

**DRAFT**

# North Quay Regeneration Development Brief

**For Public Consultation: Monday 3 February – Friday 13 March 2020**



Incorporating Maldon and Heybridge Central Area Masterplan projects:

**Project 6 North Quay Regeneration**

**Project 7 Heybridge Creek Connections**

**Project 8 The Causeway Corridor**

**Project 9 Heybridge Creek Improvements**

**Project 12 The Causeway Strategic Flood Risk Review**

**January 2020**

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## Summary

The North Quay forms an integral part of the wider Causeway Regeneration Area which is the most significant employment allocation within the adopted Local Plan. The North Quay stretches along the southern area of The Causeway and includes frontage to the River Chelmer and the Heybridge Creek.

A Development Brief is required for the area as the site has a unique set of opportunities and challenges that must be addressed. The area has a rich historic and natural environment that needs to be preserved and enhanced but has opportunities for significant improvements to sustainable connectivity across the site and fixing links between Heybridge, Heybridge Basin and Maldon.

With its proximity to the town centre and ample riverside frontages this Development Brief sets out an ambitious framework that seeks to enable intensified employment led development with opportunities to capitalise on the water frontages both on and off land. The North Quay is sought to become a high-quality environment to complement the existing qualities of the natural and historic built environments.

The Brief brings all the above considerations together alongside identified constraints associated with flood risk and clearly sets out the expectations for any development within the North Quay Area. It is a key document in the decision-making process for any subsequent planning applications.

# 1. Introduction

- 1.1 This Brief is included within the Local Development Scheme 2019-2021 and has been informed by national planning policy and guidance, the adopted LDP, Corporate Plan 2019-2023 and Maldon and Heybridge Central Area Masterplan SPD [‘the Masterplan’].
- 1.2 A development and regeneration strategy for the Maldon and Heybridge Central Area [‘Central Area’] is set out in the Masterplan adopted November 2017. The Masterplan has 18 key projects and a project priority programme to deliver **economic growth and environmental enhancements** over the next 10 years to 2029. The objectives for the Central Area come directly from Policy S5 *Maldon and Heybridge Central Area* in the adopted Local Development Plan (LDP).

## Maldon and Heybridge Central Area Masterplan Objectives



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



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



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



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.



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



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.

- 1.3 The **Causeway Regeneration Area** is 1 of 3 sub-areas in the Masterplan area. The Causeway Regeneration Area is focussed on improving the District's principal employment area to ensure development and regeneration proposals deliver jobs through employment-led mixed-use development, sustain existing businesses that aspire to expand and attract new businesses to the area. The **North Quay** at Fullbridge is within the Causeway Regeneration Area.

- 1.4 The Masterplan states on page 53:

*“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 [‘residential uses’ in the context of Project 6 North Quay in the Masterplan relate to the extant Sadd’s Wharf mixed use development for 93 residential units plus B1 (office) and D1 (sports / recreation 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. Major new development proposals along the North Quay should contribute to delivering improvements to access and connectivity.”*

- 1.5 This draft North Quay Development Brief (the Brief) incorporates 5 Masterplan projects. Each project has objectives in the Masterplan that are specifically reflected in this Brief for the North Quay defined area:

- Project 6 North Quay Regeneration
- Project 7 Heybridge Creek Connections
- Project 8 The Causeway Corridor
- Project 9 Heybridge Creek Improvements

- Project 12 The Causeway Strategic Flood Risk Review



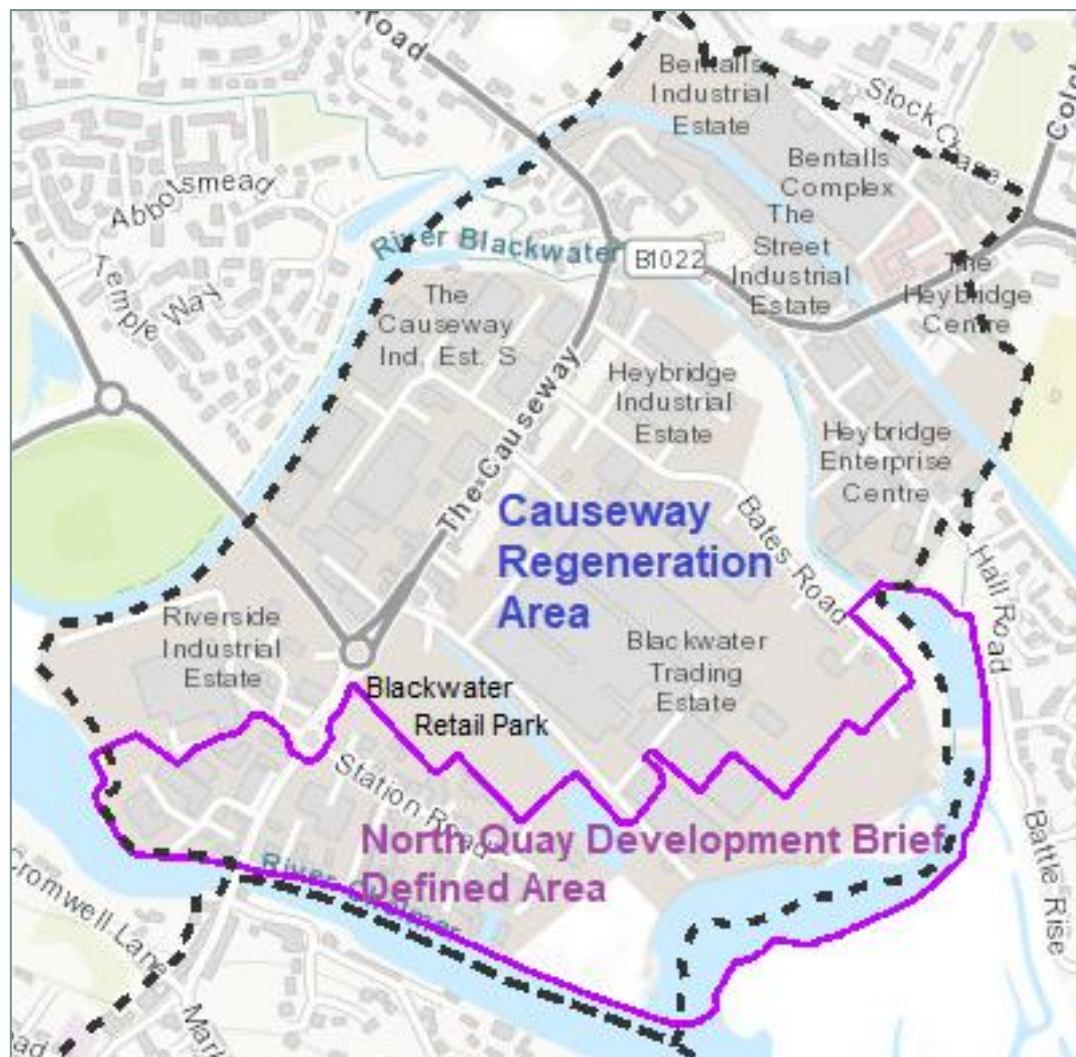


Figure 1 North Quay Development Brief Area within Causeway Regeneration Area

- - - Causeway Regeneration Area  
 — North Quay Development Brief defined area

- 1.6 The 5 Masterplan project objectives ensure that all development in the **North Quay** and the wider **Causeway Regeneration Area** must account for:
- flood resilience infrastructure
  - deliver improvements for access and connectivity between Maldon and Heybridge via walking, cycling and public transport;
  - incorporate public realm improvements and enhancements for the benefit of the community, employers, employees and visitors
- 1.7 Paragraphs 1.7 – 1.12 give an overview of the Masterplan project objectives that are incorporated within this Brief to regenerate the North Quay defined area.

## 1.8 Project 6 North Quay Regeneration



Regeneration of the North Quay is focussed on employment uses with some opportunity for employment-led 'mixed use' development where a significant number of jobs are created. The North Quay is predominantly employment land with a few pockets of historic residential housing at The Granaries, Station Road and Fullbridge related to the industrial heritage at the North Quay (flour milling, grain storage and the former Maldon East Railway Station with associated railway workers housing). The Blackwater Retail Park including the Travelodge under construction at The Causeway, north of Station Road, will contribute to the wider town centre economy at the edge of town location for customer choice, where the historic town centre cannot accommodate large floorspaces. The River Chelmer and Heybridge Creek frontages have development opportunities to access to the waterside, walking and cycling connections and visitor attractions supporting cultural activities and celebrating our food heritage.

## 1.9 Project 7 Heybridge Creek Connection



The Heybridge Creek frontage can provide an improved off-road link connecting the three Masterplan sub-areas together. A Heybridge Creek connection will link the Maldon Riverside Path across Fullbridge via the North Quay and link the England Coast Path south and north of the estuary. Currently, the England Coast Path leaves the waterside at Fullbridge and continues to The Causeway and on to Bates Road to join the Coast Path at Hall Road, Heybridge and on to Heybridge Basin. The approved plans for the Sadd's Wharf development play a crucial role in opening access to the North Quay and Heybridge Creek frontages from Station Road. New development on The Blackwater Retail Park has enabled a pedestrian cycle link adjacent and up to the Aldi Store.

## 1.10 Project 8 The Causeway Corridor



The entrance to the Causeway employment area from Heybridge Approach is a significant Gateway for vehicular traffic. Heybridge Approach is opposite the western boundary of the North Quay defined area at the Blackwater Retail Park. A Landscape and Public Realm Strategy has been prepared by consultants as required in the Masterplan, page 59 to improve the quality of the landscaping and public realm to lift the profile and appearance of the Causeway as the District's main employment area. Where landscape and public realm improvements and enhancements are identified close to, within or affecting the North Quay defined area, S106 or CIL contributions will be sought through development proposals to implement the necessary enhancements and improvements.



### 1.11 Project 9 Heybridge Creek Improvements



Alternative and sustainable transport choices are considered important to the future of Maldon and Heybridge. Heybridge Creek is the pivotal frontage to link pedestrians and cyclists to the employment area, retail areas at the edge of town and to the town centre, Promenade Park and Hythe Quay via an off-road route. An improved pedestrian and cycle route along the Heybridge Creek frontage will link to the Riverside Path and England Coast Path routes. Improved access at Heybridge Creek would support the existing house boat community and further residential house boat moorings. Supporting infrastructure for houseboats detailed in Policy H8 *Provision for Houseboats*, LDP is required on the landward side of Heybridge Creek including car parking, jetty access and connection to utilities.

### 1.12 Project 12 The Causeway Strategic Flood Risk Review



To enable the Causeway to regenerate to increase employment and meet business aspirations for growth, expansion and productivity, it is apparent that the risk of flooding is holding the Causeway employment area back. The review of flood risk and identifying mitigation measures will give certainty to developers, businesses and stakeholders to invest in the Causeway to increase employment and job creation through redevelopment and regeneration ensuring the Causeway continues to be a key focus of the local and sub-regional retail, employment and visitor economies.

- 1.13 This Brief has been prepared to assist developers and stakeholders when drawing up proposals for redevelopment and regeneration in the North Quay defined area and to set out in enough detail the relevant planning matters that elaborate on the LDP Strategic Policy S5 and supplemental Masterplan SPD.
- 1.14 Preparation of this Brief has included engagement with landowners, local businesses, key stakeholders and infrastructure providers in consideration of business expansion, redevelopment and development opportunities, public realm and highway improvements and attracting inward investment and new business to the area. The Brief will inform developers and stakeholders and enable informed decisions by the Council on any future planning applications and delivery of necessary infrastructure.
- 1.15 This Brief acknowledges development currently under construction adjacent its defined boundary at Blackwater Retail Park and extant planning permissions at Sadd's Wharf and the Old Engine Shed on Station Road. The Brief accounts for integration of public realm improvements and connectivity to and from Maldon's town centre, access to the waterside and connections to and from the new North Heybridge Garden Suburb and South Maldon Garden Suburb communities.

