

## **Maylandsea Neighbourhood Plan**

### **Initial Paper – Vision / Principles / Policies / Projects**

**March 2022**

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#### **VISION**

Maylands's vision is centred around the following 10 ideas:

- 1) To improve and protect public access to our seawall walks and riverside views, enhancing its distinctive character, rich heritage and natural assets such as the river and its rural setting and those areas which are important to wildlife and biodiversity. To maintain the existing boating scene and sailing activities. To create a public accessible riverside sandy beach area and tea rooms.
- 2) To develop Lawling Park, sports grounds and Hall and add new community facilities.
- 3) To promote Imperial Avenue retail outlet area.
- 4) All housing and regeneration should first and foremost benefit and be led by the community providing additional homes that will give a better overall mix of housing in The Maylands to meet the needs of local people.
- 5) To promote new local business and business regeneration within allocated sites in the village.
- 6) There should be better connectivity between the village, waterfront and the landscape by improving access to the river and other countryside areas for recreational purposes whilst respecting sensitive environmental habitats.
- 7) A network of green space and cycle/pedestrian routes through and around the village should be provided ensuring traffic flows are improved by creating additional footpaths and cycle-ways.
- 8) The Maylands require better and improved public space, local green space parks, seating areas, play space and a civic focus for the village.
- 9) To keep Mayland and Maylandsea as a combined village (The Maylands) surrounded by green space free of development.
- 10) The Maylands has a rich history and any strategies for the future should celebrate it. A future strong rural and cultural heritage should be reinforced by the development of a heritage centre and local museum.

#### **PRINCIPLES**

Each of the ideas above are summarised through the ten principles below, where the principle number corresponds to the vision idea number, for example Vision Idea 4 relates to Principle 4.

1. Revitalise The Mayland's waterfront
2. Develop Lawling Park, sports grounds and hall activities
3. Upgrade and extend Imperial Avenue retail area and reduce the current congestion
4. Provide and support community-led housing
5. Create and encourage local employment by business regeneration
6. Create access to green walking and cycling routes

7. Establish a safe and integrated road network
8. Provide local green space parks and play space
9. Strengthen the Village's rural character
10. Encourage more local festivals, events and create a heritage centre

These principles, and their related vision ideas will be used to shape the direction of the Maylandsea Neighbourhood Plan. Some of these cut across similar topics. To help structure the Neighbourhood Plan, the Vision Ideas and Principles have therefore been grouped around a set of five themes/topics, with initial policy and project ideas set out below these.

## **1. RELATIONSHIP WITH NATURE**

This section relates to Maylandsea's important connection with its surrounding natural assets, and encompasses the following principle/idea (as presented in earlier work undertaken on behalf of the Parish):

- *Revitalise The Mayland's waterfront*
  - *To improve and protect public access to our seawall walks and riverside views, enhancing its distinctive character, rich heritage and natural assets such as the river and its rural setting and those areas which are important to wildlife and biodiversity. To maintain the existing boating scene and sailing activities. To create a public accessible riverside sandy beach area and tea rooms.*

### **Riverside**

*Policy Idea* – To ensure new development retains existing access routes to the waterfront and where possible helps improve and create new routes. Development in proximity to the waterfront must be locally responsive and not detract from the tranquillity the area provides.

*Project Idea* - To maintain the existing boating scene and sailing activities and to create publicly accessible riverside leisure facilities.

### **Environmental protection**

*Policy Idea* - Requiring all developments to comply with wider Essex policies in respect of mitigations and to the Essex Coast environment. Support for bio-diversity net gain measures, including enhancements to areas of planting, verges and the network of dykes and ditches in the Parish.

*Project Idea* – Support is to be given to the de-paving of front gardens which currently contain too much impermeable surfacing. Support will also be given to the any schemes which introduce new areas of greenery and raingardens within existing streets and areas of public realm.

## **2. COMMUNITY**

This section seeks to improve the community offer throughout Maylandsea, it encompasses the following principles/ideas:

- *Develop Lawling Park, sports grounds and hall activities*
  - *To develop Lawling Park, sports grounds and Hall and add new community facilities.*
- *Encourage more local festivals, events and create a heritage centre*

- *The Maylands has a rich history and any strategies for the future should celebrate it. A future strong rural and cultural heritage should be reinforced by the development of a heritage centre and local museum.*

## **Facilities**

Policy Idea - Retention and improvement of community facilities (e.g.: to the Village Hall), including support for any new community facilities (e.g.: a day centre) to be provided. Supporting improvements to facilities, including parks and play spaces, such that they are accessible and inclusive spaces that can be used by all.

Project Idea - Support events, community, and art-based projects to raise the profile of the village and generate future funding adding to existing local festivals, such as the successful Summer Fête.

Project Idea – To tap into the rural and cultural heritage of Maylandsea by supporting the development of a heritage centre / local museum.

