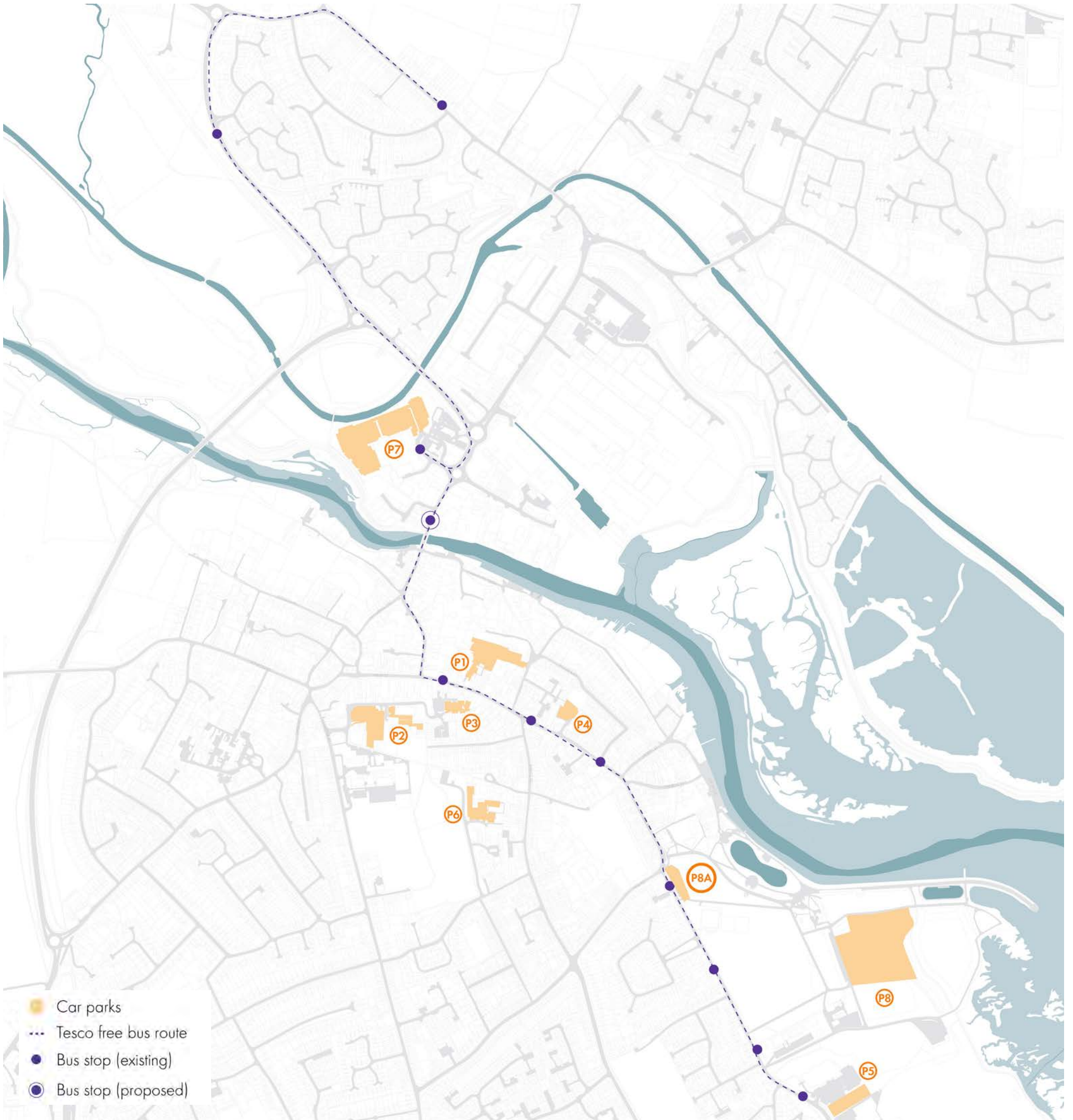
Walking and cycling connections

Despite the topography, walking and cycling are important transport modes in the town and will be more so in the future. A series of strategic walking and cycling routes need to be better accommodated and linked up including the England Coastal Path and the Chelmer and Blackwater Navigation tow path. In addition, a series of improvements should be made to the local walking and cycling network to much improve the connections between different parts of the town and thereby the attraction of these modes of travel for short trips.

Natural England are currently working with Maldon District Council as part of the England Coast Path initiative. The objective is to improve access to the coast and ultimately open up continuous routes along the coastline. Two sections of the wider project are relevant to the Central Area masterplan:

- Burnham-on-Crouch to Maldon; and
- Maldon to Salcott.

The opportunities along both stretches are currently being explored by Natural England. The coastal path needs to be facilitated through the masterplan area and a continuous route achieved. Signage to and links into the coastal section need to be supported.



Above: Movement and connections framework - parking plan

Maldon Council’s Green Infrastructure Study sets out a number of proposed enhancements and new links to support the green infrastructure network through the town.

A number of new cycle route connections are proposed. Of particular relevance to the Central Area masterplan are the following routes:

- Promenade Park to Fullbridge along the Coastal Path;
- Park Drive connection from Maldon Town Football Club to the bottom of the High Street;
- Wantz Road to Church Street connection providing an east-west link to Hythe Quay;
- Holloway Road to Heybridge Basin along the Canal;
- The Causeway;
- Blackwater Rail trail; and
- Western connection along the Canal out to Beeleigh Falls and Elm Farm Park.

Parking strategy

The town centre is currently served by several surface car parks. Butt Lane and White Horse Lane are the largest and contain 177 and 181 spaces. Two further smaller car parks (Friary Fields and High Street East) contain a further 126 spaces. At weekends, a further 92 spaces are available within the Council offices, taking the overall parking stock to over 500 spaces.

Site observations indicate that these car parks are at or near capacity during peak times. Given limited space near the town centre and difficulties in providing larger structured car parks in the historic townscape, it is suggested that better use of Promenade Park Car Park is considered. This large facility, about a 10 minute walk from the central area, provides a viable all day (long term) parking offer. The following two interventions should be explored as part of the town-wide movement strategy:

1. Park and stride

The existing parking provision within Promenade Park could be utilised to facilitate parking for town centre users. Improved gateway street signage and branding as a ‘park and stride’ facility should be employed

	CAR PARK	NO. OF SPACES	MANAGED BY
P1	Butt lane	171	Maldon District Council
P2	White Horse Ln	181	Maldon District Council
P3	Friary Fields	59	Maldon District Council
P4	High Street East	67	Maldon District Council
P5	Proposed Blackwater Park & Ride	c.200	Maldon District Council (proposed)
P6	Council offices (Weekends only)	82	Maldon District Council
P7	Tesco Park & Ride	unknown	Tesco
P8	Promenade Park (proposed rationalisation and formalisation)	unknown	Maldon District Council
P8A	Coach Park to Promenade Park	unknown	Maldon District Council

Above: Future configuration car parks information

along with an improved walking environment to the High Street via Hythe Quay. The existing parking in Promenade Park should be formalised and open all seasons in order to provide greater capacity to support demand in the town as a whole.

2. Park and ride

In addition, a new Park and Ride facility to the south of the Blackwater Leisure Centre could be established. The free (288) bus already provides the connection between the leisure centre and the High Street, and indeed between Tesco and the High Street. Creating a new Park and Ride facility at this end of the route would make better use of an existing bus service. A cycle and footway between the new car park and Promenade Park would also need to be provided.

Reviewing the charging structure to better manage town centre parking demand, may also be necessary.

Gateways to the town centre

The existing town centre car parks, and any new Park and Ride facility, should work as more effective gateways to the town centre. Orientation information to help users understand how they access the High Street, as well as other assets in the town such as the waterside environments should be provided.



- Area boundaries
- Ramsar / Special Area of Conservation
- Green corridor
- Sites of Local Ecological Importance
- Key public open spaces
- Waterfront character
- Proposed England Coast Path
- Cycle route 1

Above: Green infrastructure framework plan

3.4 GREEN INFRASTRUCTURE

The strategic landscape context of Maldon is important to understanding the green infrastructure opportunities. The movement and connections section has highlighted the opportunities around longer distance route connections. Opening up and enhancing the quality of the two sections of the England Coastal Path is a priority through the masterplan area and is addressed directly as a series of projects in the following chapter. In addition, the series of routes identified for enhancement in Maldon Council's Green Infrastructure Study will provide a much more cohesive network of routes for walking and cycling.

The waterways and waterside environments are fundamental parts of Maldon's green infrastructure and form the focus for proposed improvements.

Estuary environment - the river and estuarine habitat of Maldon is of international importance and is designated as such. The integrity of this environment as both a striking natural landscape and wildlife habitat must be maintained in the long term. Balancing and managing visual and physical access to this environment alongside its ecological function must be achieved.

Riverside route - establishing a high quality and continuous riverside route is a local priority and a national objective. The quality of this route must have a keen eye on its role in supporting the wider green infrastructure network, as well as its obvious importance for walking and cycling. Opportunities to enhance both green and hard spaces along the route are identified in the projects in the following chapter and include Downs Road Open Space and Chandlers Quay.

Promenade Park - the park has multiple roles, all of which are important for the town. It forms a green lung creating a break from the urban, built fabric of the town. It is also a major resource for both informal and formal recreation, whilst also contributing significantly to flood risk management and biodiversity. Meanwhile it is a sub-regional visitor attraction and tourist destination. Regenerating the green infrastructure and beauty of the park is a priority to ensure the park continues to deliver on all its roles. A Management Plan for Promenade Park is to be prepared to address and manage the multiple demands on the park and secure a sustainable future for this key asset.

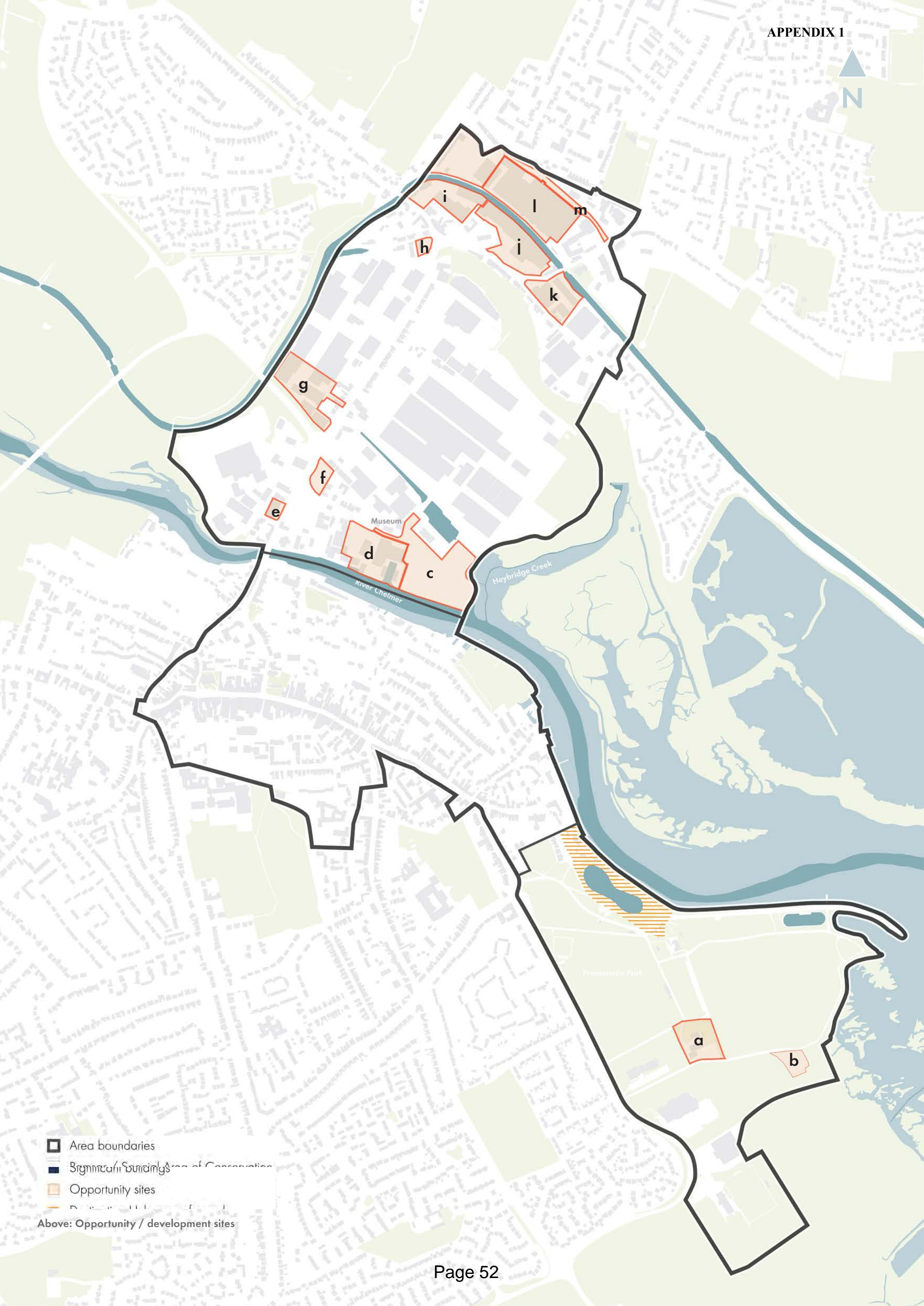
Chelmer and Blackwater Navigation - the canal should be further supported as a key green infrastructure link with enhancements to access and activities along its length.

Flood risk

Parts of Promenade Park, the Fullbridge and Causeway areas are currently vulnerable to flooding. Much of the area is in Flood Zone 3 and risks include flooding from tidal, fluvial and surface water. Current defences against tidal and main river flooding are shown in the Environment Agency's plan below. The surface water risks were identified and evaluated as part of the Maldon and Heybridge Surface Water Action Plan with its Critical Drainage Area 3 falling wholly within the Central Area as shown in the plan below. Ensuring this risk is managed and future flood risk is mitigated with planned and built in resilience and resistance will be important for the Central Area. Future land uses on sites in zones of flood risk need to be considered carefully and arranged to ensure any new development minimises future risk to property, people and infrastructure. Opportunities will include measures to enhance the role of green infrastructure in managing flood and the provision of less flood sensitive employment or other non-residential uses, particularly at ground level.



Above: Flood risk (indicative)



Above: Opportunity / development sites

3.5 DEVELOPMENT FRAMEWORK

Building on the evidence provided during the preparation of the Intermediate Study, a number of development opportunity sites have been identified. Whilst development opportunities will come forward across the entire Maldon and Heybridge Central area, the area with the greatest capacity for new development is The Causeway employment area.

The Maldon District Economic Prosperity Strategy, the BBP Development and Improvement Plan for The Causeway Regeneration Area and most recently the Regeneris Enterprise Study feasibility study highlight the need for regeneration of and investment in The Causeway as a key priority for the Council.

















The development of key opportunity sites is a key component of the masterplan framework. A number of sites are identified for potential development and included within the detailed action plan in the following section, as follows:

Opportunity development site	Action Plan project reference
a. Promenade Park Civic depot site	18
b. Promenade Park civic amenity site	18
c. Sadd's Wharf	7
d. North Quay	6
e. Fullbridge industrial units	10
f. Fullbridge/Station Road corner site (north)	10
g. Leigh Industrial Estate	11
h. The Causeway/The Square corner site	8
i. Benbridge Industrial Estate	14
j. The Street Industrial Estate	14
k. The Street/Hall Road corner site	14
l. Wyndeham Heron Ltd premises	13
m. Roothings	13

3.6 MASTERPLAN PROJECTS

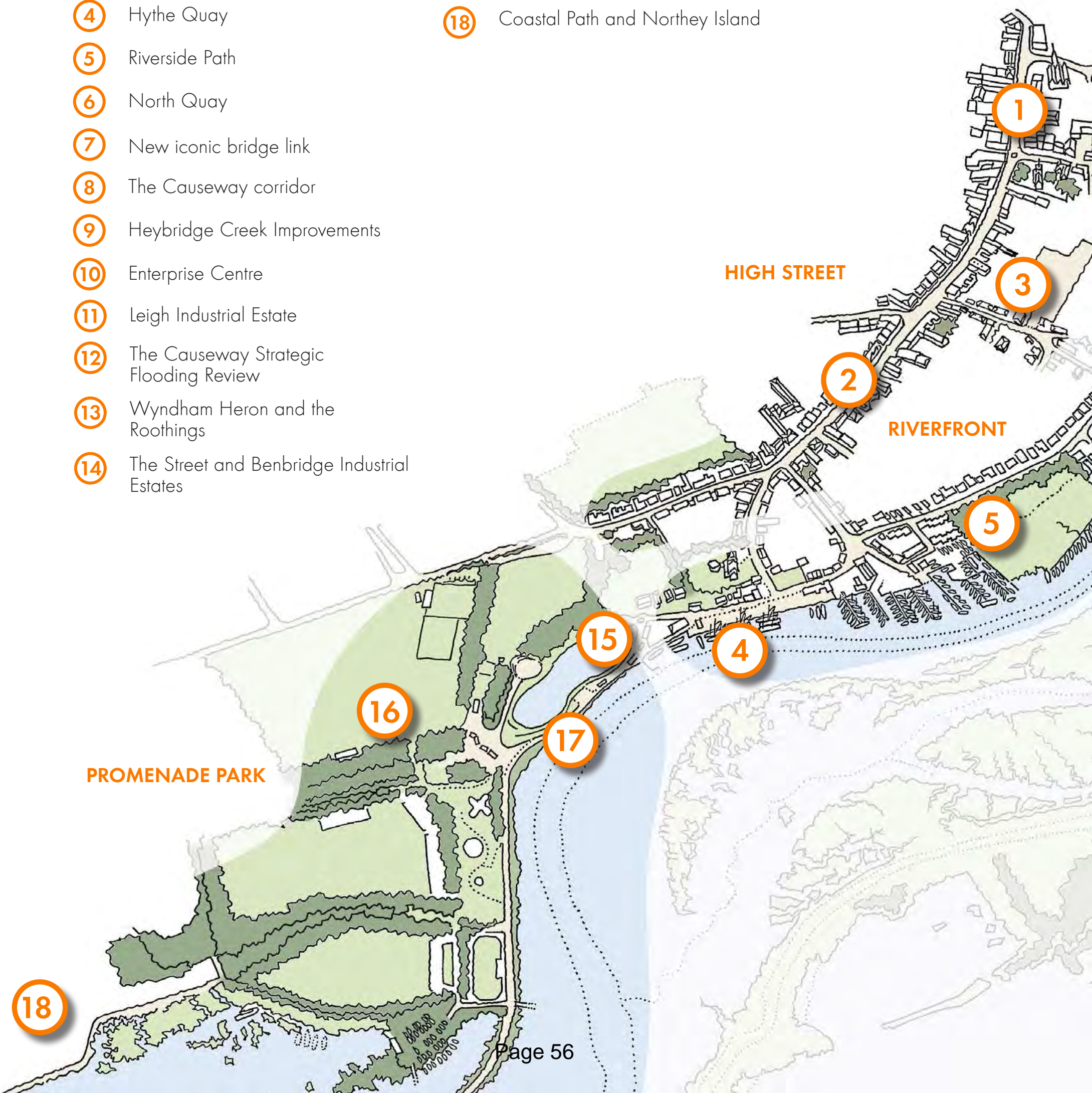
The masterplan framework presents a comprehensive programme of short, medium and long term actions, opportunities and interventions across the Maldon and Heybridge Central Area. The projects identified relate to the wide range of cross-cutting objectives which span the three sub-areas defined under Policy S5.

The table below provides a comprehensive overview of all the identified projects, and highlights their respective relevance to the three Policy S5 sub areas, the different strands of the overarching masterplan framework and its 6 key objectives. The table also highlights the projects which have the potential to contribute positively to the riverside environment.

		MALDON CENTRAL AREA				
		Core High Street	Lower High Street	Butt Lane car park	Hythe Quay	Riverside Path
		1	2	3	4	5
Masterplan Framework	Maldon Central Area (High Street)					
	Causeway Regeneration Area (incl. Heybridge)					
	Leisure Quarter (Promenade Park)					
	Riverfront					
	Movement and connections	M	M	M		M
	Green infrastructure					GI
Objectives	Development	D	D		D	
	CA1 - Town centre economy					
	CA2 - Causeway employment area					
	CA3 - Culture and visitor economy					
	CA4 - Access to the river / water					
	CA5 - Traffic management and parking					
	CA6 - Environmental sustainability					
		1	2	3	4	5
		Core High Street	Lower High Street	Butt Lane car park	Hythe Quay	Riverside Path
		HIGH STREET				

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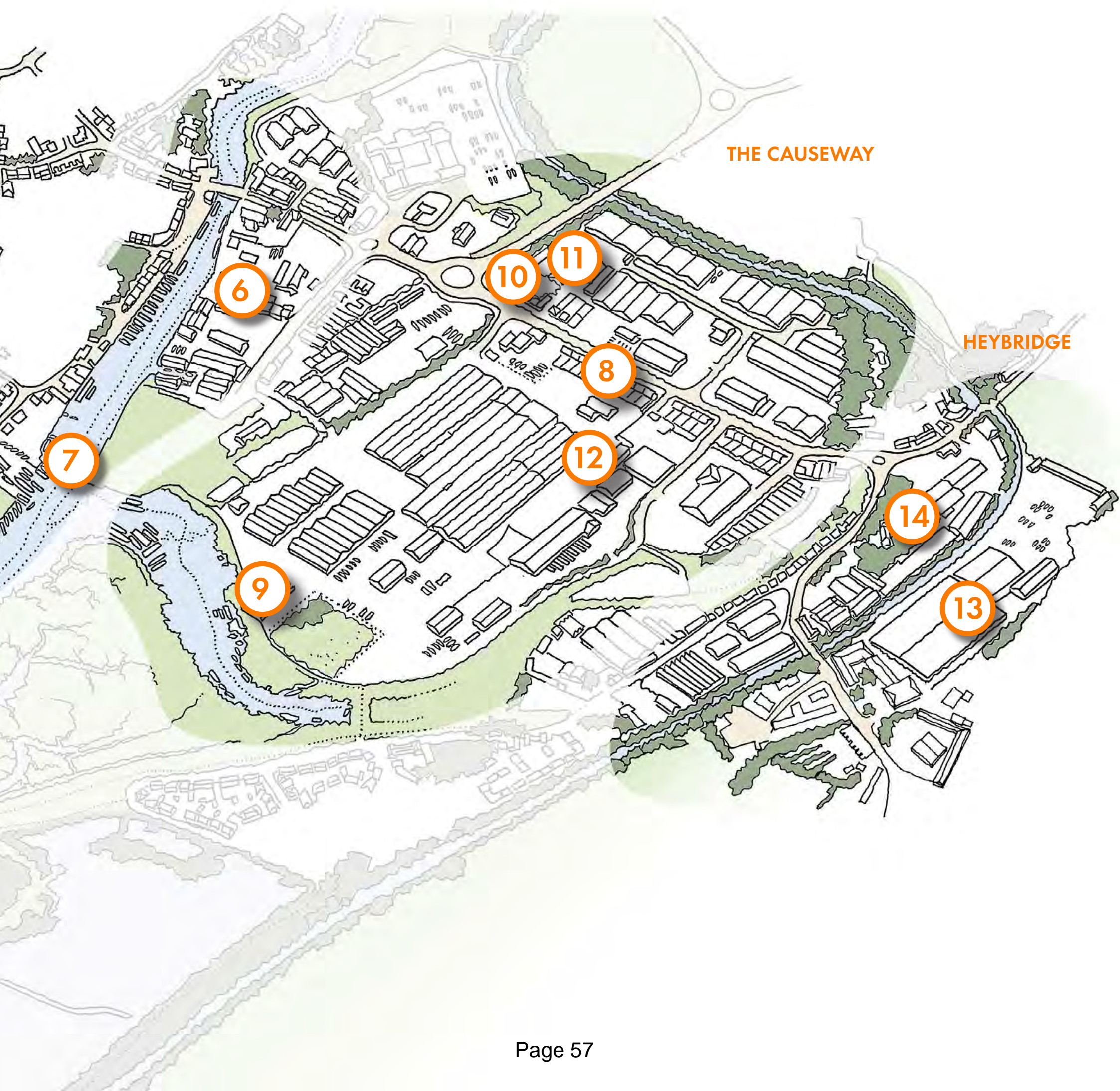
- | | |
|---|--------------------------------------|
| ① Core High Street | ⑮ Destination hub |
| ② Lower High Street | ⑯ Promenade Park - Management Plan |
| ③ Butt Lane car park | ⑰ Moorings in the Blackwater Estuary |
| ④ Hythe Quay | ⑱ Coastal Path and Northey Island |
| ⑤ Riverside Path | |
| ⑥ North Quay | |
| ⑦ New iconic bridge link | |
| ⑧ The Causeway corridor | |
| ⑨ Heybridge Creek Improvements | |
| ⑩ Enterprise Centre | |
| ⑪ Leigh Industrial Estate | |
| ⑫ The Causeway Strategic Flooding Review | |
| ⑬ Wyndham Heron and the Roothings | |
| ⑭ The Street and Benbridge Industrial Estates | |



4 KEY PROJECTS

A series of masterplan projects are presented in this section of the Maldon and Heybridge Central Area Strategic Masterplan Framework. The context for each project is presented followed by a description of the project. A view on funding is given with low indicating the project could progress using existing

budgets; medium signifying additional/external funding is likely to be required; and high indicating that significant dedicated additional project funding would be required. Each project is also assessed against the overriding Framework objectives.



HIGH STREET
4.1 HIGH STREET CORE
PROJECT 1

Context

The core commercial centre of Maldon is contained within the length of High Street between Market Hill and Silver Street. Within this vibrant, rich and varied townscape which lies at the heart of the Maldon conservation area, the vast majority of the buildings along the street frontage are listed. This part of the High Street in Maldon is the economic engine room of the town centre – where values are highest, footfall strongest and the area which exerts the strongest forces of attraction for visitors to the centre.

The townscape should be preserved and enhanced along this historic street. Opportunities for new development are scarce and where proposals do come forward, opportunities to improve the contribution to the character of the area should be taken. The replacement of buildings which currently detract from the character of the conservation area would be welcomed by the Council.

High streets need ongoing investment and renewal. They face increasing levels of competition from other centres, out of centre retail locations and e-retailing. Experiments were undertaken last year to explore the viability of relocating Maldon’s market to the High Street. This initiative relied on the temporary closure of this core section of High Street, with local traffic rerouted. The experiment was not considered a success, with many established retailers concerned about the negative impact on high street trade. The ongoing viability and success of markets in Maldon is an important part of the retail strategy for the town.