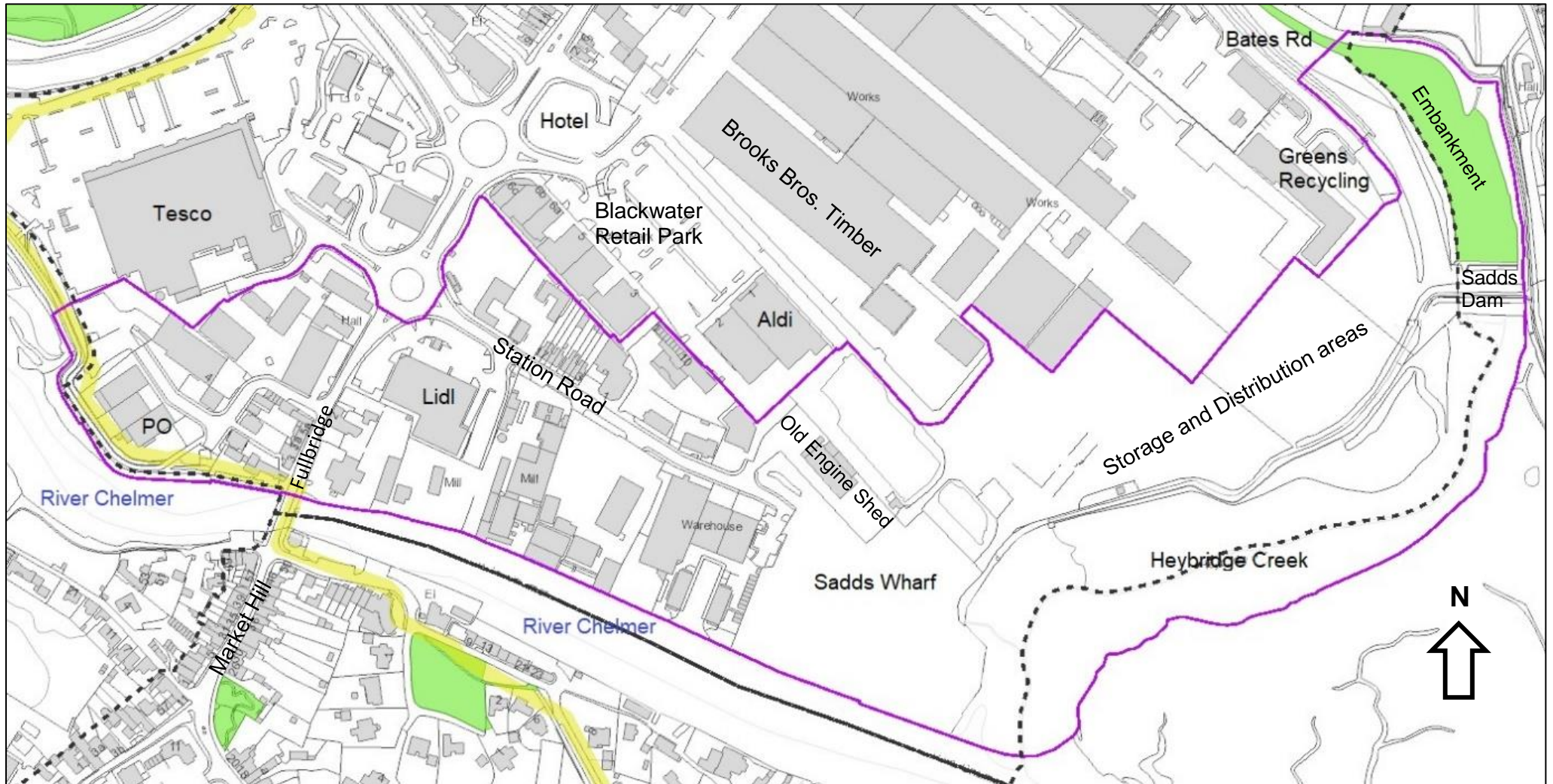


Figure 2



North Quay Development Brief defined area

## 2. North Quay defined area and context

- 2.1 The North Quay defined area fronts the River Chelmer on its southern boundary and Heybridge Creek on its eastern boundary to Bates Road and including existing houseboats within the creek. The western boundary doglegs around the back of the Tesco store including Mill Lane and Fullbridge up to and including Station Road. The northern boundary is adjacent the Blackwater Retail Park adjacent Brooks Bros. Timber Merchants and continues along boundaries to existing commercial sheds up to Greens Recycling at Bates Road and includes storage and distribution areas supporting existing businesses, Sadd's Dam and embankment.
- 2.2 The North Quay defined area is adjacent the River Chelmer and Heybridge Creek frontages at the head of the Blackwater Estuary; one of the District's most valuable natural assets. Habitats and species within the Blackwater Estuary are protected through international, national and local natural environment designations: Ramsar site, SSSI (Sites of Special Scientific Interest), SAC (Special Areas of Conservation) and SPA (Special Protection Areas). These sites are regulated and protected by Natural England and European Directives and Regulations.
- 2.3 The built environment and the setting of the area has a wealth of historic assets including the former Maldon East Railway Station, former commercial waterway – the Chelmer & Blackwater Navigation – and buildings and structures associated with the milling processes and storage, the former ironworks and Maldon Port Authority. Parts of the North Quay Regeneration Area are within the Maldon Conservation Area and close to the Chelmer & Blackwater Navigation Conservation Area.
- 2.4 The North Quay is within an area of distinctive character that is partially informed by it being the only river crossing over the Chelmer river at Fullbridge, at the foot of the historic hill top town of Maldon. This character has developed through historic trade and travel when the Port of Maldon received goods and commodities from around the world with a work force in the settlements of Maldon and Heybridge. The North Quay is within the Maldon Conservation Area and has several nationally listed and locally listed buildings reflective of industrial heritage including water transport, wharf side buildings, grain storage buildings, mills, historic dwellings and public houses.
- 2.5 The North Quay Area is within Flood Zone 3a. Key stakeholders have contributed to this Brief regarding tidal, fluvial and pluvial flood risk within the defined area.
- 2.6 As the North Quay area developed in the mid-19<sup>th</sup> century with a railway station, working port and quayside and river activity, residential dwellings were built at Fullbridge, Station Road and at the river frontage. The residential dwellings are within converted historic buildings at the river crossing (1-7 Fullbridge); associated with the former railway station on Station Road and within buildings converted from grain storage to waterside homes at the Granaries.
- 2.7 Regeneration of the wider Causeway area has commenced at the former Hunters Garage, Heybridge and at the Blackwater Retail Park and Travelodge developments. Mixed use developments have planning permissions at the Sadd's Wharf and Old Engine Shed sites.

### 3. Planning policy framework

3.1 The National Planning Policy Framework (NPPF) at Paragraph 8a has an ***“economic objective - to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure.”*** Paragraphs 20-23 allow ‘Strategic Policies’ in a Local Development Plan (LDP) to set out the overall strategic priorities for an area and look ahead over a minimum 15-year period ***‘to anticipate and respond to long term requirements and opportunities and those arising from major improvements in infrastructure’***. To build a strong, competitive economy, Paragraph 80 allows creation of conditions in which businesses can ***‘invest, expand and adapt’*** to support economic growth considering ***‘local business needs and wider opportunities for development.’***

3.2 The Council’s Corporate Plan 2019-2023 sets out priorities to support local businesses, attract new ones and to ensure key infrastructure is delivered to sustain economic growth and new development.

#### 3.3 **Policy S5 Maldon & Heybridge Central Area, LDP Maldon & Heybridge Central Area Masterplan SPD**

Strategic Policy S5 Maldon and Heybridge Central Area in the adopted LDP and the adopted Masterplan SPD (adopted December 2017) embrace the NPPF:

- **S5(3):** *‘renewal of Causeway Regeneration Area to improve the supply of high-quality Use Class B floorspace (industrial and commercial) and increase employment: provision of modern workspaces suitable for small and medium sized enterprises; start up units; support of existing businesses seeking to expand and mixed-use developments which enable significant numbers of jobs to be created.’*
- **S5(5):** *‘increase public access next to and enhance the setting of the riverside to create a vibrant environment that incorporates a range of uses’*
- **S5(7):** *‘preserve and enhance the quality of the historic character within the context of riverside, estuarine and rural location’*
- **S5(9):** *‘protect the sensitive environmental relationship between the Central Area and designated areas including River Blackwater and Chelmer & Blackwater Navigation’*

3.4 The Masterplan SPD identifies key opportunity sites for redevelopment in the Causeway Regeneration Area including four in the North Quay defined area. The Causeway Regeneration Area is 43.6 hectares of allocated ‘employment land’ in Policy E1 Employment, LDP. The LDP Policy E1 encourages employment generating developments and investment to support the long-term growth vision outlined in the Council’s Economic Prosperity Strategy 2013-2029 that is an evidence base document to the policy.

### 3.5 **Policy E1 Employment, LDP**

- E1(l) The Causeway, Maldon and Heybridge *‘reserved for employment generating development through regeneration, modernisation and expansion of existing employment sites’*
- *‘Complementary and supporting uses may be considered that will not result in a material change of the areas Class B [B1, B2, B8] character and function’*
- Loss of existing employment land will only be considered against 3 criteria:
  - *‘present use harms character and amenity of adjacent area;*
  - *a beneficial community use is achieved;*
  - *continued employment use is no longer viable’*

### 3.6 Policy E1 also defines ‘Mixed Use Proposals’:

Mixed-use development on existing employment and premises will only be considered appropriate where it includes a substantive Class B employment element that will support economic growth within the District. Subject to viability and deliverability, the Class B employment element proposed will need to be delivered alongside or in advance of any proposed non-employment uses.

Mixed-use redevelopment will not be considered acceptable in employment areas where it will detrimentally impact upon the quality of the site for employment uses.

### 3.7 **Policy E2 Retail Provision, LDP**

Policy E2 focuses new retail development in the town centres and provides for new retail space in the Local Centres being created within the North Heybridge and South Maldon Garden Suburbs. The LDP recognises that the Blackwater Retail Park within the Causeway Regeneration Area, and adjacent the North Quay Development Brief Area represents a significant step-change in the provision of comparison goods retail facilities in Maldon and the District as a whole.

The Retail Study (WYG, 2015) that is an evidence base document to the policy recommended that the impacts of the Blackwater Retail Park should be monitored in the first two years after its initial opening (November 2018) to gain a better understanding of the actual impact of this development on the local retail economy (the review excludes the hotel element of the scheme).

The Council will review its retail evidence after the two-year period, which will start from the first trading day of the first store and undertake a partial review of Policy E2 if there is evidence to suggest a need to allocate new retail floorspace. Within this two-year period, it is not considered appropriate to allocate new retail floorspace given the risk of over-allocation. During this period the Council will only permit major new retail development within the town and district centres and the new Garden Suburb local centres in accordance with existing outline planning consents.

Policy E2, LDP excludes the North Quay Development Brief Area and Causeway Regeneration Area for further retail provision.

### 3.8 **Policy D1 Design and Built Environment, LDP Maldon District Design Guide SPD**

Policy D1 Design and Built Environment, LDP ensures that all development will not have a detrimental impact on its surroundings or local context and will actively seek opportunities for enhancement in the built environment.

