

M A L D O N

MALDON AND HEYBRIDGE

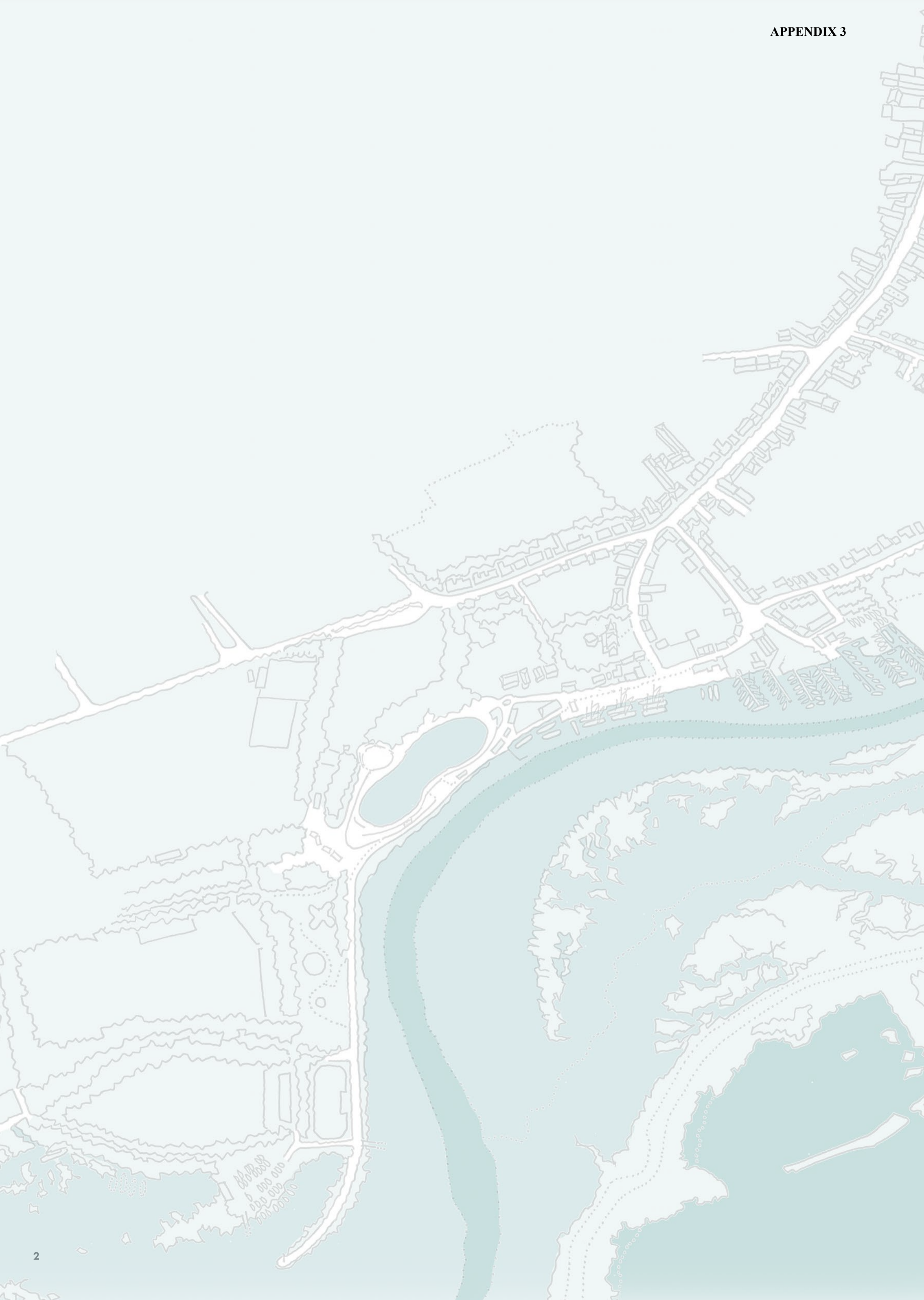
CENTRAL AREA MASTERPLAN

Masterplan report

August 2017

Allies and Morrison
Urban Practitioners





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HEYBRIDGE

CAUSEWAY
REGENERATION
AREA

THE CAUSEWAY

SADD'S WHARF

HIGH STREET

MALDON
CENTRAL AREA

THE HYTHE

LEISURE QUARTER

PROMENADE
PARK

NORTHEY
ISLAND



1 INTRODUCTION AND CONTEXT

1.1 INTRODUCTION TO AND PURPOSE OF THE MASTERPLAN

Introduction to the Maldon and Heybridge Central Area masterplan

The character, vitality and cultural importance of the Maldon and Heybridge Central Area are critical to the prosperity of Maldon District and to the quality of life of the people who live there and the experience it offers to visitors. The Maldon and Heybridge Central Area incorporates the attractive Maldon town centre, the Causeway Regeneration Area and the Leisure Quarter and forms the district's focus for employment, retail, community and tourism facilities.

A significant amount of development is expected to take place in Maldon district over the next 15 years. Two strategic garden suburb housing developments are coming forward – one to the south of Maldon and one immediately north of Heybridge. New residents of both areas will join the thousands of existing residents who rely heavily on Maldon and Heybridge Central Area to meet their retail and service needs.

The planned strategic housing growth underpins the importance of local job creation for the economic fortunes of the area. The Causeway is the district's most important focus for employment uses and Maldon town centre is the principal commercial centre in the district and serves a wide catchment.

Maldon and Heybridge 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. It will need to support an increase in the number of employed people and a more diversified thriving economy in order to deliver a successful future with its role as a tourism and leisure destination strengthened in relation to the natural beauty and ecology of the Blackwater estuary.

Purpose of the Maldon and Heybridge Central Area masterplan

The purpose of the Strategic Masterplan Framework is to:

- Promote investments within the Maldon and Heybridge Central Area to ensure it continues to be a key focus of the local and sub-regional retail, employment and visitor economies;
- Set out a spatial framework for the development and regeneration of the Central Area;
- Develop recommendations on the location, mix, scale and design of new development and the treatment of the public realm and landscape setting which reflects the distinctive character and heritage of the Maldon and Heybridge Central Area;
- Identify opportunities for the delivery of key projects identified in Policy S5;
- Advise on an appropriate approach to transport and car parking management;
- Provide an Action Plan for the delivery of key projects and interventions.

Under Policy S5, the key diagram illustrates the three discrete areas which together comprise the Maldon and Heybridge Central Area. The 2014 Intermediate Study was organised around these three character areas which broadly align with concentrations of particular uses and activities. The areas have been a very useful tool for structuring conversations with stakeholders and landowners during the testing and review of the emerging planning policy framework for the Central Area. The three areas are also directly referred to in Policy S5.

The projects put forward in this Strategic Masterplan Framework broadly align with these three Policy S5 character areas. However, during the drafting of this masterplan, it has become clear that some projects and opportunities for improvement are town-wide and may straddle one or more of these three areas.

Maldon's riverside setting is its greatest asset and underpins Maldon's historical evolution. The opportunity to improve public access to the river alongside improvements to the environmental quality and range of activities along the river corridor are primary considerations for the masterplan.

All three of the Policy S5 sub areas benefit from a direct relationship with the River Chelmer. All three areas make an important contribution to Maldon's riverside environments. This masterplan presents a wide range of exciting potential projects across the Maldon and Heybridge Central Area. Projects from all three of the Policy S5 sub areas will therefore play an important role in delivering improved access to, and environmental quality of, Maldon's riverside environment. Improving the riverside environment is a key objective of the masterplan. The matrix of projects presented in Section 4 therefore highlights those specific projects across all three sub areas which contribute to this key objective.

Opposite: Aerial view of Maldon and Heybridge and key project areas



1.2 STRATEGIC CONTEXT

The Local Development Plan

The masterplan has been prepared in support of the Local Development Plan (LDP). The LDP outlines a District-wide vision, the delivery of which will in part be reliant on the implementation of the Central Area Masterplan. The LDP also outlines a series of fourteen strategic objectives. Many of these will be relevant to the projects identified in this masterplan including objectives regarding the need to encourage diversification of employment and creation of job opportunities; the need to support sustainable tourism; and the need to protect and enhance the distinctive natural, built and historic environment. The final objective concerns the need to ensure the delivery of regeneration and enhancement of the Central Area. This specific objective is addressed in Policy S5.

Policy S5

The intention is for this Strategic Masterplan Framework to be adopted as a Supplementary Planning Document. The Local Development Plan provides the planning strategy for future growth over the next 15 years and sets out the key principles for development and regeneration in the Central Area. Policy S5 states that:

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 in accordance with 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;*
4. *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.*

1.3 RELEVANT STUDIES

A significant amount of work has already been undertaken to help explore and articulate the economic, social and environmental priorities for Maldon and Heybridge Central Area. These studies have informed directly the evolution of Policy S5 and other relevant policies in the Local Development Plan. The most directly relevant of these studies and reports are as follows:

The Maldon and Heybridge Central Area Contextual Study

(Allies and Morrison, June 2012)

This Study provides an urban analysis of the area and outlines opportunities for improvement.

The Maldon and Heybridge Central Area Intermediate Study

(Allies and Morrison, August 2014)

This Study follows on from the Contextual Study. It further analyses the Maldon and Heybridge Central Area, sets out possible area strategies for The Causeway Regeneration Area, Maldon Central and the Leisure Quarter and recommendations for key opportunity sites. It also incorporates details of the vision workshop and test and review session undertaken with key stakeholders.

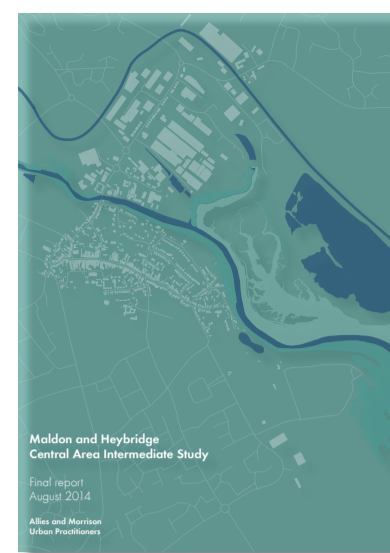
Economic Prosperity Strategy

Maldon District Council's Economic Prosperity Strategy, 2013-2029 sets out the Council's approach to supporting local economic development. Delivery of this Strategy will be through a series of sequential, three year Economic Prosperity Implementation Plans. The Strategy aligns with the Maldon District Local Development Plan and the Essex Growth Strategy, and supports the Renewed Maldon District Sustainable Community Strategy.

The overarching ambition of the District-wide strategy is to "Maintain a vibrant and competitive economy, balancing the needs of industry and prosperity whilst sustaining a high quality of life, increasing incomes and promoting the Maldon District as a great place to live, play, work and do business".



Maldon and Heybridge Central Area Contextual Study, 2012



Maldon and Heybridge Central Area Intermediate Study, 2014

The strategy identifies a number of employment sectors which are considered to have the greatest potential for growth in the District. These sectors include the following:

- High-tech manufacturing, low carbon engineering and design
- Professional Services
- ICT
- Administrative & Business Services
- Education and training services
- Leisure, food services and short-stay accommodation services
- Residential Care & Health Care

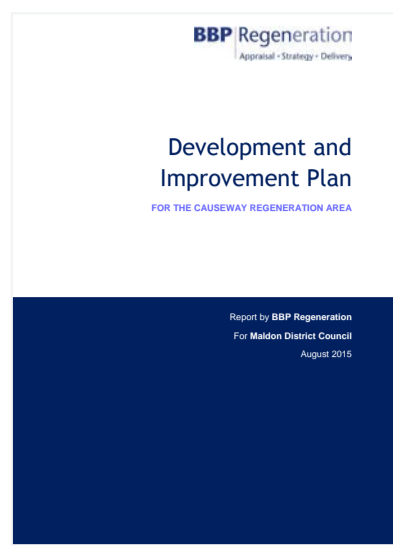
The strategy finds that the availability of suitable high quality land and premises has been a barrier to business growth and expansion.

The Strategy puts forward a number of strategic interventions as follows:

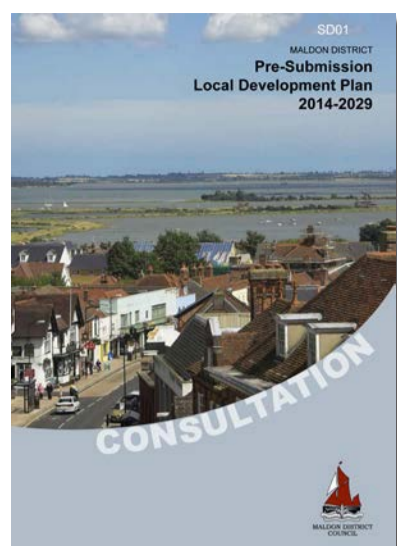
1. Increase the Supply of High Quality, Flexible Premises
2. Support Diversification and Enterprise
3. Improve Skills and Training Provision
4. Improve Connectivity

Actions were identified under each strategic intervention, a number of which are directly relevant to this masterplan. The first action under the first strategic intervention, Action 1.1, proposes a regeneration programme for The Causeway. One of the outcomes of this action was the commissioning of an Area Development and Improvement Plan for The Causeway (see below). Other actions of direct relevance to the masterplan include:

- Action 2.8 - Enhance the visitor offer under Action 2.8; and
- Action 2.2 - New Business Pathway including efforts by the Council to secure a supported incubation / enterprise centre for high potential start-ups.



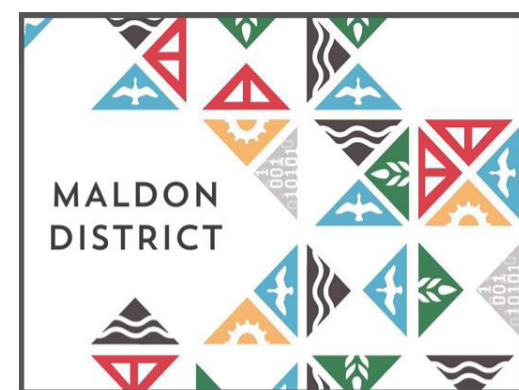
Causeway Development and Improvement Plan



Local Development Plan



Maldon District Economic Prosperity Strategy



Sense of Place

The Causeway Regeneration Area Development and Improvement Plan

(BBP Regeneration, August 2015)

This report focuses on the issues that are holding the Causeway Regeneration Area back and devises practical and deliverable solutions to help the area fulfil its economic development potential. The Development and Improvement Plan takes account of the Maldon District Economic Prosperity Strategy that articulates a high-level vision for the development of the local economy over the next 15 years and corresponds with the priorities of the Essex Growth Strategy and Integrated County Strategy.

The Causeway is the district's principal employment area. This is therefore an important report in setting the agenda for future investment in The Causeway area. The report outlines a programme of improvements for The Causeway area as follows:

- Business friendly initiatives and activities – including promoting networking events, discretionary business rates relief, and investigating the potential for a Business Improvement District;
- Environmental improvements – underpinned by a strategic public realm and landscaping strategy to improve the image and attractiveness of the area in association with major sites coming forward for redevelopment;
- Enterprise centre and business support provisions – with a number of options ranging from professional support through to the establishment of a new purpose built enterprise centre;
- Development Briefs for key development sites – which would consider in more detail the viability of redeveloping specific sites; and
- Flooding risk review – to investigate strategic solutions to reduce the flood risk to local businesses in The Causeway area.

Establishing the Need for an Enterprise Centre in Maldon

(Regeneris Consulting, May 2016)

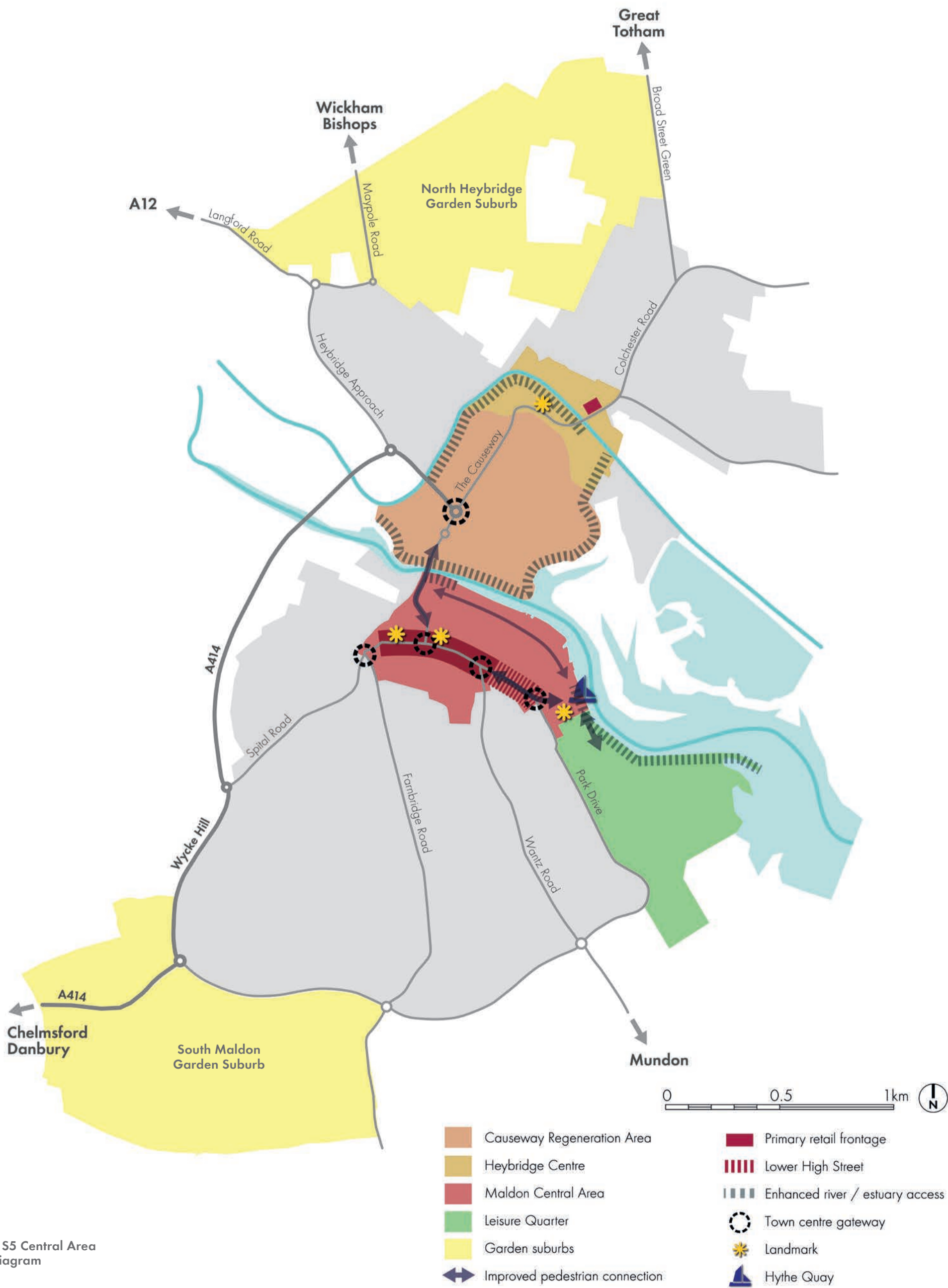
Bradwell Legacy Partnership (BLP) in partnership with Maldon District Council commissioned Regeneris Consulting to assess the demand for and feasibility of an enterprise centre in the district. This study follows the earlier BBP report. The BLP have an action plan to stimulate economic growth and entrepreneurial activity in the Dengie although a district-wide perspective was taken in this feasibility study.