Project name:
1. Core High Street environmental and highway improvements



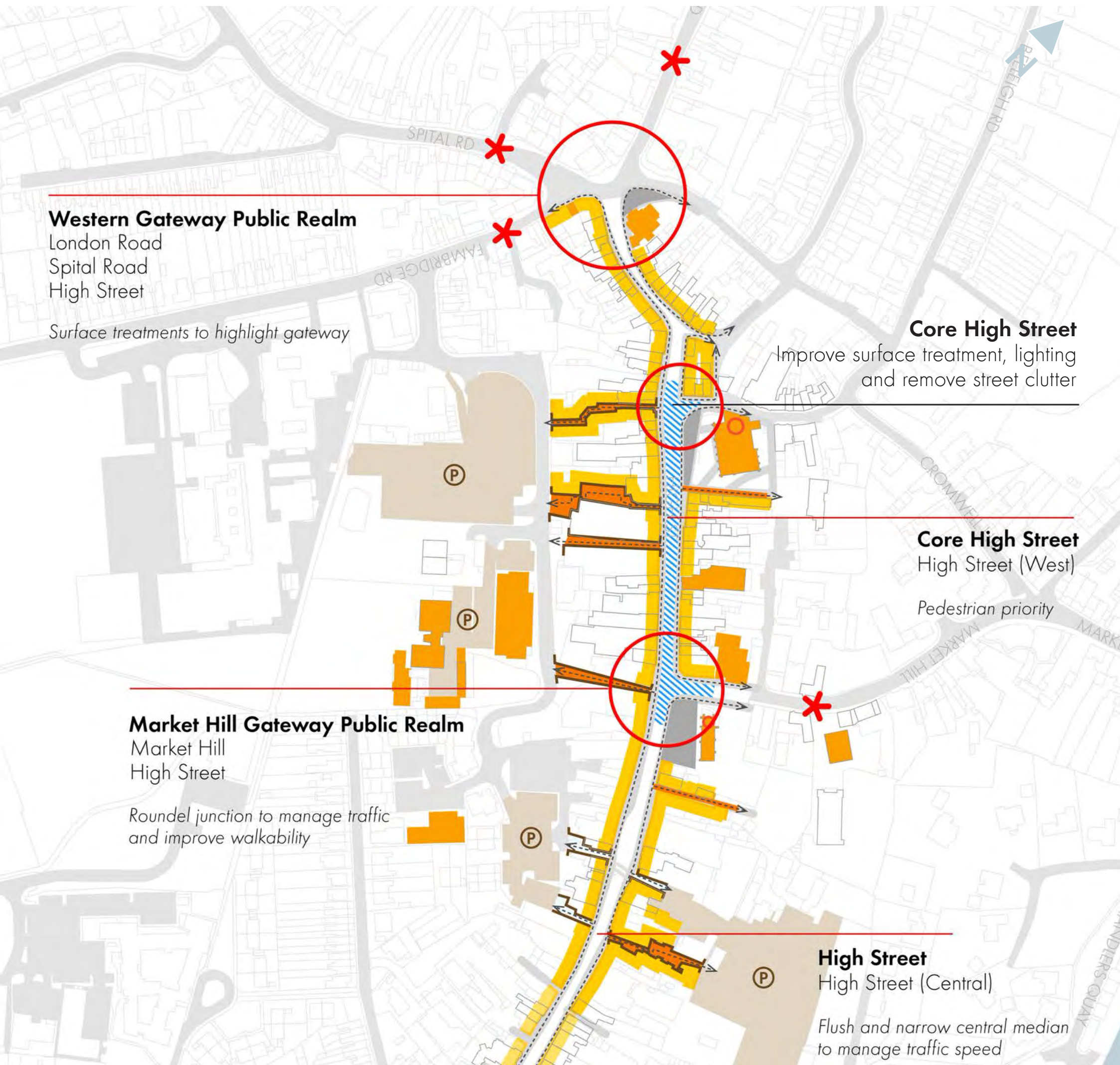
Improvements to both the public realm environment and the way the highway operates are required for this section of High Street.

Environmental improvements to this priority section of High Street should be agreed, programmed and delivered through a co-ordinated, heritage-led townscape initiative to give greater priority to pedestrians whilst not significantly revising the town centre traffic management regime. Opportunities include:

- Improvements to the carriageway and pavement surfacing to give a more unified sense of shared space will give pedestrians more priority.
- A programme of feature lighting along this historic stretch of commercial frontage will help to support the evening economy.
- A rigorous programme to remove street clutter including guardrails, extraneous street posts, etc.
- Improvements and refurbishments of existing buildings will be encouraged by the Council.



Right: High Street improvements - Core and Lower High Street





Existing view





HIGH STREET

4.1 HIGH STREET CORE

PROJECT 1

The existing High Street currently provides a reasonable environment, although the dominance of cars and HGVs is evident through the distribution of carriageway space versus footways. To deal with this imbalance, a conceptual high street highways scheme has been developed which builds upon several recently built schemes around the UK and Europe. The scheme elements are summarised below.

In combination, these features are designed to improve walkability and better manage traffic in the central area, whilst maintaining full vehicle accessibility along the high street and access to the various car parks and loading bays.

A High Street highways review in which greater priority is given to pedestrians without radically altering existing traffic management arrangement. Physical highways features that could be introduced include:

- Roundal junctions;
- Central medians;
- Courtesy crossings; and
- Flat top tables.



Roundal Junctions

– better manage turning traffic, creating slower but steady pace and improved pedestrian crossing



Central Median –

Introduce a near flush central median to reduce carriageway space (tarmac) and reduce traffic speed, whilst allowing informal pedestrian movement and protected parking



Courtesy Crossings

– Flush pedestrian crossings with ‘implied’ priority for crossings



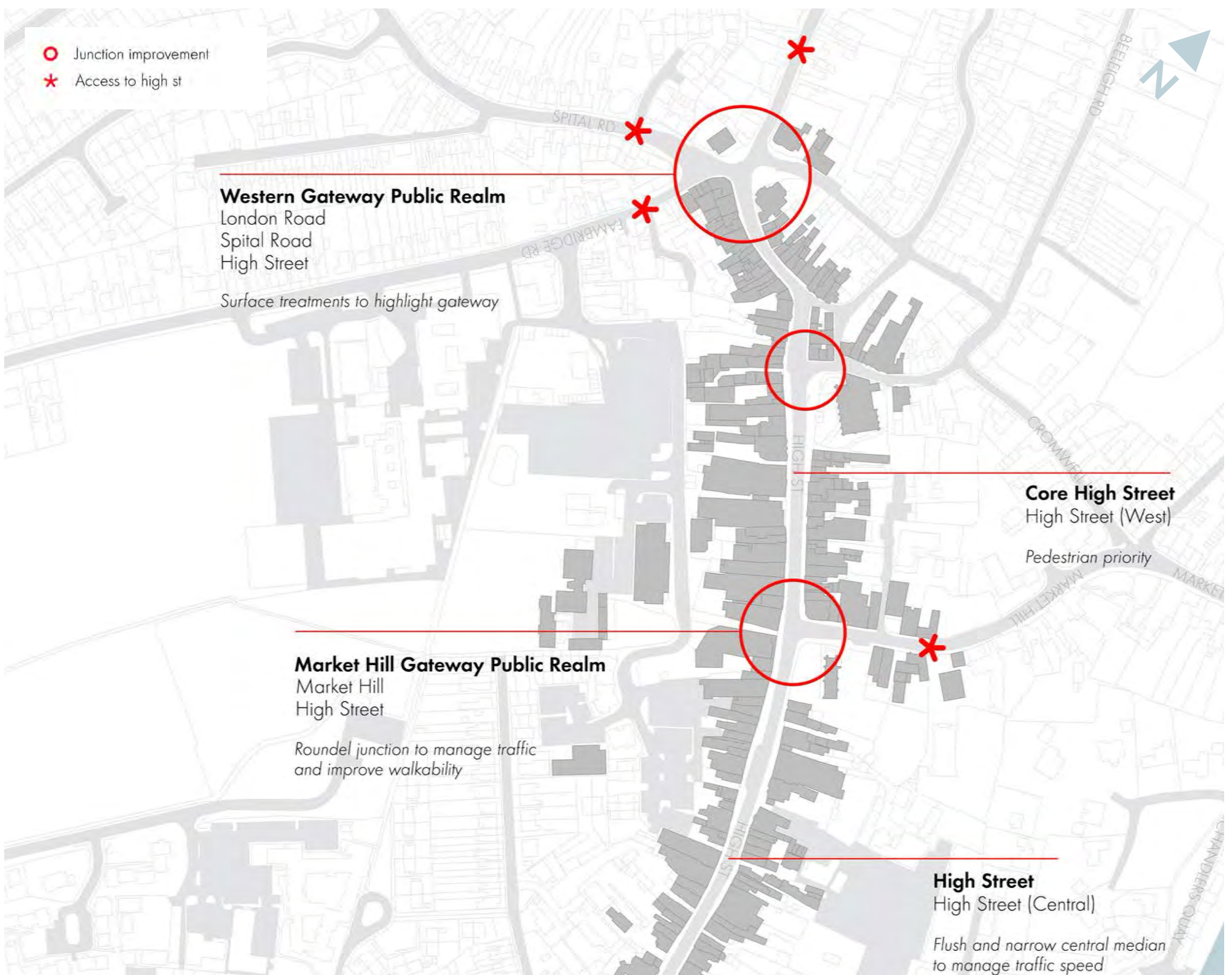
Flat top table –

Flush flat top speed tables linking lateral public spaces at key nodes and gateways

Above: Examples of high street improvements, Poynton, Cheshire






Above: Options for highway improvements along the High Street



Above: High Street highways improvements - Core and Lower High Street

MALDON HIGH STREET

Features

-  Listed buildings
-  Community, health and education buildings
-  Landmarks




Shopping frontages

-  Good quality
-  Neutral quality
-  Improvement needed
-  Future food and drink district



Pedestrian movement

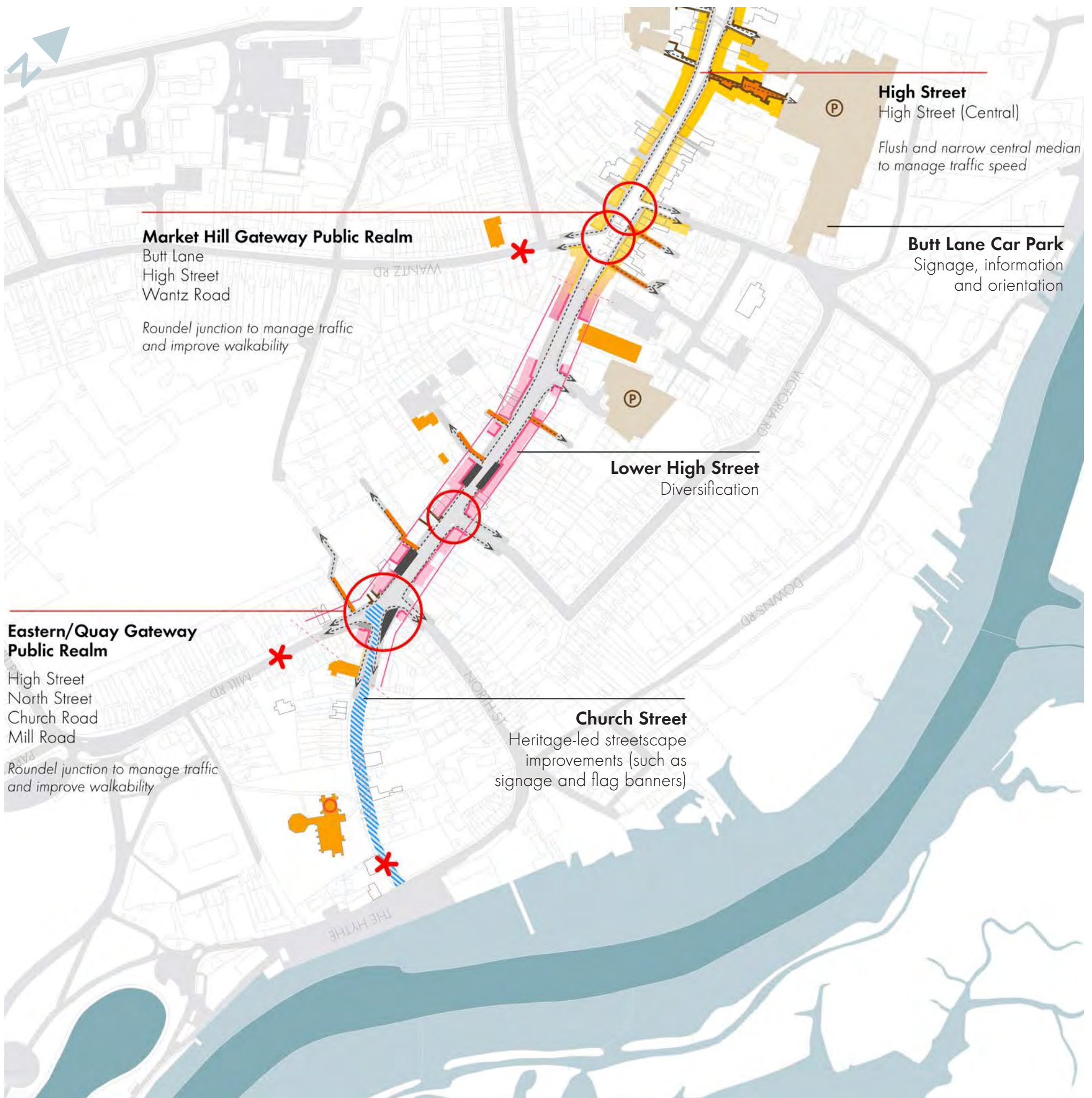
-  Pedestrian route
-  Public spaces to be maintained and supported
-  Public realm: improve
-  Streetscape improvement project
-  Pedestrian crossings

Connections

-  Public car parks
-  Improve access to car park
-  Alleyway to be enhanced

High Street

-  Junction improvement
-  Access to High Street



Right: Lower High Street improvements

HIGH STREET**4.2 LOWER HIGH STREET****PROJECT 2****Context**

The Maldon Retail Study of July 2015 (White Young Green) found that “the bottom end of the high street has a high turnover rate of retailers. The units have a more run down look than their counterparts further up the high street. However, these lower rents have provided the opportunity to test the market with new business areas or products, where if they are successful, the retailers have moved into a different part of the high street.”

Project name:**2. Lower High Street improvements**

The lower end of the high street will have an important role as the link between the town centre and Hythe Quay. To perform this role investment is needed both in the quality of the environment and the type and quality of retail activity.

A wider range of retail and non-retail uses should be encouraged in the lower end of the high street. Anchored by pubs including the Warwick and the Ship and Anchor, the lower end of the high street has the potential to foster a strengthened evening economy which would complement the core retail area of upper high street. Care will need to be taken, and controls put in place, to ensure fostering a more flexible approach to non-retail uses does not precipitate an overconcentration of A5 fast food and take away uses.

Streetscape improvements will include targeted investment in new paving to create an environment for outdoor dining and increased activity generally. Enhanced shop frontages to support the shift to food and drink will also be encouraged. Alongside these measures, the introduction of lighter touch measures such as bunting and flag banners to support wayfinding between the town centre and Hythe Quay will be supported.

HIGH STREET**4.3 BUTT LANE CAR PARK****PROJECT 3****Context**

Butt Lane car park (171 spaces) is one of the two principal public pay and display car parks in central Maldon. It complements the White Horse Lane car park to the south of High Street (181 spaces) in being discretely located on the north side of High Street with a number of pedestrian lanes providing direct linkage with High Street. Butt Lane is also the location of the town centre general market which is hosted every Thursday (some stalls also on Saturday) between 9am to 3pm.

Project name:**3. Butt Lane car park improvements**

Butt Lane car park is perfectly located to play a more prominent and strategically important role in the town as a key point of arrival and orientation. It is ideally located directly between the riverfront and the town centre, and adjacent to the Tourist Information Centre along Wenlock Way.

The car park is to be enhanced environmentally and to reflect its role as a key arrival point for visitors. As part of the wider town signage strategy, a new signage and information point on the site could help to orientate visitors towards the wider attractions of the town in addition to the high street. Improving the signage towards the riverfront, riverside walk and a radically improved Hythe Quay would help extend people's visits to the town.

The car park will also continue to be the location for the town's general market. Enhanced management of this important asset should be secured to ensure its vitality in the long term. This could include looking towards better quality infrastructure for the stalls. Stronger indication of the link from the High Street to the car park would help support both the market and



Existing view

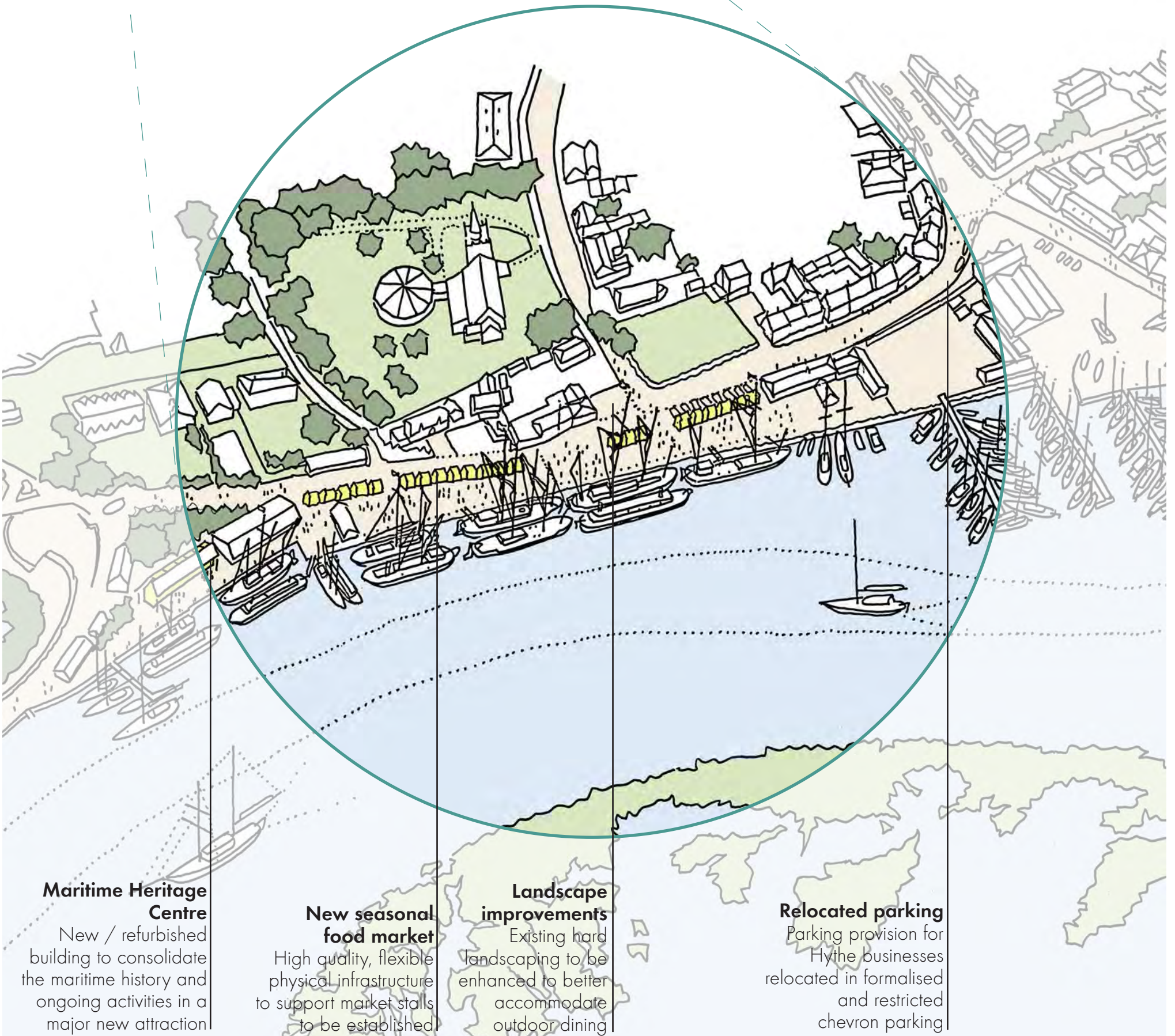


Lower High Street illustration





Establishment of a Maritime Heritage Centre as a major new attraction at Hythe Quay



RIVERFRONT

4.4 HYTHE QUAY

PROJECT 4

Context

The Hythe began life as a separate hamlet from Maldon, with its skyline dominated by the tower of St Mary's Church. Thames Barges would leave the Hythe carrying foodstuffs and bedding straw to London returning with cargos of horse manure for the district farms. Fishing vessels left their moorings by the Bath Wall in search of eels, plaice, sole, whelks and winkles in the estuary.

The trade in, and distribution of, local food has historically underpinned commercial life at Hythe Quay. Today, the Quay is one of the town's principal visitor attractions and a hub for tourist sailing day trips out toward Osea Island and beyond.

Maldon's riverfront here has rich maritime heritage, supported by the Heritage Lottery Fund, Essex Heritage Trust, The Pilgrim Trust, The Transport Trust, Historic Ship's Register and the Lady Skinner's Trust.

The Hythe was home to Cooks boat yard where a number of barges were originally built. Ships laden with timber and other materials would pass the Hythe destined for Sadd's Wharf just a little further along the river on the north side of Fullbridge Wharf. Other vessels carried grain for the flour mills at Fullbridge.

With the quayside acting as a car park, Hythe Quay is considered the highest priority collection of projects identified in this masterplan.



Amble Harbour Village, Northumberland

Project name:

4. Hythe Quay improvement initiative



Parked cars should be removed from the quayside and the space and associated buildings used to enhance Hythe Quay as a major destination and attraction. The space could be used to create a waterfront market space and for the establishment of a new food market which would complement the existing Maldon General Market at Butt Lane. Whilst some of the existing and/or vacant buildings should be restored as a Maritime Heritage Centre.

Opportunities to transform Hythe Quay include:

- Creation of a new seasonal food market on Hythe Quay celebrating seafood and oysters.
- Landscaping and public realm scheme to deliver a radically improved environmental quality at Hythe Quay. This should include careful consideration of how to integrate the Quay's two pubs into the improvements.
- Establishment of a market management regime to ensure a good quality and varied food offer supporting an exciting events programme.
- Improved physical links with Promenade Park including signage, lighting and supporting public realm improvements.
- The market operation should be designed in consultation with existing key local businesses on Hythe Quay to facilitate the ongoing commercial and boating operations and make more of the event or festival days i.e. dressing and painting the sails moved to Promenade Park.
- Conversion and/or reuse of existing unused character buildings around Hythe Quay for new commercial and community uses or uses which support the establishment of the new food market.
- Establishment of a Maritime Heritage Centre and further moorings working with shore based businesses and maritime stakeholders such as the Steam Tug Brent, Dawn Barge Trust. Viking Pleasure Boat and Topsail Charters.



Existing view



Artist's impression of food market at Hythe Quay



RIVERFRONT

4.5 THE MALDON RIVERSIDE ROUTE

PROJECT 5

Context

The waterside setting of Maldon is one of its unique environmental assets and underpins the success of the town as a visitor destination. Promenade Park relies on this direct relationship, and the numerous small scale boatyards along the water's edge are a fundamental part of the town's character and heritage.

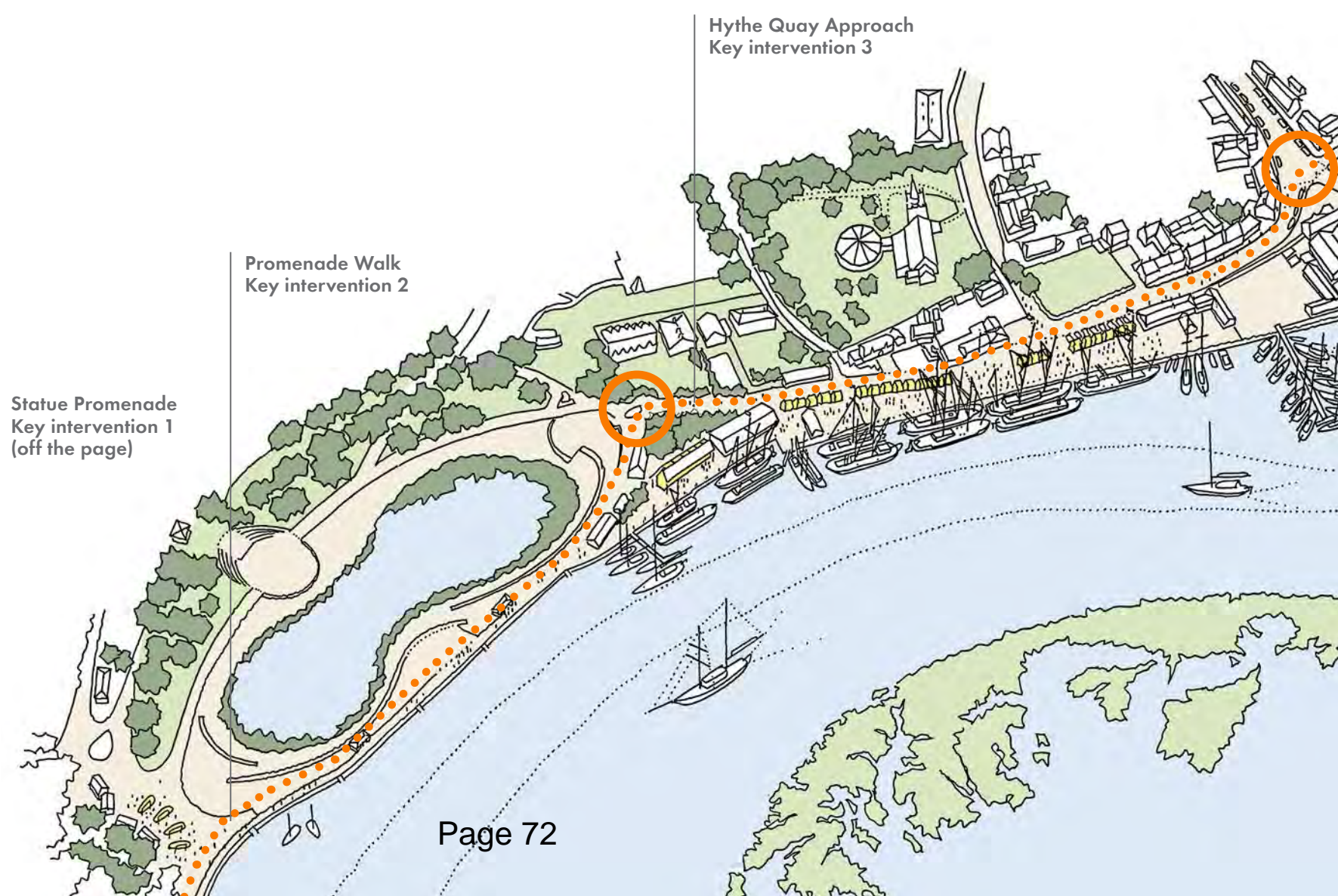
A walking route along the south, Maldon, side of the River Chelmer is largely in place but it is poorly signed, of a poor quality in some parts and linkages to it from the town centre could be improved.

