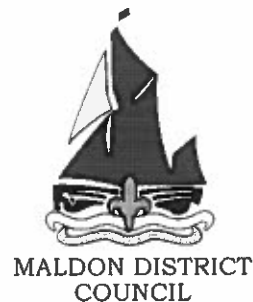


# Draft Local Development Plan



## Public Consultation Questionnaire

Following consultation on the preferred options last summer, Maldon District Council has prepared a Draft Local Development Plan (LDP) which will help shape the future of the District over the next 15 years. The Council now wants to hear what *YOU* think about the main proposals in the Draft LDP. Information is provided in the leaflet and copies of the Draft LDP, Proposals Map and Sustainability Appraisal, are all available online at [www.maldon.gov.uk](http://www.maldon.gov.uk) and at the Council Offices. A series of exhibitions will be held throughout the District in September.

Comments should be made by completing this questionnaire and returning it to the Council in the attached stamped addressed envelope.

If you prefer, you can complete the questionnaire online on the Maldon District Council website at [www.maldon.gov.uk](http://www.maldon.gov.uk)

**All responses must be received by 5pm on Monday 14th October 2013**  
[late responses will not be considered]

### **PART A** - Your details (*anonymous responses cannot be considered*)

[Please print clearly in all written responses using **BLOCK CAPITALS** and **BLACK INK** else your data may be lost]

Name	CREST NICHOLSON AND LANDOWNERS	Address	COVAL HALL
		Line 2	RAINGFORD ROAD
Company (if applicable)	C/O ANDY BUTCHER STRUTT AND PARKER.	Line 3	CHELMSFORD
		Line 4	ESSEX
Email address:	ANDY.BUTCHER@STRUTT ANDPARKER.COM	Postcode	CM1 2QF.

If you would like to be added to the Local Development Plan mailing list to receive updates on the progress of the Plan, please tick here (*please ensure your details are written clearly above*)



**PART B -**

Reference is made to the appropriate Policy/Appendix numbers in the Draft LDP.

**Q1 The overall vision is to improve the quality of life for people living and working in the District and to provide the new homes, jobs and infrastructure required to meet identified needs and support the local economy, whilst protecting the District's heritage and environment.**

Do you support the overall vision for the District set out in the Draft LDP?(please tick one box)

<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q2 In order to ensure the LDP will meet the requirements set by Government, the Council has reviewed the amount of development required to meet identified housing and employment needs over the next 15 years. As a result, it has been necessary to increase the proposed number of new homes from 3,000 to 4,410 and to allocate 8.4 hectares of additional employment land.**

Do you support the proposed level of growth in the District (Policy S2)? (please tick one box)

<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q3 The main urban areas of Maldon, Heybridge and Burnham-on-Crouch are considered to be the most appropriate locations for new housing. Following consideration of alternative options which are detailed in the Draft LDP (Appendix 6), the following distribution is now proposed.**

Do you support the proposed distribution of new housing (Policy S2)?

*(please tick one box per line)*

<i>Settlement</i>	<i>Total number of dwellings</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Maldon	1,830	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heybridge	1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burnham-On-Crouch	450	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**If you disagree, is there an alternative distribution of new housing which you would prefer? [Please use **BLOCK CAPITALS**]**

