

DRAFT

Promenade Park Management Plan
Project Delivery Design Catalogue

November 2025

Contents

As set out within the Maldon & Heybridge Central Area Masterplan November 2017 and the Promenade Park Management Plan 2025, a programme of projects have been identified to enhance and improve Promenade Park.

The purpose of this document is to maintain design quality and coherence across all projects delivered under the Promenade Park Management Plan by providing reference guidance for elements of new and existing features, furniture & fixtures. Its is a guide to help assist in shaping the style and design of Promenade Park during its transformation over time, now and in the future.

This Design Guide is based on core principles that support and complement these strategic goals.

- Sustainability
- Inclusivity
- Accessibility
- Heritage preservation
- User experience.

Together, these principles provide a strong foundation for delivering designs that are meaningful, future-proof, and community-focused

Maldon District Council is a local authority with the vision: “Where quality of life matters.” The Corporate Plan sets out the Council’s priorities for the next three years:

- Supporting our communities
- Investing in our district
- Growing our economy
- Protecting our environment
- Delivering high-quality services

The term of Quality of Life highlights the need for inclusive and accessible spaces that promote health, well-being, and community engagement. Sustainable Development ensures environmentally responsible design choices that build resilience and reduce ecological impact. Efficient Resource Management supports sustainability by encouraging innovative, cost-effective solutions that deliver value without compromising quality. Community Engagement reinforces inclusivity, ensuring that diverse voices shape spaces that reflect local needs and aspirations. Finally, Investment in Local Services connects to heritage preservation and user experience by maintaining and enhancing parks and open spaces, safeguarding cultural identity, and creating enjoyable, functional environments for all.

