

**Table 1: 18 CAMP Projects’ progress as mechanisms for change/positive change presented to PPWG 14 March 2024 and at All Member Briefing 16 October 2024**

Projects delivered/or moved into BAU	Projects in progress	Delivered
<ul style="list-style-type: none"> <li>• <b>Lower High Street Action Plan</b> <ul style="list-style-type: none"> <li>○ Lower High Street Action Plan, MDC – approved by Council June 2020</li> <li>○ BAU via Member led High Street Focus Group</li> </ul> </li> <li>• <b>The Causeway Strategic Flood Risk Review</b> <ul style="list-style-type: none"> <li>○ The Causeway Strategic Flood Risk Review, ECC/MDC 2021</li> </ul> </li> <li>• <b>North Quay Regeneration</b> <ul style="list-style-type: none"> <li>○ North Quay Development Brief SPD, MDC – adopted by Council December 2020</li> </ul> </li> <li>• <b>Butt Lane Car Park Enhancements</b> (Market review, visitor signage and information point)</li> <li>• <b>The Causeway Corridor</b> <ul style="list-style-type: none"> <li>○ The Causeway Landscape and Public Realm Strategy, MDC 2021</li> </ul> </li> <li>• <b>England Coast Path and Northey Island Connectivity</b> – routes ratified by ECC/NE, signage installed, and path improvements implemented</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Enterprise Centre</b> – requires Gateway Review</li> <li>• <b>Heybridge Creek Connection</b> – M&amp;H LCWIP</li> <li>• <b>Heybridge Creek Improvements</b> – Houseboat review commenced</li> <li>• <b>Maldon Riverside Path</b> – M&amp;H LCWIP</li> <li>• <b>Upper High Street Improvements</b> <ul style="list-style-type: none"> <li>○ Air Quality Management Area (Market Hill) Action Plan Measures – approved by Council June 2020</li> <li>○ Voluntary Clean Air Zone commenced June 2024</li> </ul> </li> <li>• <b>Destination Hub</b> – requires Gateway Review</li> <li>• <b>Hythe Quay Improvements Initiative</b> – with MHCLG (formerly DLUHC) bid</li> <li>• <b>Promenade Park Management Plan</b></li> <li>• <b>The Street and Bembridge Industrial Estate</b></li> <li>• <b>Blackwater Estuary Moorings</b></li> <li>• <b>Wyndham Heron and The Roothings</b> – in LDP Review Call for Sites</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leigh Industrial Estate</b> <ul style="list-style-type: none"> <li>○ Site redevelopment delivered by private investment – now called ‘Maldon Trade Park’</li> </ul> </li> </ul>

Figure 1. Extract Strategic Policy S5 'Maldon and Heybridge Central Area' Key Projects, para 2.82, page 39, LDP, presented to PPWG 14 March 2024

## Key Projects

Entire Masterplan Area  
Entire Masterplan Area  
Entire Masterplan Area

**Improved connectivity** (between the 3 sub-areas)  
**Riverside access** (public access improved and delivered)  
**Vocational training and skills** (feasibility of improved and increased education and training provision)

Maldon Central Area  
Maldon Central Area  
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Maldon Central Area  
Maldon Central Area

**Town Market** (provision of permanent high quality town centre market)  
**Lower High Street** (feasibility of street market and/or promotion of food and drink quarter)  
**Car Park Review** (Effective town centre car park management and usage)  
**The Hythe 1** (Increased leisure provision e.g. café/restaurant facility and associated retail uses)  
**The Hythe 2** (Improved boating access and mooring facilities)

Leisure Quarter

**Promenade Park Visitor Centre** (provision of multi-use hub in the park to provide exhibition and conference space; café/restaurant facility; parks'office space; associated retail; evening uses; and other community functions)

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**Leisure Quarter 1** (Increased leisure uses with associated retail use)  
**Leisure Quarter 2** (investigate feasibility of a park and ride facility to improve public transport connectivity between the Leisure Quarter and the Town Centre)

Causeway Regen' Area

**The Causeway and Sadd's Wharf** (In line with other LDP policies, employment led mixed use development incorporating a range of employment generating uses such as: leisure, recreation, retail, hotel accommodation and modern office space)

Extract: Policy S5 Maldon and Heybridge Central Area, page 36, LDP – the 10 Principles informing CAMP Project Objectives

**Policy S5**  
**The Maldon and Heybridge Central Area**

The Central Area incorporates Maldon Central, the Causeway Regeneration Area and the Leisure Quarter. The Central Area will continue to act as the focal point within the District for retail, commercial, industrial, community and tourism activities. It will be a thriving and vibrant destination that has strong connections with surrounding areas and is supported by its heritage assets, waterways and green spaces. The development and regeneration strategy for the Central Area comprises the following:

- 1) Development and regeneration will take place having regard to a masterplan endorsed by the Council;
- 2) Maldon Town Centre will be promoted as a market town that serves a wider rural catchment area. Proposals for retail, office, housing, community, leisure uses and other town centre uses will be supported where they contribute to regeneration and diversification of the centre. The provision of a high quality market will be encouraged and supported;
- 3) Renewal of the Causeway Regeneration Area to improve the supply of high quality Use Class B floorspace (commercial and industrial), and increase employment. This will include the provision of: modern workspaces suitable for small and medium sized enterprises; start-up units; support for existing businesses that are seeking to expand and mixed-use developments which enable significant numbers of jobs to be created;

Retain the role of the Central Area as a tourist, arts and cultural centre, offering a range of accommodation and visitor attractions and facilities;

- 5) Increase public access next to, and enhance the setting of the riverside to create a vibrant environment that incorporates a range of uses;
- 6) Maintain and encourage the wider use of walking and cycling across the area through an improved public realm and improved linkages and connectivity between the town centre, the Causeway, the Hythe, and the Leisure Quarter and other key attractions;
- 7) Preserve and enhance the quality of the historic character including the built environment, archaeology and historic skyline within the context of its riverside, estuarine and rural location;
- 8) Actively manage traffic and visitors to the town and surrounding area through enhanced public transport provision and the use of effective car park management;
- 9) Protect the sensitive environmental relationship between the Central Area and the adjacent environmentally designated areas including the River Blackwater and Chelmer and Blackwater Navigation; and
- 10) Minimise all forms of flood risk and ensure that flood infrastructure are effectively managed.

**Acronym Key:**

BAU	Business As Usual
CAMP	Central Area MasterPlan
DLUHC	Department for Levelling Up, Housing and Communities
ECC	Essex County Council
LDP	Local Development Plan
M&H LCWIP	Maldon and Heybridge Local Cycling and Walking Infrastructure Plan
MDC	Maldon District Council
MHCLG	Ministry of Housing, Communities and Local Government
NE	Natural England
PPWG	Planning Policy Working Group
SPD	Supplementary Planning Document