Project name: 5. Maldon Riverside Path



A series of small scale interventions should be delivered to improve the legibility of, quality of and access to the Maldon Riverside Path. Particular opportunities include:

- Introduction of a unifying brand/treatment to the route which acts as a legible wayfinding and orientation tool to help strengthen the legibility of the route and make the route a more prominent feature on the visitor landscape of Maldon.
- Improved signage to and along the route, making use of heritage and character features to improve legibility and wayfinding.
- Specific interventions at key points along the route where the route is unclear. These include the link between Promenade Park and Hythe Quay, the



junction between North Street and Downs Road, the area between Downs Road and Chandlers Quay at Bath Place Wharf, and the point between Chandlers Quay and Anchorage Hill. These are highlighted in the views on the following pages.

- Series of improvements at Chandlers Quay to create a strong link to Fullbridge and new activities along the waterfront.




KEY INTERVENTION 1: Statue Promenade

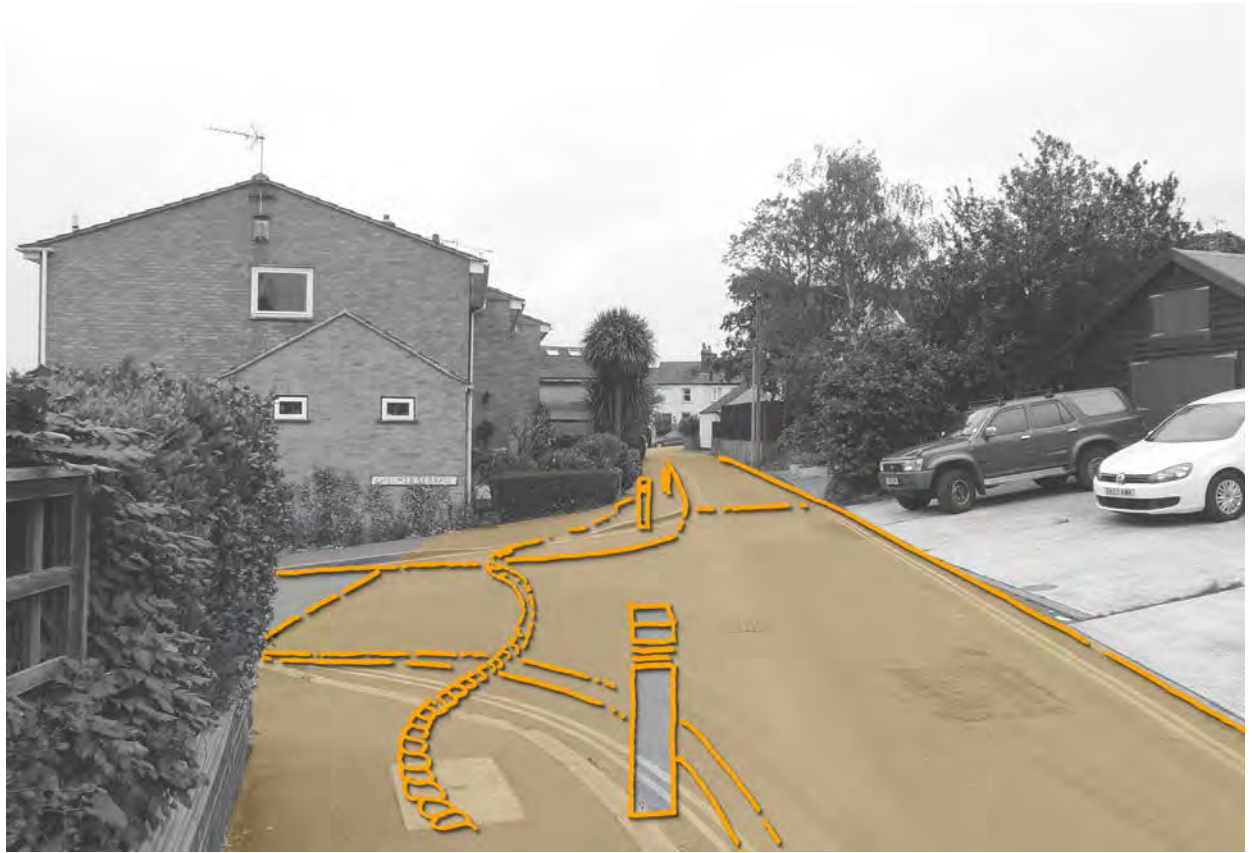
Improvements along Maldon Promenade Walk, looking towards Maldon from the Statue of Byrhtnoth. Surface and banking improvements together with replacement benches


KEY INTERVENTION 2: Promenade Walk

Expansion of moorings along the Balckwater Estuary would allow a greater spectrum of boats to be accommodated, and would become a prominent and popular feature of the Park


KEY INTERVENTION 3: Hythe Quay Approach

The link between Promenade Park and Hythe Quay is critical to the respective successes of each destination. Subtle signage, lighting, visual cues and unified surface improvements needed.



KEY INTERVENTION 4: Chelmer Terrace

The route is not intuitive along this stretch of Downs Road. Surface treatment and visual cues will orientate the walker and cyclist.



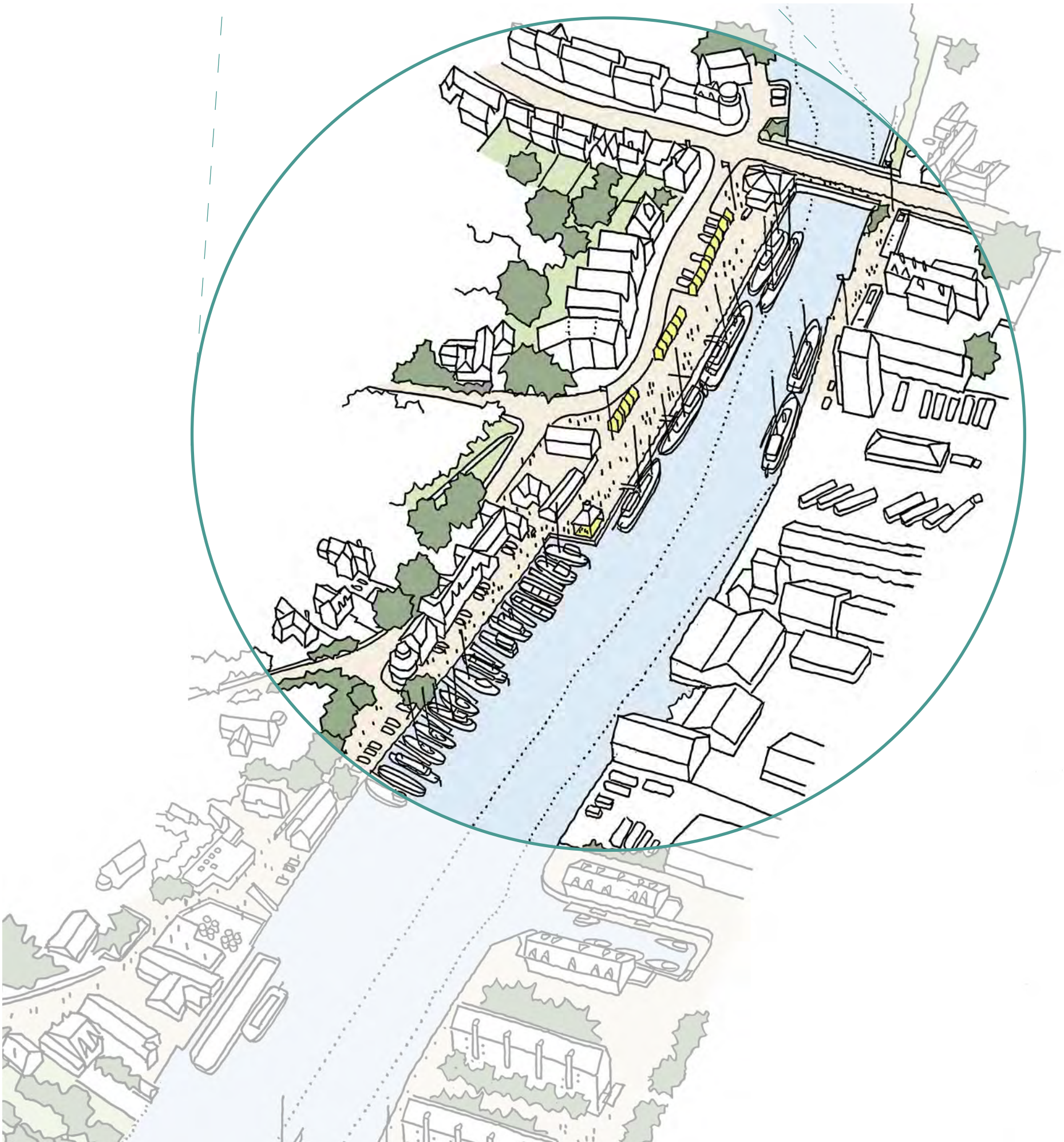
KEY INTERVENTION 5: Downs Road open space

The open space at Downs Road will form a key part of the Maldon Riverside Path, with the treatment of the path helping to make it more legible. The space itself could be considered for creating meadow habitat and selective enhancement and management of trees.



KEY INTERVENTION 6: Bath Place Wharf

A pedestrian connection is available linking Chandlers Quay with Downs Road, but lack of signage and indirect sight lines put doubt in the user's mind. Surface treatment, visual cues and appropriate signage could help



Chandlers Quay at Fullbridge is the most prominent waterside location in Maldon. The quayside area is currently private parking spaces and the area is a busy quayside area with private moorings and views across the river to the Carr's Flour Mill complex. The area has been the focus for recent development activity with new apartments under construction on the quayside. Delivering improvements to Chandlers Quay will be complex given a fragmented ownership pattern and the need to respect ongoing business operations.

There are two principal opportunities at Chandlers Quay for the delivery of improvements, as follows:

- Firstly, improvements to the quayside environment itself. This is a prominent, accessible and central site in the heart of historic Maldon. Currently the quayside is primarily used for private parking spaces. Whilst some parking spaces could be retained, there is an opportunity to take advantage of this unique waterside setting and improve the visitor experience through the provision of bespoke temporary kiosks which provide a focal point and would encourage visitors to spend more time in this special location.
- Connecting the quay to the riverside route linking with Hythe Quay and beyond is important for the success of Chandlers Quay. The physical link between Anchorage Hill and Chandlers Quay is currently not ideal as the route has to pull away from the quayside frontage. A small cantilevering boardwalk structure off the dock wall could potentially unlock and bridge this connection in the long term although land ownership and business operational issues would need to be resolved to the agreement of all parties.

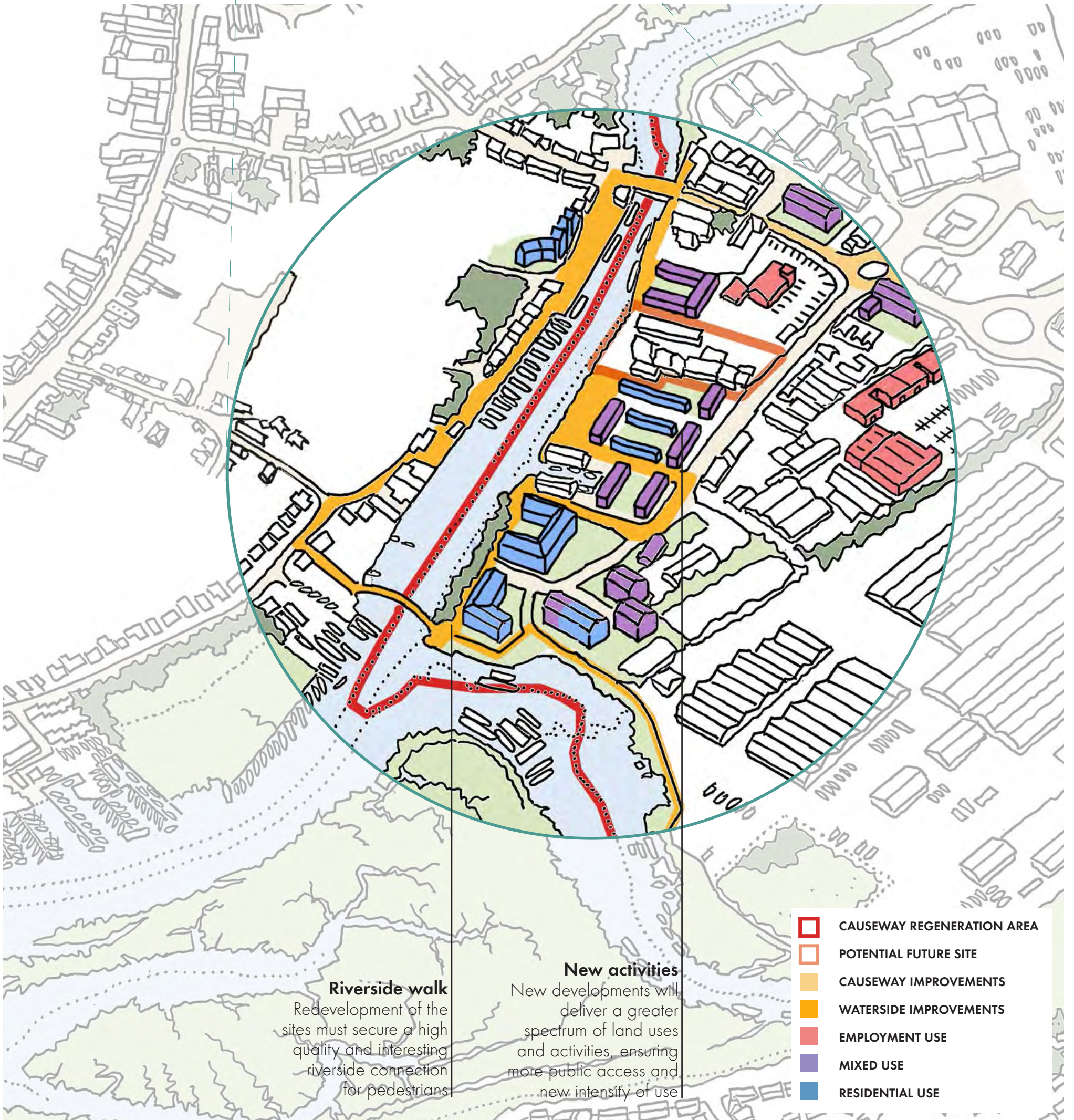


Existing view



Artist's impression of Chondlers Quay





RIVERFRONT

4.6 NORTH QUAY

PROJECT 6

Context

The North Quay, accessed off Station Road, occupies a prominent, south facing quayside position with good views south towards Chandlers Quay and downstream along the Chelmer. The area is currently mixed in character with long established businesses operating adjacent to family housing. Aside from Sadd's Wharf and the Aquilia site which has recently been given planning permission for retail-led mixed uses including a hotel, the area is allocated for employment uses. The area has been identified as suitable for mixed used development in the recent Causeway Development and Improvement Plan prepared by BBP Regeneration consultants. The study goes on to state that 'in particular the North Quay of the River Chelmer provides a prominent opportunity close to the town centre for cycle/pedestrian connections and a new river crossing.'

Planning permission has been granted for the mixed-use redevelopment of Sadd's Wharf. Whilst the site remains undeveloped, the pivotal role mixed-use redevelopment of this site will play was recognised in both the Intermediate Study and BBP's more recent Development and Improvement Plan for The Causeway Regeneration Area. The role the site will play in supporting the delivery of a new bridge link across the Chelmer to provide a direct link between Maldon and Heybridge Creek is a particular priority.

Project name:

6. North Quay regeneration



The priority for North Quay will be to ensure new developments and regeneration proposals deliver new jobs through employment generating mixed-use development. With good links to the town centre and improving amenities in the wider area, residential uses are likely to play an important role in helping to deliver improved pedestrian access and environmental quality of the quayside environment. A new generous quayside walk, flanked by commercial uses, is a long term aspiration which would complement improvements to riverside connections on the south side of The Chelmer. Such a route would enable key sites including Sadd's Wharf and the Heybridge Creekside environment to be far better connected. Improvements to these connections are considered particularly important in the context of the planned strategic housing growth north of Heybridge.

There is a longstanding aspiration to improve physical linkages between Heybridge and The Causeway and Maldon through the delivery of an iconic foot and cycle bridge link across the Chelmer. Major new development proposals along the North Quay should contribute to delivering this strategic improvement.



Iconic new bridge
Critical new link established to connect three parts of the town together, and representing a key investment in the town's future

Downs Road

Downs Road Boatyard

Heybridge Creek

Sadd's Wharf

Opportunity to consider a new scheme for site - achieving an uplift in capacity to support new public realm interventions

RIVERFRONT

4.7 NEW ICONIC BRIDGE

PROJECT 7

Context

The planned redevelopment of Sadd's Wharf has been designed to incorporate provision of a new foot bridge across the River Chelmer. The route would play an important role in relieving pressure off Fullbridge and providing a safe and convenient alternative crossing for pedestrians and cyclists. The need for improved river crossing facilities will only become more acute as the planned housing growth north and south of Maldon comes forward.

Project name:

7. Delivery of new iconic bridge over the River Chelmer



The delivery of a new iconic bridge over the river is considered by stakeholders to be a key element of the overall masterplan. Introducing this connection would unlock the potential of the riverfront on both sides of the water and crucially link all parts of the town together.

The land site for a new bridge has been secured in principle on the north side through the Sadd's Wharf development, although a location on the south side is yet to be agreed. The bridge, whilst providing a key pedestrian and cycle connection across the River Chelmer to better link Maldon with Heybridge, would become an attraction in its own right, offering a new and unique perspective on the estuary with views downstream towards the Battle of Maldon site and Northey Island.

A feasibility study is recommended to explore the options for the new bridge and to work towards a preferred approach which can accommodate the various considerations such as allowing for tall ships to pass, management of the silt accumulation in the river and protection of the sensitive creek and river environment. Once an approach is agreed and funding secured, the project would lend itself to a design competition.

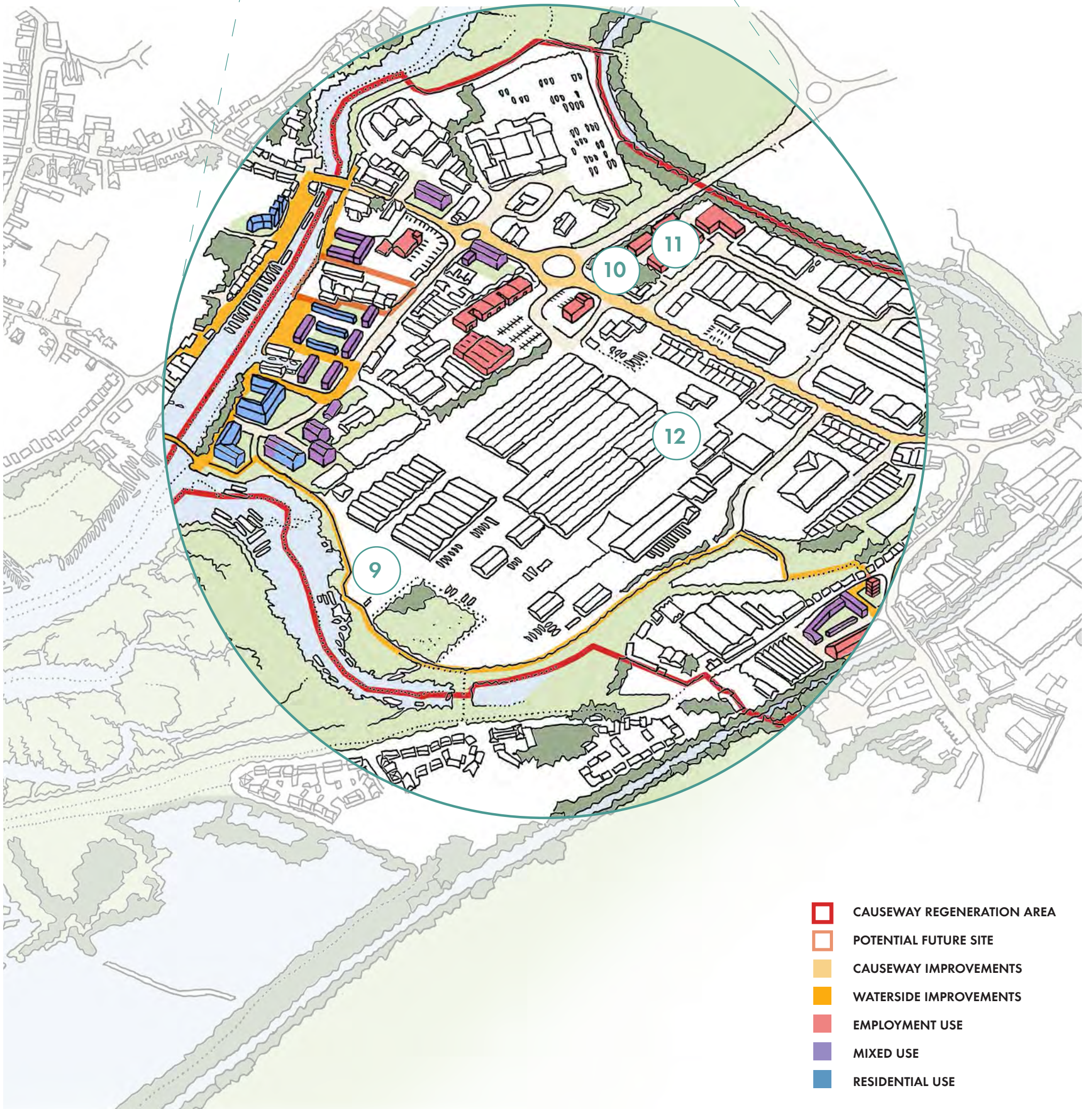


Existing view



Artist's impression of view west towards Maldon from Heybridge Creek incorporating new bridge link and an alternative new scheme for Sadd's Wharf





THE CAUSEWAY

4.8-4.12 THE CAUSEWAY

PROJECTS 8, 9, 10, 11, 12

Context

The Causeway is Maldon's principal employment area. Vacancies are low but the Council and its partners are keen to increase the supply of higher quality and more flexible floorspace across the area. This is seen as key in restructuring The Causeway, improving the quality of employment land in this area, increasing the number of jobs provided and ultimately making The Causeway employment area more resilient.

Strategic Intervention 1 of the Maldon District Council's Economic Prosperity Strategy 2013-2029 targets the increase in supply of high quality, flexible premises. This issue is identified as the most pressing economic challenge facing the District. In addition, building on the outcomes of the Intermediate Study, the Causeway Regeneration study by BBP Regeneration calls for improvements to the overall environmental quality of the area, the redevelopment of key opportunity sites and the delivery of an innovation centre to help support and promote business growth.

Project name: 8. The Causeway corridor



The junction between the A414 and The Causeway / Fullbridge is perhaps the town's most important gateway. Signage to this strategically important employment and enterprise area should be improved from the A414 from which The Causeway business area is only mentioned specifically on the approach to the Fullbridge roundabout. Once at this roundabout however, public realm improvements including specialist street lighting along The Causeway, improved provision for pedestrians and cyclists and the feature treatment of the roundabout itself could be undertaken to help promote the importance of this area.

A strategic landscape and public realm strategy for the Causeway should be prepared to identify detailed projects and a coherent approach to planting, signage, boundary treatments and landscape. The project would help improve the image and environment of the Causeway and support inward investment, business and staff retention.

Project name: 9. Heybridge Creek improvements



The Causeway as a route will continue to play an important role in providing vehicular access to all business traffic. Good quality vehicular access is key to maintaining and/or improving the quality of this employment land. Promotion of the physical investment in the provision of alternative and more sustainable travel choices is therefore considered to have an important role in the future development of Maldon and help ensure the planned strategic growth in the north of the town is properly integrated whilst not undermining the importance or quality of the prevailing employment uses along The Causeway. Taken in tandem with the delivery of an iconic new footway / cycle way bridge across the Chelmer from the Sadd's Wharf development, the footpath along Heybridge Creek immediately to the north, on the eastside of The Causeway employment area, provides a unique and beautiful alternative informal route to Maldon. Views across the creek with Maldon's houseboat community in the foreground and Maldon's historic town beyond provide a wonderful aspect of the town. The route should retain its leisure route character but be widened and with surface improvements and lighting to improve safety. Designs for enhancements to this route to accommodate walking and cycling must recognise the international ecological importance of the estuary and the creek environment. Any development must be aware of the International, National and Local environmental designations.



Above: Existing and proposed changes to The Causeway route



Green Roundabouts
Landscaping and branding to gateway roundabouts



Street Trees
Enhanced street scene through street trees planting



Street Branding
Street branding to promote an area

Project name: 10. Enterprise Centre

The recent BBP study on The Causeway Regeneration stated that “there is a perceived lack of small to medium sized offices. For start-up businesses or small established firms it is difficult to find a space where the rents are not too high. It is recommended that an Enterprise Centre is established, where flexible space and conference rooms are offered. This Centre should be located at the gateway to the Causeway, ideally with a prominent street frontage. The Economic Prosperity Strategy 2013-2029, in line with LDP Policies E1 and E6, confirms that the Council will seek to secure a supported Enterprise Centre for high potential start-ups.

Of the opportunity sites identified in the Intermediate Study, sites with a prominent street frontage and which sit between the main employment zone and the town centre would seem to offer the greatest potential in promoting small business activity. The Causeway Regeneration Study identifies a range of format options for a new Enterprise Centre and these should be explored through the preparation of a business plan.

The Leigh Industrial Estate would provide the best position for an Enterprise Centre in terms of location given its prominence at the gateway to the area, as well as its existing building potential and development potential.

Project name: 11. Leigh Industrial Estate

The Leigh Industrial Estate occupies a prominent gateway location to The Causeway employment area. Redevelopment should deliver a more prominent form of development which provides a strong address to both the A414 and The Causeway. In particular, the scope to provide a positive address to an improved environment along the canal frontage is a unique opportunity for this and other canal-side sites which have the potential to deliver a really high quality outlook for a new office-based form of development.

A development brief for the site was recommended by the Causeway Regeneration Study as a means to outline the key design opportunities for this site.

