

HADLEIGH TOWN CENTRE MASTERPLAN

putting the **heart** back into hadleigh

JULY 2011



castlepoint
REGENERATION

urban
practitioners

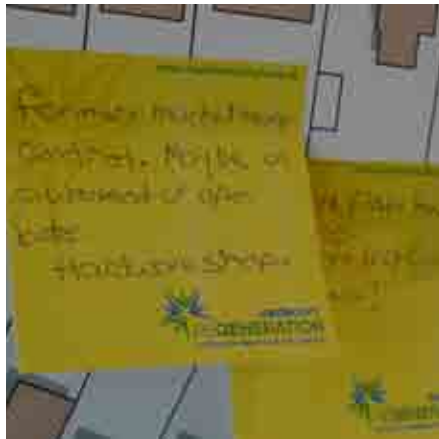
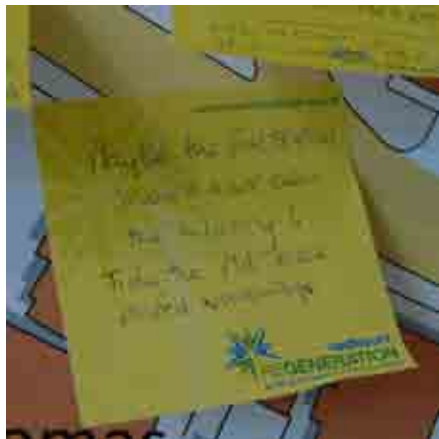


What's your vision for Hadleigh?



We want to know what you think about Hadleigh. Please write your comments or ideas for projects on the post-it notes and add them to the plan. All your comments will be transcribed and form part of our report.





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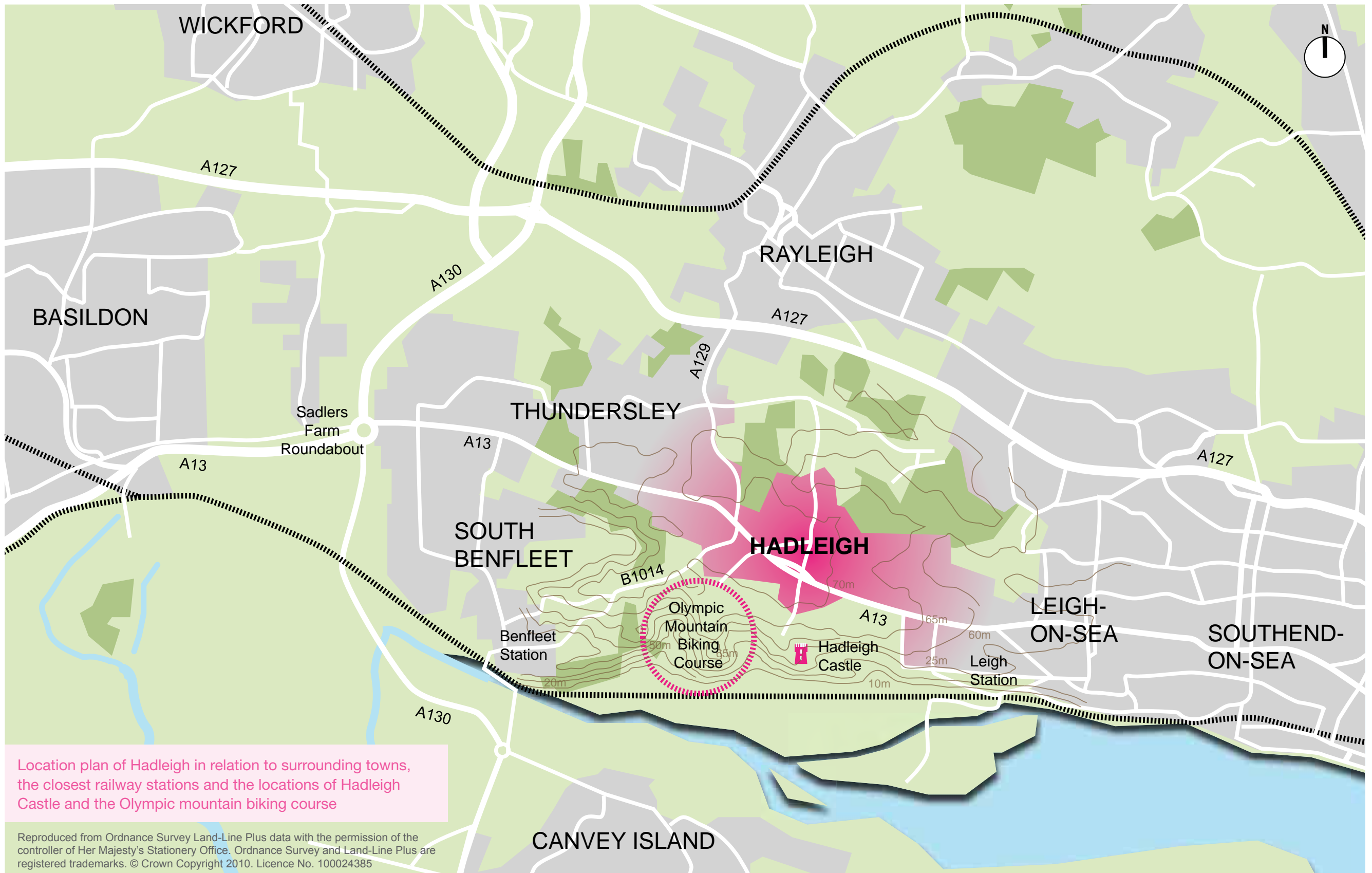


In partnership with:









1.0 | INTRODUCTION

Masterplans are strategies for physical, economic and social change. They are not blueprints for development but show how places can work for the better in the future and what needs to be coordinated and controlled to achieve this over time.

Masterplanning is about making places - it is a process of resolving conflicts and pursuing shared interests creatively, discussing ideas, agreeing objectives and priorities, testing proposals.

This chapter introduces the Hadleigh Masterplan and contains the following sections:

- 1.1 > Introduction
- 1.2 > Purpose of the Masterplan
- 1.3 > The Masterplanning process
- 1.4 > London 2012 Olympic mountain bike events
- 1.5 > The study area
- 1.6 > Sustainability
- 1.7 > Masterplan status

1.1 | Introduction

Castle Point Regeneration Partnership is a range of local organisations working together to improve Castle Point through long-term regeneration. The Regeneration Partnership, has commissioned a multi-disciplinary team led by Urban Practitioners to produce a Masterplan for Hadleigh Town Centre.

The project team for the Masterplan also includes Knight Frank property consultants, Alan Baxter and Associates transport and movement consultants, The Landscape Partnership landscape architects, and Stock Woolstencroft architects.

The management process of the Masterplan has been overseen by a formal partnership based steering group. The steering group has met regularly throughout the preparation of the Masterplan. The steering group is made up of officers from Castle Point Regeneration Partnership, Castle Point Borough Council, landowners, local businesses and community groups.

The Masterplan has been prepared in partnership with key stakeholders, including Castle Point Borough Council and Essex County Council, particularly the Highway Authority and their 2012 Olympic team.

A comprehensive programme of community involvement has helped guide the Masterplan. This has included the opening of a regeneration shop in Hadleigh town centre and two targeted rounds of public consultation, as well as numerous stakeholder interviews and meetings. More information on community involvement can be found in Chapter 4.

1.2 | Purpose of the Masterplan

Although vestiges of historic Hadleigh remain, the town centre is dominated by the divisive A13; making the town centre a 'through-place' rather than a 'to-place'. The town centre contains a number of potential development sites which could have a major impact on the future quality of the town.

The Regeneration Partnership wishes to create a compact Hadleigh town centre with improved amenities, retail and leisure facilities that form an attractive focus for investment. By creating a truly mixed use attractive centre, Hadleigh can be revitalised and bring more life and vibrancy to the broader local community.

The Masterplan sets out a framework for future development and change in Hadleigh town centre and will help Castle Point Borough Council to manage change over the coming years. It has been prepared to inform the public, potential investors and stakeholders interested in the future development of Hadleigh town centre.

1.3 | The Masterplanning process

The Masterplanning process has been split into two stages. The first stage of the process consisted of the baseline analysis. This looked at how Hadleigh works now, how it came to be that way, and how this understanding can be applied to help shape its future. This stage consisted of the opening of the regeneration shop and a significant amount of community engagement with a range of groups, including local traders, members of the public and school groups. The culmination of stage one was the identification of a range of issues and opportunities for Hadleigh town centre.

The second stage of the project builds upon the analysis and engagement in stage one and starts the design stage of producing a draft vision and Masterplan for the town centre. The draft Masterplan, and the identification of specific projects, were continuously analysed, tested, and refined prior to being subject to the second targeted stage of community consultation in the regeneration shop.

Following the analysis of the community feedback on the draft Masterplan, the proposals have been subject to further analysis and refinement prior to being finalised.



Hadleigh town centre showing the study area in red (the current town centre boundary)

1.4 | London 2012 Olympic mountain bike events

Hadleigh Farm will host the London 2012 Olympic mountain bike events. Hosting the events is a unique opportunity to bring the benefits of the London 2012 Olympic Games to Hadleigh and secure a lasting legacy which will support cycling and sport, education, business, culture and volunteering.

The identification of Hadleigh Farm as a location for the mountain bike event at the 2012 Olympic Games offers an unparalleled opportunity for Hadleigh town centre to realise a sequence of short-term and long-term benefits.

It is important that the Masterplan process identifies projects which can be completed before the Olympics to make sure that Hadleigh is able to offer a bright welcome to the large number of visitors expected.

However, we are also really keen that the Masterplan takes a much longer view, relating to the lasting legacy, and plans for long lasting and sustainable change which will benefit existing and future generations of residents.

1.5 | The study area

The boundary for the Hadleigh Masterplan project covers the whole of the town centre as it is identified in the Council's existing planning policy documents.

This covers the main retail and business core of Hadleigh but does not include many private homes. This area is the focus for the Masterplan project, however, the study boundary does not mean that all of the town centre is considered as a development site; there are many attractive buildings and existing ownerships that are valued and will be protected in the Masterplan.

A wider area than the study area has been considered as part of the project, to ensure that any proposals are integrated successfully with the surrounding area. This area includes surrounding areas such as Hadleigh Farm and Country Park to the south of the town centre and the proposals for the London 2012 Olympic mountain bike events.

1.6 | Sustainability

The long term sustainability of Hadleigh is an essential element of the Masterplan. The Regeneration Partnership is committed to ensuring the Masterplan fully integrates environmental and wider sustainability aspects and enables a truly sustainable future for Hadleigh in the long term.

The Hadleigh Masterplan does not formally require a Sustainability Appraisal (SA). The Regeneration Partnership, however, will ensure the impact of the Masterplan and its specific components is resoundingly positive, and any potential issues are appropriately mitigated against.

The project team has undertaken an informal sustainability commentary of the Masterplan which incorporates the spirit and outputs of a Sustainability Appraisal (SA)/Strategic Environmental Assessment (SEA). This sustainability commentary is included in Appendix B.



Hadleigh Fire Station building



St James the Less Church



Aerial photograph of Hadleigh

1.7 | Masterplan status

The Hadleigh Town Centre Masterplan will help guide future change and development in the town centre. It should eventually become a Supplementary Planning Document (SPD) and will sit within Castle Point Borough Council's planning policy in the form of the Local Development Framework (LDF).

An SPD is produced to help guide and enable development in areas which are likely to be the focus of change. It is designed to provide a degree of certainty to both the local community and landholders and potential developers of the Council's expectations for development.

To progress the Masterplan to a SPD, the Council will formulate an SPD Group to discuss emerging issues and carry out a further round of public consultation prior to the formal adoption of the SPD.

This Masterplan is a material consideration when assessing planning applications in the area (in addition to other relevant national, regional and local planning policies). It will gain further weight as a material consideration once it has been adopted as an SPD.

The Masterplan will supplement national Planning Policy Statement 1 in helping to create sustainable communities and Planning Policy Statement 4 to help create a viable town centre, in addition to the following policies of the emerging Castle Point Core Strategy DPD (October 2010):

Policy SS4 Distribution of Sustainable Development and Growth to 2026

This policy states that Hadleigh Town Centre will be regenerated in order to improve environmental quality, increase the provision of a broad mix of retail, leisure and community services and provide new homes.

Policy CP 7 Improving the Vitality of Town Centres

This policy states that, having regard to the hierarchy of town centres in South Essex, the vitality of town centres in Castle Point will be improved, and more local spending will be retained by delivering 10,000m² of retail floorspace through the following means:

1. Preparing and implementing master plans for Hadleigh and Canvey Town Centre that:

a. Review the extent of the town centres to ensure that the range of activities and services are compact and connected;

b. Promote the redevelopment of underused and decaying buildings in order to provide additional retail floorspace and improved frontages;

c. Promote residential accommodation at first floor level and above in order to increase the catchment population for shops and services;

d. Promote a range of cultural and leisure services and facilities in the town centres in order to improve their weekend and evening economies; and

e. Improve the quality and provision of street furniture and public art, utilising funding opportunities and developer contributions.

This Masterplan (and a future SPD) cannot formally allocate any land in for a particular use. Instead, it suggests how land could be better used and what uses and form of development may be appropriate.

1.8 | Masterplan Structure

This Masterplan document is structured as follows:

>1.0 | Introduction

This section introduces the Masterplan and its study area, the role of the document and the stages in its production.

>2.0 | Understanding Hadleigh

Section 2 identifies the main issues and opportunities in Hadleigh town centre which the Masterplan seeks to address.

>3.0 | Community engagement

Section 3 explains the community engagement carried out to help guide and inform the Masterplan.