The report indicates that there is evidence of demand for small business space in Maldon District but warns that, in the current economic climate, the provision of such space by the private sector alone would not be viable. The provision of new enterprise space for new and small businesses by the council and relevant partners within an existing building was suggested as the most effective and appropriate option. Such an approach would enable the option to provide a dedicated new build facility to continue to be reviewed. The Causeway would be an appropriate location for any such provision of space.

Sense of Place

The Maldon District 'Sense of Place' is a vision which articulates the place and its attractiveness, and defines who the place is for, how it is special, where it has come from and where it is going in the future.

The Sense of Place Toolkit seeks to celebrate Maldon as a special and unique place and includes themes, photography, graphic languages and colour palette, all inspired and drawn from the District. The Sense of Place assets enable businesses and stakeholders to show they support and are part of the local area. The assets can be used across a range of different media and public realm materials giving visitors and residents a sense of visual identity and influence their feeling about what it is like to be in Maldon District.



1.4 PURPOSE OF THE STUDY

The purpose of the Strategic Masterplan Framework is to:

- Set out a spatial framework for the development and regeneration of the Central Area;
- Develop recommendations on the location, mix, scale and design of new development and the treatment of the public realm and landscape setting which reflects the distinctive character and heritage of the Maldon and Heybridge Central Area;
- Identify opportunities for the delivery of key projects identified in Policy S5;
- Advise on an appropriate approach to transport and car parking management;
- Prepare an Action Plan for the delivery of key projects and interventions

Under Policy S5, the key diagram illustrates the three discrete areas which together comprise the Maldon and Heybridge Central Area. The 2014 Intermediate Study was organised around these three character areas which broadly align with concentrations of particular uses and activities. The areas have been a very useful tool for structuring conversations with stakeholders and landowners during the testing and review of the emerging planning policy framework for the Central Area. The three areas are also directly referred to in Policy S5.

The projects put forward in this Strategic Masterplan Framework broadly align with these three Policy S5 character areas. However, they do not align exactly. Key changes and adaptations to the three established areas – none of which in any way conflict with the provisions or spirit of Policy S5 – are as follows:

The Riverfront

This area, which incorporate elements of all three character areas, highlights the central importance of the river corridor in joining the different environments of Maldon together. Identification of the Riverfront is considered particularly significant because it contains parts of all three of the identified policy character areas.

Heybridge

This area was previously incorporated within The Causeway area. Heybridge is however a distinctive place in its own right with its own set of issues and opportunities which are distinct from The Causeway area. Heybridge is identified as a district centre in the Local Development Plan.

In addition to the three established character areas identified under Policy S5, these two new additional character areas of the Maldon and Heybridge Central Area are used to structure the projects outlined in Section 4 of this report.



2 VISION AND OBJECTIVES

2.1 REFINING THE VISION

The core vision for the Maldon and Heybridge Central Area was expressed in Policy S5 as follows:

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.

This vision and the issues and opportunities pertinent to the Maldon and Heybridge Central Area have been the subject of extensive engagement with local stakeholders. A series of workshops and events over the course of the last five years have helped to draw out local priorities and refine the vision.

The stakeholder input has emphasised the appetite for improvements. Key areas of discussion, and those consistently prioritised by stakeholders, include:

- Connectivity and the need to make movement between the different parts of the town much easier, especially for visitors - this led stakeholders to prioritise signage and public realm interventions;
- The importance of the river and the opportunities to reactivate waterside sites and the connections alongside the water is prioritised;
- Stimulation and support of the local business economy, with many stakeholders emphasising the importance of water-related industries and manufacture; and
- Enhancing the provision for visitors, particularly in terms of increasing dwell time through promotion of attractions and development of a greater spectrum of accommodation types.

These messages have fed into the development of this masterplan framework. They have been used to refine the headline objectives which support the vision as well as to inform the projects for delivery and the action plan.

2.2 OBJECTIVES

The objectives for the Central Area emerge directly from the vision and Policy S5 and have been refined by stakeholder input. These are the central objectives of this strategic masterplan framework and the projects identified within it:

CA1

Support the market town focus of Maldon and encourage a diverse town centre economy.

CA2

Promote The Causeway area as a focus for a spectrum of employment and commercial activities – with some mixed-use development opportunities.

CA3

Promote the Maldon Central Area as a focus for culture and visitor attractions with a range of accommodation to support the visitor economy.

CA4

Reinvigorate the riverfront by opening up key sites and improving public access to the river across all parts of the central area and improving linkages between key features of the town.

CA5

Consider traffic and car parking management measures to support the success of the Central Area.

CA6

Take a heritage-led and environmentally sensitive approach to change which respects the area's special ecological qualities and places the landscape setting of the town as an integral part of its attraction.



Maldon and Heybridge Central Area zones

3 MASTERPLAN FRAMEWORK

3.1 INTRODUCTION AND CONTEXT

This section presents a masterplan framework for the Maldon and Heybridge Central Area. The masterplan framework has emerged in light of the relevant policy framework and guidance and recommendations contained in recent relevant studies and reports.

Previous stages of community and stakeholder engagement, including the workshop session convened in June 2016 to directly inform the masterplan framework, has also had a direct bearing on shaping the area-wide guidance and emergence of key project ideas and concepts.

Key assets and opportunities

There are a number of key issues and constraints highlighted by stakeholders which the masterplan framework must address. These include:

- Distance and topography – Promenade Park, Hythe Quay, Chandlers Quay and Fullbridge all supplement and support the core retailing area of the historic town centre. Each is within walking distance of each other, but the topography of the town elongates the perceived distance between them and the core town centre. The delivery of improved connections between the town centre and these other key locations in the town would help strengthen both the centre and these destinations.
- Maldon's riverfront walk – whilst some sections exist, the establishment of a clear, generous and dedicated pedestrian and cycle route along the river corridor is one of the most significant and important improvement opportunities across the masterplan framework area.
- Improving Lower High Street – the Lower High Street has seen some recent improvements but the quality of architecture and shopfronts generally falls as one moves away from the historic core of the town centre. The Lower High Street should therefore remain a focus for enhancement.
- Traffic on the High Street – the High Street accommodates a significant number of vehicular movements with traffic often congested at the western end. Traffic management measures have the potential to deliver significant improvements in this regard, giving greater priority to pedestrians whilst keeping the road open for traffic.
- Pedestrian and vehicular conflict – the main junctions along the High Street are subject to conflict between vehicles and pedestrians. Again, traffic management measures could deliver improvements.
- Improved gateways to the centre – some key entry points into the town are dominated by vehicles and poor quality building frontages. The western end of The Causeway is a key location in this regard.
- Heybridge investment – the local centre of Heybridge suffers from significant traffic movements, with commercial activities fragmented along the B1022. The redevelopment of potential key opportunity sites offers the opportunity to address this issue in part.
- Flooding – issues in The Causeway area will undermine efforts to attract new investment in this key employment location.

The area-wide masterplan framework

The Maldon and Heybridge Central Area has an important role as the core employment, retail and leisure destination for the town. The area already functions well, benefitting from an attractive historic centre and waterside environment and is a tourist destination. But continual improvement and investment is essential in the face of ever stiffening competition from other towns, employment locations and visitor attractions.

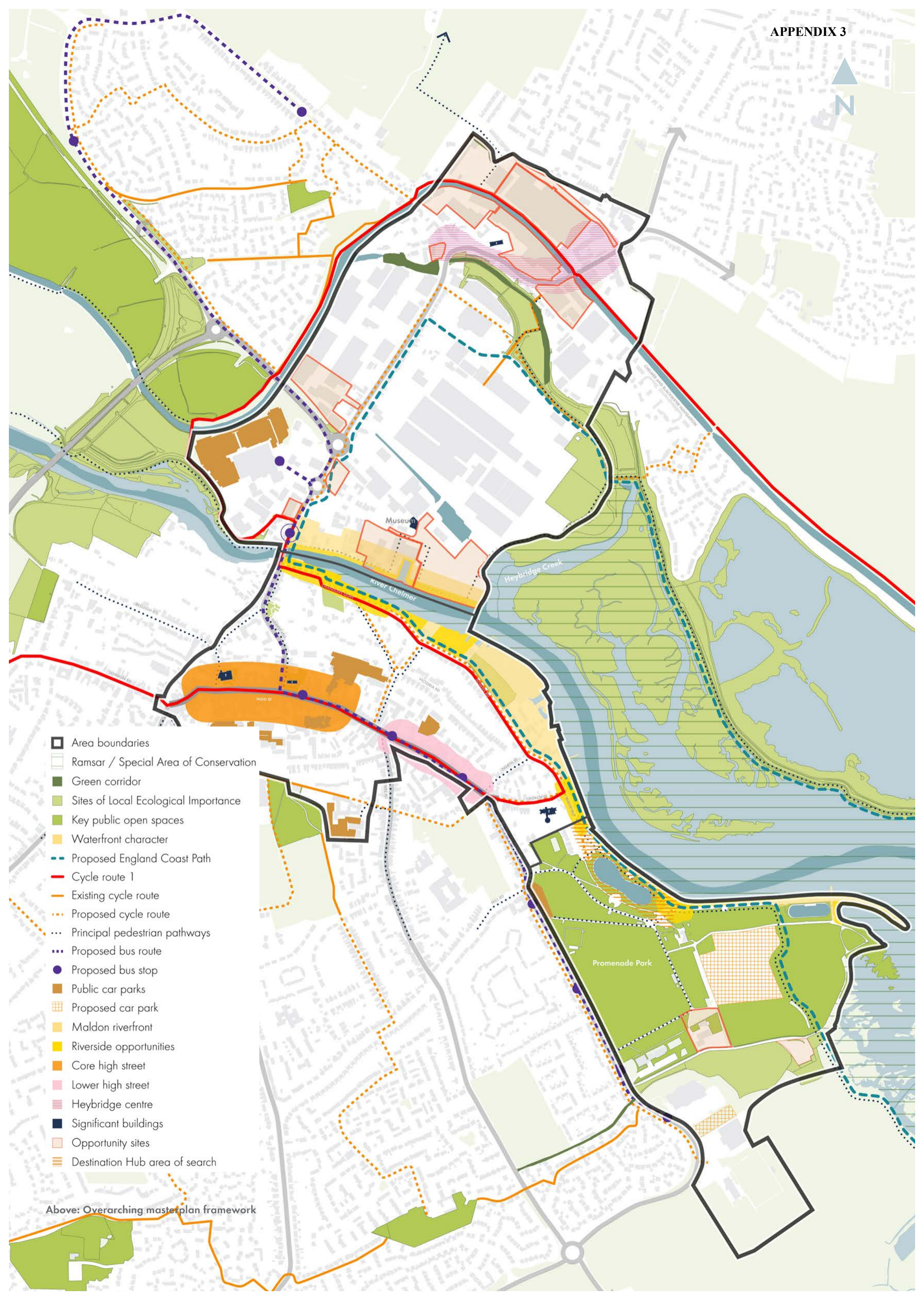
The masterplan framework for Maldon and Heybridge uses the area's special features and assets as the basis for future improvements. Under LDP Policy S5, the Maldon and Heybridge Central Area is divided into three areas; Maldon Central Area; Causeway Regeneration Area; and the Leisure Quarter area. As outlined in Section 1 of this masterplan framework, the area's principal environmental asset – its river frontage – is formed by stretches of river frontage within each of these three sub-areas.

The river corridor connects the three areas together. In the context of the likely need to attract external funding to support delivery of improvements and investments across the Central Area, projects which make a positive contribution to the improvement of the river corridor are specifically identified.



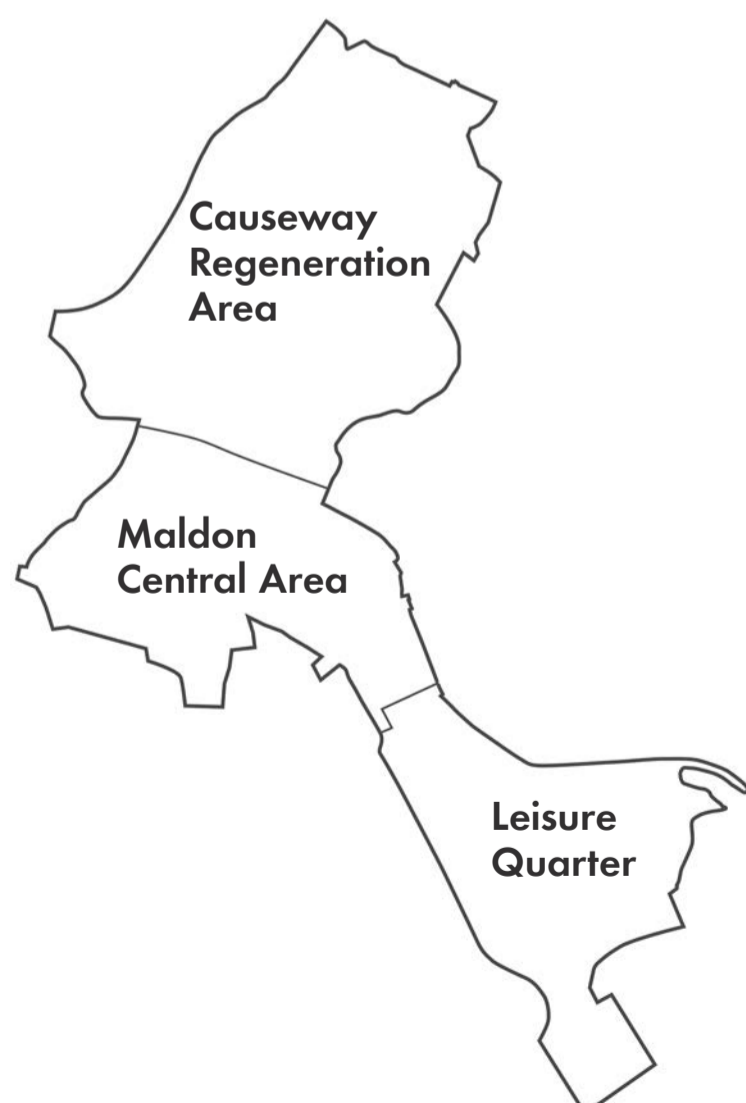
-  Area boundaries
-  Ramsar / Special Area of Conservation
-  Green corridor
-  Sites of Local Ecological Importance
-  Key public open spaces
-  Waterfront character
-  Proposed England Coast Path
-  Cycle route 1
-  Existing cycle route
-  Proposed cycle route
-  Principal pedestrian pathways
-  Proposed bus route
-  Proposed bus stop
-  Public car parks
-  Proposed car park
-  Maldon riverfront
-  Riverside opportunities
-  Core high street
-  Lower high street
-  Heybridge centre
-  Significant buildings
-  Opportunity sites
-  Destination Hub area of search

Above: Overarching masterplan framework



The following pages outline the town-wide framework and key constituent themes within it, as follows:

- Maldon and Heybridge Central Area Masterplan Framework – the overarching area-wide masterplan framework;
- Movement and connections framework – focused on suggested improvements to parking management and park and ride connections;
- Green infrastructure framework – reflecting key relevant recommendations in the Council's Green Infrastructure Study; and
- Development framework – which promotes key potential redevelopment opportunities across the masterplan framework area.



3.2 MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN FRAMEWORK

The overarching Maldon and Heybridge masterplan framework reflects a number of key strategic priorities and opportunities for improvements to and investments in the central area.

Key elements of the masterplan framework form the basis of, and provide the context for, individual project opportunities outlined in Section 4 below. Strategic proposals and priorities straddle the three geographic sub-areas defined under LDP Policy S5.

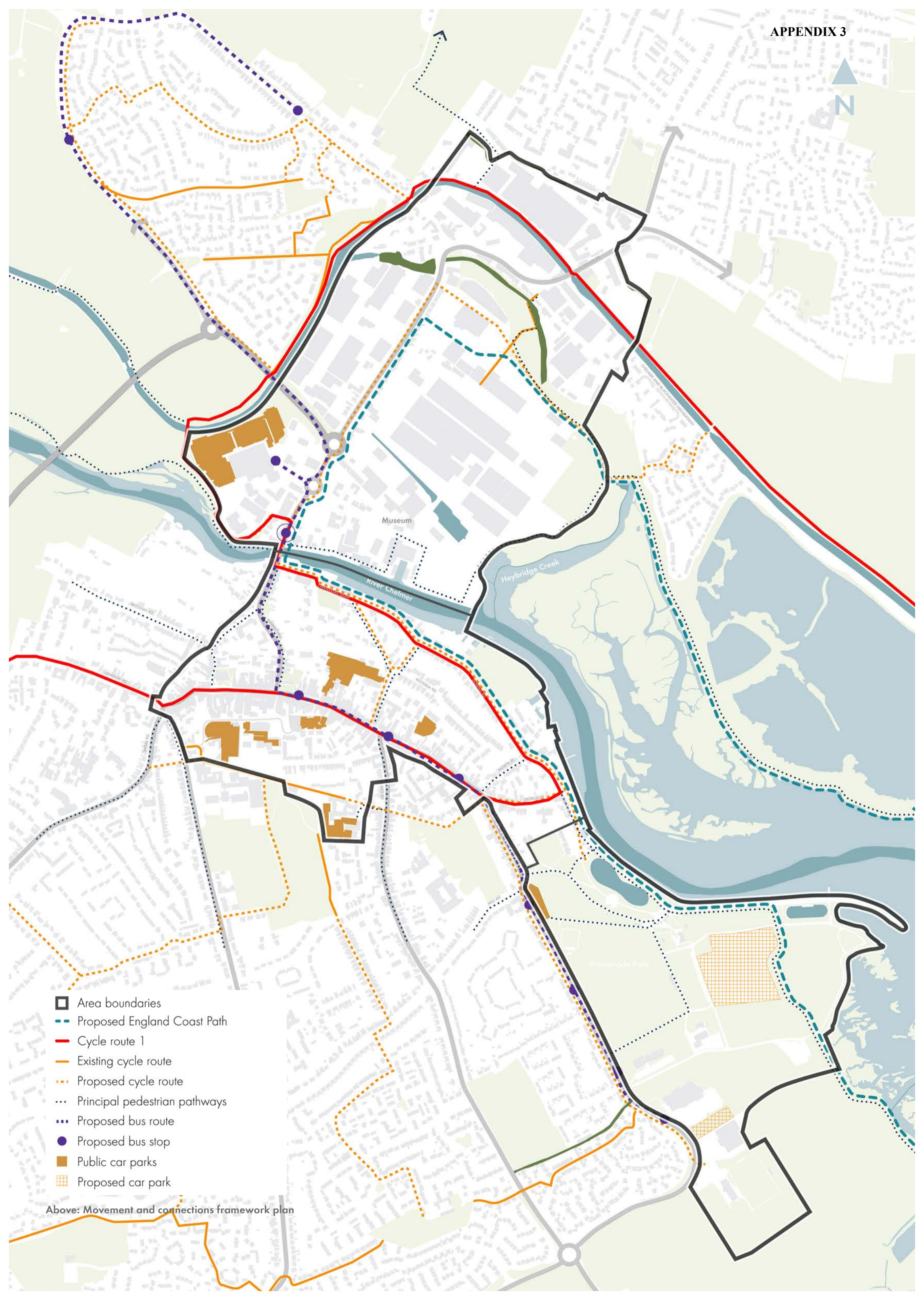
Key elements in the overarching masterplan framework are as follows:

- Environmental and traffic management improvements to the core historic High Street area;
- Strengthening the cluster of food and drink uses, shopfront and environmental improvements to lower High Street;
- Riverside improvements including key improvement projects in Promenade Park, Hythe Quay, Chandlers Quay, North Shore and the North Quay at Fullbridge;
- Improving the network of pedestrian and cycle connections across the central area;
- Co-ordinated series of improvements to Promenade Park including the preparation of a Park management plan;
- Improvements to parking provision and park and ride services in the town;
- Promotion of and improvements within The Causeway area as the District's principal employment location; and
- Investment in Heybridge centre associated with the redevelopment of key sites.



