## **Draft Lower High Street (LHS) Action Plan:**

Business and Stakeholder Review 13 Nov – 20 Dec 2019

Project 2, Lower High Street Improvements, Maldon and Heybridge Central Area Masterplan SPD Policy S5, LDP: 'improve the retail offer and increase footfall at the Lower High Street'

Name	Organisation	Representation S = Survey Response E= E-mail response	Action Reference in draft Lower High Street (LHS) Action Plan	Change draft LHS Action Plan?	Recommended Change
Anonymous	Anonymous	S - Support for Action Plan  Additional comment to LHS5 –  Maldon already does very well with this	Actions LHS1 – LHS7 Action LHS5	The additional comments are a basis to support the LHS Action Plan and its intention to facilitate more public art, heritage trails, street events and festivals through the proposed Focus Group (LHS1)	None required
Anonymous	Anonymous	S - Support for Action Plan Additional comment to LHS2 – closure of the swimming lake has affected trade at the LHS. Promenade Park and Hythe Quay are being set up as a self-contained area that will further affect the LHS.	Actions LHS1 - LHS7 Action LHS2	The additional comments are supportive of the LHS Action Plan to move forward and improve the retail offer and increase footfall.	None required
		Supportive of signed routes from Promenade Park and Hythe Quay to LHS and bolster signage for the offer and attractions at LHS for visitors to Prom Park and Hythe Quay. Signage to heritage buildings needs	Action LUC4	The overarching Masterplan objective is to connect the Leisure Quarter, Maldon Central and the Causeway Regeneration Area and make it easier to park and to	None required
		improvement.  Additional comments to LHS4 – the type of pop up shop or event/festival should reflect our food heritage and maritime heritage.  Additional comments to LHS7 – the air pollution problems on Market Hill	Action LHS4  Action LHS7	connect with shops, attractions and events.  Air Quality Management Action Plan affecting the LHS will be reported to the proposed Focus Group	None required

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		will affect what happens at the Lower High Street.		(LHS1 and LHS7)	
Janet Coleman Clerk to	Maldon Town Council	E – Disappointed at lack of tangible proposals in the Action Plan and consider greater Town Council involvement in the development proposals which impact on the Town Centre is essential	Actions LHS1 - LHS7	The proposed Focus Group (LHS1) (including TC) will facilitate proposals to achieve tangible results for the whole High Street. TC is a consultee on all development proposals.	None required
		What is being done to resolve the pollution problem on Market Hill. This is key to what can be achieved at the Lower High Street	Action LHS7	Air Quality Management Action Plan will be reported to the Focus Group (LHS1 & LHS7)	None required
		Support practical measures relating to signage	Action LHS2		
		Town Cllrs would like to see quantification of employee parking in the town centre and to what extent this contributes to parking issues in the town	Action LHS6	Through Action LHS6 MDC will liaise with the proposed Focus Group on any parking improvements	None required
		Town Cllrs question the practicality of using Prom Park CP as a feeder to the 288 – the point of a P&R is to provide a cheaper and more practical way to access a town centre than taking the car there. This would conflict with MDC policy on parking charges, as would the development of another site	Action LHS6	Bus 288 is a free bus service mitigating impact of Tesco on High Street. The 288 already stops at Prom Park and Blackwater Leisure. The Masterplan's 'Parking Strategy' seeks to improve connectivity throughout the Masterplan area via sustainable modes of public transport including	None required
		Does the reference to P&R at the Leisure Centre imply using the	Representation not specific to Actions in	288 bus, walking and cycling and management of car	