**Q4 It is proposed to develop two Garden Suburbs in Maldon and Heybridge which will be comprehensively planned to ensure the provision of a mix of housing, community and educational facilities, open space and new transport provision.**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you agree with the proposals for development in Maldon and Heybridge (Policy S4)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Q5 The distribution of new housing in Burnham-on-Crouch has been reviewed in response to comments received during the last consultation. It is now proposed to distribute the new housing between three smaller sites instead of one large site.**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the strategy for housing development in Burnham-on-Crouch (Policy S6)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q6 In response to comments made during the last consultation, the number of new dwellings to be accommodated in North Fambridge has been reduced from 300 to 75.**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the strategy for housing development in North Fambridge (Policy S7)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q7 In order to provide for local housing needs and support local services, it is proposed to make provision for a total of 345 new dwellings in other rural villages in the District. A Rural Allocations Development Plan Document will be produced after completion of the LDP in consultation with local communities to identify appropriate sites for development.**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the strategy for housing development in other rural villages (Policy S7)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q8 A policy has been included in the Draft LDP to ensure that the use or display of advertisements do not have an adverse impact on amenity and public safety.**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you agree with this approach (Policy D6)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q9 The Draft LDP seeks to provide adequate land to promote employment development, job creation and to allow for the expansion of existing businesses.**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the proposals for new employment development in Maldon and the extension to the Burnham Business Park (Policy E1)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q10 Increasing the supply of affordable housing is one of the Council's key priorities.**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you agree with the local requirements for affordable housing provision (Policy H1)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Q11 The Council is committed to working with our partners to improve healthcare facilities within the District**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support development on an appropriate greenfield location at the edge of Maldon if it were to deliver a new Community Hospital or similar healthcare facilities (Policy I2)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q12 Primrose Meadow is an area of green space situated off Mundon Road, Maldon**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the production of a Primrose Meadow Planning Brief to manage the future use of the site (Policy I3)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q13 The Council has produced an updated Sustainability Appraisal to support the Draft LDP which is available on the Council's website. Do you have any comments on this? [Please use BLOCK CAPITALS]**

Q14 Do you wish to comment on the Proposals Map or any other Policies in the Draft LDP?

Please enter here which Policy Number / Paragraph number you refer to

POLICY  
53

Please enter your comments in the box below [Please use **BLOCK CAPITALS**]

SEE ATTACHED STATEMENT.

Q15 If you wish to make any other comments on the Draft LDP, enter your comments in the box below [Please use **BLOCK CAPITALS**]

SEE ATTACHED STATEMENT.

Thank you for taking the time to complete this questionnaire. Your comments are important and will be fully considered. Please see Maldon District Council's website for future information about the progress of the LDP.

If you need further assistance please contact the Planning Policy Team by email at [policy@maldon.gov.uk](mailto:policy@maldon.gov.uk) or by telephone on 01621 876202

This document can be made available on request in larger print, braille and audio and in languages other than English. To obtain a copy in an alternative format please contact the Planning Policy Team on 01621 876202.

## Equality Monitoring

Maldon District Council is committed to providing services that meet the needs of its residents and to providing equal opportunity to all. In order to do this it is important that the Council understands who its customers are and who is using its services. The Council therefore asks for the following monitoring information.

Answering the questions below is entirely voluntary so please leave blank any questions that you are not comfortable answering. Any information you do give will be used to help us provide better services and to promote equality.

Information will only be used by Maldon District Council and its employees in accordance with the Data Protection Act 1998. Maldon District Council will not supply information to any other organisation or individual except to the extent permitted by the Data Protection Act and which is required or permitted by law in carrying out any of its proper functions.

Information given will be kept separately so that individuals cannot be identified and will be treated as confidential and only used for the purposes described. Any personal details given will not be used for any other purpose.

Please tick appropriate box(es).

### Q16 Are you

Male .....  Transgender .....   
 Female .....  /Transsexual .....   
 Prefer not to say.

### Q17 Are you

Heterosexual .....  Lesbian or gay ...   
 Bisexual .....  Prefer not to say.

### Q18 Age Group

Under 16 .....  45-64 .....   
 17-24 .....  65 and over .....   
 25-44 .....  Prefer not to say.

### Q19 Which of the following best describes your marital status?

Single .....  Divorced .....   
 Married .....  Partner or co-habiting .....   
 Civil Partnership.  Prefer not to say.   
 Widowed .....