-  Area boundaries
-  Proposed England Coast Path
-  Cycle route 1
-  Existing cycle route
-  Proposed cycle route
-  Principal pedestrian pathways
-  Proposed bus route
-  Proposed bus stop
-  Public car parks
-  Proposed car park

Above: Movement and connections framework plan



3.3 MOVEMENT AND CONNECTIONS

The movement aspects of the framework aim to explore ways to manage the impact of vehicles, and to retain and enhance the coherence and quality of the historic town. The framework seeks to highlight, examine and illustrate a range of small and larger scale measures, capable of implementation over time as resources permit, that would together influence traffic speeds and change driver expectations, manage parking, enhance walkability, improve safety, minimise noise and maintain the distinctive qualities and coherence that underpins the attractive character of the town.

Traditional traffic engineering measures, such as signage, road markings and speed limits, have only had limited effect in addressing the impact of growing traffic in places like Maldon. Despite its reasonably compact layout and small scale, the town continues to generate high volumes of car trips. This may be partly due to its tourism / day-trippers draw, but also a function of land use dispersal and lack of connectivity of the pedestrian environment which is clearly limiting the town's potential, as a walkable place. Additionally, the proximity of industrial estates contributes to the higher volumes of HGV's in the Causeway area of the town.

Conventional traffic engineering responses are unlikely to address the fragile balance between traffic and the historic context. A more locally responsive strategy closely aligned with the existing and new built environment, drawing on the distinctive characteristics of the Maldon community, is therefore a logical step for the Council and stakeholders.

Traffic management observations

Maldon is an historic linear market town and working quayside located on the River Chelmer east of Chelmsford. The High Street, framed by a fine mixture of buildings provides the natural focus for the town centre. The High Street is of limited street width, but lined with some attractive architecture. The town has a solid, but fragile, local economy dependent to a large degree on tourism, industrial estates and 'out commuting' and retail leakage to Chelmsford and other larger Essex settlements.

Over time, increases in traffic volumes, of speeds, and in the size and weight of goods vehicles have badly eroded the intrinsic qualities of the High Street and other parts of the town. Traffic speeds and the impact of traffic are particularly problematic on the Causeway, which links Maldon with Heybridge. As a result, the pedestrian environment leading to the town centre is surprisingly poor.

A further observation is the dispersed nature of the town, particularly the proximity of the Quay area. This in conjunction with poor pedestrian environments reduces the willingness of residents and visitors to walk or cycle to local destinations or their ability to cross the road safely.

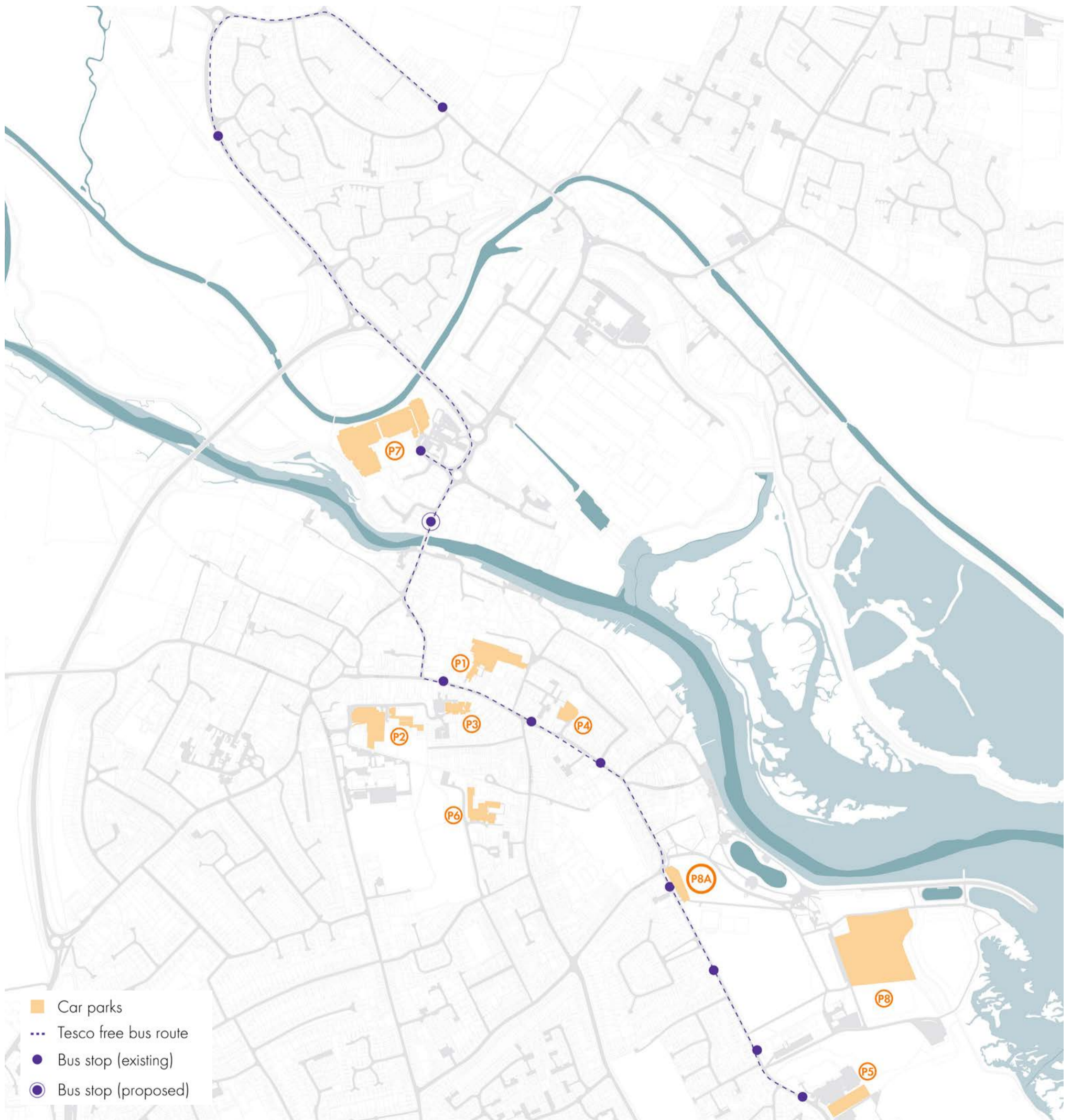
Walking and cycling connections

Despite the topography, walking and cycling are important transport modes in the town and will be more so in the future. A series of strategic walking and cycling routes need to be better accommodated and linked up including the England Coastal Path and the Chelmer and Blackwater Navigation tow path. In addition, a series of improvements should be made to the local walking and cycling network to much improve the connections between different parts of the town and thereby the attraction of these modes of travel for short trips.

Natural England are currently working with Maldon District Council as part of the England Coast Path initiative. The objective is to improve access to the coast and ultimately open up continuous routes along the coastline. Two sections of the wider project are relevant to the Central Area masterplan:

- Burnham-on-Crouch to Maldon; and
- Maldon to Salcott.

The opportunities along both stretches are currently being explored by Natural England. The coastal path needs to be facilitated through the masterplan area and a continuous route achieved. Signage to and links into the coastal section need to be supported.



Above: Movement and connections framework - parking plan

Maldon Council's Green Infrastructure Study sets out a number of proposed enhancements and new links to support the green infrastructure network through the town.

A number of new cycle route connections are proposed. Of particular relevance to the Central Area masterplan are the following routes:

- Promenade Park to Fullbridge along the Coastal Path;
- Park Drive connection from Maldon Town Football Club to the bottom of the High Street;
- Wantz Road to Church Street connection providing an east-west link to Hythe Quay;
- Holloway Road to Heybridge Basin along the Canal;
- The Causeway;
- Blackwater Rail trail; and
- Western connection along the Canal out to Beeleigh Falls and Elm Farm Park.

Parking strategy

The town centre is currently served by several surface car parks. Butt Lane and White Horse Lane are the largest and contain 177 and 181 spaces. Two further smaller car parks (Friary Fields and High Street East) contain a further 126 spaces. At weekends, a further 92 spaces are available within the Council offices, taking the overall parking stock to over 500 spaces.

Site observations indicate that these car parks are at or near capacity during peak times. Given limited space near the town centre and difficulties in providing larger structured car parks in the historic townscape, it is suggested that better use of Promenade Park Car Park is considered. This large facility, about a 10 minute walk from the central area, provides a viable all day (long term) parking offer. The following two interventions should be explored as part of the town-wide movement strategy:

1. Park and stride

The existing parking provision within Promenade Park could be utilised to facilitate parking for town centre users. Improved gateway street signage and branding as a 'park and stride' facility should be employed

| | CAR PARK | NO. OF SPACES | MANAGED BY |
|------------|---|---------------|------------------------------------|
| P1 | Butt lane | 171 | Maldon District Council |
| P2 | White Horse Ln | 181 | Maldon District Council |
| P3 | Friary Fields | 59 | Maldon District Council |
| P4 | High Street East | 67 | Maldon District Council |
| P5 | Proposed Blackwater Park & Ride | c.200 | Maldon District Council (proposed) |
| P6 | Council offices (Weekends only) | 82 | Maldon District Council |
| P7 | Tesco Park & Ride | unknown | Tesco |
| P8 | Promenade Park (proposed rationalisation and formalisation) | unknown | Maldon District Council |
| P8A | Coach Park to Promenade Park | unknown | Maldon District Council |

Above: Future configuration car parks information

along with an improved walking environment to the High Street via Hythe Quay. The existing parking in Promenade Park should be formalised and open all seasons in order to provide greater capacity to support demand in the town as a whole.

2. Park and ride

In addition, a new Park and Ride facility to the south of the Blackwater Leisure Centre could be established. The free (288) bus already provides the connection between the leisure centre and the High Street, and indeed between Tesco and the High Street. Creating a new Park and Ride facility at this end of the route would make better use of an existing bus service. A cycle and footway between the new car park and Promenade Park would also need to be provided.

Reviewing the charging structure to better manage town centre parking demand, may also be necessary.

Gateways to the town centre

The existing town centre car parks, and any new Park and Ride facility, should work as more effective gateways to the town centre. Orientation information to help users understand how they access the High Street, as well as other assets in the town such as the waterside environments should be provided.



- ▣ Area boundaries
- ▣ Ramsar / Special Area of Conservation
- Green corridor
- Sites of Local Ecological Importance
- Key public open spaces
- Waterfront character
- - - Proposed England Coast Path

Above: Green infrastructure framework plan



3.4 GREEN INFRASTRUCTURE

The strategic landscape context of Maldon is important to understanding the green infrastructure opportunities. The movement and connections section has highlighted the opportunities around longer distance route connections. Opening up and enhancing the quality of the two sections of the England Coastal Path is a priority through the masterplan area and is addressed directly as a series of projects in the following chapter. In addition, the series of routes identified for enhancement in Maldon Council's Green Infrastructure Study will provide a much more cohesive network of routes for walking and cycling.

The waterways and waterside environments are fundamental parts of Maldon's green infrastructure and form the focus for proposed improvements.

Estuary environment - the river and estuarine habitat of Maldon is of international importance and is designated as such. The integrity of this environment as both a striking natural landscape and wildlife habitat must be maintained in the long term. Balancing and managing visual and physical access to this environment alongside its ecological function must be achieved.

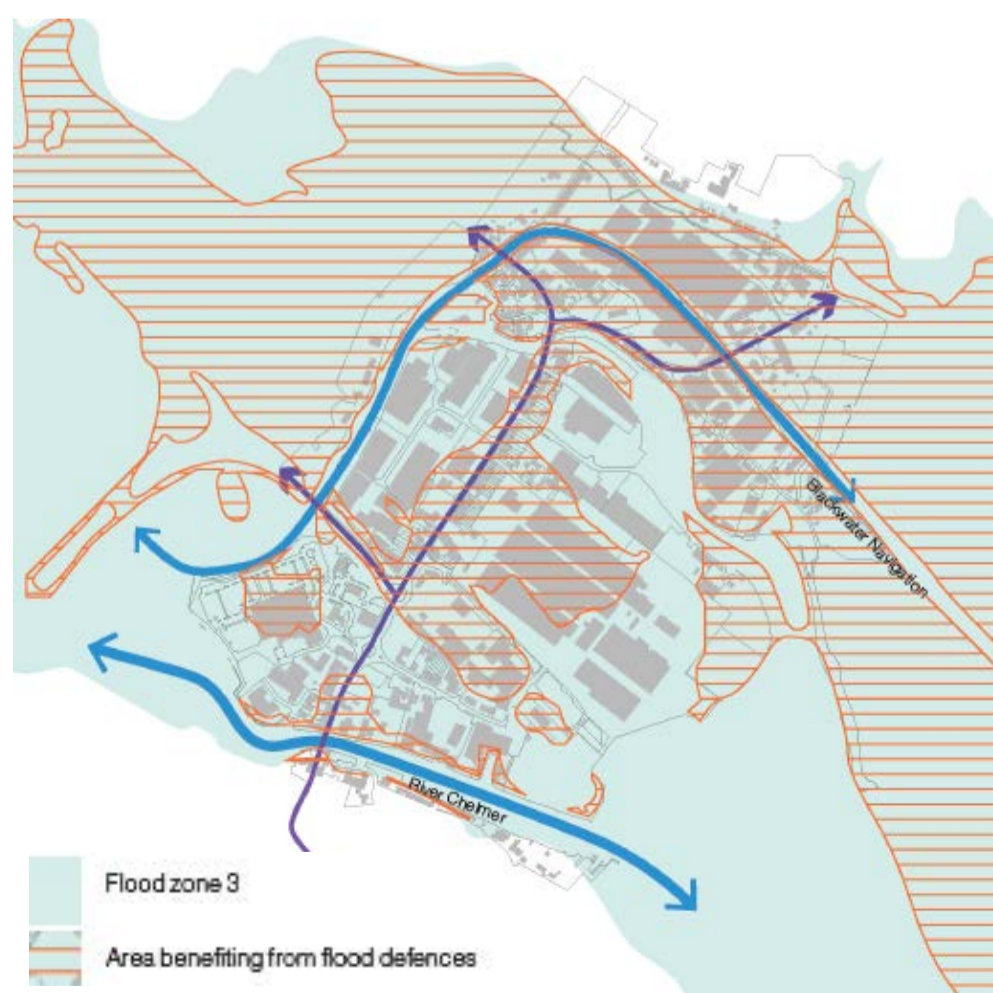
Riverside route - establishing a high quality and continuous riverside route is a local priority and a national objective. The quality of this route must have a keen eye on its role in supporting the wider green infrastructure network, as well as its obvious importance for walking and cycling. Opportunities to enhance both green and hard spaces along the route are identified in the projects in the following chapter and include Downs Road Open Space and Chandlers Quay.

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. A Management Plan for Promenade Park is to be prepared to address and manage the multiple demands on the park and secure a sustainable future for this key asset.

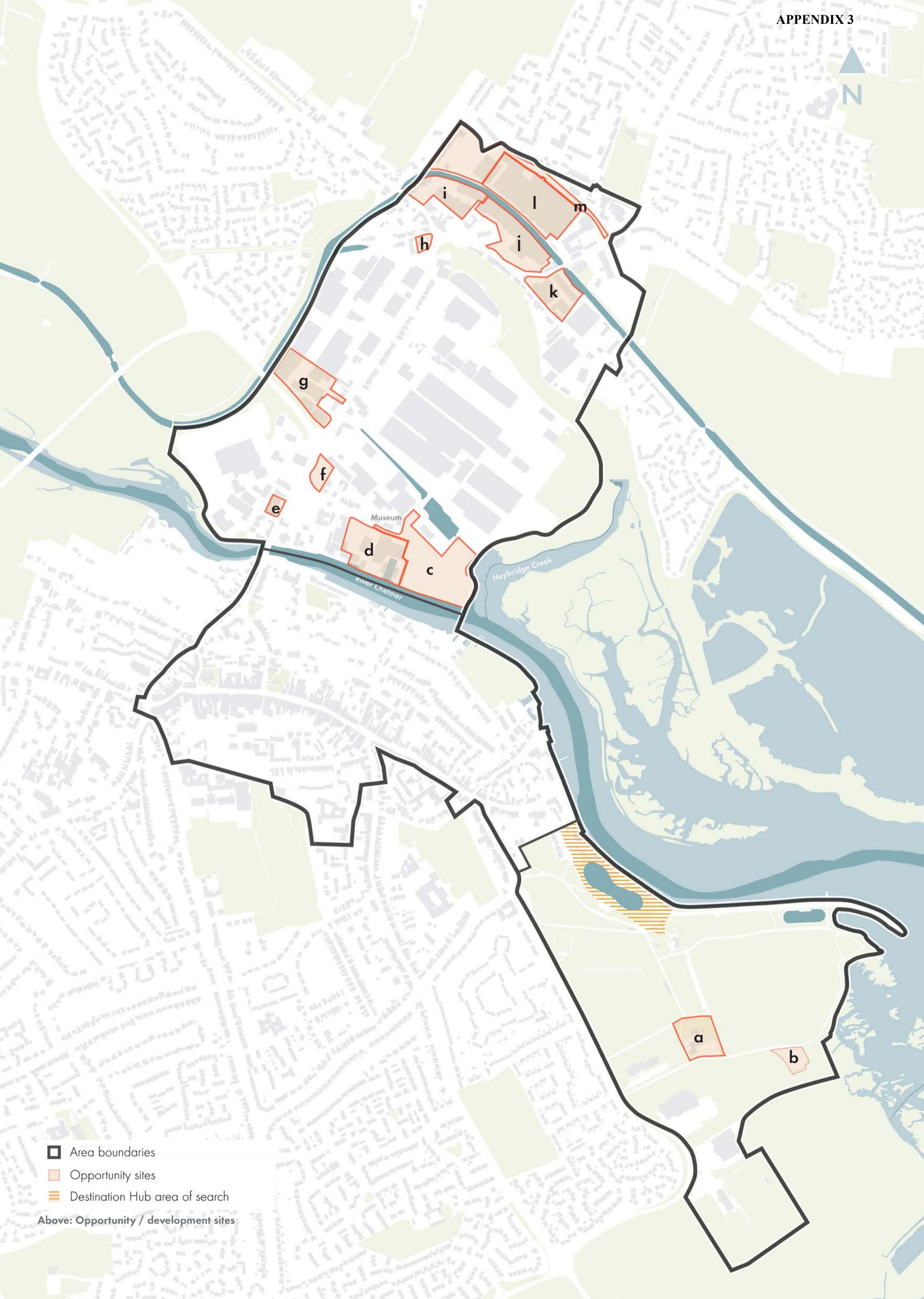
Chelmer and Blackwater Navigation - the canal should be further supported as a key green infrastructure link with enhancements to access and activities along its length.