>4.0 | The Vision for Hadleigh

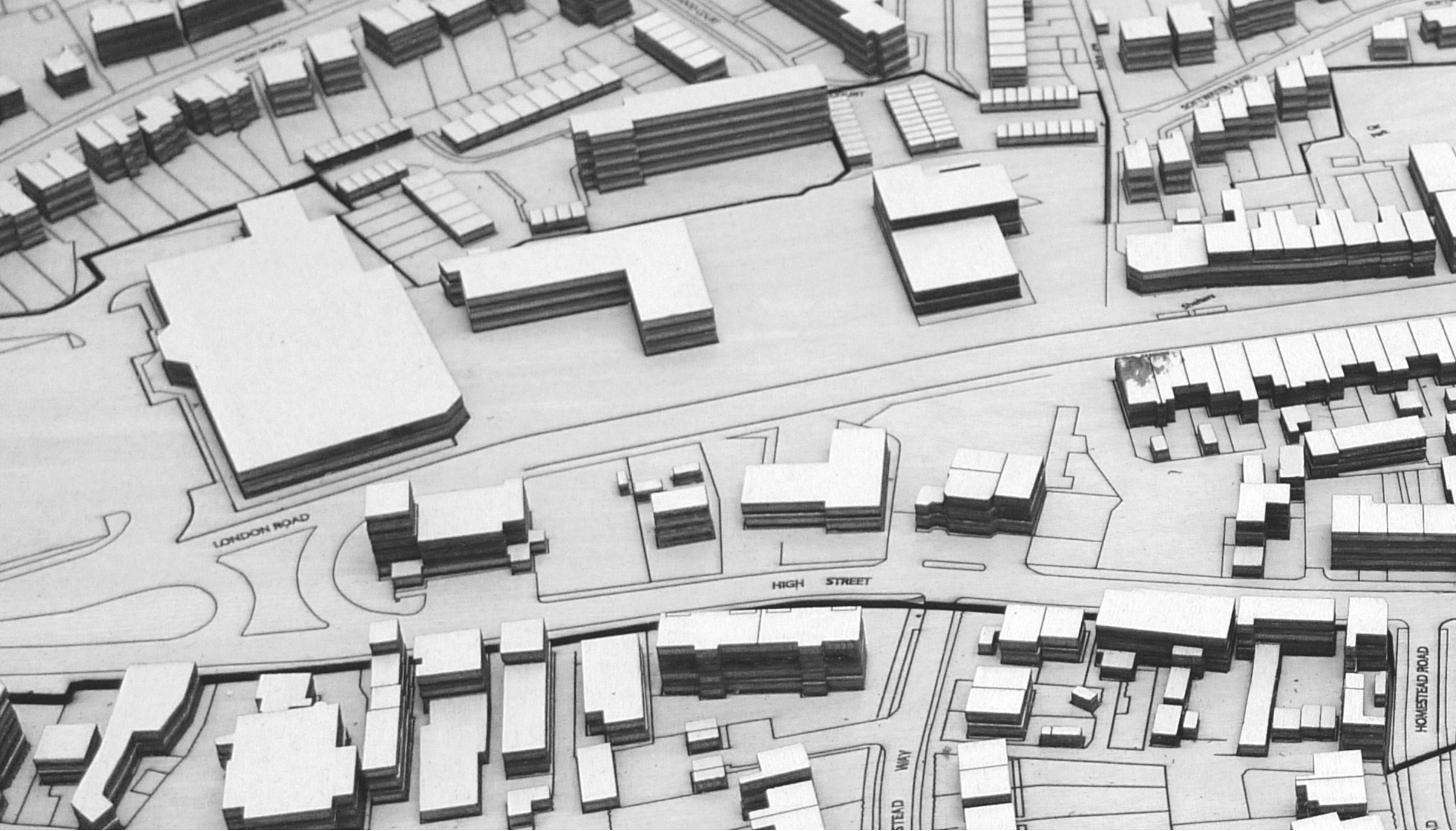
Section 3 explains the future vision for Hadleigh town centre and the themes which describe how the vision can be realised.

>5.0 | Hadleigh: The top ten projects

Section 5 sets out the Masterplan and its Top Ten Projects, which respond to the key issues and challenges established through the community engagement and baseline analysis work.

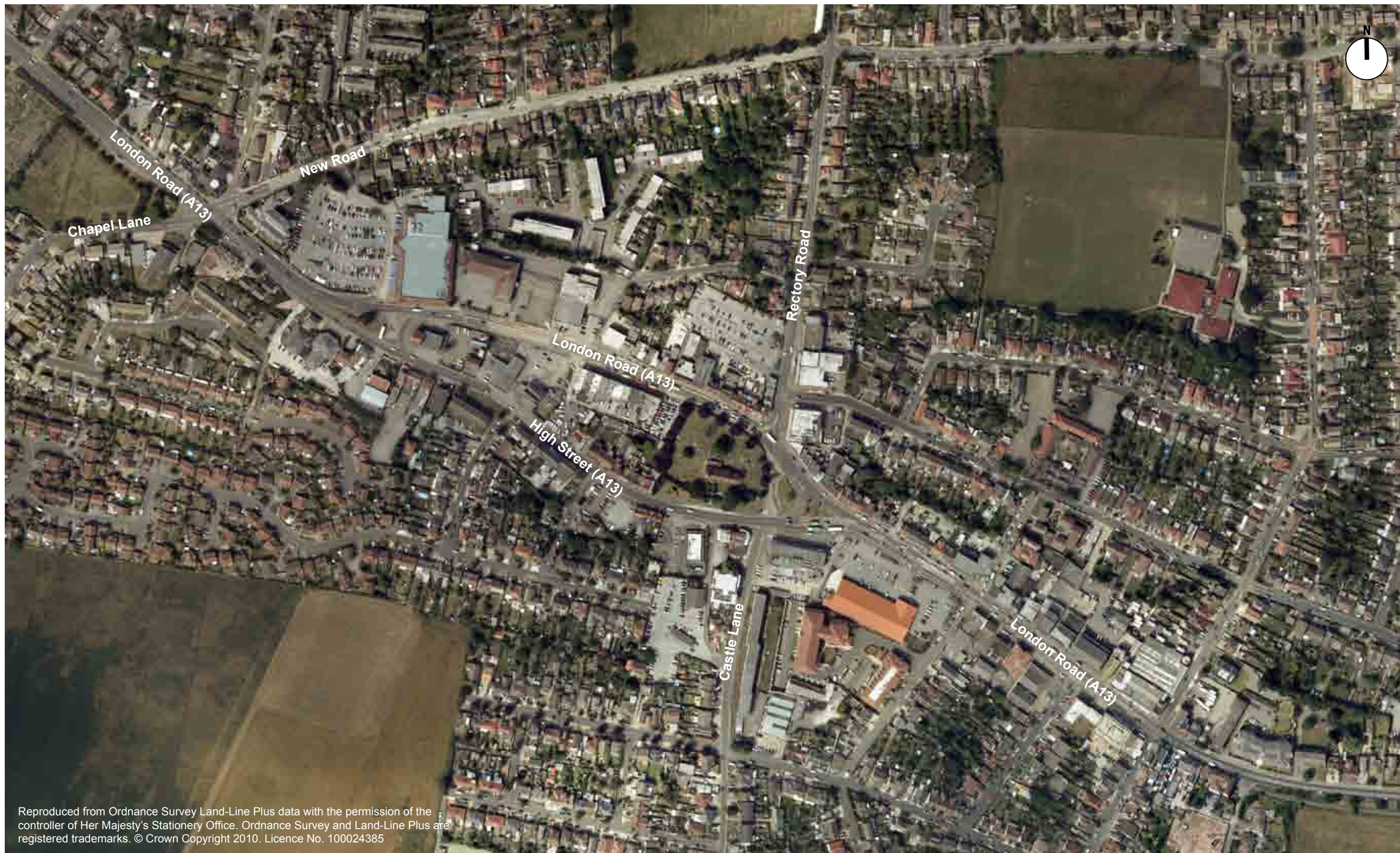
>6.0 | From vision to reality

Section 6 sets out the practical implementation approach required to deliver the Masterplan. This section includes a phasing flow diagram setting out the likely timescales and sequences for delivery.





> 2.0 | UNDERSTANDING HADLEIGH



Aerial photograph of Hadleigh town centre

2.0 | UNDERSTANDING HADLEIGH

Before we start planning any changes for Hadleigh town centre, we have looked at how it works now, how it came to be that way, and how this understanding can be applied to help shape its future.

This includes understanding not only the physical and environmental context, but also the social and economic context and the regulatory context. Further information and analysis can be found in the Stage One Report: Baseline analysis.

This chapter summarises the analysis and identifies the main issues and opportunities which the Masterplan will seek to address, and includes the following sections:

- 2.1 > Location
- 2.2 > The development of Hadleigh
- 2.3 > Hadleigh's character and environment
- 2.4 > Socio-economic summary
- 2.5 > Planning policy and guidance
- 2.6 > Issues in Hadleigh
- 2.7 > Opportunities for Hadleigh

2.1 | Location

Hadleigh is located between Basildon and Southend on the A13, which forms the main route through the town centre. The A13 is an important east-west link through South Essex between the City of London and Southend/Shoeburyness.

Hadleigh is situated at the heart of the Thames Gateway, located upon the strategically important but dominating A13. It benefits from a beautiful estuarine setting of marshes, hills and iconic castle ruins, an idyllic landscape which resonates with Constable's Romantic depiction of 19th Century Hadleigh.

The town is located to the east of Benfleet and Thundersley. Its southern boundary is Benfleet Creek, whilst its northern boundary is the A127. Leigh-on-Sea, in Southend Borough, is to the east. Within the area defined as Hadleigh is the larger town of Hadleigh itself and the smaller settlement of Daws Heath that sits to the North. Two wards make up Hadleigh – St. James Ward and Victoria Ward.

Hadleigh town centre sits on the A13 and is bound by the junction of London Road and Chapel Lane to the west and London Road and Park Chase to the east, as currently defined in the Council's planning policy documents.

The A13 becomes dual carriageway from the Victoria House roundabout through the town centre until London Road and the High Street converge at the eastern end of the town centre; this is the only dual carriageway section of the A13 from Sadlers Farm junction to Southend.

The A13 is the main east-west route through the town, forming a gyratory system with the northern arm (London Road) carrying eastbound traffic and the southern arm (High Street) carrying westbound traffic.

The main north-south route through the town centre is Rectory Road, which forms a junction with the A13 at the eastern end of the gyratory system. Rectory Road runs from Hadleigh town centre north towards the residential area of Daws Heath, where it forms a T-junction with Daws Heath Road.

The Church of St James the Less acts as the most dominant and attractive landmark in the town and effectively highlights its historic centre. The spire of the Church rises above the surrounding built form and helps people to orientate themselves within the town centre. At the other end of the island site formed by the gyratory is the old Fire Station, the three storey element of which acts as a local landmark when entering the town from the west.

2.2 | The development of Hadleigh

Hadleigh, as a settlement, has been occupied since approximately 500 BC. 'Hadleigh' is a Saxon word and means 'a clearing in the heath'. The earliest record of a 'park' at Hadleigh dates from 1234 as oaks from the area supplied the repairs to the Tower of London in 1272 and 1275. During this time, Hadleigh would have been a small village and most of the land in south-east Essex would have been woodland.

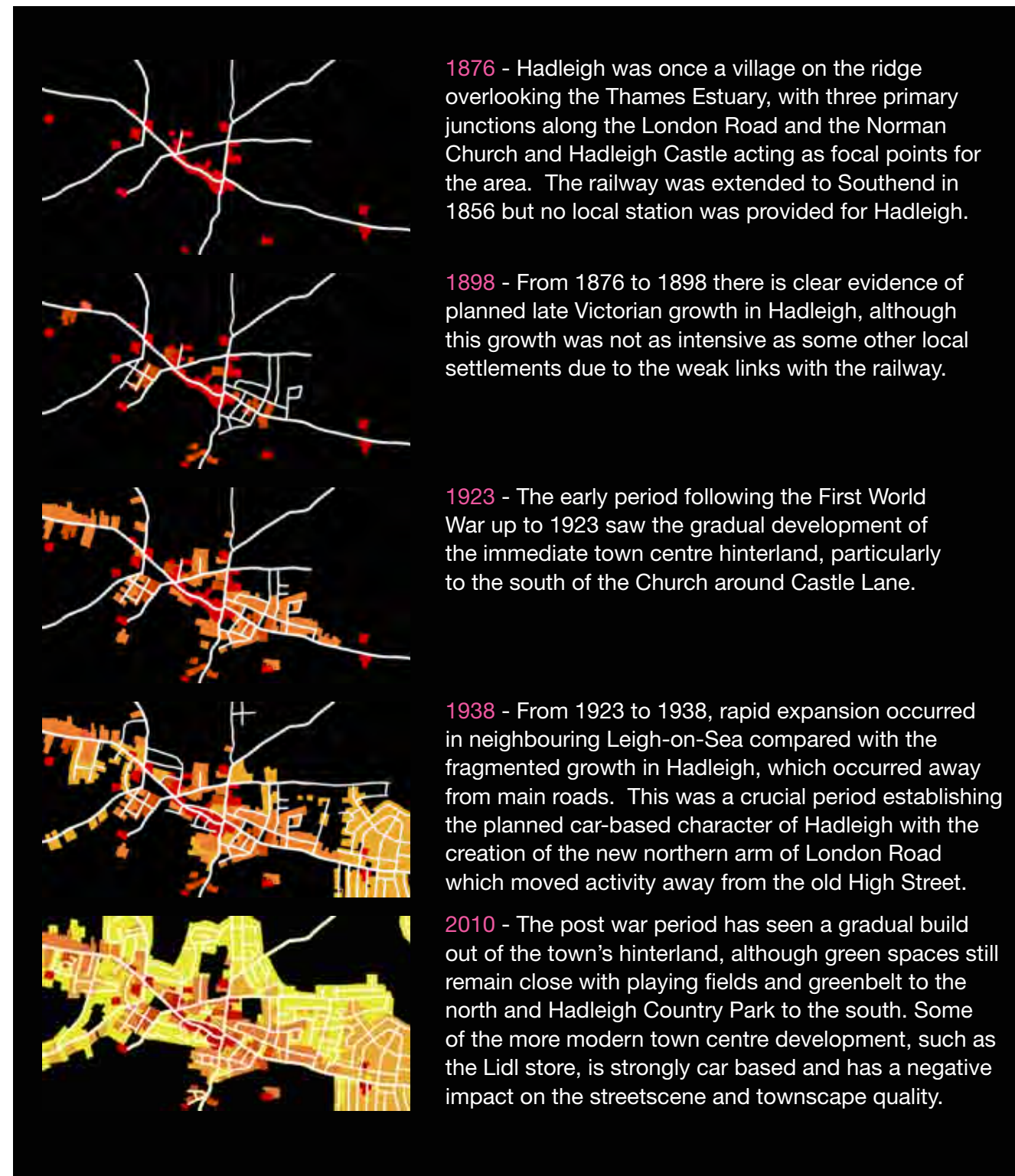
Hadleigh is perhaps best known for the Norman, Grade 1 listed, St. James The Less Church in the centre of the town and the 13th century Hadleigh Castle, painted by Constable.

