



Options for Regeneration of Maldon Historic Waterfront

EXECUTIVE SUMMARY REPORT
MARCH 2017

PREPARED FOR MALDON DISTRICT
COUNCIL

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TABLE OF CONTENTS

1	Introduction	4
2	Executive Summary	13

1 INTRODUCTION

The purpose of the study is to assess options for enhancement of the Hythe Quay and Promenade Park area of Maldon. The brief is specifically to assess the viability of 5 different projects for potential improvement:

- Use of Hythe Quay area for commercial activities such as specialist markets.
- A “destination hub” in Promenade Park that could include a visitor centre, heritage centre and restaurant(s).
- Improvement of facilities for visiting yachts / craft at Hythe Quay.
- Enhancement of St Mary’s Church to form a community hub.
- Improvements to Maldon District Museum.

The report also considers other options, however.

The work has been done by a consortium of professionals led by the Destination Consulting team of Colliers International. Destination Consulting specialises in providing consultancy services to places that attract visitors.

The other members of the consortium are:

- Thomas Ford Architects.
- The Morton Partnership – civil and structural engineers.
- WMC Retail Partners – consultants specialising in markets.
- Michael Copeman – historic buildings specialist.

The research for the study included an online survey of stakeholders. 75 responses were received. A separate report reproduces them in full. We also facilitated three stakeholder forums on 17 February which had large attendance. A note of points made has also been produced.

There is a detailed report with the full analysis and conclusions.

Figure 1 to Figure 7 summarise the context of the study and the current situation.

