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## Part 2 - Regulation 19 and 20 of the Town and Country Planning (Local Planning) (England) Regulations 2012 “Pre-Submission LDP” consultation

Please note that all comments on the Pre-Submission LDP consultation should be provided by completing Part 2 of this form. A separate completed Part 2 should be provided for each comment made within a representation.

**2.1.** To which part of the Maldon District Local Development Plan (LDP) does this representation relate?

- |  |   |
|--|---|
| <p>a. Paragraph<br/>(please specify paragraph number)</p> <p>Click here to enter text.</p> | <p>b. Policy<br/>(please specify policy reference)</p> <p>Summary: Policies S2, S4, H1, H2, D2 I1</p> |
| <p>c. Proposals Map</p> <p>Click here to enter text.</p>                                   | <p>d. Other section<br/>(please specify)</p> <p>Click here to enter text.</p>                         |

**2.2.** Do you consider the Maldon District LDP to be... (tick as appropriate):

- |  |   |
|--|---|
| <p><b>a. Legally compliant</b><br/>To be 'legally compliant' the LDP has to be prepared in accordance with the Duty to Co-operate and legal and procedural requirements. This is required by Government guidance</p> | <p>Yes <input checked="" type="checkbox"/></p> <p>No <input type="checkbox"/></p> |
| <p><b>b. Sound</b><br/>To be 'sound' a Local Plan should be positively prepared, justified, effective and consistent with national policy. This is required by Government guidance</p>                               | <p>Yes <input type="checkbox"/></p> <p>No <input checked="" type="checkbox"/></p> |

**2.3.** Do you consider the Maldon District LDP to be unsound because it is not (tick as appropriate):

- |  |  |
|--|--|
| <p><b>a. Positively prepared</b><br/>To be positively prepared the plan should be prepared on a strategy which seeks to meet objectively assessed development and infrastructure requirements</p>  | <p><input checked="" type="checkbox"/></p> |
| <p><b>b. Justified</b><br/>To be justified the plan must be:</p> <ul style="list-style-type: none"> <li>• Founded on a robust and credible evidence base;</li> <li>• The most appropriate strategy when considered against the reasonable alternatives.</li> </ul> | <p><input checked="" type="checkbox"/></p> |
| <p><b>c. Effective</b><br/>To be effective the plan must be:</p> <ul style="list-style-type: none"> <li>• Deliverable;</li> <li>• Flexible;</li> <li>• Able to be monitored.</li> </ul>  | <p><input checked="" type="checkbox"/></p> |
| <p><b>d. Consistent with National Policy</b><br/>The Plan must be consistent with Government guidance as set out within the National Planning Policy Framework</p>   | <p><input checked="" type="checkbox"/></p> |

On the following pages, please explain why you think the Plan is unsound or not legally compliant, and set out any changes you feel should be made to the Plan to make the Plan sound or legally compliant.

**Please note:** As there will not normally be a subsequent opportunity to make further representations based on your representation at this stage, please include all the information, evidence and supporting information necessary to support/justify your representation and the suggested change(s) to the Plan. After this stage, further submissions will only be invited at the request of the Planning Inspector, based on the matters and issues the Inspector identifies for examination.

- 2.4.** If you consider the Maldon District LDP to be unsound or not legally compliant please explain why in the box below. Please be as precise as possible. Please also use this space for any comments in support of the LDP.

If the box is not big enough for your comments, please attach another page marked appropriately.

In the opinion of CEG, the Maldon LDP is likely to be 'sound', subject to clarification on several matters related to viability, infrastructure delivery and the objectively assessed infrastructure requirements. CEG are currently working with the Council to resolve these outstanding matters and it is hoped that the currently recorded objections to the Plan can be removed in due course.

The accompanying Summary Vision document prepared by Broadway Malyan on behalf of CEG summarises the positive progress being made in delivering the requirements of the draft LDP and in particular the objectives of policies S1(Sustainable Development), S3 (Place Shaping) and the specific requirements of S4 as they relate to Maldon Strategic Growth. The emerging master plan demonstrates that subject to outstanding viability matters, the Plan can be effective in its aims, positively prepared, justified and consistent with national policy.

Furthermore, CEG are of the view that the draft LDP:

- Is consistent with the Local Development Scheme;
- Has appropriately involved the community (subject to a concern noted in other objections that insufficient involvement of the developer teams has occurred in relation to viability and infrastructure matters);
- Complies with the Town and Country Planning (Local Planning) (England) Regulations 2012;
- Has been properly tested through sustainability appraisal;
- Conforms to national policy (with the current exceptions noted below); and
- Reflects the objectives of the Council's Sustainable Community Strategy.

CEG's representations are accompanied also by reports prepared by Pioneer outlining the concerns and possible solutions related to the need for additional assessment of viability and infrastructure elements and housing requirements:

- Infrastructure and Viability Evidence Base Review.
- Housing Requirement Evidence Base Review.

As a consequence of the need for additional assessment, CEG currently have concerns that the Plan may not be 'sound' on the following grounds:

#### **Positively Prepared**

At the time of the Council's consultants drafting the Infrastructure Delivery Plan (IDP) and Viability Study (VS), infrastructure requirements, particularly related to highway improvements and secondary schooling were awaiting some further evidence from ECC and robust assessment by the developer stakeholders. Despite the lack of this evidence and assessment, the IDP and VS were used to confirm the number of dwellings and the financial burden on the SMGS proposal. The Inspector will note that the December Update to both evidence base documents in fact amended some of the important assumptions made in earlier documents.

Until this evidence is produced and assessed, CEG remain of the view that the Plan has not been positively prepared and that given the importance of a clear understanding of

infrastructure requirements, may jeopardise the delivery of the SMGS.

### **Justified**

The Council has produced an IDP and a VS. Both were updated in December 2013 and published with the Pre-Submission LDP in January 2014. Late and unexpected alterations to both evidence base documents have led the Council to make changes to the Pre-submission LDP, which in part have reduced the allocated numbers of dwellings at SMGS and increased the infrastructure burden.

CEG are investigating the robustness of this evidence and currently believe that elements of the Plan which are contained in policies S2 (minimum housing numbers), S4 (extent of key infrastructure elements) H1 (provision of 40% affordable housing), I1 (extent of developer contributions), D2 (Climate Change) and H2 (Housing Mix) are not justified by sufficiently robust and credible evidence.

Reference should be made to the representations submitted to the individual policies but it is worth noting in this summary representation that the justification for the chosen policy approach is questioned in particular by the VS's artificially low land value benchmark applied to the proposed strategic land allocations. This results in the unrealistic conclusion that the SMGS can withstand a reduced allocation of housing whilst still supporting a high affordable housing commitment, numerous site specific infrastructure contributions and a CIL contribution of £70psm.

### **Effective**

As illustrated above and by the progress being made in consultation with all stakeholders, the SMGS can deliver the sort of sustainable high quality place referred to in policies S1 and S3 and required by government policies and aims contained in the NPPF.