In 1891, the Salvation Army bought the Castle, along with 800 acres of farmland at Hadleigh, incorporating three farms to the south of the village - Castle, Park and Sayers Farms. The land was to be used as a colony to rescue the poor and destitute from the squalor of London, train them in agriculture and general farming practices and then find them jobs.

Today the colony operates an employment training centre for people who have special training needs, reminiscent of the colony's origins, which includes horticulture, carpentry, catering, office skills and estate management. The Salvation Army retains a strong presence in the town centre in the form of the Hadleigh Temple and a charity shop on London Road.



Hadleigh Castle, viewed from Leigh-on-Sea



The development of Hadleigh from 1876 to the present day

The plans and accompanying text opposite show the development of Hadleigh from 1876 to the present day.

Historical buildings in Hadleigh

The local area contains the following historically important buildings

Grade I Listed

- Hadleigh Castle - originally built around 1232)
- Church Of St James The Less - High quality Norman Church from middle of 12th Century)

Grade II Listed

- Milestone - London Road, approaching Hadleigh from east

Locally Listed Buildings

- The Castle Public House, High Street,
- The Crown Public House, High Street
- Nos. 12 and 14 High Street
- Nos. 31-33 Rectory Road
- Nos. 1-24 Florence Gardens - Florence Gardens Conservation Area
- Gas Lamp St. James Church,
- War Memorial, London Road

2.3 | Hadleigh’s character and environment

Hadleigh is well known for its two major historical landmarks, Hadleigh Castle, and the Church of St James the Less in the middle of the town centre. While the town centre benefits from a significant amount of high quality open space to the north and south of the town, including Hadleigh Country Park, the overall character is dominated by the A13, a number of empty sites and poor quality public realm which caters for the need of vehicles rather than pedestrians and cyclists.

The A13 forms a one-way dual carriageway gyratory system within the town centre and creates a town where the majority of vehicles pass through quickly rather than slowing down and stopping to visit.

This one-way system forms an island within the town centre, within which sit a number of attractive and locally important buildings, namely St James the Less Church, the old Crown public House and the old Fire Station.

The quality of the public realm in the town is poor, with very little useful public open space, poor quality pathways, surface materials and street furniture.

The linear nature of the town centre and its resulting length mean that the town contains three distinct areas, a core of approximately 350 metres in length with two ends.

The core of the town centre contains the attractive Church of St James the Less and its graveyard with mature trees, located at the eastern end of the island site and surrounding high street uses such as a butchers, greengrocers and numerous banks which are predominantly located along London Road.

The two-storey buildings along London Road are of varying architectural quality and offer a good definition to the street. The Victorian row on the corner of London Road and Rectory Road adds significantly to the character of the town and could be greatly enhanced with improved shop fronts and more maintenance.

This area also contains the only ‘public space’ in the town centre - .an uninviting and unattractive traffic island, which offers some seating and planters and, not surprisingly, is rarely used other than a north-south route through the town.

Still within this core area, the middle of the island site contains two-storey mixed use buildings which offer greater definition to the street scene, however this is detracted by the location of two car sale business on either side of the site. Also within this area is the Crown public house, currently vacant but a locally listed building which adds to the character of the town.

Along the southern section of the core area, along the High Street, is a mix of buildings, some of which are of good quality and help define the street, others such as McDonalds and Lidl which are shed-like buildings sat in space surrounded by car parking and are more suited to edge of town or out of town locations.

The western end of the town centre is dominated by Morrisons and its surface parking, which turns its back on the town centre, and the old Fire Station building and library located within the western end of the island site. The area also contains the adjacent empty Lookers site, significant land take for turning vehicles on the A13 and a number of other uses along the southern side of London Road and the High Street including the Salvation Army Hall, Fatty’s Bar and the Hadleigh Conservation Club.

A range of different uses are located in the eastern end of the town centre, including commercial uses such as car show rooms, plant hire company, tyre and MOT garage along with some light industrial workshops. However, this area also contains new infill residential development and independent shops on the south side of London Road between Castle Road and Park Chase.

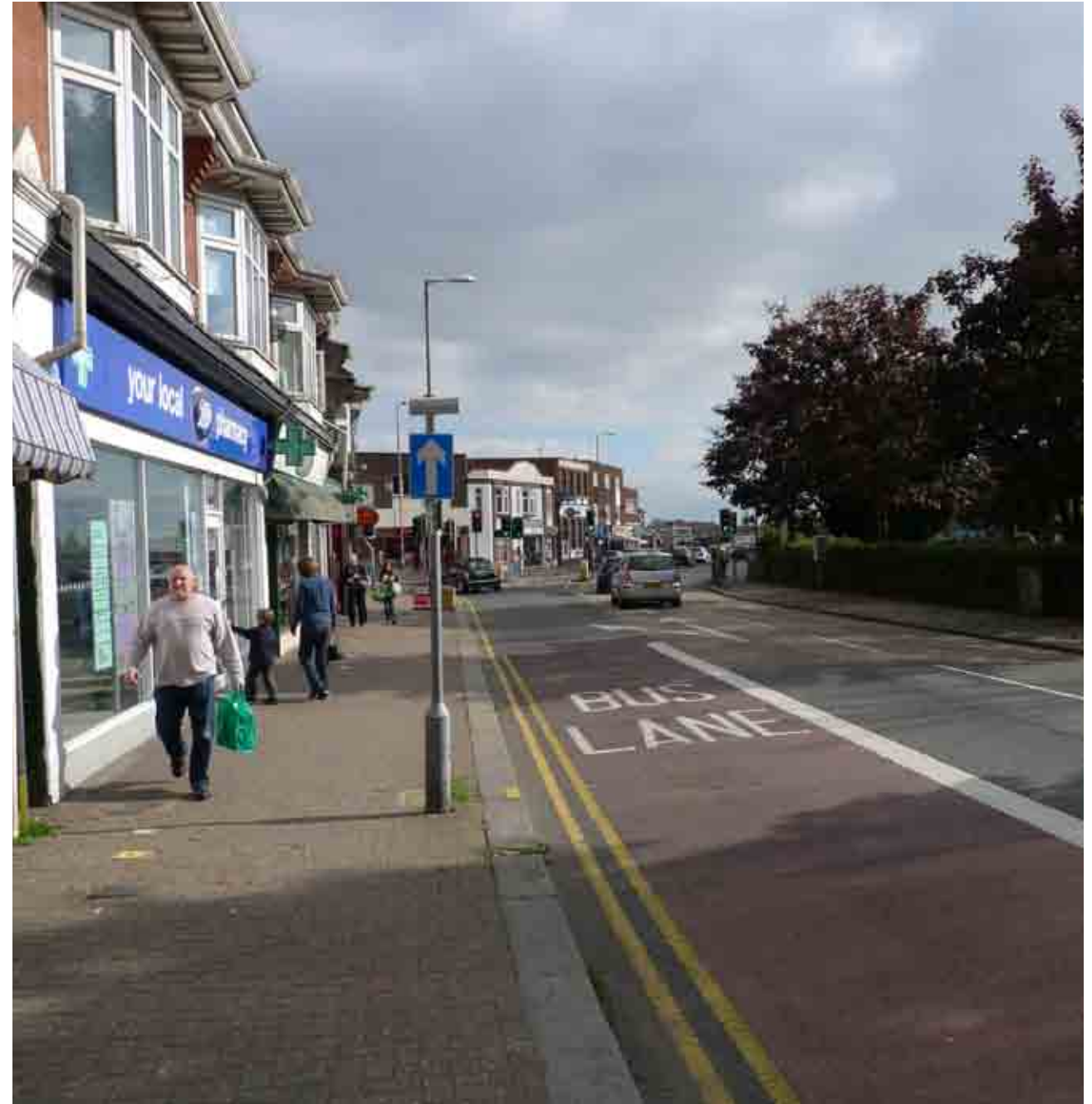
The evening economy in Hadleigh is particularly limited to a small handful of businesses including Masa Indian restaurant, The Castle public house, the Ancora Italian restaurant, the Conservative Club and adjacent Fatty’s Bar and Latinos restaurant and tapas bar, as well as McDonalds.



The western end of the town centre, looking west along London Road towards Morrisons



The eastern end of the town centre, looking east along London Road



The core of the town centre, looking east along London Road

2.4 | Socio-economic summary

Castle Point has a population of around 87,000 residents. 40% of the population live on Canvey Island, 60% live in the mainland towns of Benfleet, Hadleigh and Thundersley.

The population of the Borough is ageing with the proportion of people over the age of 65 expected to increase to 28% by 2021. Despite this increase, young people (under 20 years) will continue to make up over 20% of the population.

Hadleigh has a population of 18,130 with a demographic profile fitting type 8 in the ACORN classification. This classification is indicative of well-established residential areas with population profile skewed towards home-owners between 45 and 75 years old.

At 91%, Castle Point has the highest level of home ownership in the Country. The vast majority of these homes have 3+ bedrooms and are detached, semi-detached or bungalows. Property prices have consistently increased over the last 20 years making it difficult for first time buyers and locally employed people to enter the housing market.

In terms of household types in Hadleigh, there are generally fewer detached houses, fewer terraced houses and more flats / maisonettes than the borough average. The household make-up follows this trend with fewer households with children: 24.8% in St James ward compared with 29.1% across borough, and more pensioner households: 14.9% in St James ward compared with 11.6% across borough.

In 2009, the Council ran the Chelmer Model, a demographic regional housing model, to help inform regional planning policy on housing numbers. This clearly indicated a need for homes in Castle Point emerging from the existing population (i.e. when there is zero net migration). The model also indicates that the proportion of economically active population in Castle Point is expected to fall significantly by around 17% by 2031.

Castle Point has the lowest job density in Essex, reflecting its periphery to economic centres in Basildon and Southend, and to London. There are approximately 21,000 jobs currently provided in Castle Point. Jobs are provided in the town centres and in three main employment areas – Charfleets Industrial Estate, Manor Trading Estate and Rayleigh Weir Industrial Estate. The employment areas are well occupied but suffer from poor environmental quality and decay.

Local jobs in Castle Point are typically low skilled and are provided by small businesses that are less able to invest in high quality premises or training and development of their staff. As a result, local jobs typically pay on average a third less than jobs occupied by commuting residents of the Borough.

The emerging Core Strategy recognises that the current primary healthcare facilities in the Borough need improving, particularly as the pressure on these facilities is likely to increase as the population ages. The Primary Care Trust seek to resolve this situation in the Borough by bringing all primary care services together into new, purpose built centres.

The emerging Core Strategy states that one of these centres could be in Hadleigh.

2.5 | Planning policy and guidance

National Planning Policy

There is a wide range of national planning documents that are known as Planning Policy Statements and Planning Policy Guidance Notes which are relevant to the Hadleigh Masterplan, in particular PPS1, PPS3, PPS4 and PPG13:

Planning Policy Statement 1: Sustainable Communities (PPS1) puts sustainable development at the heart of national planning guidance. The supplement to PPS1 on climate change also seeks to minimise impacts of development on the environment, in particular minimising carbon emissions and designing development to adapt to and mitigate against climate change.

Planning Policy Statement 3: Housing (PPS3) seeks to maximise development potential on brownfield sites in areas with good transport links and particularly encourages housing as part of mixed use developments to create sustainable communities.

Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) sets out the Government’s policy on planning for the future of town centres. It emphasises the role of the planning system in facilitating and promoting sustainable and inclusive patterns of development, including the creation of vital and viable town centres.

Planning Policy Guidance 13: Transport (PPG13) was first published in 2001 and updated in January 2011. It sets out the Government’s policy on transport and seeks to promote more sustainable choices, promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling and reduce the need to travel, especially by car.

Regional Planning Policy

The Regional Spatial Strategy relevant to Castle Point is the East of England Plan. However, all Regional Spatial Strategies in the UK, including the East of England Plan, are currently being revoked as part of changes to the national planning system. Work to underpin the East of England Plan, however, has proved useful in developing the Council’s emerging Core Strategy (see below), and it has also helped to establish a framework for sub-regional working in the Thames Gateway South Essex, identifying a shared ambition for regeneration.

Local Planning Policy - Core Strategy

The Core Strategy will be the main document in the Castle Point Local Development Framework. It will set out the overall strategy for development in the borough up until 2026 and will determine how employment, housing and infrastructure requirements will be achieved.



This plan above shows the current urban grain of Hadleigh town centre. The plan shows relatively fragmented and dispersed buildings at the western end of the town centre failing to provide definition to streets and spaces, whereas a finer, tighter form of buildings along the northern arm of London Road help to define the street. The Church of St James the Less is clearly visible surrounded by space in the middle of the plan.

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The Examination in Public of the Castle Point Core Strategy commenced in June 2010. However, due to changes in national policy emerging from PPS3, the revocation of the Regional Spatial Strategy, and in order to deal with matters emerging from the earlier hearing sessions, the Inspector suspended the examination for further work to take place.

The current draft Core Strategy includes the spatial strategy for Castle Point which takes the form of five policies that set out the principles for sustainable development and growth in Castle Point, establish the Council’s position with regard to the Green Belt and identify how development and growth will be delivered, and how it will be distributed in the period 2011 to 2026.

Within the Spatial Strategy of the current draft Core Strategy, Canvey Town Centre and Hadleigh Town Centres are identified as locations for growth of both housing and employment. This is consistent with national and regional planning policy which sees town centres as nodal points for a range of infrastructure, services and activities that contribute towards the creation of sustainable communities. Policy CP 7 Improving the Vitality of Town Centres refers to the need to deliver 10,000m² of retail floorspace through the Masterplans for Hadleigh and Canvey Town Centre.