Figure 2: Assessment of current situation at Family Fun Area of Promenade Park

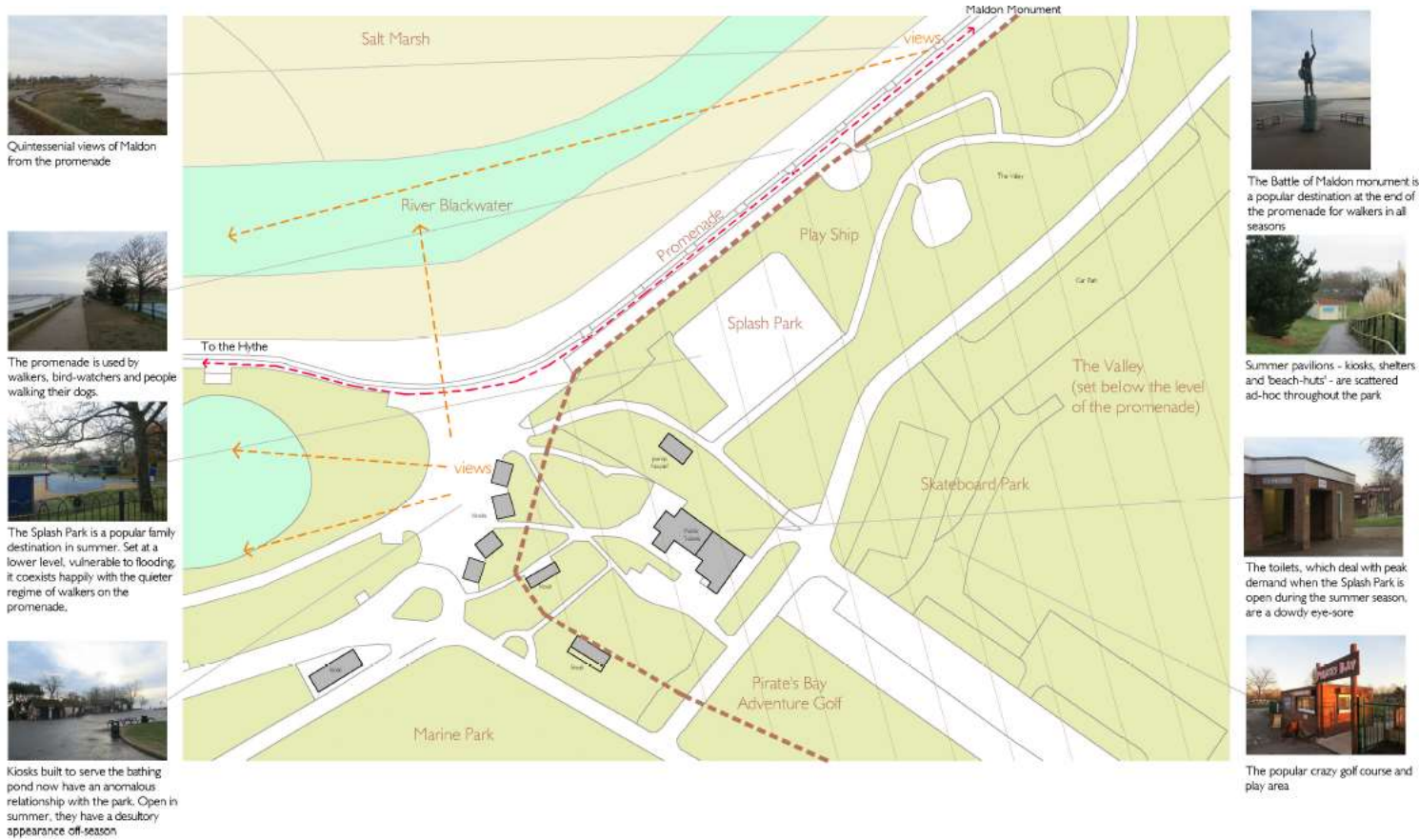


Figure 3: Assessment of current situation at Historic section of Promenade Park



Figure 4: Current situation with toilets and kiosks in Promenade Park

KEY

- A Existing public toilets in dilapidated condition
- B Existing kiosks do not complement the landscaped setting of the park & river walk
- C Existing splash pool - a popular summer attraction