The only question mark currently over the deliverability of the SMGS and therefore the Plan as a whole relates to outstanding queries about the viability of the development. Given the Council's current evidence base and conclusions, CEG believe that the deliverability of the SMGS has been jeopardised.

### **Consistent with National Policy**

The draft LDP has been carefully prepared to ensure the deliverability of sustainable development and has, in CEG's view, selected and tested development, allocation and master planning strategies which strongly support the achievement of a sustainable form and distribution of development across the district and within individual sites.

However, for the reasons stated above and in other representations, the deliverability of the development at SMGS appears to have been jeopardised by the assessment of development viability and infrastructure requirements currently contained in the Council's evidence base.

**2.5.** Please explain in the box below what change(s) you consider necessary to make the Maldon District LDP legally compliant and sound.

Please be as precise as possible. Please explain why this change will make the Maldon District LDP legally compliant and sound. It will be helpful if you are able to put forward any suggested revised wording of the policies or supporting text.

If the box is not big enough for your comments, please attach another page marked appropriately.

A detailed consideration of possible measures to make the Plan sound are detailed in the representations submitted on behalf of CEG to policies S2 (Strategic Growth), S4 (Maldon and Heybridge Strategic Growth), D2 (Climate Change), H1 (Affordable Housing), H2 (Housing Mix) and I1 (Infrastructure and Services). More detail of these measures are contained in the Infrastructure and Viability Evidence Base Review and the Housing Requirement Evidence Base Review prepared on behalf of CEG by Pioneer.

Given the criticism of the Plan's evidence base and assumptions outlined above and detailed in the attached Pioneer Reviews the answer to making the Plan sound may be found in a mixture of measures to reassess the infrastructure requirements, the viability assessment assumptions, the

level and proportional split of contributions to be made (including CIL rates) and the number of dwellings provided on site.

**2.6.** Do you consider it necessary to attend and give evidence at the hearing part of the examination? (tick as appropriate)

**No**, I wish to communicate through written representations ☐

**Yes**, I wish to speak to the Inspector at the hearing sessions ☒

**Please note:** The Inspector will determine the most appropriate procedure to hear those who have indicated that they wish to participate at the hearing part of the examination

**2.7.** If you wish to participate at the hearing part of the examination, please outline why you consider this to be necessary.

If the box is not big enough for your comments, please attach another page marked appropriately.

The concerns raised involve complex issues which will benefit from clarification through our attendance at the Hearing sessions.

**This is the end of Part 2 (Regulation 19 and 20) of the response form. Please complete this form for each representation you wish to make. You only need to complete Part A once. Please submit all of your response forms together.**

# Land South of Limebrook Way









# Contents

- [01](#) Introduction and background
- [02](#) The Approach
- [03](#) Summary
- [04](#) Next Steps

# 01 Introduction

This masterplanning update document has been prepared on behalf of Commercial Estates Group (CEG) who are promoting proposals for a sustainable and integrated new [Garden Suburb](#) to the south of Maldon.

## Introduction

The purpose of this document is to present details of the emerging masterplanning proposals for the land south of Limebrook Way. The emerging masterplan demonstrates how the planning policy framework in the Maldon District Council's Draft Local Development Plan has laid the foundations for a robust process which is bringing stakeholders and the community together in creating a new garden suburb.

The document sets out the following:

- Introduction to the site and a brief outline of the relevant planning policies
- A brief understanding of the Garden Suburbs and the South Maldon allocation site as a strategic opportunity, which is available to deliver a fully integrated and sustainable Garden Suburb
- A detailed explanation of the collaborative masterplanning process which has evolved through full consultation with relevant stakeholders, Maldon District Council and the wider community.

## Site 2a

The South Maldon Garden Suburb land allocation comprises of a three land promoters, of which the CEG site is one. The CEG site, referred to hereon as Site 2a, is located south of Maldon, approximately 1.5 miles from the town centre and adjacent to the existing urban area.

The Limebrook Way (B1018) runs along the northern boundary of Site 2a and separates it from the existing settlement of Maldon. The Spital Road (A414), a strategic route connecting to Chelmsford to the east and Maldon town centre to the north, forms the north western boundary of the Site 2a. Defining the eastern edge and offering another direct movement corridor into Maldon town centre, is the Fambridge Road (B1010).

Site 2a is strategically well placed to provide connections for bus users, pedestrians and cyclists to existing nearby facilities (including a large supermarket and a community centre) and the town centre. It also offers a real opportunity to provide green routes and connections through the site to surrounding green corridors and open spaces. There are existing pedestrian routes from the site to the town centre making it more convenient for pedestrians.

A more detailed description of Site 2a and the overall South Maldon Garden Suburb allocation is provided in Section 2 of this document.





- South Maldon Garden Suburb Allocation Site boundary
- Site 2a boundary (within the site allocation)

Spital Road  
A414

Fambridge Road  
B1010

Limebrook Way  
B1018

Site 2a



# Planning Policy context

## Emerging Draft Local Development Plan

Maldon District Council (MDC) through its emerging Draft Local Development Plan (DLDP) has provided a spatial strategy for growth and development over a 15 year time frame (2014-2029) across its administrative area. This strategy, whilst encompassing national and regional policies and objectives, has identified a number of required areas of growth in order to meet regional and local demand over the plan period. In summary the DLDP aims to:

- Accommodate objectively assessed development needs
- Facilitate delivery of a minimum of 4,410 dwellings between 2014-2029
- Concentrate growth in main urban areas and strategically allocated Garden Suburb sites (Heybridge and South Maldon)
- Support economic growth and prosperity-employment land and jobs.

MDC has identified two strategic growth areas or Garden Suburbs at South Maldon and North Heybridge, to help accommodate these aims over the plan period (see plans opposite). In strengthening the deliverability of the above, the Council, through its DLDP policies, has set out a series of development objectives for the creation of the Garden Suburbs which will complement and enhance the character of the District whilst protecting and enhancing the environmental qualities of the surrounding area.

The DLDP contains a number of positive planning policies that relate to the South of Maldon Garden Suburb. Policy S1 of the DLDP sets out a number of key principles that will help to ensure sustainable development in the District. Policy S2 identifies locations for the 4,410 dwellings required in the District over the plan period, whilst Policy S3 sets out a series of place shaping principles. Policy S4 provides specific guidance for the South Maldon Garden Suburb, covering a number of land use requirements including the need for a new primary school and employment floorspace.

MDC, in keeping with the essence of what Garden Suburbs are about, envisages the South Maldon Garden Suburb to be a process led by holistic masterplanning and collaborative engagement. Therefore, running in tandem with the policies in the DLDP, MDC have prepared a draft South Maldon Garden Suburb Development Brief which provides the basis for preparing a Strategic Masterplan Framework. This Framework will set the parameters to inform and guide subsequent planning applications for the South Maldon Garden Suburb allocation site.