The Maldon District Design Guide SPD (the Guide) supplements Policy D1, LDP and provides a clear direction on what is required of all development to deliver high quality design in the District. Section 2 of this Brief sets out the built, historic and natural environment context that is a requirement of *A06 Who to talk to?* and *B02 Helpful policy and guidance to consider* in the Guide. Section 7 of this Brief sets out project objectives for the North Quay defined area that is a requirement of *A04 Key Design Objectives* in the Guide. Section 10 of this Brief sets out design principles for the North Quay defined area that is a requirement of *A02 Purpose of the Guide* and *A03 The value of good design*.

### 3.9 **Policy D3 Heritage Assets, LDP**

The heritage assets within the North Quay area including the industrial and commercial activities on the land and waterborne activities on the river and creek, have shaped Maldon's built environment character and estuarine landscape character. The Maldon Conservation Area, 8 Listed Buildings and 1 building on the Local List of Heritage Assets are designated and non-designated heritage assets. Development proposals affecting a heritage asset, or its setting will be required to preserve or enhance its special character, appearance, setting and any features and fabric of architectural or historic interest.

### 3.10 **Policy H8 Provision for Houseboats, LDP**

The North Quay area is adjacent Heybridge Creek on its eastern boundary where Policy H8 Provision for Houseboats, LDP applies. Houseboats are a feature of the District's rivers and estuaries and are a form of residential development requiring similar infrastructure including car parking provision, access roads, refuse disposal points and utility connections.

### 3.11 **Policies N1 Green Infrastructure Network and N2 Natural Environment, Geodiversity and Biodiversity, LDP**

The North Quay abuts the River Chelmer and Heybridge Creek frontages at the head of the Blackwater Estuary, one of the District's most valuable natural assets. Habitats and species within this area are protected through international, national and local natural environment designations including SSSI (Sites of Special Scientific Interest), Ramsar, SACs (Special Areas of Conservation) and SPAs (Special Protection Areas). These sites are regulated and protected by Natural England and European Habitats Directives and Regulation.



## 4. Planning context

- 4.1 Policy S5(3), S5(5), S5(7) and S5(9) *Maldon and Central Area*, LDP and the supplementary planning document (the Masterplan) set out the policy context and objectives for regeneration, re-development and new development in the Masterplan area that includes the North Quay defined area. The strategic policy context is set out in Section 3, Paragraph 3.3 above. Policy S5(3) focusses on the requirements to renew the Causeway Regeneration Area (inclusive of the North Quay defined area) to:
- *improve the supply of high-quality Use Class B floorspace (industrial and commercial)*
  - *increase employment*
  - *provision of modern workspaces suitable for small and medium sized enterprises and start up units*
  - *support of existing businesses seeking to expand*
  - *mixed-use developments which enable significant numbers of jobs to be created*
- 4.2 The term ‘mixed-use’ has become progressively popular in planning terms over the last few years but often without providing a clear and precise meaning. Often the term relates to single buildings or areas that have a mixture of residential, business, commercial and retail uses. There is no need for development to contain all the elements to be defined as ‘mixed-use’ in the North Quay defined area. Mixed-use in the North Quay defined area should balance competing requirements and demands to deliver against the economic, social and environmental objectives in Policy S5 and within the Masterplan.
- 4.3 A significant proportion of the North Quay defined area is allocated as employment land under LDP Policy E1: *The Causeway E1(I)*. Designated employment land is reserved for employment development with Policy E1, LDP referencing that this designation is appropriate for employment development within the use classes B1, B2 and B8.
- 4.4 Employment land is a finite resource and as the District’s main employment area, the Causeway Regeneration Area is a key driver in the delivery of economic opportunities for the District over the life of the Local Plan to 2029 and beyond. Maldon District Council (the Council) will encourage development within the North Quay defined area which promotes and protects the area’s function for primarily providing jobs and supporting the economy of the District. Any loss of employment land will fail to meet the long-term aims and policy requirements of the LDP.
- 4.5 Proposals for new mixed-use development in the North Quay defined area must be appropriate in terms of scale, uses, character and function. This would include a range of business activities, including B1, B2 and B8 use classes and appropriate Sui Generis employment generating uses. Complementary and supporting uses where they serve an essential ancillary function to the employment area, will be considered. It is essential that proposals will not result in a material change of the area’s commercial character and function.

- 4.6 Retaining commercial activity is a key consideration through this Brief and the Council will not support development containing a residential use in the North Quay defined area in most circumstances. Commercial activities can conflict with residential uses where noise, air pollution and commercial operations would impact on residential amenity. This would result in existing commercial uses being prejudiced by the competing and incompatible residential uses. Furthermore, it is likely that the inclusion of a residential element is likely to increase pressure on other parts of the area to be freed up for residential use. The Brief acknowledges the existing residential parcels within the North Quay defined area at Fullbridge, Station Road and the Granaries and the extant planning permissions for mixed use developments at Sadd's Wharf and the Old Engine Shed.
- 4.7 Notwithstanding the above residential houseboats are acceptable within the North Quay defined area. Heybridge Creek currently accommodates residential houseboats, but these are unregulated and are not supported by necessary infrastructure detailed in Policy S8 Provision for Houseboats, LDP. Residential Houseboats feature close to the North Quay defined area at Chandler's Quay (with landward facilities and infrastructure), north of Downs Road close to the Downs Road Boatyard and on the Chelmer & Blackwater Navigation (accessed via Hall Road bridge). Residential houseboats contribute to the character and activity at the waterside and on the river.

### **Pre-application advice**

- 4.8 The Council is committed to providing an effective planning service which delivers good quality development proposals. Early discussion between applicant and the planning authority is a valuable part of the planning application process. The benefits of pre-application advice include understanding how our policies will be applied to the proposal, identifying the need for specialist input, assisting in the preparation of proposals for formal submission, helping to reduce the time that is spent in working up the proposals and highlighting any concerns.
- 4.9 A response considering the primary planning issues for the future application, will be provided. The level of detail provided in the response will reflect the level of accuracy and detail of the information that is provided; the more information provided about your proposal, the more accurate and in-depth feedback will be.
- 4.10 Pre-application advice can either be solely through correspondence or a meeting can be held at the Council offices between an appropriately experienced planning officer and the applicant. This approach is encouraged both by the Council and the Government as it is considered to give your scheme the best chance of being granted a planning permission. Pre-application advice is provided by the Council for a fee.

### **Planning Performance Agreement**

- 4.11 The Council offers Planning Performance Agreements (PPA). A PPA sits alongside the Council's existing pre-application advice service. It is a project management tool which allows all parties to agree timescales, actions and resources for handling a planning application. PPAs are usually agreed at the pre-application stage and relate to the whole development process, from pre-application planning advice and community engagement, to application progress meetings right through to the post decision stage, including the discharge of conditions and site monitoring. PPAs can be used for any type of application but are most effective for strategic, major and complex planning applications.

The key benefits of a PPA are as follows:

- Identification of key issues and relevant consultees at an early stage
  - Setting realistic and predictable timetables, with a structure of deadlines and action points
  - Improved collaborative working between the key stakeholders
  - Better overall management of advice at pre-application and post application stages
  - Greater accountability, transparency and communication
  - Better project management with a guarantee of dedicated Council resources
  - Removal of statutory timescales for the determination of applications
  - Greater commitment from relevant consultees to respond in a timely manner, particularly internal consultees
  - Better commitment to community engagement and consultation, enabling communities to influence planning decisions
  - Ability to recover costs, thereby reducing the financial burden on Council resources.
- 4.12 The Council recognises that the successful delivery of development projects requires good working relationships with developers, communities and other stakeholders. Improved communication and transparency can help reduce delays, provide accurate and timely advice and set realistic time frames for determination.

## 5. Existing land use

- 5.1 The Causeway Regeneration Area is allocated Employment Land (E1(I)) detailed in the LDP North West Proposals Map, LDP (copy extract Figure 3 below).

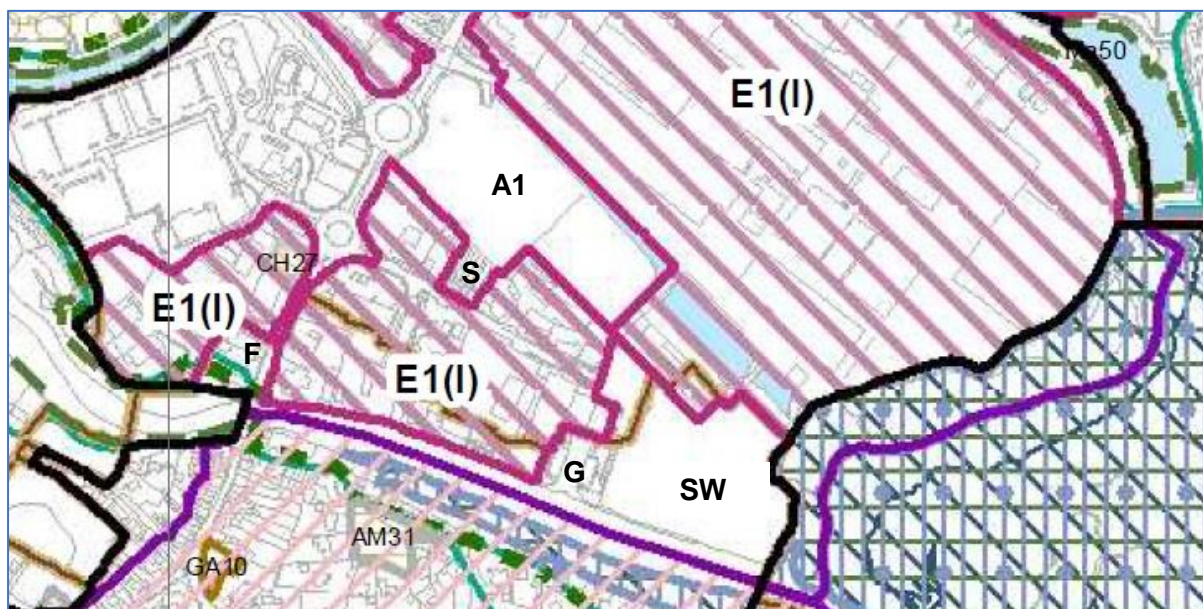


Figure 3 Allocated Employment Land – North West Proposals Map Extract

- 5.2 The North Quay Development Brief land area is predominantly allocated Employment Land except for:

- **SW** Sadd's Wharf extant planning permission for mixed use development
- **F** Fullbridge residential dwellings
- **G** Granaries residential dwellings
- **S** Station Road residential dwellings

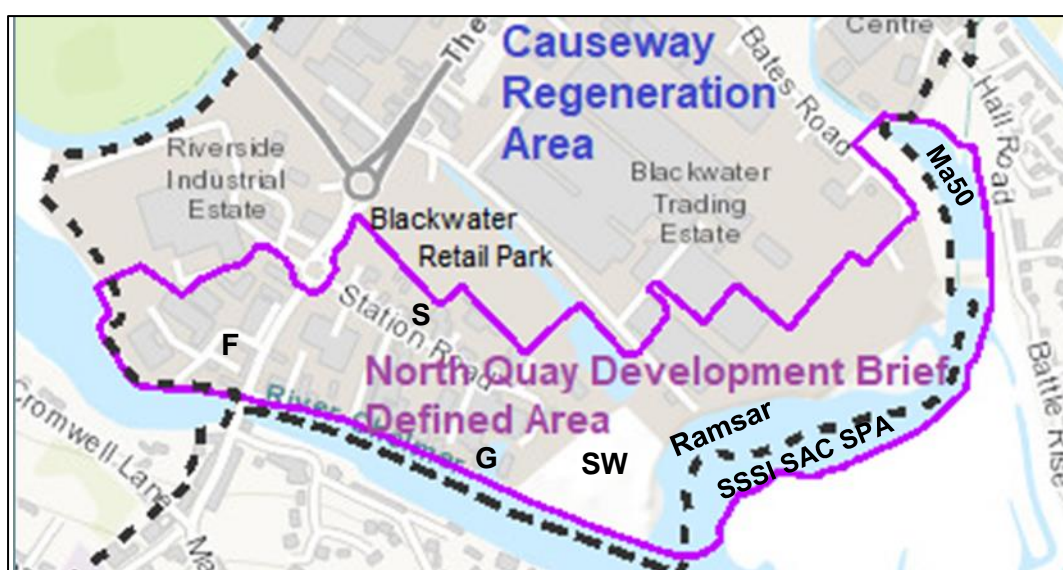


Figure 4 Residential land uses and mixed-use land uses in North Quay Area (key above)

5.3 The water frontage at Heybridge Creek adjacent the landward side of the North Quay Development Brief area has several natural environment designations highlighted in Figure 4 above:

- **Ma 50** Local Wildlife Site Heybridge Creek
- **Ramsar** Ramsar Conservation Designations for Wetlands
- **SSSI** Special Sites of Scientific Interest
- **SAC** Special Areas of Conservation
- **SPA** Special Protection Area

It is important to consider the sensitivity of the natural environment in development proposals including walking and cycling routes, surface treatments and hard and soft landscaping including lighting.