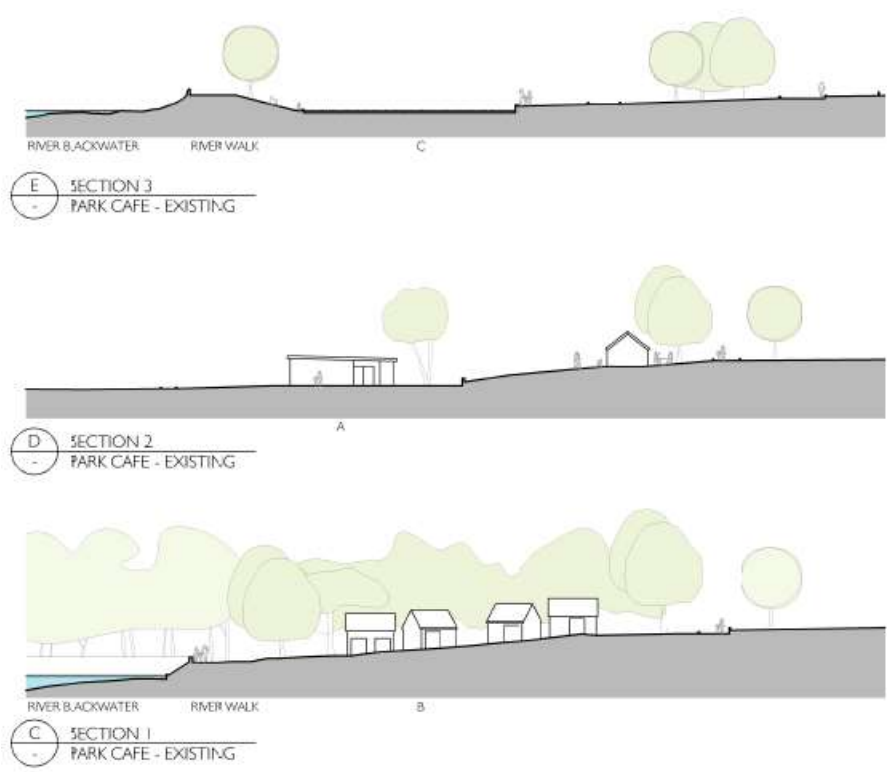


Figure 5: Assessment of current situation at Hythe Quay



Figure 6: Key pedestrian routes

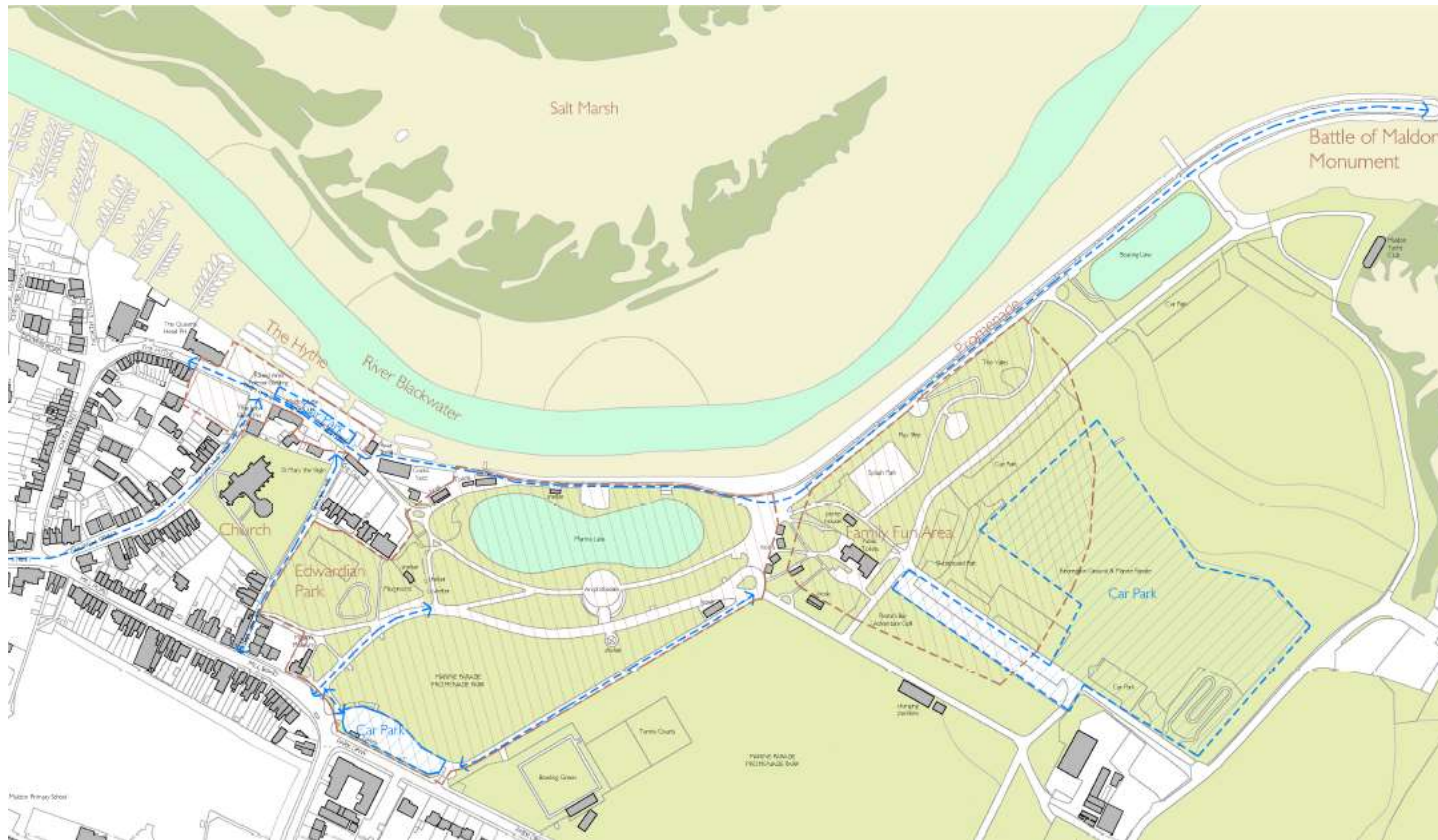
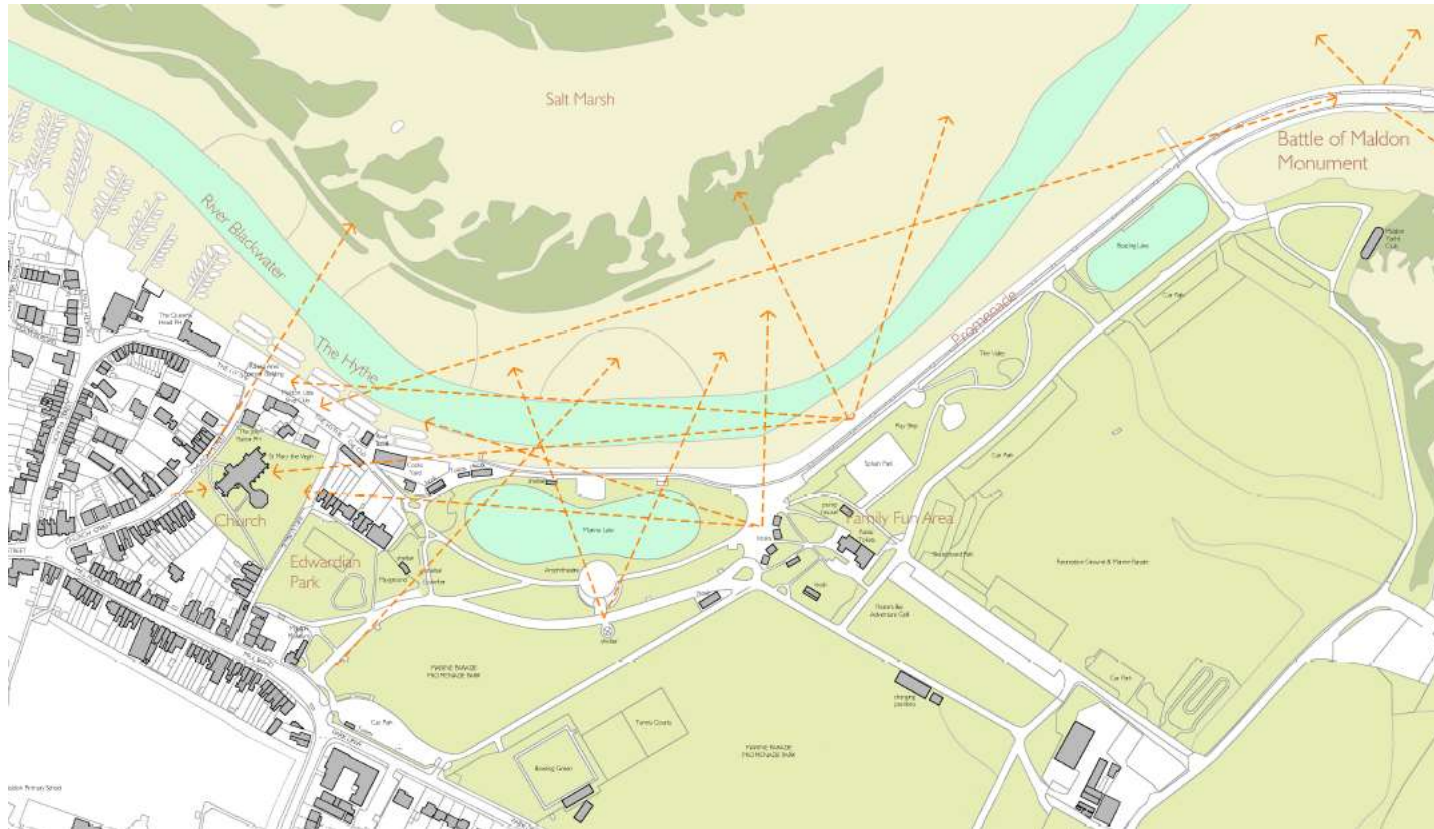