Project name: 12. The Causeway Strategic Flooding Review

The whole of the Causeway area falls within a flood zone and as a result all new development proposals must be supported by a flood risk assessment. The need to carefully manage flood risk and ensure that relevant infrastructure is effectively managed is also a specific requirement of Local Development Plan Policy S5. The recent regeneration study of The Causeway identified the need for a strategic flooding review of The Causeway area (supported by Surface Water Management Plan, ECC, 2013). As recommended in the study, the Strategic Flooding Review help to facilitate emerging Council Planning policy and the output of the study should be capable of both informing such policy and of being understood by third parties without specialist knowledge.

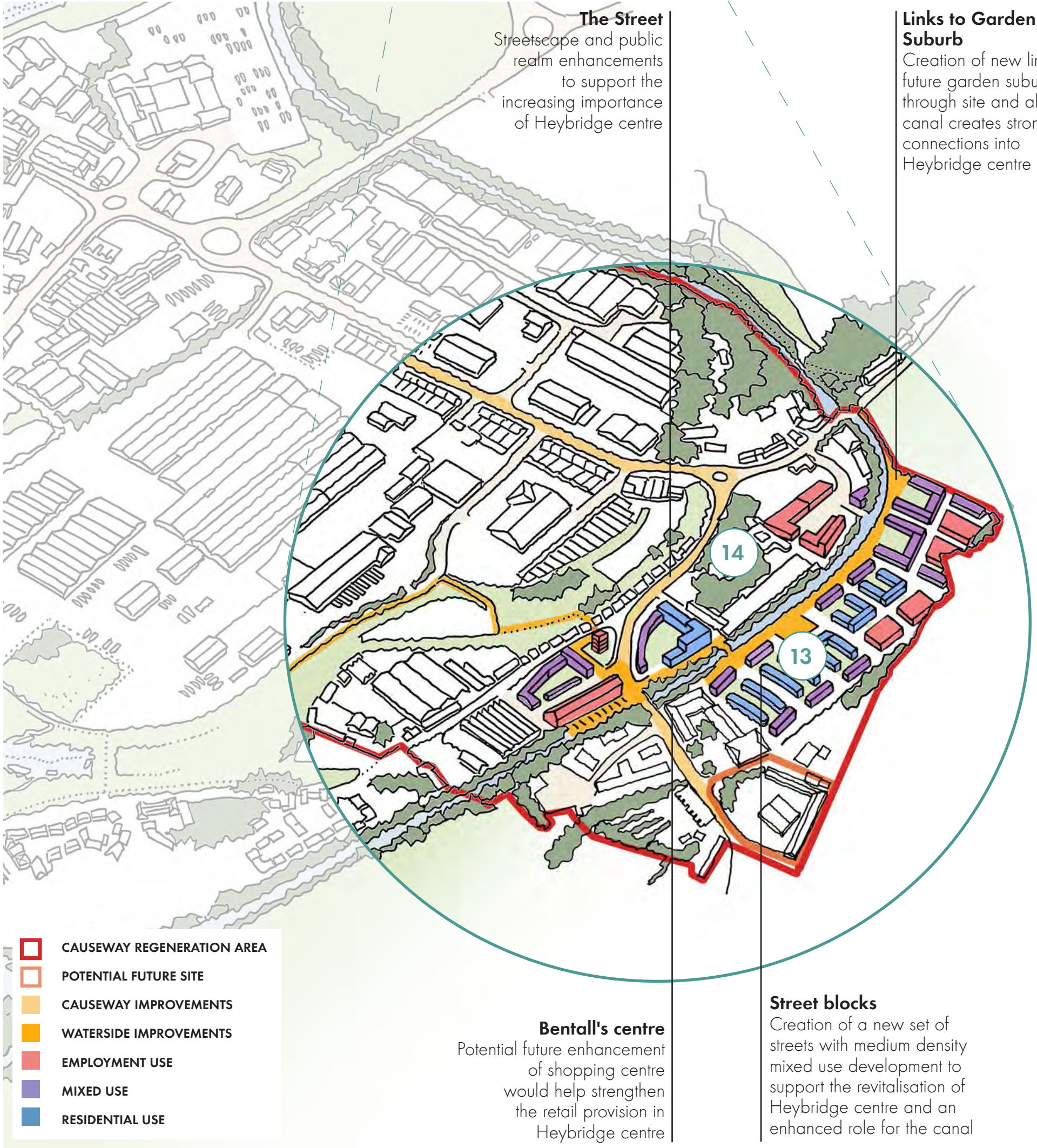


Existing view



Artist's impression of redeveloped Leigh Industrial Estate and The Causeway improvements scheme





HEYBRIDGE

4.13-4.14 HEYBRIDGE

PROJECTS 13,14

Context

Heybridge Centre is a designated district shopping centre in the Local Development Plan with a designated Core Retail Area in two locations either side of the Chelmer and Blackwater Navigation. One core retail area is focused on the Bentalls Shopping Centre, a precinct-based centre of 14 units. This centre is poised for new investment which will see the former Tesco store converted to a larger Post Office facility and a larger health centre facility. These community orientated facilities will play an important role in meeting the day-to-day community needs of a growing population. The other core area is along The Street and Hall Road.

A number of industrial estate sites within the Heybridge area form part of a designated employment area centring on The Causeway. However, sites in Heybridge, which are at the northern fringes of this designation and benefit from very close proximity to Heybridge district centre and canal-side frontage, are identified in the Causeway Regeneration Study as being appropriate for employment generating mixed-use development.

These sites will play a fundamental role in revitalising Heybridge centre to meet its future role as a local centre for an enhanced population.

Project name:

13. Wyndham Heron and the Roothings



These industrial sites immediately adjacent to the district centre benefit from south facing views over the Chelmer and Blackwater canal. These sites represent a very significant redevelopment opportunity, with key principles as follows:

- Redevelopment should incorporate employment and mixed-use buildings.

- Proposals for redevelopment of this designated employment site would be considered in the context of the jobs created compared with the jobs on the site when it was in full employment use.
- Improving the quality of the canal frontage is a key priority in order to enhance the character of the conservation area.
- Redevelopment should deliver a new low key footbridge link across the canal to better connect the site with the rest of Heybridge and improve links to and from the district centre. This would be delivered in conjunction with redevelopment of The Street and Benbridge Industrial Estate sites.

Project name:

14. The Street and Benbridge Industrial Estates



These sites, either side of the Grade I listed St Andrew's Church, have the potential for employment generating mixed-use redevelopment. Principles associated with redevelopment include:

- It may be that partial redevelopment options could be considered to retain the better quality employment accommodation on parts of the sites.
- Redevelopment of The Street industrial estate should take account of and contribute to the delivery of a new physical connection across the canal to the district centre.
- New buildings should present a good quality frontage to the canal.
- New buildings should also present active frontages to The Street, Colchester Road and Hall Road.



Artist's impression of from Wave Bridge over the Chelmer & Blackwater Navigation, The Street, Heybridge looking into sites 13 and 14





RIVERFRONT / PROMENADE PARK

4.15 DESTINATION HUB

PROJECT 6

Context

The Intermediate Study identified the opportunity for a new visitor attraction in the area where Promenade Park meets Hythe Quay. Specifically, support is given to a new regional restaurant which would be combined with a visitor centre.

Project name:

15. Destination Hub – combined visitor centre and specialist restaurant



In addition to the Maritime Heritage Centre proposed at Hythe Quay, there is also demand for a more general visitor centre that can act as a multi-use hub for the town's attractions as a whole and for community functions. This destination hub would provide a focus for tourists, telling the story of the town and providing orientation to the series of sites of interest around the town. Such a centre could include interpretation and orientation for the Viking battlefield site and Northey Island to support the National Trust's strategy for these important but sensitive assets. A multi-use hub will include exhibition and conference space, food and drink offer, park rangers office space, associated retail, evening uses and community functions.

A new restaurant will play a major role in underpinning the business case for such an investment. A new, high quality, small scale but specialist restaurant could build on Maldon's already strong links with food and has the potential to increase the profile of the town and attract new visitors to this part of the centre.

The precise location of the destination hub would be determined through the preparation of a business plan. However, the preferred location would be directly linked and in close proximity to Hythe Quay so the investment in these two areas can benefit each other.

Key considerations:

- A new destination and community multi-use hub visitor attraction incorporating a new small speciality restaurant.
- Improving physical links between Promenade Park and Hythe Quay so both attractions benefit from their respective investments.
- The Council should be the lead partner and review the extent of its existing land holding and buildings in the area to reduce overall delivery risks.



Above: Rock Salt Restaurant, Folkestone

Key			
Existing		Proposed	
---	Key pedestrian route	Existing buildings	England Coast path
PP	Permanent parking	Playing areas	P&R
OP	Overflow parking	Sports areas	Campsite
Y	Yacht club and boat park	Attractive places	Permanent parking
		Parking space	Removal of parking and reinstatement of park open space
			Sports areas
			Attractive places
			Parking space
			Camping ground
			Destination Hub area of search



Above: Existing and proposed new leisure quarter at Promenade park.

PROMENADE PARK

4.16 - 4.17 PROMENADE PARK

PROJECTS 16, 17

Context

Opened in 1895, Promenade Park remains the most popular attraction in the town for families to enjoy a visit to Maldon. The Park draws in visitors from across the sub-region. The Park continues to benefit from ongoing investment following its major programme of transformation in 2008. Most recently, the Pirates Bay Adventure Golf facility opened earlier this year.

During the preparation of this Strategic Masterplan Framework, location options for a new hospital in Maldon have been under consideration. The Leisure Quarter has been identified as one such option although the associated decision making process is outside the remit of this Masterplan Framework.

Project name:

16. Management Plan for Promenade Park



As a key asset of the town the future of Promenade Park must be carefully managed to balance the multiple and competing demands on the space. A Management Plan for the park is to be prepared to steer how these demands should be best met over the coming decade. Key aspects to be explored include the formalisation and re-organisation of car parking, the relocation of the civic amenity site, the enhancement of the Coastal Path route through the park, the accommodation of interpretation and orientation facilities for the Viking Battlefield and Northey Island, and the extension of the recreational offer in the park.

Car parking

The existing park and ride service which is funded by Tesco and runs between that store at Fullbridge and the Blackwater Leisure Centre at the southern end of Promenade Park has no formal parking facility at this southern end. Land between the leisure centre and Madison Heights could serve as an extension to the parking provision which would enable the establishment of a true Park & Ride facility to operate from the south of the town.

Parking facilities at Promenade Park have improved in recent times. With parking at capacity in the town centre, additional spaces could be provided at existing parking zones in the busy summer months to help promote a 'park and stride' initiative which takes advantage of improved walking links between Promenade Park and central Maldon.

Civic amenity site

The access arrangements for the Civic Amenity Site are part shared by those associated with the Park's main car park area. This causes conflict and reduces the capacity of local roads, especially in the summer months. The Civic Amenity Site should be relocated to a suitable site within The Causeway to remove this environmentally difficult land use from the town's principal visitor and family attraction. Care will be needed to ensure a new location does not harm the residential or commercial amenities enjoyed by neighbouring uses of the new location.

The relocation of the Civic Amenity Site would release new capacity within the Park to allow a new use to be introduced. This site could accommodate orientation and interpretation facilities for the Viking Battlefield site and Northey Island.

New facilities

Hotel and holiday accommodation within Maldon has been consistently raised as an issue which should be addressed. There is a concern that the quality and quantity of overnight accommodation for visitors is undermining the ability of Maldon to attract visitors for longer stays. The ability to accommodate long term parking has already been improved at Promenade Park. In tandem with the preparation and continual review of a Promenade Park management plan, the introduction of good quality seasonal camping facilities within the Park itself could go some way to addressing this accommodation shortfall. Some visitor infrastructure is already in place although facilities would need to be improved to accommodate overnight stays. Flood risk might also be an issue and the views of the Environment Agency would be an important consideration.



Whitstable Harbour



Whitstable Harbour Market



Overstrand, Boscombe



Whitstable Harbour Oyster Festival



East Beach Cafe, Littlehampton

Project name:**17. Moorings in the Blackwater Estuary**

The banks of the River Chelmer on the northern edge of Promenade Park should be considered as the location for additional moorings. Such moorings formed around a pier or series of jetties would provide space for a greater spectrum of historic and day trip vessels.

**Promenade Walk**

Expansion of moorings along the Blackwater Estuary would allow a greater spectrum of boats to be accommodated, and would become a prominent and popular feature of the Park



PROMENADE PARK (SOUTH)

4.18 ENGLAND COASTAL PATH AND NORTHEY ISLAND

PROJECT 18



Context

Northey Island and South House Farm are owned and managed by the National Trust and are a special part of the Blackwater Estuary. The island, saltmarsh and mudflats provide important habitats and feeding grounds for wildlife. The area is also the site of the first registered battle site when a Viking invasion was bravely fought by Saxon Brythnorth.





Project name:

18. England Coastal Path and connections with Northey Island



The National Trust is exploring ways to look after these special sites in the future whilst maintaining public access. Working in partnership with the National Trust, local businesses and engaging with local people and visitors will continue to play a key role in this process. The aim is to give greater access along coastal footpaths whilst preserving the sense of wildness; to adapt the coastline to make it more resilient to sea level rises and to tell the stories of Northey Island.

The opportunity to deliver a destination hub at Promenade Park / Hythe Quay has the scope to support these efforts and provides opportunities for interpretation. Additional interpretation could be provided at key points along the route to Northey Island.

-  Permanent parking
-  991 Battlefield site
-  England coast path
-  Destination Hub area of search



Opposite: Photographs of the route to Northey Island



5 ACTION PLAN

5.1 INTRODUCTION

This Strategic Masterplan Framework provides a framework for short, medium and long term actions, initiatives and development proposals across the entire Maldon and Heybridge Central Area masterplan. The Framework is not a blueprint, rather an agenda for change which should be kept continually under review.

Delivery of the projects and initiatives put forward in this Framework will require coordination, agreement, compromise and negotiation across an extensive and diverse range of stakeholders. Delivery will require leadership, tenacity, determination and pragmatism from the lead agency involved.

Delivery will also require funding. In the vast majority of cases, funding has not been identified. The Framework, however, equips the Council and its key partners with an agenda for change which is ready to form the basis of future funding bids and applications.

5.2 ACTION PLAN

The Action Plan below presents the wide range of individual projects for sites and locations across the five identified character areas of the Central Area. The Action Plan provides the following information for each project:

- A short project description;
- Indicates whether the project should be considered short, medium or long term;
- Attributes a priority to the project;
- Identifies the lead agency for the project; and
- Identifies potential partner organisations.

Term

- Short – 1-5 years
- Medium – 5-10 years
- Long – 10+ years

Priority

- High – A project considered fundamental to the future of Maldon and which will underpin the town's economic, social and environmental sustainability.
- Medium – A project which is important to supporting other higher priority projects and which will multiply the benefits of these if implemented.
- Low – A project which will enhance the attraction of the town or the ease with which it works, but is perhaps more peripheral to the headline projects, or which if not implemented would not undermine the overall objectives of the masterplan.

A regime of monitoring and review should be established to ensure the action plan is kept up-to-date. Progress on identified actions within the Maldon and Heybridge Central Area Action Plan should be reported regularly and correcting actions taken where necessary. Progress reports should be made publicly available so that stakeholders, local residents, businesses and the wider public have the opportunity to engage with and shape the different projects as they progress.

Ref	Project	Description
1	Core High Street improvements	Improvements to carriageway and pavement surface Programme of feature lighting Removal of street clutter
2	Lower High Street improvements	Encourage wider range of non-retail uses
3	Butt Lane car park improvements	New signage and information point
4	Hythe Quay improvement initiative	Complete Historic Waterfront Revival feasibility study to inform approach and actions New seasonal food market Landscaping and public realm improvements Establish market management regime in consultation with local businesses Improve signage, lighting and public realm along links to Promenade Park Conversion and reuse of unused buildings around Hythe Quay
5	Maldon Riverside Path	Unifying brand/treatment of route for legibility and wayfinding Improved signage to and along the route Interventions improving links to the riverside route Improvements to the quayside with reduction in parking and temporary kiosks Cantilevering broadwalk structure connecting Anchorage Hill and Chandler's Quay
6	North Quay regeneration	Ensure mixed-use development which enhances quayside environment New Quayside walk connecting Sadd's Wharf and the Heybridge Creekside
7	New bridge link	New foot bridge as part of Sadd's Wharf development
8	The Causeway Corridor	Landscaping of large roundabouts and introduction of street trees in line with the emerging Strategic Landscape and Public Realm Strategy for the Causeway Regeneration Area
9	Heybridge Creek improvements	Re-establish walking / cycle route along the Creek
10	Enterprise Centre	Prepare business plan for new flexible centre and agree approach working in partnership with Invest in Essex Identify and develop suitable site (most likely to be Leigh Industrial Estate)
11	Leigh Industrial Estate	Mixed-use employment generating (and possibly phased) redevelopment
12	The Causeway Strategic Flooding Review	Strategic flood review of The Causeway area
13	Wyndham Heron and the Roothings	Mixed-use employment generating (and possibly phased) redevelopment
14	The Street and Benbridge Industrial Estates	Mixed-use employment generating (and possibly phased) redevelopment Improvements to the public realm of Heybridge Parish Centre
15	Destination Hub - combined visitor centre and specialist restaurant	New visitor attraction incorporating a speciality restaurant Improve physical links between Promenade Park and Hythe Quay
16	Promenade Park Management Plan	Comprehensive management plan for Promenade Park to provide strategy for next decade, addressing issues including car parking, Park and Ride/Stride, future facilities, relocation of the Civic Amenity Site and connections
17	Blackwater Estuary Moorings	Creation of new pier/jetty for additional moorings to support greater spectrum of traditional boats and opportunity for day trippers to moor (supporting Coastal Community Initiatives)
18	Coastal Path and connections with Northley Island	Help draw visitors to National Trust attractions, signage, etc.

Term	Priority	External funding opportunity	Lead	Partners
Medium	Medium	Townscape Heritage Initiative (THI)	Maldon District Council	Essex County Council
Short	Medium	s106	Maldon District Council	Traders
Short	Medium		Maldon District Council	Tourist Information Centre
Ongoing Short Medium Short Short Medium	High High High High High High	Heritage Lottery Fund (HLF)	Maldon District Council	The Dawn Barge Trust Topsail Charters Maldon Little Ship Club Hythe Quay business community
Short Short Short Short Long	High High High Low Medium	Natural England / Heritage Lottery Fund (HLF)	Maldon District Council	National Trust Environment Agency Private landowners and quayside businesses
Long Long	Medium Medium	Heritage Lottery Fund (HLF)	Private landowners	Maldon District Council
Long	High		Maldon District Council	Essex County Council Crown Estates Environment Agency
Short	Low	s106 and developer contributions	Essex County Council	Maldon District Council
Short	Low	Flood and Coastal Erosion Risk Management Funding	Essex County Council	Maldon District Council
Short Long	Medium Medium	Regional Growth Fund, Invest in Essex	Essex County Council	Maldon District Council Essex County Council SELEP
Long	High		Private landowners	
Short	Medium	Environment Agency / LEP funding	Maldon District Council	Partners and stakeholders in the Surface Water Management including Environment Agency, Anglian Water and ECC Highways
Long	Medium		Private landowners	
Long	Medium		Private landowners	
Medium	Medium	s106 and developer contributions	Maldon District Council	Essex County Council
Long Short	High High	Coastal Communities Fund (CCF)	Maldon District Council	Essex County Council
Short	High	Natural England, Coastal Communities Fund (CCF) and National Trust	Maldon District Council	Maldon District Council Environment Agency Friends of Prom Park County Council
Medium	Low	Coastal Communities Fund (CCF)	Maldon District Council	Environment Agency Crown Estates Friends of Prom Park
Ongoing	Medium	Natural England	Natural England National Trust	Maldon District Council

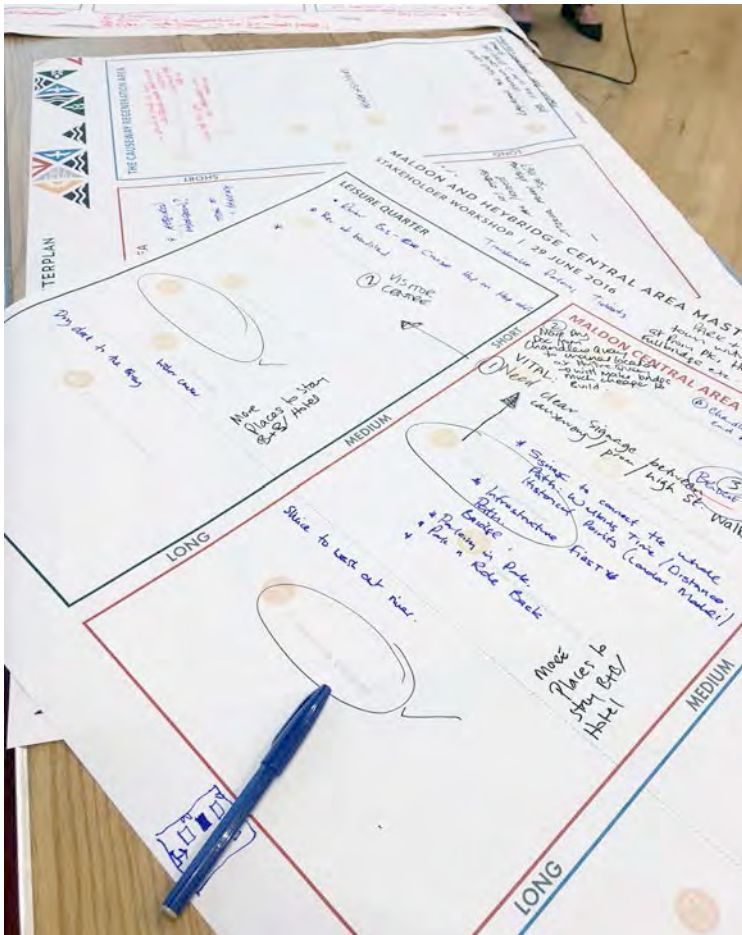
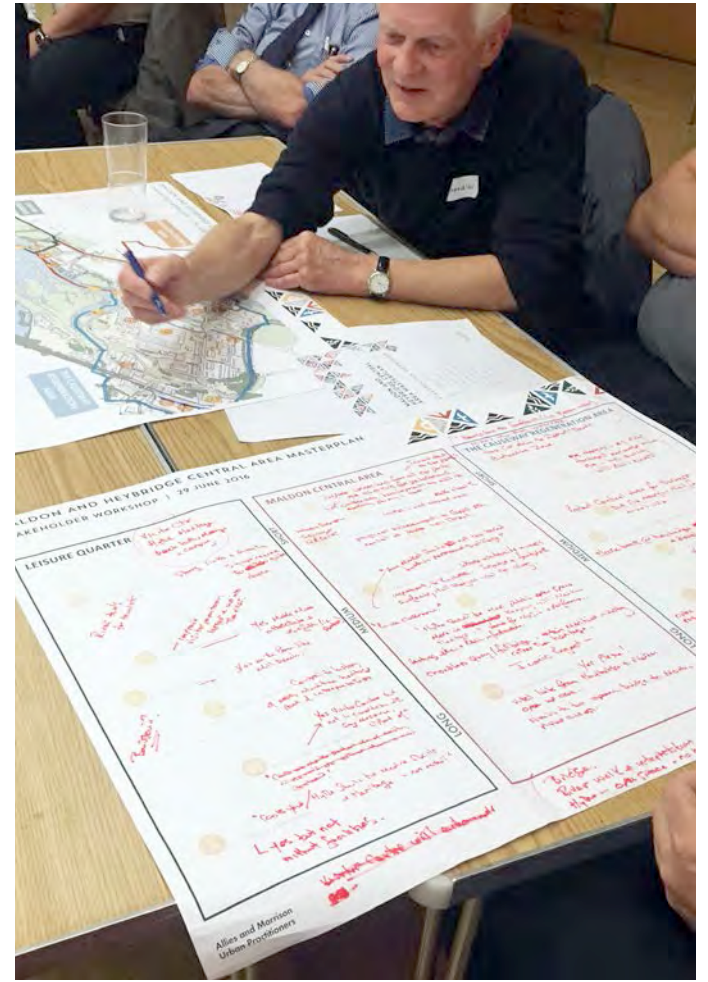
Note: S106 - to seek opportunities to secure funding for infrastructure and public realm improvements via Section 106 contributions

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APPENDIX

STAKEHOLDER WORKSHOP

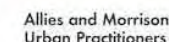


STAKEHOLDER WORKSHOP SUMMARY

A stakeholder workshop was held on 29 June 2016 at Maldon Town Council Offices on Market Hill. The workshop began with an introduction to the work completed to date followed by a presentation outlining key opportunities for each of the masterplan areas highlighted through sketch views.

The stakeholders were split into groups to discuss and make comments on proposals for the Leisure Quarter, Maldon Central Area and The Causeway Regeneration Area. There was a focus on highlighting short, medium and long term changes for these areas with suggestions and examples provided as a stimulus for debate.

All comments have been written up following the workshop and are summarised on the following pages.



FEEDBACK

Generally feedback on the proposals was positive with groups adding to the vision outlined so far. For the Leisure Quarter, Central Area and the Causeway Regeneration Area comments were separated into short, medium and long term proposals. These comments are summarised here as follows:

Leisure Quarter

In the short term, stakeholders suggested improved walking routes, signage and parking for the area. There was a focus upon measures which would make the area attractive to tourists such as events, a market, cafes and draw attention to the water through a river bus and pier.

Medium term interventions include improvements to attract visiting yachts such as improved mooring facilities or a marina. Restaurants, cafes, and places for visitors to stay were suggested for Promenade Park designed as Maldon features such as traditional fishing sheds and boatsheds.

A Maritime Heritage Centre and facilities for camping were suggested as longer term proposals for the Prom.

Maldon Central Area

Improved signage and connectivity throughout the area were again highlighted with improvements to parking and the introduction of transferable parking tickets suggested in the short term. Quality shopping, walking routes, heritage and artisan businesses were suggested as measures which might improve the attractiveness of Maldon to tourists. The delivery of the coast path in 2017/2018 could draw more visitors and improved visitor information at arrival points could draw attention to this.

In the medium term stakeholders suggested improvements to the lower part of the High Street with a food and cultural quarter and more visitor accommodation. There were discussions around

keeping The Hythe as an open public space and venue for events with markets, music and performances considered positive so long as they are not drawing people away from the High Street. Infrastructure including paths, parking and a park and ride were again mentioned here.

All groups were in favour of a bridge connecting Maldon to Heybridge in the longer term and noted that it must allow boats to pass and possibly requiring it to open. A cinema or cultural centre was suggested for the Old Post Office with one group suggesting the complete regeneration of the lower end of the High Street. The preservation of maritime heritage needs to be balanced against the needs of current maritime industries with one group suggesting the latter should take priority.