5.4 The existing Class Uses within the allocated employment land in the North Quay Development Brief area are:

**A1** Shops – (Lidl)

**A4** Drinking establishments (The Welcome Sailor)

**B1** Business (offices)

**B2** General Industry

**B8** Storage and Distribution (associated with existing B2 and B8 uses)

**D1** Non-residential institutions (e.g. Combined Military Museum)

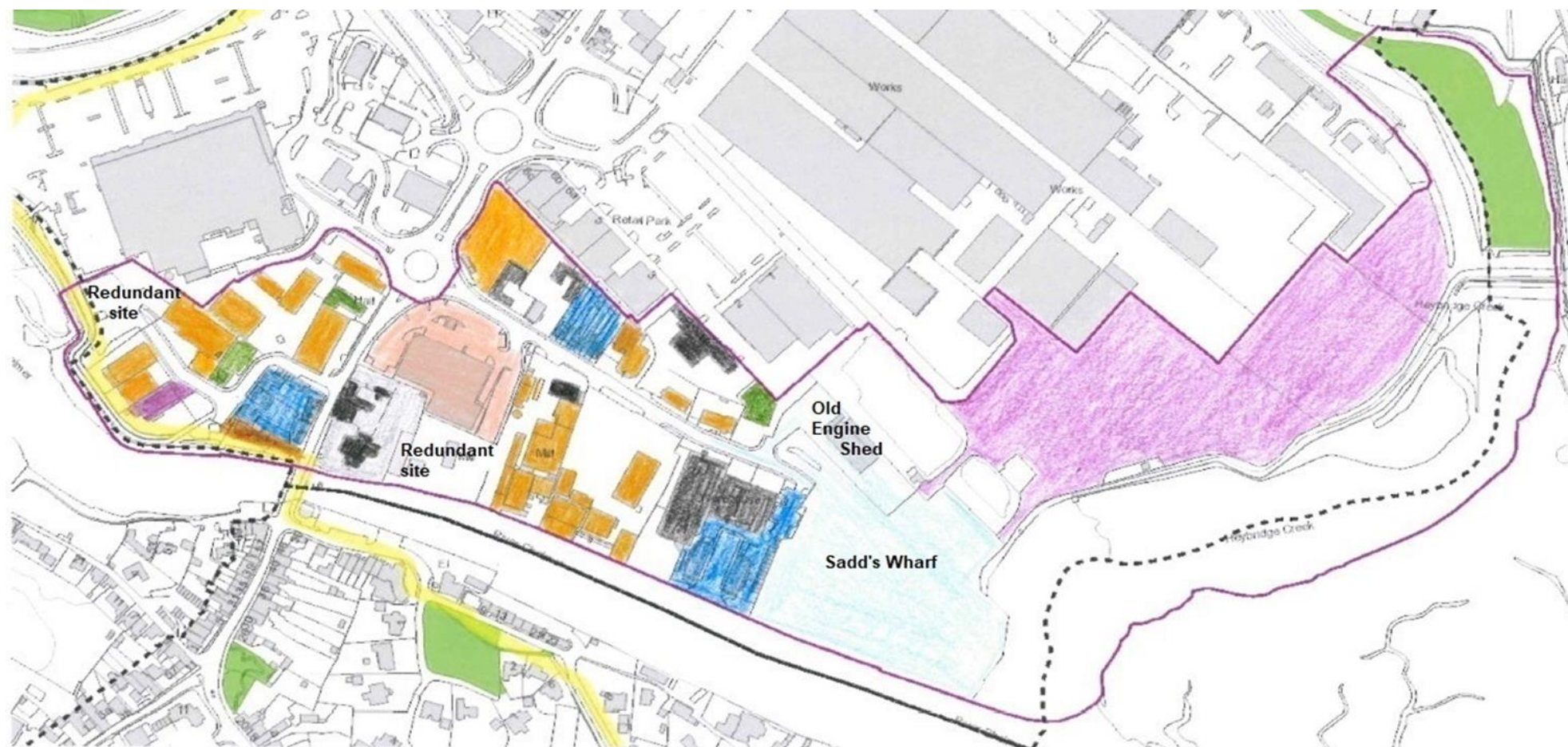
5.5 It is also important to consider the compatibility of new development and mixed uses adjacent existing employment sites in the North Quay Development Brief Area. The Planning Context Section offers a detailed approach in consideration of the land uses within the Brief area and on specific sites.

5.6 It is important to consider the compatibility of new development and mixed uses where there are site specific development opportunities highlighted in this Brief and within the Masterplan. Development opportunities are identified in the Masterplan as 'Opportunity Sites' and the Brief considers 'redundant sites' for redevelopment.

5.7 New development should complement the existing surrounding uses and take the chance to gain advantage from the river frontage and the Maldon Conservation Area. Redundant sites could support leisure and recreational uses including a food and drink offer close to walking and cycling routes along the waterside and coast path and the existing wharf frontage might cater for moorings for Thames Barges as occurs at Hythe Quay further downstream (of the River Chelmer). The use of the wharf should not impact adversely on navigation of the River Chelmer.



Figure 5 Describing what is there.....





## 6. Flood resilience

- 6.1 Flood resilience is a major consideration for redevelopment and investment in the North Quay and wider Causeway Regeneration Area. Following implementation of the Flood & Water Management Act 2010, Essex County Council as the Lead Local Flood Authority, prepared Surface Water Management Plans (SWMPs) identifying Critical Drainage Areas (CDAs) within relevant Local Authority areas. The Maldon and Heybridge SWMP, produced in partnership with key stakeholders, was predominantly informed through historic surface water flood events during heavy rainfall.
- 6.2 The SWMP identified 5 CDAs as seen in Figure 6 below. The SWMP only has regard to surface water and does not consider interaction with Main River.

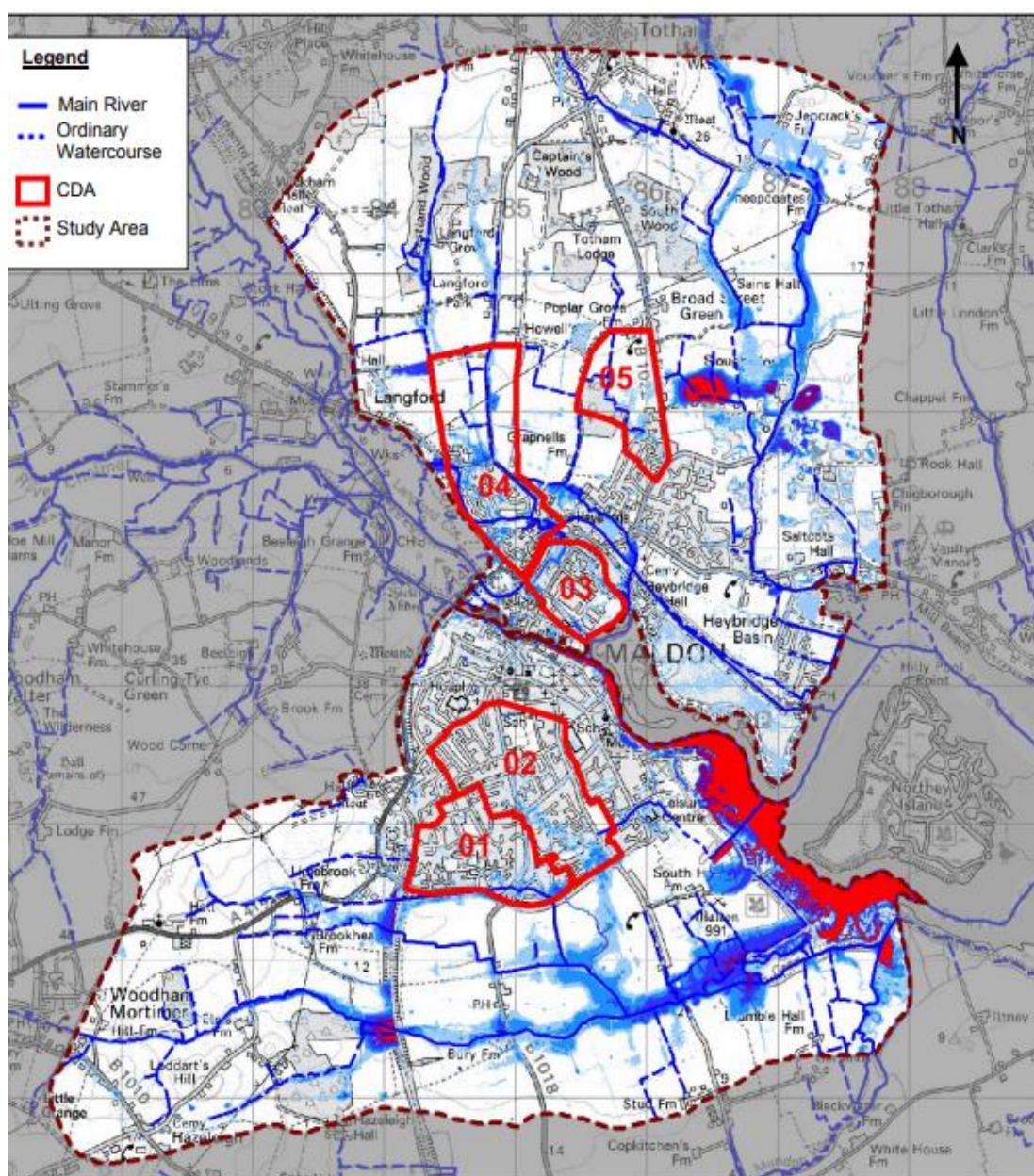
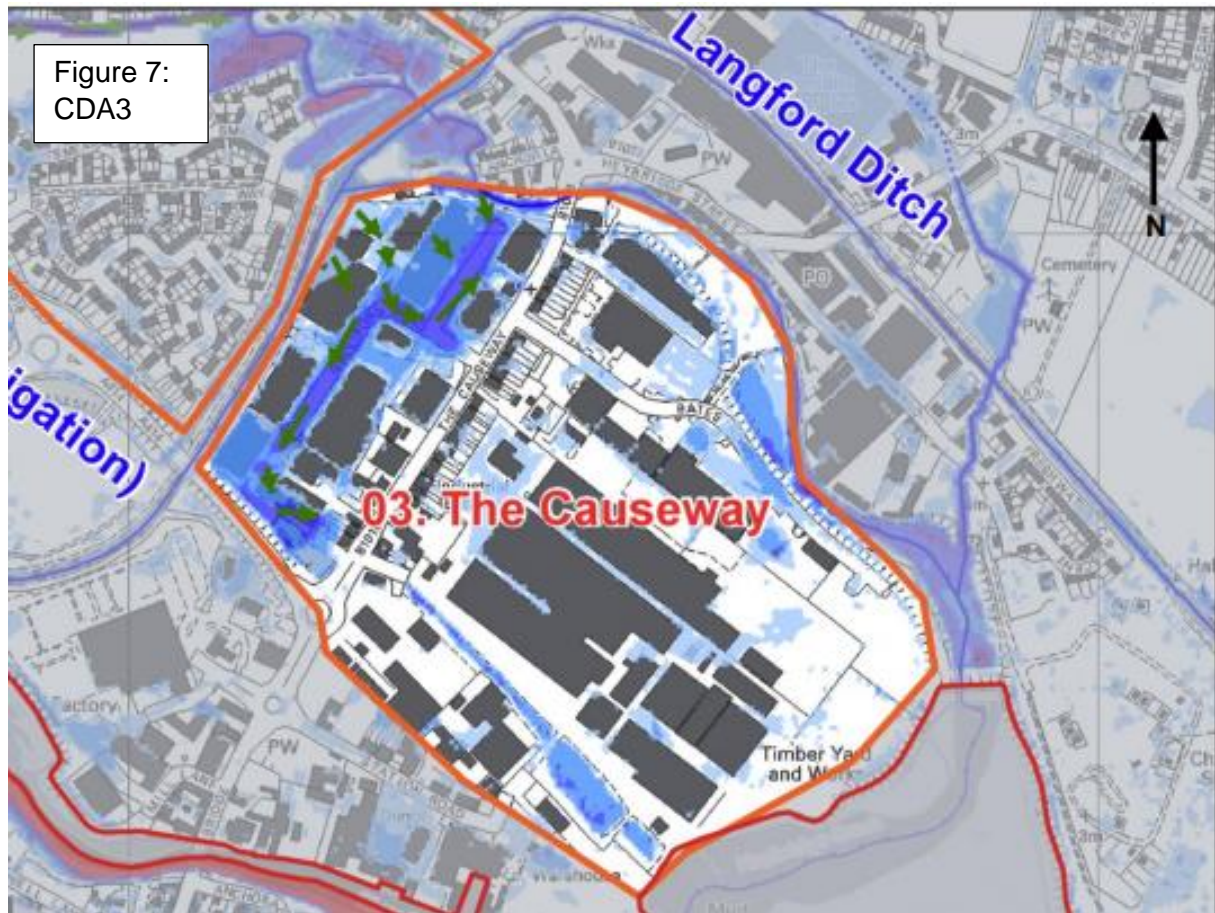