Figure 7: Key Views



2 EXECUTIVE SUMMARY

The study concludes the following in relation to the specific projects that we were asked to analyse:

- Hythe Quay is not appropriate for commercial activities such as specialist markets if they require any form of permanent or semi-permanent structures because they would compromise the operation of the maritime-related businesses there, would be out of keeping with the heritage townscape, and be affected by the regular flooding of the quay. A pop-up market with stalls that are put up and taken down on the same day could, in our opinion, be a success, albeit there is little support for the idea amongst stakeholders. Our view is that there is a case for undertaking a trial.
- Our advice is that a “destination hub” that includes a visitor centre or heritage centre of size would be difficult to fund, would probably require a substantial revenue subsidy and would not be an attraction that would entice a large number of people to the area. An extension to the museum, alongside a wayfinding and interpretation system, is likely to be a better and more sustainable long term approach to telling the story of the area and encouraging visitors to move between the waterfront and the town centre.
- We advise against endeavouring to establish an exhibition-orientated maritime heritage centre at Hythe Quay for the same reason of lack of sustainability and also because it would have to take space from Cook’s Yard which would be better used for workshops.
- The large tidal range at Hythe Quay, giving a limited window of access to yachts, and reluctance of owners of modern yachts to rest them in mud, means that Hythe Quay / Promenade Park is unlikely to be a significant destination for visiting craft and that there would not be a return on investment in substantially improving facilities for them. The Maldon Harbour Improvement Commissioners have submitted plans for moderate improvement to the current pontoon which seem to be a pragmatic way forward.
- A project to repair St Mary’s Church and make it more flexible so that it can be used more easily for events like musical and theatrical performances, and exhibitions, would be a useful addition to the range of facilities in the area.

Our recommendation is that the main project should be an application to the Heritage Lottery Fund Parks for the People fund for work that involves:

- Restoring the qualities of the historic Edwardian park.
- Creating a park café with new toilets for the public and changing rooms for the splash park to replace the current toilet block. Figure 11 and Figure 12 show variations of this, one with existing kiosks replaced and the other with them refurbished. We think that it would probably be optimal for it to incorporate a

flexible space that can incorporate community events of different type and functions such as weddings. It would probably be a popular facility and offer a good return on investment.

- Improving the appearance of the kiosks (if not replaced) and creating a more attractive outdoor seating area in their vicinity.
- Extending and modernising Maldon District Museum, and employing a curator – manager. MDC should help the museum to take a wider role in conserving and telling the whole Maldon story, including the maritime heritage. Figure 13 shows what this could be like.
- Replacing the public realm at Hythe Quay with surfacing that is more attractive and in keeping with the heritage, and reduces the impact of parking, while not compromising the operation of the businesses there.
- Adapting the Bailiff's workshop and classroom occupied by the Gig Club to provide flexible ground floor space that can be used for activities of different sort. Figure 14 shows how this could be done.
- Providing a better interpretation and wayfinding system, including panels that tell the story of the Battle of Maldon and Maldon Salt. This would ideally extend to the town centre and along the river.