The Causeway Regeneration Area

For new development priorities highlighted included good access to the waterfront with a mix of uses on the waterfront. An Enterprise Centre was proposed for the area along with retaining some light industry. More generally, it was suggested that there should be connections between the old and the new in Maldon for example between the supermarkets and Market Hill and a softening of the public realm through measures such as tree planting.

In the medium term Enterprise Zone status was suggested for the area along with consideration of the area's visual appeal through sculpture and a relationship to maritime activities. Additional houseboat moorings were highlighted for Heybridge Creek with 'special quality' residential houseboats.

Looking to the longer term, investments in flood protections to address the effects of climate change were prominent. A skills centre providing employment and education was suggested along with low rent business spaces. It was highlighted that all new development should maximise its relationship with the waterfront as an asset.



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COUNCIL**

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01621 854477

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85 Southwark Street
London
SE1 OHX
020 7921 0100

M A L D O N

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN

MARITIME HERITAGE

The projects are sensitive to and will protect and enhance the important maritime heritage of the area.

☐

☐

☐

☐

☐

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Why is this?

Is there anything else you consider we can do to protect and enhance the important maritime heritage of the area?

03 What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Masterplan?

☐

☐

☐

☐

☐

Excited

Generally positive

Neutral

Unsure

Not excited

STAY INVOLVED

If you would like to be kept up to date with the consultation process, please leave your details below.

Name:

Address:

Postcode:

E-mail:

Please return to the following address: The Policy Team re MHCAMP
Maldon District Council
Princes Road
Maldon
Essex
CM9 5DL

Alternatively, you can email the completed feedback to: policy@maldon.gov.uk
Documents can be viewed at the consultation website: www.maldon.gov.uk/mhcamp

01 In your opinion, which projects are most important? Please complete the table below, giving a priority rating for each project, where 1 is very important and 5 is not very important.

PROJECT PRIORITY			
1 Upper High Street	1 2 3 4 5	10 Enterprise Centre	1 2 3 4 5
2 Lower High Street	1 2 3 4 5	11 Leigh Industrial Estate	1 2 3 4 5
3 Butt Lane car park	1 2 3 4 5	12 The Causeway Strategic Flooding Review	1 2 3 4 5
4 Hythe Quay	1 2 3 4 5	13 Wyndham Heron and the Roothings	1 2 3 4 5
5 Riverside Path	1 2 3 4 5	14 The Street and Benbridge Industrial Estates	1 2 3 4 5
6 North Quay	1 2 3 4 5	15 Destination hub	1 2 3 4 5
7 New iconic bridge link	1 2 3 4 5	16 Promenade Park - Management Plan	1 2 3 4 5
8 The Causeway corridor	1 2 3 4 5	17 Moorings in the Blackwater Estuary	1 2 3 4 5
9 Heybridge Creek Improvements	1 2 3 4 5	18 Essex Coast Path and Northey Island	1 2 3 4 5

02 How effective do you think these projects will be? Please tick one box stating whether you agree with the following statements and leave comments in the space provided.

CONNECTIVITY AND MOVEMENT

The projects will help to improve connectivity and movement around the central area of Maldon and Heybridge.

☐

☐

☐

☐

☐

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Why is this?

Is there anything else you consider we can do to make connectivity and movement easier around the central area of Maldon and Heybridge?



WATERFRONT ENVIRONMENT

The plans will enhance your experience and enjoyment of the waterfront environment.

☐

☐

☐

☐

☐

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

► Why is this?

► Is there anything else you consider we can do to enhance your experience and enjoyment of the waterfront environment?

RETAIL

The projects will successfully improve the retail offer in Maldon and Heybridge.

☐

☐

☐

☐

☐

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

► Why is this?

► Is there anything else you consider we can do to improve the retail offer in Maldon and Heybridge?

LEISURE

The projects will successfully improve the leisure offer in Maldon and Heybridge.

☐

☐

☐

☐

☐

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

► Why is this?

► Is there anything else you consider we can do to improve the leisure offer in Maldon and Heybridge?

LOCAL ECONOMIC GROWTH / JOBS / SKILLS

The projects will help to grow the local economy, create jobs and enhance skills.

☐

☐

☐

☐

☐

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

► Why is this?

► Is there anything else you consider we can do to help grow the local economy, create jobs and enhance skills?



PROJECTS



1. Upper High Street

- Improvements to carriageway and pavement surface
- Programme of feature lighting
- Removal of street clutter



2. Lower High Street

- Encourage wider range of non-retail uses



3. Butt Lane Car Park

- New signage and information point



4. Hythe Quay

- Complete Historic Waterfront Revival feasibility study
- New seasonal food market
- Landscaping and public realm improvements
- Establish market management regime in consultation with local businesses
- Improve signage, lighting and public realm along links to Promenade Park
- Conversion and reuse of unused buildings around Hythe Quay



5. Maldon Riverside path

- Unifying brand/treatment of route for legibility and wayfinding
- Improved signage to and along the route
- Interventions improving links to the riverside route
- Improvements to the quayside with reduction in parking and temporary kiosks
- Cantilevering broadwalk structure connecting Anchorage Hill and Chandler's Quay



6. North Quay

- Ensure mixed-use development which enhances quayside environment
- New Quayside walk connecting Sadd's Wharf and the Heybridge Creekside



7. New Bridge Link

- New foot bridge as part of Sadd's Wharf development



11. Leigh Industrial Estate

- Mixed-use employment generating (and possibly phased) redevelopment



8. The Causeway Corridor

- Landscaping of large roundabouts and introduction of street trees

9. Heybridge Creek

- Re-establish walking / cycle route along the Creek

10. Enterprise Centre

- Prepare business plan for new flexible centre, identify and develop suitable site (likely to be Leigh Industrial Estate)

12. The Causeway Strategic Flooding Review

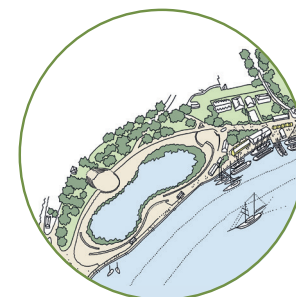
- Strategic flood review of The Causeway area

13. Wyndham Heron and the Roothings

- Mixed-use employment generating (and possibly phased) redevelopment

14. The Street and Benbridge Industrial Estate

- Mixed-use employment generating (and possibly phased) redevelopment
- Improvements to the public realm of Heybridge Parish Centre



15. Destination Hub

- New visitor attraction incorporating a speciality restaurant
- Improve physical links between Promenade Park and Hythe Quay



16. Promenade Park Management Plan

- Comprehensive management plan for Promenade Park to provide strategy for next decade, addressing issues including car parking, Park and Ride/Stride, future facilities, relocation of the Civic Amenity Site and connections



17. Blackwater Estuary Moorings

- Creation of new pier/jetty (supporting Coastal Community Initiatives)

18. England Coast Path and connections with Northey Island

- Help draw visitors to National Trust attractions, signage, etc.
- Work has started on enhancing the England Coast Path through Promenade Park

MALDON

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN

Maldon District Council is preparing a masterplan framework for the Maldon and Heybridge Central Area as part of a strategy to attract new investment and growth in the area.

The draft framework document represents the culmination of a series of studies and stakeholder engagement activities undertaken over the last 3 years.



Vision to Delivery

The Masterplan is made up of a number of projects including enhancements to the waterfront, improvements to the High Street and movement network and regeneration of The Causeway.

Getting these projects on the ground will require partnership working and a coordinated approach to investment and delivery. Some projects are relatively low cost and easy to achieve and can be delivered relatively quickly. Other projects will require prioritisation, the pooling of investment contributions and pro-active planning and the support of landowners and other stakeholders.

Prioritising Actions

Projects will need to be phased in relation to available funding and we are seeking your views on the projects you would like to see prioritised. Please get involved and let us know your thoughts on the projects, which should be prioritised and where energy and funding should be focused in the short to medium term.

A copy of the Draft Masterplan and further details of the projects and how you can comment are available on the Council's website.

www.maldon.gov.uk/mhcamp
policy@maldon.gov.uk

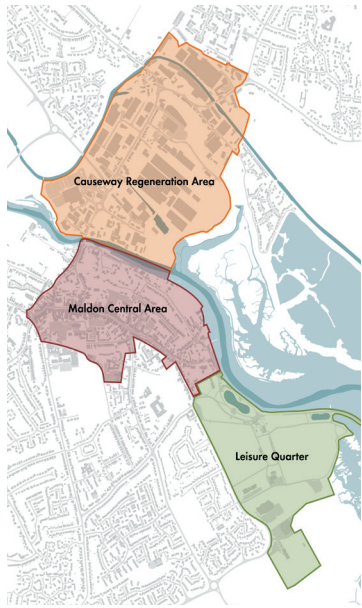
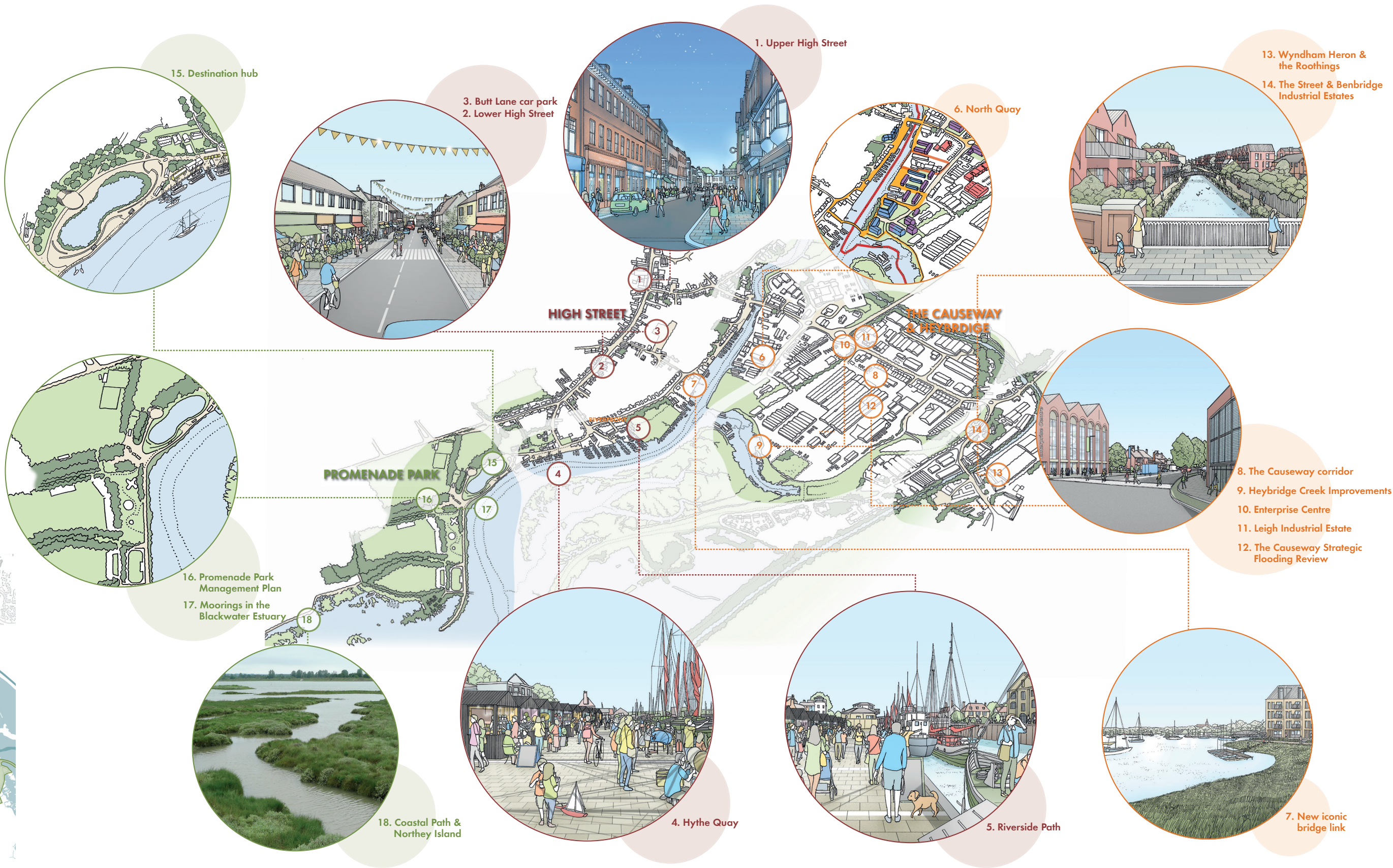
MASTERPLAN FRAMEWORK

The masterplan sets out a comprehensive framework for future development and change in the Central Area with a set of complementary projects and a proposed delivery strategy for these interventions.

The District Council would welcome your thoughts and input on the range of proposed projects, before the framework is adopted as a Supplementary Planning Document which will supplement key policies in the Maldon District Local Plan.

The Central Area comprises three key areas - Maldon Central Area, the Causeway Regeneration Area and the Leisure Quarter. A number of interventions are proposed in these areas which would contribute to the regeneration of the Central Area.

These projects include improvements to the transport and movement network, enhancements to the waterfront environment and green infrastructure including Promenade Park and other open spaces as well as physical development and economic investment projects.



Key areas plan

Data Analysis

Question 1 – Likert Scale question

M A L D O N

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN

01 ▶ In your opinion, which projects are most important? Please complete the table below, giving a priority rating for each project, where 1 is very important and 5 is not very important.

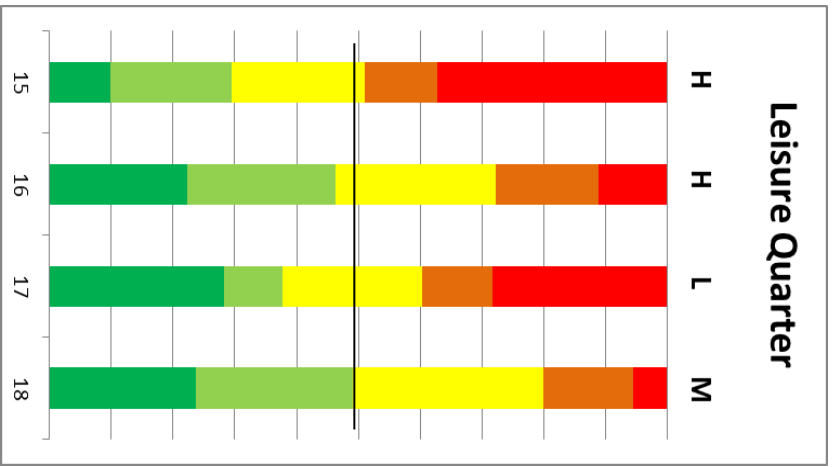
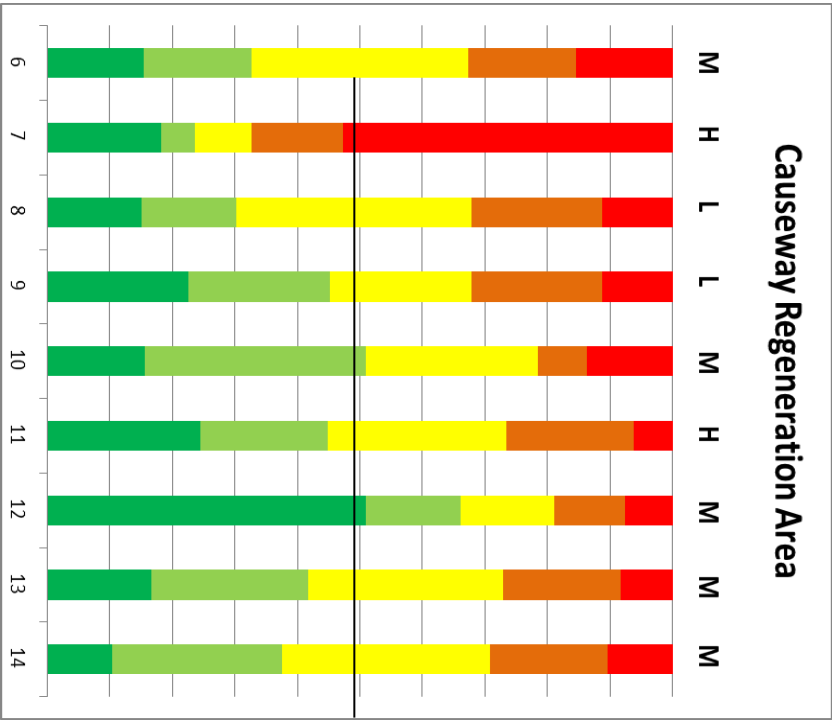
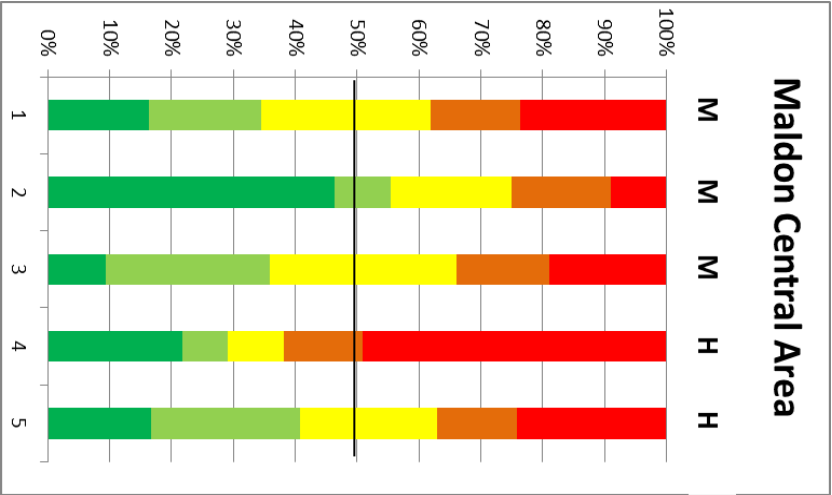
PROJECT PRIORITY				
① Upper High Street	1 2 3 4 5	⑩ Enterprise Centre	1 2 3 4 5	
② Lower High Street	1 2 3 4 5	⑪ Leigh Industrial Estate	1 2 3 4 5	
③ Butt Lane car park	1 2 3 4 5	⑫ The Causeway Strategic Flooding Review	1 2 3 4 5	
④ Hythe Quay	1 2 3 4 5	⑬ Wyndham Heron and the Roothings	1 2 3 4 5	
⑤ Riverside Path	1 2 3 4 5	⑭ The Street and Benbridge Industrial Estates	1 2 3 4 5	
⑥ North Quay	1 2 3 4 5	⑮ Destination hub	1 2 3 4 5	
⑦ New iconic bridge link	1 2 3 4 5	⑯ Promenade Park - Management Plan	1 2 3 4 5	
⑧ The Causeway corridor	1 2 3 4 5	⑰ Moorings in the Blackwater Estuary	1 2 3 4 5	
⑨ Heybridge Creek Improvements	1 2 3 4 5	⑱ Essex Coast Path and Northey Island	1 2 3 4 5	

Question 1 - Questionnaire responses

Illustrated in the first column is the number of respondents that answered each project priority question. There are variations in response to each project due to respondent bias or interest in a particular project over another.

No. of Respondents	Project Priority	1	2	3	4	5
55	1	9	10	15	8	13
56	2	26	5	11	9	5
53	3	5	14	16	8	10
55	4	12	4	5	7	27
54	5	9	13	12	7	13
52	6	8	9	18	9	8
55	7	10	3	5	8	29
53	8	8	8	20	11	6
53	9	12	12	12	11	6
51	10	8	18	14	4	7
49	11	12	10	14	10	3
53	12	27	8	8	6	4
48	13	8	12	15	9	4
48	14	5	13	16	9	5
51	15	5	10	11	6	19
54	16	12	13	14	9	6
53	17	15	5	12	6	15
55	18	13	14	17	8	3

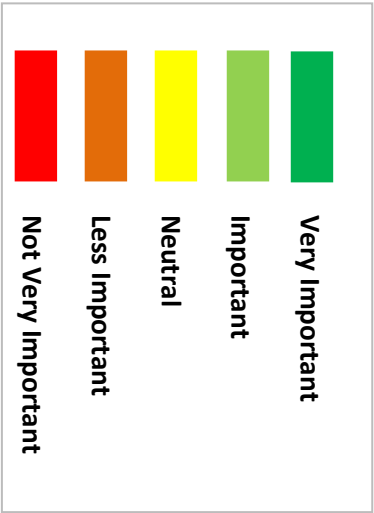
Project no.



Project no.

The lettering above the data statistic for each question (i.e. L, M and H) represents the priority level set out within the Pre-consultation Central Area Masterplan:

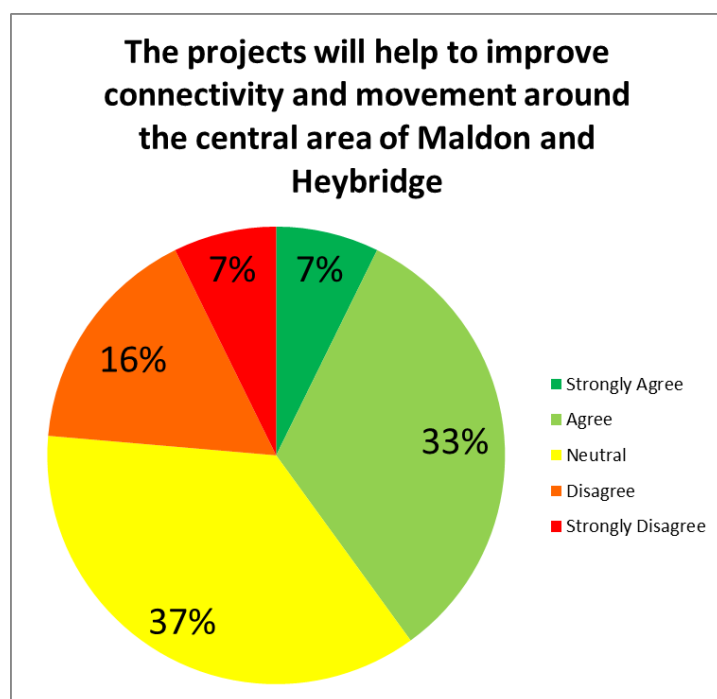
L – Low priority
M – Medium priority
H – High priority



Question 2a - Connectivity and Movement

“The projects will help to improve connectivity and movement around the central area of Maldon and Heybridge”

No. of respondents	Connectivity and Movement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
55	The projects will help to improve connectivity and movement around the central area of Maldon and Heybridge	4	18	20	9	4



Positive Responses – 40%

Neutral Responses – 37%

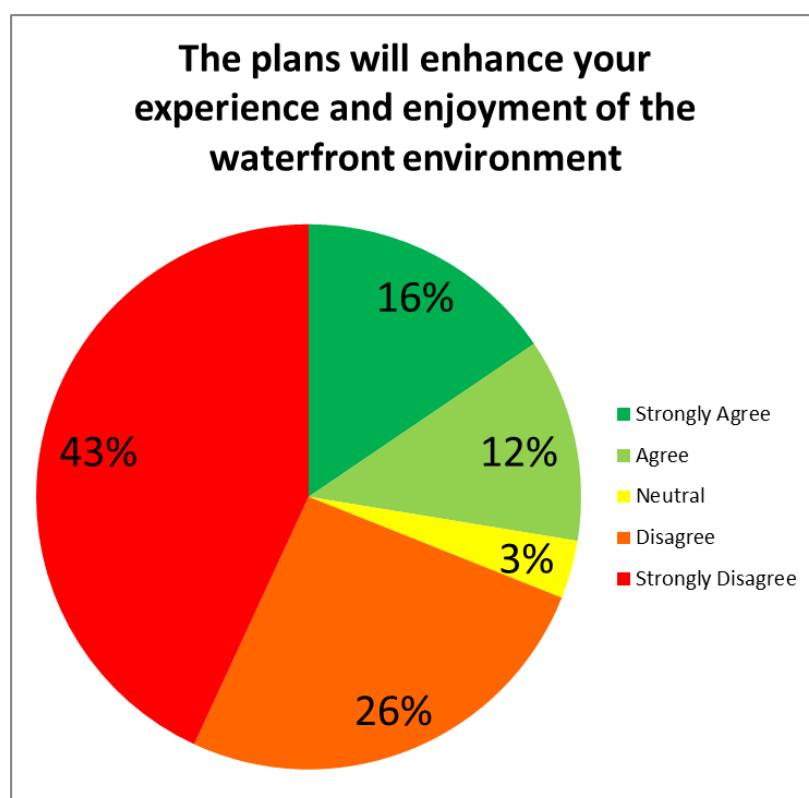
Negative responses – 23%

Positive Key word responses	Number of respondents Identifying issue
Signage & Information Boards	9
Park & Ride	7
Improved Parking Regulations in Town	7
Better Connectivity from High St. to Prom	4
New Bridge Connection praised	4
New Coastal/Rural/Heritage/Cycle Path	4
More Car Parks	3
Better Tourist Office	2

Question 2b – Waterfront Environment

“The plans will enhance your experience and enjoyment of the waterfront environment”

No. of respondents	Waterfront Movement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
58	The plans will enhance your experience and enjoyment of the waterfront environment	9	7	2	15	25



Positive Responses – 28%

Neutral Responses – 3%

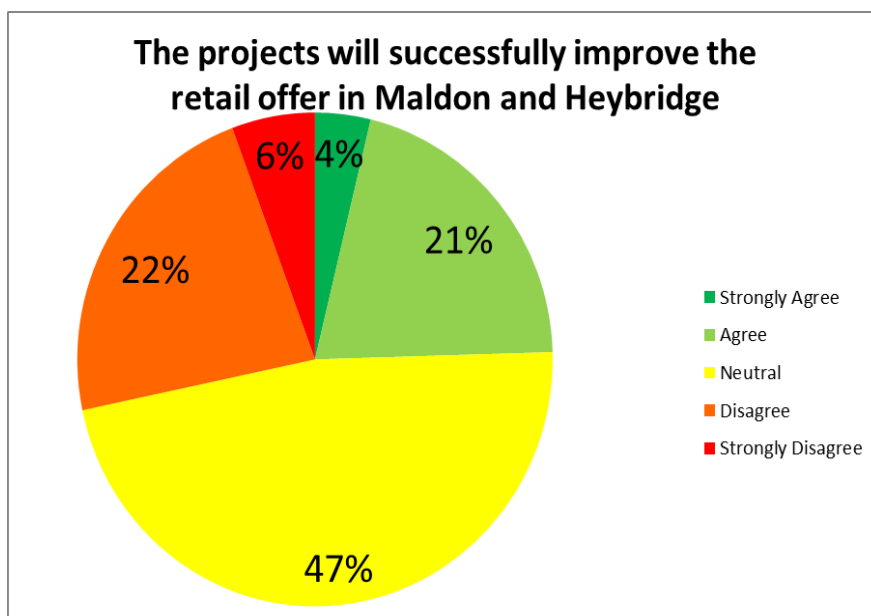
Negative Responses – 69%

Key word responses	Number of respondents identifying issue
Negative perceptions of market on Quay	24
Content with existing situation	12
Improve eating/toilet facilities in Prom Park	7
Enhance mooring facilities	6
Overnight visitor facilities	6
Positive perception of market quay	5
Improve signage to help follow route	5
Enhance parking facilities	3

