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Opposite: Photos of Maldon and Heybridge Central Area
In June 2012, Allies and Morrison Urban Practitioners produced the Maldon and Heybridge Central Area Contextual Study on behalf of Maldon District Council. This study provided urban analysis of the Central Area and was intended to support the development of policies within the Council’s emerging Local Development Plan.

The Maldon and Heybridge Central Area Intermediate Study follows on from this work by further analysing the Central Area in order to propose strategies for each sub-area and more detailed recommendations for key opportunity areas within Maldon and Heybridge Central Area. During the process, emerging ideas were discussed at key stages with local stakeholders through two afternoon-long workshops.

The report will provide a basis for the subsequent Maldon and Heybridge Central Area Masterplan and is structured as follows:

- context for the study;
- vision workshop;
- identification and analysis of opportunity sites;
- test and review session of emerging strategies and opportunity areas;
- area strategies;
- recommendations for opportunity areas; and
- next steps.
Maldon and its geographic context
1.2 GEOGRAPHIC LOCATION

Maldon has a distinct landscape setting at the most inland point of the Blackwater Estuary. Its current population is approximately 22,000 and over half of the working population commute to either Chelmsford or London. To the north of the Blackwater, Maldon is joined to Heybridge, with Maldon town centre serving both communities. Maldon used to be served by two train stations but services to the town ceased in 1964. The nearest train stations are now Hatfield Peverel and North Fambridge.
Plan 1 - Central Area policy boundary and zones
Maldon and Heybridge Central Area comprises of three distinct regions as shown on Plan 1. These are:

**Causeway Regeneration Area**
A predominantly industrial and large format retail area, including a 24 hour Tesco Extra supermarket, Carr’s Flour Mills and Bentalls shopping centre. This area also includes Heybridge Centre.

**Maldon Central Area**
The historic centre of Maldon and principal focus for commercial activity. It includes a traditional, linear high street with 86 listed buildings.

**Leisure Quarter**
The Leisure Quarter provides high quality, open space within the town centre running alongside the Blackwater Estuary. It is a regional tourist attraction with walks along the estuary, the popular Promenade Park and Hythe Quay.
Maldon is an historic town and is recorded in the Domesday Book of 1086 A.D. The area developed along high streets creating three distinct centres in Heybridge, Fullbridge and Maldon. Over time, these centres expanded along key routes with a rail station first opening at Maldon East in 1848. This encouraged the establishment of an important industrial area between the River Chelmer and Maldon East Station, with the Maldon Iron Works opening in 1875. Around this time, residential dwellings were developed along the Causeway and the Maldon Crystal Salt Company was established in 1882.

In 1889, a second rail station came to Maldon to the west of the town centre and in 1895 Promenade Park opened along with the Marine Parade. The popular Marine Lake was completed in 1905. By 1938, there had been a significant amount of residential development both in the south of Maldon and in Heybridge and residential buildings extended along the length of the Causeway joining Maldon and Heybridge.

By 1979, both rail stations had ceased to be in operation but Heybridge had expanded and there was a significant extension south of Maldon. The backland sites of the Causeway and north of the Blackwater Canal have also been further developed for industrial use.

Today, Maldon has maintained a strong built heritage, and contains a high number of listed buildings with a significant part of the town centre in the Maldon Conservation Area.
1.5 PLANNING POLICY CONTEXT

The policy context for the Maldon and Heybridge Central Area Intermediate Study is shaped by documents at national, county-wide and local levels.

National policy
At a national level the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) set out high-level principles for sustainable development. The central principle in the NPPF is a presumption in favour of sustainable development throughout the planning process, which requires that local planning authorities seek positive opportunities to meet the development needs of their area.

County-level policy
The Causeway is an important employment area. Essex County Council have prepared a number of economic development strategies that are of direct relevance to the future of the Causeway area.

- Essex Economic Growth Strategy (2012) outlines the County Council’s vision and approach to ensuring the economy of Essex grows over future years. The Strategy demonstrates what the County Council and their partners propose to do to “unlock growth now, secure jobs and earnings tomorrow, and create the conditions for long term economic growth and strengthening communities”.

- Greater Essex Integrated County Strategy (2010) is a vision for the Greater Essex region with the objective of identifying a set of priorities and interventions to enable Greater Essex to achieve increased economic growth. The vision focuses on the key characteristics of the area that will need to be transformed for the Greater Essex economy to realise its full potential over the next 20-30 years. The Heart of Essex sub-region, which comprises of the districts of Maldon, Brentwood and Chelmsford, prioritises Chelmsford as the centre of future growth and development in the sub region. “Maldon Regeneration” is specifically identified as a key local priority.

Local policy
At a local level the emerging Local Development Plan is the key strategic document. The extant, but out-of-date Replacement Local Plan (2005) will soon be superseded by the Local Development Plan and therefore has limited relevance, despite including several policies that address development within the study area. There are a number of other relevant supplementary guidance, evidence base and other policy documents at a local level.

Local Development Plan
Maldon District Council’s emerging Local Development Plan (LDP) was submitted to the Secretary of State for Examination in Public on 25 April 2014. The key policy in relation to the Intermediary Study is S5 – The Maldon and Heybridge Central Area. This sets out a development and regeneration strategy for Maldon Central, the Causeway Regeneration Area and the Leisure Quarter. It promotes Maldon and Heybridge as a market town that will serve its rural catchment and include an improved range of uses, such as retail, employment, housing and leisure, as well as an improved public realm and environment. It states that a masterplan will guide the development and regeneration of the area.

The LDP contains a number of other policies that are relevant to the study area:

- S2 – Strategic Growth: allocates strategic housing growth sites in and adjacent to Maldon and Heybridge for a total of 2,830 new homes, most of which would be located in two adjoining Garden Suburbs to the north and south of the urban area.

- S3 – Place Shaping: sets principles for strategic housing growth sites, including those with a close relationship to the study area.

- S4 – Maldon and Heybridge Strategic Growth: sets out infrastructure requirements and key principles for the two Garden Suburbs proposed for Maldon and Heybridge.

- E1 – Employment: designates 43.6 hectares of land at The Causeway for employment uses, as well as two other smaller sites in Maldon.
Introduction

This document outlines the key findings of the Maldon District Economic Prosperity Strategy 2023-2024.

The Strategy's main objective is to create a sustainable and prosperous future for the district through a focus on economic development.

The Council has developed this Strategy in consultation with local businesses, organizations, and individuals who have a vested interest in the prosperity of the area.

Economic Prosperity Strategy 2023-2024

Summary

This Strategy outlines the key priorities and actions for the Maldon District Economic Prosperity Strategy 2023-2024.

Foreword

The Maldon District Economic Prosperity Strategy 2023-2024 is designed to create a sustainable and prosperous future for the district through a focus on economic development.

The Council has developed this Strategy in consultation with local businesses, organizations, and individuals who have a vested interest in the prosperity of the area.

The Council will work with a range of local partners to implement this strategy and sustain a viable local economy together.

Council for Maldon Economic Prosperity Strategy 2023-2024

Chairman of Maldon District Council's Economic Prosperity Strategy Committee with responsibility for Economic Development

Economic prosperity and growth are key to the success of the district, and this Strategy outlines the key priorities and actions for achieving this goal.

The Council will work with a range of local partners to implement this strategy and sustain a viable local economy together.
• H1 – Affordable Housing: sets levels of affordable housing for strategic housing growth sites, including those with a close relationship to the study area.