A10 – Promenade Park Management Plan Project Delivery Design Catalogue

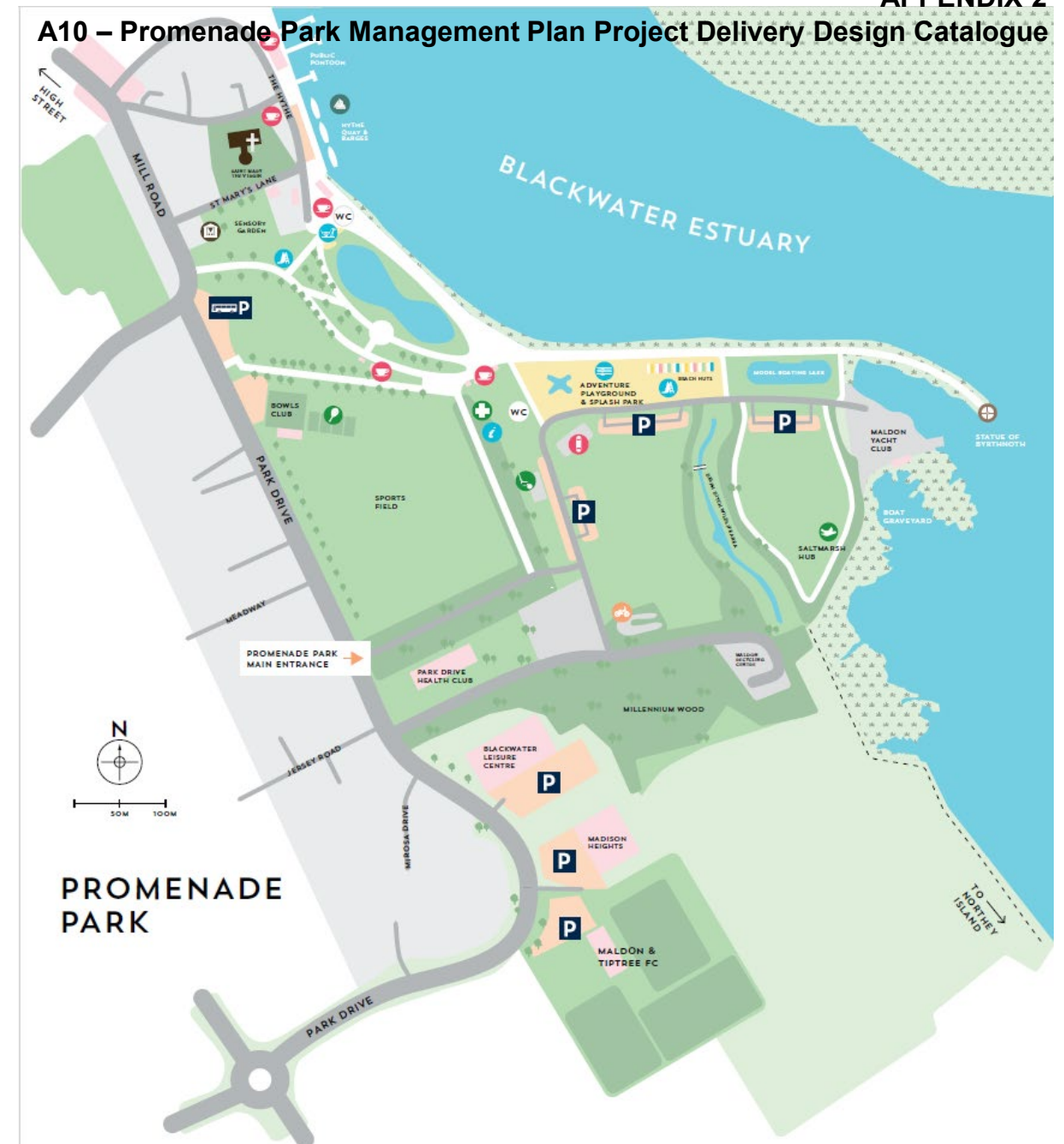
2. Park Context & Vision

Park Identity & Character

Promenade Park in Maldon is a historically significant and highly valued open space, serving as a key social, asset for the town. Situated within the Leisure Quarter, alongside Hythe Quay, it is Maldon's main tourist attraction, spanning 28 hectares. It offers diverse amenities, including wildlife habitats, sports clubs, tourist concessions, and hosts music and sporting events, creating a vibrant space with something for everyone.

'Promenade Park - the park has multiple roles, all of which are important for the town. It forms a green lung creating a break from the urban, built fabric of the town. It is also a major resource for both informal and formal recreation, whilst also contributing significantly to flood risk management and biodiversity. Meanwhile it is a sub-regional visitor attraction and tourist destination. Regenerating the green infrastructure and beauty of the park is a priority to ensure the park continues to deliver on all its roles'

Maldon and Heybridge Central Area Masterplan November 2017



RIVERFRONT
4.5 THE MALDON RIVERSIDE ROUTE
PROJECT 1

Context

The waterside setting of Maldon is one of its unique environmental assets and underpins the success of the town as a visitor destination. Promenade Park relies on this direct relationship, and the numerous small scale bostyards along the water's edge are a fundamental part of the town's character and heritage.

A walking route along the south, Maldon, side of the River Chelmer is largely in place but it is poorly signed, of a poor quality in some parts and linkages to it from the town centre could be improved.

Project name:

5. Maldon Riverside Path



A series of small scale interventions should be delivered to improve the legibility of, quality of and access to the Maldon Riverside Path. Particular opportunities include:

- Introduction of a unifying brand/treatment to the route which acts as a legible wayfinding and orientation tool to help strengthen the legibility of the route and make the route a more prominent feature on the visitor landscape of Maldon.
- Improved signage to and along the route, making use of heritage and character features to improve legibility and wayfinding.
- Specific interventions at key points along the route where the route is unclear. These include the link between Promenade Park and Hythe Quay, the



3. Design Standards & Requirements

Strategic Design References

The following adopted planning policies should be considered in all design.

[Maldon District Design Guide](#)

[Central Area Master Plan](#)

Corporate Branding

Materials & Finishes

Approved palettes for paving, signage and structures are referenced within this guide where available. However, careful consideration should also be given to the existing landscape character and the planning guidance documents outlined in this guide. Materials and finishes should complement their surroundings, respect local context and contribute to a cohesive, high-quality environment that reflects both functional requirements and aesthetic harmony.

The green paint used for the shelters in Prom Park and kiosks is a proprietary mix: HY 138.90, SL 103.20, XS 78.40, WH 29.50, known as Reeve Green.

Fonts and typeface

Use fonts consistent with Maldon District Council assets. Apply these fonts across all branding and documentation for consistency.

- **Primary fonts:** Josefin Sans, Glacial Indifference.
- **Secondary fonts:** Arial, Poppins.

