

**Site Visit 1 Maldon Central** led by JL and AK (Market Town / High St and link to Hythe Quay)

**11am** Meet at top of Market Hill junction with High St (benches by red telephone kiosks opp. Town Hall)

**1pm** Ends at bottom of Market Hill via Downs Road and Chandlers Quay to Fullbridge

**Where are we going?**



**Project 1 Upper High Street Improvements, pages 34-35, Masterplan SPD**

**Project 3 Butt Lane Car Park Enhancements, page 37, Masterplan SPD (Complete Project/BAU)**



**Project 2 Lower High Street Improvements, pages 36 and 37, Masterplan SPD**



Project 4 Hythe Quay Improvements Initiative, pages 40 and 41, Masterplan SPD

RIVERFRONT  
4.5 THE MALDON RIVERSIDE ROUTE  
PROJECT 5



Project 5 Maldon Riverside Path pages 44 and 45, Masterplan SPD

**Supporting LDP Policy S5 objectives**

Entire Masterplan Area	<b>Improved connectivity</b> (between the 3 sub-areas)
Entire Masterplan Area	<b>Riverside access</b> (public access improved and delivered)
Maldon Central Area	<b>Town Market</b> (provision of permanent high quality town centre market)
Maldon Central Area	<b>Lower High Street</b> (feasibility of street market and/or promotion of food and drink quarter)
Maldon Central Area	<b>Car Park Review</b> (Effective town centre car park management and usage)
Maldon Central Area	<b>The Hythe 1</b> (Increased leisure provision e.g. café/restaurant facility and associated retail uses)
Maldon Central Area	<b>The Hythe 2</b> (Improved boating access and mooring facilities)

**Masterplan Projects to deliver LDP Policy objectives**

Project 1	Upper High Street Improvements, Maldon
Project 2	Lower High Street Improvements Action Plan, Maldon
Project 3	Butt Lane Car Park Enhancements, Maldon
Project 4	Hythe Quay Improvement Initiative, Maldon
Project 5	Maldon Riverside Path, Maldon

**What you will see and discuss****Air Quality Management Area (Market Hill) Action Plan 2020-25, approved by Council June 2020 -**

Clean Air Route consultation by MDC EH with residents (April 2024) - congestion and only access to town centre car parks from north of District over Fullbridge (from Heybridge, Great Totham and wider area)

Historic High Street, 800m long, dominated by vehicle movement – shared space scheme Market Hill junction with High Street (**Project 1 Upper High St Improvements**), more room for pedestrians and cyclists (picked up by dMDFTS as priority project and M&H LCWIP for cycle stands and wider pavements for pedestrians with prams, buggies, wheelchairs/mobility scooters)

A diverse High Street offer (on-line shopping and Covid have changed traditional High Streets - loss of retail offer and everyday services - 6 banks closed in last few years, ex-bank buildings filled with more 'nail salons and barbers', takeaways and food and drink outlets/bars dominating new uses). Should we accept less of the High St as 'primary retail frontage' through policy? - AK to talk about High St use review.

Vacant buildings along entire length of High Street now – pre-Covid and when Masterplan adopted it was only the Lower High St (between Wantz Road and Mill Road) that had a high vacancy rate.

Projects delivered in first five years and business as usual (BAU): Lower High St Action Plan (Project 2) implementation overseen by Member-led High Street Focus Group and new Maldon Market (delivered by UKSPF) – **Project 3 Butt Lane Car Park Enhancements**

Lower High St is the 'gateway' from High St to Hythe Quay and Promenade Park (Leisure Quarter) offer (and vice versa from Hythe Quay and Promenade Park to the historic High Street/town centre offer) supported by **Lower High Street Action Plan, approved by Council June 2020**

**MDC Assets at Hythe Quay** - Redundant River Bailiff Hut and old Classroom – re-use to support tourism/culture experience to improve community and visitor experience – supported by LUF 'culture' bid June 2022 (unsuccessful).

Hythe Quay pedestrian area levels – improve public realm for pedestrians and cyclists that currently compete with car parking and car manoeuvres to and from the Hythe Quay (supported by LUF 'culture' bid June 2022 and LU allocation for culture 2024) – move car parking to highway side and introduce public EV charging on MDC asset.