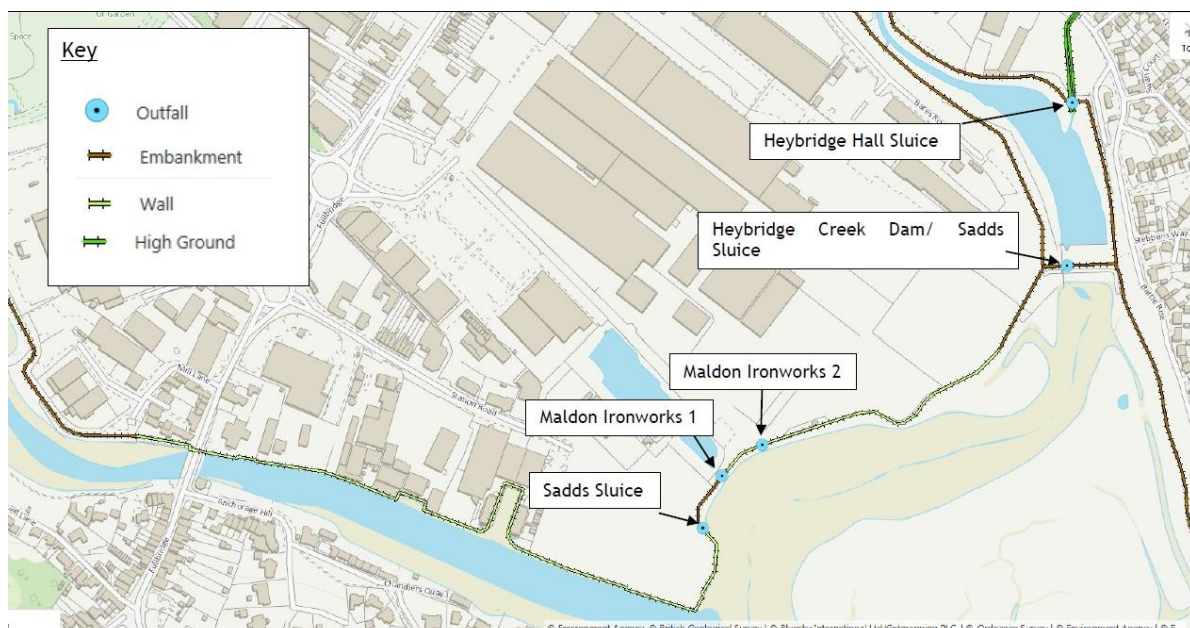
Figure 6 Five CDAs in Surface Water Management Plan



- 6.3 Of the five CDAs in the Maldon District, CDA 3 falls within the Causeway Area detailed in Figure 7 and incorporates part of the North Quay defined area.



- 6.4 CDA 3 is located within the Causeway Regeneration Area between Maldon and Heybridge. This area is also in Flood Zone 3 which partially benefits from existing Environment Agency (EA) flood defences. The EA highlight that the flood risk assets in this area are complex as detailed in Figure 8. Some of the problems currently encountered are the southern outfall sluices (Maldon Ironworks 1 & 2 and Sadd's Sluice) all have significant silt built up and only a small amount of water can flow. It is unclear as to exactly what drains into each of these three sluices. It would be of benefit to see how these sluices might be able to operate more efficiently in conjunction with any potential development schemes within the North Quay Development Brief area. The EA would look for the beneficiaries of the drainage to undertake future maintenance of the drainage function of the sluice(s), where the EA's primary concern with these outfalls is preventing tidal flooding.
- 6.5 The EA have difficulty accessing the tidal defence wall, outfalls and sluices from the existing industrial area, particularly south-west from Heybridge Creek Dam. There would certainly be benefit in improving access as part of any development proposals at Heybridge Creek for ongoing and future maintenance to the walls/embankments and outfalls and access for plant.



**Figure 8 Flood Risk Assets**

- 6.6 The Causeway Strategic Flood Risk Review (Project 12 Masterplan), was commissioned in March 2019 from Essex CC. The scope of the Causeway Strategic Flood Risk Review (the Review) is to understand the risks from all forms of flooding and how they interact in the Causeway Regeneration Area, including those existing problems with the outfall sluices.
- 6.7 The Review will provide a detailed evidence-based document of the existing flood risk to residential and commercial properties including the North Quay Development Brief area, and identification of any critical infrastructure and its condition. The Review will take into consideration flood risk from all sources of water including surface water, sewer system, ordinary water courses, Main River and tidal flood waters.
- 6.8 A primary purpose of the Review is to give certainty to developers and enable development to safely come forward ensuring that flood risk management of flood resilience infrastructure is identified and effectively managed and maintained going forward. The Review has involved working with stakeholders including the Environment Agency, Essex County Council and Anglian Water to establish where flood risk hotspots are within the CDA 3 and the wider Causeway Regeneration Area and how these might be mitigated and funded, including stakeholder funding provision, and Section 106 contributions as part of the planning process.
- 6.9 The Causeway Strategic Flood Risk Review is due to be completed by Spring 2020 and will be a material consideration in development proposals within the Causeway Regeneration Area and the Brief area.



## 7. Movement and connections

- 7.1 The Masterplan identifies the main connecting pedestrian, cycle and public transport connections within the Masterplan Area. Figure 9 below is an extract from the Movement and Connectivity Framework in the Masterplan (page 18) focussed on the Causeway and North Quay environs. Opportunities exist to access the waterside at the Heybridge Creek frontage that is key to unlocking the connectivity and movement constraints that exist in the North Quay defined area.



**Figure 9 Extract from Movement and Connections Framework  
Maldon & Heybridge Central Area Masterplan SPD, December 2017, MDC**

- National Cycle Route N1
- - - England Coast Path (current route)
- ..... Proposed pedestrian route
- ..... Proposed cycle route
- - - Tesco Free Bus route

- 7.2 The draft Maldon Cycle Action Plan prepared by Essex Highways is an evidence base document that informs this Brief. All development proposals should have regard to the Maldon Cycle Action Plan (Essex Highways 2018) [www.essexhighways.org](http://www.essexhighways.org). Figure ?? below is an extract from the Maldon Cycle Action Plan that is representative of the Masterplan objectives for walking and cycling at the Heybridge Creek frontage and forging links to Station Road, the Blackwater Retail Park and the wider Causeway area.

- 7.3 Development of the Blackwater Retail Park has realised an off-road connection for pedestrians and cyclists marked A-B on Figure 10 below from the Travelodge under construction on the Causeway to the end of the Aldi Store – see approved application FUL/MAL/18/00407). This new pedestrian and cycle route has created an opportunity to link to Station Road and onwards to the Heybridge Creek frontage via Sadd's Wharf.