Maldon District Council Draft Local Development Plan (Key Diagram)



Maldon District Council Draft Local Development Plan (Strategic Allocation Site - South Maldon)

# South Maldon - A unique opportunity

The Garden Suburb ethos is about creating a new neighbourhood which enhances the natural environment, provides a mix of locally accessible services and facilities in a beautiful, healthy and sociable way, and offers the opportunity for the community to be involved in the management and ownership of community assets.

## Garden Suburb Principles

Key principles of a successful Garden Suburb (as set out by the Town and Country Planning Association) include:

- a strong vision, leadership and community engagement
- capture land value for the benefit of the community;
- community ownership of land and long-term stewardship of assets
- mixed-tenure homes that are affordable for ordinary people
- a strong local jobs offer in the Garden Suburb itself, with a variety of employment opportunities within easy commuting distance of homes
- high-quality imaginative design (including homes with gardens), combining the very best of town and country living to create healthy homes in vibrant communities
- generous green space linked to the wider natural environment, including a mix of public and private networks of well managed, high-quality gardens, tree-lined streets and open spaces
- opportunities for residents to grow their own food, including generous allotments
- access to strong local cultural, recreational and shopping facilities in walkable neighbourhoods
- integrated and accessible transport systems – with a series of settlements linked by rapid transport providing a full range of employment opportunities.



Homes set in the landscape areas - Welwyn



Community focussed local centre - Letchworth



Tree lined streets - Welwyn



Accessible transport and connections



### Benefits to South Maldon

Bringing these Garden Suburb principles together with the existing site opportunities, Site 2a could deliver a number of benefits to the wider community. They are as follows:

- A characterful mix of quality homes including affordable homes and housing suitable for families, first time buyers and the elderly
  - A vibrant and active local centre with shops and community facilities
  - A new primary school and early year childcare facilities
  - New employment opportunities within walking distance from the majority of homes
  - A network of connected green spaces, including parkland, sports pitches, play areas and allotments
- Enhanced ecology and natural environment with habitat opportunities and the protection of Maldon Wick Nature Reserve and Wycke Meadows
  - Excellent access and movement with investment into public transport, public rights of way and new pedestrian / cycle routes
  - A new high quality relief road which will form a gateway to the south of Maldon
  - New recreational and play facilities at walkable distances, encouraging a more healthy lifestyle.



New homes set in a high quality landscape



A new primary school



Employment within walking distance



New pedestrian and cycle connections

## 02 The Approach

CEG understands this is a unique opportunity to create a sustainable, **well designed neighbourhood** that could deliver new homes and jobs for all members of the community, as well as providing new retail and community facilities. This opportunity has been embraced through a holistic process of engagement and collaboration.

### Engagement and Collaboration

CEG is committed to collaboration and has, for the past six months, been working with MDC and adjacent promoters to enable a process of consultation with stakeholders and the community. The masterplan process diagram (opposite) clearly sets out the various approaches undertaken as part of this. A brief summary is as follows:

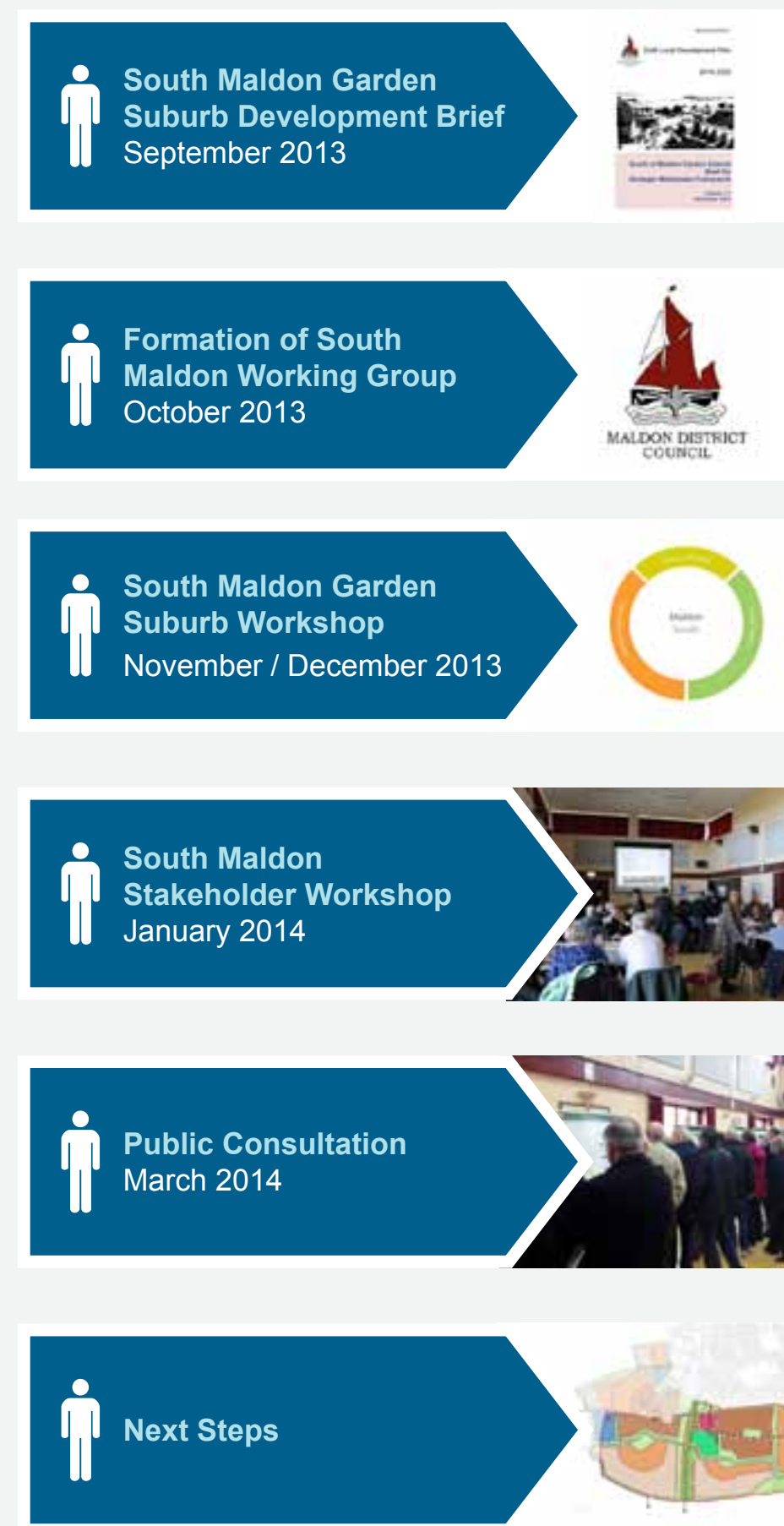
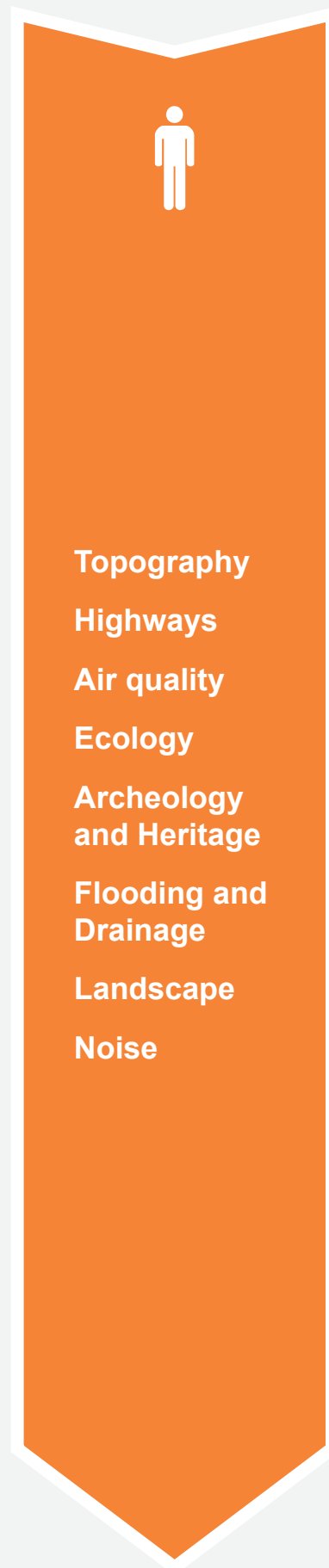
- **Stage One** - A draft Development Brief for the South Maldon Garden Suburb was produced by MDC
- **Stage Two** - A Working Group was formed to guide a collaborative approach for the South Maldon Garden Suburb, under the guidance of the Development Brief
- **Stage Three** - Working Group workshops were held to begin the process of creating a vision and set of objectives for the allocation site
- **Stage Four** - A Stakeholder Workshop was held from which four emerging masterplan options emerged
- **Stage Five** - A public exhibition event was held to enable people to convey their ideas on the emerging concept masterplan options.