### Q20 What is your religion?

Buddhist .....  Muslim .....   
 Christian (all denominations) ....  Sikh .....   
 Hindu .....  No religion or belief .....   
 Humanist .....  Other .....   
 Jewish .....  Prefer not to say.

### Q21 Do you consider yourself to have a disability?

The Disability Discrimination Act 2005 defines a person as disabled if he or she has a physical or mental impairment which has a substantial long-term adverse effect on his or her ability to carry out normal day-to-day activities. This would include progressive illnesses such as cancer.

Yes   
 No   
 Prefer not to say

### Q22 What do you consider to be your ethnic origin?

White - British .....  Asian or Asian British - Bangladeshi .....   
 White - Irish .....  Asian or Asian British - Other .....   
 Mixed - White & Black Caribbean .....  Black or Black British - Caribbean .....   
 Mixed - White & Black African .....  Black or Black British - African .....   
 Mixed - White & Asian .....  Black or Black British - Other .....   
 Mixed - Other .....  Chinese .....   
 Asian or Asian British - Indian .....  Other (please specify in box below \*\*) .....   
 Asian or Asian British - Pakistani .....  Prefer not to say .....

\*\* Other (please specify)

**MALDON DISTRICT DRAFT LOCAL DEVELOPMENT PLAN  
PUBLIC CONSULTATION (28 AUGUST- 14 OCTOBER 2013)**

**LAND SOUTH OF PARK DRIVE AND EAST OF MUNDON ROAD,  
MALDON**

**Representations by Strutt and Parker LLP on behalf of Crest Nicholson and  
Landowners**



## **CONTENTS**

1.	Introduction.....	3
2.	Response to Key Questions within the Consultation.....	5
3.	Conclusion.....	10

## 1. INTRODUCTION

- 1.1 This representation has been prepared by Strutt and Parker LLP on behalf Crest Nicholson and the landowners, relating to land South of Park Drive, East of Mundon Road, Maldon in response to the Draft Maldon District Local Development Plan (LDP) Consultation (2013).
- 1.2 The site is being promoted for a residential development for up to 120 dwellings. The location of the site is shown on Figure 1 below with the red land of 4.9 hectares proposed for housing and the blue land of 10 hectares proposed for public open space.

