



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

**to
STRATEGY AND RESOURCES COMMITTEE
29 JANUARY 2020**

**DRAFT NORTH QUAY REGENERATION DEVELOPMENT BRIEF - APPROVAL
FOR PUBLIC CONSULTATION**

1. PURPOSE OF THE REPORT

- 1.1 To seek the Committee's approval for the Draft North Quay Development Brief (**APPENDIX 1**) to go out to public consultation for six weeks from Monday 3 February 2020 to Friday 13 March 2020.
- 1.2 A development brief to regenerate the North Quay is a requirement of the Local Development Scheme 2019-2021 (LDS), paragraph 26. The purpose of the LDS is to set out the subject matter, areas to be covered, and timetable for the preparation and revision of local development documents, including Supplementary Planning Documents (SPDs), planning policy documents such as development briefs and LDP evidence base documents. The LDS is a project plan setting out the timetable for work to be undertaken from February 2019 until February 2021. It sets out details of the documents that will be given priority during this period.

2. RECOMMENDATION

That the Draft North Quay Development Brief (**APPENDIX 1**) is approved for public consultation.

3. SUMMARY OF KEY ISSUES

- 3.1 The Maldon and Heybridge Central Area Masterplan (the Masterplan) was adopted by the Council as a Supplementary Planning Document (SPD) in December 2017. The Masterplan has 18 projects to deliver economic growth and environmental enhancements over the next 10 years.
- 3.2 The Masterplan is aligned with Strategic Policy S5 *Maldon and Heybridge Central Area* within the adopted Local Development Plan (LDP).
- 3.3 The Masterplan states on page 55: *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* [‘residential uses’ in the context of Project 6 North Quay in the

Masterplan relates to the extant Sadd's Wharf mixed use development for 93 residential units plus B1 and D1 uses]. *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. Major new development proposals along the North Quay should contribute to delivering improvements to access and connectivity.*

- 3.4 To ensure the key priorities are achieved as set out in Project 6 North Quay in the Masterplan, the Draft North Quay Development Brief incorporates 5 Masterplan projects:
- Project 6 North Quay Regeneration
 - Project 7 Heybridge Creek Connection
 - Project 8 The Causeway Corridor
 - Project 9 Heybridge Creek Improvements
 - Project 12 The Causeway Strategic Flood Risk Review
- 3.5 An explanation is given in the 'Introduction' of the draft Brief supporting inclusion of Masterplan Projects 6, 7, 8, 9 and 12 to ensure delivery of their key priorities.
- 3.6 The draft North Quay Development Brief provides a planning, infrastructure provision and design framework to bring development forward to regenerate the North Quay defined area and satisfy the strategic policy requirements set out in the adopted LDP and the supplementary planning document: The Maldon and Heybridge Central Area Masterplan SPD.
- 3.7 The draft North Quay Development Brief will give certainty and assistance to businesses, developers, agents, landowners and land promoters in working up planning applications for development proposals in the North Quay defined area. The draft Brief will be a material consideration for decision makers in the assessment and determination of planning applications within the North Quay defined area.

4. CONCLUSION

- 4.1 The Draft North Quay Development Brief (draft Brief) sets out the national and local planning and policy framework for development and regeneration in the North Quay defined area. The Brief recommends the location, mix, scale and design of new development on brownfield and opportunity sites within the defined area; considers connectivity and movement to connect to the wider Masterplan area and delivery of necessary infrastructure for flood resilience, public realm enhancements and highway improvements and connections for walking and cycling.
- 4.2 The draft Brief has been prepared collaboratively with business and stakeholder engagement following their input to the Masterplan SPD; in-house specialist input and from external agencies and organisations that are statutory consultees.

- 4.3 The draft Brief is intended to be adopted as an SPD as referred to in the LDS, paragraph 26. Public consultation for a minimum 6 weeks is a necessary requirement to progress the Brief to adoption by the Council. As an SPD, the Brief will carry weight in decision making and will be a material consideration in the planning process.

5. IMPACT ON STRATEGIC THEMES

- 5.1 The adopted 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** – Preparation of local development documents in a timely manner provide customers with a robust framework for preparation and submission of planning applications.
- (ii) **Impact on Equalities** – None identified.
- (iii) **Impact on Risk** – Required development plan documents de-risk the planning process. Effective documents hold material weight in the planning process and will capture benefits and opportunities from development proposals.
- (iv) **Impact on Resources (financial)** – The Brief underpins adopted strategic policy direction and consequent opportunities for funding. Planning applications will be submitted with Planning Performance Agreements.
- (v) **Impact on Resources (human)** – The Brief has been prepared in-house and programmed to internal work streams and work plans.
- (vi) **Impact on the Environment** – The Brief promotes sustainable development and environmental enhancement
- (vii) **Impact on Strengthening Communities** – None identified.

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)
www.maldon.gov.uk/.../local_development_scheme_2019-2021.pdf

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