Flood risk

Parts of Promenade Park, the Fullbridge and Causeway areas are currently vulnerable to flooding. Much of the area is in Flood Zone 3 and risks include flooding from tidal, fluvial and surface water. Current defences against tidal and main river flooding are shown in the Environment Agency's plan below. The surface water risks were identified and evaluated as part of the Maldon and Heybridge Surface Water Action Plan with its Critical Drainage Area 3 falling wholly within the Central Area as shown in the plan below. Ensuring this risk is managed and future flood risk is mitigated with planned and built in resilience and resistance will be important for the Central Area. Future land uses on sites in zones of flood risk need to be considered carefully and arranged to ensure any new development minimises future risk to property, people and infrastructure. Opportunities will include measures to enhance the role of green infrastructure in managing flood and the provision of less flood sensitive employment or other non-residential uses, particularly at ground level.



Above: Flood risk (indicative)



□ Area boundaries

▭ Opportunity sites

▨ Destination Hub area of search

Above: Opportunity / development sites

3.5 DEVELOPMENT FRAMEWORK

Building on the evidence provided during the preparation of the Intermediate Study, a number of development opportunity sites have been identified. Whilst development opportunities will come forward across the entire Maldon and Heybridge Central area, the area with the greatest capacity for new development is The Causeway employment area.

The Maldon District Economic Prosperity Strategy, the BBP Development and Improvement Plan for The Causeway Regeneration Area and most recently the Regeneris Enterprise Study feasibility study highlight the need for regeneration of and investment in The Causeway as a key priority for the Council.

The development of key opportunity sites is a key component of the masterplan framework. A number of sites are identified for potential development and included within the detailed action plan in the following section, as follows:

| Opportunity development site | Action Plan project reference |
|--|-------------------------------|
| a. Promenade Park Civic depot site | 18 |
| b. Promenade Park civic amenity site | 18 |
| c. Sadd's Wharf | 7 |
| d. North Quay | 6 |
| e. Fullbridge industrial units | 10 |
| f. Fullbridge/Station Road corner site (north) | 10 |
| g. Leigh Industrial Estate | 11 |
| h. The Causeway/The Square corner site | 8 |
| i. Benbridge Industrial Estate | 14 |
| j. The Street Industrial Estate | 14 |
| k. The Street/Hall Road corner site | 14 |
| l. Wyndeham Heron Ltd premises | 13 |
| m. Roothings | 13 |

3.6 MASTERPLAN PROJECTS

The projects identified relate to the wide range of cross-cutting objectives which span the three sub-areas defined under Policy S5.

The table below provides a comprehensive overview of all the identified projects, and highlights their respective relevance to the three Policy S5 sub areas, the different strands of the overarching masterplan framework and its 6 key objectives. The table also highlights the projects which have the potential to contribute positively to the riverside environment.

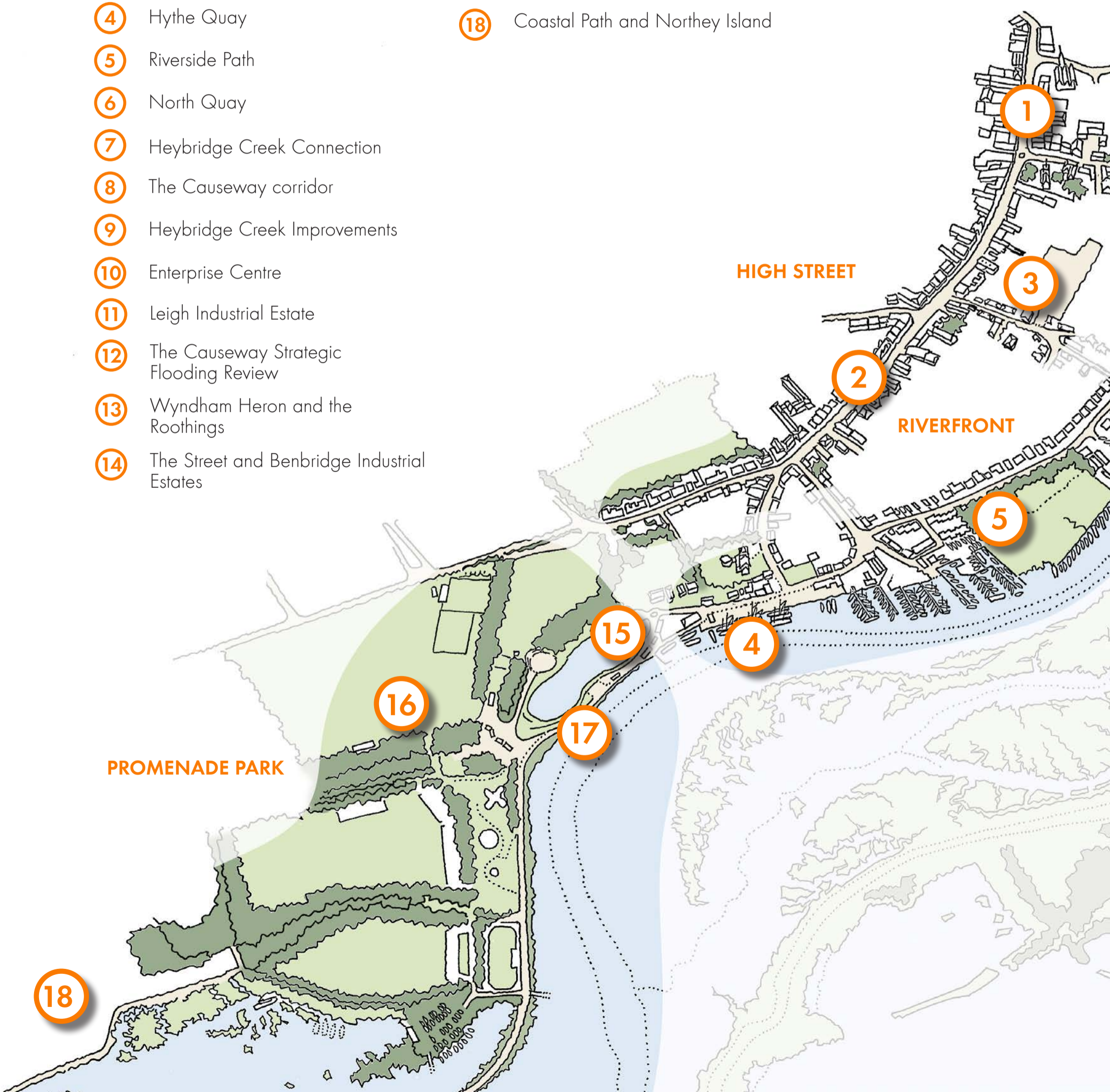
| | | MALDON CENTRAL AREA | | | | |
|----------------------|--|---------------------|-------------------|--------------------|------------|----------------|
| | | Upper High Street | Lower High Street | Butt Lane car park | Hythe Quay | Riverside Path |
| | | 1 | 2 | 3 | 4 | 5 |
| Masterplan Framework | Maldon Central Area (High Street) | | | | | |
| | Causeway Regeneration Area (incl. Heybridge) | | | | | |
| | Leisure Quarter (Promenade Park) | | | | | |
| | Riverfront | | | | | |
| | Movement and connections | M | M | M | | M |
| | Green infrastructure | | | | | GI |
| | Development | D | D | | D | |
| Objectives | CA1 - Town centre economy | ● | ● | ● | ● | |
| | CA2 - Causeway employment area | | | | | |
| | CA3 - Culture and visitor economy | ● | ● | ● | ● | |
| | CA4 - Access to the river / water | | | ● | ● | ● |
| | CA5 - Traffic management and parking | ● | | ● | | |
| | CA6 - Environmental sustainability | | | | | ● |
| | | 1 | 2 | 3 | 4 | 5 |
| | | Upper High Street | Lower High Street | Butt Lane car park | Hythe Quay | Riverside Path |
| | | HIGH STREET | | | | |

| CAUSEWAY REGENERATION AREA | | | | | | | | | LEISURE QUARTER | | | |
|----------------------------|----------------------------|-------------------|-----------------|-------------------|-------------------------|--------------------------------------|--------------------------|--------------------------------|-----------------|---------------------------|-----------------------------|-------------------------------------|
| North Quay | Heybridge Creek Connection | Causeway corridor | Heybridge Creek | Enterprise Centre | Leigh Industrial Estate | Causeway Strategic Flood Risk Review | Wyndham Heron & Rootings | The Street & Benbridge Ind Est | Destination Hub | Prom Park management plan | Blackwater estuary moorings | England Coast Path & Northey Island |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | M | M | M | | | | | | | M | | M |
| | GI | GI | GI | | GI | GI | | GI | | | GI | GI |
| D | | | | D | D | | D | D | D | | | |
| | | | | | | | | | | | | |
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| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| North Quay | Heybridge Creek Connection | Causeway corridor | Heybridge Creek | Enterprise Centre | Leigh Industrial Estate | Causeway Strategic Flood Risk Review | Wyndham Heron & Rootings | The Street & Benbridge Ind Est | Destination Hub | Prom Park management plan | Blackwater estuary moorings | England Coast Path & Northey Island |

THE CAUSEWAY AND HEYBRIDGE

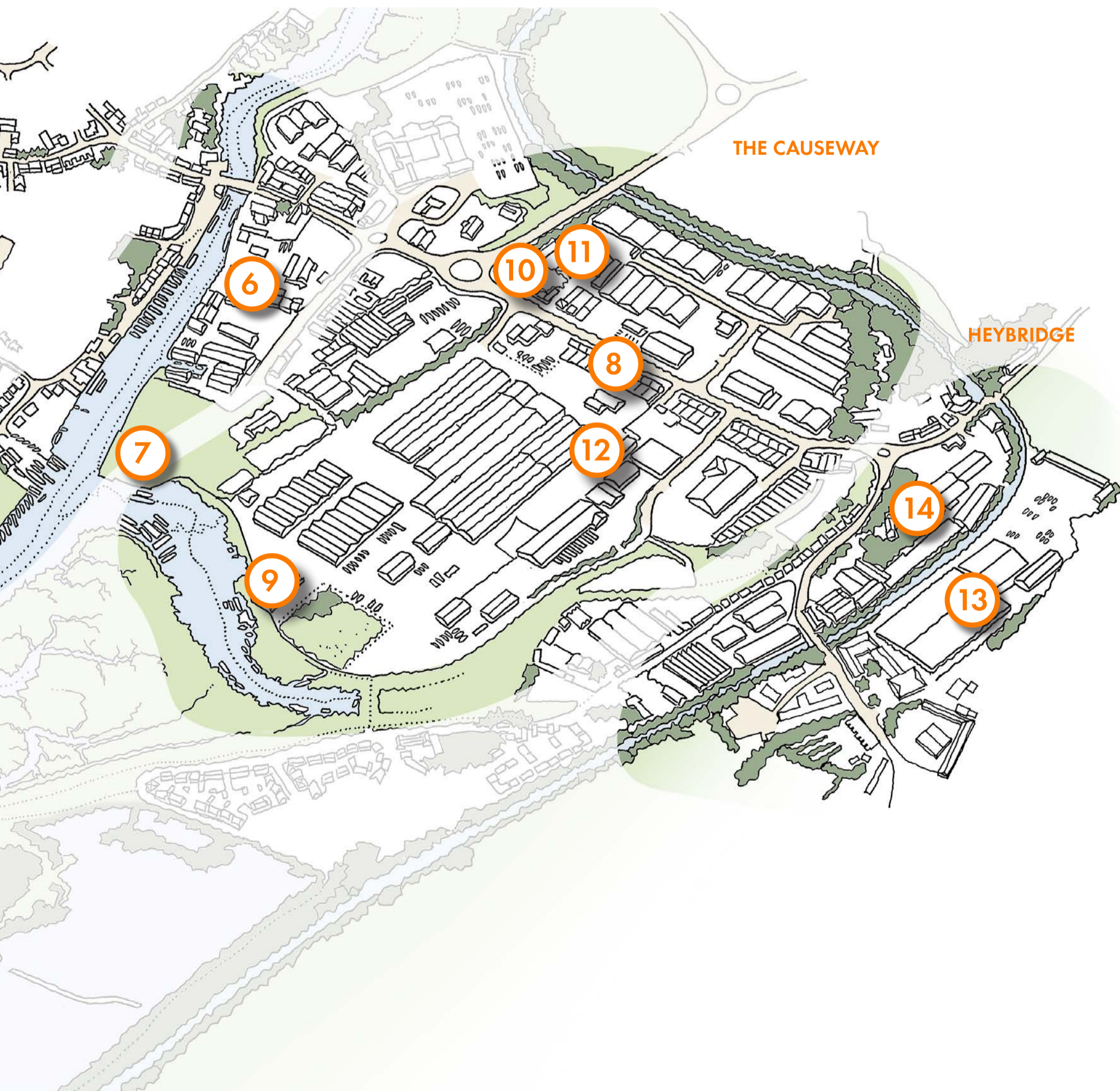
PROMENADE PARK

- ① Upper High Street
- ② Lower High Street
- ③ Butt Lane car park
- ④ Hythe Quay
- ⑤ Riverside Path
- ⑥ North Quay
- ⑦ Heybridge Creek Connection
- ⑧ The Causeway corridor
- ⑨ Heybridge Creek Improvements
- ⑩ Enterprise Centre
- ⑪ Leigh Industrial Estate
- ⑫ The Causeway Strategic Flooding Review
- ⑬ Wyndham Heron and the Roothings
- ⑭ The Street and Benbridge Industrial Estates
- ⑮ Destination hub
- ⑯ Promenade Park - Management Plan
- ⑰ Moorings in the Blackwater Estuary
- ⑱ Coastal Path and Northey Island



4 KEY PROJECTS

A series of masterplan projects are presented in this section of the Maldon and Heybridge Central Area Strategic Masterplan Framework. The context for each project is presented followed by a description of the project. Each project is also assessed against the overriding Framework objectives.



HIGH STREET
4.1 UPPER HIGH STREET
 PROJECT 1

Context

The core commercial centre of Maldon is contained within the length of High Street between Market Hill and Silver Street. Within this vibrant, rich and varied townscape which lies at the heart of the Maldon conservation area, the vast majority of the buildings along the street frontage are listed. This part of the High Street in Maldon is the economic engine room of the town centre – where values are highest, footfall strongest and the area which exerts the strongest forces of attraction for visitors to the centre.

The townscape should be preserved and enhanced along this historic street. Opportunities for new development are scarce and where proposals do come forward, opportunities to improve the contribution to the character of the area should be taken. The replacement of buildings which currently detract from the character of the conservation area would be welcomed by the Council.

High streets need ongoing investment and renewal. They face increasing levels of competition from other centres, out of centre retail locations and e-retailing. Experiments were undertaken last year to explore the viability of relocating Maldon’s market to the High Street. This initiative relied on the temporary closure of this core section of High Street, with local traffic rerouted. The experiment was not considered a success, with many established retailers concerned about the negative impact on high street trade. The ongoing viability and success of markets in Maldon is an important part of the retail strategy for the town.

Project name:
1. Upper High Street environmental and highway improvements



Improvements to both the public realm environment and the way the highway operates are required for this section of High Street.

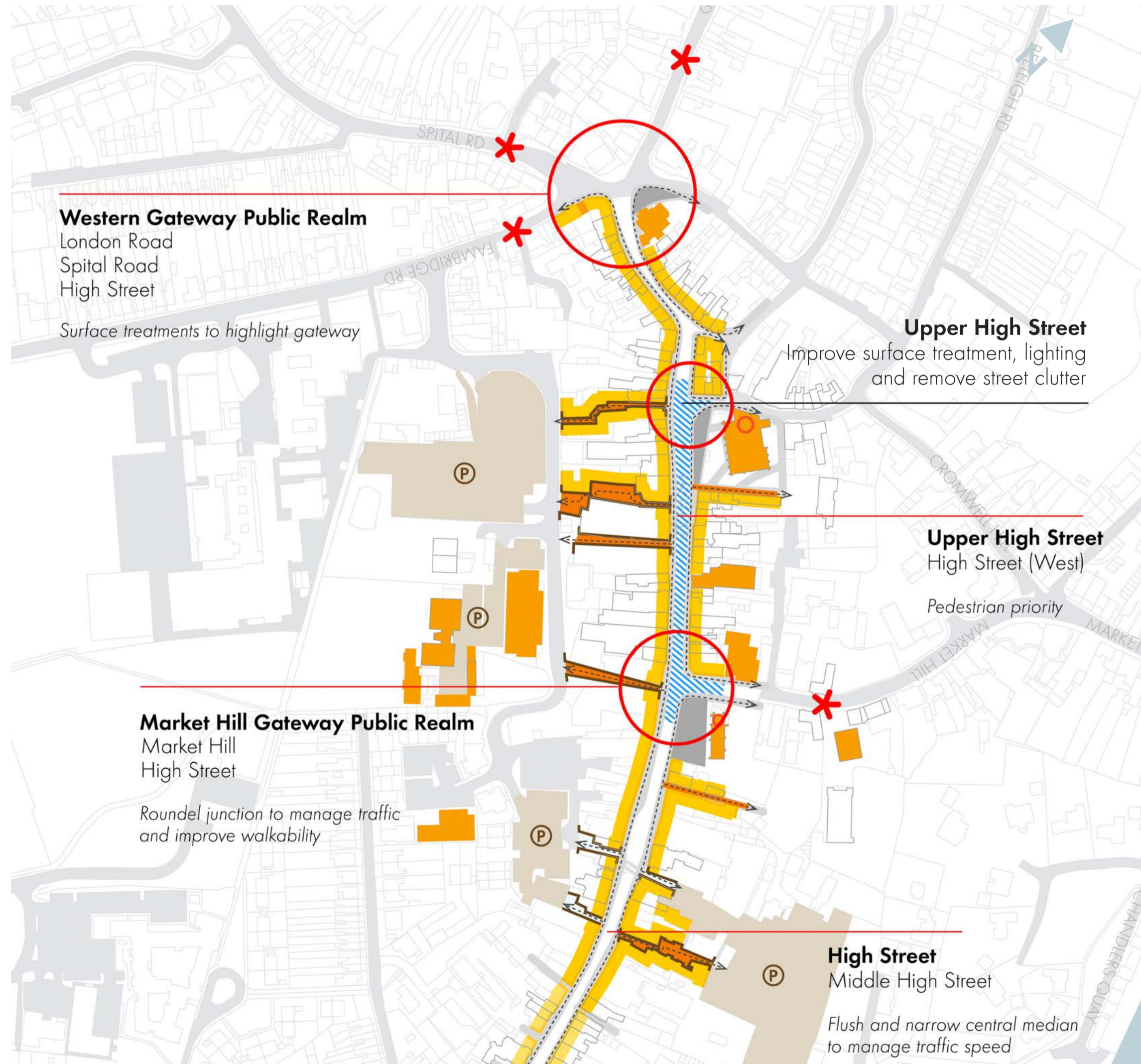
Environmental improvements to this priority section of High Street should be agreed, programmed and delivered through a co-ordinated, heritage-led townscape initiative to give greater priority to pedestrians whilst not significantly revising the town centre traffic management regime. Opportunities include:

- Improvements to the carriageway and pavement surfacing to give a more unified sense of shared space will give pedestrians more priority.
- A programme of feature lighting along this historic stretch of commercial frontage will help to support the evening economy.
- A rigorous programme to remove street clutter including guardrails, extraneous street posts, etc.
- Improvements and refurbishments of existing buildings will be encouraged by the Council.