Waterside access / N1 Cycle Route connecting to Fullbridge and England Coast Path walking route around entire District coastline (**Project 5 Maldon Riverside Path**)

**Task: If a first-time visitor to the town, how would you know there is a wonderful quay, with potential new uses for 'local' food and drink offer (heritage food – oysters, seafood, beer and wine)**

**and waterside park a stone's throw away. What do you think of the town centre signage to the Leisure Quarter from the High Street?**

**Site Visit 2 Leisure Quarter (JL and LS)**

**11am** Meet at Coach Park, Park Drive/Mill Road corner

**1pm** Leave via Church Road, to Lower High Street or back to car park

**Where are we going**

- |     |                          |   |                    |   |                                                         |   |                                |
|-----|--------------------------|---|--------------------|---|---------------------------------------------------------|---|--------------------------------|
| --- | Key pedestrian route     | ■ | Existing buildings | — | England Coast path                                      | ■ | Sports areas                   |
| Ⓟ   | Permanent parking        | ■ | Playing areas      | Ⓟ | Park and Ride                                           | ■ | Attractive places              |
| Ⓞ   | Overflow parking         | ■ | Sports areas       | Ⓞ | Campsite                                                | ■ | Parking space                  |
| Ⓨ   | Yacht club and boat park | ■ | Attractive places  | Ⓟ | Permanent parking                                       | ■ | Camping ground                 |
|     |                          | ■ | Parking space      | ✗ | Removal of parking and reinstatement of park open space | ■ | Destination Hub area of search |



Above: Existing and proposed new leisure quarter at Promenade park.

**Supporting Policy S5, LDP Objectives**

Entire Masterplan Area	<b>Improved connectivity</b> (between the 3 sub-areas)
Entire Masterplan Area	<b>Riverside access</b> (public access improved and delivered)
Leisure Quarter	<b>Promenade Park Visitor Centre</b> (provision of multi-use hub in the park to provide exhibition and conference space; café/restaurant facility; park rangers' office space; associated retail; evening uses; and other community functions)
Leisure Quarter	<b>Leisure Quarter 1</b> (Increased leisure uses with associated retail use)
Leisure Quarter	<b>Leisure Quarter 2</b> (investigate feasibility of a park and ride facility to improve public transport connectivity between the Leisure Quarter and the Town Centre)

**Masterplan Projects**

Project 15	Destination Hub, Maldon – No funding or strategy
Project 16	Promenade Park Management Plan, Maldon – Damian Spring progressing this project
Project 17	Blackwater Estuary Moorings, Maldon – LUF bid (unsuccessful) dMDFTS potential project
Project 18	England Coast Path and Northey Island Connectivity, Maldon/Heybridge – project complete

**What you will see and discuss (entire MDC asset)**

Coach car park (to support visitor economy) and Maldon Museum offer (as attraction in Leisure Quarter)

Main car park – Promenade Park as a long stay 'town centre' status car park (**Car Parking and Traffic Management, pages 20 and 21, Masterplan SPD**) supporting:

- Park & Ride, Park and Stride (to and from town centre)
- town centre business community (who currently pay up to £8 per day to park in the main town centre car parks)
- the visitor economy with coach parking allocation

Park & Stride and Park & Ride for sustainable movement and connectivity and to manage vehicle congestion in the town (**Movement and Connectivity Framework, pages 18 and 19, Masterplan SPD**).

Promenade Park should have low level lighting and improved signage to and from main car park and coach car park for all year-round use of the park and to connect to town centre by Park & Ride or Park & Stride (**Movement and Connectivity Framework, pages 18 and 19, Masterplan SPD**)

The main car park should be formalised to individual spaces and become a long stay car park to ease pressure on town centre car parks and to support employment in the town (**Car Parking and Traffic Management, pages 20 and 21, Masterplan SPD**)

Competing demands on the park from car parking, sport facilities (cricket, football), attractions (Splash Park, Galleon, Adventure Golf, Petting Zoo, England Coast Path etc) plus Events calendar (Fireworks, Markets, Car shows, Smoke and Fire, Oyster Festival etc) – (**Project 16 Prom Park Management Plan**)

Awkward exit out of Promenade Park conflicting with tip access/exit and entrance to Park Drive Gym

Tip and Depot – relocation to free up for visitor attractions (see Area Strategy image above)

Mooring facilities to arrive on water/waterside access (**Project 17 Blackwater Estuary Moorings**) to encourage more day trips by water.

