



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

**to
STRATEGY AND RESOURCES COMMITTEE
24 NOVEMBER 2020 (SPECIAL MEETING)**

**NORTH QUAY DEVELOPMENT BRIEF SUPPLEMENTARY PLANNING
DOCUMENT**

1. PURPOSE OF THE REPORT

- 1.1 Following public consultation between February and March 2020, this report seeks the Committee's acknowledgement of the corresponding Consultation Statement and recommends that the North Quay Development Brief be adopted as a Supplementary Planning Document (SPD) in line with the Local Development Scheme (LDS) 2019-2021.

2. RECOMMENDATION

That the North Quay Development Brief be adopted as a Supplementary Planning Document (SPD).

3. SUMMARY OF KEY ISSUES

- 3.1 The Maldon and Heybridge Central Area Masterplan (the CAMP) was adopted by the Council as a Supplementary Planning Document (SPD) in December 2017. The Masterplan has 18 projects to deliver economic growth and environmental enhancements over the next 10 years.
- 3.2 The Masterplan is aligned with Strategic Policy S5 Maldon and Heybridge Central Area within the adopted Local Development Plan (LDP).
- 3.3 Page 55 of the CAMP states:

“The priority for North Quay will be to ensure new developments and regeneration proposals deliver new jobs through employment generating mixed-use development. With good links to the town centre and improving amenities in the wider area, residential uses are likely to play an important role in helping to deliver improved pedestrian access and environmental quality of the quayside environment [‘residential uses’ in the context of Project 6 North Quay in the Masterplan relates to the extant Sadd’s Wharf mixed use development for 93 residential units plus B1 and D1 uses]. A new generous quayside walk, flanked by commercial uses, is a long-term aspiration which would complement improvements to riverside connections on the south side of The Chelmer. Such a route would enable key sites including Sadd’s Wharf and the Heybridge Creekside environment to be far better connected.”

Improvements to these connections are considered particularly important in the context of the planned strategic housing growth north of Heybridge. There is a longstanding aspiration to improve physical linkages between Heybridge and The Causeway and Maldon. Major new development proposals along the North Quay should contribute to delivering improvements to access and connectivity.”

- 3.4 To deliver the CAMP around North Quay, the Council agreed to prepare a Development Brief to aid its regeneration. This intent is set out in paragraph 26 of the Council’s statutory LDS 2019 - 2021, which details which policy and guidance documents will be prepared and by when.
- 3.5 The Development Brief has been prepared collaboratively with business and stakeholder engagement following their input to the CAMP SPD; in-house specialist input and from external agencies and organisations that are statutory consultees.
- 3.6 To ensure the key priorities are achieved as set out in Project 6 North Quay in the CAMP, the North Quay Development Brief incorporates five CAMP projects:
 - Project 6 – North Quay Regeneration;
 - Project 7 – Heybridge Creek Connection;
 - Project 8 – The Causeway Corridor;
 - Project 9 – Heybridge Creek Improvements;
 - Project 12 – The Causeway Strategic Flood Risk Review.

4. PUBLIC CONSULTATION

- 4.1 The Strategy and Resources Committee approved the public consultation on the draft North Quay Development Brief on 29 January 2020.
- 4.2 The consultation lasted six weeks and involved the engagement of the public, businesses, statutory bodies and other key stakeholders including Essex County Council (ECC) and the Maldon Harbour Improvement Commissioners.
- 4.3 The full details of the consultation are set out in the Consultation Statement (**APPENDIX A**) and Strategic Environmental Assessment and Habitat Regulation Assessment Screening Opinion Environmental Report (**APPENDIX B**).