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		existing area or laying out the adjacent derelict area?	Action Plan	parking and car parks.	
		Town Cllrs consider mixing the town centre offer and Prom Park offer will not be successful	Representation not specific to Actions in Action Plan	The adopted Masterplan SPD promotes a whole Maldon offer to tourists, visitors, employers,	None required
		Town Cllrs are disappointed at the lack of proposals to address parking capacity.	Action LHS1 and LHS6	employees and the community. It identified through stakeholder input (including the Town Council)	None required
		Existing bus routes to the town are good and that the Local Development Plan is weak in that it does not provide for P&R facilities on the outskirts of the town to cope with increased visitors and town centre employees	Representation not specific to Actions in the Action Plan. This representation should be submitted/considered through the review of the IDP (Infrastructure Delivery Plan), LDP commencing late Spring 2020	that the LHS is the pivotal link to draw people up from the Park to the High Street and down from the High Street to the LHS, Park and Hythe Quay. Businesses at the LHS would like to feel part of the High Street and the Hythe Quay / Prom Park activities and are supportive of marrying the offers and benefits to business to increase footfall and improve the retail offer at the LHS.	None required
		The makeup of the Focus Group determining these issues is unclear and Cllrs believe that the Town Council should be represented on this group	Action LHS1	The proposed Focus Group (LHS1) (including Town Council) will facilitate proposals for change to achieve tangible results for the whole High Street. The proposed Focus Group will have its own Terms of	Change Action LHS1 to make clear that the proposed Focus Group will determine its membership, representatives and brand (doesn't have to be called 'Maldon High

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				Reference and Constitution.  Through Action LHS6 MDC will liaise with the proposed Focus Group on any parking improvements to lift the profile of the LHS and wider town centre parking matters	Street Focus Group') and draw up its Terms of Reference at inception
Janet Hall	Steam Tug Brent Trust	E – Ambience of LHS is tired, run down area with lack of prosperity. Mish mash of residential and retail. Residential out of scale with retail.	Representation not specific to Actions in draft Action Plan	Noted. Identified in Masterplan SPD, Project 2 LHS Improvements seeks to address the representation.	None required
		LHS needs to express vibrancy and prosperity. Tidy up decrepit shop fronts, large fascia signs and shabbiness with grants.  Supports a heritage food offer at LHS.	Action LHS1	The proposed Focus Group (LHS1) (including High St businesses) will facilitate proposals for change to achieve tangible results.	None required
		Should not overstretch café offer. Supports signage at Prom Park to highlight delights of the High Street.  Supports events/attractions at LHS and redesign of the area and cycle	Actions LHS2 and LHS4	The additional comments are supportive of the LHS Action Plan to improve the retail offer and increase footfall.	None required
		routes/trails for pedestrian and cycle access. Suggests cycle hire.  Supports a gateway to LHS at Church Street/North Street junction with interpretation of Maldon's historic retail High Street, outdoor seating and public art installations to add interest	Action LHS6	The overarching Masterplan objective is to connect the Leisure Quarter, Maldon Central and the Causeway Regeneration Area and make it easier to park and to connect with shops, attractions, events.	None required
		Supports 'park and stride' from Prom		The additional comments	None required

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		Park car park to link with LHS  LHS needs a buzz – interpret retail history and Maldon businesses (salt/jam), displays in shop windows, loan from Museums for displays.	Plan Action LHS6	are a basis to support the LHS Action Plan and its intention to facilitate more public art, heritage trails, street events and festivals through the Focus Group (LHS1)	
Judy Lea to Town Council / Heritage Group		E – Is it realistic to expect large enough groups of people who come for a day out at the Prom to then walk or bus into town? Maldon Central serves distinct client groupings with even those 'visitors wanting a nice day out' split between day trippers for fun at the prom, and others wanting heritage architecture and shopping. I suggest each need addressing separately, as realistically there is little cross over on any given day, except perhaps when it comes to the barges and the quay.  Efforts to artificially force activity at	Representation not specific to Actions in draft Action Plan	The overarching Masterplan SPD promotes a whole Maldon offer to tourists, visitors, employers, employees and the community. It identified through stakeholder input (including the Town Council and the Maldon Society) that the LHS is the pivotal link to draw people up from the Park to the High Street and down from the High Street to the LHS, Park / Hythe Quay.  Businesses at the LHS want	None required  None required
		the lower end will be at the expense of what we already have and get spread too thinly. The upper end is where the car parks are and only a short walk away which I suggest is the primary reason for them being as successful as they are. The lower area already has 25% of its premises		to feel part of the High Street and the Hythe Quay / Prom Park activities and are supportive of marrying the offers and benefits to business to increase footfall and improve the retail offer at the LHS. A vibrant area	·