The project should probably not include lighting on the promenade because of the adverse impact it would have on the heritage environment and in creating light pollution that could have an adverse impact on navigation.

MDC should support the endeavours of Topsail Charters to open a tea room on a barge at Cook's Yard and to create workshops in the yard that are occupied either by craftspeople that do work related to the maintenance and restoration of historic craft, and / or artisan craftspeople that make and sell items on site, assuming that Topsail continue to operate Cooks as an active yard involved in maintaining and restoring barges and other historic craft. Figure 14 shows what this could be like. Topsail are not requesting public funding.

Figure 10 summarises the proposed project. The stakeholder consultation indicated that a project of this nature would have a high level of stakeholder support. Figure 8 and Figure 9 have indicative capital cost and funding package.

Figure 8: Indicative Cost

	Capital Cost
Hythe Quay Public Realm Renewal	£700,000
Wayfinding and Interpretation System	£120,000
St Mary's Church Events Centre	£300,000
Historic Park Renewal	£1,250,000
Park Café, toilets and changing	£1,500,000
Revitalised Museum	£1,000,000
Project Planning & Applications	£130,000
Total:	£5,000,000

Figure 9: Indicative Funding

Heritage Lottery Fund	£4,300,000
Private Sector	£200,000
Other Charitable Foundations	£250,000
MDC	£250,000
	£5,000,000

We recommend that MDC considers options for the management of Promenade Park and Hythe Quay, with the objective of ensuring that it is treated as a business unit with a clear manager and appropriate branding and marketing for the major visitor destination that it is.

MDC should support other initiatives to maintain the vitality of the boatyards in Maldon and providing training in traditional skills. This could be the subject of a Coastal Communities Fund application that benefited all yards.