England Coast Path route (and its continuation via Hythe Quay and on to Fullbridge) (**Projects 18 ECP and Northey Island Connectivity**)

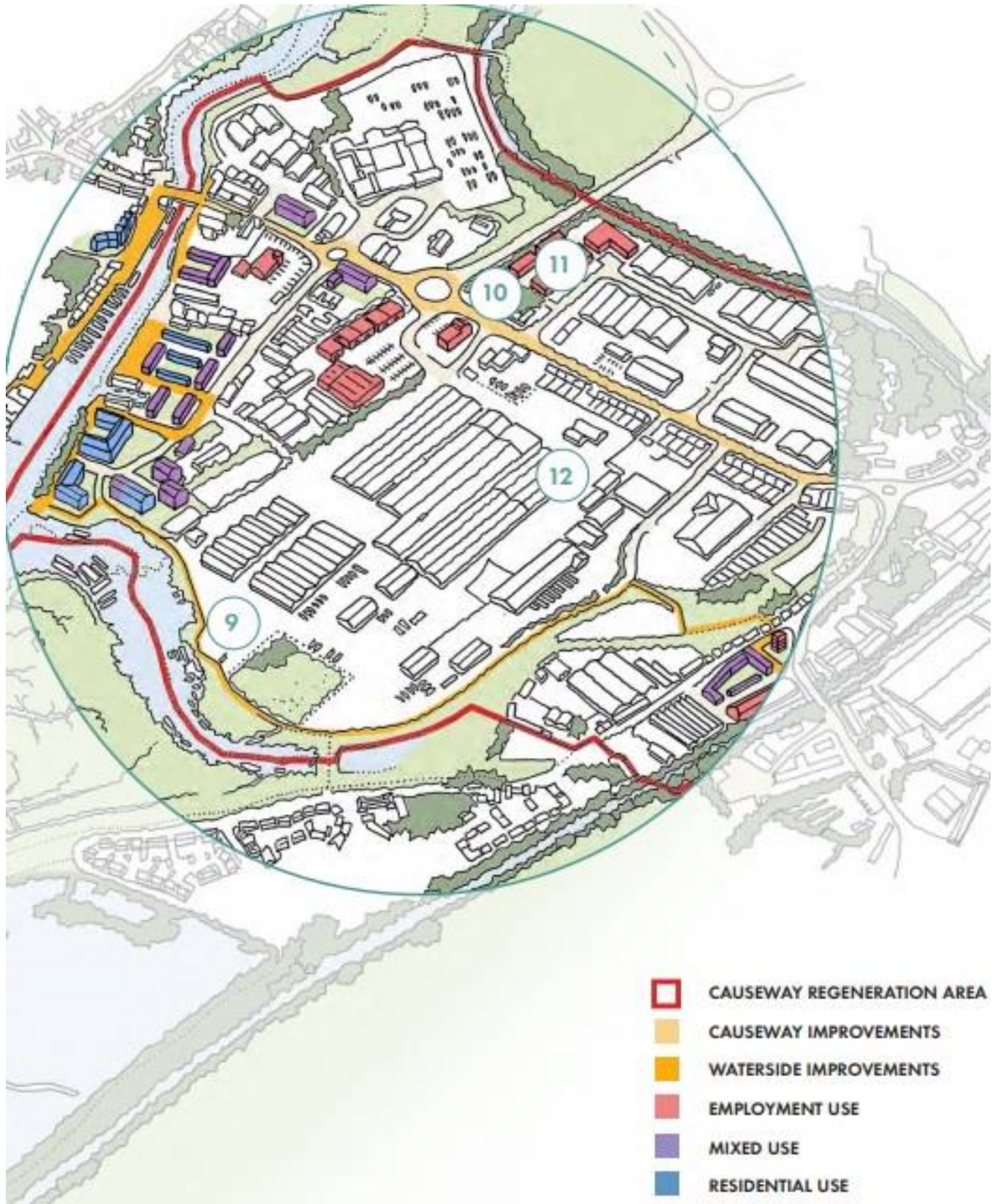
New building to interpret culture, flora, fauna of the District and including a top-quality restaurant for all year round use, enable accommodation and attractions bookings (digital), offer community space and replace 'out of date toilet block' (**Project 15 Destination Hub**)