There are also other District-wide policies relevant to new development proposals in the Maldon and Heybridge Central Area. These include policies relating to design, conservation and heritage, the environmental impact of new development and renewable energy, flood risk, retail provision and town centres, community services and facilities, tourism, and green infrastructure.

Supplementary Planning Documents
The Council has adopted a number of Supplementary Planning Documents (SPDs). These are dated, so should be read alongside the emerging Local Development Plan. These are:
• The Vehicle Parking Standards SPD (2006): sets out the number of spaces required for different vehicles across a range of development type.
• The Affordable Housing Guide (2005): provides additional guidance in relation to the development of affordable housing.
• Developer Contributions Guide (2005): includes guidance in relation to financial contributions, including the Council’s strategic priorities.

Evidence base documents
The Council has prepared and commissioned a number of evidence base documents to help inform the process of preparing a Local Development Plan. The evidence base includes the following:
• Maldon and Heybridge Central Area Contextual Study (2012): provides an urban analysis of the whole study area and formed the basis of an Urban SWOT analysis of the Maldon and Heybridge Central Area, which led to a series of recommendations with regard to any future development and public sector investment.

Other Policy documents
The other key policy document at a local level is the Maldon District Economic Prosperity Strategy (2013). This has been produced by the Council to set out a vision for the development of the local economy over the next 15 years. The strategy is intended to be delivered through five consecutive three-year Economic Prosperity Implementation Plans and requires that the Causeway Regeneration Area continues to act as the main centre for employment within the District, with a key focus being to generate high-value employment by capitalising on the area’s concentration of advanced manufacturing and engineering companies. Crucially, it identifies a need to both improve the quality of existing employment sites and provide a stock of new premises to enable future growth and support the retention of key employers in the district.
Plan showing the location of both garden suburbs in yellow
Garden Suburb Masterplans

Through the emerging Local Development Plan, Maldon District Council is proposing to allocate a significant amount of land, both to the south of Maldon and north of Heybridge, for the development of two new garden suburbs. The masterplans are required through Policy S4 of the Local Development Plan and will deliver 2,610 dwellings, two new primary schools and childcare facilities, the expansion of Plume School, community facilities, medical facilities, 5 ha of employment land, two new relief roads at Wycke Hill, Maldon and Broad Street Green, Heybridge and a nature reserve and country park.

The new garden suburbs will provide significant benefits for the Maldon and Heybridge Central Area including the provision of new infrastructure, a good workforce base for local businesses and an additional customer base for retail on the High Street and for the Leisure Quarter.
Greens recycling, Causeway regeneration area

the lakes development, redrow

Green's Flour mill, Causeway regeneration area

Promenade Park

Greens recycling, Causeway regeneration area

Hythe Quay

The Lakes development, Redrow
The Maldon and Heybridge Central Area Intermediate Study has been informed by a review of the prevailing commercial property market and its principle sectors. Development proposals should also adhere to Maldon District Council’s land use allocations, which are clearly shown in the Council’s Proposals Map submitted alongside the Local Development Plan.

**General**
The Maldon and Heybridge Central Area is generally performing well but the future mix of uses needs to adequately reflect the future planned growth. Its relationship with larger neighbouring and better connected towns such as Chelmsford and Southend needs to be taken into account. This study has been undertaken against a backdrop of positive market sentiment, particularly in the residential sector.

**Retail and Leisure**
The High Street is generally performing well with a mix of independent and multi-national stores. There is a reasonable balance between A3 and retail occupiers, with a particular presence of A3 uses to the western end of the High Street. The retail core is linear but generally well let. There is a good relationship between the High Street and car parking.

Along Hythe Quay, there is a concentration of leisure uses in the form of public houses but the level of activity could be intensified further. However, there are relatively poor pedestrian linkages between the High Street, Hythe Quay and the Promenade and a general underutilisation of the waterfront for leisure provision. There is potential for a restaurant of regional significance.

**Employment**
Maldon has a large employment area given the size of the town due to its historical links and use of the waterways. Most of the industrial and office units are occupied by local businesses that have an historic link to the area. A number of owners are seeking to intensify or diversity their employment uses, with some enabled by residential. There are a number of vacant units, typically with low levels of interest, but more recently some of these units have been under offer. The letability of a unit tends to depend on the quality of the building, its size and location and the flexibility of terms. Landlords are still in a weak position having to give incentives with short term leases and break clauses. Typically industrial rents are at £7-8/sqf, which makes new build industrial development challenging. There is generally a limited office market (small and medium sized enterprises only).

**Residential**
There is generally a positive market sentiment and good levels of interest from house builders and residential developers. There are a number of examples of recent residential development in the area such as the Redrow development at The Lakes. There is potential for residential to be proposed as an enabling use for other developments. However, the LDP has already allocated sites for housing through LDP Policy S2 and any additional residential development should be considered in relation to this. The Causeway Area is largely allocated for employment and not housing. Environmental constraints such as flood risk should also be taken into account.
2 VISION WORKSHOP

2.1 THE EVENT

A vision workshop was held on 27 March 2014 at Maldon Town Council Offices on Market Hill. A total of 40 people attended, including members of the business community, local Councillors, council officers and other local stakeholders.

The workshop was structured into two sessions. The first explored ideas for Maldon Central and the Leisure Quarter and the second workshop explored the Causeway Regeneration Area.

There were six working groups in total and each group was given worksheets for the three areas comprising of a large format plan and a comments box focused around the three themes of investment, movement and environment.

The outcomes of the workshop are summarised over the following pages.
2.2 IDEAS FOR MALDON CENTRAL

The worksheets for Maldon Central are summarised on Plan 2. The main comments to come out of the workshop are as follows:

- Prioritise pedestrians along the core area of the High Street
- Incorporate a market in the core retail area
- More laybys/loading bays are needed along the core area of the High Street
- Improve signage around the town centre
- Enhance the riverside walking route
- Promote and improve the existing park and ride scheme
- Enhance Chandler’s Quay
- Improve cycling routes
- Introduce a new bus route through the White Horse Lane car park to enable part of the High Street to be closed for events/market
- Provide a new footbridge connection via Sadds Wharf
- Diversify the offer along the lower end of the High Street
- Maximise river views
Plan 3 - Summary of Leisure Quarter worksheet comments
2.3 IDEAS FOR LEISURE QUARTER

The worksheets for the Leisure Quarter are summarised on Plan 3. The main comments to come out of the workshop are as follows:

- Focus public realm improvements on The Hythe area
- Deliver a new high quality restaurant of regional significance
- Improve leisure facilities along the Promenade
- Provide more commercial activities along the Promenade
- Relocate the Depot and Civic Amenity Site
- Expand leisure uses around Blackwater Leisure Centre and Madison Heights
- Consider opportunities for new visitor accommodation
- Find an appropriate use for the two Council owned buildings between The Hythe and Promenade Park
- Improve signage
- Reorganise parking in the heart of the park
- Enhance connection with the town centre
- Implement lighting along the Promenade
Plan 4 - Summary of Causeway Regeneration Area worksheet comments
2.4 IDEAS FOR CAUSEWAY REGENERATION AREA

The worksheets for the Causeway Regeneration Area are summarised on Plan 4. The main comments to come out of the workshop are as follows:

