



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
		<i>will affect what happens at the Lower High Street.</i>		(LHS1 and LHS7)	
Janet Coleman Clerk to	Maldon Town Council	<p><b>E</b> – <i>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</i></p> <p><i>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</i></p> <p><i>Support practical measures relating to signage</i></p> <p><i>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</i></p> <p><i>Town Cllrs question the practicality of using Prom Park CP as a feeder to the 288 – the point of a P&amp;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</i></p> <p><i>Does the reference to P&amp;R at the Leisure Centre imply using the</i></p>	<p>Actions LHS1 - LHS7</p> <p>Action LHS7</p> <p>Action LHS2</p> <p>Action LHS6</p> <p>Action LHS6</p> <p>Representation not specific to Actions in</p>	<p>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.</p> <p>Air Quality Management Action Plan will be reported to the Focus Group (LHS1 &amp; LHS7)</p> <p>Through Action LHS6 MDC will liaise with the proposed Focus Group on any parking improvements</p> <p>Bus 288 is a <u>free bus service</u> 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 288 bus, walking and cycling and management of car</p>	<p>None required</p> <p>None required</p> <p>None required</p> <p>None required</p>

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		<i>existing area or laying out the adjacent derelict area?</i>	Action Plan	parking and car parks.	
		<p><i>Town Cllrs consider mixing the town centre offer and Prom Park offer will not be successful</i></p> <p><i>Town Cllrs are disappointed at the lack of proposals to address parking capacity.</i></p> <p><i>Existing bus routes to the town are good and that the Local Development Plan is weak in that it does not provide for P&amp;R facilities on the outskirts of the town to cope with increased visitors and town centre employees</i></p> <p><i>The makeup of the Focus Group determining these issues is unclear and Cllrs believe that the Town Council should be represented on this group</i></p>	<p>Representation not specific to Actions in Action Plan</p> <p>Action LHS1 and LHS6</p> <p>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</p> <p>Action LHS1</p>	<p>The adopted Masterplan SPD promotes a whole Maldon offer to tourists, visitors, employers, employees and the community. It identified through stakeholder input (including the Town Council) 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.</p> <p>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</p>	<p>None required</p> <p>None required</p> <p>None required</p> <p>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</p>

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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	<p><b>E</b> – <i>Ambience of LHS is tired, run down area with lack of prosperity. Mish mash of residential and retail. Residential out of scale with retail.</i></p> <p><i>LHS needs to express vibrancy and prosperity. Tidy up decrepit shop fronts, large fascia signs and shabbiness with grants.</i></p> <p><i>Supports a heritage food offer at LHS. Should not overstretch café offer. Supports signage at Prom Park to highlight delights of the High Street.</i></p> <p><i>Supports events/attractions at LHS and redesign of the area and cycle routes/trails for pedestrian and cycle access. Suggests cycle hire.</i></p> <p><i>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</i></p> <p><i>Supports 'park and stride' from Prom</i></p>	<p>Representation not specific to Actions in draft Action Plan</p> <p>Action LHS1</p> <p>Actions LHS2 and LHS4</p> <p>Action LHS6</p>	<p>Noted. Identified in Masterplan SPD, Project 2 LHS Improvements seeks to address the representation.</p> <p>The proposed Focus Group (LHS1) (including High St businesses) will facilitate proposals for change to achieve tangible results.</p> <p>The additional comments are supportive of the LHS Action Plan to improve the retail offer and increase footfall.</p> <p>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.</p> <p>The additional comments</p>	<p>None required</p> <p>None required</p> <p>None required</p> <p>None required</p>

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		<p><i>Park car park to link with LHS</i></p> <p><i>LHS needs a buzz – interpret retail history and Maldon businesses (salt/jam), displays in shop windows, loan from Museums for displays.</i></p>	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		<p><b>E</b> – <i>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.</i></p> <p><i>Efforts to artificially force activity at 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</i></p>	Representation not specific to Actions in draft Action Plan	<p>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.</p> <p>Businesses at the LHS want 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</p>	<p>None required</p> <p>None required</p>

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		<p><i>involved in a food and drink offer – is significantly more really likely to be viable?</i></p> <p><i>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.</i></p> <p><i>Support for pop up shops and community and arts venues in vacant buildings at LHS.</i></p> <p><i>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.</i></p> <p><i>Supports 'gateway' to river-based attractions at Church Street/North Street junction with maritime themed shops and cafes. Better signage needed to avoid steep hill on Church Street.</i></p> <p><i>Supports traffic management in town</i></p>	<p>Action LHS4</p> <p>Action LHS4</p> <p>Actions LHS2 and LHS4</p> <p>Actions LHS6 and</p>	<p>will attract new businesses. Not everyone drives into town. The High Street serves a wide community.</p> <p>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 <u>improving the retail offer</u> at the LHS.</p> <p>Noted.</p> <p>Presumption that everyone arrives in Maldon by private car. Bus stops at LHS and residential community also service the High Street. The overarching Masterplan SPD promotes a whole Maldon offer to tourists, visitors, employers, employees and the community.</p> <p>Noted.</p> <p>Noted.</p>	<p>None required</p> <p>None required</p> <p>None required</p> <p>None required</p>

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		<i>centre and favours traffic taking people along the High Street to see what is there.</i>	LHS7		
David Smye	The Maldon Society	<p><b>E-mailed late response</b>  <i>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).</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Actions LHS1, LHS2, LHS4, LHS6	<p>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.</p> <p>The proposed Focus Group will have its own Terms of Reference and Constitution to ensure defined responsibility.</p>	<p>None required</p> <p>None required</p>





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		<i>many signs generate clutter, too little            and people are lost and disorientated.</i>		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)	