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		involved in a food and drink offer – is significantly more really likely to be viable?  I suspect a managed conversion to housing in some specified parts of the lower high street will become inevitable and needs to be anticipated and directed.		will attract new businesses. Not everyone drives into town. The High Street serves a wide community.  LHS Residential use is at Tait Mews, Embassy Court and 'above the shop'. Residential use not supported in ground floor commercial floorspace (Policy E2, LDP). Contrary to increasing footfall and improving the retail offer at the LHS.	None required
		Support for pop up shops and community and arts venues in vacant buildings at LHS.	Action LHS4	Noted.  Presumption that everyone arrives in Maldon by private car. Bus stops at LHS and	None required  None required
		Siting a street market so far from cars is expecting a lot. Better to focus on reinvigorating Butt Lane. Or holding indoors if drop off for setting up can be strictly enforced.  Supports 'gateway' to river-based attractions at Church Street/North	Action LHS4	residential community also service the High Street. The overarching Masterplan SPD promotes a whole Maldon offer to tourists, visitors, employers, employees and the community.	·
		Street junction with maritime themed shops and cafes. Better signage needed to avoid steep hill on Church Street.  Supports traffic management in town	Actions LHS2 and LHS4  Actions LHS6 and	Noted.	None required  None required

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		centre and favours traffic taking people along the High Street to see what is there.	LHS7		
David Smye	The Maldon Society	E-mailed late response Regarding Figure 3 on page 5.6 - concerns at creating one-way streets and proposing one-way streets that will put off exploring the LHS. A one- way street at the LHS will not allow all bus routes into the LHS to drop off and pick up passengers. Suggests timed zones for servicing retail units. Traffic calming required to improve safety for pedestrians at busy attractions (Hythe Quay/Church St junction).  Support for CIL/S106 to improve worn out features of the town and 'buy in' from LHS businesses to the bigger picture for meaningful outcomes benefitting them and the wider town.	Actions LHS1, LHS2, LHS4, LHS6	The proposed Focus Group (including ECC and MDC reps) will discuss any proposals altering existing highway network permanent or temporary (for events), timed zones for servicing retailers or traffic calming measures. The AQMA Action Plan may require mitigation where the flow of traffic through the High Street from Market Hill I.e. numerous bus routes stopping in the High Street and parked delivery vans, interrupt flow.	None required
		Traffic calming measures such as wider footpaths and differing road surface treatments need to be agreed to ensure pedestrian, vehicle and cyclists' safety. Slowing traffic can also benefit air quality and reduce noise pollution. Responsibility between Maldon DC and Essex CC needs to be defined.		The proposed Focus Group will have its own Terms of Reference and Constitution to ensure defined responsibility.	None required

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		Support for diversification and adaptation of premises through the proposed Focus Group. Planning Services must be open to bold and innovative proposals that could enhance the visitor experience.	Action LHS7	MDC has committed to informing the proposed Focus Group of any development proposals on the High Street.	None required
		High Street is very long and residential uses in sectors could alleviate gaps in the trading premises and add life to areas that at present are deserted in the evenings.		Contrary to LDP - primary retail frontage areas. Living above the shop and to rear of High Street retail units exists. The LHS has ground floor private residential at Tait Mews, Baker Mews and Embassy Court fronting the LHS that has deactivated and sterilised the area.	None required
		Designate Hythe Quay and Heybridge Basin 'Heritage Harbour' status		Not within the gift of the LHS action plan	None required
		Every activity at the Hythe Quay area, whether National, Regional or local has an enormous impact upon the town's financial viability and has a farreaching impression upon users and potential users and visitors.	Actions LHS1, LHS2, LHS4, LHS6	Supports the objectives of the overarching Masterplan to link the High Street with activities at Prom Park and Hythe Quay via LHS	None required
		The provision of adequate and sufficient signage for all, particularly visitors, is of prime importance. Signage needs to be clear, attractive, accurate and fully integrated with the necessary signage by all public authorities and undertakings. Too	Actions LHS1, LHS2, LHS4	The overarching Masterplan objective is to connect the Leisure Quarter, Maldon Central and the Causeway Regeneration Area and make it easier to park and to connect with shops,	

## APPENDIX 2

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		many signs generate clutter, too little and people are lost and disorientated.		attractions, events.  The additional comments are a basis to support the LHS Action Plan and its intention to facilitate more public art, heritage trails, street events and festivals through the Focus Group (LHS1)	