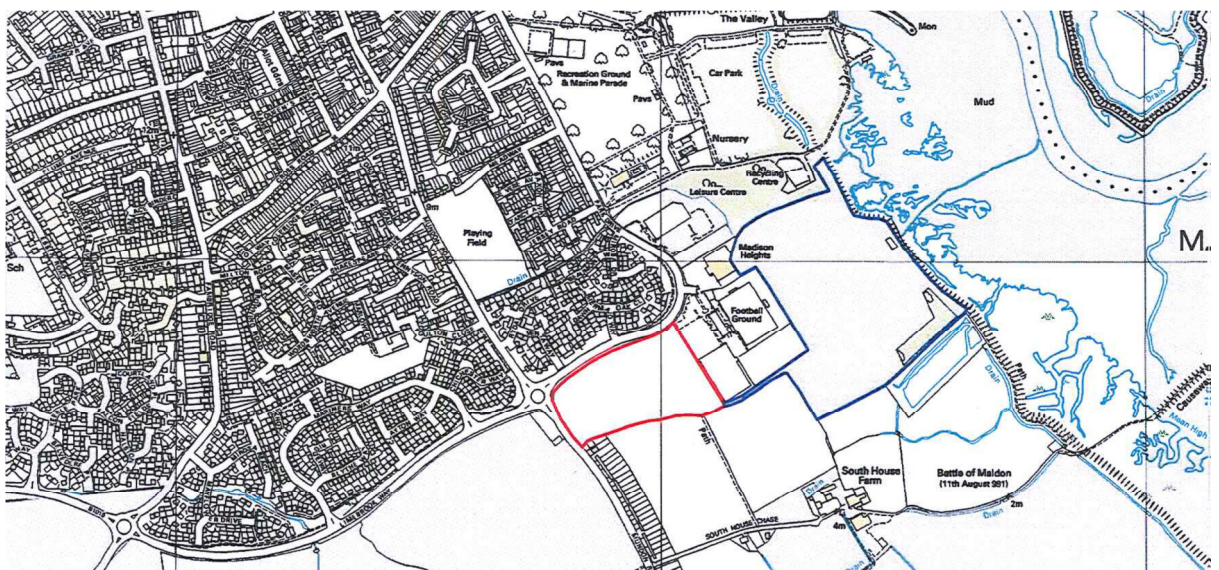


Figure 1: Location Plan

- 1.3 The representation sets out our clients general support for the LDP, particularly in so far as it relates to the identification of the site as a Strategic Allocation for housing at Policy S2. The representation also provides comments on other elements of policies of the LDP which affect the site or deliverability overall.
- 1.4 As a general point we have had regard to the criteria set out in the the National Planning Policy Framework (NPPF). When allocating sites for development, Local Authorities need to be satisfied that their plan is 'sound'. As set out in paragraph 182 of the NPPF to be sound, a Local Plan should be positively prepared, justified, effective and consistent with national policy. Namely that it is:

**Positively Prepared-** The plan should be prepared on a strategy, which seeks to meet objectively assessed development and infrastructure requirements and consistent with achieving sustainable development.

**Justified-** The plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence.

**Effective-** The plan should be deliverable over its period and based on effective joint working cross- boundary strategic priorities; and

**Consistent with National Policy-** The plan should enable the delivery of sustainable development in accordance with the policies in the Framework.

1.5 These representations should be read in conjunction with the supporting documents and plans submitted to Maldon District Council (MDC) at the LDP Preferred Options consultation stage in August 2012. These documents comprised :-

- Delivery Statement
- Landscape Appraisal
- Transport Appraisal
- Flood Risk Assessment Report
- Utilities Report
- Phase I Habitat Survey
- Archaeology Study

1.6 Since that submission, work has been continuing on the various topic areas. That work has continued to reaffirm that the site is deliverable and that its identification as a Strategic Allocation is soundly based on a thorough review of constraints and opportunities.

## **2. RESPONSE TO KEY QUESTIONS WITHIN THE CONSULTATION**

2.1 This section provides responses to the public consultation questionnaire where relevant to my clients' interests.

### ***Q1 & Q2: Do you support the overall vision for the District and the proposed level of growth in the District set out in the draft LDP?***

2.2 MDC have, in our clients' view, properly identified and justified the vision for the District at Sections 2.1 to 2.6. Policy S1, relating to sustainable development, closely follows the NPPF and the key principles set out reflect the overall objectives necessary to meet the District's requirements.

2.3 The proposals at Policy S2 to deliver a minimum of 4,410 dwellings between 2014 and 2029 is supported. The proposed strategy in the LDP is now considered to be in accordance with the requirements of paragraph 47 of the NPPF for local authorities to boost significantly the supply of housing by:

- Using their evidence base to ensure the Local Development Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area.
- Identifying and updating annually a supply of specific deliverable sites sufficient to provide 5 years' worth of housing against their housing requirements to ensure choice and competition in the market for land.

2.4 The increased provision of housing requirements for the District to provide a minimum target of 294 homes per annum indicates a far more positive approach from MDC than that at Preferred Options stage to accord with the key principles of the NPPF. These figures are considered to provide a good balance between supporting the necessary growth in the District (as required by the NPPF), but have regard to environmental constraints and the rural nature of the District. Paragraph 2.22 of the consultation refers to the Essex Housing Growth Scenarios Study (RTP, 2012) which states that a minimum of 263 dwellings must be provided per annum in order to avoid a decline in working age population across the District. The higher level of growth that is proposed will not only maintain economic capacity in the District but will also assist in boosting supply and provide much needed housing provision for local people.