MALDON HIGH STREET

| Features | Shopping frontages | Pedestrian movement | Connections | High Street |
|---|--------------------------------|--|----------------------------|-----------------------|
| Listed buildings | Good quality | Pedestrian route | Public car parks | Junction improvement |
| Community, health and education buildings | Neutral quality | Public spaces to be maintained and supported | Improve access to car park | Access to High Street |
| Landmarks | Improvement needed | Public realm: improve | Alleyway to be enhanced | |
| | Future food and drink district | Streetscape improvement project | | |
| | | Pedestrian crossings | | |

Right: High Street improvements - Core and Lower High Street





Existing view



Upper High Street - environmental streetscape improvements



COES

COES

HIGH STREET
4.1 UPPER HIGH STREET
 PROJECT 1

The existing High Street currently provides a reasonable environment, although the dominance of cars and HGVs is evident through the distribution of carriageway space versus footways. To deal with this imbalance, a conceptual high street highways scheme has been developed which builds upon several recently built schemes around the UK and Europe. The scheme elements are summarised below.

In combination, these features are designed to improve walkability and better manage traffic in the central area, whilst maintaining full vehicle accessibility along the high street and access to the various car parks and loading bays.

A High Street highways review in which greater priority is given to pedestrians without radically altering existing traffic management arrangement. Physical highways features that could be introduced include:

- Roundal junctions;
- Central medians;
- Courtesy crossings; and
- Flat top tables.



Roundal Junctions
 - better manage turning traffic, creating slower but steady pace and improved pedestrian crossing



Central Median -
 Introduce a near flush central median to reduce carriageway space (tarmac) and reduce traffic speed, whilst allowing informal pedestrian movement and protected parking



Courtesy Crossings - Flush pedestrian crossings with 'implied' priority for crossings

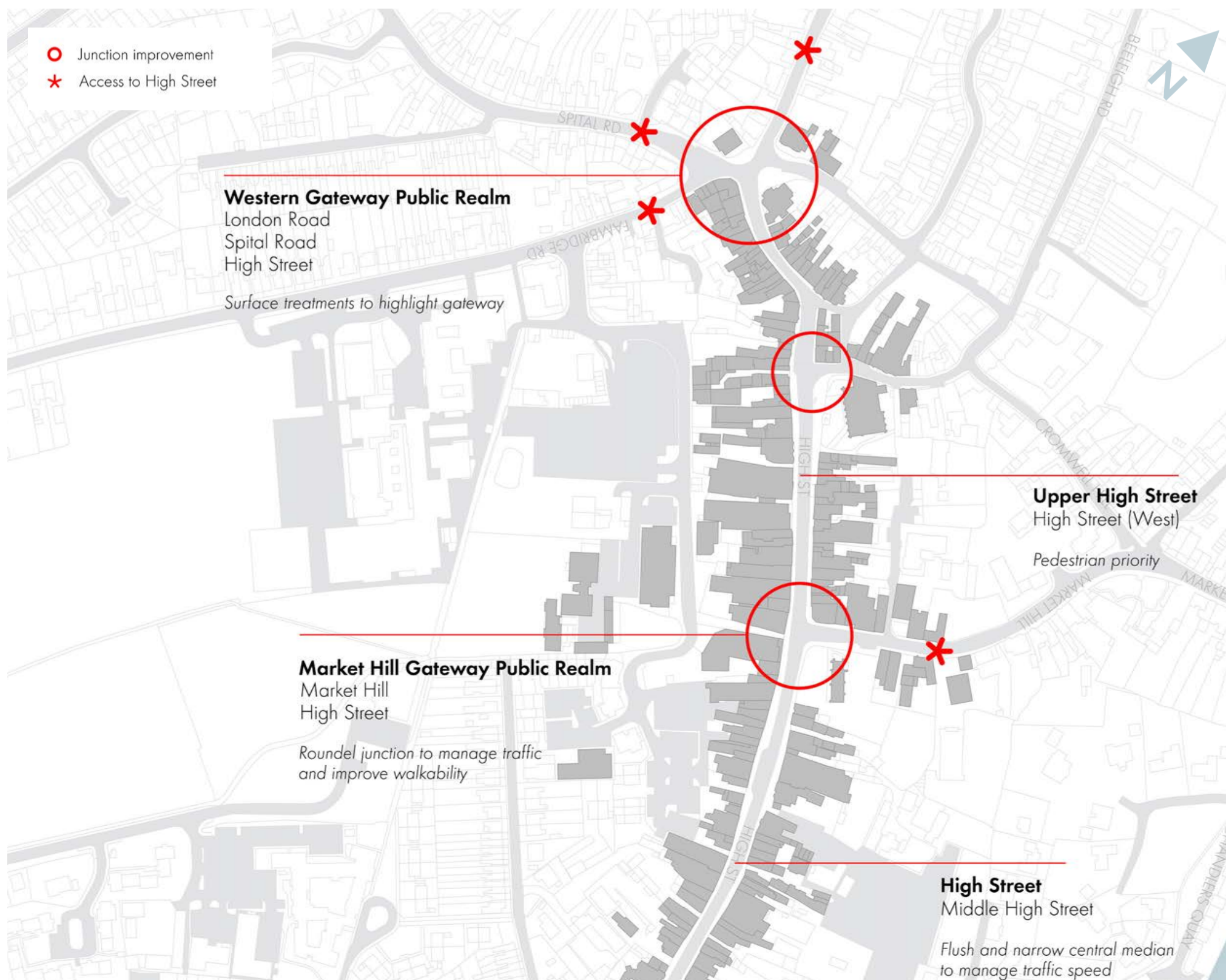


Flat top table -
 Flush flat top speed tables linking lateral public spaces at key nodes and gateways

Above: Examples of high street improvements, Poynton, Cheshire



Above: Options for highway improvements along the High Street



Above: High Street highway improvements - Upper and Middle High Street

MALDON HIGH STREET

Features

- Listed buildings
- Community, health and education buildings
- Landmarks

Shopping frontages

- Good quality
- Neutral quality
- Improvement needed
- Future food and drink district

Pedestrian movement

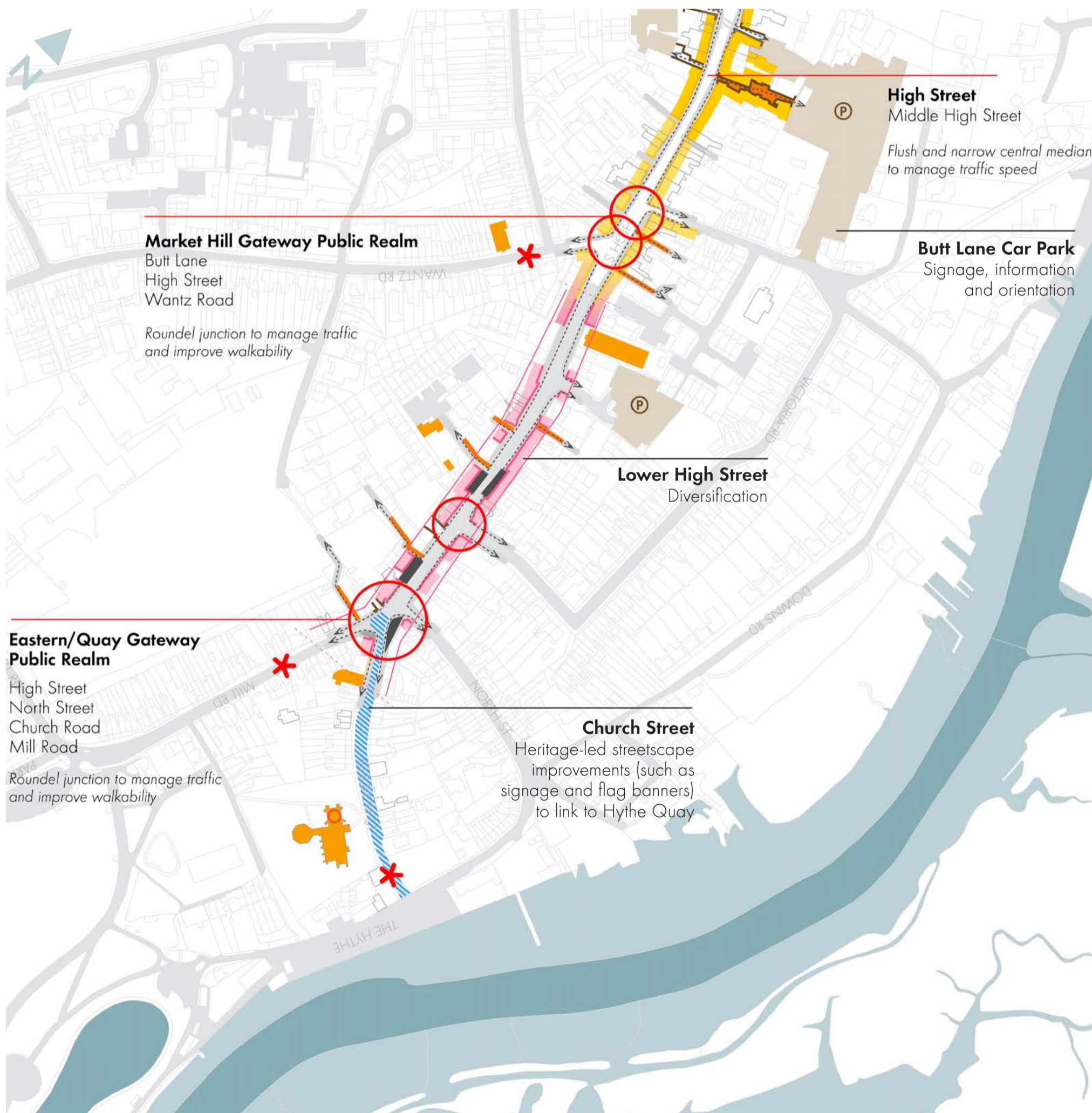
- Pedestrian route
- Public spaces to be maintained and supported
- Public realm: improve
- Streetscape improvement project
- Pedestrian crossings

Connections

- Public car parks
- Improve access to car park
- Alleyway to be enhanced

High Street

- Junction improvement
- Access to High Street



Right: Lower High Street improvements

HIGH STREET

4.2 LOWER HIGH STREET

PROJECT 2

Context

The Maldon Retail Study of July 2015 (White Young Green) found that “the bottom end of the high street has a high turnover rate of retailers. The units have a more run down look than their counterparts further up the high street. However, these lower rents have provided the opportunity to test the market with new business areas or products, where if they are successful, the retailers have moved into a different part of the high street.”

Project name:

2. Lower High Street improvements



The lower end of the high street will have an important role as the link between the town centre and Hythe Quay. To perform this role investment is needed both in the quality of the environment and the type and quality of retail activity.

A wider range of retail and non-retail uses should be encouraged in the lower end of the high street. Anchored by pubs including the Warwick and the Ship and Anchor, the lower end of the high street has the potential to foster a strengthened evening economy which would complement the core retail area of upper high street. Care will need to be taken, and controls put in place, to ensure fostering a more flexible approach to non-retail uses does not precipitate an overconcentration of A5 fast food and take away uses.

Streetscape improvements will include targeted investment in new paving to create an environment for outdoor dining and increased activity generally. Enhanced shop frontages to support the shift to food and drink will also be encouraged. Alongside these measures, the introduction of lighter touch measures such as bunting and flag banners to support wayfinding between the town centre and Hythe Quay will be supported.

HIGH STREET

4.3 BUTT LANE CAR PARK

PROJECT 3

Context

Butt Lane car park (171 spaces) is one of the two principal public pay and display car parks in central Maldon. It complements the White Horse Lane car park to the south of High Street (181 spaces) in being discretely located on the north side of High Street with a number of pedestrian lanes providing direct linkage with High Street. Butt Lane is also the location of the town centre general market which is hosted every Thursday (some stalls also on Saturday) between 9am to 3pm.

Project name:

3. Butt Lane car park improvements



Butt Lane car park is perfectly located to play a more prominent and strategically important role in the town as a key point of arrival and orientation. It is ideally located directly between the riverfront and the town centre, and adjacent to the Tourist Information Centre along Wenlock Way.

The car park is to be enhanced environmentally and to reflect its role as a key arrival point for visitors. As part of the wider town signage strategy, a new signage and information point on the site could help to orientate visitors towards the wider attractions of the town in addition to the high street. Improving the signage towards the riverfront, riverside walk and a radically improved Hythe Quay would help extend people's visits to the town.

The car park will also continue to be the location for the town's general market. Enhanced management of this important asset should be secured to ensure its vitality in the long term. This could include looking towards better quality infrastructure for the stalls. Stronger indication of the link from the High Street to the car park would help support both the market and the wider links to the riverfront.



Existing view



Lower High Street illustration





Establishment of a Maritime Heritage Centre as a major new attraction at Hythe Quay



Maritime Heritage Centre

New / refurbished building to consolidate the maritime history and ongoing activities in a major new attraction

Landscape improvements

Existing hard landscaping to be enhanced to better accommodate outdoor dining

Relocated parking

Parking provision for Hythe businesses relocated in formalised and restricted chevron parking

RIVERFRONT

4.4 HYTHE QUAY

PROJECT 4

Context

The Hythe began life as a separate hamlet from Maldon, with its skyline dominated by the tower of St Mary's Church. Thames Barges would leave the Hythe carrying foodstuffs and bedding straw to London returning with cargos of horse manure for the district farms. Fishing vessels left their moorings by the Bath Wall in search of eels, plaice, sole, whelks and winkles in the estuary.

The trade in, and distribution of, local food has historically underpinned commercial life at Hythe Quay. Today, the Quay is one of the town's principal visitor attractions and a hub for tourist sailing day trips out toward Osea Island and beyond.

Maldon's riverfront here has rich maritime heritage, supported by the Heritage Lottery Fund, Essex Heritage Trust, The Pilgrim Trust, The Transport Trust, Historic Ship's Register and the Lady Skinner's Trust.

The Hythe was home to Cooks boat yard where a number of barges were originally built. Ships laden with timber and other materials would pass the Hythe destined for Sadd's Wharf just a little further along the river on the north side of Fullbridge Wharf. Other vessels carried grain for the flour mills at Fullbridge.

With the quayside acting as a car park, Hythe Quay is considered the highest priority collection of projects identified in this masterplan.

Project name:

4. Hythe Quay improvement initiative



Parked cars should be removed from the quayside and the space and associated buildings used to enhance Hythe Quay as a major destination and attraction. Whilst some of the existing and/or vacant buildings should be restored as a Maritime Heritage Centre.

Opportunities to transform Hythe Quay include:

- Landscaping and public realm scheme to deliver a radically improved environmental quality at Hythe Quay. This should include careful consideration of how to integrate the Quay's two pubs into the improvements.
- Improved physical links with Promenade Park including signage, lighting and supporting public realm improvements.
- All enhancements to the quay space should be made with the full engagement of existing key local businesses on Hythe Quay to facilitate the ongoing commercial and boating operations and make more of the event or festival days i.e. dressing and painting the sails moved to Promenade Park.
- Conversion and/or reuse of existing unused character buildings around Hythe Quay for new commercial and community uses.
- Establishment of a Maritime Heritage Centre and further moorings working with shore based businesses and maritime stakeholders such as the Steam Tug Brent, Dawn Barge Trust, Viking Pleasure Boat and Topsail Charters.



Existing view



Artist's impression of a seasonal market at Hythe Quay



RIVERFRONT
4.5 THE MALDON RIVERSIDE ROUTE
 PROJECT 5

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 boatyards along the water's edge are a fundamental part of the town's character and heritage.

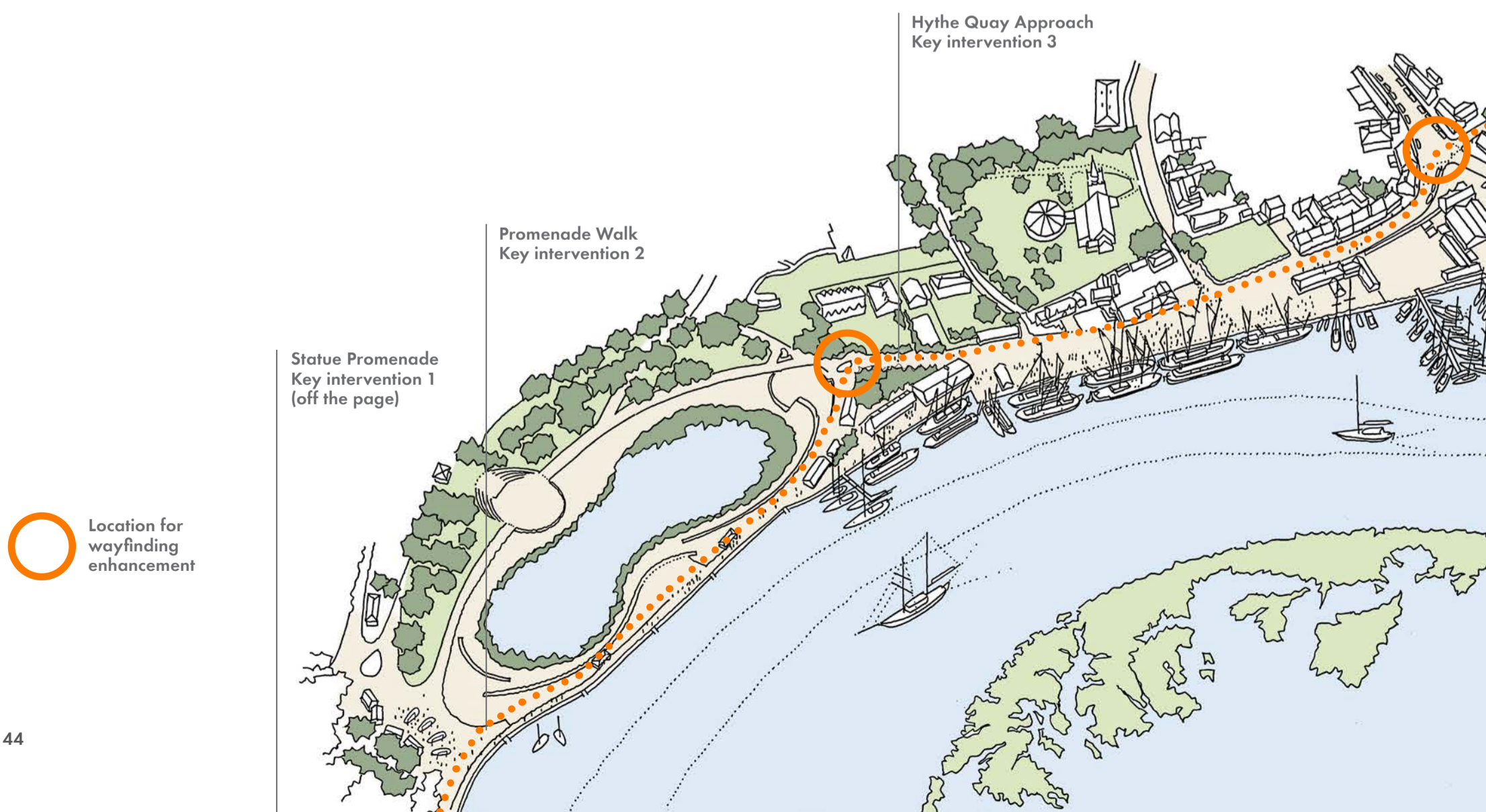
A walking route along the south, Maldon, side of the River Chelmer is largely in place but it is poorly signed, of a poor quality in some parts and linkages to it from the town centre could be improved.