The current draft Core Strategy also refers to the A13 Passenger Transport Corridor improvements to help support growth in Hadleigh town centre (Policy CP3), encourages higher density development in town centres

(Policies CP8 and DC3) and creating a recreation legacy from the Olympic Games mountain biking venue (Policy CP2).

Local Planning Policy - The Urban Places Supplement

The Council adopted the Urban Places Supplement (UPS), prepared by a technical working group led by officers of the Essex County Council, as a supplementary planning document (SPD) in August 2008.

The UPS is relevant to Hadleigh Town Centre as the Council consider the guidance to be applicable when a planning application is submitted for a site within or adjacent to a town centre.

The UPS is design guidance and provides a design framework for the delivery of compact, mixed-use sustainable development. The guidance emphasises design quality while ensuring the improvement of infrastructure and the sustainability of existing urban places.

The UPS sets out to ensure that higher density, more compact development within existing urban centres will not mean a lower quality of life for inhabitants, whilst ensuring new development contributes significantly towards reducing its carbon footprint.

The Castle Point Regeneration Framework

The Castle Point Regeneration Partnership brings together stakeholders from national, regional, sub-regional and local organisations in order to deliver regeneration in the Borough.

The Partnership has prepared a Regeneration Framework to direct its work. The framework outlines the Partnership’s ambitions for Castle Point and how they can deliver sustainable growth to the Borough by 2021. The Framework states that creating modern vibrant and exciting town centres in Canvey and Hadleigh is a key priority for the Partnership, which are being taken forward through a Local Investment Plan.



The vacant Crown Pub building



The Castle Point Regeneration Framework



The vacant Lookers site



- Olympic Mountain Bike Event Olympic
- Mountain Bike Course
- Temporary Cabins/Tents
- Existing Footpath
- Temporary Operations Route
- Temporary Hard Standing
- Temporary Cycle/Pedestrian Route
- Temporary Secure Cycle Parking

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The 2012 Olympic Mountain Biking course

2.5 | Key issues in Hadleigh

The Castle Point Regeneration Framework identifies Hadleigh town centre as an uninspiring, fragmented shopping area with a lack of quality shops and a poor environment, being difficult to navigate with the A13 providing a significant barrier. The Framework recognises that it does, however, offer considerable potential for regeneration because of the decline of many traditional uses in the area.

The Council’s emerging Core Strategy document acknowledges that the decline in the second hand car trade, along with the trend of new car sales to occupy out of town locations has resulted in a number of larger sites becoming available in Hadleigh for redevelopment.

Many of these vacant sites, combined with the dominance of the A13 and poor quality public realm have affected the vitality of the town centre. The Core Strategy also recognises that the A13 becomes congested at peak times through Hadleigh Town Centre and associated local routes which has an impact on the success of the town.

Following an analysis of Hadleigh town centre to discover how it works now, how it came to be that way, and how this can be applied to help shape its future, the following key issues have been identified:

1. The environmental impact of the A13 dual carriageway through the town centre and the congestion it causes;

2. The number of possible development sites and potential for change in the town centre;

3. The poor quality public realm and streetscape and the lack of a ‘heart’ or public open space to the town centre;

4. The elongated town centre, stretching from the junction of Chapel Lane and London Road to the west all the way to the junction of Park Chase and London Road to the west;

5. Poor quality buildings and poorly maintained buildings;

6. Poor connectivity north-south in the town centre, particularly due to the island between London Road and the High Street;

7. The lack of a significant evening economy within the town centre;

8. The good provision of open space surrounding the town centre, particularly Hadleigh Country Park to the south;

9. The limited demand from national multiple occupiers and the impact of losing the Woolworths store;
10. The lack of jobs within Hadleigh and the high level of out commuting and the impact of this on congestion;

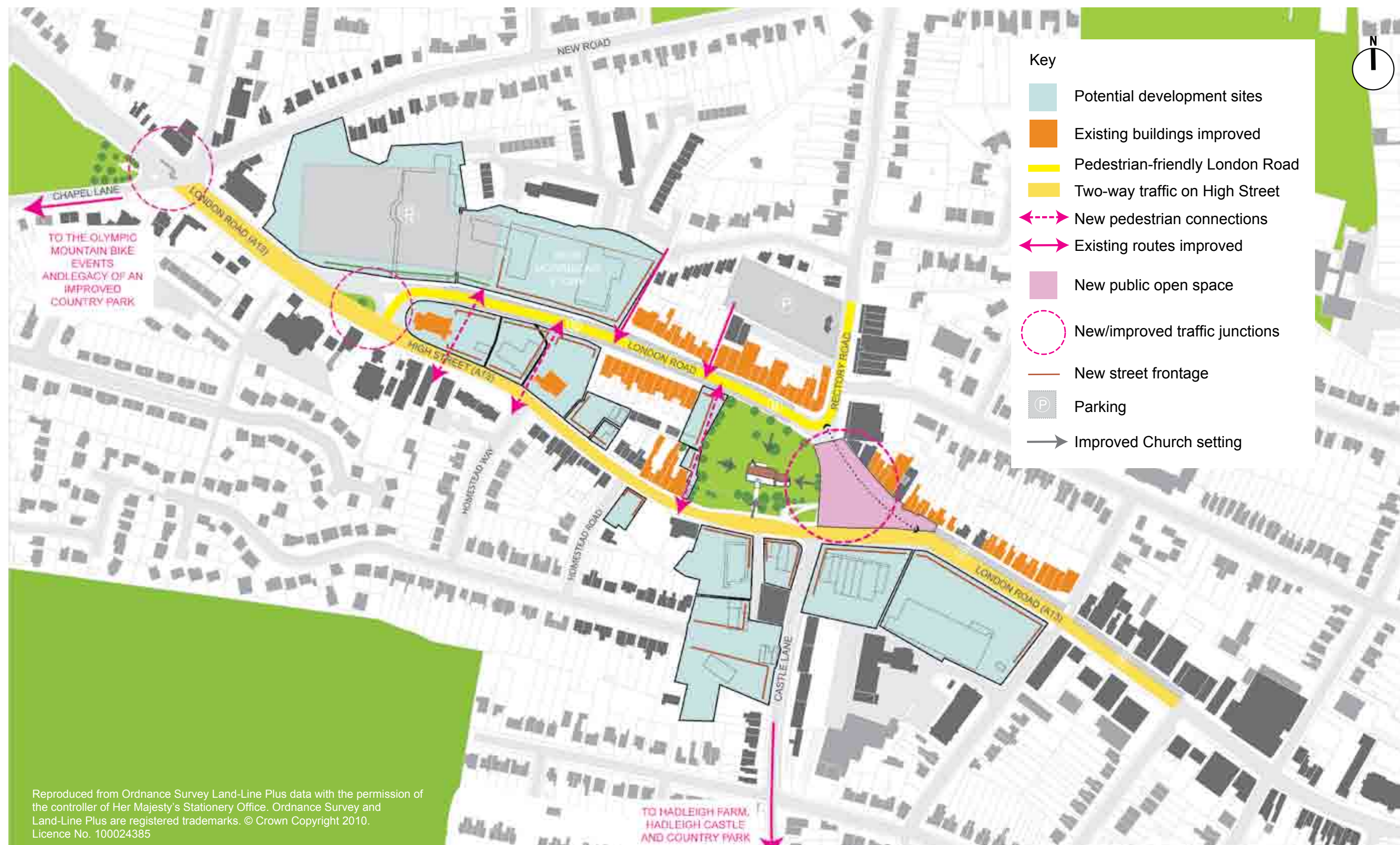
11. The ageing population of Hadleigh and the potential need for new healthcare facilities;

12. The limited leisure facilities aside from the Country Park, particularly for young people; and

13. The requirements for new homes and to make the most efficient use of previously developed land within a town centre location.



View looking west along the High Street towards the old Fire Station building



Framework plan highlighting the opportunities for Hadleigh town centre

2.6 | Opportunities for Hadleigh

In response to the key issues, the following opportunities have been identified to help regenerate Hadleigh town centre:

1. The significant number of vacant development sites, particularly Lookers and the sites within the island site, to help enable new development and provide a sustainable mix of uses and a vibrant town centre throughout the day and evening;

2. The redevelopment proposals for Morrisons to provide a new store closer to the existing shops along London Road offer an improved local convenience offer and help make a more compact core town centre;

3. To reduce the impact of the A13 through the town centre by removing the gyratory system and continuing the single carriageway either side of the town through the town centre;

4. The benefits arising from the 2012 Olympic mountain biking events (including the test event in the summer of 2011) and its lasting legacy of an improved Country Park close to the town centre;
5. The opportunity to improve north-south connections through the town and re-stitch the island site back into the town;

6. Improve some of the existing building stock, such as buildings along the northern section of London Road, the Crown Public House and the old Fire Station building;

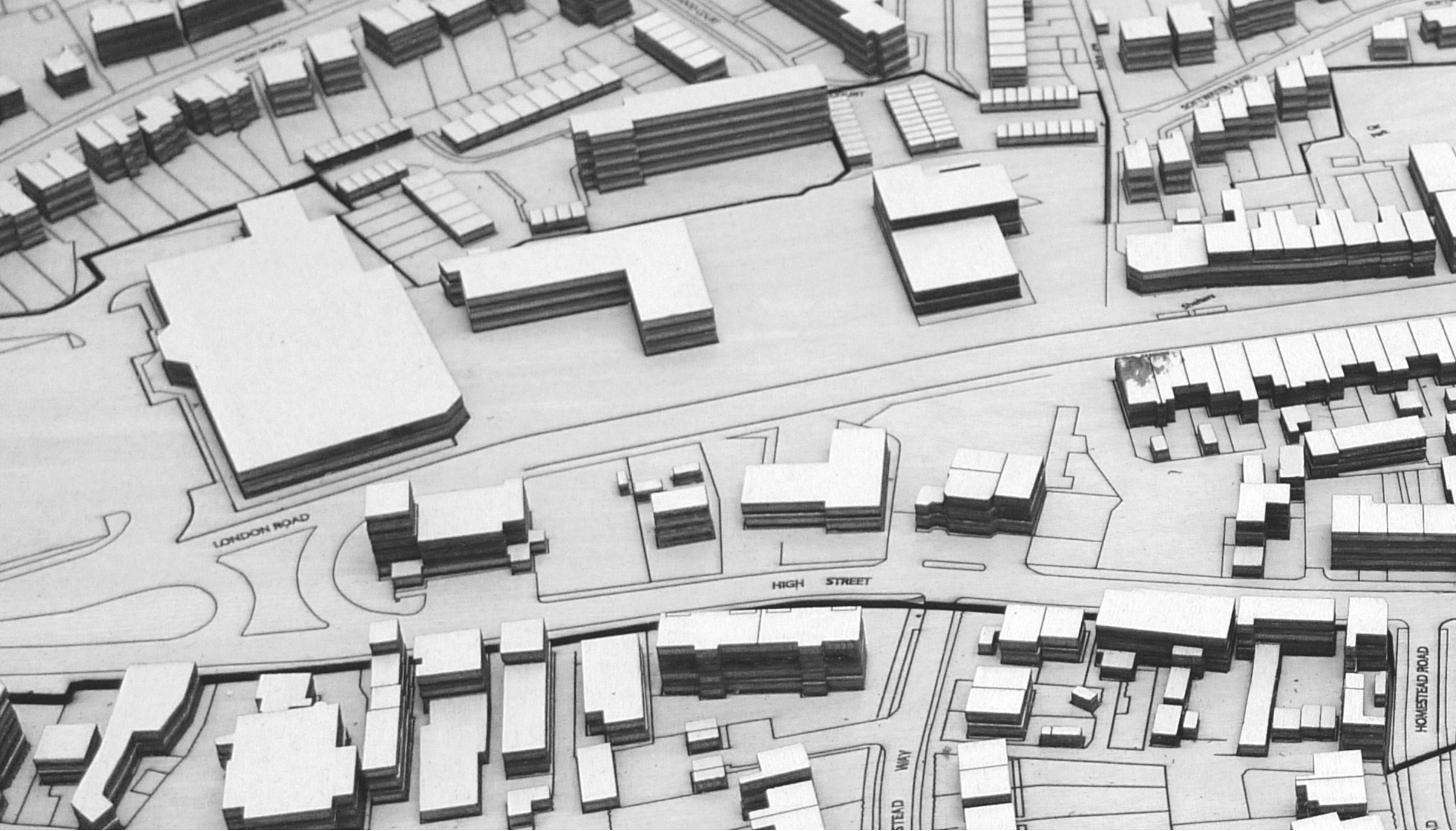
7. To improve the quality of the public realm, particularly in the core area of the town centre around the St James the Less Church, improving the setting of the listed building and encouraging more walking and cycling;

8. To improve community facilities in the town centre by providing a new health facility and ensuring that there is good provision for younger people;

9. Provide more housing to help create greater local demand for shops and services in the town centre and help improve the evening economy.