Each stage of the engagement process is described in more detail in the following sections.

## Technical Studies

## Key stages

## Emerging





# Creation of a new Garden Suburb

## STAGE 1

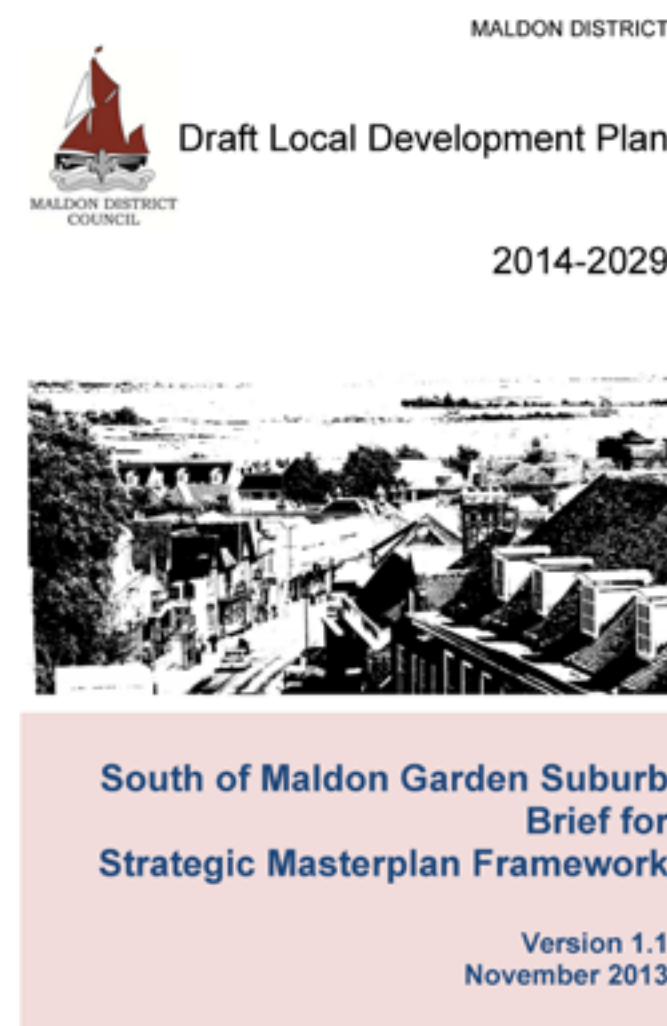
### South Maldon Garden Suburb Development Brief

MDC produced a Development Brief for the South Maldon Garden Suburb site in September 2013. The purpose of the Brief was to set a framework for the production of a masterplan for the site which can accommodate the following:

- a minimum of 1,710 dwellings (including affordable housing)
- 3.9ha of Class B employment land
- a community hub / local centre
- a 2.3ha site for primary education and 2 x 0.13ha sites for early years and childcare provision plus contributions
- a 56-place early year and childcare facility
- contributions towards the expansion of the Plume School
- a new Relief Road north of the A414 at Wycke Hill
- enhanced walking and cycling routes
- enhanced medical provision
- increased and enhanced green infrastructure
- appropriate drainage and sewerage infrastructure including SUDS
- any other supporting infrastructure improvements and mitigation measures that may arise from further highways work currently being undertaken by Essex County Council.

The Brief sets the aspiration for the creation of a successful Garden Suburb to be delivered through the application of principles which will enable and facilitate:

- a strong vision, leadership and community engagement
- community ownership of the land and long-term stewardship of the assets
- mixed-tenure homes that are affordable for ordinary people
- a strong local jobs offer in the Garden Suburb itself, with a variety of employment opportunities within easy commuting distance of homes
- high-quality imaginative design, combining the very best of town and country living to create healthy homes in vibrant communities
- generous green space linked to the wider natural environment, including a mix of public and private networks of well managed, high-quality gardens, tree-lined streets and open spaces
- opportunities for residents to grow their own food
- access to strong local cultural, recreational and shopping facilities in walkable neighbourhoods
- integrated and accessible transport systems – with a series of settlements linked by rapid transport providing a full range of employment opportunities.



**South Maldon Garden Suburb Development Brief**  
September 2013

**Formation of South Maldon Working Group**  
October 2013

**South Maldon Garden Suburb Workshop**  
November / December 2013

**South Maldon Stakeholder Workshop**  
January 2014

**Public Consultation**  
March 2014

**Next Steps**

# Guiding the South Maldon Garden Suburb

## STAGE 2

### South Maldon Working Group

Following the production of a Development Brief, the South Maldon Working Group (SMWG) was formed, in October 2013, to take the masterplanning process forward. The SMWG included the following stakeholders:

- Representatives from Maldon District Council
- Representatives from Essex County Council
- Advisory Team for Large Applications (ATLAS)
- The developer team (Commercial Estates Group, Dartmouth Park Estates and Linden Homes) and their respective consultant teams.