- Retain and strengthen industrial and employment uses
- Locate a new employment training centre in the core employment area
- Consider more mixed-use development in Heybridge and Fullbridge areas
- Improve the “heart of Heybridge”
- Improve the river and canal corridor
- Improve cycle links
- Encourage new developments to have public access along the waterfront
- Provide a new hotel in the Fullbridge area
- Acknowledge the implications of flood zones
3 OPPORTUNITY SITES

3.1 INTRODUCTION TO SITES

A series of opportunity sites have been identified throughout the Maldon and Heybridge Central Area. Plan 5 shows the location of each of the sites. These sites have been identified in view of the contribution they could make to the regeneration of the area. The sites are not informed by a detailed understanding of land ownership or potential availability. Overleaf, each site has been analysed in view of the prevailing local property market condition, policy context, physical site conditions and any potential delivery issues. The analysis is purely qualitative given the strategic nature of the study.
### 3.2 QUALITATIVE ANALYSIS

1. **Sadd’s Wharf**

<table>
<thead>
<tr>
<th>Site area</th>
<th>21,000 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Planning permission for 93 homes, leisure and office</td>
</tr>
<tr>
<td></td>
<td>Located outside of the employment area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>Permission granted for a mixed-use housing-led development</td>
</tr>
<tr>
<td></td>
<td>Special waterfront location</td>
</tr>
<tr>
<td></td>
<td>Development could accommodate potential bridge link</td>
</tr>
</tbody>
</table>

2. **Brooks Brothers site (Aquila)**

<table>
<thead>
<tr>
<th>Site area</th>
<th>28,500 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Planning permission for mixed-use retail-led scheme</td>
</tr>
<tr>
<td></td>
<td>Predominantly outside the employment area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>Retail-led, mixed use development opportunity</td>
</tr>
<tr>
<td></td>
<td>Special waterfront location</td>
</tr>
</tbody>
</table>

3. **Leigh Industrial Estate**

<table>
<thead>
<tr>
<th>Site area</th>
<th>11,900 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Within a designated employment area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>Prominent gateway location</td>
</tr>
<tr>
<td></td>
<td>Canal frontage</td>
</tr>
<tr>
<td></td>
<td>Occupied and in existing employment use but buildings are low grade and the tenant is considering relocation</td>
</tr>
</tbody>
</table>

4. **Fullbridge/Station Road corner site (south)**

<table>
<thead>
<tr>
<th>Site area</th>
<th>6,800 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Pre-application relating to a Lidl and drive through uses</td>
</tr>
<tr>
<td></td>
<td>Within a designated employment area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>Prominent frontages on Station Road &amp; Fullbridge</td>
</tr>
<tr>
<td></td>
<td>Area lacks character - roundabout dominates</td>
</tr>
<tr>
<td></td>
<td>Site adjacent to conservation area and listed buildings</td>
</tr>
<tr>
<td></td>
<td>Mixed-use development opportunity in conjunction with Site 5</td>
</tr>
</tbody>
</table>
5. **Fullbridge/Station Road corner site (north)**

<table>
<thead>
<tr>
<th>Site area</th>
<th>6,800 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Within a designated employment area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>Prominent frontages on Station Road &amp; Fullbridge</td>
</tr>
<tr>
<td></td>
<td>Area lacks character</td>
</tr>
</tbody>
</table>

6. **Jewsons/eol**

<table>
<thead>
<tr>
<th>Site area</th>
<th>14,200 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Very prominent waterfront site</td>
</tr>
<tr>
<td></td>
<td>Partly within the conservation area</td>
</tr>
<tr>
<td></td>
<td>Within a designated employment area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>Planning context impacted by potential redevelopment of adjacent Sadd’s Wharf site</td>
</tr>
<tr>
<td></td>
<td>Inherent flexibility under Policy S5 is relevant to this site but job creation still a policy issue</td>
</tr>
<tr>
<td></td>
<td>Employment uses contribute positively to the character of the conservation area</td>
</tr>
<tr>
<td></td>
<td>Medium term mixed-use development opportunity</td>
</tr>
</tbody>
</table>

7. **Fullbridge small industrial units**

<table>
<thead>
<tr>
<th>Site area</th>
<th>1,400 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Prominent but under-developed site</td>
</tr>
<tr>
<td></td>
<td>Partly within the conservation area</td>
</tr>
<tr>
<td></td>
<td>Within a designated employment area</td>
</tr>
<tr>
<td></td>
<td>Adjacent to Place of Worship</td>
</tr>
<tr>
<td></td>
<td>Adjacent to conservation area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>Mixed use development opportunity</td>
</tr>
<tr>
<td></td>
<td>Potential for housing or leisure uses over commercial uses</td>
</tr>
<tr>
<td></td>
<td>Medium to long term opportunity</td>
</tr>
<tr>
<td></td>
<td>Redevelopment would need to retain quality of neighbouring employment uses</td>
</tr>
</tbody>
</table>
### 8. Chandler’s Quay

<table>
<thead>
<tr>
<th>Site area</th>
<th>NA</th>
</tr>
</thead>
</table>
| Site info | Major opportunity to add life to the river edge  
Within the retail area of the town centre  
Within the town centre  
On a key pedestrian link along the water’s edge |
| Key issues | Redundant buildings potentially heritage assets  
Boat yard character  
Activities to strengthen riverside walk |

### 9. Bridge House

<table>
<thead>
<tr>
<th>Site area</th>
<th>10,100 sqm</th>
</tr>
</thead>
</table>
| Site info | Within a designated employment area  
Adjacent to the conservation area  
Housing developments along Hall Road have changed the character of the area  
Flood Zone 3 |
| Key issues | Residential uses contrary to policy  
Would not suit mixed-use development  
Residential development would need to ensure it did not undermine the quality of employment land  
Residential use will conflict with existing land uses on adjacent land used for recycling and waste disposal |

### 10. The Street/Hall Road corner site

<table>
<thead>
<tr>
<th>Site area</th>
<th>8,000 sqm</th>
</tr>
</thead>
</table>
| Site info | Within a designated employment area  
Flood Zone 3  
Prominent warehouse building is listed and within the conservation area  
A key and strategically important employer  
Warehouses on the Hall Road frontage contribute little to the area and could benefit from redevelopment if surplus to requirements |
| Key issues | High quality employment use  
Part of the site is an important heritage asset  
Should only be considered a long term opportunity if site becomes available  
Site could contribute significantly to area |

### 11. The Street Industrial Estate

<table>
<thead>
<tr>
<th>Site area</th>
<th>12,300 sqm</th>
</tr>
</thead>
</table>
| Site info | Within a designated employment area  
Sites are owner occupied and have received recent investment |
12. Heybridge mixed employment

<table>
<thead>
<tr>
<th>Site area</th>
<th>9,200 sqm</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Key issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well occupied and good quality employment premises</td>
</tr>
<tr>
<td>Should be retained in employment use for the foreseeable future</td>
</tr>
<tr>
<td>Explore opportunities to intensity employment uses - infill</td>
</tr>
<tr>
<td>Need to improve the relationship with the street</td>
</tr>
</tbody>
</table>

13. The Causeway/The Square corner site

<table>
<thead>
<tr>
<th>Site area</th>
<th>1,100 sqm</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Key issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small scale mixed-use development opportunity</td>
</tr>
<tr>
<td>Could add to local convenience retail offer for Heybridge</td>
</tr>
<tr>
<td>Adjacent to wildlife corridor (although not designated as such)</td>
</tr>
</tbody>
</table>
### 14. Wyndeham Heron Ltd premises