**Task: If you are visiting for the first time - Where is the High Street? What do you think of the signposting and messaging that there is a fantastic town centre and high street offer a stone's throw away, walking on the ECP or cycling to visit the wider coast and countryside of the District?**

**Site Visit 3 Causeway Regeneration Area (JL and LS)**

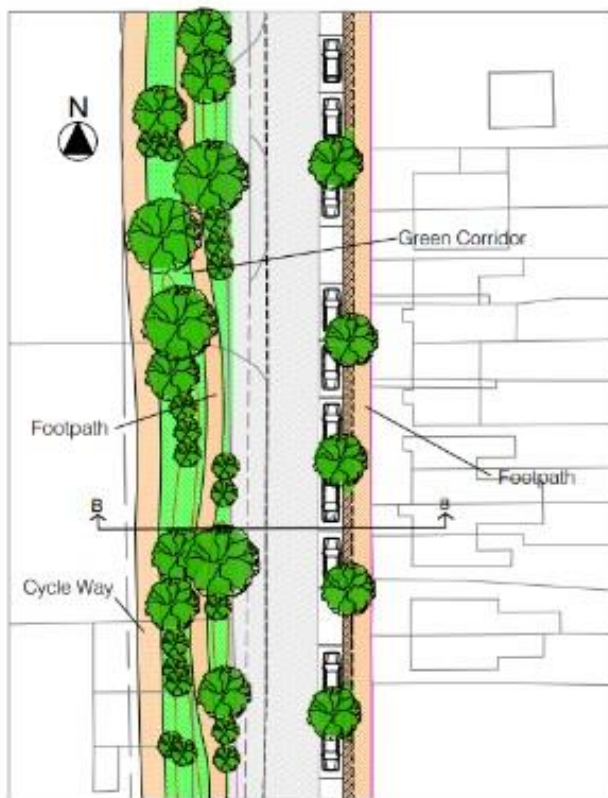
11am - Meet at Fullbridge - park in Blackwater Retail Park or Tesco car parks (first 3 hours are free).  
 1pm - Leave via The Causeway (where parked)

**Where are we going?**

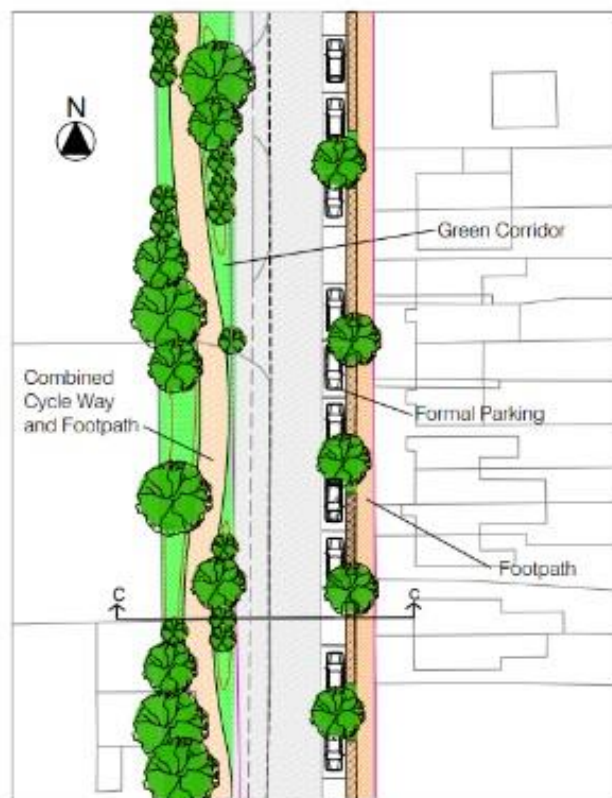




Development Framework, page 24, Masterplan SPD



2: Option 1: Segregated Pedestrian and Cycleway Network



3: Option 2: Combined Pedestrian and Cycleway Network

Causeway Landscape and Public Realm Strategy, page 10 - complete project (Project 8 Causeway Corridor) – picked up by dMDFTS (priority projects delivery plan) and M&H LCWIP