The key objectives of the SMWG were to:

- Inform on the Local Plan process to collectively discuss the Garden Suburb and the on-going design work
- Develop a shared vision and set of objectives for the Garden Suburb
- Hold initial internal masterplan workshop sessions
- Identify wider stakeholders to bring into the plan making process
- Organise and hold a stakeholder workshop

- Organise and hold a public exhibition
- Prepare the Strategic Masterplan Framework document.

By working collaboratively, the group were able to update each other on the progress of the various workstreams, identify the relevant people who should be brought into the process, create an initial vision and work together to begin to organise key events that would bring the wider stakeholders on board.



COMMERCIAL ESTATES GROUP



DARTMOUTH PARK ESTATES LTD

South Maldon Garden  
Suburb Development Brief  
September 2013



Formation of South  
Maldon Working Group  
October 2013

South Maldon Garden  
Suburb Workshop  
November / December 2013

South Maldon  
Stakeholder Workshop  
January 2014

Public Consultation  
March 2014

Next Steps

# Developing a 'Shared Vision'

## STAGE 3

### South Maldon Workshops

The first of the two SMWG meetings was held on the 19th November 2013. The purpose was to develop a 'shared vision' along with a set of objectives for the South Maldon Garden Suburb. The group undertook a review of site assessment and initial masterplanning work, which is set out over the next few pages.

The second meeting, held on 17th December, focused on the site and its key features, including the green and blue infrastructure, the location of the community hub and access locations. The masterplanning work, where possible, should respond to the existing site features and natural landscape. Both meetings were facilitated by ATLAS with inputs from the wider team.

### Draft Vision

Following the review of the site assessment and the understanding of the key issues and concerns, a draft vision for the South Maldon Garden Suburb was produced. A 'vision wheel' was created to ensure that the vision was not just a generic statement that could be applied to any location/ site in the country, but one that was specific to South Maldon.

The three tenants of the wheel as shown to the right;

- capturing the physical attributes of the site;
- the townscape of historic Maldon; and
- the principles of a successful Garden Suburb

The vision statement is shown opposite and each of the tenants are described in further detail on the following pages.



The Vision Wheel



## The Vision Statement

“Maldon South will be a new sustainable, integrated and attractive neighbourhood. It will combine the physical attributes of the site, with the best and most successful Garden Suburb principles and Maldon’s strong sense of place to create a locally distinctive neighbourhood in which to live, work and play”.

South Maldon Garden  
Suburb Development Brief  
September 2013

Formation of South  
Maldon Working Group  
October 2013



South Maldon Garden  
Suburb Workshop  
November / December 2013

South Maldon  
Stakeholder Workshop  
January 2014

Public Consultation  
March 2014

Next Steps



Garden Suburb



Physical Attributes



Maldon's Townscape

# The Three Tenets of the Vision

## Physical attributes of the site

The first elements of the vision wheel is the physical attributes of the site. The site has a number of elements including:

### Movement and Access

A network of physical links and natural connections run through and around the site. Existing connections include pedestrian and cycle links and a series of footpaths and Public Rights of Way, all of which connect the site with Maldon and the wider area.

### Green Infrastructure

Currently, the site is in mainly agricultural use with hedgerows marking field boundaries. The Maldon Wick nature reserve, which dissects the site in two and runs in a north – south direction, connects with Maldon to the north and the open countryside to the south. The nature reserve forms an area of ecology and a pedestrian footpath. The northern end of the reserve, known as Wycke Meadow, is a designated Local Wildlife Site. The Lime Brook runs east-west roughly through the centre of the site.

### Topography and Views

The gentle south easterly sloping topography of the site offers a number of views towards Maldon Town Centre to the north and the open countryside to the south. Views from the south west look out towards a rising wooded backdrop whilst views to the south east are open and expansive.

### Power Lines

There are few power lines that runs across the western and southern part of the site.

### Land use

A number of land uses, including retail, employment and community uses are located all within walking distance of the site.

### Facilities

A number of community facilities are within close proximity, including Wentworth Primary School, West Maldon Community Centre and local services.







Wycke Meadow- Local Wildlife Site



Maldon Wick nature reserve underpass



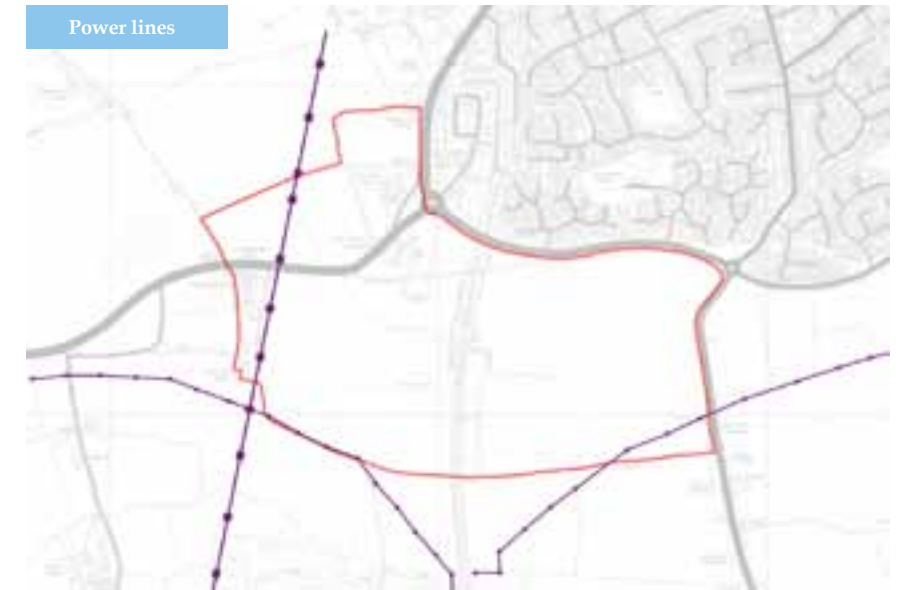
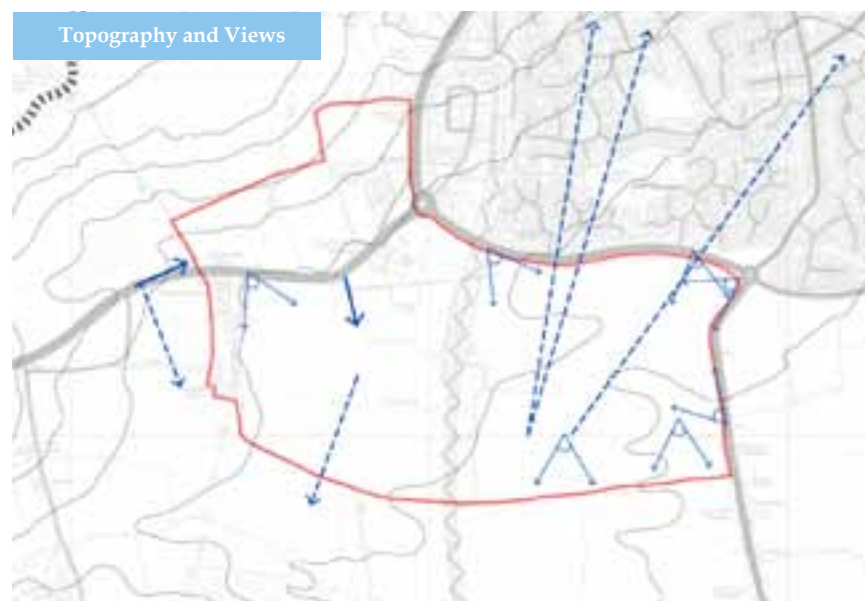
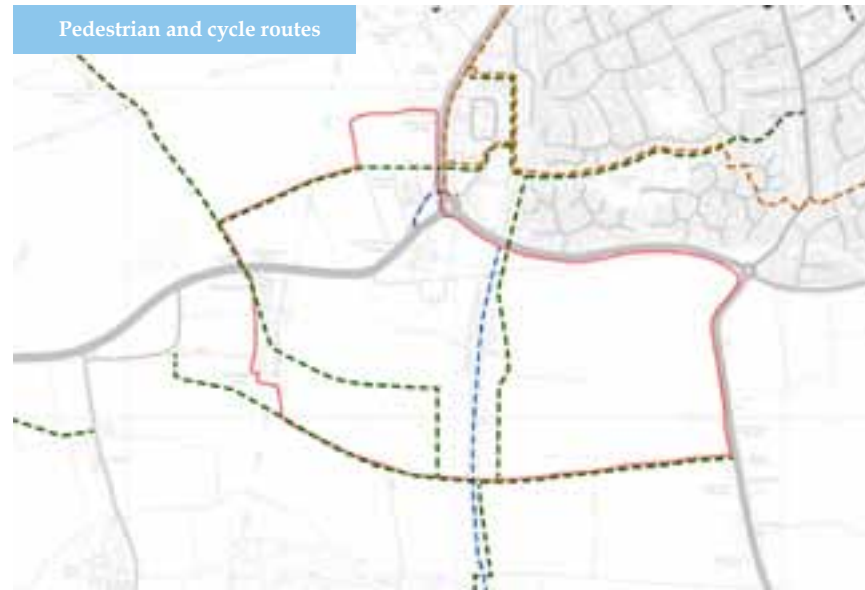
Maldon Wick nature reserve