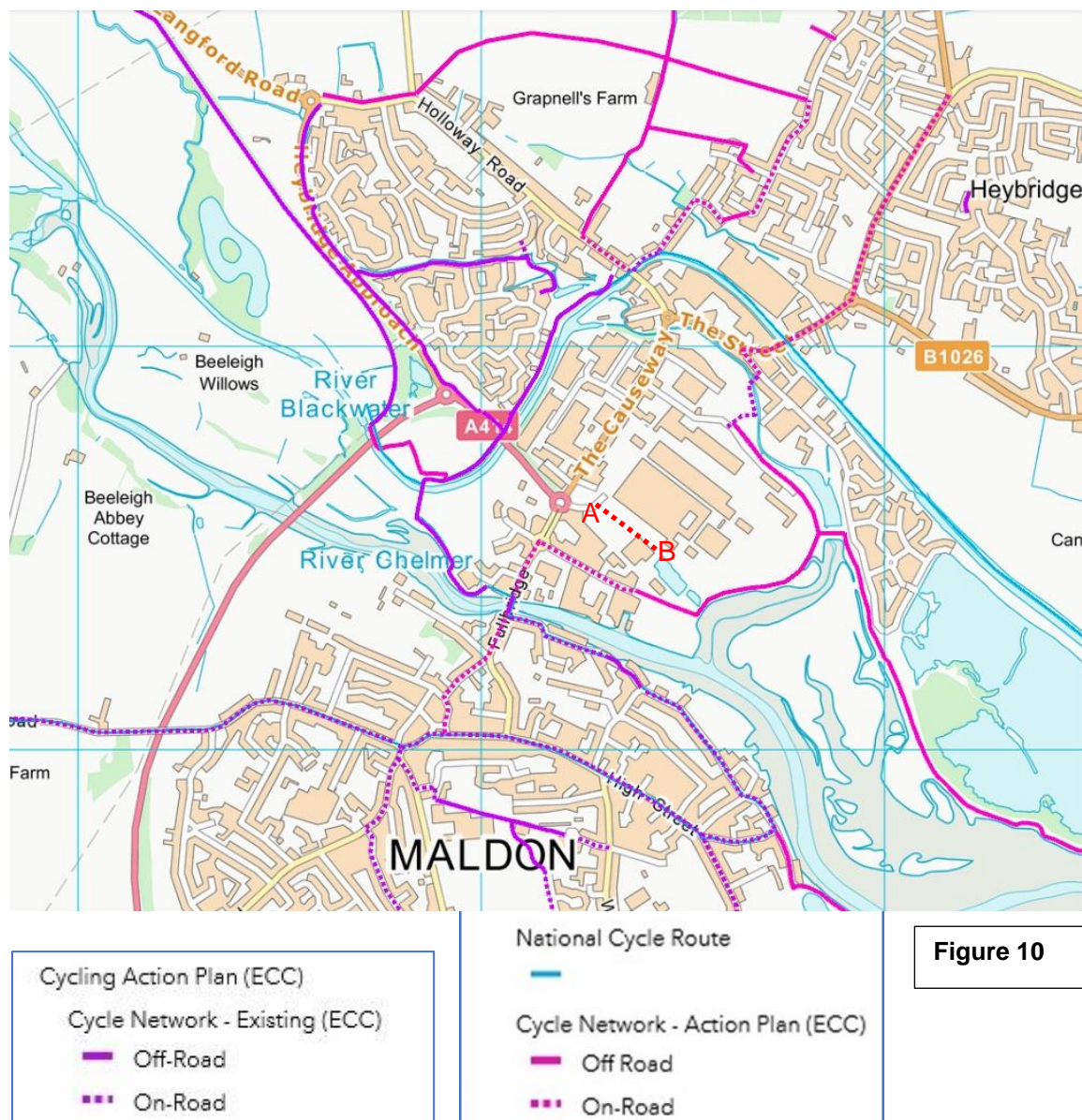


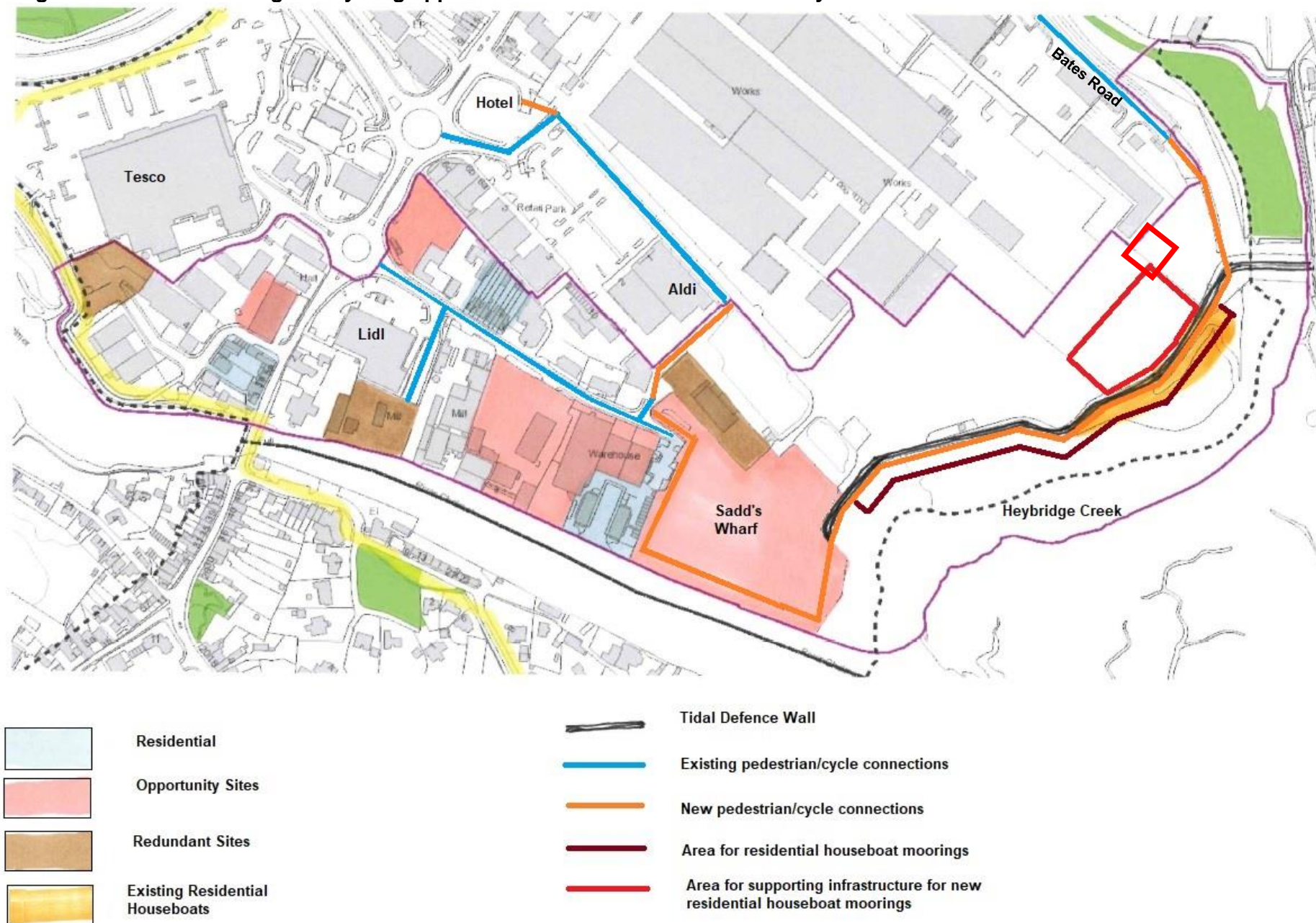
Figure 10

- 7.4 The North Quay area is served by public transport with bus routes from Colchester to Maldon (Bus 75 Route) and from Witham to Maldon (Bus 90 Route) and locally via the Tesco Free Bus Route (Bus 288).
- 7.5 As detailed within the Masterplan (Project 7 Heybridge Creek Connection) and within the draft Maldon Cycle Action Plan there is a desired off-road walking and cycle link at the Heybridge Creek frontage. A walking and cycle route at the Heybridge Creek frontage will enable the England Coast Path to connect via Station Road and Sadd's Wharf via Heybridge Creek and avoid the lengthy existing route that is away from the waterside and coast via the Causeway and Bates Road (figure 9).

- 7.6 An appropriately designed and engineered walking and cycle route at the Heybridge Creek frontage extending from the Sadd's Wharf site to Bates Road could bolster the existing tidal defences, embankment, sluices and outfalls detailed in Figure 8 in Section 6 Flood Resilience.
- 7.7 Activating the Sadd's Wharf to Bates Road frontage with a walking and cycle route could also link westwards to Station Road via Sadd's Wharf and via the Museum to the back of Aldi will infiltrate the Blackwater Retail Park and Travelodge complex allowing exploration of the area and easier routes for the community and visitors to access the waterside, canal side, town and village centres at Maldon, Heybridge and Heybridge Basin. Heybridge Basin is accessible from Bates Road via Sadd's Dam and the coastal route or north of the embankment on to Hall Road and via the Hall Road bridge over the Chelmer & Blackwater Canal.
- 7.8 Redundant sites at the River Chelmer frontage could be utilised for food and drink offers or visitor attractions to complement the walking and cycling routes, England Coast Path and Maldon Riverside Route that are envisaged to bring significant visitors and footfall to the coast and estuarine routes.
- 7.9 There is a demand for residential houseboat moorings in sustainable locations close to services and facilities. Living on a houseboat is a lifestyle choice but requires the same supporting infrastructure as houses on land i.e. landward car parking, access to utilities (electricity, mains water and sewerage) and waste collection. Heybridge Creek is suitably located close to the main towns of Maldon and Heybridge. Residential houseboat moorings feature on the Chelmer and Blackwater Navigation at Heybridge Basin and at Chandlers Quay and Downs Road at the South Quay and river/estuarine frontage in Maldon.
- 7.10 Existing houseboats in Heybridge Creek do not benefit from easy access, private jetty access, car parking, utility connections or local services. A landward area north of the tidal defence wall could be utilised for the necessary infrastructure to support existing and further residential houseboat moorings at Heybridge Creek creating a sustainable and attractive residential houseboat community that is integrated with its surroundings.
- 7.11 The existing residential houseboat moorings on the Chelmer & Blackwater Navigation at Heybridge Basin, at Chandlers Quay on the South Quay at Maldon and at Downs Road would be suitably connected via a network of pedestrian and cycle routes with access to retail, commercial and social infrastructure to support this lifestyle choice.
- 7.12 Figure ?? below illustrates the existing and potential movement and connective routes that could be delivered within the North Quay area to connect to the wider Causeway Regeneration Area, the coast and countryside for visitors and the community to enjoy and an off-road walking and cycling route to and from the settlements at Heybridge, Heybridge Basin and Maldon to encourage walking and cycling.
- 7.13 Sustainable transport (walking, cycling and public transport) is a key driver in achieving the Movement and Connections Framework within the Masterplan and creating a sustainable business community at the North Quay Regeneration area and the wider Causeway Regeneration Area plus the benefits for the community and visitors.



Figure 11 Off-road walking and cycling opportunities to and from the North Quay defined area.....



## 8. Development opportunities

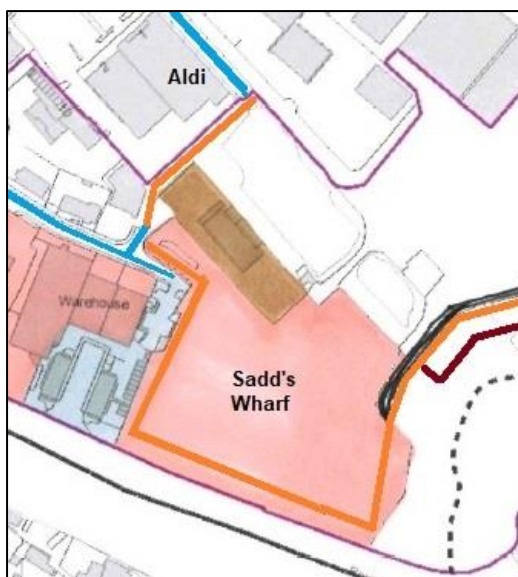
- 8.1 The Maldon and Heybridge Central Area Masterplan SPD, Development Framework, on page 25, identifies four sites as 'Opportunity Sites' within the Brief area for redevelopment (bounded red in Figure 12 below). The Planning Policy Context at Section 3 and Planning Context at Section 4 are relevant to the Opportunity sites and in defining 'mixed use' in relation to an Opportunity Site's location, context, appropriate use and compatibility of uses where an existing employment use operates adjacent to it or close by.