Colour Palette

Incorporate colours already in common use by Maldon District Council. Emphasise **natural shades** to reflect the park's rural, coastal, and maritime heritage features:

- Primary colour(s): **Green (#486352)**
- Secondary colour(s): **Brown (#845340)**, **Blue 1 (#48b6d5)**, **Blue 2 (#3b597b)**, **Red 1 (#e83b51)**, **Red 2 (#8b1e03)**

Signage

- Predominantly green tones, with secondary colours drawn from the above palette.
- An **editable signage template** is available for use. Please contact the communications team.

Logo Usage

- All assets must feature the **Maldon District Council logo**.
- Where appropriate, include the **Visit Maldon District** logo (official tourism brand).

Reference material: [Maldon District Council style guide](#).

Name of asset

Riverside Park Skate Park



MDC logo

This skate park features a variety of ramps, jumps, rails and other obstacles for all ages and abilities. This is a dedicated space for skaters whether you're a pro or just starting out!

To help keep the area clean, tidy and safe for everyone to enjoy, please take your litter home or put it in the bin!

For your safety, this area is monitored by CCTV, Essex Police and Maldon District Council.

If you have any safety concerns, please call **01621 854477 (Maldon District Council)**, **101 (Police non-emergency)** or **999 (emergency)**.

To help maintain this skatepark, please follow our top tips:

- Skateboards, inline-skates and BMX bikes only.
- Users aged 8 years and under must be supervised at all times.
- Personal protective equipment is recommended.
- Be considerate of other users.
- Do not use when wet or icy.

Constructed by Bendcrete Skateparks to BSEN14974:2019 standard.

Main text area

Stylised artwork relevant to asset



Additional safety and feedback information

This area is inspected regularly and maintained by Maldon District Council. If you wish to provide any feedback, please go to maldon.gov.uk/contact.

More information about local parks can be found at www.visitmaldondistrict.co.uk

Secondary call to action



Social media information



Visit Maldon District logo

4. Spatial & Functional Guidelines

Integration with Existing Landscape

All new elements should be designed with careful consideration of their impact on and integration with the existing landscape. Surface materials must create a seamless and neutral floorscape that complements surrounding architecture and responds appropriately to the scale of the space.

A consistent palette of materials suited to the location will ensure cohesion between new and existing works.

Small-module paving on footways should generally be avoided unless there is a strong historical precedent.

When specifying construction materials, it is essential to consider future repair and maintenance requirements, including the availability of replacement materials.

Well-laid paving is fundamental to both the appearance and functionality of a street.

At corners and dropped kerbs, paving and ironwork should be designed to avoid awkward junctions with simplicity being key.

Schemes must allow for natural ground movement and settlement, particularly around trees, to ensure long-term durability and performance.

Accessibility & Inclusivity

Universal design principles, wayfinding and sensory considerations are to be considered with all designs. Consultation with local disability organisations and specialist access consultants is recommended where appropriate.

Circulation & Connectivity

Ensuring strong connectivity across the site is essential for creating an integrated and accessible environment. New installations should be planned with consideration for accessibility, enabling seamless connections to the existing network of paths. This approach enhances movement and wayfinding but also promotes inclusivity by providing equitable access for all users. By extending and linking pathways, the overall network becomes more cohesive, supporting both functional and recreational use.

5. Sustainability & Environmental Performance

Green Infrastructure

All development, provision or refurbishment should, where possible, add value to the green infrastructure network and make a positive contribution towards the townscape and form links with existing spaces to form green routes and networks accessible for all users.

Energy & Water Efficiency

All new installations should prioritise sustainable resource use by incorporating energy-efficient systems and water-saving measures. Where feasible, renewable energy sources such as solar panels should be integrated to reduce reliance on non-renewable power. Designs should also include features like low-energy, efficiency and smart management systems to minimise consumption.

Waste & Recycling Facilities

Provision for waste and recycling bins should be incorporated into all new installations to encourage responsible disposal and support sustainability goals. Bins should be clearly marked, easily accessible, and positioned in high-traffic areas without obstructing circulation routes.

6. Heritage & Cultural Sensitivity

Preservation of Historic Features

All new installations and developments should respect and preserve the historic character of the site. Existing heritage elements, such as structures, monuments, and landscape features, must be protected and integrated sensitively into design proposals. Any interventions should avoid physical or visual intrusion and use materials and styles that complement the historic context. Where necessary, consult with heritage specialists to ensure compliance with conservation standards and maintain the cultural significance of the area.