Limebrook Way (B1018)



Public Rights of Way along southern boundary



## Maldon's townscape

The second element of the vision wheel relate to the townscape of Maldon. A study of the town, undertaken as a part of assessment shows that the townscape of Maldon can be characterised through a series of prominent built form and natural landscape elements, lending from its historic background and pattern of development, which make the town unique.

### Open and closed views

The built form of the historic core lends to a series of open and closed views, offering both a sense of intrigue, within enclosed and intimate spaces, and a sense of openness along the town's edges.

### Landmarks and intimate spaces

Legibility within and between these views is guided by the various landmarks of Maldon which in turn connect with the remaining built form thus offering a strong continuous building frontage pattern. A series of interconnecting spaces extend off the main streets, behind the strong building fronts, offering intimate space settings.

### Building Form

Settlement patterns of Maldon comprises a range of housing typologies including terraces, rising to three storeys in parts, semi-detached and villa type housing rising to two and two and half storeys.

An understanding of these townscape elements can help in terms of informing the masterplan design and if used in the right manner, it will help to create a new neighbourhood that is very much part of Maldon.







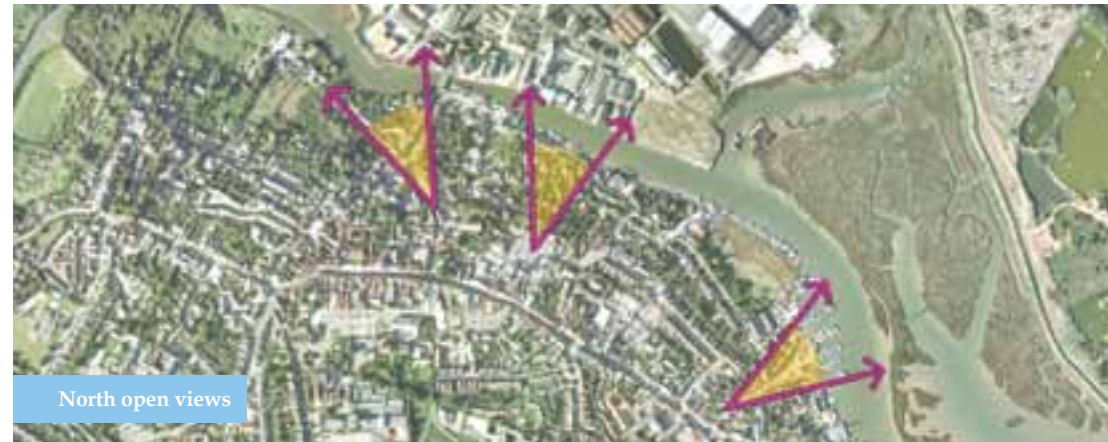
Maldon Church



Maldon Church and Clock Tower



Open views across Maldon



Open views across Maldon



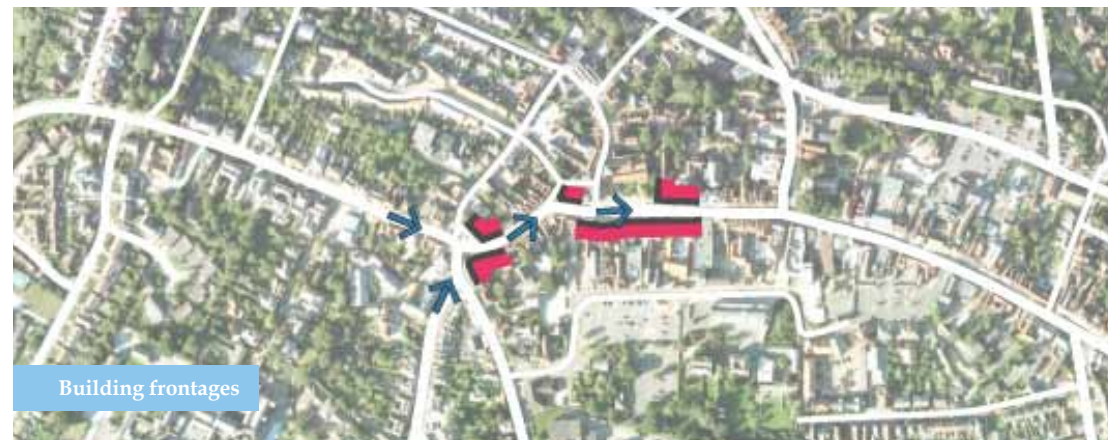
Closed views along the High Street



Closed views along the High Street



Continuous building frontage



Continuous building frontage



## Garden Suburb

The third element of the vision wheel relates to the Garden Suburb and its principles. At the heart of the Garden Suburb idea is the development of a holistically planned new neighbourhood which enhances the natural environment and provides high-quality affordable housing and locally accessible jobs in beautiful, healthy and sociable communities. Bringing the key features of both the site and Maldon townscape, with Garden Suburb principles the South Maldon Garden Suburb is envisaged to:

