

MALDON DRAFT LOCAL PLAN CONSULTATION

(SEPTEMBER 2013)

Representations by Bloor Homes Eastern

We support the thrust of **Policy S1 (Sustainable Development)** in directing housing growth to the most sustainable locations in the District; principally Maldon, Heybridge and Burnham-on-Crouch.

The status of Heybridge as one of the principal receptors of growth, alongside Maldon and Burnham-on-Crouch, in view of the greater opportunities this offers for transport connectivity and achievement of more sustainable patterns of development than would otherwise result from dispersal across rural areas, is supported.

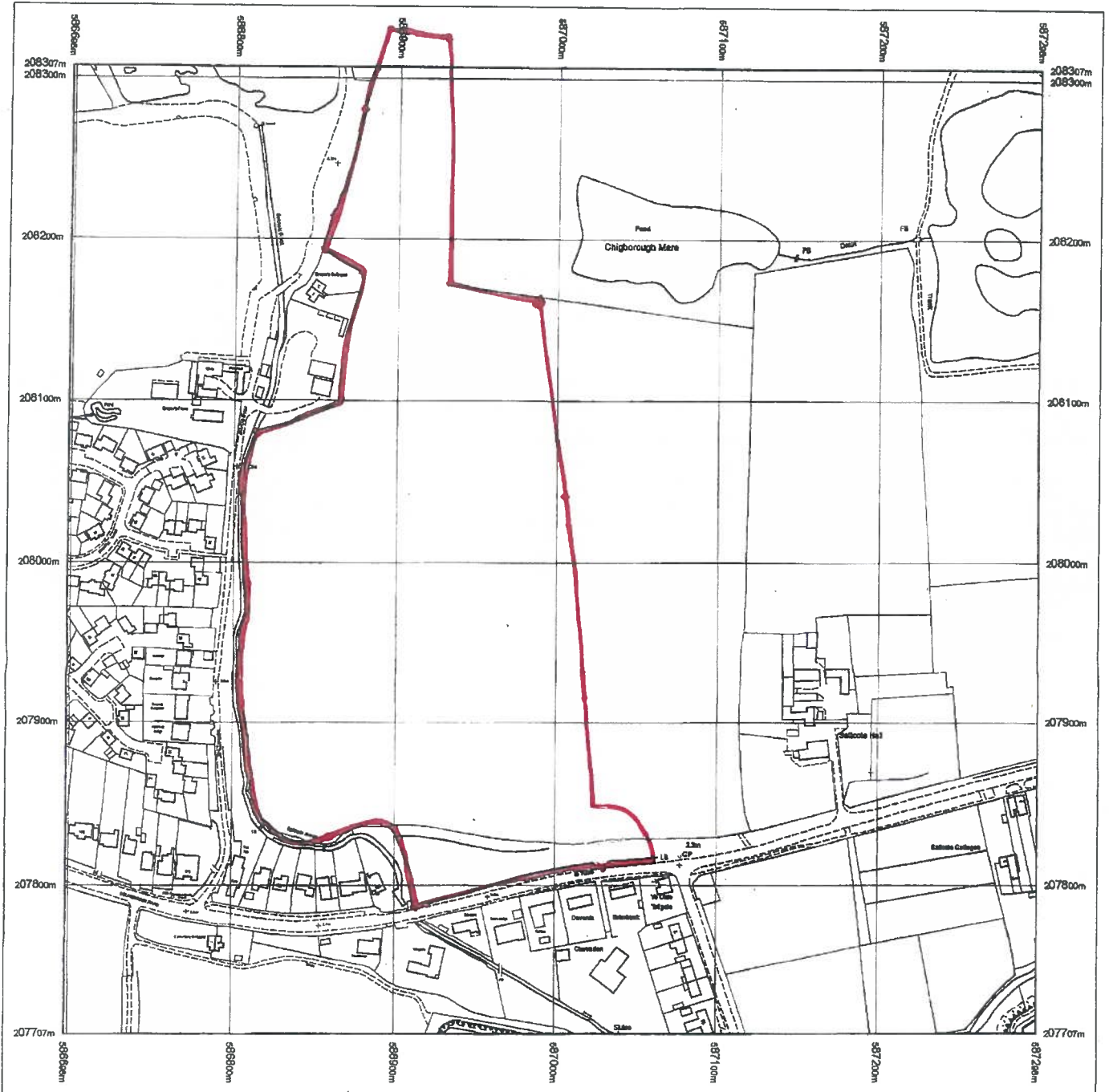
We similarly support the general thrust of **Policy S2 (Strategic Growth)** which seeks to deliver the majority of new strategic growth through sustainable extensions to Maldon, Heybridge and Burnham-on-Crouch in the form of Garden Suburbs and Strategic Allocations; reflecting their role as employment, retail and service centres, their level of accessibility, and environmental and infrastructure constraints.

However, we believe that further consideration be given to the quantum and spread of the allocations within these key receptors of growth, and more specifically further consideration given to the allocation of **land north of Goldhanger Road (Land adjoining Drapers Farm)** for a residential/sport & leisure development for the following reasons:-

- (1) The site could help the Council meet its short-term 5-year land supply requirements, as the larger strategic sites and their infrastructure requirements are likely to result in longer and less certain delivery. The site could offer community benefits (including those referred to below) by way of S106 contributions and help meet local housing needs;
- (2) There is the potential to look at the land north of Goldhanger Road (Land adjoining Drapers Farm) and land owned by Maldon District Council (south of Heybridge Swifts Football Club) in a comprehensive manner to enhance sport and leisure facilities in this location, which could become more viable and deliverable with some enabling residential development forming part of a wider masterplan. In so doing, this would support the objectives of **Policy N3 (Open Space, Sport & Leisure)** and its preamble. Paragraph 6.23 of the draft Local Plan states:

“To improve health, well-being and active lifestyles through the provision of high quality leisure activities, the Council will generally support developments which improve the accessibility, attractiveness and recreational value of these facilities.”

- (3) At the very least, the site should be considered for inclusion as a ‘reserve’ site within the LDF, given it is within an accepted spatial direction of growth and has the clear ability to deliver a short-term housing supply should any of the more strategic sites fail to come to fruition.



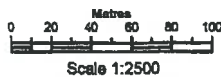
Produced 29.11.2010 from the Ordnance Survey National Geographic Database and incorporating surveyed revision available at this date. © Crown Copyright 2010.

Reproduction in whole or part is prohibited without the prior permission of Ordnance Survey.

Ordnance Survey, the OS Symbol and OS Sitemap are registered trademarks of Ordnance Survey, the national mapping agency of Great Britain.

This representation of a road, track or path is no evidence of a right of way.

The representation of features as lines is no evidence of a property boundary.



Supplied by: **Blackwell M and D C**
 Serial number: 01150000
 Centre coordinates: 586600 208007

Further information can be found on the OS Sitemap Information leaflet or the Ordnance Survey web site:
www.ordnancesurvey.co.uk