Project name:
5. Maldon Riverside Path



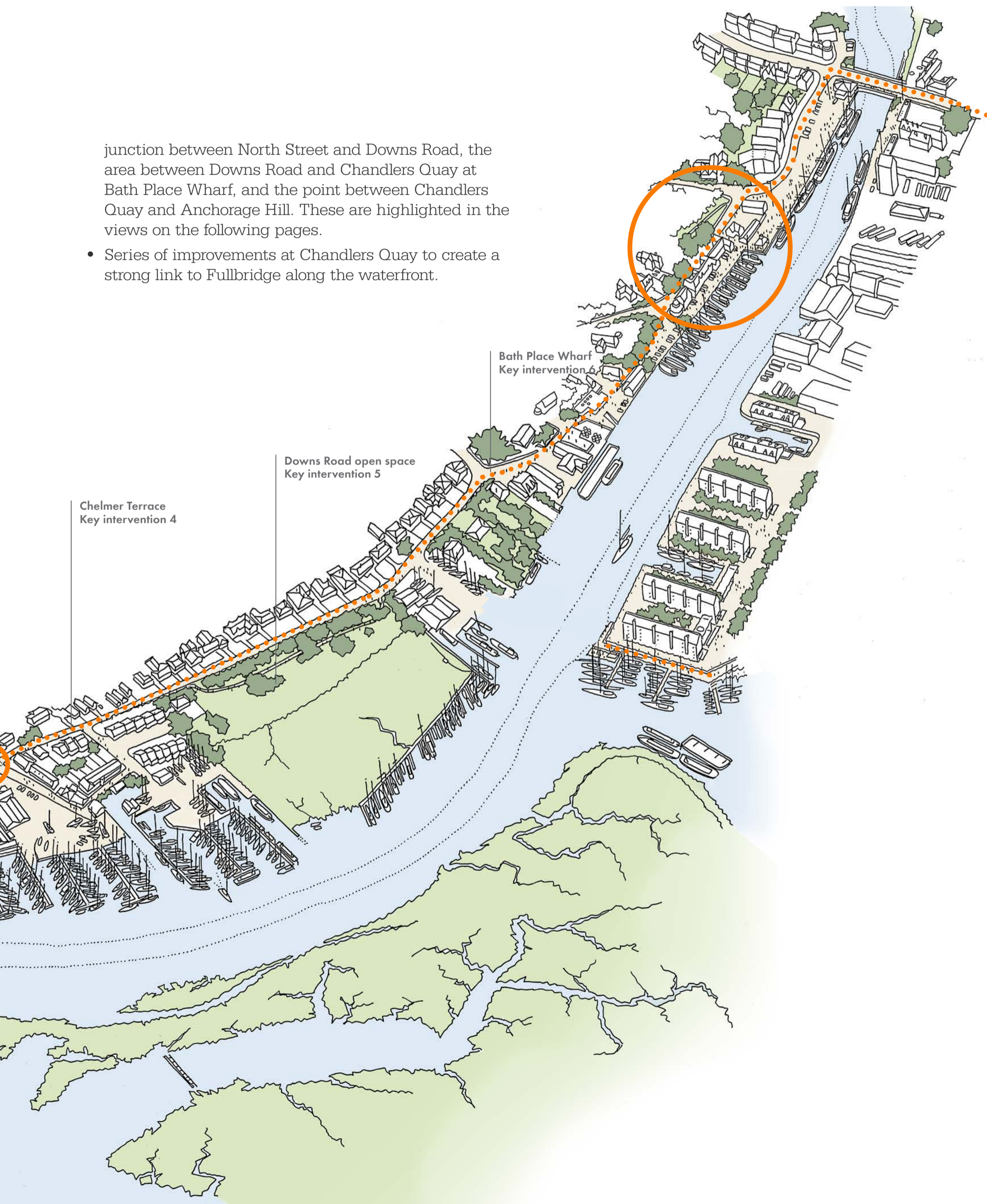
A series of small scale interventions should be delivered to improve the legibility of, quality of and access to the Maldon Riverside Path. Particular opportunities include:

- 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



junction between North Street and Downs Road, the area between Downs Road and Chandlers Quay at Bath Place Wharf, and the point between Chandlers Quay and Anchorage Hill. These are highlighted in the views on the following pages.

- Series of improvements at Chandlers Quay to create a strong link to Fullbridge along the waterfront.





KEY INTERVENTION 1: Statue Promenade
 Improvements along Maldon Promenade Walk, looking towards Maldon from the Statue of Byrhtnoth. Surface and banking improvements together with replacement benches



KEY INTERVENTION 2: Promenade Walk
 Expansion of moorings along the Balckwater Estuary would allow a greater spectrum of boats to be accommodated, and would become a prominent and popular feature of the Park



KEY INTERVENTION 3: Hythe Quay Approach
 The link between Promenade Park and Hythe Quay is critical to the respective successes of each destination. Subtle signage, lighting, visual cues and unified surface improvements needed.



KEY INTERVENTION 4: Chelmer Terrace

The route is not intuitive along this stretch of Downs Road. Surface treatment and visual cues will orientate the walker and cyclist.



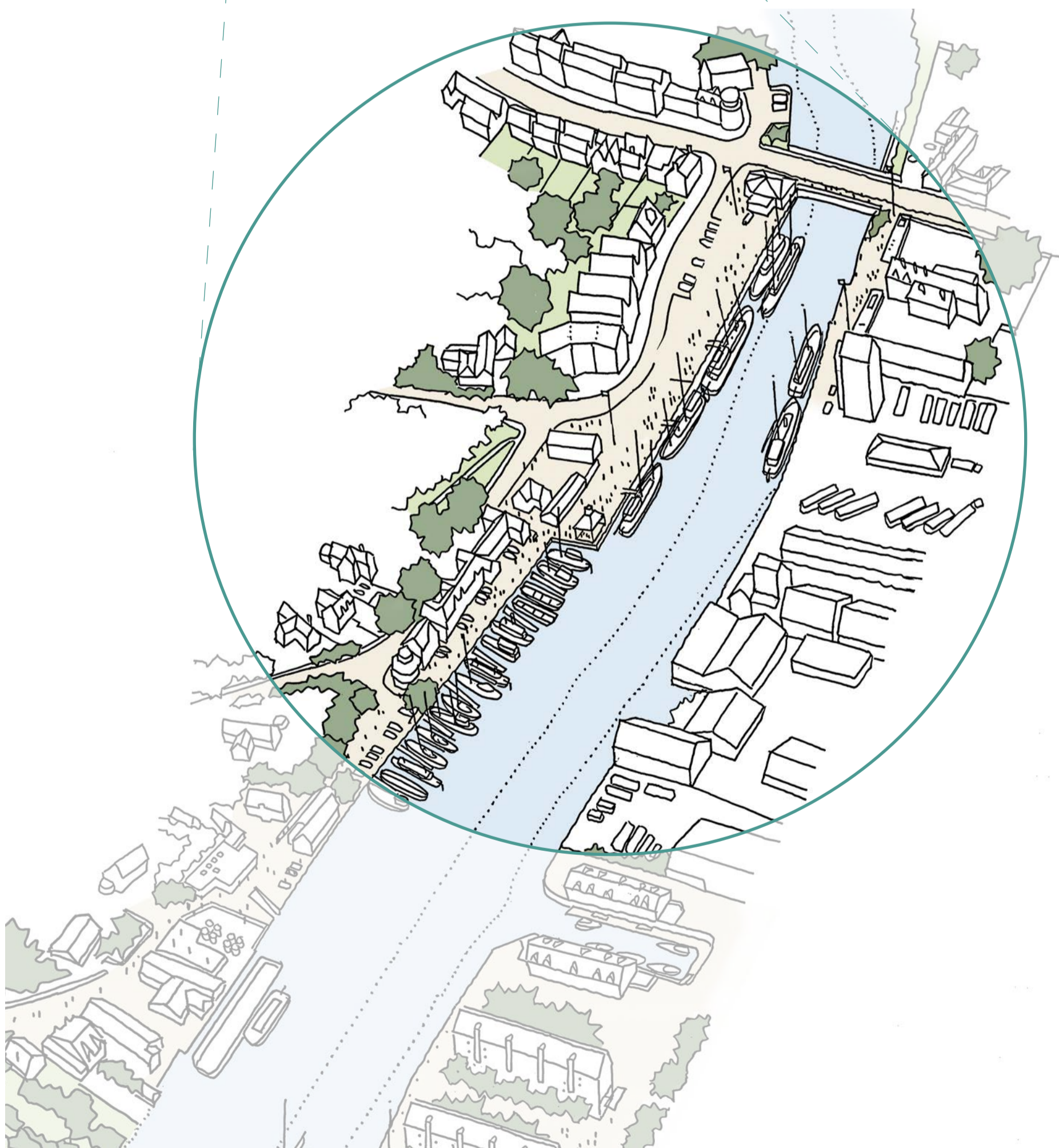
KEY INTERVENTION 5: Downs Road open space

The open space at Downs Road will form a key part of the Maldon Riverside Path, with the treatment of the path helping to make it more legible. The space itself could be considered for creating meadow habitat and selective enhancement and management of trees.



KEY INTERVENTION 6: Bath Place Wharf

A pedestrian connection is available linking Chandlers Quay with Downs Road, but lack of signage and indirect sight lines put doubt in the user's mind. Surface treatment, visual cues and appropriate signage could help



Chandlers Quay at Fullbridge is the most prominent waterside location in Maldon. The quayside area is currently private parking spaces and the area is a busy quayside area with private moorings and views across the river to the Carr's Flour Mill complex. The area has been the focus for recent development activity with new apartments under construction on the quayside. Delivering improvements to Chandlers Quay will be complex given a fragmented ownership pattern and the need to respect ongoing business operations.

There are two principal opportunities at Chandlers Quay for the delivery of improvements, as follows:

- Firstly, improvements to the quayside environment itself. This is a prominent, accessible and central site in the heart of historic Maldon. Currently the quayside is primarily used for private parking spaces. Whilst most parking spaces could be retained, opportunities to enhance this space should be explored.
- Connecting the quay to the riverside route linking with Hythe Quay and beyond is important for the success of Chandlers Quay. The physical link between Anchorage Hill and Chandlers Quay is currently not ideal as the route has to pull away from the quayside frontage. A small cantilevering boardwalk structure off the dock wall could potentially unlock and bridge this connection in the long term although land ownership and business operational issues would need to be resolved to the agreement of all parties.

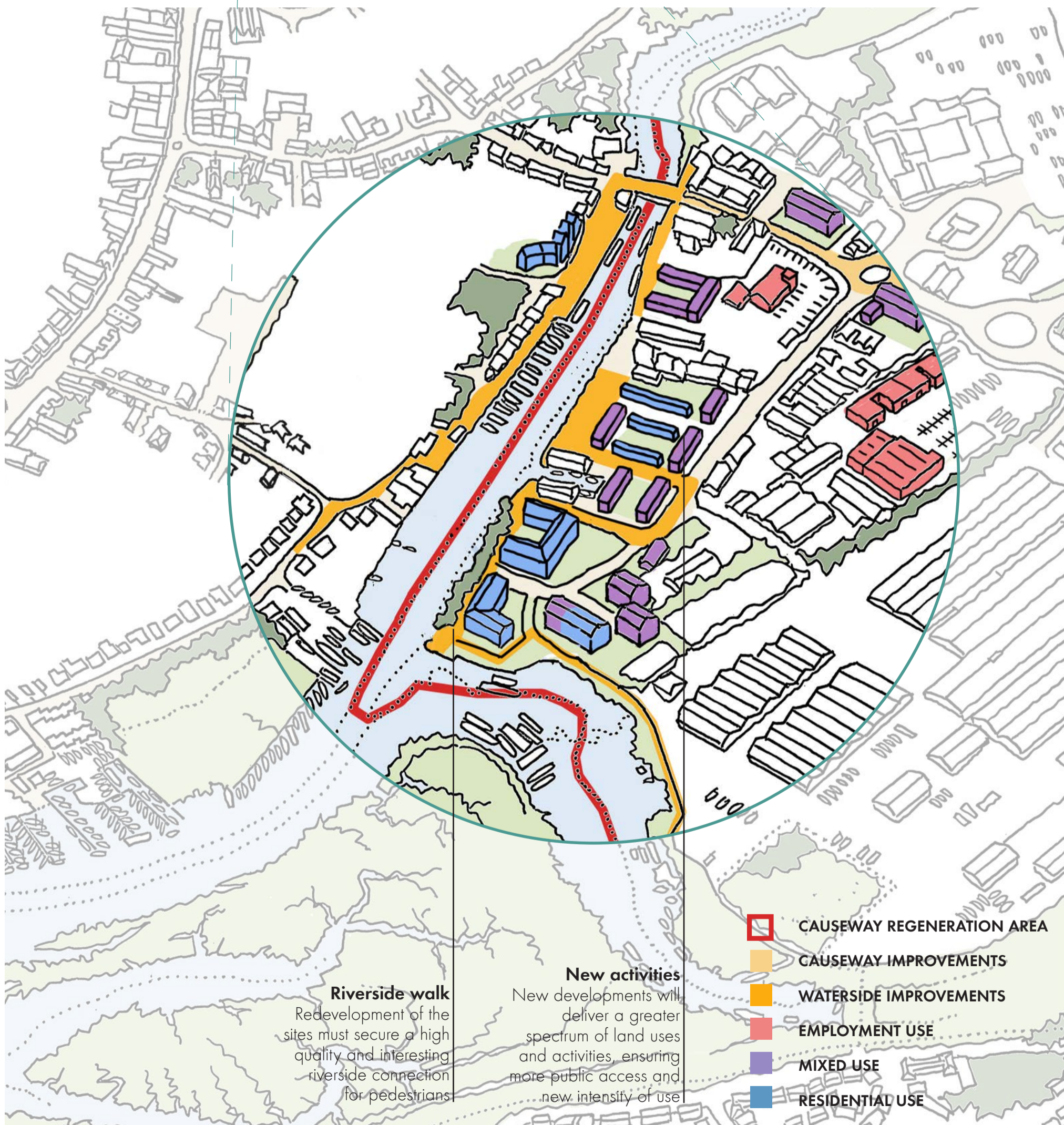


Existing view



Artist's impression of Chandlers Quay





RIVERFRONT
4.6 NORTH QUAY
 PROJECT 6

Context

The North Quay, accessed off Station Road, occupies a prominent, south facing quayside position with good views south towards Chandlers Quay and downstream along the Chelmer. The area is currently mixed in character with long established businesses operating adjacent to family housing. Aside from Sadd's Wharf and the Aquilia site which has recently been given planning permission for retail-led mixed uses including a hotel, the area is allocated for employment uses. The area has been identified as suitable for mixed used development in the recent Causeway Development and Improvement Plan prepared by BBP Regeneration consultants. The study goes on to state that 'in particular the North Quay of the River Chelmer provides a prominent opportunity close to the town centre for cycle/pedestrian connections'.

Planning permission has been granted for the mixed-use redevelopment of Sadd's Wharf. Whilst the site remains undeveloped, the pivotal role mixed-use redevelopment of this site will play was recognised in both the Intermediate Study and BBP's more recent Development and Improvement Plan for The Causeway Regeneration Area. The role the site will play in providing a direct link between Maldon and Heybridge Creek is a particular priority.

Project name:

6. North Quay regeneration



The priority for North Quay will be to ensure new developments and regeneration proposals deliver new jobs through employment generating mixed-use development. With good links to the town centre and improving amenities in the wider area, residential uses are likely to play an important role in helping to deliver improved pedestrian access and environmental quality of the quayside environment. A new generous quayside walk, flanked by commercial uses, is a long term aspiration which would complement improvements to riverside connections on the south side of The Chelmer. Such a route would enable key sites including Sadd's Wharf and the Heybridge Creekside environment to be far better connected. Improvements to these connections are considered particularly important in the context of the planned strategic housing growth north of Heybridge.

There is a longstanding aspiration to improve physical linkages between Heybridge and The Causeway and Maldon. Major new development proposals along the North Quay should contribute to delivering improvements to access and connectivity.



Sadd's Wharf
Opportunity to consider a new scheme for site - achieving an uplift in capacity to support new public realm interventions and connections to Maldon and Heybridge for pedestrians and cyclists

RIVERFRONT
4.7 HEYBRIDGE CREEK CONNECTION
 PROJECT 7

Context

The planned redevelopment of Sadd's Wharf has considered the public realm fronting Heybridge Creek in providing connections by cycle and on foot westwards to Heybridge and Heybridge Basin via the Hall Road Bridge across the Chelmer and Blackwater Navigation and across the River Chelmer eastwards to Maldon town centre. The need for improved connections and safe and attractive pedestrian and cycle routes via Heybridge Creek will become more acute when Sadd's Wharf is developed and the planned housing growth north of Heybridge and south of Maldon comes forward.

Project name:

7. Delivery of improved connections from Heybridge Creek



The delivery of improved connections from Heybridge Creek would crucially link all parts of Maldon Central, the Leisure Quarter and the Causeway Regeneration Area together via a riverside route along the South and North Quays at Fullbridge connecting with the estuarine route along Heybridge Creek.

The planned mixed use development on Sadd's Wharf will play an important role in delivering improved pedestrian access and environmental quality at the quayside environment and estuarine landscape at Heybridge Creek.

Coupled with Project 5 The Maldon Riverside Path on the South Quay at Fullbridge and Project 6 North Quay Regeneration, a Heybridge Creek connection is fundamental to improving public access to the waterside and creating direct, safe and attractive walking and cycling routes between Maldon and Heybridge. Introducing a Heybridge Creek Connection, would unlock the potential of the riverfront on both sides of the water and crucially link all parts of the town together.

Opposite: Masterplan option for Sadd's Wharf
 (alternative layout for Sadd's Wharf shown)

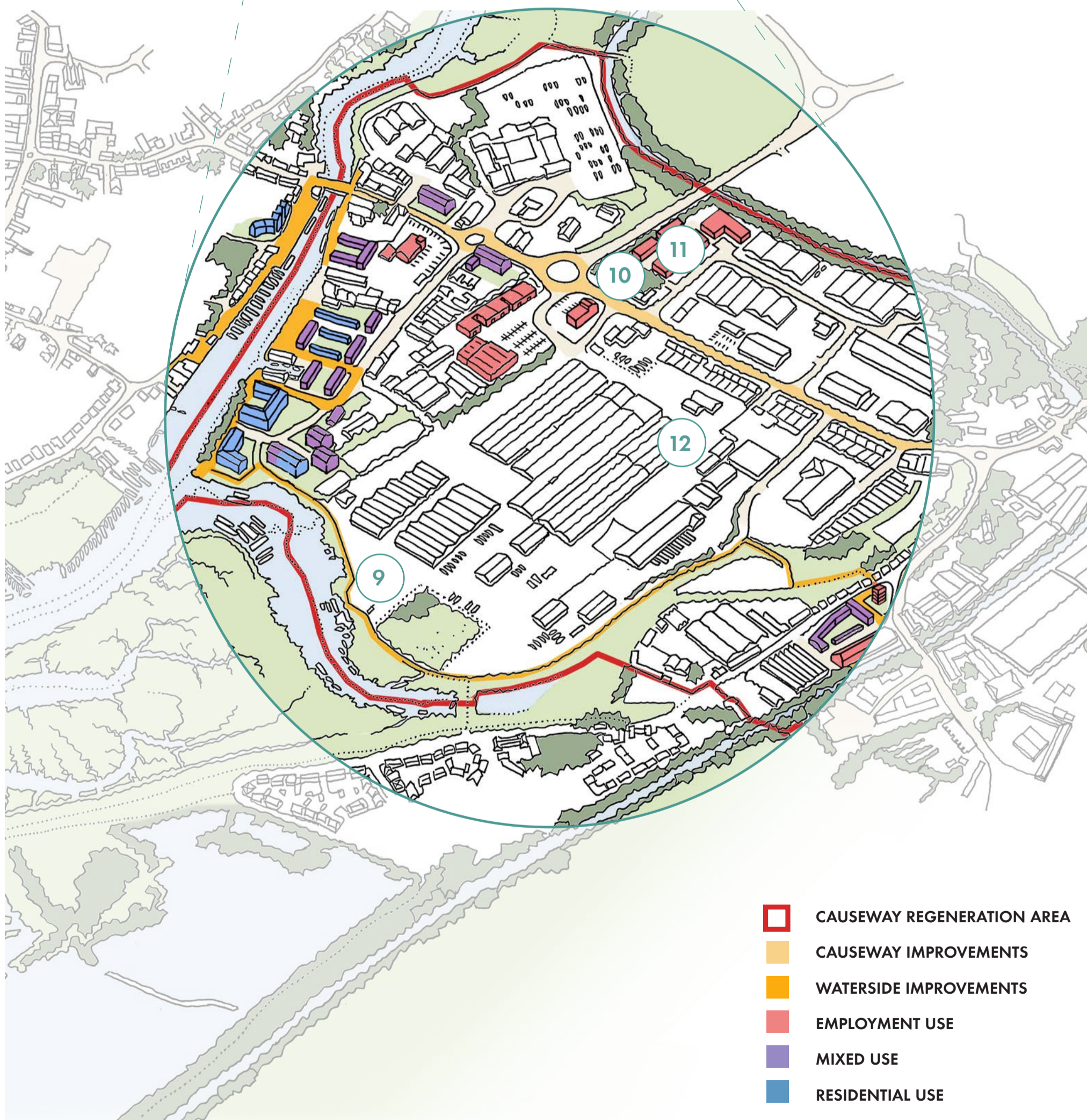


Existing view



Artist's impression of view west towards Maldon from Heybridge Creek incorporating an alternative new scheme for Sadd's Wharf





THE CAUSEWAY
4.8-4.12 THE CAUSEWAY
 PROJECTS 8, 9, 10, 11, 12

Context

The Causeway is Maldon’s principal employment area. Vacancies are low but the Council and its partners are keen to increase the supply of higher quality and more flexible floorspace across the area. This is seen as key in restructuring The Causeway, improving the quality of employment land in this area, increasing the number of jobs provided and ultimately making The Causeway employment area more resilient.