Interpretation & Storytelling

Designs should incorporate opportunities for incorporating narratives and storytelling that celebrate the cultural, historical, and ecological significance of the site. This can include interpretive signage, interactive installations, or platforms that share narratives in engaging and accessible ways. Storytelling should reflect local heritage and community values. Where possible, collaborate with local historians, cultural organisations, and community groups to develop content that resonates with visitors and fosters a deeper sense of identity.

7. Safety & Risk Management

- **Lighting & Visibility**

In accordance with BS 5489-1:2013, lighting in parks and open spaces should be designed to provide safe and comfortable visibility for all users. Pathways and public amenity areas should achieve a minimum average illuminance of 5 lux, with uniformity maintained to avoid dark spots and ensure consistent lighting levels, where possible. Lighting should enhance wayfinding and security.

Where possible, installations should incorporate solar to reduce reliance on non-renewable sources and support sustainability objectives. Energy-efficiency and smart controls are recommended to further reduce environmental impact and operational costs, while ensuring compliance with British Standards.

- **Play and Activity Areas**

Play areas should be designed and maintained in accordance with BS EN 1176 (Playground Equipment) and BS EN 1177 (Impact Attenuating Surfacing) to ensure safety and durability. These standards set out requirements for the design, installation, and inspection of equipment, addressing risks such as falls, entrapment, and structural stability. Protective surfacing must meet impact attenuation criteria based on the equipment's Critical Fall Height, reducing the risk of serious injury. Equipment should be age-appropriate, accessible, and installed with adequate free space and barriers where necessary.

- **Emergency Access Routes**

All access roads must remain unobstructed and clearly maintained to allow rapid entry for emergency services.



8. Planting Guidelines

- Planting should prioritise native species to support local ecosystems and maintain the character of the landscape.
- Designs should be mindful to enhance biodiversity by incorporating a variety of plants that provide habitats and food sources for wildlife.
- Species selection should focus on low-maintenance options that are resilient to local conditions, reducing the need for intensive care and resources.
- Additionally, planting schemes should offer seasonal interest, ensuring year-round visual appeal through a mix of flowering plants, foliage colour and structural variety.
- This approach creates sustainable, attractive and ecologically rich spaces that are practical and enjoyable for the community.

- **9. Project Delivery Requirements**
- **Design Review Process**

All projects must follow Maldon District Council's governance process which will include agreement and sign off by internal teams, members and other stakeholders as required.

- **10. Warranties & Maintenance**

All new installations must be supported by comprehensive maintenance schedules and warranty documentation provided by suppliers or contractors. Maintenance plans should outline routine inspections, cleaning, and servicing requirements to ensure safety, functionality, and longevity. Warranty documents must clearly state coverage periods, conditions, and procedures for repairs or replacements. These records should be stored centrally by the Asset Management Team and made accessible to relevant personnel for ongoing asset management and compliance.

9. Approved Furniture & Fittings

The agreed types of furniture should be used consistently across all new installations to main uniformity and should be anchored to the ground to prevent vandalism.

Seating & Benches	
Bins	
Cycle Park	
Beach Huts	

9.1 Seating & Benches

Item	Picnic Bench
Supplier	
Specification	
Model / Serial Number	



Item	Victorian Bench
Supplier	
Specification	
Model / Serial Number	



9.2 Bins

Item	Dual general and recycling Bin
Supplier	Glasdon
Specification	
Model / Serial Number	Nexus 200 or Jubilee Recycling bins



Item	Litter bin
Supplier	Glasdon
Specification	110
Model / Serial Number	Jubilee



9.3 Playpark Fencing & Gates

Item	Bow Top Fencing
Supplier	
Specification	
Model / Serial Number	

Item	Pedestrian Access Gate
Supplier	
Specification	
Model / Serial Number	

Item	Vehicular Access Gate
Supplier	
Specification	
Model / Serial Number	

- **10. Appendices**

- Appendix 1: Promenade Park Management Plan
- Appendix 2: Central Area Master Plan
- Appendix 3: Heritage Strategy
- Appendix 4: Corporate Brand Guide

Maldon District Design Guide Maldon District Design Guide Maldon District Council		
Maldon and Heybridge central area masterplan Maldon and Heybridge central area masterplan Maldo...		
Maldon District Local Development Plan (LDP) Approved Local Development Plan 21 July 2017 Maldo...		