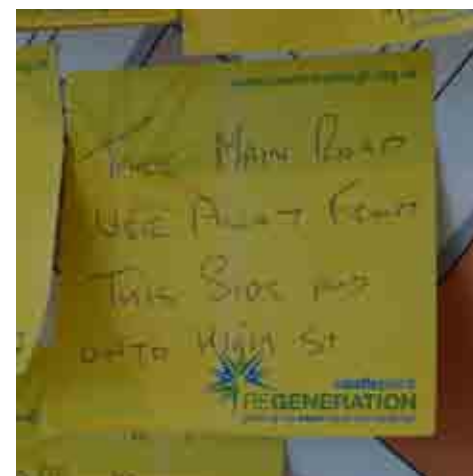
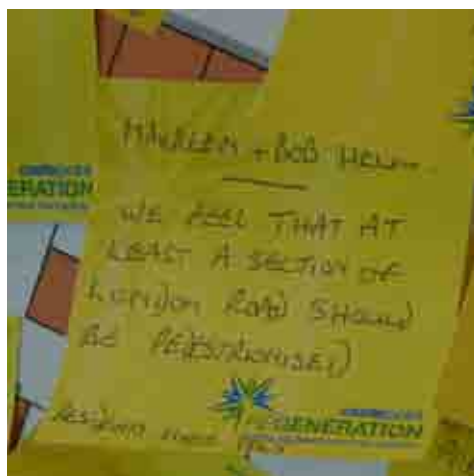
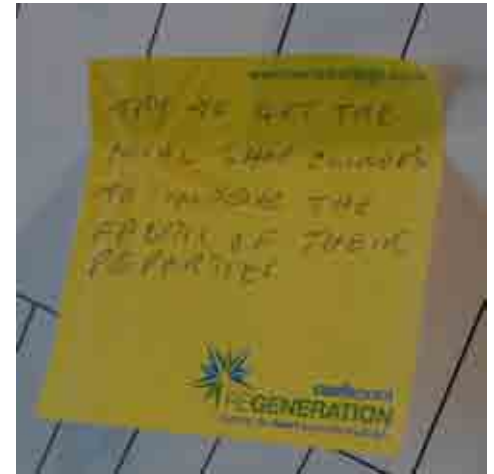


View looking east along London Road - the Lookers site is on the left





> 3.0 | COMMUNITY ENGAGEMENT



Photographs of the consultation shop, stakeholder meetings and the project website

3.0 | COMMUNITY ENGAGEMENT

Community engagement is vital for informing the masterplanning process and for the long term implementation and success of the Masterplan.

Changing, creating and sustaining a better place for everyone is a complex process, but one that benefits from the active involvement of those who live in or have an interest in the area and will continue to do so for years and decades to come.

This chapter summarises the community engagement and consultation undertaken in the development of the Masterplan. It contains the following sections:

- 3.1 > Steering group
- 3.2 > Project website
- 3.3 > Consultation shop
- 3.4 > Local members meetings
- 3.5 > Local traders meetings
- 3.6 > School engagement
- 3.7 > Draft Masterplan consultation

3.1 | Steering group

The management process of the Masterplan has been overseen by a formal partnership based steering group. The steering group has met regularly throughout the masterplanning process and has provided valuable feedback and guidance to help develop and guide the Masterplan.

The steering group is made up of officers from Castle Point Regeneration Partnership, Castle Point Borough Council, landowners, local businesses and community groups.

3.2 | Project website

A dedicated Hadleigh Masterplan website has been set up for the duration of the project:

www.heartinhadleigh.org.uk

The website provides up-to-date information on the development of the Masterplan and gives members of the public the chance to share their ideas.

The website contained an overview of the project, a plan of the study area, detailed the progress so far, and offered the chance to submit an online form to the project team. A prominent news section on the home page was regularly updated and the downloads section offered the opportunity to download relevant documents as the project progressed.

As the Masterplan developed, the website offered the opportunity to view and comment on the draft proposals through an interactive easy to use online form.

The website has currently been visited over 3,600 times during the course of developing the Masterplan.

3.3 | Consultation Shop

The community consultation for Hadleigh Masterplan incorporated the opening of a regeneration consultation shop at 74 High Street, Hadleigh.

The shop opened on Friday 17 September 2010 and will be open for the duration of the masterplanning process. The shop is open four days week, including Saturdays, and offered members of the public the chance to chat with staff and let us know their views on Hadleigh, and subsequently on the draft Masterplan proposals. Over 1,350 people have visited the shop.

The first stage of consultation in the shop provided information on the project and asked local people what they think about Hadleigh. People were asked to write comments or ideas for projects on post-it notes and add them to a large wall plan. The shop also contained a current model of Hadleigh town centre to help people consider their town.

The comments and ideas received in the shop can be summarised as follows:

1. Strong support to retain the Crown Public House and reuse as a family pub/restaurant;
2. Strong support to retain the fire station building and see it used for library/ community/cultural facilities;
3. Strong support for changes to the road to create a more pedestrian-friendly environment;
4. A desire for no more flats in the town centre;
5. Support for a new central public space which can be used for public functions such as farmers and Christmas markets;
6. The need for cleaner streets, reduced clutter and improved street furniture;
7. The need for more leisure options, especially for young people, and more cafés and places to meet;
8. Improve the look of empty shops and improve the existing buildings;



Photographs of the workshops with Hadleigh Primary School and King Johns Secondary School

- 9. Create a village feel with more local shops and more variety - remove car dealers from the centre of the town;
- 10. Encourage walking and cycling and provide more transport options in the evening; and
- 11. Encourage a feeling of pride in Hadleigh.

3.4 | Local members meetings

The project team first met with local members early in the masterplanning process to help understand the concerns and issues of their constituents.

Many of the issues and concerns were the same as those evident in the first stage of engagement at the consultation shop, namely those relating to the impact of the A13, the quality of the environment, parking and the quality of the shops.

The second meeting was held to discuss the emerging proposals and gain approval for the public consultation on the draft Masterplan.

The third meeting was to present the results of the public consultation on the draft Masterplan and agree the next steps in finalising the Masterplan.

3.5 | Traders meeting

The project team held an initial evening meeting with local traders in October 2010 at the Salvation Army Hall on the High Street. The meeting offered the opportunity to understand the views and issues of local traders in Hadleigh, and, in particular, to discuss the possibility of reconfiguring London Road and the High Street following feedback in the consultation shop.

A number of issues were discussed including the current quality of local shops, licensing and parking. Feedback on the proposals to change the road in principle were largely positive, subject to more detailed information.

A subsequent meeting was held with local traders at the Consultation shop in January 2011 during the course of the consultation on the draft Masterplan (see below).

A presentation was given to the traders on the top ten ideas that formed the draft Masterplan, followed by a lively discussion with questions and answers. While traders had concerns with detailed arrangements such as deliveries, specific access/parking areas and loss of business during construction, the draft Masterplan was well received.

3.6 | School engagement

Hadleigh Primary School workshop

A successful workshop session was held with pupils from Hadleigh Junior School in the consultation shop in October 2010.

The pupils were split into groups and given four different exercises, which included highlighting the best and worst things about Hadleigh on photographs, drawing a plan of how they would like Hadleigh to be, creating a model of Hadleigh using building blocks and plasticine and finally writing down their one wish for Hadleigh.

The pupils offered a number of comments on the current state of Hadleigh and suggestions for the future, which included: new play areas, particularly skate parks; an improved environment, including cleaner pavements and new road crossings; and the need for more leisure facilities, such as youth centres, museum’s a swimming pool, bowling alley and cinema.

King John Secondary School workshop

A second successful workshop session was held in October with a range of pupils from King John Secondary School.

The pupils were split into groups and given three plan-based exercises. The exercises incorporated identifying the worst things about Hadleigh, the best things about Hadleigh and finally ‘what I would like to see in Hadleigh’.

The key issues identified by the pupils included:

- the poor quality of shops;
- the lack of leisure facilities and venues;
- the negative impact of the A13 and one-way system through Hadleigh town centre;
- the lack of public transport;
- and the number of vacant development sites in the town.

The pupils identified a range of improvements they would like to see in Hadleigh, which included:

- more diverse shops
- improved leisure facilities, particularly on the empty sites;
- improved public transport, ideally a train station and more frequent buses; and
- an improved environment, including new public space to sit and relax and host events.

3.7 | Draft Masterplan consultation

- Following the baseline analysis and the initial rounds of community consultation, a draft Masterplan for Hadleigh town centre was produced.
- The following ‘Top Ten Ideas’ (in no particular order) were identified as the ten most important proposals for Hadleigh town centre which responded to the key issues and opportunities identified in the previous masterplanning stages:
- #1 > **Morrisons** - a new supermarket for Hadleigh, integrated with the main shopping street to create a real anchor store;
 - #2 > **The A13** - two-way traffic on the High Street to create a new look local shopping street on London Road and space for a new town square;
 - #3 > **Town Square** - a great new space at the centre of Hadleigh for markets, public events and seasonal celebrations;
 - #4 > **Church Path** - a lively new lane for Hadleigh, making the most of the church;
 - #5 > **Brighter Shops** - a great mix of attractive local shops and businesses for Hadleigh;
 - #6 > **Fire Station and Library** - a potential new home for the library in the old Fire Station to create a cultural and creative hub for Hadleigh;

- #7 > **The Crown Pub** - restoring a family-friendly public house in the heart of the town;
 - #8 > **The Lanes** - town centre living which creates street frontage and new routes;
 - #9 > **Homestead** - attractive family housing close to the town centre; and
 - #10 **South Side** - options for longer-term key private-sector sites on the south side of the town centre.
- Further information on these top ten ideas can be found in the following chapters.
- The draft Masterplan, explained through these ‘Top Ten Ideas’, was consulted upon throughout an eight week consultation period from 4 December 2010 until 29 January 2011.
- The consultation incorporated a large engaging exhibition in the consultation shop. The shop also included an updated model of the town centre, which incorporated the proposed changes to the road layout and public realm and highlighted new buildings in blue to make it easier to understand.
- A simple, easy to fill in questionnaire was produced to understand people’s views on the ‘Top Ten Ideas’ and any other thoughts they may have to help the regeneration of Hadleigh Town Centre.

The draft Masterplan document and exhibition were also available to view on the project website, which also included an on-line version of the questionnaire.

The questionnaire highlighted the fact that some of the Top Ten Ideas are linked together and examples were given such as the new town square couldn’t be built until the road has been re-routed, and that new housing development would help pay for the improved public realm.

The questionnaire asked people to tick one box for each idea; the options included ‘really like’, ‘like’, ‘no opinion’, ‘dislike’ and ‘really dislike’. The following scoring system was used to help understand the results of the questionnaire:

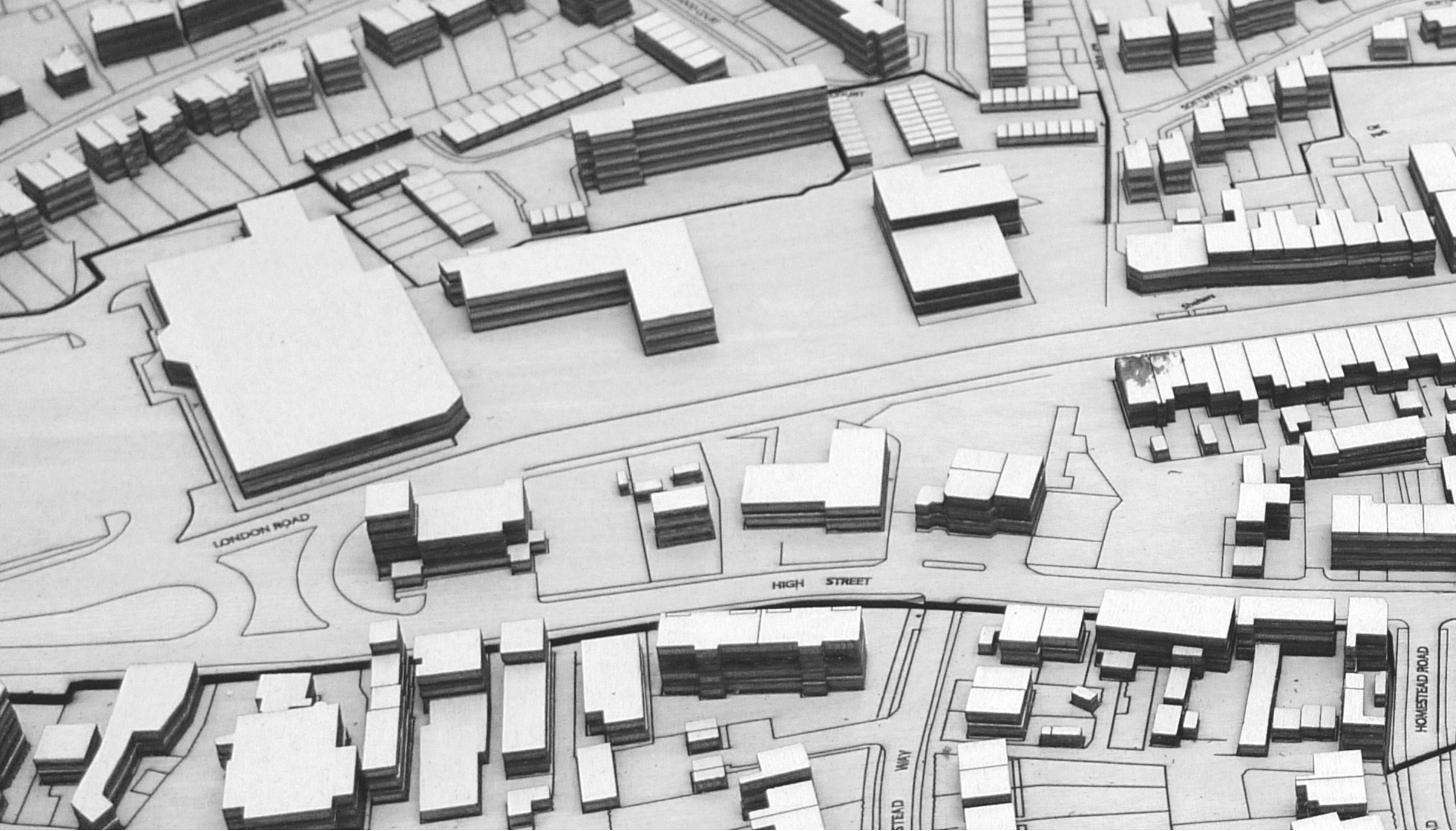
- Really like = +2
- Like = +1
- No opinion = 0
- Dislike = -1
- Really dislike = -2

The scores were added together to create an overall rating for each ‘Top Ten Idea’ and for all the ideas combined.

The average score across all the responses was 0.7, and therefore an overall positive response to the draft Masterplan. The main comments and response rating for each idea is included in Chapter 5. A copy of the questionnaire is included in Appendix A.



The questionnaire and model





> 4.0 | THE VISION FOR HADLEIGH

THE VISION - PUTTING THE HEART BACK INTO HADLEIGH

Hadleigh will be a great place to be, to live, to work and to enjoy.

It will strengthen its role as a district centre and enhance its tourism, leisure and recreation function, in connection with Hadleigh Castle, Hadleigh Country Park and the legacy of the 2012 Olympic Mountain Biking event.

A broader mix of activities and uses, including town centre housing, will take place within attractive new buildings and a high quality public realm incorporating a new town square at the heart of the town, reducing the impact of the A13 and improving the quality and safety of the environment, particularly for pedestrians and cyclists.