<table>
<thead>
<tr>
<th>Site area</th>
<th>20,500 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Key local employer</td>
</tr>
<tr>
<td></td>
<td>Current occupier is Wyndeham Heron, who are considering expanding operations to the rear.</td>
</tr>
<tr>
<td></td>
<td>Within a designated employment area</td>
</tr>
<tr>
<td></td>
<td>Flood Zone 3</td>
</tr>
<tr>
<td>Key issues</td>
<td>An important employment use suitable for expansion</td>
</tr>
<tr>
<td></td>
<td>Should be retained and expansion supported</td>
</tr>
</tbody>
</table>

### 15. Roofings

<table>
<thead>
<tr>
<th>Site area</th>
<th>11,600 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Not a critical site for the character of the future vision of the area</td>
</tr>
<tr>
<td></td>
<td>Not a prominent or intensely used employment site</td>
</tr>
<tr>
<td></td>
<td>Canal frontage</td>
</tr>
<tr>
<td></td>
<td>Access is restricted</td>
</tr>
<tr>
<td>Key issues</td>
<td>Not a strategically important employment site</td>
</tr>
<tr>
<td></td>
<td>Redevelopment would not undermine quality of other sites</td>
</tr>
<tr>
<td></td>
<td>Access for housing would be difficult</td>
</tr>
<tr>
<td></td>
<td>Part of the site could facilitate the expansion of Wyndeham Heron</td>
</tr>
</tbody>
</table>

### 16. Galliford Road Industrial Estate

<table>
<thead>
<tr>
<th>Site area</th>
<th>21,200 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Within a designated employment area</td>
</tr>
<tr>
<td></td>
<td>Prominent frontage onto The Causeway</td>
</tr>
<tr>
<td></td>
<td>Canal frontage to the east</td>
</tr>
<tr>
<td></td>
<td>Some vacancies but good quality units with strong local interest</td>
</tr>
<tr>
<td></td>
<td>Considered a viable employment location</td>
</tr>
<tr>
<td>Key issues</td>
<td>Central to the quality of the employment area along The Causeway</td>
</tr>
<tr>
<td></td>
<td>Changes of use would undermine quality of employment</td>
</tr>
<tr>
<td></td>
<td>Only employment-based redevelopment should be promoted.</td>
</tr>
</tbody>
</table>
## 17. St Peter’s Churchyard

<table>
<thead>
<tr>
<th>Site area</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Opportunity to provide a new civic space. Possible relocation of market.</td>
</tr>
<tr>
<td>Key issues</td>
<td>Relationship to existing church yard.</td>
</tr>
</tbody>
</table>

## 18. The lower end of the High Street

<table>
<thead>
<tr>
<th>Site area</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Secondary retail location.</td>
</tr>
<tr>
<td>Key issues</td>
<td>Greater emphasis on food and drink uses. Support for independent trading.</td>
</tr>
</tbody>
</table>

## 19. Hythe Quay

<table>
<thead>
<tr>
<th>Site area</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>In the conservation area. Beyond Maldon’s retail area. Beyond Maldon settlement boundary.</td>
</tr>
<tr>
<td>Key issues</td>
<td>Major Council opportunity. Includes two small council owned buildings. Opportunity for high profile destination attraction/restaurant. Council to take the lead. Promote and facilitate the opportunity. Competition to find partner.</td>
</tr>
</tbody>
</table>

## 20. Promenade Park

<table>
<thead>
<tr>
<th>Site area</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site info</td>
<td>Partly within Maldon Conservation Area. Designated Park. Designated public right of way traverses the site. Flood Zone 3.</td>
</tr>
<tr>
<td>Key issues</td>
<td>Beach huts. Strengthen the activities and reasons for being there. Access and parking will be important.</td>
</tr>
</tbody>
</table>
4 TEST AND REVIEW SESSION

4.1 THE EVENT

On 3 June 2014, a test and review workshop session was held in Maldon Town Council Offices on Market Hill. The aim of the session was to test the emerging strategies for each sub-area and the draft opportunity area recommendations with local stakeholders. A total of 34 people attended.

As with the first workshop, the session was structured into two parts. The first explored the draft proposals for Maldon Central and the Leisure Quarter and the two opportunity areas of St Peter’s Churchyard and The Hythe and the second workshop explored the Causeway Regeneration Area and Heybridge Village and Fullbridge opportunity areas.

There were five working groups in total and each group was given worksheets containing draft strategies for each sub-area and larger scale plans for each of the opportunity areas.

The feedback from the session is summarised over the following pages.
Example worksheet for Maldon Central Area and The Plume
4.2 FEEDBACK ON MALDON CENTRAL AREA AND ST PETER’S CHURCHYARD

Conservation
A recurring theme during the workshop was that the most important priority in Maldon Central Area was to preserve the existing character.

Lower end of the High Street
The preferred strategy for the lower end of the High Street was to promote a food quarter, hotel and evening economy. There was general support for this idea but there was concern as to whether existing units are large enough to support a night time economy and whether there would be sufficient footfall during the daytime. If there were to be more restaurants in this area, more on-street parking would be needed. Some groups suggested the change of use from retail to residential would be appropriate.

Western entrance to the High Street
A comment was made that this area is a gateway to the High Street but was currently underwhelming. Public realm enhancements in this area could help in this regard.

Market Hill
This road was noted as a key pedestrian link between Maldon Central Area and The Causeway but that currently it was car dominated and something should be done to improve the pedestrian environment.

Sadd’s Wharf Bridge
Most groups felt positive towards the suggestion of a new bridge connecting Sadd’s Wharf and Maldon Central. However, there was concern that this could undermine the lower end of the High Street and whether it would be practical in terms of boats with high masts needing to use this part of the river. Where funding would come from to implement the bridge was also questioned.

Maldon’s alleyways
People strongly agreed these are a key part of the character of the High Street and should be enhanced. Small and niche shops should be encouraged.

Parking
People felt there should be free short-stay, on-street parking opportunities in the town centre and that there should be better signage for the Edward Bright Car Park. People also felt that the free bus from Tesco should be better promoted with more frequent buses.

Buses
People felt there needed to be more buses for the elderly population and opinion was divided about opening up a bus link through the White House car park. Many groups felt that the free bus from Tesco should be much better promoted and the nature of Tesco’s responsibilities was unclear. Many groups said that there needed to be parking at the southern end of the free bus route as currently it is only possible to park at the Tesco Car Park.

Pedestrianising part of the High Street
There continues to be divided opinion about whether part of the High Street should be pedestrianised.

Market
People want a market that sells local produce such as beers, oysters, Tiptree produce. There needs to be a clear distinction between a local market for local people and a market for visitors. Some groups wanted the High Street to be able to be closed for markets. There were mixed views on the location of the market. Possible locations included around St Peter’s Churchyard, in Butt Lane car park, at the Hythe, in front of All Saints church or near the Blue Boar.

St Peter’s Churchyard opportunity area
There was strong support for public realm enhancements surrounding the building but divided opinion about whether a market should be located there. Some groups questioned whether a market would be practical as there was no space for vehicular access, only stalls. It was suggested that signage should be improved outside of the town to direct traffic away from the town centre. Some people did not agree with the opportunity for a delivery lay-by outside All Saints church as the coach drop off is already a problem. However, other groups noted that (un)loading was a problem.

