



**REPORT of
DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE**

**to
PLANNING AND LICENSING COMMITTEE
5 SEPTEMBER 2019**

**LOCAL DEVELOPMENT PLAN IMPLEMENTATION - MALDON AND
HEYBRIDGE CENTRAL AREA MASTERPLAN**

1. PURPOSE OF THE REPORT

- 1.1 This report provides an update to the Committee on progress taking forward the objectives and identified projects set out in Maldon and Heybridge Central Area Masterplan Supplementary Planning Document (SPD) and current project activity.

2. RECOMMENDATION

That the Committee receives the update.

3. SUMMARY OF KEY ISSUES

- 3.1 This report is a six month update from the initial update report to the Committee on 7 March 2019 that set out the background to the Masterplan Project Programme and project activity based on priorities informed by the Masterplan Action Plan.
- 3.2 The Masterplan Delivery Group has met six-weekly since the last report to the Committee on 12 March, 23 April, 4 June and 8 August 2019 (17 July meeting postponed). The project activity is focussed on:
- Project 2 - Lower High Street Improvements Action Plan;
 - Project 6 - North Quay Development Brief;
 - Project 8 - Causeway Corridor Landscape Strategy;
 - Project 12 - The Causeway Strategic Flood Risk Review;
 - Project 15 - Destination Hub.
- 3.3 The Masterplan Programme informs the TEN (Performance and Risk Management System) reporting on the Key Corporate Activities (KCAs). Quarter 1 2019/20 was updated July 2019. Members have access to 'TEN' via the intranet.

- 3.4 The dedicated Masterplan landing page https://www.maldon.gov.uk/info/20048/planning_policy/9226/urban_design/4 has activated Project 6 - North Quay Development Brief. The Expression of Interest Form encourages businesses, landowners, stakeholders and local groups to become involved in the shaping of the development brief via business engagement.
- 3.5 Project 2 - Lower High Street Improvements Action Plan
- 3.5.1 Following the Gateway Review on 1 April 2019, the Action Plan has been progressed to draft stage in accordance with the Masterplan Programme. The Action Plan will be tested against Corporate Plan outcomes and reviewed via the Sense of Place Coordinator with business and stakeholder review.
- 3.6 Project 6 - North Quay Development Brief
- 3.6.1 The North Quay Development Brief is being prepared in accordance with the Local Development Scheme (LDS), Paragraph 26. A draft for public consultation will be considered at the Strategy and Resources (S&R) Committee on 17 October 2019. Public consultation is planned for six weeks from end of October to mid-December 2019 and a further report will be taken to the S&R Committee following public consultation, with adoption due in early January 2020.
- 3.7 Project 8 - The Causeway Corridor Landscape Strategy
- 3.7.1 Project 8 has commenced due to construction of the Travelodge where Condition 24 to the approved application FUL/MAL/18/00407 requires a strategic landscape and public realm strategy for The Causeway to be prepared. The 'scope of work' and 'study brief' for a Landscape and Public Realm Strategy has been detailed in Discharge of Condition application DET/MAL/19/05095. Condition 24 states the development [the hotel] shall not be occupied until the landscape and public realm strategy has been commissioned in accordance with the details submitted. The hotel is due to open in February 2020. This timeline works with the Masterplan Programme and once submitted the strategy will form the basis of meetings with Essex County Council Highways (ECC), the Causeway Business Forum and business to progress the strategy for environmental enhancements.
- 3.8 Project 12 - The Causeway Strategic Flood Risk Review
- 3.8.1 The project commenced November 2018 and is due to complete at the end of October 2019. The Review will bring together all up to date fluvial, tidal and surface water flood risk data in the Causeway Regeneration Area. The document will inform future development proposals within the Causeway Regeneration Area in the Masterplan's 'Development Framework'. The consultants are currently identifying 'hot spots' where future development proposals can deliver new flood resilience infrastructure through S106 Agreements or external funding opportunities.
- 3.9 Project 15 - Destination Hub
- 3.9.1 The Council is looking at the destination hub as part of a commercial activity review which has meant we will be adjusting the timeline for this project to accord with the outcome of the commercial review.

4. CONCLUSIONS

- 4.1 The Masterplan Delivery Group meets regularly and is guided by project programming timetables, milestones, gateway reviews and performance management.
- 4.2 Good progress has been made on project priority and activity in the last six months in accordance with the Masterplan Programme.
- 4.3 Masterplan project priority, programming and progression of specific projects have contributed to achieving the Council's corporate outcomes.

5. IMPACT ON STRATEGIC THEMES

- 5.1 The adopted Local Development Plan (LDP) and Maldon and Heybridge Central Area Masterplan SPD support the Strategic Theme of Prosperity as set out in the Corporate Plan to deliver strategic employment sites in accordance with the LDP and to engage efficiently and effectively with businesses.
- 5.2 The adopted LDP and Maldon and Heybridge Central Area Masterplan SPD support the Strategic Theme of Place as set out in the Corporate Plan for sustainable growth and new infrastructure.

6. IMPLICATIONS

- (i) **Impact on Customers** – Communication through the Council's website provides up to date progress on the Masterplan projects and an effective platform for community, business and stakeholder information and engagement providing certainty for residents and businesses.
- (ii) **Impact on Equalities** – None identified.
- (iii) **Impact on Risk** – Progression of the Masterplan projects is a managed and identified risk reported to relevant Committees.
- (iv) **Impact on Resources (financial and human)** – Delivery of the Masterplan projects is programmed to internal work streams and work plans. The Masterplan SPD underpins adopted strategic policy direction and consequent opportunities for funding.
- (v) **Impact on the Environment** – The Masterplan projects promote sustainable development and environmental enhancement.

Background Papers:

Maldon District Local Development Plan (2014-2029) www.maldon.gov.uk/ldp
Maldon and Heybridge Central Area Masterplan SPD 2017 www.maldon.gov.uk/SPD
Local Development Scheme (February 2019 – February 2021)
Report to the Planning and Licensing Committee 7 March 2019

Enquiries to: Jackie Longman, Local Plan Specialist, (Tel: 01621 875731).