Key existing buildings will be enhanced, including the re-use of the Crown Public House and old Fire Station building, and the setting of the St James the Less Church and churchyard will be improved.

The town centre will support employment and enterprise in the local area, by providing new and improved retail units with potential office space above, and recognising the importance of the existing businesses along the eastern end of the town centre.

Hadleigh will offer a wider variety of uses throughout the day and develop an evening economy and cultural focus which appeals to local people from across all generations.

4.0 | THE VISION FOR HADLEIGH

Visioning is about the future of a place. The vision is an expression of what a place could be like in the future - it is the foundation of the masterplanning process. The vision should relate to the qualities of what is there already and focus on what everyone wants to see happen.

This chapter contains the vision for Hadleigh town centre and the themes to help deliver the vision. It contains the following sections:

4.1 > Introduction

4.2 > The vision

4.3 > The themes

4.1 | Introduction

- The aim is to put the heart back into Hadleigh - to make it a thriving successful district centre, benefiting from Hadleigh Castle and Country Park and the legacy of the 2012 Olympic mountain biking event.
- A thriving successful district centre should offer the following:
1. **Local convenience** - a comprehensive offer to meet the weekly needs of people living, working and visiting the area;
 2. **A high quality environment** - the streetscape, buildings, parking and access;
 3. **The right mix of shops and services** - this should include a relevant modern offer of shops, with banks and support services;
 4. **Special/specialist shopping** - independent shops/services such as the existing butchers/ greengrocer, cafés, gift shops, specialist food markets and seasonal activities;
 5. **An evening economy** - a family friendly evening economy of cafés and restaurants, which can extend day time visits to the area, particularly those visiting Hadleigh Castle and Country Park;

6. **Investment and partnership** - with both public and private funding and building a climate which supports investment by local businesses (e.g. investing in new shop fronts) and developing business networks to build confidence;
7. **Presentation and maintenance** - maintaining the quality of the environment, particularly open spaces and offering an attractive environment for people to stop when travelling through.

4.2 | The vision

- The vision for Hadleigh town centre is based on a thorough understanding of the town, a sense of local distinctiveness and its special character, and the feedback from community engagement and consultation.
- The vision for Hadleigh aims to:
- Be realistic and deliverable;
 - Tackle existing problems and address opportunities;
 - Offer a short,medium and long term perspective for the regeneration of the town centre; and
 - Enable Hadleigh to be excellent at what it is, rather than trying to turn it into something that isn't.
- The full vision is stated on the opposite page.



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Indicative aerial sketch looking north-west of how Hadleigh town centre could look in the future - specific projects to achieve this are explained in the next chapter

4.3 | The themes

The vision is supported by the following four themes contained within the vision and which draw out different elements of the overall approach to the regeneration of Hadleigh:

- a great place to live
- a great place to be
- a great place to work
- a great place to enjoy

The themes address the strategy towards the public realm and buildings in the town, the way in which town centre retail and leisure should be developed and the importance of housing and employment as components of a lively town centre.

a great place to live

Housing // community infrastructure // amenities // essentials

Hadleigh needs to provide a mix of housing to suit local needs. This should be supported by community infrastructure including schools, healthcare, library and provision for younger people. The town centre should offer a range of shops and services which can provide what people need on a weekly basis so that residents don't have to travel to other centres.

We want Hadleigh and its town centre to meet the needs of the local area. This helps to build a sustainable and healthy community and means that people don't have to travel far for the regular shopping or services they need. This reduces unnecessary car travel, boosts the local economy and increases walking and cycling in the town centre.

The range of food shopping in the town centre is important, with Morrisons, Lidl and Iceland providing choice and enabling people to come to Hadleigh or stay in Hadleigh to do their weekly shop. This brings people into the town centre, maintaining vitality and providing footfall for local businesses. We want the core town centre area to feel compact and walkable – developing the new Morrisons store closer to the existing shops and providing a main entrance onto the shopping street will really help to bring everything closer together.

Hadleigh also provides a wide range of other uses which people need on a regular basis, including banks, post office, pharmacies, opticians and more. These help to make Hadleigh a useful service centre and should continue to be located in the central part of the town.

The Council's emerging planning policy indicates that a new Primary Healthcare Centre should be provided in the Hadleigh area by 2016. A sustainable approach would be to locate this in the town centre, close to shops and other

services and accessible by public transport. A possible location for this would be the site covered in Project #8 The Lanes (see next Chapter) of this Masterplan, the area between the Crown Pub and the old Fire Station building.

There is also a need for improved provision for younger people in the town centre. The Salvation Army are hoping to open a new youth facility in their building on London Road. In addition, the new Town Square (Project #3) could incorporate playful elements which make it a fun space for younger children, and youth facilities could be provided as part of the longer term future for the old Fire Station building in Project #6.

New housing is a key part of the vision for Hadleigh town centre. There are a number of sites which have been identified as suitable for development. There are several sites in the town centre which are undeveloped and so don't contribute to creating attractive, safe streets. New development would provide a much better framework for the key streets and spaces.

Building new homes on town centre sites means that we can better protect green spaces and greenbelt land around the edges of the town. There is also a demand for a mix of housing including smaller flats – these are much better suited to busy town-centre locations than family housing. Crucially, the proceeds from the housing projects are really important to help pay for public realm improvements in the town centre. Without these contributions, it is unlikely that the major public realm projects will be able to proceed.

a great place to be

Public realm // landscape // buildings // movement // parking

We want Hadleigh to be a really attractive town centre. We have a number of important and attractive buildings - these need to be protected and enhanced and the weaker buildings and areas improved.

We want to improve the streets and spaces – improving safety and making the town attractive, easy to get to and move through, particularly for pedestrians and cyclists. We know that parking is important for local businesses and our ideas make sure that we include on-street parking and don't lose any parking spaces overall.

For Hadleigh to be a successful and thriving town it needs to have an attractive environment. This is crucial to the way the people perceive the town and is a significant factor when people make choices about where to shop, relax or invest in business.

The first element of this begins with the public realm - all the space between the buildings. The streets need to be attractive, well-maintained and safe, particularly for pedestrians and cyclists. The proposals for the central shopping area will create an attractive new environment which is better suited to pedestrians, while also including local traffic and parking. New proposals for north-south routes through the island site will help to link together London Road and the High Street to reduce the separation which has been created by the one-way gyratory system.

Hadleigh needs to provide convenient parking in good locations which suits the various needs of people visiting the town centre. This should include short-stay on street parking in the centre of town, medium-stay parking in the enlarged Morrisons car park and medium-stay/long-stay parking at Rectory Road car park. In addition, subject to further traffic modelling and viability work, there could be the possibility of longer stay parking on the edge of the town for people who wish to park all day for work. London Road could be reconfigured between the town centre and Victoria House roundabout to incorporate new areas of long stay parking on street. Detailed proposals for modifying the

road network and creating a more attractive central shopping area are proposed in the next chapter. They provide the framework for significant change which will address the current impact of the road network on the shops and spaces. As part of this, extensive tree planting is proposed, creating streets which are greener and more attractive. This is also an important long term strategy for providing more shade in summer to mitigate the effects of climate change and reduce the town's energy consumption.

Hadleigh has a number of attractive buildings, the most significant of which is the Grade I listed St James the Less Church. The churchyard also provides an important visual amenity to the town centre, creating a welcome green space and providing significant tree cover. It will have increased prominence with the proposed town square and Church Path projects (see the next chapter) and elements such as lighting within the canopies of the trees could help to enhance the local character of Hadleigh and provide a really attractive sparkle to the town centre.

Shop fronts are a very important element in creating an attractive environment. The next chapter includes a project to improve shop fronts and general appearance of buildings. Attractive and well-maintained frontages, combined with appealing window displays are a major factor in making Hadleigh an attractive place that people will want to continue visiting.

a great place to work

employment // enterprise // skills

Hadleigh town centre should support existing local business and provide opportunities for new enterprise.

We will particularly encourage the growth of the business cluster in the eastern side of town along the London Road corridor – this provides important jobs and also helps to support the town centre.

To ensure that Hadleigh is a sustainable town it needs a balanced mix of uses, including employment. The eastern side of the town centre, particularly along the London Road frontage, is an important area for local business and includes a wide range from car sales and plant hire through to printers, solicitors and enterprise space for rent.

Alongside this there are a number of other businesses in the centre of Hadleigh, with some on the old High Street in former shop units and some along with London Road west of the parish church, either in shop units or on the upper floors. Some other larger businesses such as R J Hill building contractors are also located close to the town centre but away from the main road.

The Masterplan supports employment and enterprise in the local area – it provides valuable local jobs but it also helps to support the town centre by increasing activity and footfall during the day and supporting shops and cafes. Small businesses which can operate within shop units or offices above shops integrate well with the town centre and can take advantage of underutilised space at low rents. Larger businesses, such as plant hire, car sales etc are not considered compatible with the core town centre. However, the cluster of larger uses along the London Road is considered complementary to the town centre as it provides space in a visible location with high levels of passing traffic and is outside our suggested core shopping area.

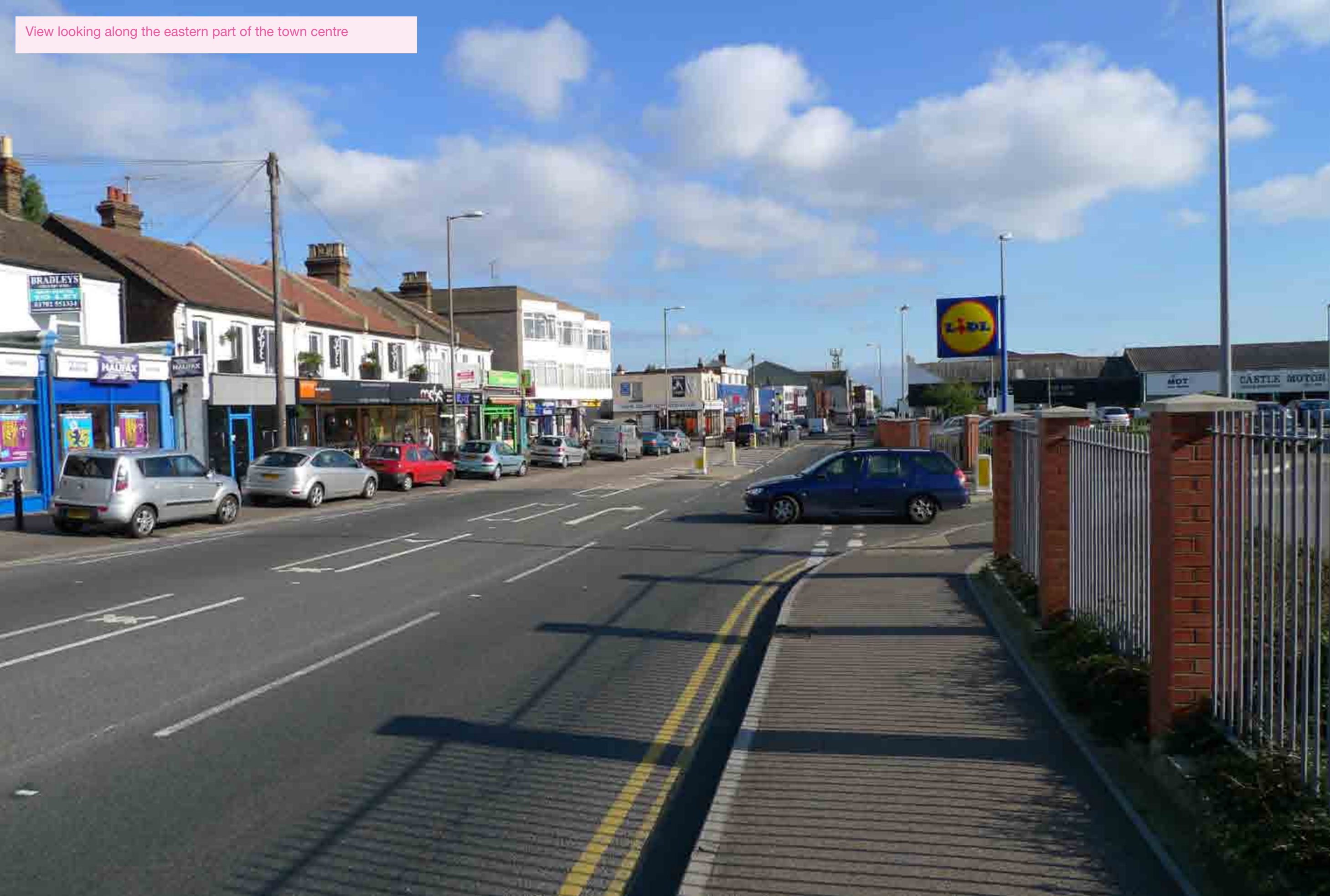
To ensure that Hadleigh continues to be a good location for business and enterprise, the Masterplan is keen to ensure that appropriate local support and infrastructure is in place.

Current services in Hadleigh town centre, such as banks, post office and good internet connections, are important to the day-to-day functioning of many businesses. Good transport infrastructure is important to business operation, while at a less tangible level, having a range of good quality small shops and cafes can also help to make Hadleigh more attractive as a business location as these add to the quality of daily life.

The public realm improvements proposed, and particularly the creation of a new town square are designed to give Hadleigh a more distinct identity. This is helpful to build greater recognition of the place and to reinforce the sense of a wider community of shops and businesses.

Furthermore, the schools and colleges in the area have an important role to play in providing a local population with the skills and enterprise to work in the local businesses or to start their own. Both SEEVIC and King John School are physically remote from the town centre, so future opportunities should be considered for enhancing their presence in the centre of town and forging links with local business.

View looking along the eastern part of the town centre



a great place to enjoy

Experience // evening economy // community // social // leisure

We want Hadleigh to be a great place to visit – a vibrant town centre with a lovely central square. We want to improve the range of restaurants and evening activities. Projects like Church Path (see next Chapter) will help this to happen as well as supporting one of our best existing restaurants. We also want to make the most of the long-term potential of the Country Park and the legacy of the Olympic event to draw people into the area.