## **3. EMPLOYMENT**

This section aims to boost the local economy of Mayland by encouraging local employment opportunities, it relates to the following principle/idea:

- *Create and encourage local employment by business regeneration*
  - *To promote new local business and business regeneration within allocated sites in the village.*

## **Local Business**

Policy Idea – Support will be given to local start-ups, growing businesses, and light industrial and agricultural use within specific areas in the village. Live/ work and mixed-use development is actively encouraged

## **4. FUTURE GROWTH AND DEVELOPMENT**

This section seeks to direct future growth and development in such a way as to create sustainable, well-supported settlements which integrate well with the existing built form, it encompasses the following principles/ideas:

- *Provide and support community-led housing*
  - *All housing and regeneration should first and foremost benefit and be led by the community providing additional homes that will give a better overall mix of housing in The Maylands to meet the needs of local people.*
- *Strengthen the Village's rural character*
  - *To keep Mayland and Maylandsea as a combined village (The Maylands) surrounded by green space free of development.*

**NOTE:** The scope of this section to be subject to further discussion with Maldon DC in respect of the Local Plan and housing growth sites / allocations



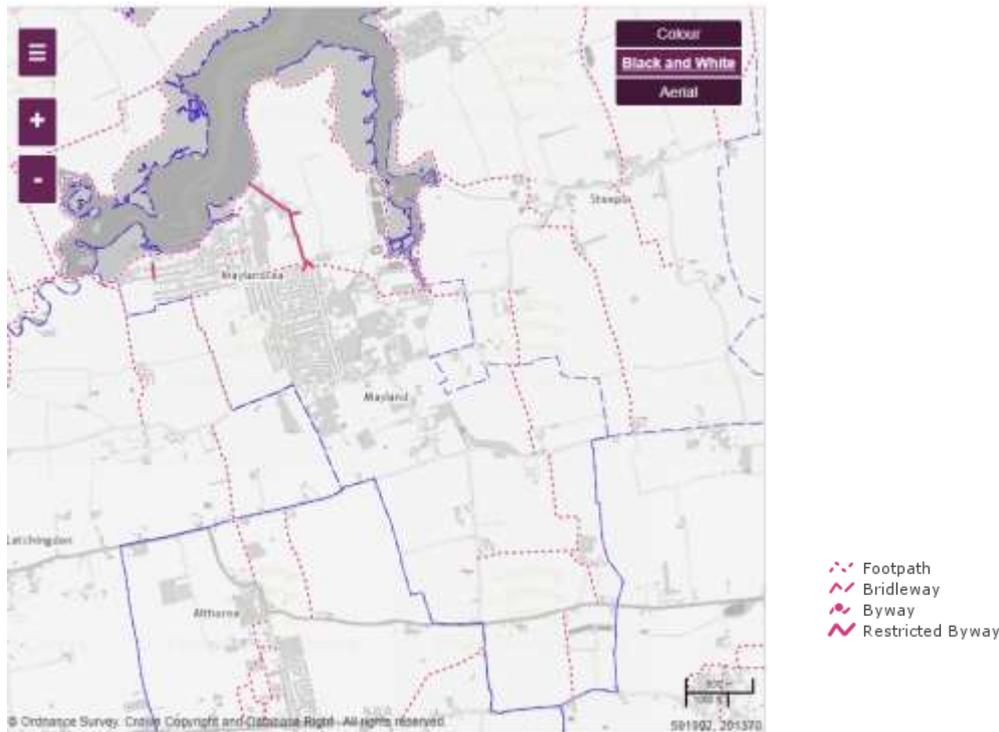


Figure 2. Maylandsea's Public Rights of Ways

**Design Principles** - Design criteria relating to the scale and form of development and key characteristics that define the natural and built environment, including matters such as density, openness, materials and roof-forms etc.

Policy Idea – Development will be supported which is locally responsive (criteria for locally responsive design will be informed by the upcoming AECOM Design Guide)

**NOTE:** Masterplan work to be prepared by Aecom on key sites can be incorporated into the NDP subject to progress on the Local Plan, or could be used at a later date by the parish to present preferred scenarios and points of discussion with Maldon DC and or applicants.

### Rural Character

Policy Idea - Mayland's rural and village character should be preserved and strengthened through careful development. Where possible the 'landscape' character should be brought into the village through tree lines, planting, allotment gardens, hedgerows, etc.

### Housing Type

To support delivery of a mix of housing types and tenures consistent with local needs, including self and custom-build homes

## 5. PUBLIC REALM AND SUSTAINABLE MOVEMENT

This section aims to deliver public realm improvements, support opportunities for new active travel routes and better town-wide connectivity, it relates to the following principles/ideas:

- *Upgrade and extend Imperial Avenue retail area and reduce the current congestion*
  - *To promote Imperial Avenue retail outlet area.*
- *Create access to green walking and cycling routes*
  - *There should be better connectivity between the village, waterfront and the landscape by improving access to the river and other countryside areas for recreational purposes whilst respecting sensitive environmental habitats.*
- *Establish a safe and integrated road network*
  - *A network of green space and cycle/pedestrian routes through and around the village should be provided ensuring traffic flows are improved by creating additional footpaths and cycle-ways.*
- *Provide local green space parks and play space*
  - *The Maylands require better and improved public space, local green space parks, seating areas, play space and a civic focus for the village.*

### **Imperial Avenue**

Project Idea - Improvements to the setting of and access to the local centre, resolving parking challenges and supporting safe crossing to this.

### **Green Spaces**

Policy Idea – The Parish is to designate important local greenspaces which require further protection from development pressure.

Project Idea – To introduce local pocket parks and spaces which will be adopted and managed by the local surrounding communities.

### **Access**

There should be better connectivity throughout Mayland for pedestrians and cyclists between the village, waterfront and the countryside. St Peters Way is an excellent asset to Maylandsea and should be promoted and enhanced wherever possible.

Policy Idea – Safeguard the existing footpaths, ensuring they remain accessible to all and free from encroachment.

Project Idea - Extend and create a continuous network of green walking and cycle network better connecting the village to the waterfront, Coastal Path, orchards and surrounding landscape which connects with the St.Peter's Way route.

### **Gateways**

Policy Idea -To support development which improves the design of gateways into the village, reduces traffic conflicts and improves pedestrian and cyclist safety