2.5 The proposed growth will also help meet the identified shortfall in affordable houses across the District. However in our view, this does not appear to have been fully considered with regard to viability considerations and this is discussed in further detail under our response to Question 10.

**Q3 Do you support the proposed distribution of new housing (Policy S2)?**

- 2.6 We welcome the identification of South of Maldon (Park Drive) as a Strategic Allocation of 120 dwellings. In the supporting documents submitted at the Preferred Options stage we were able to demonstrate that the site is sustainably located in terms of transport and infrastructure. It is fully deliverable and has the potential to offer an open space area of some 10 hectares. This will link to the Promenade, and add to the recreational land and enhance the biodiversity interests of the Estuary and heritage interests of land to the south of the blue land, designated as the Battle of Maldon site. The Strategic Allocation is considered to be fully justified by our own work referred to at 1.5 above and the MDC evidence base to accord with the NPPF.
- 2.7 Support is also given for this site to be delivered within years 0-5 of the Plan period. The landowners have entered a contract with a leading, established and respected house-builder, Crest Nicholson, to promote the land and take forward a planning application at the earliest opportunity. The supporting documents referred to at 1.5 above have been able to confirm that there are no overriding constraints to the land coming forward for development.

**Q4 Do you agree with the proposals for development in Maldon and Heybridge (Policy S4)?**

- 2.8 This response has been prepared specifically in relation to the proposals for South of Maldon (Park Drive) identified as S2 (f). No comment is provided in relation to the Garden Suburbs or other Strategic Allocations. Nevertheless it is noted that both Policies S3 and S4 relating to the strategic growth areas for Maldon and Heybridge comprising the Garden Suburbs and Strategic Allocations are essentially the same. There is no clear distinction within the LDP between the Suburbs and Allocations. The only explanation for the difference between the two appears at paragraphs 2.42 and 2.43. These suggest that there is a necessity for a master planned approach for the Suburbs, but that the Allocations, because of their separation and size, are not expected to form part of the masterplans.
- 2.9 Whilst this is understood, we consider that the precise policy requirements of S3 and S4 themselves are more suited and appear to have been drafted to meet higher level expectations for master planning to achieve strategic physical, economic and social change. It is accepted that this may be the correct approach to the significantly larger Garden Suburbs. It is however entirely questionable whether this is necessary, or indeed a sound approach for the Allocations in all respects as suggested by the LDP. Against this background it is suggested that the Policy S3 should be amended to reflect the differences between the Suburbs and Allocations to avoid the higher level aspirations of MDC Suburbs that are not relevant to the Allocations and this is considered further at Q14.

- 2.10 In so far as Policy S4 is concerned, given that the Strategic Allocations are distinct from the Garden Suburbs it is also a concern to my clients that the identification of all the key infrastructure requirements set out in the policy would impede delivery of the Park Drive site. It is clear that Policy S2 envisages delivery of development of the site within 5 years in order to help address MDC's identified 5 year housing supply shortfall. It is important to note that para's 173-4 of the NPPF states that : -

*"Pursuing sustainable development requires careful attention to viability and costs in plan-making and decision-taking. Plans should be deliverable. Therefore, the sites and the scale of development identified in the plan should not be subject to such a scale of obligations and policy burdens that their ability to be developed viably is threatened. To ensure viability, the costs of any requirements likely to be applied to development, such as requirements for affordable housing, standards, infrastructure contributions or other requirements should, when taking account of the normal cost of development and mitigation, provide competitive returns to a willing land owner and willing developer to enable the development to be deliverable.*

*"Local planning authorities ..... should assess the likely cumulative impacts on development in their area of all existing and proposed local standards, supplementary planning documents and policies that support the development plan, when added to nationally required standards. In order to be appropriate, the cumulative impact of these standards and policies should not put implementation of the plan at serious risk, and should facilitate development throughout the economic cycle.*

- 2.11 Whilst it is noted that MDC have provided evidence to support the approach towards planning obligations that evidence is broad based and does not sufficiently address the specific Strategic Allocations, including Park Drive. The range of all the obligations sought overall will be likely to render the delivery of the Park Drive site unviable. This would be contrary to the NPPF which requires the Local Plan to identify sites within the five year period which are "*available now and be achievable with a realistic prospect that the site is available and could be viably developed at the point envisaged*" (NPPF para. 47 footnote 12). A proportionate and realistic approach to the Strategic Allocations should therefore be considered which would reflect the requirements of the NPPF set out above.