- Provide more open space and natural areas that can support biodiversity and allow for more tree planting and landscaping. This is increasingly important in planning for a changing climate in terms of providing summer cooling and shading and allowing rainwater to infiltrate naturally
- Create a leafy and green character to neighbourhoods which is highly attractive and has proven popular over time. This can provide a high quality setting for a range of housing opportunities
- Take a comprehensive and integrated approach to development which includes not just new homes but all the facilities and services needed to support a new community including employment opportunities
- Work with communities and new models of community ownership in the design and management of neighbourhoods. Providing the leadership and clear vision to deliver a high quality result
- Allow easy access both within and outside the Garden Suburb, allowing good connections with adjoining places and services in a range of ways
- Encourage opportunities for local food production and integrated systems encouraging more sustainable patterns of movement, living and management of resources.







Locally accessible facilities



Integrated / accessible transport systems



Accessible open countryside



Locally accessible employment



Natural landscape



Quality, characterful architecture



Multi-functional green space



High quality greenspaces / tree lined streets



Local food production



# Shaping a future South Maldon

## STAGE 4 Stakeholders Workshop

The Stakeholder Workshop followed on from the South Maldon meetings, as outlined in Stage 3. Held on 24th January 2014 at the West Maldon Community Centre, the workshop was attended by more than 40 delegates, the project team, and facilitated by MDC and an impartial facilitator - the Advisory Team for Large Applications (ATLAS). The event was attended by representatives from:

- Maldon District Council
- Essex County Council
- Maldon Town Council
- Local Businesses
- Housing Associations
- Local Groups and organisations
- Education Groups
- Local medical practices / Health Authorities
- Bus operators

The workshop was structured into two sessions. The first session focussed on understanding the key objectives and developing a vision for the South Maldon Garden Suburb. The second session comprised a masterplanning exercise focussed on gathering and testing ideas for the conceptual spatial layout of the Garden Suburb and comprised four focus groups under the headings of:

- Movement and Access
- Environment and Landscape
- Garden Suburb Design and Townscape
- Community Needs and Infrastructure

A summary of outcomes, key principles and objectives from the four groups are set out in the illustrations and corresponding notes, (opposite). The top row of illustrations are the concept masterplans directly drawn from the 'Patch-Plans' produced at the workshop.

### Key

-  High density residential
-  Medium density residential
-  Low density residential
-  Local centre
-  Employment
-  Allotments
-  Open space
-  Sports pitch
-  Water feature
-  Vehicle route
-  Pedestrian / cycle route
-  Bridge / tunnel
-  Vehicle access
-  Pedestrian crossing

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## Group 1 Movement and Access

Key principles and objectives



### Residential

- Low density to the south, medium and higher density near the local centre and employment

### Employment

- To the north and south of the A414 Spital Road

### Local Centre

- Off Limebrook Way and offering a mix of ancillary uses

### Access

- Primary access via Limebrook Way, Fambridge Road and Spital Road
- Pedestrian / cycle corridor along green grid and southern edges
- New Relief Road to the north of the A414 / Spital Road
- Signal or roundabout traffic control approach
- Bus route along the A414, entering the western neighbourhood

### Open Space

- Nature reserve footbridge across the B1018
- An east / west green spine
- Sports pitches to the south east

**Group 2 Environment and Access**

Key principles and objectives

**Residential**

- Low density to the south and west, medium and higher density to the east and north west

**Employment**

- North of A414 with spur along the site boundary

**Local Centre**

- Off Limebrook Way and offering a mix of ancillary uses

**Access**

- Primary access via Limebrook Way, Fambridge Road and Spital Road
- Pedestrian / cycle corridors to use existing site features (nature reserve tunnel)
- New Relief Road to the north of the A414 / Spital Road

**Open Space**

- Nature reserve to have a buffer on either side
- An east / west spine with water course retention
- Allotments in the heart of the local centre and sport pitches in the south east corner

**Group 3 Garden Suburb Design and Townscape**

Key principles and objectives

**Residential**

- Low density to the west and south, medium and higher density to the north and south of the A414

**Employment**

- Dispersed across three site areas

**Local Centre**

- At the centre of the eastern neighbourhood

**Access**

- Primary access via Limebrook Way, Fambridge Road and Spital Road
- Pedestrian / cycle corridors to use existing site features (nature reserve tunnel)
- Limebrook Way redesigned to become a tree-lined boulevard
- New Relief Road to north of A414 / Spital Road

**Open Space**

- Nature reserve spine with a buffer
- Interconnected green spaces located at the heart of each character area
- Allotments in the south west corner and sport pitches in the south east corner

**Group 4 Community and Infrastructure**

Key principles and objectives

**Residential**

- Low density to the south and east
- Medium and higher density to the north

**Employment**

- Located to the north of the A414 with internal spur connecting to Spital Road and Wycke Hill

**Local Centre**

- To the east, off Limebrook Way and offering a mix of ancillary uses

**Access**

- Primary access off Limebrook Way
- Pedestrian / cycle corridor along green grid
- New Relief Road to north of A414

**Open Space**

- North / south nature reserve spine
- East / west spine with water course retention
- Allotments to the west and off Spital Road and sport pitches in the south east corner

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Following the Stakeholder Workshop, two emerging concept masterplan options were prepared.

Building on the masterplanning principles developed by the Workshop groups and taking into account site constraints and opportunities, the two options, opposite, can provide a number of opportunities, including:

- A sustainable new garden suburb to deliver a minimum of 1,375 new homes
- A range of employment uses creating new jobs
- A new primary school with associated facilities
- Youth and childcare facilities
- A local centre with shops and community uses
- New playing pitches
- New pedestrian and cycles routes
- Community agriculture/allotments
- A new relief road and infrastructure related to the development
- Substantial amount of public open space.

#### Emerging Masterplan Option One

Key approaches include:

- **Local Centre:** Located south of Limebrook Way offering a mix of community facilities
- **Residential:** Low density is located along the development boundaries, high density around the local centre and movement corridor with medium density throughout the remainder of the site
- **Access:** Primary access is offered from Limebrook Way to the north, Farnbridge Road to the east and Spital Road to the north west. A new Relief Road is offered to the north of the A414 while Limebrook Way is re-imagined to become a tree-lined boulevard
- **Employment:** Located at both ends of the new A414 Inner Relief Road
- **Open space:** Maldon Wick nature reserve is retained and enhanced through a buffer. A 'blue and green' network offers a range of multi-functional (including wildlife habitats, play areas / sports pitches, allotments) green spaces, water features, woodland planting and natural green areas at various locations throughout the site.