Figure 12 Opportunity Sites (c, d, e, f) within North Quay

- 8.2 It is accepted through the Masterplan SPD 'Development Framework' on page 25 that the Causeway Regeneration Area has the greatest capacity for new development. The development of key opportunity sites is a central component of the Masterplan's 'Development Framework' supported by evidence base documents (Maldon District Economic Prosperity Strategy, MDC, 2013-2029 and Development and Improvement Plan for the Causeway Regeneration Area, BBP Regeneration, 2015) that with business and stakeholder engagement highlight the need for investment and supporting infrastructure in The Causeway as a key priority.
- 8.3 Opportunity sites c, d, e and f (shaded pink below) have the greatest opportunity to regenerate the North Quay and are analysed for their potential for redevelopment with highlighted considerations and opportunities to ensure compatibility with adjacent land uses:



**Opportunity Site c North Quay, Sadd's Wharf**

**Masterplan objectives** CA1 CA2 CA4 CA6

**Existing use** Stalled site - Outline Planning Permission and Reserved Matters approved for mixed use development (planning conditions discharged, and access to site constructed)

**Existing Class Uses** C3, B1, D1

**Environmental designations**, Maldon Conservation Area, natural environment designations at Heybridge Creek and River Chelmer frontages

**Site considerations/opportunities** adjacent land uses are C3 (the C **C** rries), B1 office B2 light industry and B8 storage or distribution

**Development considerations:** flood resilience, Maldon Port Authority

**Developer contributions** as approved

Considering the extant planning permissions, the Council would support the principle of a redesigned deliverable scheme that would regenerate the site through the provision of both employment and residential uses. Redevelopment of the Sadd's Wharf site is critical to the delivery of improved connections for pedestrians/cyclists along Heybridge Creek frontage that connects to Station Road. A new design could support improvements to tidal defences and water management features to enhance flood resilience.

**Opportunity Site d North Quay between Sadd's Wharf and Carr's Flour Mill**

**Masterplan objectives** CA1 CA2 CA3 CA4 CA6

**Existing use** Jewson Building Supplies and EOL IT Services

**Existing Class Uses** B1 B2 B8

**Environmental designations** Maldon Conservation Area, natural environment designations at River Chelmer frontage

**Site considerations/opportunities**

C3 residential land use to south (the Granaries) and operational flour mill on western boundary. Riverside location **d**

**Development considerations:** flood resilience, enhanced Station Road frontage, access to riverfront, employment-led mixed-use development

**Developer contributions** flood resilience, public realm enhancements and highway improvements for walking and cycling

As a site within the Causeway Regeneration Area (allocated employment land), the Council would not support residential uses within a mixed-use development. The operational flour mill processes and distributes grain-based products with a 50+ workforce. Large vehicles bring raw materials to the site and distribute products from the site. The business has expressed a desire to expand their packing operations and require adjacent land. A key opportunity is the riverside location for a mixed use including a food and drink use and visitor attractions to support the visitor economy.

**Opportunity Site e Fullbridge industrial units**

**Masterplan objectives** CA1 CA2 CA6

**Existing use** Essex Motor Factors, Tile Warehouse and Tile Design Studio

**Existing Class Uses** B1 B2 B8

**Environmental designations** Adjacent Maldon Conservation Area and Listed Buildings

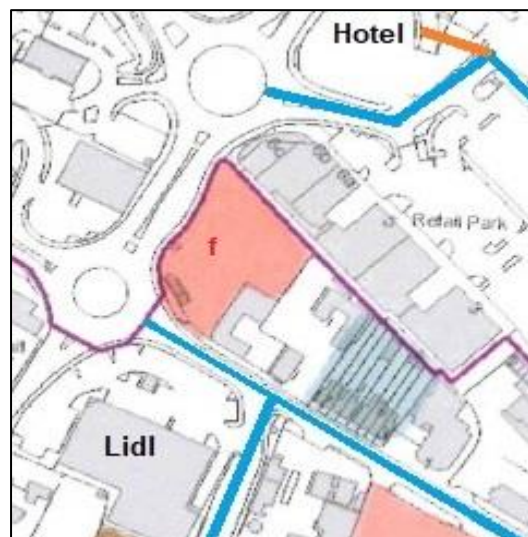
**Site considerations/opportunities**

Adjacent C3 residential land use, potential for 2 storey building

**Development considerations:** flood resilience, enhanced public realm, employment-led mixed-use development

**Developer contributions** flood resilience, public realm enhancements and highway improvements for walking and cycling

As a site within the Causeway Regeneration Area (allocated employment land), the Council would not support residential uses within a mixed-use development. There is an existing residential use adjacent at Fullbridge within listed buildings. Improvements to the existing employment uses through supporting the regeneration, intensification and expansion of the existing units to provide a more modern and attractive offer for both existing and new businesses.

**Opportunity Site f Fullbridge/Station Road corner site (north)**

**Masterplan objectives** CA2 CA3 CA6

**Existing use** Maldon Demolition

**Existing Class Uses** B1 B2 B8

**Environmental designations** opposite Listed Building (Maldon Ironworks building)

**Site considerations/opportunities**

Adjacent Blackwater Retail Park, prominent corner site on the Causeway frontage

**Development considerations:** flood resilience, enhanced public realm, employment-led mixed-use development

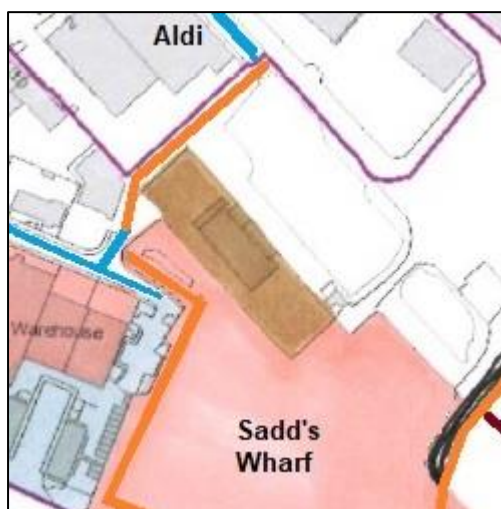
**Developer contributions** flood resilience, public realm enhancements and highway improvements for walking and cycling

As a site within the Causeway Regeneration Area (allocated employment land), the Council would not support residential uses within a mixed-use development. All new development should add to the quality of the built and natural environment and considering the location of the site and the current appearance, this site offers a real and demonstrable opportunity to provide an enhancement to the character and appearance of the area. Any redevelopment of the site should take advantage of the highly visible location for mixed use development with an innovative and attractive design.



- 8.4 There are 3 redundant sites (shaded brown below) that have opportunities for employment led mixed use development to regenerate the North Quay and are analysed for their potential for redevelopment with highlighted considerations to ensure compatibility with adjacent land uses.

#### Redundant Site Old Engine Shed



**Masterplan objectives** CA2 CA4 CA6

**Existing use** redundant commercial shed

**Existing Class Uses** Outline planning permission granted for mixed use development for residential and office units

**Environmental designations** natural environment designations at Heybridge Creek

**Site considerations/opportunities**

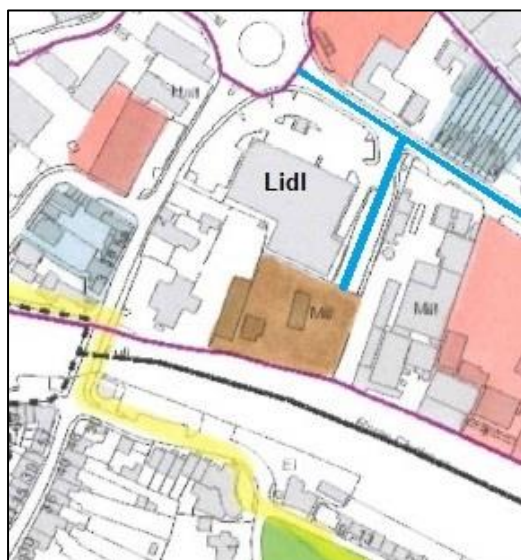
Adjacent Blackwater Retail Park / adjacent Sadd's Wharf Opportunity Site c

**Development considerations:** flood resilience, enhanced public realm, walking and cycling connections

**Developer contributions** as approved via approved outline planning application

The Old Engine Site benefits from an outline planning permission for 20 residential units and 10 office units accessed from Station Road. The outline planning permission has reserved matters of access, layout, appearance, landscaping and scale for later determination which gives the opportunity to achieve walking and cycling connections and improved public realm.

#### Redundant Site Former Hasler's Mill and the old granary



**Masterplan objectives** CA2 CA3 CA4 CA6

**Existing use** redundant mill and granary

**Existing Class Uses** B2, B8

**Environmental designations** Maldon Conservation Area, adjacent Listed Buildings, granary is locally listed, natural environment designations at River Chelmer frontage

**Site considerations/opportunities**

Adjacent operational flour mill, Hasler's mill has asbestos cladding / potential to access river frontage and prominent visible riverside frontage

**Development considerations:** asbestos removal, flood resilience, enhanced public realm for walking and cycling

**Developer contributions** flood resilience, public realm enhancements and highway improvements for walking and cycling

The height, form and appearance of the mill and granary are reflective of the North Quay's industrial heritage. As a site within the Causeway Regeneration Area (allocated employment land), the Council would not support residential uses within a mixed-use development. The adjacent operational flour mill has expressed a desire to expand their packing operations and require adjacent land. A key opportunity is the riverside location for a mixed use including a food and drink offer and visitor attractions to support the visitor economy. Significant footfall is anticipated via the England Coast Path riverside route.

**Redundant Site South of Tesco Store**

**Masterplan objectives** CA2 CA3 CA4 CA6

**Existing use** car park

**Existing Class Uses** Sui Generis

**Environmental designations** Chelmer & Blackwater Navigation Conservation Area, natural environment designations at River Chelmer frontage

**Site considerations/opportunities**

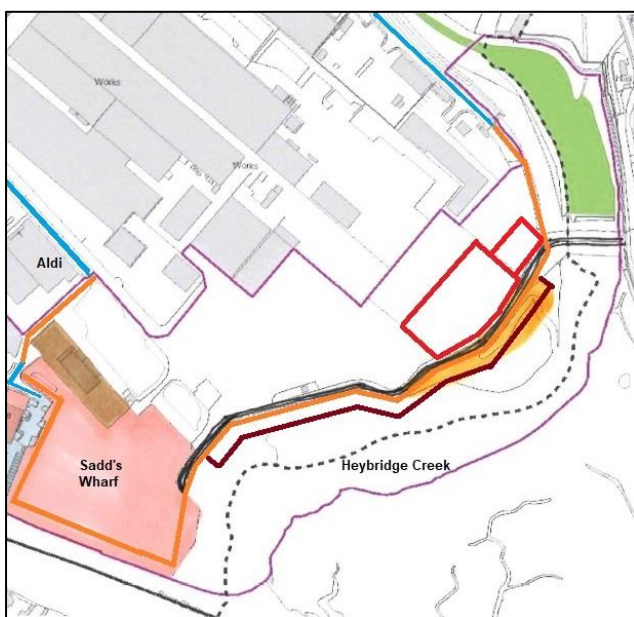
Adjacent operational retail store and light industrial uses / links to Chelmer & Blackwater Navigation route via River Chelmer frontage and prominent visible riverside frontage

**Development considerations:** flood resilience

**Developer contributions** flood resilience, public realm enhancements and highway improvements for walking and cycling

As a site within the Causeway Regeneration Area (allocated employment land), the Council would not support residential uses within a mixed-use development. A key opportunity is the riverside location for a mixed use including a food and drink offer and visitor attractions to support the visitor economy. Significant footfall is anticipated via the England Coast Path with connections along the River Chelmer, the Chelmer & Blackwater Navigation and access to public open space at Oak Tree Meadow and Elms Farm Park.