Many people are unaware of the gardens behind St Peter’s Churchyard. Better use of this attraction should be made.
Example worksheet for Leisure Quarter and The Hythe
4.3 Feedback on Leisure Quarter and the Hythe

Free bus route
At present this is a ‘free bus’ provided by Tesco as part of a s106 Agreement but has the opportunity to be expanded to a park and ride scheme. The park and ride would need to have a car parking facility within the Leisure Quarter. This could be part of the Blackwater Leisure Centre parking or on the land of the depot/Civic Amenity Site (CAS) if this is relocated.

Relocate CAS/Depot
There was generally strong support for this. Suggestions were made that this could be relocated to Hall Road ECC highway depot in the Causeway area. There could potentially be a second amenity site, one for the north and one for the south.

Camping
Generally supported in principle although there were concerns as to whether this would generate as much income as parking and that there would be significant facilities required. Some groups thought the area should be more of a temporary facility for special events. Some groups preferred the idea of glamping with more permanent log-cabin style accommodation. The land is particularly boggy here, which would need to be considered if a campsite was proposed. People liked the idea of there being BBQ areas and picnicking facilities. It was felt that there would be more room for camping if the CAS and depot were relocated.

Cycling
There was strong support for improved cycle routes around the town. People also felt that there were opportunities for cycle shops in the town centre.

Commercial boat moorings
These are unlikely to be practical due to the mud.

Museum/visitor centre
Some groups felt that the Military Museum should be moved to Promenade Park and combined with a heritage museum or visitor centre.

Signage
A repeated comment was that there needed to be improved signage both to Promenade Park from the town centre and to the different facilities within the Leisure Quarter. Most groups liked the idea of a heritage trail of important assets within the town.

The Hythe opportunity area
All groups agreed that the Hythe area should receive public realm enhancements. People generally agreed that more parking is needed on The Hythe. An allotment site is well located to potentially provide this. However, the allotments are owned by Grays and if they were removed there was concern that the pub would use the area for its own parking. The idea of having a public car park here was therefore not practical. There should be improved parking at Promenade Park so that it is possible to park there and walk through to the Hythe.

There was support for a special restaurant to be located on the Hythe but it needs to be of regional significance, not a chain.

Several groups noted that St Mary’s Church could have more varied use in the area next to the Octagon. It was noted that this location has fantastic views and could house a community cafe and arts centre with links to Prom Park.

One group suggested a one way system along North Street, The Hythe and Church Street.
4.4 FEEDBACK ON CAUSEWAY REGENERATION AREA, HEYBRIDGE VILLAGE AND FULLBRIDGE

Pedestrian and cycle connections
Some groups felt that the Sadd’s Wharf bridge was not a priority given its likely cost and that in the short term the pedestrian experience through Fullbridge and connections from Maldon to Heybridge Basin should be improved. It was also noted that an unrealistic height or opening mechanism would be needed to enable the masts of boats to pass through. Other groups suggested that the footbridge have lock gates and a salmon lift for silt flush to increase the use of the river and complement flood alleviation.

One group mentioned that there needed to be pedestrian crossings on The Causeway. There used to be one at the bus stop but this is no longer there.

People objected to implementing a cycle hire station at Tesco.

Fullbridge roundabouts
The was general agreement that the roundabouts in their current form do not create an attractive environment. Two ideas noted were to reduce the scale of the roundabouts or to leave the roundabouts but ensure that new development should address them directly to create a greater sense of enclosure.

Employment premises
Most businesses want to buy freehold premises. Many of the buildings in the main employment area need updating. Suggestions made include the potential to consider relaxing planning policy control to enable regeneration by consolidating employment uses in the central Causeway area and enabling mixed-use at the fringes.

River and canal frontages
There was strong support to prioritise the improvement of river and canal frontages.

Heybridge
Redevelopment of The Street. Suggestions to consider implementing shop front improvements scheme along The Street.

Houseboats
One group commented that the houseboats should be left as an unformalised settlement and that they added to the character of Heybridge Basin. Another group said that there needed to be clearer criteria for who was allowed to live there. Concerns were expressed regarding the impact of the moorings on the local environment and local wildlife.

Heybridge Village opportunity area
There was strong support for improving the canal front. People generally agreed with the redevelopment of the Mill as a key waterfront site and also that the Wyndeham Heron site was key to improving the canalside environment. People also suggested that there could be a greater variety of uses on the canalside such as cafes, watersports, canoeing and boat trips. However, people were sceptical about where funding for regeneration projects would come from.

Other comments included that the Bentalls shopping centre should be extended to improve its offer. There was support for the redevelopment of the car sales site at the northern end of The Causeway, which was considered to negatively impact the area. There was support for the redevelopment and reuse of the Coral site given its prominent location and position at a key corner. However, this site was recently granted planning permission to extend.

Fullbridge opportunity area
People wanted the roundabouts to be reduced in size and agreed that new developments should address the street in this location. It was also noted that The Causeway environment needs improving.
5 AREA STRATEGIES

5.1 INTRODUCTION

This section presents strategies for each of the three areas within the Maldon and Heybridge Central Area. The strategies have been informed by urban analysis of the Central Area, the current policy context, the prevailing local property market condition and consultation with local stakeholders. For each area, a strategy plan is presented alongside a series of suggested actions.

5.2 OVERALL CENTRAL AREA STRATEGY

Plan 6 represents the overarching strategy for the Maldon and Heybridge Central Area. This plan is based on the area-wide strategy outlined in the Maldon and Heybridge Contextual Study. It has however been updated and revised as follows:

1. Addition of the two proposed extensions to the town: South Maldon and North Heybridge Garden Suburbs
2. Greater emphasis placed on the importance of the canal corridor
3. Heybridge Village shown as a distinct area within the Causeway Regeneration Area.
5.3 Maldon Central Area

1 **Hythe enhancements**

The Hythe area is Maldon’s principal investment and improvement opportunity. The area sits at an important point of connection between the historic town centre and the formal and informal recreation facilities at Promenade Park. Opportunities should be explored to deliver the following:

- Public realm improvements to the quayside environment with scope for improvements to the surface treatment, lighting and the management of parking spaces.
- Promote and facilitate a new regional restaurant. The Council own a number of buildings in Hythe Quay. 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.

2 **Wayfinding strategy**

In view of the wealth of heritage assets across the town, there was strong support for a more co-ordinated approach to wayfinding and signage as a way of improving the visitor experience. A bespoke and high quality approach to signage and wayfinding should be implemented in Maldon’s central area, extending into the Leisure Quarter.

3 **Riverside street realm**

The pedestrian and cycle route along the south bank of the River Chelmer is one of the town’s key environmental and informal recreation assets. The route takes in a number of working quays and boat yards. However, the route is of variable quality and would benefit from upgrading and improvements. In particular the link between Chandler’s Quay and Downs Road open space is a priority for improvement. The Downs Road open space, located immediately adjacent to a small nursery school, is popular with local residents and would benefit from investment and improvement.
Sadd's Wharf bridge

The opportunity to introduce a new footbridge link across the River Chelmer between Sadd’s Wharf and Bath Place Wharf should be explored. There was considerable support for such a link although a cost/benefit assessment would need to be made. There was some discussion around the potential for a structure across the river channel to help to manage the flow of water and reduce the threat of downstream river silting. This approach, which may be able to incorporate a pedestrian crossing, should be explored through liaison with the appropriate authorities.

