

# Draft Lower High Street 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 – <i>Maldon already does very well with this</i>	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 <u>Additional comment to LHS2</u> – <i>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. 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 improvement.</i> <u>Additional comments to LHS4</u> – <i>the type of pop up shop or event/festival should reflect our food heritage and maritime heritage.</i> <u>Additional comments to LHS7</u> – <i>the air pollution problems on Market Hill will affect what happens at the Lower High Street.</i>	Actions LHS1 - LHS7  Action LHS2       Action LHS4       Action LHS7	The additional comments are supportive of the LHS Action Plan to move forward and improve the retail offer and increase footfall.       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 and events.       Air Quality Management Action Plan affecting the LHS will be reported to the proposed Focus Group (LHS1 and LHS7)	None required       None required       None required

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Janet Coleman Clerk to	Maldon Town Council	<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>	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
		<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>	Action LHS7	Air Quality Management Action Plan will be reported to the Focus Group (LHS1 & LHS7)	None required
		<i>Support practical measures relating to signage</i>	Action LHS2		
		<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>	Action LHS6	Through Action LHS6 MDC will liaise with the proposed Focus Group on any parking improvements	None required
		<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>	Action LHS6	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 parking and car parks.	None required
		<i>Does the reference to P&amp;R at the Leisure Centre imply using the existing area or laying out the adjacent derelict area?</i>	Representation not specific to Actions in LHS Action Plan		

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		<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 LHS Action Plan. This representation should be submitted/considered through the review of the IDP (Infrastructure Delivery Plan), LDP commencing late Spring 2020 (Parish and Town Councils to engage in this process)</p> <p>Action LHS1</p>	<p>The adopted Masterplan SPD promotes a whole Maldon offer to tourists, visitors, employers, employees and the community. The Masterplan 'Intermediate Study' 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 Reference.</p>	<p>None required</p> <p>None required</p> <p>None required</p> <p>Change Action LHS1</p>

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				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	
Janet Hall	Steam Tug Brent Trust	<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>	Representation specific to Masterplan	Noted. Identified in Masterplan SPD, Project 2 LHS Improvements seeks to address the representation.	None required
		<i>LHS needs to express vibrancy and prosperity. Tidy up decrepit shop fronts, large fascia signs and shabbiness with grants.</i>	Action LHS1	The proposed Focus Group (LHS1) (including High St businesses) will facilitate proposals for change to achieve tangible results.	None required
		<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. Supports events/attractions at LHS and redesign of the area and cycle routes/trails for pedestrian and cycle access. Suggests cycle hire.</i>	Actions LHS2 and LHS4	The additional comments are supportive of the LHS Action Plan to improve the retail offer and increase footfall.	None required
		<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>	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
		<i>Supports 'park and stride' from Prom Park car park to link with LHS</i>  <i>LHS needs a buzz – interpret retail</i>		The additional comments are a basis to support the LHS Action Plan and its	None required

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		<i>history and Maldon businesses (salt/jam), displays in shop windows, loan from Museums for displays.</i>	Action LHS6	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 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</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 will attract new businesses. Not everyone drives into town. The High Street serves a wide community.</p> <p>LHS Residential use is at</p>	<p>None required</p> <p>None required</p> <p>None required</p>

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		<p><i>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 centre and favours traffic taking people along the High Street to see what is there.</i></p>	<p>Action LHS4</p> <p>Action LHS4</p> <p>Actions LHS2 and LHS4</p> <p>Actions LHS6 and LHS7</p>	<p>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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David Smye	The Maldon Society	<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>	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
		<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>			
		<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>			None required
		<i>Support for diversification and adaptation of premises through the proposed Focus Group. Planning Services must be open to bold and innovative proposals that could</i>	Action LHS7	MDC has committed to informing the proposed Focus Group of any development proposals on	None required



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		<p><i>enhance the visitor experience.</i></p> <p><i>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.</i></p> <p><i>Designate Hythe Quay and Heybridge Basin 'Heritage Harbour' status</i></p> <p><i>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 far-reaching impression upon users and potential users and visitors.</i></p> <p><i>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 many signs generate clutter, too little and people are lost and disorientated.</i></p>	<p>Actions LHS1, LHS2, LHS4, LHS6</p> <p>Actions LHS1, LHS2, LHS4</p>	<p>the High Street.</p> <p>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 domesticated the area.</p> <p>Not within the gift of a draft LHS action plan</p> <p>Supports the objectives of the overarching Masterplan to link the High Street with activities at <u>Prom Park</u> and Hythe Quay via LHS</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 by walking cycling</p> <p>The additional comments are a basis to support the</p>	<p>None required</p> <p>None required</p> <p>None required</p> <p>None required</p> <p>None required</p>



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				LHS Action Plan and its intention to facilitate more public art, heritage trails, street events and festivals through the Focus Group (LHS1)	