Question 2c – Retail Offer on the High Street

“The projects will successfully improve the retail offer in Maldon and Heybridge”

No. of respondents	Retail	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
53	The projects will successfully improve the retail offer in Maldon and Heybridge	2	11	25	12	3



Positive Responses – 25%

Neutral Responses – 47%

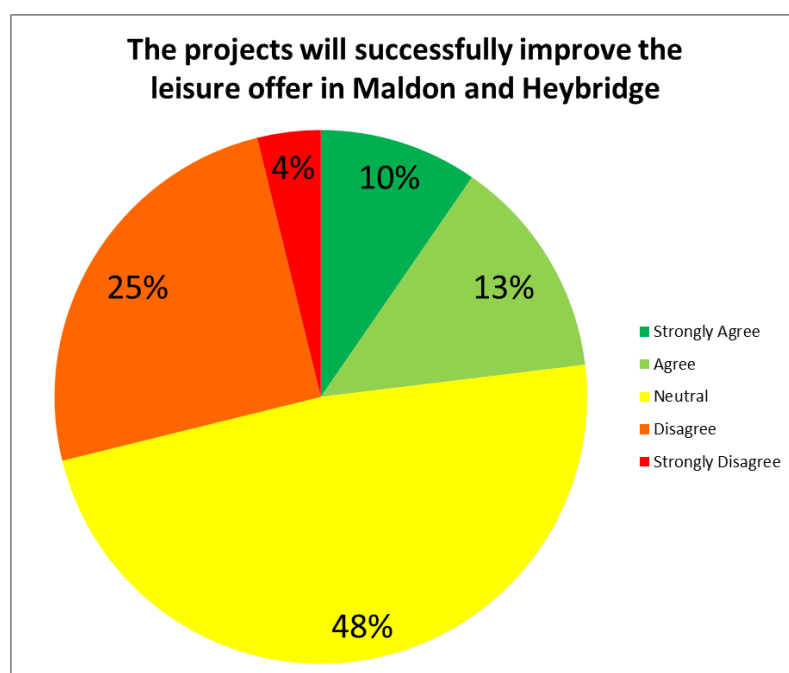
Negative Responses – 28%

Key word responses	Number of respondents identifying issue
Free/lower parking fees	10
Encourage niche shops/restaurants	6
Mitigate traffic on High St.	5
Reduce business rates for smaller businesses	5
Improve transport links with rural areas	4
Improve lower High St.	3

Question 2d – Leisure Offer

“The projects will successfully improve the leisure offer in Maldon and Heybridge”

No. of respondents	Leisure	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
52	The projects will successfully improve the leisure offer in Maldon and Heybridge	5	7	25	13	2



Positive Responses – 23%

Neutral Responses – 48%

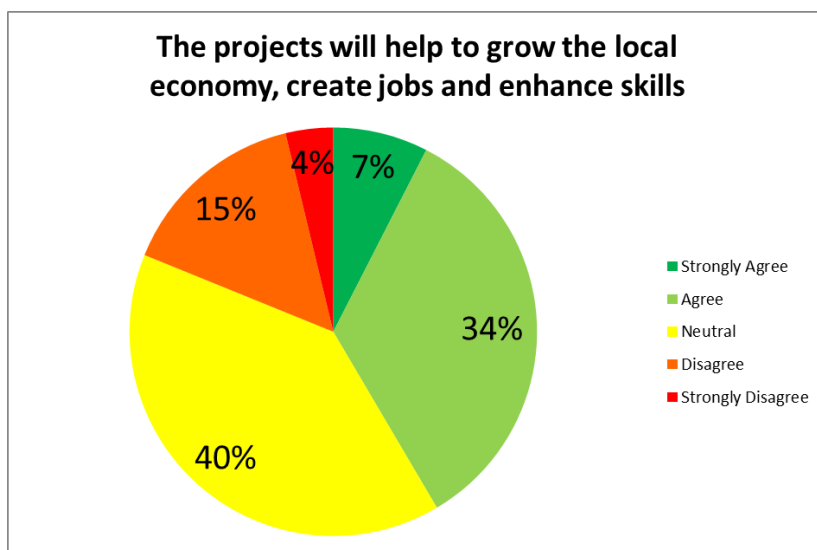
Negative Responses – 29%

Key word responses	Number of respondents identifying issues
Reinstate lake at Prom Park	7
Cinema/ leisure area away from waterfront	7
Improvements to coastal path	5
Restaurant facilities on the Waterfront	4
Content with current situation	4
Improve shower and toilet facilities	3

Question 2e – Local Economy

“The projects will help to grow the local economy, create jobs and enhance skills”

No. of respondents	Local Economic Growth/Jobs/Skills	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
53	The projects will help to grow the local economy, create jobs and enhance skills	4	18	21	8	2



Positive Responses – 41%

Neutral Responses – 40%

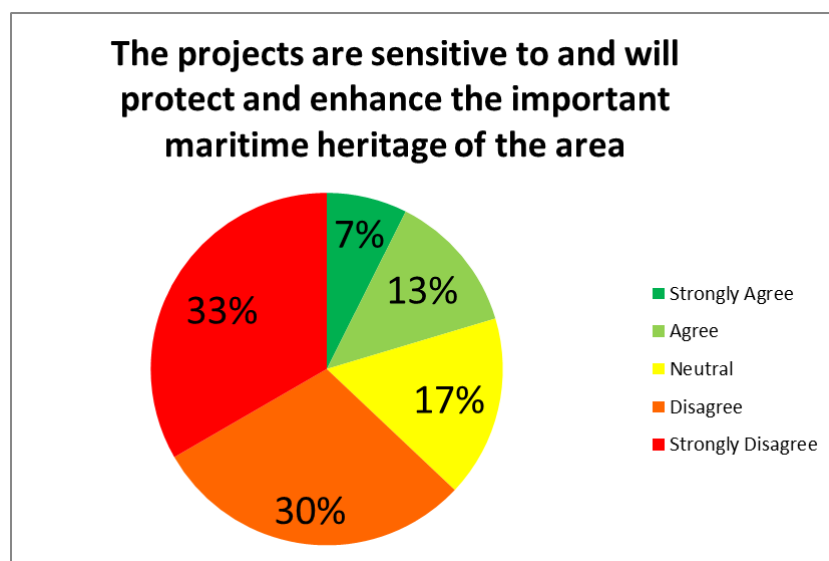
Negative Responses – 19%

Key word responses	Number of respondents identifying issues
Introduce job placement scheme	4
Support small businesses	2
Ensure emphasis on leisure front businesses (restaurants)	2
Encourage business park	2

Question 2f – Maritime Heritage

“The projects are sensitive to and will protect and enhance the important maritime heritage of the area”

No. of respondents	Maritime Heritage	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
54	The projects are sensitive to and will protect and enhance the important maritime heritage of the area	4	7	9	16	18



Positive Responses – 20%

Neutral Responses – 17%

Negative Responses – 63%

Key word responses	Number of respondents identifying issues
Protect the current heritage assets on the Waterfront	11
Negative view of market on Hythe Quay	10
Protect natural environment	4
Extend visitor mooring	4
New bridge will enhance accessibility	4

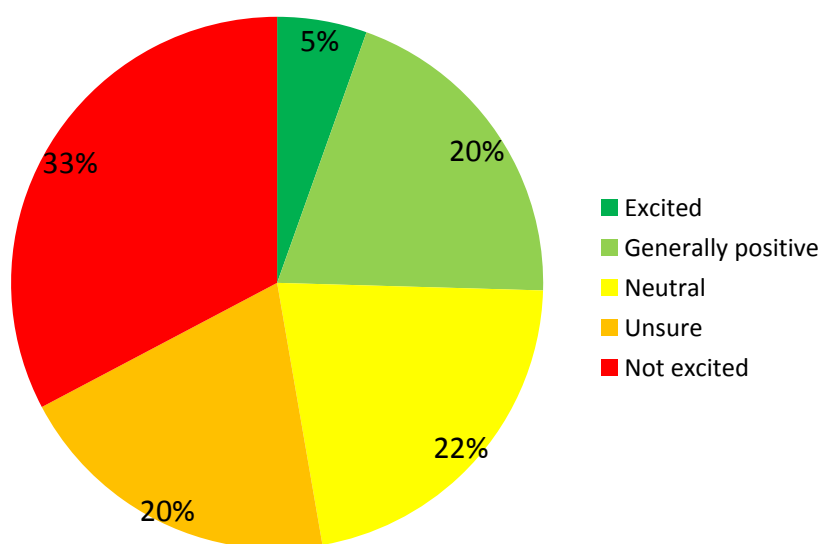
Question 3 – Overall Impressions

“What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Master Plan?”

No. of respondents	Excited	Generally positive	Neutral	Unsure	Not excited
55	3	11	12	11	18

What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Masterplan?

What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Masterplan?



Positive Responses – 25%

Neutral Responses – 22%

Negative Responses – 53%

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REPORT of CHIEF EXECUTIVE

**to
PLANNING AND LICENSING COMMITTEE
20 JULY 2017**

COLCHESTER BOROUGH COUNCIL PUBLICATION DRAFT LOCAL PLAN CONSULTATION

1. PURPOSE OF THE REPORT

- 1.1 Colchester Borough Council has published its Draft Local Plan for consultation. The primary role of the Draft Local Plan is to set out the required housing delivery growth and other land use requirements for the district, to allocate sites to meet that growth, and to produce policies for the determination of planning applications up to 2033. It also includes proposals for strategic development for North Essex. The purpose of this report is to consider the Council's response to this Draft Local Plan.

2. RECOMMENDATION

That this Committee approves the response to the Colchester Borough Council Publication Draft Local Plan consultation.

3. SUMMARY OF KEY ISSUES

- 3.1 The three councils of Braintree, Colchester and Tendring have jointly prepared their draft Local Plans. Each draft Local Plans is in two parts:
- **Section 1** - Strategic Plan for North Essex - including the Garden Communities (This document is shared with Colchester Borough Council and Tendring District Council, as are any consultation representations received);
 - **Section 2** - Policies, maps and sites for development, housing, employment, regeneration etc. within Colchester Borough.
- 3.2 The three Local Plans have been simultaneously published for consultation. The Colchester Publication Draft Local Plan consultation closes on 11 August 2017.
- 3.3 This is the Local Plan which Colchester Borough Council intends to submit to the Planning Inspectorate for an independent examination. All responses to the consultation will be sent on directly to the Inspector to consider in the examination of the Local Plan. The Council is aiming for the new Local Plan to be adopted by mid-2018.

- 3.4 When making a response this Council needs to consider whether the Plan is:
- Legally compliant;
 - Sound;
 - Complies with the Duty to Co-operate.
- 3.5 In order to be considered 'sound' the Inspector must be satisfied that the plan is positively prepared, justified, effective and consistent with national policy. An explanation of soundness can be found in paragraph 182 of the NPPF.
- 3.6 **Examination**
- 3.6.1 The Examination into the joint Strategic Plan (section 1) will be held first, before the Examinations into the individual Districts' section 2 plans. The broad timetable is for the Section 1 Examination to occur in late 2017 / early 2018. The section 2 Examinations would follow in 2018. The Plans could potentially be adopted by the end of 2018.

4. SECTION 1

- 4.1 The section 1 proposals that are specific to Colchester Borough are highlighted in this report. The main purposes of the strategic chapter of the Local Plan are to:
- Articulate a spatial portrait of the area, including its main settlements and strategic infrastructure, as a framework for accommodating future planned growth;
 - Provide a strategic vision for how planned growth in North Essex will be realised; set strategic objectives and policies for key growth topics;
 - Set out the numbers of additional homes and jobs across the area that will be needed covering the period to 2033. The choices made, particularly in relation to the location of garden communities, will also set the framework for development well beyond the plan period; and
 - Highlight the key strategic growth locations across the area and the necessary new or upgraded infrastructure to support this growth.
- 4.2 **Spatial Strategy**
- 4.2.1 In Colchester Borough, the urban area of Colchester will continue to be a focus for growth due to its pre-eminent role as a centre for jobs, services and transport, with 4,000 new homes expected to be delivered over the Local Plan period, over and above that already planned. The urban area of Colchester, however, has a limited and diminishing supply of available brownfield sites, so new communities are included in the spatial hierarchy as a sustainable option for further growth of homes and jobs, in locations both to the east and west of Colchester on the borders with Tendring and Braintree Districts

4.3 **Housing**

- 4.3.1 The Colchester draft LP has a total minimum housing supply (2013– 2033) of 18,400, equating to 920 housing units per annum (policy SP3). Approximately 1,200 new homes will be allocated in the Rural District Centres of Tiptree, West Mersea and Wivenhoe. Smaller sustainable settlements will receive limited allocations proportionate to their role in the spatial hierarchy (paragraph 3.4).

4.4 **Garden Communities**

- 4.4.1 A key element of the spatial growth strategy for North Essex is the development of three new sustainable garden communities in the north Essex area. These new communities will accommodate a substantial amount of the housing and employment growth planned for North Essex within the plan period and beyond.(policies SP7 – SP10)

- Tendring / Colchester Borders, a new garden community will deliver 2,500 homes within the Plan period (as part of an overall total of between 7,000- 9,000 homes to be delivered beyond 2033)
- Colchester / Braintree Borders, a new garden community will deliver 2,500 within the Plan period (as part of an overall total of between 15,000 – 24,000 homes to be delivered beyond 2033)
- West of Braintree in Braintree District Council, a new garden community will deliver 2,500 homes within the Plan period (as part of an overall total of between 7,000- 10,000 homes to be delivered beyond 2033)

- 4.4.2 The Garden Communities will be planned and developed drawing on Garden City principles, with necessary infrastructure and facilities provided and a high quality of place-making and urban design. Joint Local Plans between Braintree, Colchester and Tendring Councils will allocate land to specific uses within Garden Communities. They also provide relevant policy guidance, and set out policies for the management of development.

- 4.4.3 The policies maps only show ‘strategic areas for development’ for the Garden Communities. As the planning of the Garden Communities has been delegated down to a Strategic Growth Development Plan Document (DPD), the strategic areas as shown on the policies maps can be indicative only. For example, the potential area of the Marks Tey Garden Community (with the long term target of 24,000 homes) stretches from the eastern outskirts of Coggeshall and Feering (western boundary being the Coggeshall Road, which links the two villages), to just west of Copford, and north-south from Roman River (approx ½ mile south of Great Tey) to Feering (effectively an area of search of approximately 4 miles x 2 miles). It is arguable, as to whether it is sufficient to allocate 7,500 homes to these Garden Communities in this plan period, based on indicative areas only. To provide more certainty, these areas could be defined more clearly on the Local Plan policies maps.

4.5 **Employment**

- 4.5.1 Employment forecasts have been developed using two standard models (East of England Forecasting Model (EEFM) and Experian 2016) which forecast total job growth for each of the local authorities based on past trends. For Colchester Borough

the annual jobs forecast is 928. Colchester Borough's employment land requirements for the period 2016 – 33 are set out for two plausible scenarios, baseline and higher growth; this approach is intended to provide flexibility. The amount of B uses employment land required is between 22-55.8ha (policy SP4).

4.6 Infrastructure and Connectivity

4.6.1 The LP identifies strategic priorities for infrastructure provision or improvements within the strategic area, including (policy SP5):

- Improved road infrastructure and strategic highway connections to reduce congestion and provide more reliable journey times along the A12, A120, and A133 to improve access to markets and suppliers for business, widen employment opportunities and support growth
- Improved junctions on the A12 and other main roads to reduce congestion and address safety
- A dualled A120 between the A12 and Braintree

4.6.2 To maximise the use of public transport new forms of high quality rapid transit networks will be provided to serve existing urban centres such as Colchester and Braintree; key destinations such as the University of Essex; and major transport interchanges in North Essex. To achieve the desired step change in sustainable transport this infrastructure will need to be funded and provided early in the development phase (paragraph 6.22).

5. SECTION 2 – COLCHESTER SPECIFIC POLICIES

5.1 The broad spatial strategy for Colchester Borough concentrates development on the growth locations of the Colchester urban area, the planned new garden communities and existing Sustainable Settlements (including Tiptree and West Mersea) which are planned for appropriate growth (policy SG1).

5.2 Housing Delivery

5.2.1 The Strategic Plan for North Essex sets out the objectively assessed need. For Colchester as 920 new homes per year across the Local Plan period, 14,720 new homes overall (2017-2033) (policy SG2). Around half of these will be delivered in the Colchester Urban area (pg 72).

5.2.2 Within the new Local Plan period new allocations account for approximately 5,200 new dwellings. Of these, 2,018 will be delivered in the Colchester Urban Area. The two broad locations for Garden Communities are expected to collectively contribute 2,600 new dwellings to Colchester Borough's housing supply within the plan period. Overall, the housing trajectory (the existing commitments and new housing allocations) identifies capacity for 15,063 dwellings (pg 72).

5.3 Neighbourhood Plans

5.3.1 The draft Local Plan allocates 870 dwellings to three Neighbourhood Plans (Eight Ash Green 150, Tiptree 600 & West Bergholt 120). These Neighbourhood Plans will

identify and allocate sites for development. Neighbourhood Plans are being prepared for other parishes, where housing development will occur, but for these areas, the sites are identified and allocated in the draft Local Plan (e.g. West Mersea 200 dwellings on two sites; Wivenhoe 250 on four sites). Policy SG8 provides LPA support for Neighbourhood Plan preparation, with the proviso that if a Neighbourhood Plan fails at any time prior to being made, responsibility for all planning policy matters within that plan area would revert back to the Local Planning Authority. The Neighbourhood Plans are at different stages of preparation. However, it is reasonable to expect that they will be ‘made’ within the first five years of the Local Plan period, with the housing being delivered before the end of the plan period (2033).

5.4 Tiptree and West Mersea

5.4.1 The level of development proposed for Tiptree and West Mersea is summarised below, as they are villages close to the border with Maldon District. The housing allocation for Tiptree is 600 units. This is in addition to the planning permissions for 416 dwellings included in the housing trajectory (2016 / 17 to 2032 / 33). This allocation is not shown on the policies map, as the sites will be allocated through the Tiptree Neighbourhood Plan. The draft Local Plan indicates that the broad areas for expansion would be to the south west (towards the gravel pits) and north west (towards Inworth) of the village.

5.4.2 The draft Local Plan identifies constraints to development in Tiptree:

- Development to the south east is constrained by Tiptree Jam Factory and Birch Wood Local Wildlife Site. Development in this direction would also reduce the green gap between the village and Tolleshunt Knights. It is also constrained by Layer Brook which is Flood Zone 2.
- Expansion to the north east of Tiptree is constrained by Thurstable School and Warriors Rest (sports ground).
- Expansion to the south west is constrained by Tiptree Heath Site of Special Scientific Interest (SSSI) (paragraph 14.218).

5.4.3 For West Mersea the allocation is for 200 units on two sites at Brierley Lane and Dawes Paddocks, as identified in the draft. Local Plan.

5.5 Economic Delivery Policies

5.5.1 Colchester Council has identified the Strategic Economic Areas (SEAs) as the best employment sites in the Borough and should be retained for employment purposes. Evidence however suggests that not all the land previously allocated for employment will be required and, accordingly, the boundary of each SEA has been reassessed. The SEAs are:

- The Knowledge Gateway and University SEA reflects opportunities associated with the growth plans for the University of Essex and the benefits linked to the new Garden Community to the east of Colchester. Additional land to expand the Knowledge Gateway is expected to be allocated within the Garden Community to the east.
- The Northern Gateway and Severalls SEA responds to the potential to maximise its prime location adjacent to Junctions 28 and 29 of the A12, for

the retention and expansion of the Business Park and for opportunities to deliver an enhanced sports and leisure hub. A reconfiguration on the previous allocation has taken place to reflect approvals and the changing economic market which has seen a reducing demand for land for B uses.

- The third SEA at Stanway continues to be a favoured location for strategic economic opportunities taking advantage of good access to the A12 and A120. The Stanway SEA has been reviewed and reflects planning approvals and the decreasing demand for traditional employment land.

5.5.2 The Plan protects 39.7ha of employment land identified as either Strategic or Local Economic Areas (SEA / LEA), and allocates a further 4.5ha of employment land within Garden Communities (policy SG3, SG4). SG4 identifies four LEA sites in Tiptree and three sites in West Mersea (pg 79).

5.5.3 Colchester Town Centre is identified as the primary location for main town centre uses, supported by the District Centres, including Tiptree and West Mersea (policy SG5). Each of the new gardens Communities will have its own District Centre.

5.6 Water supply

5.6.1 Colchester Borough is in an area classified as having serious water stress (Environment Agency 2013) (paragraph 15.148 – 15.151). The Plan recognises the importance of ensuring a continual water supply for new developments is secured, and the need to move towards a more water neutral position to enhance the sustainability of new development coming forward, with policy DM25 requiring new development to incorporate water saving measures. Section 1 policy SP7 (Development and Delivery of New Garden Communities in North Essex) criterion (xi) requires the Garden Communities to incorporate the highest standards of water efficiency, with the aim of being water neutral in areas of serious water stress. The Plan does not refer to the source of the water supply for the Borough's growth, nor whether existing resources will need to be upgraded to supply the future demand.

5.7 Are there any issues which could affect Maldon District?

5.7.1 Transport infrastructure

5.7.1.1 The level of development will increase the level of traffic on the A12, and the number of passengers on the GEML and local bus routes. However, the level of growth is such that improvements to sustainable transport can be achieved, which should mitigate the impacts on the transport network, for example the proposed rapid transit systems to serve the new Garden Communities, linking them to the existing urban centres. However, the A12 junction improvements proposed as part of Highways England's A12 widening scheme, must be designed and built to accommodate the total proposed 24,000 homes in the Marks Tey Garden Community, not just the level of housing proposed for this Plan period, as well as the growth proposed in the other A12 communities in Braintree to minimise the impact on Maldon District.

5.8 Recreation & leisure

5.8.1 The recreational and leisure pressures resulting from the 24,000 dwelling Garden Community at Marks Tey could have an impact on the District. Due to the expected

increase in leisure & recreation pressure on adjoining Districts (in particular the Dedham Vale AONB (Area of Outstanding Natural Beauty) and the River Blackwater), arising from the strategic growth and Garden Communities planned in North Essex, Section 106 (S106) / Community Infrastructure Levy (CIL) contributions from these developments should include contributions towards cycle and footpath routes to enable non-car access to leisure and recreation destinations in adjoining districts.

- 5.8.2 The draft Plan's Appropriate Assessment identified the need to prepare a Recreational Avoidance and Mitigation Strategy covering the Colne and Blackwater Estuaries Special Protection Areas and Ramsar sites and the Essex Estuaries Special Area of Conservation and a separate Recreational Avoidance and Mitigation Strategy for the Stour Estuary, with a view to their subsequent adoption as Supplementary Planning Documents. The Recreational Avoidance and Mitigation Strategy (RAMS) must cover the relevant designated sites in adjoining districts, as the recreation & leisure impacts of the strategic growth and Garden Communities will extend beyond the Borough's borders. As the recreational and leisure impacts will be cross boundary, the RAMS should also be cross boundary, not solely focused on designated sites within the Borough. The impact of the Marks Tey Garden Community on the Blackwater Estuary should be included within the scope of the Strategy.

5.9 Education

- 5.9.1 School pupils are shared across district boundaries. S106 agreements in Braintree/Colchester for education provision must take into account the impact on schools in Maldon District. Funding should be directed to the schools affected by the strategic growth in North Essex, even if the schools concerned are in adjacent districts.

5.10 Tiptree expansion – impact on the local road network:

- 5.10.1 The B1022 through Tiptree is a through route to Colchester from Maldon District, and provides a vital alternative route when the A12 is closed. The B1023 (Inworth Road) provides access to the A12 via Feering and Kelvedon from the north of Maldon District. To the south of Tiptree, Braxted Park Road gives access to Rivenhall End and the A12. Off Braxted Park Road, Maldon Road, via a narrow, one-way Grade II listed bridge, gives access to Kelvedon and the A12. The proposed 600 dwelling allocation(s) in the village, to be brought forward in the Neighbourhood Plan, must not compromise these transport routes.
- 5.10.2 Increased use of Maldon Road into Kelvedon, as a result of the expansion of Tiptree, should not cause harm to the listed bridge over the River Blackwater.
- 5.10.3 Officers' draft comments on the Colchester Publication Draft Local Plan, covering the above points, are set out in Appendix 1 to this report. The comments on Strategic Section 1 of the draft LP only need to be submitted once. They will be submitted alongside the comments on the Colchester draft Local Plan.

6. CONCLUSION

- 6.1 The Councils of Braintree, Colchester and Tendring have developed a joint Strategic Plan for the three districts, including three new Garden Communities. The Borough specific allocations are detailed in the Colchester draft Local Plan, which aims to provide 14,720 homes by 2033. The Plan identifies and protects 39.7ha of employment land and identifies three Strategic Economic Areas where the majority of further employment development will occur. Officers' draft comments on the Colchester Publication Draft Local Plan, covering the above points, are set out in **APPENDIX 1** to this report.

7. IMPACT ON CORPORATE GOALS

- 7.1 The level of development proposed in Colchester Borough has the potential to affect the corporate goals of protecting and shaping the District, and creating opportunities for economic growth and prosperity.

8. IMPLICATIONS

- (i) **Impact on Customers** – The proposals may impact on residents and businesses using either the A12 or train services, through increased traffic flows and passenger numbers. The proposed level of growth in Tiptree may impact on the transport routes through and around the village.
- (ii) **Impact on Equalities** – The proposals would not have a direct impact on equalities.
- (iii) **Impact on Risk** – The proposals would not have a direct impact on risk.
- (iv) **Impact on Resources (financial and human)** – The proposals would not have a direct impact on resources.
- (v) **Impact on the Environment** – The proposals would not have a direct impact on Maldon District's environment.

Background Papers: The Colchester Borough Draft Publication Local Plan is available at: <http://www.colchester.gov.uk/article/20074/3-Publication-Draft-Local-Plan>

Enquiries to: Leonie Alpin, Planning Policy Officer, Tel: 01621 876278), email: leonie.alpin@maldon.gov.uk

Maldon District Council Comments on the Colchester Publication Draft Local Plan.