Free bus service from Tesco

Strong support was expressed for improved transport links between the different parts of the centre. A free bus service is already being delivered but in its current form it does not appear to be supported or well-utilised.

It is recommended that the terms of this Section 106 agreement are reviewed in order to explore how a more effective and efficient service can be delivered. Tesco has previously sought to amend the frequency and route of the service but the Council were keen to ensure that a 30 minute service remained in place. An ideal scenario would be that smaller cheaper vehicles are used to provide a more frequent service which benefits more people.

Northern end of the High Street

There was significant discussion around the pros and cons associated with the introduction of a range of potential traffic management measures in the core part of the centre. Whilst it is recognised that the High Street does get busy, it is a very important east-west route in this part of Maldon and preventing through traffic would have wide ranging implications. It is also considered that removing vehicular traffic from key shopping streets can have a detrimental impact on the vitality of streets.

The potential for the establishment of a new vehicular route along Cheques Lane which would connect the High Street with White Horse Lane was considered and discounted in view of the harmful townscape impact of introducing a new road junction in this sensitive part of the town centre.
No major traffic management measures are recommended in the historic part of the centre. If funding can be secured however, the core part of the High Street between Silver Street and Market Hill should be the subject of an improvement scheme which gives greater priority to pedestrians whilst retaining carriageway definition. The introduction of a shopfront improvement initiative would help to ensure poorly maintained or inappropriate shopfronts are identified for targeted improvement.

7 Protect heritage/character assets
The main thrust of the recommended strategy for the central area of Maldon is one of conservation and protection of the special historic character and urban fabric. The form and structure of the town is important in this regard including the centre’s lanes and alleys which offer considerable opportunities for small independent commercial ventures to complement the high street units.

8 Local market
There are a number of different markets that take place in Maldon but not on the same day or same venue. These include a Country Market on Thursdays in the Town Hall, Market Hill, the former Farmer’s Market held on a Monday in The Swan, High Street, and an antique and bric-a-brac fayre held in the United Reformed Church Hall, Market Hill on Saturdays. There may be advantage to consolidating these markets with possible locations suggested including St Peter’s Churchyard, All Saints, Butts Lane car park and White Horse Lane car park. Whilst there was little clear consensus regarding a preferred location, there was clear support for the establishment of a central location. Further work is required to explore the implication of the potential alternatives. This should involve liaison with traders and land owners.

9 Southern end of the High Street
The southern end of the High Street suffers increasingly from retail vacancies which undermines its economic vitality. It may therefore be appropriate to create a clear break in the retail frontage through the managed change of use or carefully designed redevelopment. Opportunities to increase on-street parking on the lower High Street should be explored.
Plan 8 - Leisure Quarter strategy
5.4 LEISURE QUARTER

1. **Hythe enhancements**
   See Section 5.3 of this report.

2. **Wayfinding strategy**
   See Section 5.3 of this report.

3. **Promenade Park visitor offer**
   There are currently plans to implement a series of beach huts along the Promenade. This idea is supported but it would be preferable that they are able to house active uses, such as a kiosk or market stall, to provide activity along the Promenade. There was also strong support for a new visitor centre/heritage centre in Promenade Park to act as a ‘destination hub’ with possible cycle hire facility, maps and Tourist Information Centre. Relocation of the Military Museum to Promenade Park is also supported.

4. **Consolidate and expand local leisure offer**
   The Blackwater Leisure Centre and Madison Heights represent Maldon’s principal leisure offer for local people. However, at present it feels isolated and parking is an issue. There is opportunity to improve this facility by widening its offer. During the consultation people suggested exhibition space, cinema and theatre as additional uses. The car parking should be expanded and combined with the free bus facility and Promenade Park parking. Pedestrian links between the car park and Promenade Park will need to be considered.

5. **Free bus service from Tesco**
   There is currently no car parking facility for the free bus at Blackwater Leisure Centre. This prohibits people entering Maldon from the south from using the service. The Blackwater Leisure Centre car parking should be expanded to enable visitors to park in this location and use the free bus service rather than driving into the town centre. (For further improvements to the free bus see Section 5.3 of this report).

6. **Cycle hire station**
   Cycling should be promoted through improving links throughout the town. A cycle hire station could be successful in the Leisure Quarter either located at the Blackwater Leisure Centre or within Promenade Park. This would enable visitors to park in the Leisure Quarter and cycle into town and the wider area via tourist and recreational trails.

7. **Heart of Promenade Park**
   At present, during the summer months car parking dominates this part of the Park. A parking facility is greatly needed but its layout should be rationalised. If parking was expanded at the Blackwater Leisure Centre this may enable car parking to be removed from the heart of the park altogether. In its place, there was support for high-end camping facilities but appropriate surface treatment would need to be implemented as the land is often wet in this location. Access from Park Drive also needs improving.

   Alongside camping, people would like picnicking and bbq facilities.

8. **Relocate CAS and Depot to the Causeway**
   The CAS and Depot currently take up a large part of the Park and act as barriers between the Park and the Leisure facilities to the south. There is strong support to relocated these facilities to the Causeway area, which could be facilitated through the proposed Maldon District Community Infrastructure Levy.
Plan 9 - Causeway Regeneration Area strategy
Central Causeway area

The Causeway Regeneration Area is the main centre of employment within the District. There is a significant concentration of advanced manufacturing and engineering companies in this location, which should be supported and enhanced. Within the Central area, infill development should be encouraged to intensify employment uses. Many of the existing buildings are run down and incentives should be given to encourage occupiers/owners to upgrade these premises. New development should seek to provide a greater mix of unit sizes to facilitate a more diverse range of businesses, from start-ups to larger employers.

Waterside opportunity sites

All redevelopment on waterside sites should be encouraged to maintain a public waters edge to open up these special environments and improve pedestrian links within the area. The waterside sites in Heybridge could potentially include managed workspace or live/work typologies. These sites are also more likely to be appropriate for mixed-use redevelopment with active uses at ground floor animating the canal edge. There was a desire for the land facing Heybridge Creek to include a public space with views over the estuary.

Causeway opportunity sites

There are a significant number of opportunity sites within the Causeway area presenting a wealth of opportunities to improve the existing environment. Sites located in designated employment land must retain employment use but should seek to intensify this use and upgrade premises. Other more edge of employment zone sites may be appropriate for mixed-use development. Each of the opportunity sites is discussed in greater detail in Section 3 of this report.

Relocate CAS and depot from Prom Park

If the CAS and Depot are to be removed from the Leisure Quarter there is potential for these facilities to be relocated to the Causeway area. Possible locations include combining the facilities with Green Recycling, which is located to the east of the Causeway area or, if this site faces opposition from the neighbouring residents at The Lakes, somewhere in the Central Causeway area. This could potentially be facilitated through the proposed Maldon District Community Infrastructure Levy.
A vocational training centre has been identified as desirable in the District and the main employment area in the main urban centres at Maldon and Heybridge seems to be the most logical location. The centre will support vocational skills training, enable innovation and development within existing companies and provide support for new businesses. There was much support for the training centre at the consultation events and it was generally felt that the facility should be located in a prominent, central location within the Causeway area.