As well as providing essential shops and services, we also want Hadleigh town centre to be a place which offers a range of leisure and social activities. The centre of Hadleigh should be a great place for people of all ages to meet friends, relax and enjoy spending their time. To achieve this there are a number of key interventions which the Masterplan aims to do.

Firstly, there needs to be an attractive range of cafés and restaurants in the centre of town; while there are already a small handful of quality places to go, this sector is under-represented. Project #4 (see next chapter) to create a new lane alongside the church will provide opportunities for new cafés and restaurants away from the main road and overlooking the churchyard.

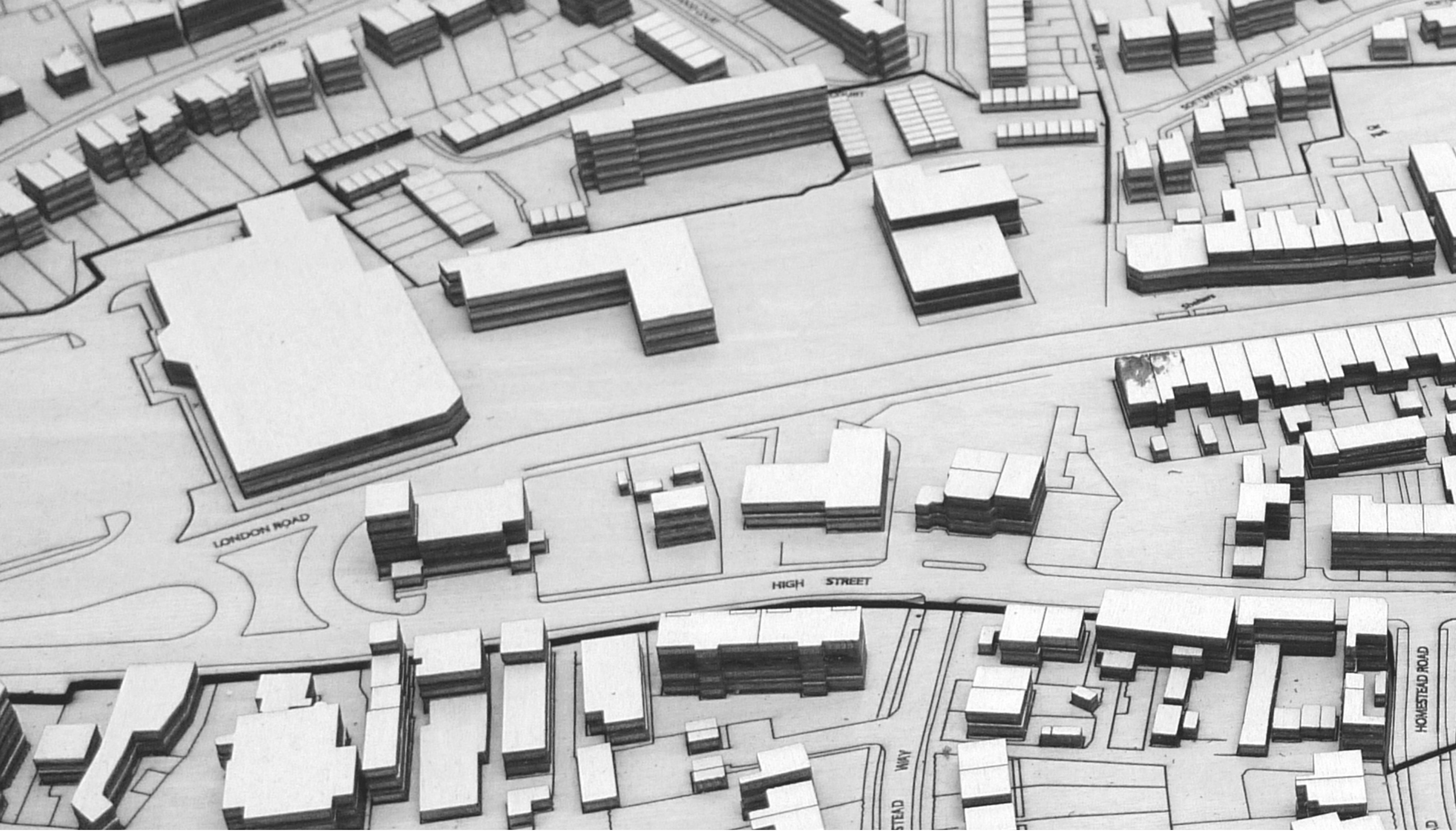
It is suggested that a flexible approach should be taken to the licensing and opening hours to promote an entrepreneurial approach with an emphasis on family-friendly venues. Public consultation also identified a strong desire to see the Crown Pub re-open as a family-friendly pub/restaurant and this has been identified as one of the top ten projects in the Masterplan.

Shopping is an increasing leisure activity rather than just a necessity. Special shops such as good butchers, bakers or florists encourage people to make trips into the town centre and can bring people into the centre from quite a wide area. There are already some excellent shops, cafés and restaurants in the town centre showing how this can work well, and the range of smaller traditional shop units available in the town centre is ideal for this kind of business.

Hadleigh should continue to support and develop a range of community and cultural activities. Buildings like the John Burrows Centre and the local schools and churches provide a number of venues for this. The old Fire Station building has been acquired for community and cultural uses, partly associated with the Olympic activities. While the first element of funding will cease in March 2013, it is hoped that the building can remain in public/community use beyond this. One project to achieve this is to re-house the library in an extended Fire Station to provide a sustainable future for the building and support ongoing community and cultural uses on the upper levels.

The consultation identified a strong desire for a cinema and other larger format leisure uses such as ten pin bowling. While research suggests that this is likely to be hard to deliver we are keen to keep options open for a cinema and other leisure. In the long term the sites on the south side of the new square including the existing Lidl site could provide a local cinema as part of a more comprehensive redevelopment. Any leisure development on central sites such as these should be in a town centre format fronting the street and should utilise existing parking provided in the town centre, particularly Morrisons parking in the evenings.

The Olympic mountain biking event in 2012 will underline the importance of Hadleigh Country Park as a significant local leisure destination. Improvements to accessibility and visitor facilities should reflect that fact that visitor numbers are expected to grow with a wide range of people using the park, and visiting Hadleigh Castle. Improved routes and connections to the town centre are important to ensure that visitors can make use of local shops and services, particularly in the evening.





> 5.0 | HADLEIGH MASTERPLAN: THE TOP TEN PROJECTS



The Masterplan showing the Top Ten Projects

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5.0 | HADLEIGH MASTERPLAN: THE TOP TEN PROJECTS

During the design stage, the project team has developed the emerging Masterplan through analysis, consultation, testing and refinement.

Determining the most appropriate way forward for Masterplan has required making a balanced judgement across a range of social, economic and environmental issues, and needs input from different perspectives.

This chapter contains the Masterplan for Hadleigh town centre which incorporate the top ten projects. It contains the following sections:

5.1 > The Masterplan

5.2 > The Top Ten Projects

5.1 | The Masterplan

Good urban design is essential to deliver places which are genuinely sustainable: places that create social, environmental and economic value. Good urban design can create places where people want to live, work and visit.

The Castle Point Regeneration Partnership is committed to securing high quality urban design in Hadleigh town centre, to enhance and improve the existing character of the town and create a well designed, sustainable mixed-use environment. The Masterplan (shown opposite) has been produced to show how this could be achieved and how Hadleigh may look in the future.

The Masterplan reintroduces two way traffic along the High Street and changes the northern arm of London Road into a more pedestrian friendly local street with new on-street parking to help support local shops. The changes support an enhanced pedestrian and cycle environment which is likely to support greater use of these modes locally and reduce local car use.

A new Morrisons store is located on the former Lookers site, better integrated with the existing core shopping area of the town centre, encouraging linked trips to the town centre and helping support local shops.

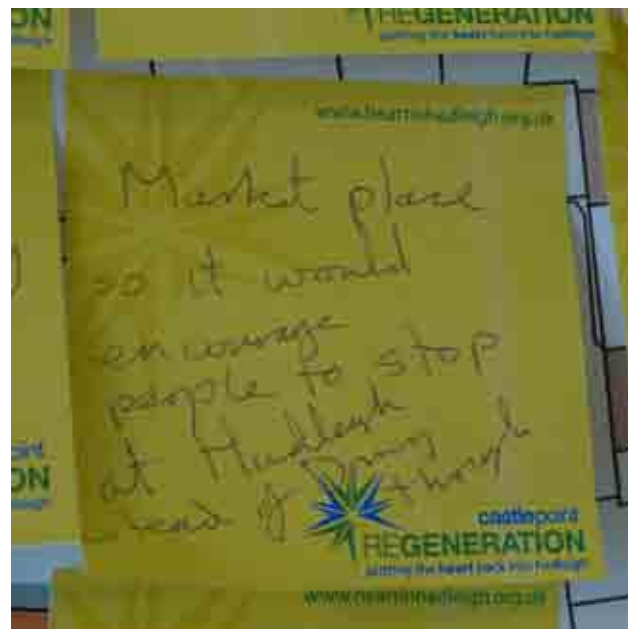
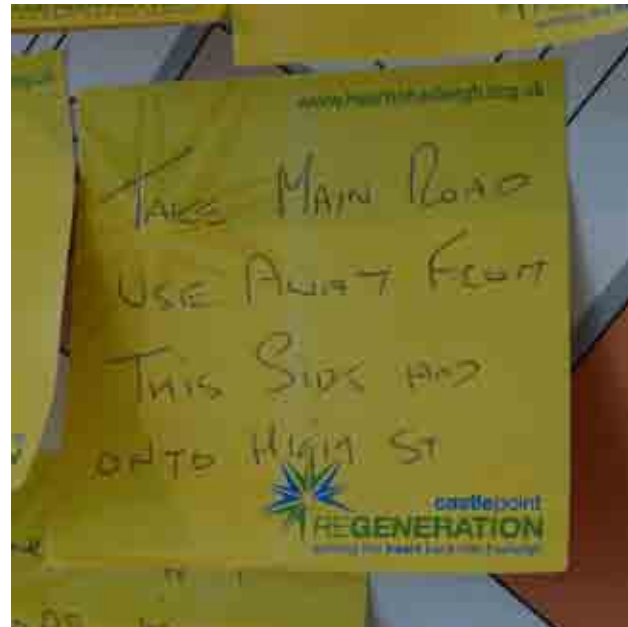
The old Fire Station building and Crown public house building have been reused, enhancing local character and helping the regeneration of the island site, which incorporates new housing and pedestrian routes to help move through the area. The amalgamation of a set of community uses and amenities in one hub in the Fire Station building should support their success and ongoing viability

A new town square has been created in the core shopping area of the town centre, helping to create a focal point for the town, give pedestrians a feeling of greater priority and offering opportunities for community interaction and celebration. New tree planting in the town centre helps the town's biodiversity and supports a comfortable pedestrian environment in the face of climate change, while helping to extract air pollution and creating a more attractive environment.

The development of a new path adjacent to the Church with ancillary development offers the chance to create an attractive pedestrian route and more connected town centre while creating new business premises will support the creation of jobs and economic activity in the town centre.

Attractive new family housing is located at Homestead to help ease housing need, support the vibrancy of the town and contribute to the cost of the public realm works. The parking provision is relocated elsewhere within the town centre, including on-street and in the larger car park proposed at Morrisons.

These proposals are discussed in more detail as specific 'Top Ten Projects' in the following section.



Consultation post it notes

Project #1 > Morrisons

A new supermarket for Hadleigh, integrated with the main shopping street to create a real anchor store.



Project #2 > The A13

Two-way traffic on the High Street to create a new look shopping street on London Road and space for a new town square.



Project #3 > Town Square

A great new space at the centre of Hadleigh for markets, public events and seasonal celebrations.



Project #4 > Church Path

A lively new lane for Hadleigh, making the most of the historic listed Church and improving the pedestrian route to Rectory Road car park.



Project #5 > Brighter shops

A great mix of attractive shops and businesses to make Hadleigh an attractive place to shop and relax.



Project #6 > Fire Station and Library

The old Fire Station building to be used as a cultural community hub, potentially including the library.



Project #7 > The Crown Jewel Pub

Restoring a family-friendly public house in the heart of the town.



Project #8 > The Lanes

Town centre living which creates street frontage and new routes.



Project #9 > Homestead

Attractive family housing close to the town centre.



Project #10 > South Side

Options for longer-term key private-sector sites on the south side of the town centre.



The Top Ten Projects in the Hadleigh Masterplan

5.2 | The Top Ten Projects

The Masterplan is the culmination of ten specific projects for the regeneration of Hadleigh town centre, which are shown on the opposite plan.

The draft Masterplan and Top Ten Projects were consulted upon in December 2010 - January 2011 (see Chapter 3 for more information). The scores from the questionnaires were added together to create an overall rating for each 'Top Ten Idea' and for all the ideas combined. The rating for each project is included on the page discussing each project.