The questions to be answered on each element of the Plan being commented on are:

- **Do you consider the Local Plan is legally compliant? Y/N**
- **Does it comply with the Duty to Co-operate? Y/N**
- **Do you consider the Local Plan is Sound? Y/N**
- **If no, on what grounds you do not consider the Local Plan is sound:**
 - Positively Prepared
 - Justified
 - Effective
 - Consistent with National Policy
- **Do you wish to participate in the oral part of the examination? Y/N**

The responses to Section 1 only need to be submitted to one of the three draft Local Plans, as the comments will be shared across the districts.

Colchester Publication Draft Local Plan policy reference.	Maldon District Council Comments
Legal compliance	To be confirmed (TBC)
Duty to Cooperate	TBC
Participation at the Examination	TBC
Section 1	
Policy SP5 Infrastructure & Connectivity	<p>Transport</p> <p>The sections on improved road infrastructure and strategic highway connections and improved junctions on the A12 and other main roads are supported.</p> <p>However, the A12 junction improvements at Marks Tey must be designed and built to accommodate the total proposed 24,000 homes in the Garden Community not just that planned for this plan period.</p> <p>Due to the expected increase in leisure & recreation pressure on adjoining Districts (in particular the Dedham Vale AONB and the River Blackwater), arising from the strategic growth and Garden Communities planned in North Essex, S106/CIL contributions from these developments should include contributions towards cycle and footpath routes to enable non-car access to leisure and recreation destinations in adjoining districts.</p>

Colchester Publication Draft Local Plan policy reference.	Maldon District Council Comments
	<p>Education</p> <p>School pupils are shared across district boundaries. S106 agreements must take into account the impact on schools in Maldon District. Funding should be directed to the schools affected by the strategic growth in North Essex, even if the schools concerned are in adjacent districts.</p> <p>[Effective]</p>
Para 8.3	<p>Paragraph seems to have a repeated sentence/ or missing text. This paragraph needs to be revised.</p> <p>[Effective]</p>
Para 8.5	<p>Recreational Avoidance and Mitigation Strategies (RAMS) must cover the relevant designated sites in adjoining districts, as the recreation & leisure impacts of the strategic growth and Garden Communities will extend beyond the Borough's borders. The supporting text needs to be revised to acknowledge that recreational and leisure impacts will be cross boundary, and that the RAMS should also be cross boundary, not solely focused on designated sites within the Borough. The impact of the Marks Tey Garden Community on the Blackwater Estuary should be included within the scope of the Strategy.</p> <p>[Effective]</p>
SP7 Development and Delivery of New Garden Communities in North Essex	<p>The employment allocations for the Garden Communities should be explicitly stated in policy SP7 alongside the housing allocations.</p> <p>[Effective]</p>
SP8 Tendring / Colchester Borders Garden Community	<p>Garden Communities – the policies map only shows 'strategic areas for development'. As the planning of the Garden Communities has been delegated down to a Strategic Growth DPD, the strategic areas as shown on the policies maps can be indicative only. It is insufficient to allocate 7,500 homes to these Garden Communities in this plan period, based on an indicative area. To provide more certainty, these areas should be defined more clearly on the Local Plan policies maps.</p> <p>The employment allocation for the Garden Community should be explicitly stated in this policy alongside the housing allocations.</p> <p>[Effective]</p>
SP9 Braintree / Colchester borders Garden Community	<p>Garden Communities – the policies map only shows 'strategic areas for development'. As the planning of the Garden Communities has been delegated down to a Strategic Growth DPD, the strategic areas as shown on the policies maps can be indicative only. It is insufficient to allocate 7,500 homes to these Garden Communities in this plan period, based on an indicative area. To provide more certainty, these areas should be defined more clearly on the Local Plan policies maps.</p>

Colchester Publication Draft Local Plan policy reference.	Maldon District Council Comments
	<p>The employment allocation for the Garden Community should be explicitly stated in this policy alongside the housing allocations.</p> <p>The impact of a 24,000 home development at Marks Tey, on leisure and recreational facilities and infrastructure in adjoining districts needs to be calculated and planned for. For example, contributions to cycle and footpath routes to the coast and other recreational facilities should be sought, to enable non-car access to recreational and leisure destinations.</p> <p>[Effective]</p>
SP10 West of Braintree Garden Community	<p>Garden Communities – the policies map only shows ‘strategic areas for development’. As the planning of the Garden Communities has been delegated down to a Strategic Growth DPD, the strategic areas as shown on the policies maps can be indicative only. It is insufficient to allocate 7,500 homes to these Garden Communities in this plan period, based on an indicative area. To provide more certainty, these areas should be defined more clearly on the Local Plan policies maps.</p> <p>The employment allocation for the Garden Community should be explicitly stated in this policy alongside the housing allocations.</p> <p>[Effective]</p>
Section 2 Colchester Borough Policies	
SG3 Economic Growth Provision & SG3 Table	<p>Only 4.5 ha of employment land is expected to come forward within Colchester Borough in the Garden Communities, which are intended to deliver 2,600 homes in Colchester’s Housing Trajectory in this plan period. Without sufficient employment land being allocated and developed, the Garden Communities will become commuter settlements, not functional, sustainable communities.</p> <p>The expected delivery of over 126,000 sqm of B1 office space is ambitious. It is unclear as to whether there is sufficient market demand for this level of allocation outside of Greater London. The ELNA Executive Summary (14th bullet) states that :</p> <p>‘In light of the quantitative surplus of office land to meet future business needs over the plan period, there would appear to be limited scope for identifying/allocating new land for office development over the next few years in Colchester based on current levels of business demand and rental values/viability, particularly outside of key employment areas such as Colchester Business Park and town centre’</p> <p>It is not clear in the draft Plan, whether there has been any analysis of employment land requirements against housing provision. The approach to employment provision within the Garden</p>

Colchester Publication Draft Local Plan policy reference.	Maldon District Council Comments
	<p>Communities, suggests not.</p> <p>It is not clear how the allocation of existing mixed-use employment areas (eg Hythe Quay, Magdalen Street and Hawkins Road) for housing, has been taken into account in the calculation for employment land. [Effective]</p>
SG8 Neighbourhood Plans	<p>Tiptree expansion – impact on the local road network: The B1022 through Tiptree is a through route to Colchester from Maldon District, and provides a vital alternative route when the A12 is closed. The B1023 (Inworth Road) provides access to the A12 via Feering and Kelvedon from the north of Maldon District. To the south of Tiptree, Braxted Park Road gives access to the A12 at Rivenhall End. Off Braxted Park Road, Maldon Road, via a narrow, single-track Grade II listed bridge, gives access to Kelvedon and the A12. The proposed 600 new dwellings in the village, to be brought forward in the Neighbourhood Plan, must not compromise these transport routes.</p> <p>Increased use of Maldon Road into Kelvedon, as a result of the expansion of Tiptree, should not cause harm to the listed bridge over the River Blackwater.</p> <p>The policy states that: ‘in cases where a Neighbourhood Plan fails at any time prior to being made, responsibility for all planning policy matters within that plan area will revert back to the Local Planning Authority.’</p> <p>For the villages where the Neighbourhood Plan will be bringing forward significant levels of development, should this statement have a set date, to ensure that the proposed development comes forward in the expected timeframe? Further, the Plan should be clear on how the LPA will bring forward this development in the event of a Neighbourhood Plan failure, whether through a DPD or a review of the Local Plan. [Effective]</p>
Housing trajectory/5YHLS /Colchester’s Housing provision table pg 72/	<p>The housing trajectory and the housing provision table on pg 72 of the draft Local Plan are not as transparent or as clearly explained as they could be, and give rise to uncertainty over the delivery of housing in the plan. This could result in additional land being allocated elsewhere in the Borough that could have an impact on Maldon District.</p> <ul style="list-style-type: none"> • It is not possible to reconcile the data in the table on pg 72 with the published housing trajectory. • The housing trajectory ‘existing commitments’ includes 802

Colchester Publication Draft Local Plan policy reference.	Maldon District Council Comments
	<p>units coming from 'applications pending.' This term needs explanation. If this means that the applications are pending consideration, then including these sites in the housing trajectory would appear to prejudice the lawful decision making process on these applications. Alternatively, if 'application pending' means that no planning application has been received, but is expected, then the site should be allocated in the plan, rather than be included within the existing commitments. Either scenario increases the uncertainty regarding the delivery of these sites. Without these 802 units, the housing provision in the table on pg72 falls to 14,261 units, which is below the OAN of 14,720 units.</p> <ul style="list-style-type: none"> • The 'existing commitments' figure includes existing allocations from the 2010 Site Allocations DPD. The majority of these are existing mixed-use employment areas (eg Hythe Quay, Magdalen Street and Hawkins Road). Many of these sites are not expected to deliver housing until 2027/28, meaning that they will have been allocated for over 17 years by the time they are redeveloped. It is particularly noticeable that the housing trajectory predicts that the Garden Communities will start to deliver housing before all but one of the existing allocations. This approach of allocating sites that are unavailable in the long term is questionable. This uncertainty puts further pressure on the housing delivery target, as these allocations have a capacity of 1,314 dwellings. If these sites do not come forward, the Local Plan will not be able to meet its OAN. • The housing provision table pg 72 does not include a rural exceptions site for 15 units at Layer de la Haye. As a result, the table does not add up. • The 5YHLS supply does not include a slippage/non-implementation rate. There is no evidence in the 5YHLS or the AMR 2016 on historic expiry rates for planning permissions in the Borough are. The implication is that no planning permissions in Colchester Borough ever expire. <p>[Justified/Effective]</p>
Local Plan review mechanism / trigger	<p>The draft Local Plan does not include a review mechanism or trigger for a whole or partial review of the Plan. As a significant portion of the housing development in this plan is reliant on a number of large sites, if these sites do not come forward as expected, the delivery of the Plan could be impacted. Therefore, a review mechanism should be included in the Plan. For example:</p> <p><u>If the Authority Monitoring Report demonstrates that the Garden Communities and the allocations deliver less than 75% of their projected housing completions in three consecutive years (based</u></p>

Colchester Publication Draft Local Plan policy reference.	Maldon District Council Comments
	<p><u>on the trajectory set out in this Plan), the Council will undertake a partial review of this Plan.</u></p> <p>[Effective]</p>
SA/SEA	Maldon District Council has no comments to make on the SA/SEA.



REPORT of CHIEF EXECUTIVE

**to
PLANNING AND LICENSING COMMITTEE
20 JULY 2017**

BRAINTREE DISTRICT COUNCIL PUBLICATION DRAFT LOCAL PLAN CONSULTATION

1. PURPOSE OF THE REPORT

- 1.1 Braintree District Council has published its Draft Local Plan for consultation. The primary role of the Draft Local Plan is to set out the required housing delivery growth and other land use requirements for the district, to allocate sites to meet that growth, and to produce policies for the determination of planning applications up to 2033. It also includes proposals for strategic development for North Essex. The purpose of this report is to consider the Council's response to this Draft Local Plan (see **APPENDIX 1** of this report).

2. RECOMMENDATION

That this Committee approves the Council's response to the Braintree District Council Publication Draft Local Plan consultation.

3. SUMMARY OF KEY ISSUES

- 3.1 The three councils of Braintree, Colchester and Tendring have jointly prepared their draft Local Plans. The Braintree draft Local Plan is in two parts:
- **Section 1** - Strategic Plan for North Essex - including the Garden Communities (This document is shared with Colchester Borough Council and Tendring District Council)
 - **Section 2** - Policies, maps and sites for development, housing, employment, regeneration etc. within Braintree District.
- 3.2 The three Local Plans have been simultaneously published for consultation. The Braintree Publication Draft Local Plan consultation closes on 28 July 2017.
- 3.3 This is the Local Plan which Braintree District Council intends to submit to the Planning Inspectorate for an independent examination. All responses to the consultation will be sent on directly to the Inspector to consider in the examination of the Local Plan (Section 1 examination is anticipated to occur in late 2017 / early 2018).

- 3.4 When making a response this Council needs to consider whether the Plan is:
- Legally compliant
 - Sound
 - Complies with the Duty to Co-operate
- 3.5 In order to be considered 'sound' the Inspector must be satisfied that the plan is positively prepared, justified, effective and consistent with national policy. An explanation of soundness can be found in paragraph 182 of the NPPF.

4. SECTION 1

- 4.1 The section 1 proposals that are specific to Braintree District are highlighted in this report. The main purposes of the strategic chapter of the Local Plan are to:
- Articulate a spatial portrait of the area, including its main settlements and strategic infrastructure, as a framework for accommodating future planned growth;
 - Provide a strategic vision for how planned growth in North Essex will be realised and set strategic objectives and policies for key growth topics;
 - Set out the numbers of additional homes and jobs across the area that will be needed covering the period to 2033. The choices made, particularly in relation to the location of development, will also set the framework for development well beyond the plan period; and
 - Highlight the key strategic growth locations across the area and the necessary new or upgraded infrastructure to support this growth.
- 4.2 **Housing**
- 4.2.1 The Braintree draft LP has a total minimum housing supply in the plan period (2013–2033) of 14,320, equating to 716 housing units per annum (policy SP3).
- 4.2.2 Braintree Council proposes growth through a mixture of urban extensions and new communities. Braintree town, as the largest service centre in the District, will have a number of new urban extensions. Over 4,000 new homes will be allocated in this area (paragraph 3.3; policy SP2).
- 4.2.3 New strategic scale garden communities will be located to the west of Braintree, near the boundary with Uttlesford District Council and on the eastern boundary with Colchester Borough Council, at Marks Tey. They will be planned and developed drawing on Garden City principles, with necessary infrastructure and facilities provided and a high quality of place-making and urban design.
- 4.2.4 Joint Local Plans between Braintree, Colchester and Tendring Councils will allocate land to specific uses within Garden Communities. They also provide relevant policy guidance, and set out policies for the management of development.
- 4.2.5 The other main focus for development will be the A12 corridor with allocations of over 2,000 new homes. Other parts of the District, including Halstead, will have

smaller allocations to reflect a more local need and make the best use of brownfield sites, recognising that these areas are not as sustainable as other locations.

4.3 Employment

- 4.3.1 For Braintree District the annual jobs forecast is 490. Braintree District's employment land requirements for the period 2016 – 33 are set out for two plausible scenarios: baseline and higher growth. This approach is intended to provide flexibility. The amount of B uses employment land required is between 23ha-43.3ha (policy SP4). Section 1 does not allocate employment sites.

4.4 Infrastructure and Connectivity

- 4.4.1 The LP identifies strategic priorities for infrastructure provision or improvements within the strategic area, including (policy SP5):

- Improved road infrastructure and strategic highway connections to reduce congestion and provide more reliable journey times along the A12, A120, and A133 to improve access to markets and suppliers for business, widen employment opportunities and support growth;
- Improved junctions on the A12 and other main roads to reduce congestion and address safety;
- A dualled A120 between the A12 and Braintree.

- 4.4.2 To maximise the use of public transport new forms of high quality rapid transit networks will be provided to serve existing urban centres such as Colchester and Braintree, key destinations such as the University of Essex, and major transport interchanges in North Essex. To achieve the desired step change in sustainable transport this infrastructure will need to be funded and provided early in the development phase (paragraph 6.22).

4.5 Garden Communities

- 4.5.1 A key element of the spatial growth strategy for North Essex is the development of three new sustainable garden communities in the north Essex area. These new communities will accommodate a substantial amount of the housing and employment growth planned for North Essex within the plan period and beyond.(policies SP7 – SP10):

- Tendring/Colchester Borders, a new garden community will deliver 2,500 homes within the Plan period (as part of an overall total of between 7,000-9,000 homes to be delivered beyond 2033);
- Colchester/Braintree Borders, a new garden community will deliver 2,500 within the Plan period (as part of an overall total of between 15,000 – 24,000 homes to be delivered beyond 2033);
- West of Braintree in Braintree District Council, a new garden community will deliver 2,500 homes within the Plan period (as part of an overall total of between 7,000- 10,000 homes to be delivered beyond 2033).

- 4.5.2 The policies maps show ‘strategic areas for development’ for the Garden Communities. As the planning of the Garden Communities has been delegated down to a Strategic Growth Development Plan Document (DPD), the strategic areas as shown on the policies maps can be indicative only. The potential area of the Marks Tey Garden Community (with the long term target of 24,000 homes) stretches from the eastern outskirts of Coggeshall and Feering (the western boundary being the Coggeshall Road, which links the two villages), to just west of Copford; and north-south from Roman River (approx ½ mile south of Great Tey) to Feering (effectively an area of approximately 4 miles x 2 miles). It is arguable, as to whether it is sufficient to allocate 7,500 homes to these Garden Communities in this plan period, based on indicative areas only. To provide more certainty, these areas could be defined more clearly on the Local Plan policies maps.
- 4.5.3 The comments on section 1 of the draft Plan only need to be submitted once, as the comments on the Strategic Plan will be shared across the north Essex districts. These comments will be submitted alongside the comments to the draft Colchester Local Plan.
- 4.6 **Examination**
- 4.6.1 The Examination into the joint Strategic Plan (section 1) will be held first, before the Examinations into the individual Districts’ section 2 plans. The broad timetable is for the Section 1 Examination to occur in late 2017 / early 2018. The section 2 Examinations would follow in 2018. The Plans could potentially be adopted by the end of 2018.

5. SECTION 2 – BRAINTREE SPECIFIC POLICIES

5.1 Spatial Strategy

- 5.1.1 The broad spatial strategy for Braintree District concentrates development on the town of Braintree, planned new garden communities, Witham and the A12 / Great Eastern Mainline corridor and Halstead.

5.2 A Prosperous District

- 5.2.1 The draft LP identifies 51.1ha of new employment land allocations for B1, B2 and B8 uses. This is above the minimum identified in Section 1 of the plan, and will provide choice and flexibility for businesses. This includes 6.8ha to the north of Witham, up to 4ha at Feering as part of a new strategic growth allocation, and two new major business parks on the West Braintree Garden Community and on the Marks Tey Garden Community (policy LPP2). The size of the Garden Community business parks is not yet determined. The Plan also protects 283.1 ha of existing employment sites, including 83.8ha in Witham (LPP3). The Essex Fire and Rescue HQ at Kelvedon Park is allocated as a Special Employment Area, which includes a 3.3ha extension to the site (LPP4). The Plan identifies 12.4ha of land for B1 uses (LPP5).
- 5.2.2 The Town Centres of Braintree, Halstead and Witham are identified as the primary location for main town centre uses such as retail, office, leisure and entertainment in the District (LPP10). Hatfield Peverel is identified as a District Centre.

5.3 Housing

- 5.3.1 The Strategic Plan for North Essex sets out the objectively assessed need. For Braintree as 716 new homes per year across the Local Plan period 2013 – 2033, 14,320 new homes overall. The Local Plan has allocated an additional potential supply of at least 10% of homes over and above the Local Plan target (paragraph 6.60). This is to guard against future fluctuations in the figure for objectively assessed need and to ensure that there is sufficient flexibility in the Local Plan so that if a number of sites deliver slower than anticipated for example, the objectively assessed need and the five year housing supply requirement can be met.
- 5.3.2 Land for 8,800 houses is allocated within the strategic growth locations (LPP17), which include the two garden communities (west of Braintree and Marks Tey), 750 units at Feering and 450 units at Wood End Farm, Witham. The latter is in addition to the strategic growth areas at either end of Witham that were allocated in the 2011 Core Strategy.
- 5.3.3 The site at Feering is expected to come forward as a single comprehensive development site which tackles the issue of infrastructure and access, community facilities and contributions at a strategic level. The site is allocated for 750 dwellings in this Plan period, with a further 250 units being delivered after 20133.
- 5.3.4 An all movements access junction onto the A12 at Feering is a requirement of this strategic growth location and as such development will need to be timed to coincide with the provision of that junction. Suitable links from the development to the junction and Inworth Road will also need to be provided to the satisfaction of the highways authority (LPP22). A new link road between Inworth Road and the A12 Kelvedon North / Feering junction is supported by policy LPP48.
- 5.3.5 A Comprehensive Redevelopment Area is allocated to the north of Hatfield Peverel, on land between A12 and Great eastern Main Line. This will provide up to 285 new dwellings in the village, with a suitable road link between Bury Lane and Station Road and contributions towards highways enhancements on Bury Lane including safer access from the A12 slip road (policy LPP31).
- 5.3.6 Although the allocation at Wood End Farm (450 units) is within Hatfield Peverel parish, it is an extension to Witham town. Traffic from the development would access the A12 via the Witham junctions not those at Hatfield Peverel.

5.4 Traveller sites

- 5.4.1 The Plan allocates up to 30 pitches for Gypsy and Traveller accommodation, and six travelling showpersons plots at Strategic Growth Locations and the garden communities, through the planning application process or through the expansion or intensification of existing sites (LPP36).

5.5 Transport

- 5.5.1 During the preferred options consultation (2016) the Council highlighted its concerns regarding access to the A12 from the B1019 and the Inworth Road. These concerns have been addressed in the draft Plan through its support for improved road

infrastructure and strategic highway connections and improved junctions on the A12, an all directions A12 junction at Feering, and a proposed new link road between Inworth Road and the A12 Kelvedon North / Feering junction.

- 5.5.2 The level of development will increase the level of traffic on the A12, and the number of passengers on the GEML and local bus routes. However, the level of growth is such that improvements to sustainable transport can be achieved, which should mitigate the impacts on the transport network, for example the proposed rapid transit systems to serve the new Garden Communities, linking them to the existing urban centres.

5.6 Recreation & Leisure

- 5.6.1 The recreational and leisure pressures resulting from the 24,000 dwelling Garden Community at Marks Tey could have an impact on the District. Due to the expected increase in leisure & recreation pressure on adjoining Districts (in particular the Dedham Vale AONB (Area of Outstanding Beauty) and the River Blackwater), arising from the strategic growth and Garden Communities planned in North Essex, Section 106 (S106) / Community Infrastructure Levy (CIL) contributions from these developments should include contributions towards cycle and footpath routes to enable non-car access to leisure and recreation destinations in adjoining districts.
- 5.6.2 The Strategic Plan's (section 1) Appropriate Assessment identified the need to prepare a Recreational Avoidance and Mitigation Strategy covering the Colne and Blackwater Estuaries Special Protection Areas and Ramsar sites and the Essex Estuaries Special Area of Conservation and a separate Recreational Avoidance and Mitigation Strategy for the Stour Estuary, with a view to their subsequent adoption as Supplementary Planning Documents. The Recreational Avoidance and Mitigation Strategy (RAMS) must cover the relevant designated sites in adjoining districts, as the recreation & leisure impacts of the strategic growth and Garden Communities will extend beyond the Borough's borders. As the recreational and leisure impacts will be cross boundary, the RAMS should also be cross boundary, not solely focused on designated sites within the Borough. The impact of the Marks Tey Garden Community on the Blackwater Estuary should be included within the scope of the Strategy.

5.7 Education

- 5.7.1 School pupils are shared across district boundaries. S106 agreements in Braintree / Colchester for education provision must take into account the impact on schools in Maldon District. Funding should be directed to the schools affected by the strategic growth in North Essex, even if the schools concerned are in adjacent districts.

6. CONCLUSION

- 6.1 The Braintree Publication Draft Local Plan allocates land for at least 14,320 new homes and identifies 51.1 ha of land for new employment sites. This Council's previous concerns regarding access to the A12 for Maldon District residents and businesses have been addressed in this draft Plan through support for specific infrastructure projects that will help to secure access to the A12 from this District.

- 6.2 The Council's draft comments are provided in **APPENDIX 1** to this report. The comments on the joint Strategic Plan (Section 1) are listed in the report to the Planning and Licensing Committee on the Colchester draft Local Plan.

7. IMPACT ON CORPORATE GOALS

- 7.1 The level of development proposed in Braintree District has the potential to affect the corporate goals of protecting and shaping the District, and creating opportunities for economic growth and prosperity.

8. IMPLICATIONS

- (i) **Impact on Customers** – The proposals may impact on residents and businesses using either the A12 or train services, through increased traffic flows and passenger numbers.
- (ii) **Impact on Equalities** – The proposals would not have a direct impact on equalities.
- (iii) **Impact on Risk** – The proposals would not have a direct impact on risk.
- (iv) **Impact on Resources (financial and human)** – The proposals would not have a direct impact on resources.
- (v) **Impact on the Environment** – The proposals would not have a direct impact on Maldon District's environment.

Background Papers: The Braintree Draft Publication Local Plan is available at:
https://www.braintree.gov.uk/info/200230/planning_policy/701/new_local_plan/2

Enquiries to: Leonie Alpin, Planning Policy Officer, (Tel: 01621 876278),
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Maldon District Council Comments on the Braintree Publication Draft Local Plan.

