

POTENTIAL MARKET SITES

APPENDIX 2

Potential Market Sites

Location	Ownership	Advantages	Disadvantages
1. Butt Lane Car Park	Maldon District Council	Current market site with adequate infrastructure to continue in this location. Access through thoroughfares from High Street meaning side alley shops could have a higher footfall.	Impact on parking capacity within the car park meaning a potential loss in car parking income. Fewer parking spaces could mean fewer visitors to the market. The market income could outweigh the car parking income.
2. Promenade Park	Maldon District Council	Lots of space for an affluent, frequent market without compromising car parking spaces. This could bring more people across from the High Street on foot along the bottom end of the High Street which is renowned to be the 'quieter' end.	May be seen as too far away from the High Street on foot, meaning the target audience may not venture out as far from the High Street. This space may be more suited to a sporadic 'specialist' market than a regular weekly market.
3. High Street East Car Park	Maldon District Council	Could encourage shoppers to visit the lower end of the High Street, calling into the shops as well as the market. In a more residential area which could increase the footfall to the market of potential shoppers that would not have visited the top end of the High Street.	As a council owned car park, this site has the same income issues as other car parks surrounding the High Street. Maldon residents seem to perceive this end of the High Street as the 'quiet' end and more 'out of the way'.
4. Oakwood Car Park	Maldon District Council	This is a former market position for the town and close to the largest car park with easy access to Maldon High Street. This site seems to be a high profile and attractive location due to the close proximity of the High Street shoppers.	Financial and logistical issues with season ticket holders as well as LA Solicitors 6 parking spaces. There may be the need for traffic management due to the high volume of vehicles on the road and less parking spaces for these on market days.

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5. Friary Fields Car Park	Maldon District Council	Location close to centre of High Street via Dolphin Cut meaning an almost guaranteed high foot fall. Enclosed car park, safety risk minimal.	Residential properties surrounding car park including access to residential car park at back. Small car park not particularly visible from High Street but advertising could eliminate this issue.
6. Maldon Town Hall	Maldon Town Council	Indoor site meaning weather would not be an issue all year round. Seen as a high profile location in the centre of the High Street.	Trader's vehicle access would be from Bull Lane and very limited unloading purposes not long stay. Potential impact on other regular hall users and income for MTC.
7. Top End of High Street	Essex County Council	Seen as a high profile location as the 'busiest' part of the High Street. Attracts a natural high foot fall as shoppers already in High Street.	Traffic management extremely difficult with alternative public transport routes on a long term regular basis. Potential opposition from shop traders, taking their trade.
8. High Street (Thoroughfares) e.g. Chequers Lane, Friars Gate, front of Carmelite House, Bright's Path	Mixed Ownership	Footways from car parks to High Street meaning a higher foot fall without compromising any car parking spaces. 'Alternative' option to fit in with Maldon's independent quirks whilst utilising unused public space.	This idea would be challenging for the Contract Holder as they would be managing multiple areas. Will reduce access on foot for the public through these areas as well as any disability vehicles.
9. All Saints Church / Silver Street	Essex County Council	This site is the historic market site in Maldon which could give the historic town back a hint of its previous traditional style. Pavement outside All Saints Church may be viable as a standalone pitch.	It is very unlikely that Essex County Council would accept street closures on a regular basis for Silver Street as emergency access would be heavily restricted. Limited space for loading / unloading of stalls and stock.
10. Lower End of High Street	Essex County Council	Helps to encourage a higher foot fall to this end of the High Street. Empty premises' could in turn start to become occupied if the foot fall increases on a regular basis.	Traffic management extremely difficult with alternative public transport routes on a long term regular basis.

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11. Thomas Plume Library Grounds	Maldon Town Council	Visible from the High Street, this is a prime location to shoppers and market visitors. This could bring in more shoppers who potentially could have been unaware of a market off of the High Street.	This location could be seen as unsympathetic as the market stalls would be set up in the churchyard around memorials. Due to this, the stall holders would have difficulty setting up in small areas around the memorials.
12. Longfields	Maldon District Council	A well-known pedestrian thoroughfare from residential area of Maldon into the High Street meaning the foot fall would be higher than other 'off the High Street' locations. Off road means there would be no impact on traffic or car parking spaces around the Town Centre.	Visitors to Maldon may be unaware of the location, however advertising could eliminate this. Grass surface could mean the site is weather dependent, not having the ability to trade all year round which would affect the stall holders and the shoppers knowing when the market will be open.
13. Hythe Quay	Maldon District Council	Wonderful backdrop signifying the wonders of Maldon, i.e. views of river and barges. Seasonal hot spot location within the Town.	This is a permit parking area which means the set up / take down of the stalls and stock could prove difficult and parking vehicles would have to be situated in a different location. The surrounding uneven terrain could prove difficult to members of the public, including those with mobility issues if trying to pass through or around the market.
14. White Horse Lane Car Park	Maldon District Council	Maldon's busiest and largest public car park in a high profile location with close proximity to the High Street.	Maldon's busiest and largest public car park meaning the income revenue could be compromised. Shoppers would have to find alternative parking for market days. There is a long stay option in this car park meaning it is more popular and well used.