4.4 Summary of Responses and Remedial Actions

- 4.4.1 Overall, there is support for the North Quay Development Brief from the representations received to deliver land-based employment led regeneration, improve connectivity, promote sustainable transport and enhance the environment (public realm and landscape) within the North Quay defined area. Consultees referred to strategic policy guidance within the draft South East Marine Plan, Essex Minerals and Waste Plan to include and helpful design guidance within the Essex Design Guide (Commercial Buildings Theme), ECC Sustainable Drainage System (SuDS) Guidance and ECC Sustainable Travel Guidance that have been included in relevant sections. Reference to the approved Air Quality Management Area Action Plan and the approved Causeway Corridor Landscape and Public Realm Strategy are also helpful

documents to include to inform development proposals and any relevant developer contributions.

- 4.4.2 An update to the developer contributions section is included for RAMS (Recreational Avoidance Mitigation Strategy) recommended by ECC and the progress made by the Council with CIL (Community Infrastructure Levy) since the public consultation during February and March 2020. Reference to the Council's Prosperity Strategy and its focus to promote allocated employment land and support business innovation and enterprise are included to address consultee comments to promote the North Quay and stimulate developer and public sector interest to regenerate the area.
- 4.4.3 Following consultation with statutory consultees (Environment Agency, Historic England and Natural England) under the Strategic Environmental Assessment and Habitat Regulation Assessment Screening Opinions, it was concluded that a Strategic Environmental Assessment would not be required. The Habitat Regulation Assessment Screening Report concludes there is no likely significant effect from the policy on the integrity of applicable Habitat Sites or their favourable conservation objectives. However, given the proximity of the North Quay to designated habitats, all development projects within the North Quay defined area will need at least a Habitat Regulations Assessment Screening completed, in consultation with Natural England, to rule out likely significant effects. This is made clear in the relevant section.

5. CONCLUSION

- 5.1 The North Quay Development Brief provides a planning, infrastructure provision and design framework to bring development forward to regenerate the North Quay defined area and satisfy the strategic policy requirements set out in the adopted LDP and the CAMP SPD.
- 5.2 The North Quay Development Brief will give greater certainty and assistance to businesses, developers, agents, landowners and land promoters in working up planning applications for development proposals in the North Quay defined area. The Brief will be a material consideration for decision makers in the assessment and determination of planning applications or appeals.

6. IMPACT ON STRATEGIC THEMES

- 6.1 The adopted LDP and Maldon and Heybridge Central Area Masterplan SPD support the Strategic Theme of Prosperity as set out in the Corporate Plan to deliver strategic employment sites in accordance with the LDP and to engage efficiently and effectively with businesses.
- 6.2 The adopted LDP and Maldon and Heybridge Central Area Masterplan SPD support the Strategic Theme of Place as set out in the Corporate Plan for sustainable growth and new infrastructure.

7. IMPLICATIONS

- (i) **Impact on Customers** – Preparation of local development documents in a timely manner provide customers with a robust framework for preparation and submission of planning applications
- (ii) **Impact on Equalities** – Refer to Equality Impact Assessment (**APPENDIX C**).
- (iii) **Impact on Risk** – Supplementary Planning Documents help to de-risk the planning process by providing clarity on how LDP policies and others SPDs should be interpreted. Effective documents hold material weight in the planning process and will capture benefits and opportunities from development proposals.
- (iv) **Impact on Resources (financial)** – The Brief underpins adopted strategic policy direction and consequent opportunities for funding. Planning applications will be submitted with Planning Performance Agreements.
- (v) **Impact on Resources (human)** – The Brief has been prepared in-house and programmed into internal work plans.
- (vi) **Impact on the Environment** – The Brief promotes sustainable development and environmental enhancement.
- (vii) **Impact on Strengthening Communities** - None identified.

Background Papers:

Maldon District Local Development Plan (2014-2029) www.maldon.gov.uk/ldp

Maldon and Heybridge Central Area Masterplan SPD 2017 www.maldon.gov.uk/SPD

Local Development Scheme (February 2019 – February 2021)

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

Draft North Quay Regeneration Development Brief

https://www.maldon.gov.uk/info/20048/planning_policy/8114/other_local_plan_documents/10

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