- 2.12 It is therefore recommended that Policy S4 should be amended to distinguish between the requirements for the Garden Suburbs and the Strategic Allocations by, first omitting reference to the Strategic Allocations in the body of the Policy; and secondly providing a new policy specifically dealing with the Strategic Allocations as follows : -

*The development proposed in the Strategic Allocations identified for delivery within five years of the Plan adoption will need to provide necessary and related infrastructure to enable the development to proceed. This will include : -*

- *Affordable housing in accordance with Policy H1*
- *Dwelling mix in accordance with Policy H2 of the plan*
- *Road improvements to enable access to the site*
- *Contributions to education provision*
- *On site open space and green infrastructure or contributions to the same.*
- *Access for public transport*
- *Walking and cycling routes*
- *Contributions for enhanced medical provision*
- *Flood risk management and surface water mitigation measures to meet on site requirements*
- *Access to sewerage infrastructure*

2.13 It is considered that the above change is required in order for the Council to adopt a proper approach to support delivery and housing growth in the short term in order for the LDP to be considered to be sound as required by the NPPF.

**Q10 *Do you agree with the local requirements for affordable housing provision (Policy H1)?***

2.14 Objection is raised to this policy, which has not been fully justified and is not consistent with the NPPF. In this respect the requirements of paragraph 173 of the NPPF, as set out at paragraph 2.10 above have not been fully adhered to.

2.15 In relation to the Strategic Allocation at Park Drive, it is considered that MDC have not given adequate consideration to viability associated with other costs, Indeed it is noted that the viability study, prepared by HDH Planning and Development, which forms part of the Local Plan evidence base, has not separately modelled the site south of Park Drive. Indeed it is out of date, and not reflective of the identified supply now proposed at Policy S2. At the very least the study should be reviewed and subject to consultation to ensure that the evidence is up to date, based on the current LDP.

2.16 Indeed, the viability evidence does not demonstrate that the rate of 40% affordable housing is viable on the Strategic sites as indicated at paragraph 12.7. It states that the achievement of 40% affordable housing is contingent upon lower levels of planning gain which would appear to be in conflict with the requirements of Policies S3 and S4.

2.17 Whilst it is fully accepted that there is a significant shortage in the availability of affordable housing for the District (which is partly as a result of the failure to deliver in previous years) the approach is therefore considered unsound particularly having regard to the key requirements of the NPPF as set out above.

2.18 Advice on the issues that should influence the requirements can be found in “Viability Testing Local Plans – Advice for Planning Practitioners” prepared by the Local Housing Delivery Group. This is being used at Examinations as best practice advice.