Figure 11: New park café and toilets, with new kiosks to replace existing

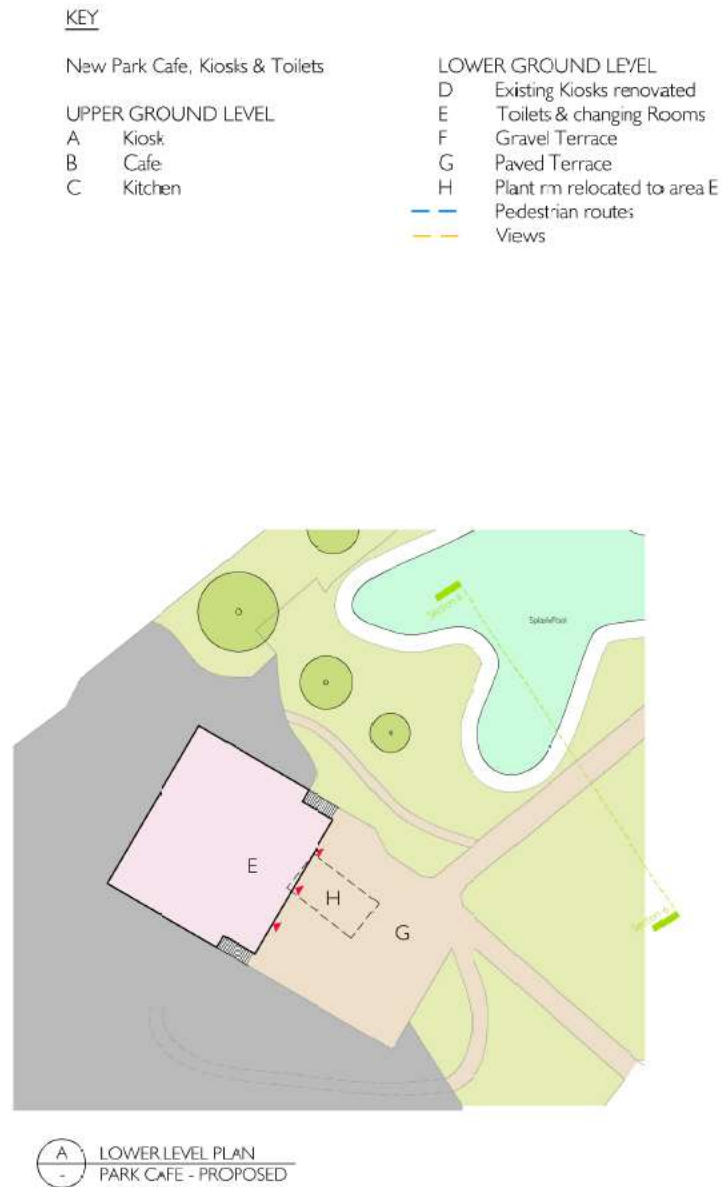


Figure 12: New park café, with existing kiosks retained and refurbished

KEY

New Park Cafe, Kiosks & Toilets

UPPER GROUND LEVEL

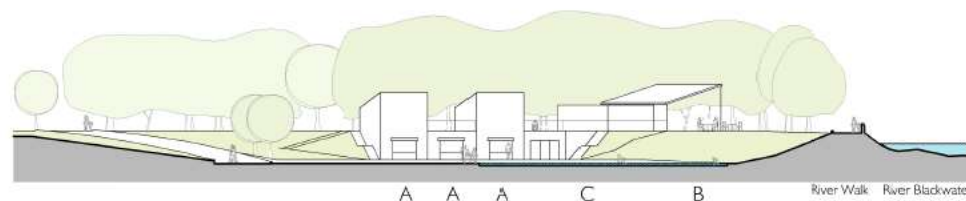
- A Kiosk
- B Cafe
- C Kitchen

LOWER GROUND LEVEL

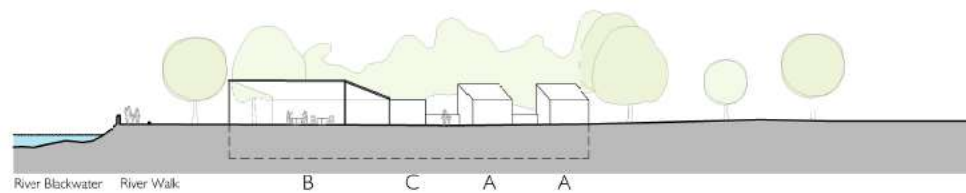
- D Kiosk
 - E Toilets & changing Rooms
 - F Gravel Terrace
 - G Paved Terrace
 - H Plant rm relocated to area E
- Pedestrian routes
— Views



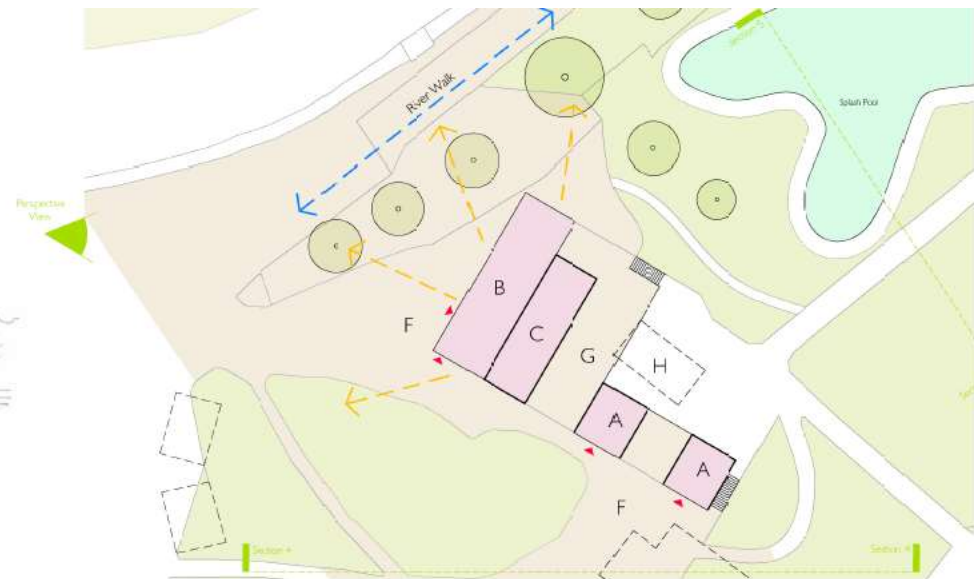
(E) PERSPECTIVE VIEW
PARK CAFE - PROPOSED