Strategic Intervention 1 of the Maldon District Council’s Economic Prosperity Strategy 2013-2029 targets the increase in supply of high quality, flexible premises. This issue is identified as the most pressing economic challenge facing the District. In addition, building on the outcomes of the Intermediate Study, the Causeway Regeneration study by BBP Regeneration calls for improvements to the overall environmental quality of the area, the redevelopment of key opportunity sites and the delivery of an innovation centre to help support and promote business growth.

Project name:
8. The Causeway corridor



The junction between the A414 and The Causeway / Fullbridge is perhaps the town’s most important gateway. Signage to this strategically important employment and enterprise area should be improved from the A414 from which The Causeway business area is only mentioned specifically on the approach to the Fullbridge roundabout. Once at this roundabout however, public realm improvements including specialist street lighting along The Causeway, improved provision for pedestrians and cyclists and the feature treatment of the roundabout itself could be undertaken to help promote the importance of this area.

A strategic landscape and public realm strategy for the Causeway should be prepared to identify detailed projects and a coherent approach to planting, signage, boundary treatments and landscape. The project would help improve the image and environment of the Causeway and support inward investment, business and staff retention.

Project name:
9. Heybridge Creek improvements



The Causeway as a route will continue to play an important role in providing vehicular access to all business traffic. Good quality vehicular access is key to maintaining and/or improving the quality of this employment land. Promotion of the physical investment in the provision of alternative and more sustainable travel choices is therefore considered to have an important role in the future development of Maldon and help ensure the planned strategic growth in the north of the town is properly integrated whilst not undermining the importance or quality of the prevailing employment uses along The Causeway. The Sadd’s Wharf development and the footpath along Heybridge Creek immediately to the north, on the eastside of The Causeway employment area, provides a unique and beautiful alternative informal route to Maldon. Views across the creek with Maldon’s houseboat community in the foreground and Maldon’s historic town beyond provide a wonderful aspect of the town. The route should retain its leisure route character but be widened and with surface improvements and lighting to improve safety. Designs for enhancements to this route to accommodate walking and cycling must recognise the international ecological importance of the estuary and the creek environment. Any development must be aware of the International, National and Local environmental designations.



Green Roundabouts
Landscaping and branding to gateway roundabouts



Street Trees
Enhanced street scene through street trees planting



Above: Existing and proposed changes to The Causeway route



Street Branding
Street branding to promote an area

Project name: 10. Enterprise Centre



The recent BBP study on The Causeway Regeneration stated that “there is a perceived lack of small to medium sized offices. For start-up businesses or small established firms it is difficult to find a space where the rents are not too high. It is recommended that an Enterprise Centre is established, where flexible space and conference rooms are offered. This Centre should be located at the gateway to the Causeway, ideally with a prominent street frontage. The Economic Prosperity Strategy 2013-2029, in line with LDP Policies E1 and E6, confirms that the Council will seek to secure a supported Enterprise Centre for high potential start-ups.

Of the opportunity sites identified in the Intermediate Study, sites with a prominent street frontage and which sit between the main employment zone and the town centre would seem to offer the greatest potential in promoting small business activity. The Causeway Regeneration Study identifies a range of format options for a new Enterprise Centre and these should be explored through the preparation of a business plan.

The Leigh Industrial Estate would provide the best position for an Enterprise Centre in terms of location given its prominence at the gateway to the area, as well as its existing building potential and development potential.

Project name: 11. Leigh Industrial Estate



The Leigh Industrial Estate occupies a prominent gateway location to The Causeway employment area. Redevelopment should deliver a more prominent form of development which provides a strong address to both the A414 and The Causeway. In particular, the scope to provide a positive address to an improved environment along the canal frontage is a unique opportunity for this and other canal-side sites which have the potential to deliver a really high quality outlook for a new office-based form of development.

A development brief for the site was recommended by the Causeway Regeneration Study as a means to outline the key design opportunities for this site.

Project name: 12. The Causeway Strategic Flooding Review



The whole of the Causeway Regeneration Area falls within a flood zone including fluvial, tidal and surface water flooding and as a result all new development proposals must be supported by a flood risk assessment. The need to carefully manage all types of flood risk and ensure that relevant infrastructure is effectively managed is also a specific requirement of Local Development Plan Policy S5. The recent regeneration study of The Causeway identified the need for a strategic flooding review of The Causeway area (supported by Surface Water Management Plan, ECC, 2013). As recommended in the study, the Strategic Flooding Review helps to facilitate emerging Council Planning policy and the output of the study should be capable of both informing such policy and of being understood by third parties without specialist knowledge.

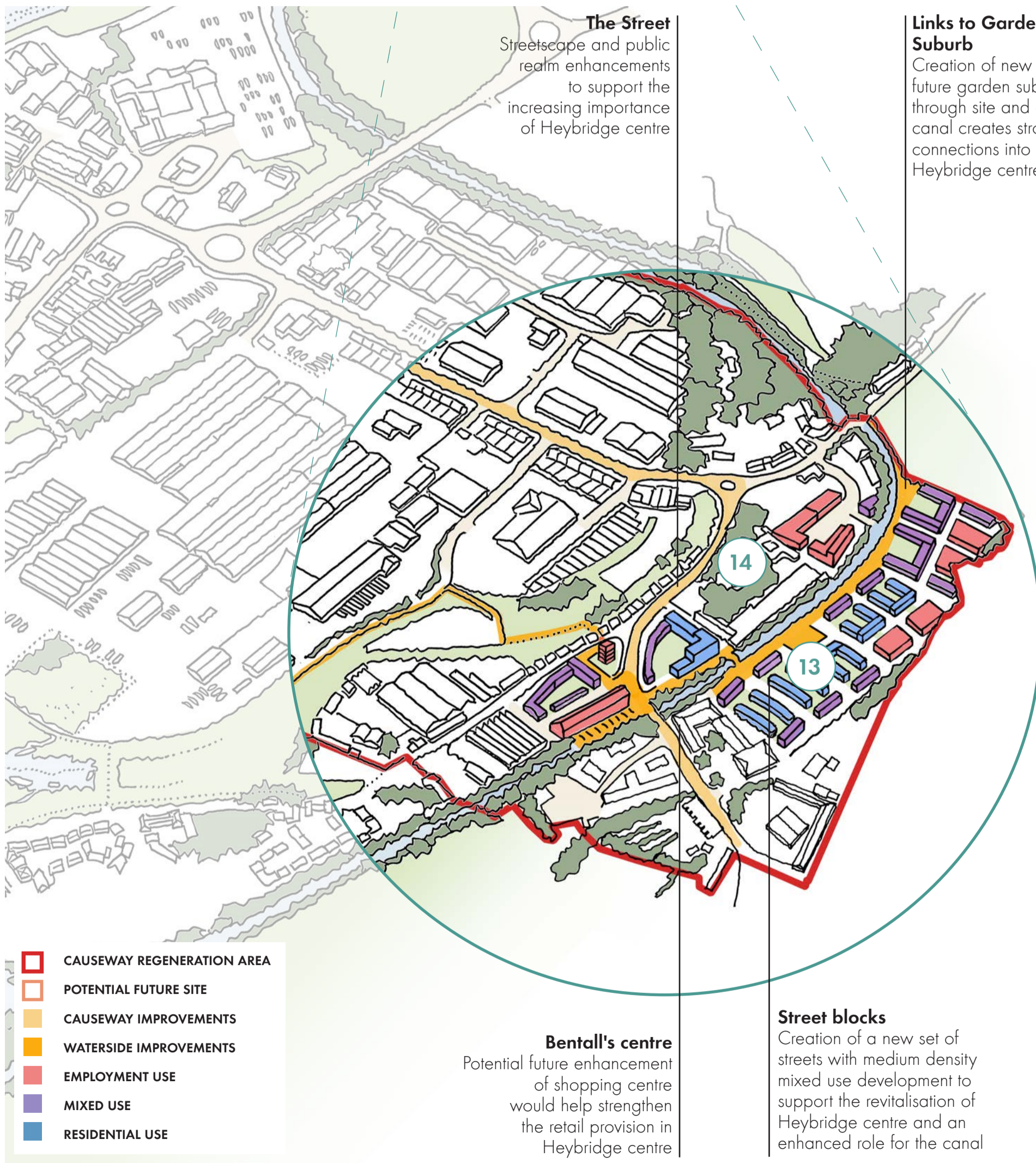


Existing view



Artist's impression of redeveloped Leigh Industrial Estate and The Causeway improvements scheme





The Street
Streetscape and public realm enhancements to support the increasing importance of Heybridge centre

Links to Garden Suburb
Creation of new links to future garden suburb through site and along canal creates strong connections into Heybridge centre

Bentall's centre
Potential future enhancement of shopping centre would help strengthen the retail provision in Heybridge centre

Street blocks
Creation of a new set of streets with medium density mixed use development to support the revitalisation of Heybridge centre and an enhanced role for the canal

- CAUSEWAY REGENERATION AREA
- POTENTIAL FUTURE SITE
- CAUSEWAY IMPROVEMENTS
- WATERSIDE IMPROVEMENTS
- EMPLOYMENT USE
- MIXED USE
- RESIDENTIAL USE

HEYBRIDGE

4.13-4.14 HEYBRIDGE

PROJECTS 13,14

Context

Heybridge Centre is a designated district shopping centre in the Local Development Plan with a designated vv Retail Area in two locations either side of the Chelmer and Blackwater Navigation. One core retail area is focused on the Bentalls Shopping Centre, a precinct-based centre of 14 units. This centre is poised for new investment which will see the former Tesco store converted to a larger Post Office facility and a larger health centre facility. These community orientated facilities will play an important role in meeting the day-to-day community needs of a growing population. The other core area is along The Street and Hall Road.

A number of industrial estate sites within the Heybridge area form part of a designated employment area centring on The Causeway. However, sites in Heybridge, which are at the northern fringes of this designation and benefit from very close proximity to Heybridge district centre and canal-side frontage, are identified in the Causeway Regeneration Study as being appropriate for employment generating mixed-use development.

These sites will play a fundamental role in revitalising Heybridge centre to meet its future role as a local centre for an enhanced population.

Project name: 13. Wyndham Heron and the Roothings



These industrial sites immediately adjacent to the district centre benefit from south facing views over the Chelmer and Blackwater canal. These sites represent a very significant redevelopment opportunity, with key principles as follows:

- Redevelopment should incorporate employment and mixed-use buildings.

- Proposals for redevelopment of this designated employment site would be considered in the context of the jobs created compared with the jobs on the site when it was in full employment use.
- Improving the quality of the canal frontage is a key priority in order to enhance the character of the conservation area.
- Redevelopment should deliver a new low key footbridge link across the canal to better connect the site with the rest of Heybridge and improve links to and from the district centre. This would be delivered in conjunction with redevelopment of The Street and Benbridge Industrial Estate sites.

Project name: 14. The Street and Benbridge Industrial Estates



These sites, either side of the Grade I listed St Andrew's Church, have the potential for employment generating mixed-use redevelopment. Principles associated with redevelopment include:

- It may be that partial redevelopment options could be considered to retain the better quality employment accommodation on parts of the sites.
- Redevelopment of The Street industrial estate should take account of and contribute to the delivery of a new physical connection across the canal to the district centre.
- New buildings should present a good quality frontage to the canal.
- New buildings should also present active frontages to The Street, Colchester Road and Hall Road.



Artist's impression from Wave Bridge over the Chelmer & Blackwater Navigation, The Street, Heybridge looking into sites 13 and 14





Hub location option

A new iconic building could be established at the edge of the lake at the fulcrum between the riverfront and the rest of Promenade Park

Hub location option

The refurbishment and extension of existing buildings could accommodate the hub alongside the Maritime Heritage Centre

RIVERFRONT / PROMENADE PARK
4.15 DESTINATION HUB
 PROJECT 15

Context

The Intermediate Study identified the opportunity for a new visitor attraction in the area where Promenade Park meets Hythe Quay. Specifically, support is given to a new regional restaurant which would be combined with a visitor centre.



Above: Rock Salt Restaurant, Folkestone

Project name:

15. Destination Hub – combined visitor centre and specialist restaurant



In addition to the Maritime Heritage Centre proposed at Hythe Quay, there is also demand for a more general visitor centre that can act as a multi-use hub for the town's attractions as a whole and for community functions. This destination hub would provide a focus for tourists, telling the story of the town and providing orientation to the series of sites of interest around the town. Such a centre could include interpretation and orientation for the Battle of Maldon AD991 designated site and Northey Island to support the National Trust's strategy for these important but sensitive assets. A multi-use hub will include exhibition and conference space, food and drink offer, park rangers office space, associated retail, evening uses and community functions.

A new restaurant will play a major role in underpinning the business case for such an investment. A new, high quality, small scale but specialist restaurant could build on Maldon's already strong links with food and has the potential to increase the profile of the town and attract new visitors to this part of the centre.

The precise location of the destination hub would be determined through the preparation of a business plan. However, the preferred location would be directly linked and in close proximity to Hythe Quay so the investment in these two areas can benefit each other.

Key considerations:

- A new destination and community multi-use hub visitor attraction incorporating a new small speciality restaurant.
- Improving physical links between Promenade Park and Hythe Quay so both attractions benefit from their respective investments.
- The Council should be the lead partner and review the extent of its existing land holding and buildings in the area to reduce overall delivery risks.

| Existing | | Proposed | | | | | |
|----------|--------------------------|----------|--------------------|---|---|---|--------------------------------|
| --- | 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.

PROMENADE PARK

4.16 - 4.17 PROMENADE PARK

PROJECTS 16, 17

Context

Opened in 1895, Promenade Park remains the most popular attraction in the town for families to enjoy a visit to Maldon. The Park draws in visitors from across the sub-region. The Park continues to benefit from ongoing investment following its major programme of transformation in 2008. Most recently, the Pirates Bay Adventure Golf facility opened earlier this year.

During the preparation of this Strategic Masterplan Framework, location options for a new hospital in Maldon have been under consideration. The Leisure Quarter has been identified as one such option although the associated decision making process is outside the remit of this Masterplan Framework.

Project name:

16. Management Plan for Promenade Park



As a key asset of the town the future of Promenade Park must be carefully managed to balance the multiple and competing demands on the space. A Management Plan for the park is to be prepared to steer how these demands should be best met over the coming decade. Key aspects to be explored include the formalisation and re-organisation of car parking, the relocation of the civic amenity site, the enhancement of the Coastal Path route through the park, the accommodation of interpretation and orientation facilities for the Viking Battlefield and Northey Island, and the extension of the recreational offer in the park.

Car parking

The existing park and ride service which is funded by Tesco and runs between that store at Fullbridge and the Blackwater Leisure Centre at the southern end of Promenade Park has no formal parking facility at this southern end. Land between the leisure centre and Madison Heights could serve as an extension to the parking provision which would enable the establishment of a true Park & Ride facility to operate from the south of the town.

Parking facilities at Promenade Park have improved in recent times. With parking at capacity in the town centre, additional spaces could be provided at existing parking zones in the busy summer months to help promote a 'park and stride' initiative which takes advantage of improved walking links between Promenade Park and central Maldon.

Civic amenity site

The access arrangements for the Civic Amenity Site are part shared by those associated with the Park's main car park area. This causes conflict and reduces the capacity of local roads, especially in the summer months. The Civic Amenity Site should be relocated to a suitable site within The Causeway to remove this environmentally difficult land use from the town's principal visitor and family attraction. Care will be needed to ensure a new location does not harm the residential or commercial amenities enjoyed by neighbouring uses of the new location.

The relocation of the Civic Amenity Site would release new capacity within the Park to allow a new use to be introduced. This site could accommodate orientation and interpretation facilities for the Viking Battlefield site and Northey Island.

New facilities

Hotel and holiday accommodation within Maldon has been consistently raised as an issue which should be addressed. There is a concern that the quality and quantity of overnight accommodation for visitors is undermining the ability of Maldon to attract visitors for longer stays. The ability to accommodate long term parking has already been improved at Promenade Park. In tandem with the preparation and continual review of a Promenade Park management plan, the introduction of good quality seasonal camping facilities within the Park itself could go some way to addressing this accommodation shortfall. Some visitor infrastructure is already in place although facilities would need to be improved to accommodate overnight stays. Flood risk might also be an issue and the views of the Environment Agency would be an important consideration.

Examples of harbour and seaside towns which have exploited their coastlines to create distinctive visitor attractions.



Whitstable Harbour



Whitstable Harbour Market



Overstrand, Boscombe



Whitstable Harbour Oyster Festival



East Beach Cafe, Littlehampton

Project name:
17. Moorings in the Blackwater Estuary



The banks of the River Chelmer on the northern edge of Promenade Park should be considered as the location for additional moorings. Such moorings formed around a pier or series of jetties would provide space for a greater spectrum of historic and day trip vessels.



Promenade Walk

Expansion of moorings along the Blackwater Estuary would allow a greater spectrum of boats to be accommodated, and would become a prominent and popular feature of the Park



PROMENADE PARK (SOUTH)
4.18 ENGLAND COAST PATH AND NORTHEY ISLAND
 PROJECT 18



Context

Northey Island and South House Farm are owned and managed by the National Trust and are a special part of the Blackwater Estuary. The island, saltmarsh and mudflats provide important habitats and feeding grounds for wildlife. The area is also the designated site of the oldest Registered Battlefield in England when a Viking invasion was bravely fought by the Saxon Ealdorman Byrhtnoth. The main source of the battle is a contemporary poem, *The Battle of Maldon*, one of the finest battle poems in English literary history.







