



**REPORT of
HEAD OF PLANNING SERVICES**

**to
PLANNING AND LICENSING COMMITTEE
12 JUNE 2014**

UPDATE ON MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN

1. PURPOSE OF THE REPORT

- 1.1 To update Members on the production of the Intermediate Study to inform the Maldon and Heybridge Central Area Masterplan.
- 1.2 The Maldon and Heybridge Central Area Masterplan relates to Policy S5 of the Local Development Plan (LDP) as Submitted and includes the Leisure Quarter, Maldon Central focussed on the High Street and the Causeway Regeneration Area. The Intermediate Study is a key piece of work to support Policy S5 and has a strong economic focus that seeks to retain and reinforce the area's economic importance through employment, tourism and retail activity and respond to the District's Economic Prosperity Strategy (2013) and countywide strategies and plans.

2. AREA FOR DECISION / ACTION

- 2.1 This report is for Members' information only.
- 2.2 With reference to the report providing an update on masterplan production considered by this Committee on 16 January 2014 (Minute 1009 refers), the following progress had been made.
- 2.3 The first visioning workshop was held on 27 March 2014 at Maldon Town Council offices led by the consultants, Allies and Morrison Urban Practitioners with GL Hearn. The workshop was attended by 55 invited stakeholders, local groups, businesses and Members and Officers of District Council. The cross-section of attendees was relatively proportionate between stakeholders, local groups and businesses with support from Members and Officers to aid discussion in seven groups.
- 2.4 The emerging work from the first visioning workshop was reviewed at the consultant's practice in Southwark on 8 May 2014 and key opportunities and challenges have been identified for the three areas. These 'opportunity sites' will be presented at a second workshop arranged for 3 June 2014 (12:30 – 15:30, same venue) to test and review draft proposals for the three areas against Policy S5.
- 2.5 Outputs from both workshop events will inform finalisation of the Intermediate Study for the end of June 2014 and will present clear pathways to take forward opportunities

and provide a compelling vision for the Maldon and Heybridge Central Area to take forward to a Masterplan.

- 2.6 The Maldon and Heybridge Central Area Masterplan is also considered in conjunction with the strategic housing allocations south of Maldon and north of Heybridge that relate to Policy S4 of the LPD as Submitted. Common requirements for highway infrastructure, services and facilities could be self-supporting for the three Masterplan Areas especially with an increased workforce base from new housing plus the skills, education and training requirements to support employment, economic growth and sustainable development. This co-ordinated approach to masterplanning under Policies S4 and S5 of the LDP as Submitted has been accepted and acknowledged by both Masterplanning Groups for the Garden Suburbs.
- 2.7 The Causeway Regeneration Area has attracted further funding from Essex County Council (£23,000) and this Council (£7,000) for the 2014 / 15 financial year and is reported to this Committee via the Economic Development update, due to be considered at this meeting (Agenda Item 9, paragraph 4.1.1.3).

3. IMPACT ON CORPORATE GOALS

- 3.1 Sustainable growth, sustainable 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)** – Intermediate Study costs via external funding and match funding.
- (v) **Impact on Resources (human)** – Project Management 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 Maldon and Heybridge Central Area Masterplan is fundamental to the policy requirements within the LDP as Submitted.

6. RECOMMENDATION

That the content of this report be noted.

Background Papers:

Local Development Plan as Submitted 2014-2029, Economic Prosperity Strategy 2013

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