(D) SECTION 5
PARK CAFE - PROPOSED



(C) SECTION 4
PARK CAFE - PROPOSED



(B) UPPER LEVEL PLAN
PARK CAFE - PROPOSED



(A) LOWER LEVEL PLAN
PARK CAFE - PROPOSED



Figure 13: Improvements to Museum

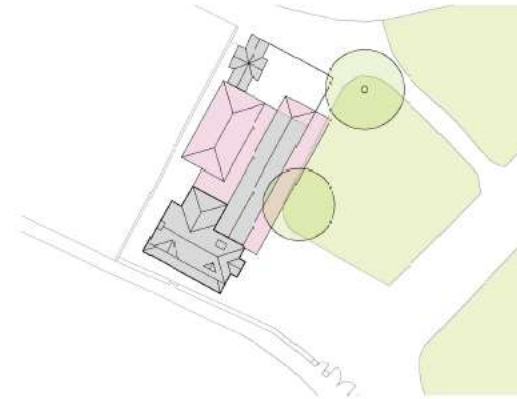


C PROPOSED PERSPECTIVE VIEW
MALDON MUSEUM

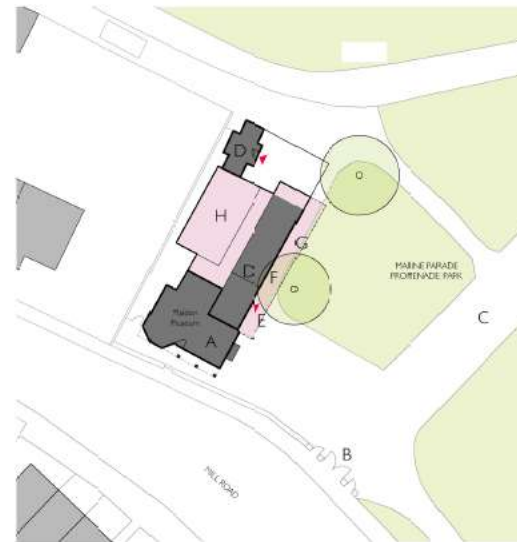
- A Existing Museum (former Gatekeeper's edge)
- B Edwardian Park Gate
- C Edwardian promenade & landscape re-insatated
- D Existing Museum & out-buildings adapted
- E New entrance & cafe
- F New display window
- G New entrance canopy
- H New accommodation (the remodeled Museum will include renovated & new displays, additional education/communications room, accessible toilet and storage)



D EXISTING VIEW
MALDON MUSEUM

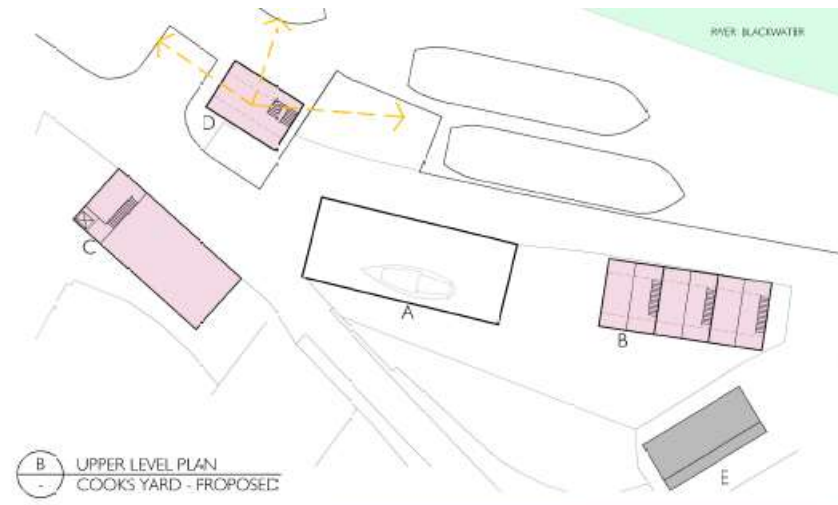
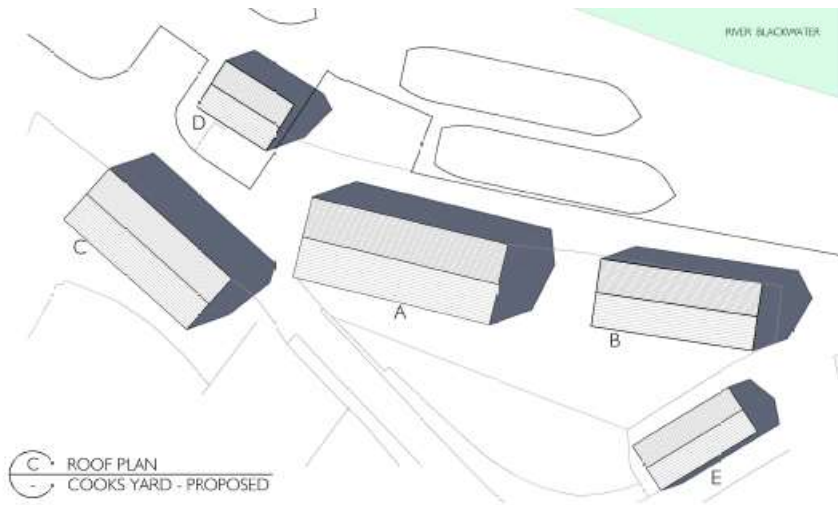


B ROOF PLAN
MALDON MUSEUM



A GROUND FLOOR PLAN
MALDON MUSEUM

Figure 14: Workshops at Cooks Yard



KEY

All new building will be clad in black finish board with corrugated metal roofing to complement traditional 'Hythe Sheds'.