**Supporting Policy S5, LDP Objectives**

Entire Masterplan Area	<b>Improved connectivity</b> (between the 3 sub-areas)
Entire Masterplan Area	<b>Riverside access</b> (public access improved and delivered)
Entire Masterplan Area	<b>Vocational training and skills</b> (feasibility of improved and increased education and training provision)

Causeway Regen' Area	<b>The Causeway and Sadd's Wharf</b> (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)
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**Masterplan Projects**

Project 6	North Quay Regeneration, Maldon (North Quay Regeneration Brief SPD completed)
Project 7	Heybridge Creek Connection, Heybridge
Project 8	The Causeway Corridor, Heybridge (Landscape and Public Realm Strategy completed)
Project 9	Heybridge Creek Improvements, Heybridge
Project 10	Enterprise Centre, Maldon/Heybridge?
Project 11	Leigh Industrial Estate, Maldon/Heybridge (completed with private investment)
Project 12	The Causeway Strategic Flood Risk Review, Heybridge (completed)
Project 13	Wyndham Heron and The Roothings, Heybridge
Project 14	The Street and Bembridge Industrial Estate, Heybridge

**What you will see and discuss**

Successful redevelopment to regenerate the area (Lidl, Blackwater Retail Park, Travelodge, Hunter's Garage redevelopment)

Need identified to lift the profile of the District's main employment area (unsafe roads for walking and cycling and poor public realm) – see approved (via planning condition on Travelodge) **Causeway Landscape and Public Realm Strategy, 2020**

Employment-led 'redevelopment and regeneration sites' (**Development Framework, page 24, Masterplan SPD**) – see 'h' mixed use redevelopment of Hunter's Garage site (residential and commercial units). **North Quay Regeneration Area Development Brief SPD** (Project 6)

Redevelopment and regeneration sites (housing) – put forward through Call for Sites consultation, LDP Review (**Projects 13 Wyndham Heron and The Roothings**)

Transport related improvements (poor transport connections are holding the area back from regenerating):

- Maldon Link Road/Hatfield Peverel Bypass to connect to new Junction 21, A12 is gaining traction
- Delivery plan to dMDFTS could prioritise projects in the Masterplan area
- M&H LCWIP could attract funding for improved walking and cycling on The Causeway connecting Maldon and Heybridge.
- M&H LCWIP could also support tourism related connections on the ECP via Heybridge Creek, also connecting Maldon and Heybridge by the coast route (Project 7 Heybridge Creek Connection and Project 8 Causeway Corridor).

The Causeway SFRA (completed project (**Project 12 Causeway Strategic Flood Risk Review**) is currently co-working with MDC Climate Action Lead, to introduce 'rain gardens' as a flood resilience measure.

**Task: Do you think new retail development outside of the High Street has impacted on the High Street offer? What do you think could uplift the employment area's profile?**

New Evidence via LDP Review:

Employment Land and Premises Study (published ??) retain Causeway as employment land?

Maldon District Strategic Flood Risk Assessment (published ??)

Draft Maldon District Future Transport Strategy, ECC, June 2023

Draft routes for Maldon and Heybridge Local Walking and Cycling infrastructure Plan, April 2024

**Acronym Key:**

AK	Planning Policy Officer
BAU	Business As Usual
CAMP	Central Area MasterPlan
dMFDTS	draft Maldon District Future Transport Strategy
ECC	Essex County Council
ECP	England Coast Path
EH	Environmental Health
EV	Electric Vehicle
JL	Principle Place Officer
LDP	Local Development Plan
LU	Levelling-Up
LUF	Levelling-Up Fund
LS	Planning Policy Officer
M&H LCWIP	Maldon and Heybridge Local Cycling and Walking Infrastructure Plan
MDC	Maldon District Council
NE	Natural England
SPD	Supplementary Planning Document