- 8.5 As an area with distinctive riversides, canal sides and estuarine watersides, all sorts of boats, vessels and crafts are visible and characteristic near the North Quay. There is the potential for creating houseboat berths at Heybridge Creek within the North Quay defined area. Opportunity exists to improve landward facilities, services and connections to provide for residential houseboat moorings and provision of further houseboat moorings that are in demand in sustainable locations. Residential houseboat moorings exist close by at Chandlers Quay and Downs Road.



**Masterplan objectives**

CA3 CA4 CA5 CA6

**Environmental designations** Heybridge Creek has International, national and local natural environment designations

**Site considerations/opportunities**

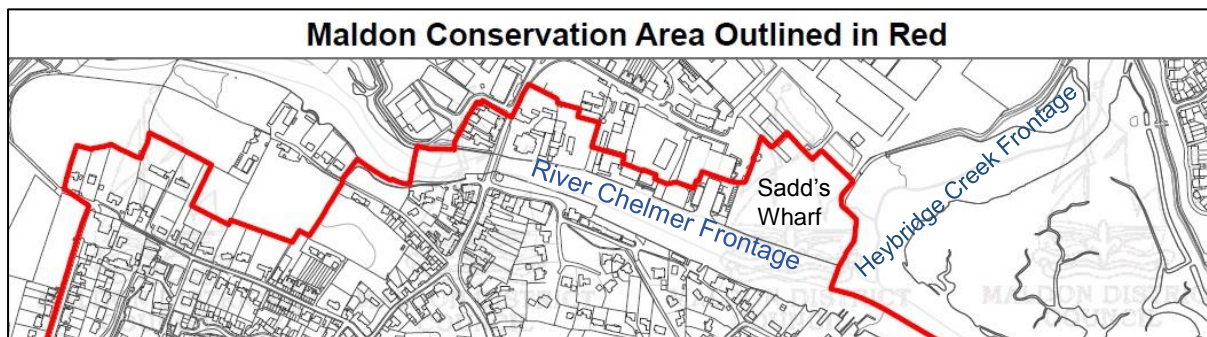
Landward facilities to support residential houseboats on existing B8 land (edged red). Extending residential houseboat area (orange) along Heybridge Creek frontage (brown)

**Development considerations:** Adjacent land uses, car park provision, utility connections, walking and cycling routes and jetty access

**Developer contributions** public realm enhancements and improvements for walking and cycling at Heybridge Creek frontage

## 9. Design principles

- 9.1 The North Quay is located within an area of significant built, natural and historic environment quality. Environmental protection of the historic and natural environment are key considerations for development proposals in the North Quay as well as enhancement of the built, natural and historic environments. A development proposal in the North Quay must integrate successfully within its surroundings in terms of design quality and be compatible with adjacent uses as set out in national and local policy in Section 3, Planning Policy Context.
- 9.2 Regeneration of the North Quay offers the opportunity to bring redundant sites back into active use, redevelop sites to provide quality office, commercial and light industrial space, potential for visitor attractions and accommodation and recreational and leisure uses to showcase the waterfront location.
- 9.3 Circulation and access for walking and cycling at the River Chelmer and Heybridge Creek frontages are crucial to the successful regeneration of the North Quay defined area and connected routes to the wider Maldon, Heybridge and Heybridge Basin settlements. The standards of the highway authority, Essex County Council, are set out in the Essex Design Guide for Mixed Use and Residential Areas (1997) adopted by the Council as SPD.
- 9.4 The River Chelmer frontage is within the Maldon Conservation Area and has several listed buildings within the Brief area. The Heybridge Creek frontage is adjacent the Blackwater Estuary and its natural environment designations. The North Quay buildings and structures make a positive contribution to the character and appearance of the Maldon Conservation Area and the setting of the hill top town.



**Figure 13 Area of North Quay within Maldon Conservation Area**

- 9.5 The Maldon Conservation Area Review and Appraisal, page 62, acknowledges the contribution of the North Quay to the character of the waterside and setting to the hill top town of Maldon. This Brief acknowledges that the North Quay should evolve to have a role in the town's economic future but that any change should sustain the Conservation Area's existing virtues and character. The existing character and appearance of the Conservation Area and views into and out of it are considerations for all development proposals. The boatyard and river activity on the riverside frontage make a special contribution to the town's identity and are crucial to preserving its character. The historic wharf side buildings are reflective of flour milling and processing with forms and structures unique to Maldon's waterfront and reflective of our food heritage with one working flour mill remaining at the North Quay processing local wheat and employing a local workforce.





**View from Patient's Boatyard, South Quay to redundant Hasler's Mill and Granary, North Quay**

- 9.6 The Maldon District Design Guide SPD and supporting Technical Documents set out clear design principles to guide new development and encourage a design-led approach for development proposals to respond to. For commercial and employment led proposals, well designed buildings and spaces are good for business. Investment in good quality design is shown to provide a higher return on the investment made.
- 9.7 The natural environment character is set out in the Maldon District Landscape Character Assessment. The sensitivity of landscape character at the unique location and its ability to change alongside development proposals must be considered at the start of the design process. Whilst some landscape features may appear to limit development proposals or opportunities for development, with careful consideration they can shape development in a way that strengthens local character and creates high quality solutions for appropriate uses.
- 9.8 Figure 14 sets out the design concept for the regeneration of the North Quay incorporating new and improved walking and cycling routes to and from the wider area, sites to deliver quality business and commercial floor space and an enhanced public realm. The design concept will encourage employment led development, lifting the profile of the area to support improvements for business and tourism and to grow the local economy.







## 10. Developer Contributions Guidance

- 10.1 Infrastructure required for environmental enhancements, highway improvements and flood resilience hot spots will attract funding contributions via S106 payments. Reference should be made to the following documents:
- The Causeway Strategic Flood Risk Review, Essex CC, Spring 2020
  - The Causeway Landscape and Public Realm Strategy, Aquila, Spring 2020
  - The Draft Maldon Cycle Action Plan, Essex Highways, 2018
  - The Maldon & Heybridge Central Area Masterplan SPD, Maldon DC, November 2017
- 10.2 RAMS (Recreational Avoidance Mitigation Strategy) contributions are only required from the recreational impacts of new residential development).
- 10.3 The Council will introduce a Community Infrastructure Levy (CIL) to further enable contributions to be made towards strategic infrastructure from new developments. CIL is a levy imposed by the local authority to raise funds from developers of land who are undertaking new building projects in their area. The financial contributions received through CIL charges will be used by the District Council to fund infrastructure projects that will be identified in a CIL Charging Schedule. The current work programme is looking to introduce CIL by 2021.

## 11. Engagement and public consultation

- 11.1 During September and November 2019 a series of meetings took place with existing businesses, landlords and landowners within the North Quay Development Brief area to explain the scope and structure of the Brief. This was an opportunity to gauge business aspirations and needs, constraints and/or opportunities on or nearby opportunity sites and redundant sites. This engagement is reflected in site specific criteria in Section 8 *Development Opportunities* and Section 9 *Design Principles*.
  
- 11.2 The Causeway Development and Improvement Plan, BBP Regeneration, October 2015, had identified that the Causeway Regeneration Area was being held back because of the risk of flooding, shortage of modern employment spaces and land for redevelopment to kick start the regenerative process. The Masterplan captured this identified need within the North Quay Regeneration Project 6. Public consultation for the Masterplan supported the North Quay Regeneration Project 6 to deliver new and modern office and commercial floor spaces on land appropriate for redevelopment.
  
- 11.3 Implementation of the Masterplan and Masterplan Programme through the Local Development Scheme 2019-2021 has combined 5 of the Masterplan projects to support the regenerative process on the North Quay and deliver necessary infrastructure to address flooding, deliver public realm improvements and off-road walking and cycling routes.
  
- 11.2 Public consultation provides an opportunity for any organisation or individual to influence the regeneration of the North Quay defined area. Views will be welcomed from key stakeholders, statutory consultees, community representatives including the Town Council, local amenity societies and interest groups, individuals as well as nearby businesses and residents of all ages that live within or are considering locating to the area.
  
- 11.3 The Brief will be adopted as a Supplementary Planning Document in accordance with the adopted Local Development Scheme 2019-2021. As an adopted SPD, the Brief will carry significant weight in the determination of future planning applications in the North Quay defined area. The Brief elaborates on Local Development Plan policy and will be considered as a material consideration for all development proposals in the North Quay defined area.

## 12. Links to relevant documents within the Brief

### **Local Development Scheme 2019-2021**

[http://www.maldon.gov.uk/download/downloads/id/17556/local\\_development\\_scheme\\_2019-2021.pdf](http://www.maldon.gov.uk/download/downloads/id/17556/local_development_scheme_2019-2021.pdf)

### **Corporate Plan 2019-2023**

[https://www.maldon.gov.uk/downloads/download/8192/corporate\\_plan](https://www.maldon.gov.uk/downloads/download/8192/corporate_plan)

### **Local Development Plan 2014-2029 adopted 2017**

[https://www.maldon.gov.uk/info/20048/planning\\_policy/9311/approved\\_local\\_development\\_plan\\_21\\_july\\_2017](https://www.maldon.gov.uk/info/20048/planning_policy/9311/approved_local_development_plan_21_july_2017)

### **Maldon and Heybridge Central Area Masterplan SPD Nov 2017:**

[https://www.maldon.gov.uk/info/20048/planning\\_policy/9226/urban\\_design/3](https://www.maldon.gov.uk/info/20048/planning_policy/9226/urban_design/3)

### **Maldon District Design Guide SPD Dec 2017:**

[https://www.maldon.gov.uk/info/20048/planning\\_policy/9226/urban\\_design/2](https://www.maldon.gov.uk/info/20048/planning_policy/9226/urban_design/2)

### **Historic Skyline Survey, ECC, 2009**

[https://www.maldon.gov.uk/site/scripts/google\\_results.php?q=Historic+Skyline+Survey](https://www.maldon.gov.uk/site/scripts/google_results.php?q=Historic+Skyline+Survey)

### **Maldon Retail Study, White Young Green, 2015**

[https://www.maldon.gov.uk/publications/LDP/pre-submission/3%20Economic%20Prosperity/EB103%20Maldon%20Retail%20Study%20\(July%202015\).pdf](https://www.maldon.gov.uk/publications/LDP/pre-submission/3%20Economic%20Prosperity/EB103%20Maldon%20Retail%20Study%20(July%202015).pdf)

### **Economic Prosperity Strategy 2013-2029**

<https://www.maldon.gov.uk/publications/LDP/pre-submission/3%20Economic%20Prosperity/EB068a%20Maldon%20District%20Economic%20Prosperity%20Strategy.pdf>

### **Causeway Development and Improvement Plan, BBP Regeneration, 2015**

<https://www.maldon.gov.uk/publications/LDP/pre-submission/1%20Spatial%20Vision%20and%20Development/EB105%20Development%20and%20Improvement%20Plan%20for%20The%20Causeway%20Regeneration%20Area.pdf>

### **Maldon Conservation Area Review and Appraisal**

[https://www.maldon.gov.uk/info/20049/heritage\\_and\\_conservation/9633/conservation\\_areas\\_in\\_the\\_maldon\\_district](https://www.maldon.gov.uk/info/20049/heritage_and_conservation/9633/conservation_areas_in_the_maldon_district)

### **Maldon District Landscape Character Assessment, Chris Blandford Associates, 2006**

<https://www.maldon.gov.uk/publications/LDP/pre-submission/2%20Design%20and%20Climate%20Change/EB009a%20Landscape%20Character%20Assessment.pdf>