The questions to be answered on each element of the Plan being commented on are:

- Do you consider the Local Plan is legally compliant? Y/N
- Does it comply with the Duty to Co-operate? Y/N
- Do you consider the Local Plan is Sound? Y/N
- If no, on what grounds you do not consider the Local Plan is sound:
 - Positively Prepared
 - Justified
 - Effective
 - Consistent with National Policy
- Do you wish to participate in the oral part of the examination? Y/N

Braintree Publication Draft Local Plan policy reference.	Maldon District Council Comments
Legal compliance	To be confirmed (TBC)
Duty to Cooperate	TBC
Participation at the Examination	TBC
Section 1	
	See Planning and Licensing Committee (P&L) report on the Colchester draft Local Plan for section 1 comments.
Section 2	
Policy LPP 2 Location of Employment Land	<p>The proposed employment allocations for the Garden Communities within Braintree District should be allocated in this plan, alongside the proposed 3,650 homes in the housing trajectory, rather than be delegated down to a daughter DPD. Without sufficient employment land allocated and delivered, the Garden Communities are at risk of becoming commuter settlements, not functional sustainable communities.</p> <p>It is not clear in the draft Plan, whether there has been any analysis of employment land requirements against housing provision. [Effective]</p>
Policy LPP17 Housing Provision and Delivery	<p>Rather than have it in some, but not all the Strategic Growth Location policies, this overarching policy should include the following statement: <u>‘Development proposals which could compromise the delivery of an identified Strategic Growth Location will be resisted.’</u> [Effective]</p>

Braintree Publication Draft Local Plan policy reference.	Maldon District Council Comments
Policy LPP18 Strategic Growth Location - Land East of Great Notley, south of Braintree	<p>The last sentence in the policy is not required, as this is already a strategic growth location. . Delete ‘Development proposals which could compromise the delivery of an identified Strategic Growth Location will be resisted.’</p> <p>It would be more logical to have this statement of intent in policy LPP17. [Effective]</p>
Policy LPP22 Strategic Growth Location - Land at Feering	<p>The element of the policy (final bullet point) requiring contributions to an all directions A12 junction at Feering is supported.</p> <p>The last sentence in the policy is not required, as this is already a strategic growth location. . Delete ‘Development proposals which could compromise the delivery of an identified Strategic Growth Location will be resisted’. It would be more logical to have this statement of intent in policy LPP17 [Effective]</p>
Policy LPP 48 New Road Infrastructure	The proposed new link road between Inworth Road and the A12 Kelvedon North/Feering junction is supported.
Policy LPP 60 Heritage Assets and their Settings	<p>The term ‘appearance’ appears in conjunction with character, notably in Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 in reference to conservation areas. The impact of development on the appearance of a building is major consideration in determining planning applications. Therefore, the Council recommends a modification to LPP60a to read:</p> <p>a. The works or uses do not harm the significance of the setting, character, appearance, structural stability, and fabric of the building or structure. [Consistent with National Policy]</p>
Policy LPP 61 Demolition of Listed Buildings or Structures	<p>It is suggested that the policy should be amended to better differentiate between ‘substantial harm’ and ‘less than substantial’ harm as required by the NPPF and to provide greater clarity on how the policy will be applied. [Consistent with National Policy]</p>
Housing Trajectory – windfall allowance (p190)	<p>Windfall allowance</p> <p>Although the windfall allowance of 75 units pa appears to be a high figure, the data within Braintree District Council Monitoring Report 2016 (page 63) demonstrate that over the last 7 years, an average of 126 planning permissions per year have been granted on windfall sites. Therefore the lower figure of 75 units pa used in the housing trajectory, which demonstrates a cautious approach to predicting the supply of windfall sites, is</p>

Braintree Publication Draft Local Plan policy reference.	Maldon District Council Comments
	<p>supported.</p> <p>Lapse rate The lapse rate in the housing trajectory is approximately 1.5% of the total number of units identified. This is based on the number of expired planning permissions minus the number of ‘replacement’ permissions on the same site for 2011/12 to 2016/17. This method of reducing the number of expired permissions effectively means that the ‘replacement’ permissions are double counted in the housing trajectory – by being included as sites with planning permissions, as well as by being used to reduce the capacity of the lapsed permissions. A simpler way to include a lapse rate within the housing trajectory would be to use the unadjusted average figure for the dwelling capacity of lapsed permissions, which is 25 units p/a, or c.400 units over the period of the Plan. (data from Braintree District Council Monitoring Report 2016, p64). This equates to a 2.6% (rounded up) slippage and non-implementation rate.</p> <p>The Housing Trajectory on page 190 identifies a supply of 15, 606 units (before the lapse rate is applied), if a 2.6% lapse rate were to be applied, the housing supply total would be 15,200 units.</p> <p>Inconsistencies within the plan (pp 54 & 190) Para 6.60 states that the Local Plan allocates an additional potential supply of at least 10% of homes over and above the Local Plan target. The OAN target of 14, 320 plus 10% equates to 15,752 dwellings. However, the Housing Trajectory on page 190 identifies a supply of 15, 606 units (before the lapse rate is applied), which is below the OAN+10% target. If a 2.6% lapse rate is applied (see above), the housing trajectory would identify 15,200 units. Although this is higher than the OAN, it is 552 units short of the OAN +10% target as stated elsewhere in the Plan. This internal inconsistency needs to be rectified.</p> <p><u>Summary</u> (where comments are >100 words) Windfall allowance is supported by evidence. The lapse rate is too low, it should be increased to 2.6%. There are inconsistencies within the plan (para 6.60 and the housing trajectory) regarding the housing target of OAN+10%. [Effective]</p>

Braintree Publication Draft Local Plan policy reference.	Maldon District Council Comments
Local Plan review mechanism / trigger	<p>The draft Local Plan does not include a review mechanism or trigger for a whole or partial review of the Plan. As a significant portion of the housing development in this plan is reliant on a small number of large sites, if these sites do not come forward as expected, the delivery of the Plan could be impacted. Therefore, a review mechanism should be included in the Plan. For example:</p> <p><u>If the Authority Monitoring Report demonstrates that the Garden Communities and the Strategic Growth Locations deliver less than 75% of their projected housing completions in three consecutive years (based on the trajectory set out in this Plan), the Council will undertake a partial review of this Plan.</u> [Effective]</p>
SA / SEA	Maldon District Council has no comments to make on the SA/SEA.



REPORT of CHIEF EXECUTIVE

**to
PLANNING AND LICENSING COMMITTEE
20 JULY 2017**

HATFIELD PEVEREL NEIGHBOURHOOD DEVELOPMENT PLAN REGULATION 16 CONSULTATION

1. PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to consider the Council's response to the Hatfield Peverel Neighbourhood Development Plan (HPNDP). Braintree District Council (BDC) is holding the formal Regulation 16 consultation on the Neighbourhood Plan. A draft response is set out in **APPENDIX 1** to this report.

2. RECOMMENDATION

That the Committee's views are sought on the draft response to the Hatfield Peverel Neighbourhood Development Plan and approval is given for this Council's response to the consultation to be submitted.

3. SUMMARY OF KEY ISSUES

- 3.1 Hatfield Peverel has prepared a Neighbourhood Development Plan (HPNDP) for its parish. The plan proposes planning policies and allocations to be used in the determination of planning applications locally. If made the Plan will become part of the development plan for Braintree District.
- 3.2 The 6 week period of public consultation under Regulation 16 is now taking place. This is the formal consultation period, prior to the examination. All responses to this consultation will be provided to the independent examiner, who will take them into consideration during the examination into the Plan.
- 3.3 Although Hatfield Peverel is outside of Maldon District, development proposals in the village could have an impact on Maldon District residents and businesses using the B1019 to access the A12. In particular, the HPNDP supports the provision of a Maldon Link road between the B1019 and the A12 (in policies ECN5 Public Realm and HPE1 Prevention of Coalescence).
- 3.4 Officers have drafted responses for a number of policies that it is felt do not conform to the NPPF, are unclear, or are overly prescriptive. These responses are listed in **APPENDIX 1** to this report.

- 3.5 The consultation on the Hatfield Peverel Neighbourhood Plan closes on 17 July 2017. Officers have requested and received an extension of time to submit this Council's responses, to enable the draft response to be considered by this Committee.

4. CONCLUSION

- 4.1 The communities of Hatfield Peverel and Nounsley have prepared a thorough Neighbourhood Development Plan that addresses locally identified issues. Officers have drafted responses for a number of policies that it is felt do not conform to the NPPF, are unclear, or are overly prescriptive.

5. IMPACT ON CORPORATE GOALS

- 5.1 The HPNDP has a generally positive impact on the following corporate goals:

- Strengthening communities to be safe, active and healthy;
- Protecting and shaping the District;
- Creating opportunities for economic growth and prosperity;

6. IMPLICATIONS

- (i) **Impact on Customers** – The HPNDP supports a new link road between the A12 and B1019, which would improve access to the A12 for Maldon based residents and businesses, as well as improving access through Hatfield Peverel for residents and visitors.
- (ii) **Impact on Equalities** – Overall the Plan supports equalities. However, the Plan does support the use of shared space which people who have learning difficulties, or are visually impaired have difficulty using. This has been flagged up in MDC's responses to the Plan.
- (iii) **Impact on Risk** – none
- (iv) **Impact on Resources (financial)** – none for Maldon District Council
- (v) **Impact on Resources (human)** – The review of Neighbourhood Development Plans for parishes adjoining Maldon District will require officer time.
- (vi) **Impact on the Environment** – The HPNDP seeks to protect the environment, historic assets and landscape setting of Hatfield Peverel and Nounsley.

Background Papers: The Hatfield Peverel Neighbourhood Development Plan is available at: https://www.braintree.gov.uk/info/200230/planning_policy/458/neighbourhood_planning/5

Enquiries to: Leonie Alpin, Planning Policy Officer, (Tel: 01621 876278).

**MALDON DISTRICT COUNCIL (MDC) DRAFT COMMENTS ON THE HATFIELD
PEVEREL NEIGHBOURHOOD DEVELOPMENT PLAN (HPNHDP)**

HPNHDP reference	MDC comments	Reason for objection
General Comment	<p>Maldon District Council commends the community of Hatfield Peverel and Nounsley for preparing a thorough, Neighbourhood Development Plan that addresses locally identified issues.</p> <p>The Plan itself is well illustrated, logically laid out and easy to navigate.</p>	
Basic Conditions	Subject to the amendments suggested in Maldon District Council's comments, it is the view of this Council that the Hatfield Peverel Neighbourhood Development Plan (NDP) meets the basic conditions.	
Consultation Statement	<p>The NDP was clearly developed with community involvement throughout the preparation process.</p> <ul style="list-style-type: none"> • The different forms of engagement with the local community and specific sectors (such as landowners, local groups) have been comprehensively recorded. • The Table on page 14 onwards, is particularly helpful in showing how the plan was revised following the Regulation 14 consultation. 	
SA / Screening opinion	<p>The Screening opinion dated June 2016 ideally should be updated for the submitted version of the NDP. The June 2016 document states (page 9) that the NDP does not allocate land. The submitted plan does allocate land for development.</p> <p>That being said, the scale of the allocation in the NDP is unlikely to have significant impact on nationally or internationally designated sites.</p>	Update needed to reflect the submission version of the NDP.

HPNHDP reference	MDC comments	Reason for objection
Policy ECN1 Support for Local Businesses	The first bullet point – ‘the business employs no more than 20 people on site’ - is un-necessarily restrictive, and could result in the village losing successful businesses. New employment uses and the expansion of existing employment uses should be judged on the actual impact of the development. The number of employees is not necessarily related to this. Therefore this criterion should be deleted.	Does not comply with NPPF paras 7 & 18-22.
Policy ECN4 Protection of Commercial Premises	This policy does not recognise the extensive range of changes of use now allowed under permitted development rights. It is suggested that the following sentence is added (from para 6.144 of the Braintree District Publication Draft Local Plan): ‘ <u>This policy will only come into effect in cases where permitted development rights do not apply.</u> ’	The policy does not recognise the current permitted development regime.
ECN5 Public Realm	<p>The support for the provision of a Maldon Link road bypassing the village is welcomed.</p> <p>However, the third bullet point is of concern.</p> <ul style="list-style-type: none"> • New development should only be required to provide public realm improvements that are directly related to that development and not to remedy deficiencies elsewhere. • People with visual impairments and learning disabilities, in particular, find shared space schemes for pedestrians/cars particularly difficult to use. Areas of shared space should be designed to ensure that people with disabilities are not disadvantaged. 	<p>This aspect of the policy does not comply with NPPF para 204.</p> <p>The NDP needs to ensure that it does not disadvantage people with disabilities.</p>
Page 21, para 3 protected lanes	The designation of a protected lane, in itself cannot increase that lane’s archaeological potential. It may however, indicate that there is potential for archaeological sites in the vicinity of the designated area. The paragraph needs to be revised.	To correct an error.

HPNHDP reference	MDC comments	Reason for objection
HPE1 Prevention of Coalescence	<p>The listing of transport infrastructure as a permitted form of development within the green wedges is welcomed (map page 25), as any future Maldon link road from the A12 to the B1019 would be likely to cross the eastern green wedge.</p> <p>The policy's flexibility to allow development that supports the working countryside within the identified 'green wedges' is supported.</p>	
HPE3 Protection of Local Green Space	The approach to identifying protected local green space is supported as it follows the guidance in the NPPF	
HPE6 Protection of Landscape Setting	<p>The approach (page 33-37) used to identify important views that form the landscape setting of the village is supported.</p> <p>However, as these 'important views' completely encircle the village. The policy should not be used to prevent development in and around the village, including that allowed by other policies in this plan (e.g. HPE1)</p>	The policy may not conform to NPPF para 47 & 48, and may conflict with other policies in the NDP.
HPE7 Flooding and SuDS	<p>The intention of the policy is supported.</p> <p>However including 'betterment' in the policy is a concern. When applied to SuDS schemes for a new development, this 'betterment' requirement may not comply with NPPF paragraph 204. Planning conditions should only be necessary to make the development acceptable in planning terms, and be directly related to the development itself. Planning conditions cannot be used to remedy existing deficiencies in the wider area.</p>	Part of policy does not conform to NPPF para 204.

HPNHDP reference	MDC comments	Reason for objection
HPE8 Heritage	The first paragraph does not make sense. It implies that <u>all</u> development is enabling development and this is not the case. Suggest the first paragraph is revised.	To correct an error
Map of Historic Features page 40	Does the map include all the TPOs in the parish? If so, the title of the map may need to be amended. Although historic trees may protected by TPOs, not all trees covered by TPOs are of historic value.	To correct an error
FI1 Transport and Access 4 th para.	<p>People with visual impairments and learning disabilities, in particular, find shared space schemes for pedestrians/cars particularly difficult to use. Areas of shared space should be designed to ensure that people with disabilities are not disadvantaged. Although this issue referred to in the supporting text, it is not carried through into the policy.</p> <p>Speed limits are not a planning function and therefore cannot be implemented through a planning policy. This element of the policy should be placed in Appendix 2 - non-statutory planning community action plan.</p>	<p>The NDP needs to ensure that its policies do not disadvantage vulnerable residents.</p> <p>Speed limits are not a planning function.</p>
HO1 Design of New Developments bullet points 8 and 9.	<p>The Ministerial Statement of March 2015 identified that planning policies should not identify local technical standards for new dwellings. https://www.gov.uk/government/speeches/planning-update-march-2015</p> <p>Therefore the references to Lifetime Homes, BREEAM and Building for Life should be moved into the supporting text, to provide guidance on the level of quality new development would be expected to achieve.</p>	To comply with Ministerial Statement as it applies to NPPF paras 95, 174 and 177.

HPNHDP reference	MDC comments	Reason for objection
HO2 Retirement Housing	<p>The Ministerial Statement of March 2015 identified that planning policies should not identify local technical standards for new dwellings. https://www.gov.uk/government/speeches/planning-update-march-2015</p> <p>Therefore the references to Lifetime Homes standards should be moved into the supporting text, to provide guidance on the level of quality new development would be expected to achieve.</p>	To comply with Ministerial Statement as it applies to NPPF paras 95, 174 and 177.
HO3 Affordable Housing – 5 th & 6 th bullet points	<p>Local connections restrictions, as proposed in this policy should only be used for rural exception schemes. The developments proposed in Hatfield Peverel would not fall into the rural exceptions sites category. Therefore, any local connection element to the lettings policy can only be by voluntary agreement with the social housing provider.</p> <p>It is understandable that the local community wishes to have a ‘locals first’ housing policy, however, this should not be at the expense of other households in priority need.</p> <p>The local connection criteria as proposed, exceeds that currently used by BDC/Greenfields Housing in their agreement on village housing. https://www.braintree.gov.uk/downloads/file/2581/local_lettings_to_new_greenfields_properties_in_villages_sible_hed_rayne_hatfield_pev</p> <p>Observation of the definition of local connection:</p> <p>There is no cascade should properties become available and no one meets the criteria within the area. There is no clear priority given to any of the suggested criteria.</p>	Policy is too prescriptive. The granting of tenancies is not a planning issue, it is a matter for the Local Housing Authority.

HPNHDP reference	MDC comments	Reason for objection
	<p>Definition of employment – it is assumed that this means mainly or fully employed at a place of work within the area, not working in this and other areas, e.g. milkman, delivery driver, care provider? If so, this would further restrict the eligibility for housing.</p> <p>It is a matter for BDC as the Local Housing Authority how they may wish to support any proposed variation to their existing policy. However, ‘housing need’ is not defined. Would this for example include those who are homeless and may be under a duty to be accommodated by the local housing authority? If it is based upon inability to afford a home on the open market, will preference be given to those most disadvantaged? Would any preference be given to those already in social housing who may need to downsize and make better use of existing stock?</p> <p>If the Plan is to retain this local connection requirement, it is suggested that it be included in Appendix 2 - non-statutory planning community action plan.</p>	
General comment	<p>The copyright holders for the photographs and aerial photographs should be appropriately acknowledged in the NDP and its accompanying documents.</p> <p>The HPPC should ensure that photographs of people and children have the appropriate consents to be used.</p>	To ensure that copyright, privacy and safeguarding laws are complied with.



REPORT of CHIEF EXECUTIVE

**to
PLANNING AND LICENSING COMMITTEE
20 JULY 2017**

MALDON DISTRICT LOCAL DEVELOPMENT PLAN 2014 TO 2029

1. PURPOSE OF THE REPORT

- 1.1 The Council has received the Inspector's Report into the Maldon District Local Development Plan (LDP). The Inspector has found the LDP to be Sound with Modifications. This report summarises the key components of the Report and the next steps. Please note that the Report is being considered by the Secretary of State and a verbal update will be given at the Committee if the Secretary of State has issued his Decision Statement.

2. RECOMMENDATION

That the Committee notes and welcomes the Inspector's Report.

3. SUMMARY OF KEY ISSUES

- 3.1 At the request of the Department for Communities and Local Government (DCLG), the LDP Inspector's Report was published by the Council on 30 June 2017.
- 3.2 The Report, by Mr Simon Berkeley, is for the Secretary of State, and follows the Examination Hearings held in January 2017 and the subsequent Post Examination Modifications which were subject to public consultation in March and April 2017. Some 43 responses were received to that consultation and these were sent to the Inspector when the consultation closed, for the Inspector to take into account in the preparation of his Report. In Paragraph 11 of his Report, the Inspector states *'I have taken account of all of the consultation responses in coming to my conclusion in this report'*.
- 3.3 As required in Regulation 25 (2) (b) of the Town and Country Planning (Development Plan) Regulations 2012 (the Regulations), all those who are registered to receive notifications, including respondents to consultations, parish and town councils, and other Essex Councils have been notified of the publication of the Inspector's Report.
- 3.4 The Inspector is required to assess whether the Pre-Submission Plan is sound (as set out in the National Planning Policy Framework) and is legally compliant as set out in planning Acts. If the Inspector finds the Pre-Submission Plan to be unsound he would also consider whether modifications recommended by the Council will render the Plan sound and legally compliant.

- 3.5 With regards to the Pre-Submission LDP, the Inspector concluded in paragraph 335 of his Report that (officers parenthesis):

‘The Plan has a number of deficiencies in respect of soundness and legal compliance for the reasons set out above [in his Report], which mean that I recommend non-adoption of it as submitted, in accordance with Section 20(7A) of the 2004 [Planning and Compulsory Purchase] Act. These deficiencies have been explored above [in the Report].’

- 3.6 However, with the Modifications published in September 2016 and March 2017, the Inspector concluded in paragraph 336 (officers parenthesis):

‘The Council has requested that I recommend main modifications to make the Plan sound and/or legally compliant and capable of adoption. I conclude that with the recommended main modifications set out in the Appendix [to his Report] the Maldon District Local Development Plan 2014-2029 satisfies the requirements of Section 20(5) of the 2004 Act and meets the criteria for soundness in the National Planning Policy Framework.’

- 3.7 Therefore, the Inspector has concluded that with the modifications the LDP is sound. However, the Inspector has made some minor changes to the Council’s published Modifications to improve soundness. These do not affect the principles of the policy or the LDP, and the Council has not been asked to undertake any further public consultation.

- 3.8 The Inspector has summarised the Modifications in the Non-Technical Summary to his report, which is attached in **APPENDIX 1** to this Report.

- 3.9 In addition to the modifications the Inspector has found the Council’s approach to the Strategic Housing Market Area, the Objectively Assessed Needs and 5-Year Land Supply to be sound. He has also concluded that the revised Policy H6 – Travellers – to also be sound, thus overcoming the principle reason for the conclusions of the previous Inspector, Mr David Vickery, in his Interim Findings in May 2015.

- 3.10 The Inspector’s Report will now be considered by the Secretary of State and it will be his decision whether to approve the LDP (in its original Pre-submission form or with Modifications) or not.

- 3.11 Given the Inspector’s conclusion, as set out in para 335 of his Report, that the pre-submission was recommended for non-Adoption, it is unlikely that the Secretary of State will approve the Pre-submission Plan without Modifications.

- 3.12 Officers are liaising with counterparts in the DCLG Local Plans Team on the next steps. It is currently anticipated that if the Secretary of State approves the LDP, there will be no need for the Council to Adopt it. If that is the case, and legal checks are being undertaken, the LDP will be as Approved by the Secretary of State, but will be subject to a 6-week legal challenge period.

- 3.13 Officers have incorporated the Inspector’s Modifications into a draft of LDP, both in tracked change and clean formats, and this has been sent to the DCLG. In addition, the Policies Map, which was update at the Post-Examination Modifications has been

issued to the DCLG. Therefore, the DCLG has an up to date Plan with the modifications for the Secretary of State to consider.

- 3.14 Officers are discussing with the DCLG Graphical changes and information changes in some of the appendices that are not relevant to the Plan's soundness will also need to be made. These were included in the Post Examination Modifications, but the Inspector concluded on them in paragraph 12 of his Report:

'A significant number of other changes have also been put forward by the Council. These generally comprise minor or consequential revisions and factual updates – such as that concerning the Secretary of State's intervention – which are not necessary. Whilst largely helpful and to be welcomed, their inclusion in the Plan is not essential for soundness. I have generally therefore not referred to them in this report or the Appendix, although for reasons of clarity I have made some exceptions to this approach.'

These changes ensure that sections such as the Glossary and Abbreviations are the same as the remainder of the Plan.

- 3.15 As the Inspector's Report has been published and the LDP with Modifications has been found to be sound, the Council needs to reflect this status in (*inter alia*) Committee, decisions, delegated reports, and appeal statements. Whilst the maximum weight afforded a Local Plan is on adoption or approval in this case, a positive Inspector's Report holds considerable weight and this will be pressed upon Inspectors at appeals.

4. CONCLUSION

- 4.1 The Inspector's Report is a major step towards the approval of the Maldon District Local Development Plan. The Report reflects the January 2017 Examination Hearings and the Councils approach of working with the Inspector and responders to find the Plan sound.
- 4.2 No firm date has been provided as to when the Secretary of State will issue his decision. If approved, then the Council will have an up to date local plan in place which will afford maximum weight.

5. IMPACT ON CORPORATE GOALS

- 5.1 The LDP, including supporting evidence and other supplementary planning documents, supports corporate goals which underpin the Council's vision for the District and in particular protecting and shaping the District and balancing the future needs of the community and meeting the housing needs of the District.

6. IMPLICATIONS

- (i) **Impact on Customers** –The Local Development Plan will replace the Maldon District Replacement Local Plan 'saved policies' as the Development Plan for

the District. This will provide a clear and up-to-date spatial vision and policy framework for the District and should create greater certainty on planning decisions on appeal.

- (ii) **Impact on Equalities** – The progression of the Local Development Plan and supplementary planning documents helps to provide sustainable and well planned communities which promote social cohesion and help to provide for the future needs of the local community.
- (iii) **Impact on Risk** – An up to date Local Development Plan, supported by robust supplementary planning documents, is required in accordance with the National Planning Policy Framework in order to enable the Council to strategically plan for future needs, growth and sustainable development, and provide an adequate five year supply of deliverable land for housing.
- (iv) **Impact on Resources (financial and human)** – Without an up-to-date Local Plan, the Council is at increased risk of planning appeals, which could potentially have significant resource implications. The costs of the preparation of the LDP including finalising the final version for publication have been and will be met from the Local Plan Reserve budget.
- (v) **Impact on the Environment** – An adopted Local Development Plan will enable the Council to promote sustainable development and safeguard the local environment in accordance with the local priorities for the District.

Background Papers:

Maldon District Local Development Plan Pre-submission

https://www.maldon.gov.uk/publications/LDP/submission_documents/documents/SD01%20Maldon%20District%20Local%20Development%20Plan.pdf

Planning Inspector's Final Report 30 June 2017

https://www.maldon.gov.uk/homepage/7031/emerging_local_plan

Planning Inspector's Final Report Appendix 30 June 2017

https://www.maldon.gov.uk/homepage/7031/emerging_local_plan

Updated Policies Maps

https://www.maldon.gov.uk/info/20048/planning_policy/8107/emerging_local_plan/5

Enquiries to: Ian Butt, Planning Policy Manager, (Tel: 01621 876203).

Report to the Secretary of State for Communities and Local Government

Report on the Examination of the Maldon District Local Development Plan 2014 - 2029

Non-technical summary [extract form the Inspector's Report]

'This report concludes that the Maldon District Local Development Plan 2014 - 2029 ('the Plan') provides an appropriate basis for the planning of the district provided that a number of main modifications are made to it. Maldon District Council ('the Council') has specifically requested that I recommend any main modifications necessary to enable the Plan to be adopted.

All the main modifications were proposed by the Council, and were subject to public consultation over a six-week period. In some cases I have amended their detailed wording. I have recommended their inclusion in the Plan after considering all the representations made in response to consultation on them.

The main modifications can be summarised as follows.

- a) Amending the assessment of housing need figure and Plan's housing requirement*
- b) Deleting the allocation of 75 homes to North Fambridge, and deleting the reserve sites*
- c) Updating the Plan in relation to the sources of housing land supply, including the trajectory*
- d) Amending the threshold at which housing developments are required to provide affordable housing, and in some cases the level of affordable housing required*
- e) Adding a 'viability clause' to policies to ensure that developments are viable*
- f) Committing to a review of Policy H6 if future reviews of the evidence reveal a need for sites to accommodate gypsies and travellers*
- g) Re-writing Policy H6 and the section of the Plan relating to provision for gypsies and travellers*
- h) Deleting the requirement for the North Heybridge Garden Suburb to provide a strategic flood alleviation scheme and a country park*
- i) Committing to a partial review of the Plan in the event that an under-delivery of housing occurs*
- j) Monitoring the impacts of retail development at the Causeway and reviewing Policy E2 if this reveals a need to allocate land for retail development*
- k) Restricting major new retail development to town and district centres, and the Garden Suburb local centres, and introducing local impact thresholds*
- l) Introducing into the Plan the sequential test for main town centre uses set out in national policy*
- m) Allocating two additional sites for employment purposes*
- n) Removing from the Plan additional technical local standards relating to housing*

- o) Amending the policies concerning heritage assets and wind energy to properly reflect national policy*
- p) Aligning the policy concerning advertisements with the statutory provisions and national policy and guidance*
- q) Ensuring that all green infrastructure is covered by the Plan's policy provisions*
- r) Re-drafting the policy on open space, sport and leisure to ensure its effectiveness*
- s) Deleting the allocation for development of land at Primrose Meadow*
- t) Removing support for a new community hospital and instead committing to working with the NHS and other delivery bodies to ensure the healthcare needs of the district are met*
- u) Committing to a partial review of the Plan if NHS strategy development renders it necessary to do so*
- v) Ensuring that other documents are not effectively given development plan status*
- w) Ensuring that policies properly reflect the statutory limitations on the use of planning obligations*
- x) Adding to the Plan a list of development plan policies it supersedes'*