



**REPORT of  
CHIEF EXECUTIVE**

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to  
**PLANNING AND LICENSING COMMITTEE**  
**14 SEPTEMBER 2017**

**MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN - ADOPTION AS  
SUPPLEMENTARY PLANNING DOCUMENT**

**1. PURPOSE OF THE REPORT**

- 1.1 To present the final version of the Maldon and Heybridge Central Area Masterplan (the Masterplan) to the Committee as per recommendation (ii) of the report to Committee dated 20 July 2017 (Minute No. 275 refers).

**2. RECOMMENDATIONS**

- (i) that the changes to the Maldon and Heybridge Central Area Masterplan as set out in this report including removal of the bridge across the River Chelmer, be agreed;

To the Council:

- (ii) that the Maldon and Heybridge Central Area Masterplan (**APPENDIX 1**) be adopted.

**3. SUMMARY OF KEY ISSUES**

- 3.1 The Committee approved the amendments to the Masterplan following the public consultation as set out in the report to the Committee dated 20 July 2017. The Committee made a further amendment to the Masterplan to remove the bridge across the River Chelmer (Minute No. 275 refers).
- 3.2 Our consultants have prepared a final copy of the Masterplan (**APPENDIX 1**) that incorporates all of the approved amendments following the public consultation and that of the Committee to remove ‘the bridge’ across the River Chelmer from the Masterplan. All text references and graphics referencing the bridge across the River Chelmer have been removed.
- 3.3 The development and regeneration strategy for the Masterplan area states at Policy S5(5), Local Development Plan (LDP) to: ‘*Increase public access next to, and enhance the setting of the riverside to create a vibrant environment that incorporates a range of uses; and at Policy S5(6) to ‘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.* A key project of Policy S5, LDP is: *'Where possible ensure public access along the river is delivered and improved.'* Whilst a bridged connection across the River Chelmer has been removed from the Masterplan, the desired walking and cycling connections along the South and North Quays at Fullbridge and along Heybridge Creek remain part of the Movement and Connectivity Framework and overarching Masterplan Framework on pages 18 and 16 of the Masterplan (**APPENDIX 1**).

- 3.4 To deliver the Connectivity and Movement Framework including the strategic walking and cycling routes required under Policy S5, Project 7 has been renamed *'Heybridge Creek Connection'* and refocuses on the Policy S5 requirements for improved public access at the waterside and the delivery of improved pedestrian and cycle connections along Heybridge Creek to connect with the Hall Road Bridge across the Chelmer and Blackwater Navigation in Heybridge and the riverside route along the South Quay (Project 5 The Maldon Riverside Path) and North Quay (Project 6 North Quay Regeneration) at Fullbridge, Maldon.
- 3.5 The revised Project 7 Heybridge Creek Connection (**APPENDIX 2**) has retained the existing format and added revised text as highlighted yellow that refocuses the project to deliver strategic pedestrian and cycle connections through the entire Masterplan area via public access to riverside and estuarine routes, the existing network of the bridge at Fullbridge and existing footpaths at Chandlers Quay and on Station Road.

#### **4. CONCLUSION**

- 4.1 Policy S5 LDP requires development and regeneration to take place in the Maldon and Heybridge Central area having regard to a masterplan endorsed by the Council. As a Supplementary Planning Document to supplement Policy S5 LDP, the Maldon and Heybridge Central Area Masterplan will be an effective tool to deliver key projects and interventions in support of economic growth and a regeneration strategy to guide the development management process as a material planning consideration in development management decisions.
- 4.2 By masterplanning the focal area in the District for retail, commercial, industrial, community and tourism activities, the Masterplan area has a sustainable future with a masterplan framework to deliver economic growth and create environments that are attractive, ambitious, dynamic and resilient.

#### **5. IMPACT ON CORPORATE GOALS**

- 5.1 The Maldon and Heybridge Central Area Masterplan supports corporate goals which underpin the Council's vision for the District and in particular protecting and shaping the District and creating opportunities for economic growth and prosperity.

#### **6. IMPLICATIONS**

- (i) **Impact on Customers** – The character, vitality and cultural importance of the Maldon and Heybridge Central Area are critical to the economic prosperity of

the District and to the quality of life of customers: residents, businesses and visitors.

- (ii) **Impact on Equalities** – Not applicable.
- (iii) **Impact on Risk** – Failure to appropriately masterplan the Maldon and Heybridge Central Area may result in uncoordinated development contrary to the best interests of the Council and its customers.
- (iv) **Impact on Resources (financial)** – The costs related to production of the Masterplan are in accordance with the project brief approved by the Committee.
- (v) **Impact on Resources (human)** – Project management of the Maldon and Heybridge Central Area Masterplan is in-house by the Urban Design Officer.
- (vi) **Impact on the Environment** – Masterplanning the Maldon and Heybridge Central Area will result in improvements to the local environment and support sustainable development that is appropriate for the area.

Background Papers:

Local Development Plan, Policy S5

Report to the Planning and Licensing Committee dated 20 July 2017

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