Project name: CA3 CA4 CA5 CA6
18. England Coast Path and connections with Northey Island

The National Trust is exploring ways to look after these special sites in the future whilst maintaining public access. Working in partnership with the National Trust, local businesses and engaging with local people and visitors will continue to play a key role in this process. The aim is to give greater access along coastal footpaths whilst preserving the sense of wildness; to adapt the coastline to make it more resilient to sea level rises and to tell the stories of Northey Island.



The opportunity to deliver a destination hub at Promenade Park / Hythe Quay has the scope to support these efforts and provides opportunities for interpretation. Additional interpretation could be provided at key points along the route to Northey Island.

-  Permanent parking
-  Battle of Maldon AD991 designated site
-  England coast path
-  Destination Hub area of search



Opposite: Photographs of the route to Northey Island



5 ACTION PLAN

5.1 INTRODUCTION

This Strategic Masterplan Framework provides a framework for short, medium and long term actions, initiatives and development proposals across the entire Maldon and Heybridge Central Area masterplan. The Framework is not a blueprint, rather an agenda for change which should be kept continually under review.

Delivery of the projects and initiatives put forward in this Framework will require coordination, agreement, compromise and negotiation across an extensive and diverse range of stakeholders. Delivery will require leadership, tenacity, determination and pragmatism from the lead agency involved.

Delivery will also require funding. In the vast majority of cases, funding has not been identified. The Framework, however, equips the Council and its key partners with an agenda for change which is ready to form the basis of future funding bids and applications.

A view on funding is given with low indicating the project could progress using existing budgets; medium signifying additional external funding is likely to be required and high indicating that significant dedicated additional project funding would be required.

5.2 ACTION PLAN

The Action Plan below presents the wide range of individual projects for sites and locations across the Maldon and Heybridge Central Area. The Action Plan provides the following information for each project:

- A short project description;
- Indicates whether the project should be considered short, medium or long term;
- Attributes a priority to the project;
- Identifies the lead agency for the project; and
- Identifies potential partner organisations.

Term

- Short – 1-5 years
- Medium – 5-10 years
- Long – 10+ years

Priority

- High – A project considered fundamental to the future of Maldon and which will underpin the town's economic, social and environmental sustainability.
- Medium – A project which is important to supporting other higher priority projects and which will multiply the benefits of these if implemented.
- Low – A project which will enhance the attraction of the town or the ease with which it works, but is perhaps more peripheral to the headline projects, or which if not implemented would not undermine the overall objectives of the masterplan.

A regime of monitoring and review should be established to ensure the action plan is kept up-to-date. Progress on identified actions within the Maldon and Heybridge Central Area Action Plan should be reported regularly and correcting actions taken where necessary. Progress reports should be made publicly available so that stakeholders, local residents, businesses and the wider public have the opportunity to engage with and shape the different projects as they progress.

| Ref | Project | Description | Term | Priority | External funding opportunity |
|-----|---|--|--|--|--|
| 1 | Upper High Street improvements | Improvements to carriageway and pavement surface Programme of feature lighting Removal of street clutter | Medium | Medium | Townscape Heritage Initiative (THI) |
| 2 | Lower High Street improvements | Encourage wider range of non-retail uses | Short | High | Heritage Action Zone - linking to Project 4 |
| 3 | Butt Lane car park improvements | New signage and information point | Short | Medium | |
| 4 | Hythe Quay improvement initiative | Complete Historic Waterfront Revival feasibility study to inform approach and actions New seasonal food market Landscaping and public realm improvements Establish market management regime in consultation with local businesses Improve signage, lighting and public realm along links to Promenade Park Conversion and reuse of unused buildings around Hythe Quay | Ongoing Short Medium Short Short Medium | High High High High High High | Heritage Lottery Fund (HLF) |
| 5 | Maldon Riverside Path | Unifying brand/treatment of route for legibility and wayfinding Improved signage to and along the route Interventions improving links to the riverside route Improvements to the quayside with reduction in parking and temporary kiosks Cantilevering broadwalk structure connecting Anchorage Hill and Chandler's Quay | Short Short Short Short Long | High High High Low Medium | Natural England / Heritage Lottery Fund (HLF) |
| 6 | North Quay regeneration | Ensure mixed-use development which enhances quayside environment New Quayside walk connecting Sadd's Wharf and the Heybridge Creekside | Long Long | Medium Medium | Heritage Lottery Fund (HLF) |
| 7 | Heybridge Creek Connection | New foot bridge as part of Sadd's Wharf development | Long | High | s106 |
| 8 | The Causeway Corridor | Landscaping of large roundabouts and introduction of street trees in line with the emerging Strategic Landscape and Public Realm Strategy for the Causeway Regeneration Area | Short | Low | s106 |
| 9 | Heybridge Creek improvements | Re-establish walking / cycle route along the Creek | Short | Low | Flood and Coastal Erosion Risk Management Funding LIBOR Funding |
| 10 | Enterprise Centre | Prepare business plan for new flexible centre and agree approach working in partnership with Invest in Essex Identify and develop suitable site (most likely to be Leigh Industrial Estate) | Short Long | Medium Medium | Regional Growth Fund, Invest in Essex |
| 11 | Leigh Industrial Estate | Mixed-use employment generating (and possibly phased) redevelopment | Long | High | s106 |
| 12 | The Causeway Strategic Flooding Review | Strategic flood review of The Causeway area | Short | Medium | Environment Agency / LEP funding Haven Gateway |
| 13 | Wyndham Heron and the Roothings | Mixed-use employment generating (and possibly phased) redevelopment | Long | Medium | s106 |
| 14 | The Street and Benbridge Industrial Estates | Mixed-use employment generating (and possibly phased) redevelopment Improvements to the public realm of Heybridge Parish Centre | Long Medium | Medium Medium | s106 |
| 15 | Destination Hub - combined visitor centre and specialist restaurant | New visitor attraction incorporating a speciality restaurant Improve physical links between Promenade Park and Hythe Quay | Long Short | High High | Coastal Communities Fund (CCF) |
| 16 | Promenade Park Management Plan | Comprehensive management plan for Promenade Park to provide strategy for next decade, addressing issues including car parking, Park and Ride/Stride, future facilities, relocation of the Civic Amenity Site and connections | Short | High | Natural England, Coastal Communities Fund (CCF) and National Trust HLF Parks for People |
| 17 | Blackwater Estuary Moorings | Creation of new pier/jetty for additional moorings to support greater spectrum of traditional boats and opportunity for day trippers to moor (supporting Coastal Community Initiatives) | Medium | Low | Coastal Communities Fund (CCF) |
| 18 | England Coast Path and connections with Northey Island | Help draw visitors to National Trust attractions, signage, etc. | Ongoing | Medium | Natural England |

| Lead | Partners | Ref | Project |
|---|--|-----|---|
| Maldon District Council | Essex County Council | 1 | Upper High Street improvements |
| Maldon District Council | Historic England | 2 | Lower High Street improvements |
| Maldon District Council | Tourist Information Centre | 3 | Butt Lane car park improvements |
| Maldon District Council | The Dawn Barge Trust Topsail Charters Maldon Little Ship Club Hythe Quay business community | 4 | Hythe Quay improvement initiative |
| Maldon District Council | National Trust Environment Agency Private landowners and quayside businesses | 5 | Maldon Riverside Path |
| Private landowners | Maldon District Council | 6 | North Quay regeneration |
| Maldon District Council | Essex County Council Crown Estates Environment Agency Sustrans | 7 | Heybridge Creek Connection |
| Maldon District Council | Essex County Council | 8 | The Causeway Corridor |
| Maldon District Council | Essex County Council | 9 | Heybridge Creek improvements |
| Maldon District Council | Essex County Council | 10 | Enterprise Centre |
| Private landowners | Maldon District Council Essex County Council SELEP | 11 | Leigh Industrial Estate |
| Maldon District Council | Partners and stakeholders in the Surface Water Management including Environment Agency, Anglian Water and ECC Highways Haven Gateway | 12 | The Causeway Strategic Flooding Review |
| Private landowners | Maldon District Council Essex County Council | 13 | Wyndham Heron and the Roothings |
| Private landowners | | 14 | The Street and Benbridge Industrial Estates |
| Maldon District Council | Essex County Council | 15 | Destination Hub - combined visitor centre and specialist restaurant |
| Maldon District Council | Maldon District Council Environment Agency Friends of Prom Park Essex County Council | 16 | Promenade Park Management Plan |
| Maldon District Council | Environment Agency Crown Estates Friends of Prom Park | 17 | Blackwater Estuary Moorings |
| Natural England National Trust Historic England | Maldon District Council | 18 | Coastal Path and connections with Northley Island |

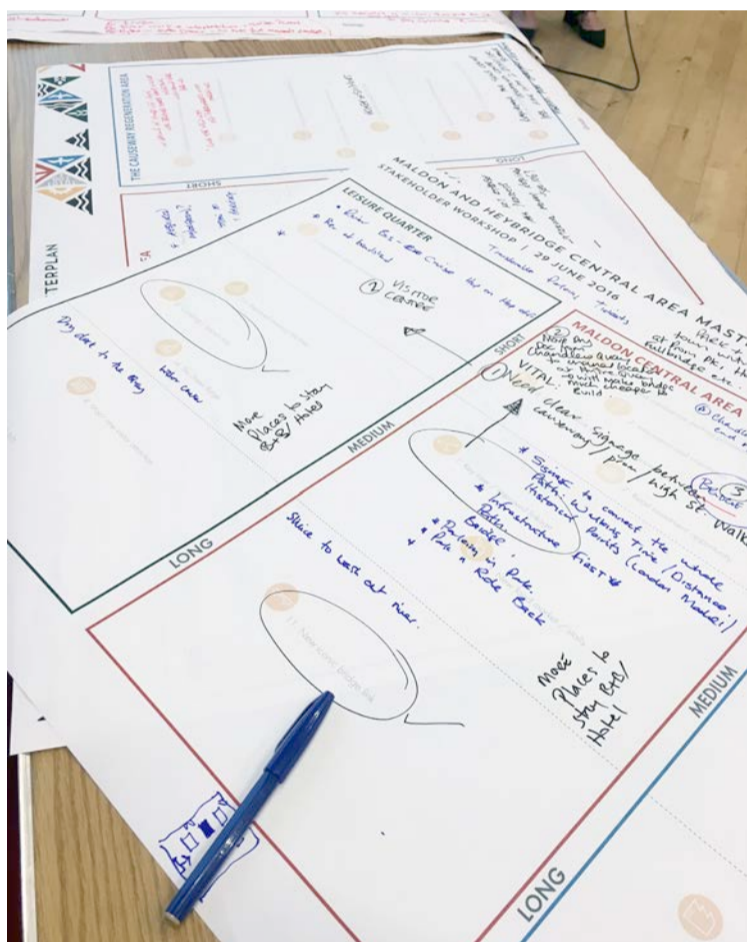
Note: S106
- to seek opportunities to secure funding for infrastructure and public realm improvements via Section 106 contributions

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APPENDIX **STAKEHOLDER WORKSHOP**





STAKEHOLDER WORKSHOP SUMMARY

A stakeholder workshop was held on 29 June 2016 at Maldon Town Council Offices on Market Hill. The workshop began with an introduction to the work completed to date followed by a presentation outlining key opportunities for each of the masterplan areas highlighted through sketch views.

The stakeholders were split into groups to discuss and make comments on proposals for the Leisure Quarter, Maldon Central Area and The Causeway Regeneration Area. There was a focus on highlighting short, medium and long term changes for these areas with suggestions and examples provided as a stimulus for debate.

All comments have been written up following the workshop and are summarised on the following pages.

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN
STAKEHOLDER WORKSHOP | 29 JUNE 2016

LEISURE QUARTER

Protect but new business opportunities

1. Visitor centre
2. Hythe heritage
3. Beach huts, mooring and camping

Strong links and directions

Signage required to guide people

River taxis for tourists

Improve visitor pontoon, larger and out into the river

Yes make more attractive and useful (eg pontoon)

Yes on the Prom like in Mill Beach

Central to history of area's maritime heritage. Re interpretation

Yes visitor centre but not in competition with museum. "Part of"

Yes but not without facilities

"Cooks yard/ Hythe should be marine skills and heritage - not retail!"

MALDON CENTRAL AREA

Second deck to car park?

Improve connections from all car parks. Use as hub for pedestrians.

Link causeway development to add to existing parking in town

Interactive signage. QR codes.

Physical enhancements to shops, etc.

"Any market should not be based within permanent buildings"

Whole waterside access important to the area. Signage and footpath surfacing. Tell a story as you go along

"Re use classroom"

"Hythe should be more public open space, more in keeping with maritime heritage."

Venue for music and performances, public performances.

Chandlers bridge/Fullbridge. Retain maritime industry rather than heritage. Iconic project.

Yes please!

Vital link from Heybridge to Maldon, open up area.

Needs to be opening bridge to maintain river access.

THE CAUSEWAY REGENERATION AREA

1. Navigation to forefront (inc alongside Wyndeham Heron)
2. Free car parking to support town
3. Enterprise zone

On margins - eg river frontages encourage mixed use - high quality with public access

Protect central area for business but see margins used for mixed use.

House boats at Heybridge Creek retain and develop

yes and navigation, etc

Don't turn back on the navigation

Open access to navigation, footpath, tow-path. Potential new waterside opportunity.

Residential moorings

Yes support as an idea, could just be space at low rent to fully supported business led.

Allies and Morrison
Urban Practitioners

1. Bridge
2. River walk and interpretation - golden thread
3. Hythe, open space. No huts but moveable market.

Group: 6

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN
STAKEHOLDER WORKSHOP | 29 JUNE 2016

LEISURE QUARTER

- INFORMATION SIGNAGE
- PILOT EVENTS ON THE HYTHE
- REVIEW PARKING ON THE HYTHE

Event on The Hythe - pilot events and markets. Focus on information and signage Cafe quarter.

Extend boat moorings - create marina: better use of moorings.

New cafes and restaurants in Prom park

Base for operations - maritime heritage centre

Replace existing kiosks with high quality cafe/restaurants in Prom Park

"Distinctive" Maldon feature, eg: benches

River Bus

Mersea Maldon Basin

Bradwell Burnham Wallasea

MARITIME HERITAGE CENTRE

- CAMPING (RISK FLOOD)

Maritime heritage centre

camping subject to flood defences

MALDON CENTRAL AREA

Deliver Coast path 2017-2018: coordination OS programme with Natural England/ Sustrans

Transferable parking tickets

Day experiences

- Walking
- Shopping
- Heritage

Need to provide visitor information @ points of arrival - car parks, beach parks

Ensure quality other/local produce

Focus on attracting night occupiers

Focus on lower part of High st.

- CREATE HUBS ON LOWER HIGH ST
- POST OFFICE - CREATE CULTURAL CENTRE
- FOOD QUARTER - LOWER HIGH ST

Create hubs at entrance of Prom Park, North St: focus activity

Create maps a focal point

New visitor accommodation: must be high quality

Market - bottom end of High St

The Hythe events: specialist food markets - could draw people off High st.

CONNECTIVITY TO HEYBRIDGE

- VISITOR CENTRE

Cinema/ Cultural centre - Old Post office: key to future Opportunities (artisan market)

THE CAUSEWAY REGENERATION AREA

English Coastal Path - need to define routes: Connectivity - ring fence

PROTECT OPPORTUNITY TO CREATE ACCESS TO WATERFRONT - CONSOLIDATE EMPLOYMENT USES

Need to take into account climate change/ create waterfront walks/ space - avoid sea walls

Apply for enterprise zone status

Complete waterside/ coastal route around Heybridge Creek

Promote waterfront development/ maximise assets

OPPORTUNITIES FOR FUNDING FOR FLOOD DEFENCES

Group: 1

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN
STAKEHOLDER WORKSHOP | 29 JUNE 2016

LEISURE QUARTER

Perhaps cross creek

Yes both for locals and visitors

Traditional Maldon fishing sheds.

Questions: How do we attract visiting yachts? Provide facilities?

Incorporation educational centre

1. Concern that huts may not be in keeping with maritime character of Maldon
2. May obstruct view
3. Possible mooring implications

MALDON CENTRAL AREA

3. Additional parking required. Poss multi-storey? Underground? But Lane?

Hythe Quay - reaction to commercialisation and extra parking pros & cons.

1. Support new pedestrian link Hall Road to Saddes Wharf.

Reaction to market stalls

Important:

- quality
- not permanent
- not conflict with barge activity
- "gastro hub?"

good idea but not at expense of other projects. External money required see 106?

THE CAUSEWAY REGENERATION AREA

In favour of mixed-used. Some well designed starter flats and light industrial with ground level parking

"Link the new with Old" Supermarkets with Market Hill.

Agree and support

Requirement for skills centre. Link with 2 districts see schools. Meeting page employment and education.

Group: 3

Above: Worksheets with comments from the stakeholder workshop

FEEDBACK

Generally feedback on the proposals was positive with groups adding to the vision outlined so far. For the Leisure Quarter, Central Area and the Causeway Regeneration Area comments were separated into short, medium and long term proposals. These comments are summarised here as follows:

Leisure Quarter

In the short term, stakeholders suggested improved walking routes, signage and parking for the area. There was a focus upon measures which would make the area attractive to tourists such as events, a market, cafes and draw attention to the water through a river bus and pier.

Medium term interventions include improvements to attract visiting yachts such as improved mooring facilities or a marina. Restaurants, cafes, and places for visitors to stay were suggested for Promenade Park designed as Maldon features such as traditional fishing sheds and boatsheds.

A Maritime Heritage Centre and facilities for camping were suggested as longer term proposals for the Prom.

Maldon Central Area

Improved signage and connectivity throughout the area were again highlighted with improvements to parking and the introduction of transferable parking tickets suggested in the short term. Quality shopping, walking routes, heritage and artisan businesses were suggested as measures which might improve the attractiveness of Maldon to tourists. The delivery of the coast path in 2017/2018 could draw more visitors and improved visitor information at arrival points could draw attention to this.

In the medium term stakeholders suggested improvements to the lower part of the High Street with a food and cultural quarter and more visitor accommodation. There were discussions around

keeping The Hythe as an open public space and venue for events with markets, music and performances considered positive so long as they are not drawing people away from the High Street. Infrastructure including paths, parking and a park and ride were again mentioned here.

All groups were in favour of a bridge connecting Maldon to Heybridge in the longer term and noted that it must allow boats to pass and possibly requiring it to open. A cinema or cultural centre was suggested for the Old Post Office with one group suggesting the complete regeneration of the lower end of the High Street. The preservation of maritime heritage needs to be balanced against the needs of current maritime industries with one group suggesting the latter should take priority.

The Causeway Regeneration Area

For new development priorities highlighted included good access to the waterfront with a mix of uses on the waterfront. An Enterprise Centre was proposed for the area along with retaining some light industry. More generally, it was suggested that there should be connections between the old and the new in Maldon for example between the supermarkets and Market Hill and a softening of the public realm through measures such as tree planting.

In the medium term Enterprise Zone status was suggested for the area along with consideration of the area's visual appeal through sculpture and a relationship to maritime activities. Additional houseboat moorings were highlighted for Heybridge Creek with 'special quality' residential houseboats.

Looking to the longer term, investments in flood protections to address the effects of climate change were prominent. A skills centre providing employment and education was suggested along with low rent business spaces. It was highlighted that all new development should maximise its relationship with the waterfront as an asset.



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