#### KEY

- High density residential
- Medium density residential
- Low density residential
- Local Centre
- Employment
- School
- Allotments
- Open Space
- Nature reserve
- Water feature
- Vehicle route
- Pedestrian / cycle route and links







### Emerging Masterplan Option Two

Key approaches include:

- **Local Centre:** Located within the centre of the development, adjacent to a east - west green and blue spine and away from Limebrook Way
- **Residential:** Low density is located towards the development boundaries with high and medium density located around the local centre and movement corridor
- **Access:** Primary access via Limebrook Way, Farnbridge Road and Spital Road. New Relief Road to the northern boundary and Limebrook Way redesigned to become a tree-lined boulevard.
- **Employment:** Dispersed across the two Site 2a areas
- **Open space:** Maldon Wick nature reserve is retained and enhanced through a buffer. Provision of allotments on the eastern neighbourhood adjacent to the local centre and sport pitches to the southern boundary of eastern neighbourhood.



# Engaging ideas and local knowledge

## STAGE 5 Public Exhibition

Following the Stakeholder Workshop, it was considered important to obtain the views of the wider community on the emerging concept masterplan options.

A public exhibition event was held on 1st March 2014 on a local venue at West Maldon Community Hall. Invitations were issued in advance to the local residents in Maldon and the event was promoted in the local newspapers.

The event was facilitated jointly by the members of the South Maldon Working Group. The event sought to gather inputs and views from the local residents and the wider community on the outcomes of the stakeholder workshop.

Over 225 people attended the event, with almost 150 residents signing for further information and around 100 completing feedback forms on the day. The attendees were encouraged to discuss their issues and fill a questionnaire ranking the importance of various aspects of the emerging proposals. The key topics discussed included:

- Transport and access
- Healthcare facilities
- Impact on wildlife
- Density and design
- Employment
- Visual amenity

A number of suggestions were put forward by the members of the local community attending the exhibition, which included:

- A doctors' / dentists' or medical centre needs to be included
- Efforts should be made to relieve congestion
- The new Relief Road and its design is fundamental
- Provision of new schools is very important (but so is the quality of education)
- Seek to protect the ecological assets of the site such as Maldon Wick Nature Reserve, Lime Brook corridor, important trees and hedgerows
- Retain and improve wildlife corridors
- Community infrastructure and highways needed to be in place and ready for use ahead of need.



Public Exhibition at West Maldon Community Hall



Public Exhibition boards



Those attending the event were asked to rank the importance of different aspects of the proposals. The following feedback on some of the questions received is set out below:

- **The Garden Suburb can accommodate different architectural styles. Which style would you generally prefer?**

**86 responses were made**

*55% preferred of mix of architectural styles (traditional and contemporary)*

- **The Garden Suburb can accommodate range of employment uses. Which type of employment space do you want to see provided ?**

**113 responses were made**

*35% preferred offices and 33% for small scale workshops*

- **The Garden Suburb can accommodate an extensive network of green spaces. Which types of green space would you like to be provided?**

**165 responses were made**

*25% preferred natural meadow planting and 22% for more woodland planting*

- **What type of housing would you like to see delivered?**

**51% preferred family housing**

- **What type of facilities are required in the local centre?**

**81% preferred health facilities**

- **What transport improvements are required?**

**72% preferred for the improved rate of traffic flows**



65 % preferred option B for employment location



75 % preferred option C for the future look of Limebrook Way



59 % preferred option B for Relief Road location



82 % preferred option F for the future look of Relief Road



64 % agreed with the approach to provide network of green spaces



25 % preferred more meadow planting through the development

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# 03 Summary

The development of land to the south of Limebrook Way (Site 2a) will create a **sustainable Garden Suburb** to the south of Maldon, delivering much needed new homes and community facilities. The design will draw upon the principles of Garden Suburbs and Maldon’s historic townscape.

## Suitability

**Strategic Growth** – The masterplanning work and emerging masterplan options set out in the document demonstrates that the site S2a can easily accommodate 1,000 new dwellings at an average net residential density of 25-30 dph – a density that allows the principles of Garden Suburbs to be achieved. The site has the potential to accommodate additional housing if residential densities are increased. At 32 dph, the capacity of the site rises to 1,280 dwellings and at 35 dph, the capacity is around 1,400 dwellings.

**Sustainable Location** - The masterplanning process and technical studies set out in the document has demonstrated that the site S2a provides a sustainable location for the creation of a new community. It will deliver new homes, including family and affordable housing and will provide opportunities for new businesses on site. It will also provide further employment opportunities through the new shops and proposed school within the site. The development as a whole provides an attractive gateway to the town, which will further improve first impressions of Maldon for visitors and future investors.

**A distinctive new place** - The emerging vision work set out in the document has identified the creation of a distinctive new place which responds to its immediate setting and the historic townscape of Maldon. The emerging masterplan options demonstrate an excellent opportunity to create a new Garden Suburb at Maldon which will be high quality, vibrant and distinctive that will complement and enhance the character of the district.

The development proposals will allow for generous areas of open space (both informal and formal), the integration of wildlife habitat and new tree planting across the site, within open space and residential streets, as part of a comprehensive Green Infrastructure Strategy. It will provide new community facilities within the local centre which will be well-connected to adjacent communities and will integrate and celebrate the natural blue and green corridors of the site.

## Conclusion

CEG is committed to working with the Council and will ensure that the masterplanning of the wider area will be coherent and help deliver 1,375 dwellings for the South Maldon Garden Suburb as envisaged within the emerging Local Plan.

The land south of Limebrook Way (Site 2a) is identified as an allocation for a delivery of 1,000 new homes, jobs and community facilities and is available for development. It will contribute to the current supply of housing available and provide a firm basis for the Council’s housing trajectory over the remainder of the plan period.

The land is already under the control of leading land promoter-CEG, who are eager to progress development proposals. This short masterplanning update document demonstrates how the emerging proposals have been developed. The council, stakeholders and wider community are working together to create a sustainable and high quality Garden Suburb providing benefits to the wider area.

KEY

High density residential

Medium density residential

Low density residential

Local Centre

Employment

School

Allotments

Open Space

Nature reserve

Water feature

Vehicle route

Pedestrian / cycle route and links





# 04 Next Steps

CEG are committed to working in a collaborative environment. This involves working within the time frames set out by MDC for the Draft Local Development Plan and developing ideas alongside other land promoters (DPE and Linden Homes) to promote a Strategic Masterplan for the **South Maldon Garden Suburb**. Stakeholder and community engagement at each stage of the masterplanning process has ensured and laid strong foundations for the creation of a robust vision and masterplan which will deliver a successful and vibrant new community.

Over the next couple of months it is envisaged that the production of Strategic Masterplan Document will take place, with a potential of outline planning application submission to follow from this, potentially in the 3rd quarter of 2014.

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A flavour of character - green links within the South Maldon Garden Suburb







