



**REPORT of
HEAD OF PLANNING SERVICES**

**to
PLANNING AND LICENSING COMMITTEE
6 MARCH 2014**

UPDATE ON MASTERPLAN PRODUCTION

1. PURPOSE OF THE REPORT

- 1.1 To update Members on the production of the:
- North Heybridge Garden Suburb Masterplan;
 - South Maldon Garden Suburb Masterplan;
 - Maldon and Heybridge Central Area Masterplan.
- 1.2 The Garden Suburb Masterplans relate to Policy S4 of the Pre-submission Local Development Plan (LDP) on pages 26 - 33.
- 1.3 The Maldon and Heybridge Central Area Masterplan relates to Policy S5 of the Pre-submission LDP on pages 34-37 and Policy S4 of the Pre-submission LDP on pages 26-33.

2. AREA FOR DECISION / ACTION

This report is for Members' information only.

2.1 Garden Suburb Masterplans

- 2.1.1 The Maldon District Pre-Submission Local Development Plan sets out how the District's housing needs will be accommodated in the period up to 2029 and includes proposals for the development of two new Garden Suburbs at North Heybridge and South Maldon. Policy S4 sets out the key infrastructure elements to be incorporated in each of the proposed Garden Suburbs and the broad development principles which will be applied. The Garden Suburbs are to be planned as high quality, vibrant and distinctive neighbourhoods which are well integrated with surrounding communities and the LDP states that development proposals in both Garden Suburbs must be in accordance with a masterplan which has been endorsed by the Council for the respective areas. The masterplans will:
- define key development principles and strategic concepts to enable a co-ordinated approach to delivering the proposed level of growth in a garden suburb context;
 - provide guidance to inform detailed masterplans at the planning application stage;
 - reflect and respond to the Local Development Plan policies and guidance.

- 2.1.2 The Council is concerned that development of the Garden Suburbs takes place in a coordinated way to ensure the timely delivery of necessary infrastructure such as roads, drainage and schools and necessary flood risk mitigation and environmental protection measures. This means that it will be necessary for the masterplans to be in place before any planning applications come forward for development on individual landholdings within the areas designated as Garden Suburbs. The Council has therefore taken the decision to commence work on the masterplans in advance of adoption of the LDP. This will enable key strategic issues such as infrastructure provision, flood risk mitigation and environmental protection and management to be addressed in a coordinated manner.
- 2.1.3 The masterplans are being developed in partnership between the Council, developers / landowners, relevant stakeholders and the local community. Masterplan Briefs were endorsed by the Planning and Licensing Committee on 14 November 2013 (Minute No. 551 refers), and these are in the process of being updated to reflect LDP changes. The Briefs promote a collaborative approach between the Council and relevant landowners / developers and a project management structure was established in December 2013 to ensure effective joint working. Masterplanning working groups have been established with landowners / developers and key infrastructure providers for each of the Garden Suburbs to progress the preparation of comprehensive Masterplan Frameworks. A Members Briefing Group has also been established to receive regular updates on progress with development of the masterplans for the two garden suburbs and to act as a sounding board for emerging ideas around the masterplan concepts. Meetings have taken place with Maldon Town Council and Heybridge Parish Council to keep them up to date with progress on the masterplanning process.
- 2.1.4 Stakeholder and public engagement will take place during the development of the masterplans and consultation events are currently being planned. Details are summarised below:
- 2.1.5 **South Maldon Garden Suburb-** A stakeholder workshop was held on 24 January 2014 and was attended by representatives of local groups and organisations, infrastructure providers, District and Town Councillors, District Council Officers and developers / landowners. The workshop focused on key issues, vision and objectives and spatial options and a report on the outcomes will be circulated to all attendees. A community event will take place in the West Maldon Community Centre on 1 March 2014. The material to be presented at the community event will include emerging masterplan options which have been informed by the outcomes of the stakeholder workshop. A leaflet will be circulated to local residents inviting them to attend the event and comment on the masterplan.
- 2.1.6 **North Heybridge Garden Suburb-** A stakeholder workshop is planned for 7 March 2014 and invitations will be sent to representatives of local groups and organisations, infrastructure providers, District and Town Councillors, District Council Officers and developers / landowners. The workshop will focus on key issues, vision and objectives and spatial options. A community event will take place after the stakeholder workshop and will be informed by the outcomes of the workshop.
- 2.1.7 Planning consent for development will only be granted by the Council if the proposals are in accordance with the respective masterplans. It is currently anticipated that the

draft masterplans will be completed by May 2014. This will be followed by a period of public consultation prior to adoption by the Council. It is understood that planning applications will be submitted after the masterplans have been approved by the Council.