Free bus service from Tesco
See sections 5.3 and 5.4 of this report.

Improve pedestrian and cycle links
At present, the Causeway area is a particularly vehicular dominated part of the town. It is important that provision for pedestrians and cyclists is improved to encourage less use of cars. Pedestrian and cycle links to the proposed North Heybridge Garden Suburb also need to be considered.

Sadd’s Wharf bridge
See Section 5.3 of this report.

Wayfinding strategy
See Section 5.3 of this report.

Enhance open spaces along the water’s edge
There are two existing waterside spaces to the east of the Causeway area, which could be attractive amenity spaces for the town. These spaces need to be adequately maintained and enhanced where possible.

Houseboat moorings
Heybridge Creek is a pretty environment that is home to a number of houseboats. These informal settlements have a unique character and mooring here should be supported. However, better facilities for sewage and refuse should be provided.
Heybridge improvements
Heybridge is located to the north of the Causeway employment area. It is an historic village with a small high street and several heritage assets. The Street should be the focus for improvements. A more pedestrian friendly environment and shopfront improvements scheme would help revitalise this part of the Causeway. Opportunities for Heybridge village are discussed in greater detail in Section 6.4.

The Causeway
A co-ordinated programme of tree planting and boundary treatment, with increased pedestrian crossings could help soften the environment of The Causeway.
6.2 St Peter’s Churchyard

6.3 The Hythe

6.4 Heybridge Village

6.5 Fullbridge
6 OPPORTUNITY AREA RECOMMENDATIONS

6.1 INTRODUCTION

Four opportunity areas have been identified within the Maldon and Heybridge Central Area, the location of which is shown on Plan 10. These parts of the Central Area have been looked at in greater detail and recommendations put forward for their improvement.
Plan 11 - The Plume opportunity area

KEY
Features
- Listed building
- Commercial use
- Community use
- Town centre car park
- Key pedestrian route
- Primary commercial frontage

Actions
- Improve pedestrian priority
- Priority public space
- Opportunity for new pedestrian crossing
- Opportunity for loading bay
- Support small and niche shops in alleyways
- Potential location of local market
- Town centre green spaces to be better utilised
6.2 ST PETER’S CHURCHYARD

Any interventions within the core high street area should seek to retain the high street as the focus for commercial activity whilst protecting and enhancing heritage assets. Maldon’s alleyways are a key part of the High Street character and small and niche shops should be encouraged and supported in these locations.

Public realm enhancements should be implemented in the core area of the High Street that prioritise pedestrians and a loading bay should be implemented at the northern end of the high street. The area between St Peter’s Tower and Churchyard and All Saints Church should be a priority for public realm enhancements. The town centre green spaces surrounding St Peter’s Tower and All Saints Church could be better utilised.

The local street market, currently held twice weekly on the Butt Lane car park, should be located in a more central area either at St Peter’s Churchyard, outside All Saints Church or in White Horse Lane car park. A more versatile range of stalls should be encouraged.
Plan 12 - The Hythe opportunity area

KEY

Features
- conservation area boundary
- listed building
- public house
- hotel/B&B
- river related use
- community use
- key pedestrian route

Actions
- potential for regional restaurant
- enhance outdoor terraces
- enhance frontage
- improve public realm
- opportunity for riverside walk enhancements
- create community venue at St Mary’s church
- improve links between St Mary’s, The Hythe and Prom Park
- promote destination
6.3 THE HYTHE

The Hythe has a unique character and although already a key visitor destination there is potential to widen its offer. The Council own two important buildings at the gateway to Promenade Park, which are currently underutilised, as well as The Hythe itself, which is a large open space that could be better utilised for public realm and food/restaurant seating.

Food on The Hythe

In the short term, a program of food events should be implemented here, that promote local produce such as Maldon Salt, Maldon Oysters, Tiptree preserves, New Hall Wines and local beers and ales such as Farmers Ales, Crouch Brewery and Wibblers Brewery. In the longer term, these buildings could be converted to house a destination restaurant of regional significance.

The opportunity to develop a vibrant and exciting Food on the Hythe programme, centred on a new restaurant of regional significance, is the top priority emerging from this Intermediate Study. The Council as land owner must take the lead in promoting this opportunity. More details on the next steps regarding the establishment of a new restaurant are set out in the following section.

Public realm and connections

Public realm improvements would significantly enhance The Hythe and St Mary’s Lane and alternative parking opportunities should be sought along key pedestrian routes.

Connections between The Hythe, Promenade Park and St Mary’s Church should be enhanced, with potential for a new community venue at St. Mary’s Church.
Heybridge is located at the northern fringe of the Causeway employment area. There has been significant housing development along Hall Road in Heybridge in recent years. The Street is the historic heart of Heybridge, centred on St Andrew’s Church. The strategy for Heybridge should be one which stimulates greater levels of activity and community life in the centre. It is recommended that this is an area where mixed-use developments envisaged under Policy S5 would be appropriate.

The Street
In light of the proposed Heybridge North Garden Suburb, Heybridge Village is likely to become a local centre for many more people. Improvements should focus on The Street, where there is opportunity for increased pedestrian priority and to implement a shop front improvements scheme. The street edge on the north side of The Street is poorly defined. New commercial uses of an appropriate scale should be encouraged along this prominent frontage.

Canal-side warehouse
Rockwell Automation is an important local employer and occupy a number of buildings including the Grade II listed warehouse building fronting the canal. Assuming Rockwell Automation remain a key employer in the Causeway area, the waterhouse building could contribute significantly to the development of a stronger heart for Heybridge. The building could be opened up at ground floor level with active, canal front uses. The upper floors, subject to the relocation of employment uses, could be appropriate for conversion to residential uses.

Wyndeham Heron site
Wyndeham Heron Ltd. is a major local employer and occupy a large site in the employment area. The Council is keen to see this business remain, but if the site should become available, and redevelopment proposals emerge, the opportunity to deliver more active uses along the canal front should be taken. Redevelopment would also provide the opportunity for a possible extension of the retail offer at Bentalls Shopping Centre which would help to strengthen the economic vitality of this local centre.

Other sites suitable for mixed-use redevelopment include opportunity site 10 - The Street/Hall Road corner site, opportunity site 13 - The Causeway/ The Square corner site and opportunity site 15 - Roothings. (See Section 6 of this report for more detailed information on opportunity sites).
There is a large concentration of opportunity sites in the Fullbridge area (as identified in Section 3), some of which are already coming forward for redevelopment. Sites located in designated employment land must retain employment use but should seek to intensify this use and upgrade premises. The priority for change in Fullbridge and The Causeway areas is to ensure that new development has a much stronger relationship with the street. Recent developments have taken an out-of-centre format, which has undermined the character of this historic area.

**The roundabouts**

In particular, the area has two large roundabouts with key development sites surrounding them. Whilst the roads served by these junctions are key strategic routes, traffic movement and road design now dominates the area. If opportunities arise to review the operation of these junctions as new developments are promoted, efforts should be made to reduce their prominence and create a more pedestrian friendly public realm which is addressed directly by buildings with doors and windows facing the street. Such improvements have the potential to radically improve the environmental quality of this important gateway to the town.

**The Aquila site**

This is a large key development site with extant permission for retail-led redevelopment. An opportunity will be lost if the site comes forward in its current form given its out-of-centre character. New buildings should more strongly define and address the street to help reduce the dominance of the roads in this area. The Iron Works building opposite is a good example of how this can be achieved.