- A Cooks Yard - Existing shipwright: barge & Smack repair
- B New Workshops - Two levels with flexible unit sizes
- C New Community Hall/Gig Club
Lower level - Toilets & showers for visiting craft, open under-croft for parking, occasional craft market & demonstrations; and community events.
Upper level - Community hall / Gig Clubhouse with toilet facilities
- D River Bailiff's Office
Lower level - Pa adin & other storage
Upper level - River Bailiff's office
- E Existing kiosk

— Pedestrian routes

— Views

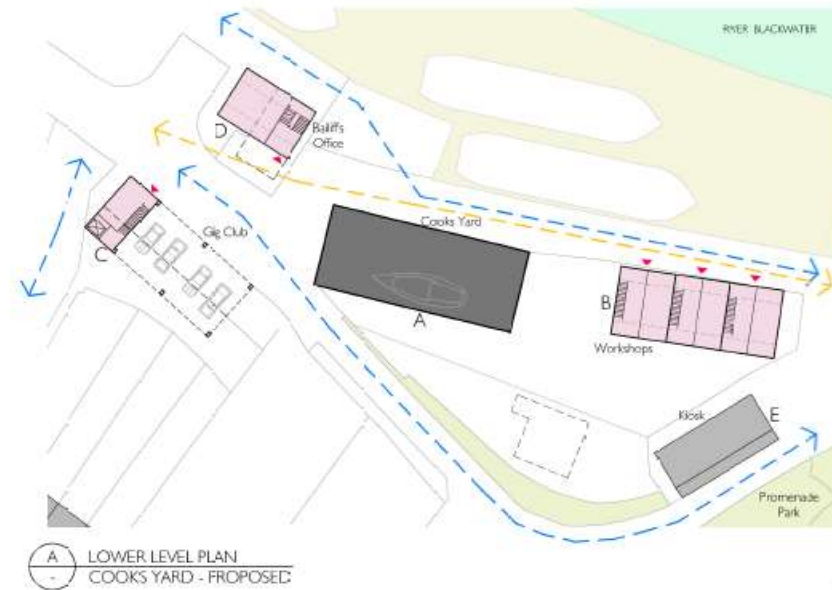
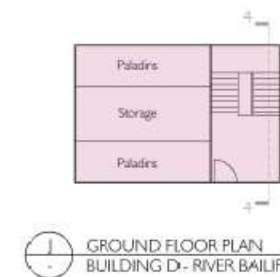
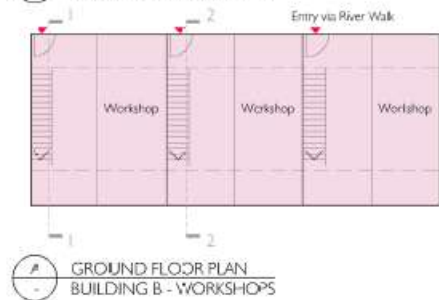
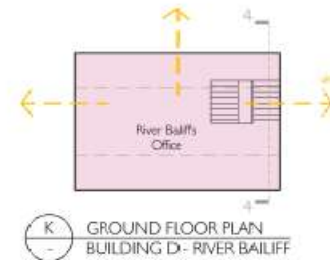
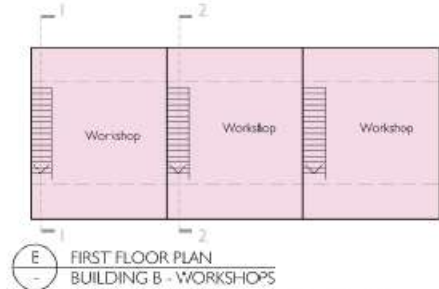
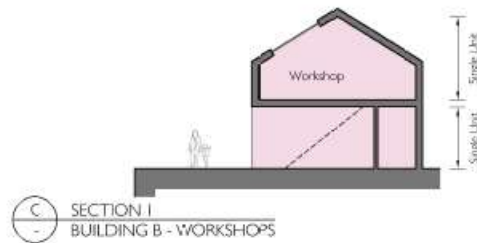
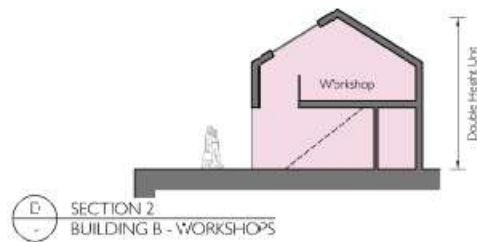


Figure 15: Ideas for revamping Bailiff's Workshop and Gig Club Building



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