2.2 Maldon and Heybridge Central Area Masterplan

- 2.2.1 With reference to the reports considered by this Committee on 3 October (Minute No. 442 refers) and 16 January 2014 (Minute No. 708 refers), consultants have been commissioned to prepare the *Maldon and Heybridge Central Area Intermediate Study* to inform the Masterplan required by Policy S5(1) of the Pre-submission LDP.
- 2.2.2 Policy S4 sets out a strategy that seeks to retain this area's economic importance and potential plus capitalising on the opportunities that strategic housing growth in Maldon and Heybridge could bring. In support of Pre-submission LDP as a whole, the Council has produced an Economic Prosperity Strategy (EPS) that articulates the high-level vision for the development of the local economy over the next 15 years and identifies how private sector growth can be enabled. The EPS corresponds with the priorities of the Essex Economic Growth Strategy and the Integrated County Strategy.
- 2.2.3 The Maldon and Heybridge Central Area incorporate The Causeway Regeneration Area, Leisure Quarter and Maldon Central focussed on the High Street.
- 2.2.4 Consultants Allies and Morrison Urban Practitioners with GL Hearn have been appointed to produce the Intermediate Study based on a clear and structured methodology and measurable and deliverable tasks and timescales focussing on the District's retail, employment, transport, leisure and community functions. The Intermediate Study will shape the Masterplan by providing a comprehensive development strategy for the central areas of Maldon and Heybridge that are centred on the District's main urban centre. The Intermediate Study will articulate a vision for each of the three areas detailed in paragraph 2.2.3 above and refine area-wide principles for development, provide detailed guidance for specific sites and prepare vision statements for the three areas which will assist in presenting clear pathways to take forward opportunities for development.
- 2.2.5 The work plan involves working closely with the Council with regular engagement and key stakeholder workshops. The work plan and timescales is appended as **APPENDIX 1**. The timescale for production of the Intermediate Study at the end of April 2014 aligns with the submission of the LDP to the Secretary of State for Examination in Public.
- 2.2.6 The Inception Meeting (**APPENDIX 1** - Task 1.1) took place on 6 February 2014 with representatives from Allies & Morrison Urban Practitioners, GL Hearn and Officers from Maldon District Council's Planning Policy, Economic Development, Urban Design and Heritage teams and an Economic Development Officer from Essex County Council. The objectives and background to the project were discussed and relevant strategic policy review (Task 1.2 - **APPENDIX 1**) and review of existing planning applications (Task 1.3 - **APPENDIX 1**).

2.2.7 The consultants are at present progressing Task 1.4 (see **APPENDIX 1**). The Council's project team are preparing a list of stakeholders for the Vision Workshop (Task 1.7 - **APPENDIX 1**).

3. IMPACT ON CORPORATE GOALS

3.1 Sustainable growth and development and a vibrant local economy are key considerations in supporting the corporate goals of:

- Meeting the housing needs of the District;
- Enabling, supporting and empowering communities to be safe, active and healthy;
- Protecting and shaping the District and balancing the future needs of the community.

4. IMPLICATIONS

- (i) **Impact on Customers** – Positive, through a plan-led approach to sustainable development and the opportunities of growth.
- (ii) **Impact on Equalities** – None identified.
- (iii) **Impact on Risk** – None identified.
- (iv) **Impact on Resources (financial)** – External funding and match funding.
- (v) **Impact on Resources (human)** – Project management is in-house.
- (vi) **Impact on the Environment** – Positive, the outcome of the Masterplanning process will ensure quality built and natural environments to live, work and visit.

5. CONCLUSIONS

5.1 The Council is committed to sustainable development and to improve the quality of the built and natural environment and to sustain and enhance the local economy.

5.2 The progression of the Masterplans is fundamental to the policy requirements within the Pre-submission LDP.

6. RECOMMENDATION

That the contents of this report and **APPENDIX 1** are noted.

Background Papers:

Pre-submission Local Development Plan 2014-2029, Economic Prosperity Strategy 2013

Enquiries to:

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	Jan-14		Feb-14				Mar-14				Apr-14			
	23-Jan	30-Jan	06-Feb	13-Feb	20-Feb	27-Feb	06-Mar	13-Mar	20-Mar	27-Mar	03-Apr	10-Apr	17-Apr	24-Apr
STAGE 1 - UNDERSTANDING AND OPPORTUNITY SITE SELECTION														
Task 1.1: Inception meeting and site visit														
Task 1.2: Policy and strategic background review														
Task 1.3: Review of existing planning applications														
Task 1.4: Identification of opportunity sites														
Task 1.5: Initial review of opportunity sites														
Task 1.6: Masterplan principles														
Task 1.7: Vision workshop 1														
Task 1.8: Client meeting and workshop														
STAGE 2 - DRAFT VISION STATEMENT AND DESIGN GUIDANCE														
Task 2.1: Site guidance														
Task 2.2: Soft market testing and commercial advice														
Task 2.3: Vision statements														
Task 2.4: Vision workshop 2														
Task 2.5: Draft Intermediate Study document														
STAGE 3 - FINALISATION OF INTERMEDIATE STUDY DOCUMENT														
Task 3.1: Intermediate Study document review														
Task 3.2: Final Intermediate Study report														



Report issue