- 2.19 The document confirms that there is a clear emphasis on deliverability within the NPPF and Local Plan policies should ensure a proper balance between meeting standards and delivery. With affordable housing, it is critical to assess and understand the availability and costs of funding sources to meet requirements not just for affordable housing, but other requirements relating specifically to sites, standards, such as those for open space and other community or wider benefits that might be associated with development.
- 2.20 In conclusion and having regard to the NPPF and this advice we would identify the following issues relating to the Policy which suggest that, as worded, it is unsound : -
- Critically, as far as our specific representations for the Strategic Allocation at Park Drive is concerned, the Maldon District Visibility Study has not looked specifically at the sites from a viability aspect. It is recommended that MDC will need to undertake independent assessments to establish viability as and when the site specific costs and Section 106 requirements are known and this should be reflected in the policy wording.
  - There will be site specific circumstances where development of the affordable housing proportion may not be possible. The Council will therefore need to take into account specific site viability concerns when these are justified. The Council will need to consider the balance between seeking affordable housing and other planning obligation requirements and reflect this in the Policy.
- 2.21 In the light of our representations, the Policy should be amended to provide flexibility, particularly for the Strategic Allocations to ensure that other community benefits identified as being necessary and related to the development can be achieved.
- 2.22 Subject to the above, and particularly a review of the proportion of contribution, it is essential that the Policy emphasise the importance of the site specific economic viability assessment to enable delivery of development. It should recognise that a reduction of the required proportion of Affordable Housing where it can be demonstrated by the developer that existing physical constraints or the costs of provision, or other reasonable or necessary requirements for wider community benefits will result in costs that would render the development economically unviable.

**Q14: Do you wish to comment on the Proposals Map and any other Policies in the Draft LDP ?**

Having regard to our representations on Policy S4 set out at 2.8 to 2.13 above the generic criteria set out at Policy S3, whilst important objectives are not relevant to the Strategic Allocations. As a consequence, we suggest changes to Policy S3 to reflect our concerns and provide greater certainty on expectations and outcomes for the Strategic Allocations as follows : -

- In relation to the first paragraph of Policy S3, we would suggest the following amendment: The Garden Suburbs and Strategic Allocations at Maldon,

Heybridge and Burnham-on Crouch will be planned as high quality, vibrant and distinctive neighbourhoods that will complement and enhance the character of the District and protect and enhance the environmental qualities of the surrounding area. Development proposals for the Garden Suburbs and Strategic Allocations must incorporate the following principles.....

- In relation to the Strategic Allocations we suggest a new Policy as follows :

*Development proposals for the Allocations must incorporate the following principles: -*

- 1. A well planned approach that provides homes, and necessary community facilities and open space associated with the development.*
- 2. Places where people want to live and interact through active citizenship, civic amenity and a vibrant urban life.*
- 3. A strong landscaped character that responds to adjoining areas of countryside and incorporates well managed open space, and other landscaping and natural areas for amenity and wildlife habitat.*
- 4. Management and enhancement of heritage assets where relevant.*
- 5. High quality and detailed architecture that is characterful, innovative and adaptable.*
- 6. A network of safe and usable paths and streets for pedestrians, cyclists and vehicles which is fully integrated with the surrounding community and amenities and a variety of transport modes including walking, cycling and public transport.*
- 7. Provide for the requirements of site service and communication infrastructure, in particular high speed broadband, with minimal disruption and need for reconstruction and allow for future growth in service infrastructure.*
- 8. Provide dwellings which meet the District's housing needs for an older population, as identified and required by the Council.*

### **3. CONCLUSION**

- 3.1 This response to the LDP consultation has been prepared on behalf of Crest Nicholson and the Landowners in relation to Land south of Park Drive and east of Mundon Road, Maldon. The draft LDP is considered to be sound in the most part. In particular support is given in relation to the level of growth proposed over the Plan period, which accords with the requirements of the NPPF. The proposed allocation of land at Park Drive is supported as a Strategic Allocation to be delivered in years 0-5 of the plan period is strongly supported and accords with the principles of sustainable development.
- 3.2 Although the plan is in the most part supported, it is considered that further consideration needs to be given to two key areas :
- There needs to be a clear policy distinction between the requirements for the Garden Suburbs and Site Allocations to relate to the expectations for the delivery of the Allocations in the 0-5 year period and to ensure that the scale of obligations of policy burdens does not threaten their ability to be developed viably.
  - Given that the viability evidence does not demonstrate that the rate of 40% is not viable on Strategic sites greater clarity is required for Policy H1 to ensure that site specific economic viability assessment will be adhered to.