**Other improvements**

The environmental quality of The Causeway could be enhanced with a co-ordinated programme of tree planting and boundary treatment. Pedestrian and cycle connections should be enhanced. In particular, the riverfront walk along the south side of the River Chelmer is a key asset. Chandler’s Quay has the potential to be an attractive, riverside destination and develop into a stronger focus of community and commercial activity.
7 NEXT STEPS

7.1 FOOD ON THE HYTHE

Heritage can be a dynamic and powerful force for the regeneration of coastal towns. The restoration of historic buildings to accommodate new uses can stimulate new economic sectors, such as artisan, arts and cultural industries.

Maldon already enjoys strong associations with locally sourced high quality food with products like Maldon Salt, Maldon Oysters, Tiptree preserves and New Hall Wines. Strengthening these associations further, for example through local enterprise, presents exciting opportunities for Maldon to attract new investment for the benefit of local people, local businesses and visitors.

The Hythe in Maldon is one of the town’s principal environmental and cultural assets. The area is already a popular destination with a number of riverside pubs and boat yards. The Hythe area is rich in character, with historic buildings, riverside allotments and magnificent riverside views. The Hythe has the potential to be transformed into a thriving, bustling and dynamic destination for families and food lovers who want to enjoy a relaxing time in a wonderful environment and, potentially, also take the opportunity to sample good quality locally sourced food and drink in a unique riverside environment.

A varied programme could be developed in the short term to promote the location as a key focal point for food related activities such as the following:

Specialist food markets
Whilst the central area of Maldon town centre is considered the most appropriate location for Maldon’s weekly market, The Hythe with its widened promenade is perfectly suited to hosting a programme of specialists food markets which will help to strengthen the role of The Hythe in the local visitor economy.

Pop-up ventures
The Council own a number of small buildings which directly address The Hythe. These, together with external spaces, would be ideally suited to host pop-up commercial ventures which would strengthen The Hythe’s associations with locally produced, high quality food and drink. Care would need to be taken to ensure the terms of any such ventures were aligned with the vision of the area as a high quality food and drink destination, but such ventures could extend the time people visit The Hythe area and could also help to strengthen the early evening economy of this important and unique part of Maldon.

Events
The Hythe already benefits from direct pedestrian links with Promenade Park. The Intermediate Study identifies a range of measures which should be explored to improve the recreation and leisure activities and attractions across the Park and the wider Leisure Quarter as a whole. An exciting programme of events at The Hythe should be co-ordinated and promoted as part of the events which take place in Promenade Park. The Hythe can help strengthen the attraction of Promenade Park and provide a new focus for commercial and community activities and events to complement the more informal open leisure and recreation activities and events which take place in the Park and the wider Leisure Quarter.
Whitstable Harbour

Whitstable Harbour Market

Overstrand, Boscombe

Whitstable Harbour Oyster Festival

East Beach Cafe, Littlehampton
In the longer term, and as the profile of The Hythe builds as a location with strong associations with locally sourced, high quality food and drink, a more significant commercial opportunity may emerge to establish a permanent high quality signature cafe/restaurant which could emerge as a key local attraction. As land owner, the Council would control this opportunity, but an initiative of this type would demonstrate a commitment to the long term regeneration of The Hythe area which could potentially generate wider market interest for the future benefit of the town as a whole.

Such an attraction would bring visitors for extended periods of the year and would also significantly strengthen the evening economy and would complement the commercial businesses already in the area.

Many relevant examples exist such as the East Beach Café in Littlehampton and the Overstrand building in Boscombe. Padstow, Whitstable and Cartmel are examples of towns and villages which have been transformed into thriving visitor attractions through small scale, high quality, food based commercial enterprise.

It is considered that a new venture of this type in Maldon could offer great potential to become a flagship of regeneration for the whole waterfront area which will help to increase the attraction of Maldon as a visitor destination. The proposals could include:

- The creation of a signature café/restaurant which will be open in the day and evening and throughout the year
- Extended outdoor seating area on the promenade
- Potential viewing deck at upper floors
- Potential ancillary gallery/exhibition space in conjunction with complementary opportunities to attract a new visitor destination to Promenade Park

Importantly the Council are the major landowner in the area and the successful delivery will require the Council to take a proactive role in business planning and harnessing interest through use of their planning powers but also their landholding position.

Early business planning and viability testing will be essential in identifying the appropriate disposal/procurement route. Soft market testing alongside viability testing will identify if an opportunity can be created which the private sector would be willing to take forward. Equally it will establish if delivery may require the Council to take more of a proactive role which could range from obtaining a planning consent to direct build or providing an ongoing subsidy.

As things stand, with the Council as principal landowner, such an initiative would need to be Council-led and would require careful project and programme management. The following are typical likely steps that would need to be taken to promote and progress such a venture at The Hythe:

- Research and benchmarking other similar ventures and how they were developed
- Preparation of a business plan to test feasibility of a signature attraction. This would be a critical stage in such an initiative and would need to test options and consider procurement models.
- Production of a marketing and landowners brief. This could ensure the Council retained long term control of any commercial operation which might be important to protect the quality of any operation.
- Undertake developer marketing to raise the profile of the opportunity and select a developer.
- The delivery phase which would require securing planning permission, construction, external works and fitting out.
- A launch/opening event to attract media interest and raise the profile of the area and its attractions.
7.3 FURTHER ACTIONS

Agree priorities and establish a Maldon and Heybridge Central Area action plan and working group
In view of the wide ranging recommendations outlined in this Intermediate Study report, key offers should review the long list of actions identified and agree the priority actions and initiatives that should be taken forward. An action plan should then be agreed and a working group established to work collaborative towards progressing and implementing these actions.

Proactively engage with landowners and other key stakeholders
Delivery of much of the improvements identified in the Intermediate Study will require close collaborative working with land owners and developers. Building on the positive dialogue associated with the two stakeholder workshop sessions, the Council should continue to engage proactively with landowners and developers to ensure they are clear on the Council’s priorities for the area.

Prepare and commission a masterplan brief for the Maldon and Heybridge Central Area
The Council are committed to preparing a masterplan for the Central area of Maldon and Heybridge under emerging Local Development Plan Policy S5. The brief for the masterplan should build directly on the guidance contained in the Intermediate Study. In particular, it should be specific on where new investment should be directed and should therefore be clear on where more detailed masterplanning guidance is required. The working group should act as the steering group for the masterplan.

Review visitor attraction opportunities
There is a desire to improve the range of visitor attractions within the Leisure Quarter. There is considerable support for the relocation of the Combined Military Service Museum to a more accessible and higher profile location within the Leisure Quarter. This opportunity should be explored and the different options for delivering it assessed. This is something that could be explored within the brief for the Central Area masterplan.

Develop the brief for the Training Centre
The establishment of a new training centre in the Causeway Regeneration Area is a key opportunity which will strengthen the quality of this industrial area. The brief for this facility should be reviewed and agreed with key stakeholders to ensure it remains a viable centre which enjoys strong links with local businesses and helps to support local people looking to improve their employment opportunities.

Continue to promote and advertise actions and progress
Communicating with local businesses and residents is critical to maintaining support for initiatives and actions. The local press should be used to ensure local people are kept updated on positive progress being made.
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