The average score across all the responses was 0.7. The overall strong support, therefore, suggested minimal change was required to the final Masterplan. The changes that have been made to respond to the consultation responses are as follows:

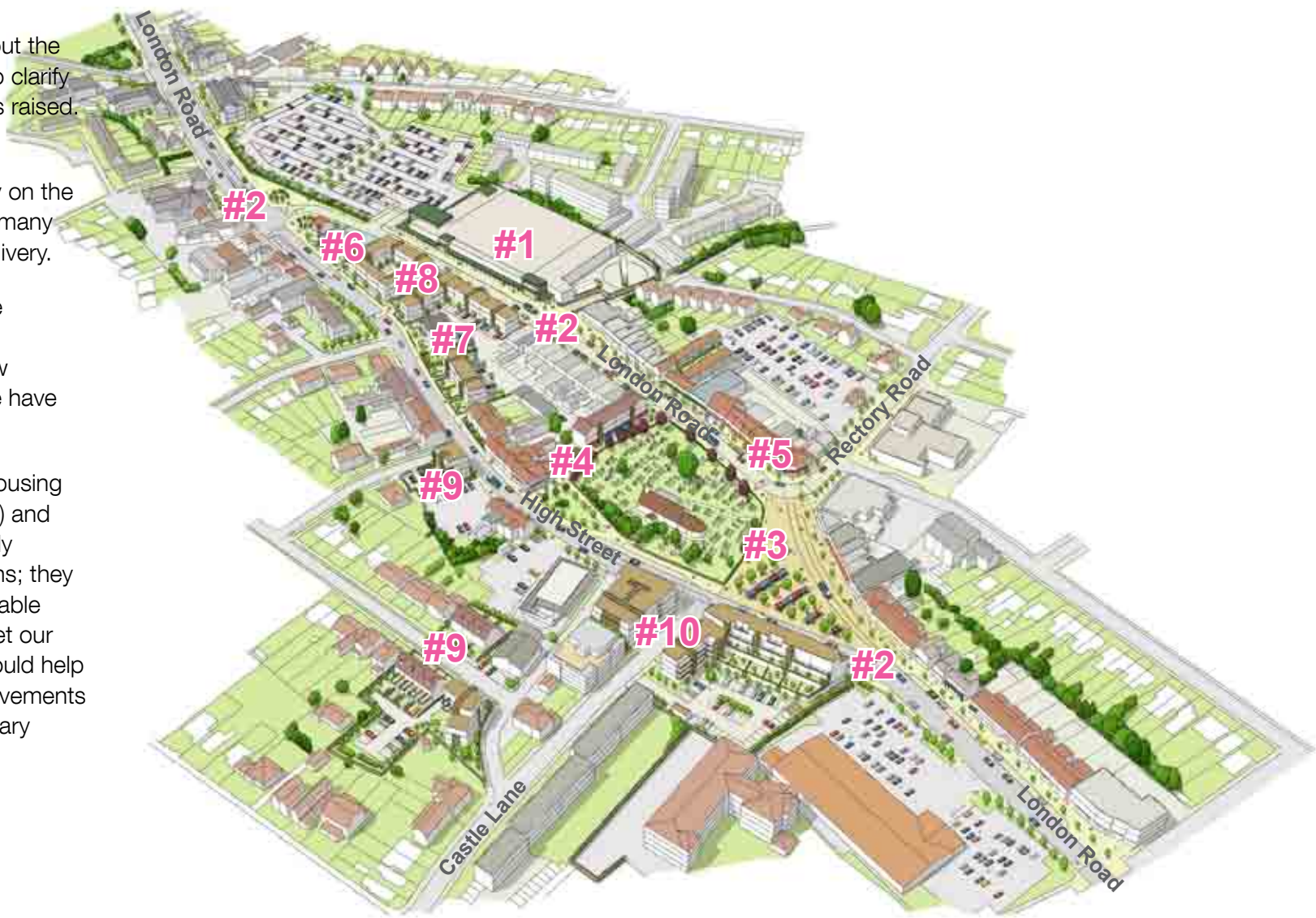
1. The removal of a through route for traffic from Homestead Gardens to Castle Lane, as part of the redevelopment of the Endway car park site (Project #9);
2. The removal of the bandstand in the town square (Project #5) and the introduction of a market to show one possible use for this new space;
3. An improved environment along the pedestrian route from Rectory Road car park to London Road thereby extending the north-south link with Church Path (Project #4);

4. Changes to the new Morrisons store (Project #1) to reflect the scheme with planning permission; and
5. Minor text changes throughout the final Masterplan document to clarify particular issues or questions raised.

The Castle Point Regeneration Partnership places a high priority on the delivery of these projects and in many cases has a key hand in their delivery.

Many of the Top Ten Projects are linked together. For example, we wouldn't be able to build the new town square (Project #3) until we have re-routed the road (Project #2).

Other projects, particularly the housing shown for The Lanes (Project #8) and Homestead (Project #9), are really important for a number of reasons; they would help us to provide sustainable homes in the town centre to meet our local housing needs and they would help to pay for the public realm improvements and projects like moving the Library into the Fire Station (Project #6).



The location of the Top Ten Projects in the town centre

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Current aerial photograph of Morrisons and the surrounding area

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Masterplan showing Project #1 Morrisons

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #1> MORRISONS

> A new supermarket for Hadleigh, integrated with the main shopping street to create a real anchor store for Hadleigh

Introduction

Morrisons is a key component of Hadleigh town centre. It is important that we have a good food store which means that people can do their regular shopping in Hadleigh rather than travelling to other towns as this will help to support the rest of the town centre.

The Project

The draft Masterplan incorporated a new Morrisons store on the former Lookers site and additional parking where the current store currently stands and the service yard at the western end of the building.

Morrisons planning application

Since the consultation on the draft Masterplan, planning permission for a new 5147m² food store with cafe and customer facilities has been granted by Castle Point Borough Council (application CPT/511/10/FUL).

The Masterplan now shows the Morrisons scheme which has planning permission and is currently being built. The only difference is the access to and from London Road/ A13 - the Masterplan incorporates changes

to the road layout and a new western junction (see Project #2). As such, the Masterplan shows a new access to the Morrisons store, located to the east of the current access.

The new store will provide an overall increase in convenience goods sales floorspace of 793m² and overall increase in comparison goods sales floorspace of 195m². The southern façade onto London Road has been divided into smaller sections, with a large glazed screen in each section at lower level allowing views through the store and creating a good relationship between the store and the street.

The Morrisons car park is by far the largest area of parking in the town centre and is currently used informally for general town centre car parking. As part of the planning permission the number of parking spaces provided on the site will increase from 236 to 373, an increase of 137 spaces. The car park will be a shared car park, so although a Morrisons foodstore car park, it will be available to the general public and other town centre users.

Implementation

The new Morrisons store will be developed by the supermarket, working closely with the Council to discharge planning conditions. It is planned that the new store will be built before the 2012 Olympic mountain bike competition starts in July 2012. The project will provide a significant contribution to the delivery of new public road and road layout in Hadleigh, in accordance with the Masterplan other top ten projects, and will kick start the regeneration of Hadleigh town centre.

Consultation feedback

Public consultation on the Morrisons top ten idea revealed strong overall support for a new store on the former Lookers site so that is adjoins the existing shopping area.

While concerns were raised with regard to the impact of a larger store on smaller shops and parking and access arrangements, the idea received a positive overall score of 1.



Indicative sketch of Project #1 Morrisons



Photomontage showing the potential impact of the new road layout in the main shopping area along London Road. Parking and tree planting can be incorporated alongside wider pavements to create a much more attractive environment. This image also shows the northern end of the proposal for a new Church Path (see Project #4) and shop front improvements to existing shops (see Project #5).

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #2 > THE A13

> Two-way traffic on the High Street to create a new look shopping street on London Road and space for a new town square

Introduction

A key issue facing Hadleigh today is the impact that traffic has on the town centre environment. The A13 is an important link through South Essex and provides excellent connectivity from Hadleigh towards London in the west and Southend in the east. However, the road's current configuration through the town – a one-way gyratory along London Road and High Street – complicates vehicle movements, encourages speeding and acts as a significant barrier for pedestrians and cyclists - in effect strangling the life out of the centre of Hadleigh.

Most of the A13 is a single carriageway road with the exception of the part through Hadleigh town centre. Reverting to a single carriageway road will have a limited impact on the flow of through-traffic but will significantly improve the quality of the town centre for local people.

The Project

To address this issue a plan has been designed to put two-way traffic on the High Street (the southern arm of the gyratory) and making London Road (the northern arm) a two-way route for local access and buses only. This will enable the area to be redesigned with dramatically improved public realm.

Preliminary traffic modelling exercises have been carried out to test the proposed changes. This confirms that the approach will provide sufficient traffic capacity, that there is sufficient width along the High Street and that the junctions can be reconfigured to accommodate the turning movements needed. Additional traffic modelling is currently being undertaken to understand how the approach can be designed to reduce the impact of rat running through the area.

In addition to converting London Road and High Street to two-way traffic flow, key interventions are proposed at either end of the town; at the western end in front of the Fire Station, a more compact signalised junction will be created to direct through-traffic towards High Street and to accommodate pedestrian crossing facilities. This will form the main entrance into the new shopping area and will provide access to Morrisons, on-street car parking and Rectory Road car park.

At the eastern end of the island site, in front of the Church of St James the Less, a shared space will be created, providing an area of pedestrian priority, but allowing one-way access for servicing vehicles and buses to connect through from London Road to the A13 eastbound.

The western part of the London Road from the junction with Chapel Lane to the Victoria House Corner Roundabout could be reduced to a single lane of traffic each way. The reduced width devoted to traffic will provide space for an avenue of trees on each side of the road with parking underneath, providing long-stay parking for residents, shoppers and visitors.

The modelling work has also identified a number of areas along the High Street where localised road widening could be incorporated to allow for right-turn lanes into side streets like Castle Lane and Homestead Road. The scheme should also review the available width of the public space to ensure that pavements are as wide as possible.

As well as improving the environment for pedestrians, the changes to the road network are also aimed at improving the town centre for cyclists. The new treatment for the main shopping street along London Road provides an excellent quieter street for cyclists. Facilities such as cycle stands could be provided at key locations throughout the town centre.

Reflecting the legacy of the Olympic mountain biking competition in 2012, cycle links from Hadleigh Country Park into the town centre should also be improved, including signage, priority boxes at key junctions and potentially a designated lane from the Chapel Lane Junction which provides a safe connection to the main shopping area.

Implementation

The works proposed here represent a significant cost which will be met from a number of sources. These include Section 106 contributions from major development schemes in the town, including a significant amount from Morrisons; proceeds from the sale of some town centre sites owned by the public sector; possible budget allocations with Essex County Council and Castle Point Borough Council; and potential grant funding.

The presence of the Olympic event in 2012 means that it will not be possible to undertake any significant remodelling of the public realm prior to late 2012. It is also likely that it will take some time to draw together the funding.

However, there is a clear commitment to undertake this project at the earliest reasonable opportunity as it represents a key element of the improvements which will revitalise Hadleigh.

Consultation feedback

Public consultation on the A13 top ten idea revealed overall support for the project.

While concerns were raised with regard to increased congestion and the width of the High Street, initial traffic modelling has shown that the approach will provide sufficient traffic capacity and that there is sufficient width along the High Street. Further traffic modelling is currently underway to understand how the roads can be designed to reduce the impact of rat running through the area.

The idea received a positive overall score of 0.25.



1. Dual carriageway through route from Victoria House Corner to the eastern end of the island in the town centre
2. Access into Morrisons from the west only creates a convoluted approach
3. Gyratory loop - allows access into Chapel Lane and to Hadleigh Country Park
4. Gyratory loop to provide access to properties north of the town centre
5. Access to Rectory Road car park from the east-bound direction only
6. Gyratory loop to provide access to properties south of the town centre
7. Single carriageway road

Diagram showing the existing road network in Hadleigh town centre



1. Redesign as single carriageway incorporating new tree avenue and on-street parking
2. New right turn facility from the A13 into Chapel Lane to provide good access to the Country Park
3. New traffic light controlled T-junction including pedestrian crossings
4. New Morrisons car park access, allowing easy access for both east and west-bound traffic and allowing access back onto the A13 without the need to use New Road
5. Pedestrian link created through new development
6. Single carriageway through-traffic on the southern arm of the old gyratory system
7. Pedestrian friendly shopping street, providing access for local traffic and including on-street parking
8. Church Path project provides new pedestrian link
9. Access to the Rectory Road car park from the town centre retained
10. New square, incorporating bus and service access route

Diagram showing the road network in the Masterplan



Photomontage showing the potential impact of the new road layout on the old High Street, including the impact of two-way traffic. This image also shows the southern side of the proposed development between the Fire Station and the Crown Pub (see Project #8) and the re-opening of the Crown Pub (see Project #7).





Aerial photograph showing the location for the new town square

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The Masterplan showing the new Town Square, with a street market and the bus service access route

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #3 > TOWN SQUARE

> A great new space at the centre of Hadleigh for markets, public events and seasonal celebrations

Introduction

During the initial community consultation at the shop, there was strong support for a new central public space in Hadleigh which could be used for public functions.

As part of the proposal to remodel the road network in Hadleigh town centre, the scheme offers an excellent opportunity to create a new public space. This would be in the heart of the town centre, east of the Church and would create a new space for a range of civic and public activities.

The Project

The square will be a significant size - comparable with other Essex market towns. Opportunities should be sought to gather together the various strands of public life in the square. This could include elements such as hosting a weekly market or the Hadleigh Farmers market in the space to give it a higher public profile and using the space for seasonal activities such as the Christmas tree, temporary ice-rink and Christmas Market.

The square will have a shared-surface route across the northern side. This will provide service access for the shops and banks fronting the space and will also provide a route for east-bound buses which will run through the newly remodelled shopping area. Controls will be in place to ensure that this route cannot be used by general traffic, although the facility could remain for it to be used as an emergency route or as a diversion for general traffic in the event of an accident blocking the main A13.

The square should incorporate features which make it attractive to people of all ages. While elements such as ‘off-the-peg’ play equipment should be avoided, designs for seating and other street furniture could incorporate playful elements which make it a fun space for younger children. Some of the seating could incorporate robust edge details so that it can be used by skateboarders without suffering damage. The square should be equipped with pop-up power sources to support activities and market stalls as well as seasonal lighting.

A proportion of the seating should feature surfaces such as wood rather than stone or metal which can be cold to the touch and should feature backs to make them more comfortable for older people.

The trees around the churchyard could be fitted with lights in the canopies. This will add to the character of the town centre and will add a welcoming and festive feeling in the winter months.

Implementation

The key public realm element of this project will be carried out as part of project #2. Other elements, such as the detail of seating options, and lighting could be led by Essex County Council with the engagement of key stakeholders including the parish church and local businesses.

Consultation feedback

Public consultation on the Town Square top ten idea revealed strong overall support.

While a small number of concerns were raised with regard to the loss of grass and flowerbeds and some preference for alternative sites, the idea received a positive overall score of 1.



Indicative sketch of the new Town Square

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Indicative sketch of the new Town Square, looking west towards the St. James The Less Church

The indicative sketch of the new Town Square incorporates the following:

A - new development at South Side, helping to provide natural surveillance and a good definition to the new space (Project #10);

B - two-way traffic along the High Street A13 (Project #2)

C - New tree planting to help make the town centre more attractive and mitigate the impact of climate change

D - New Town Square

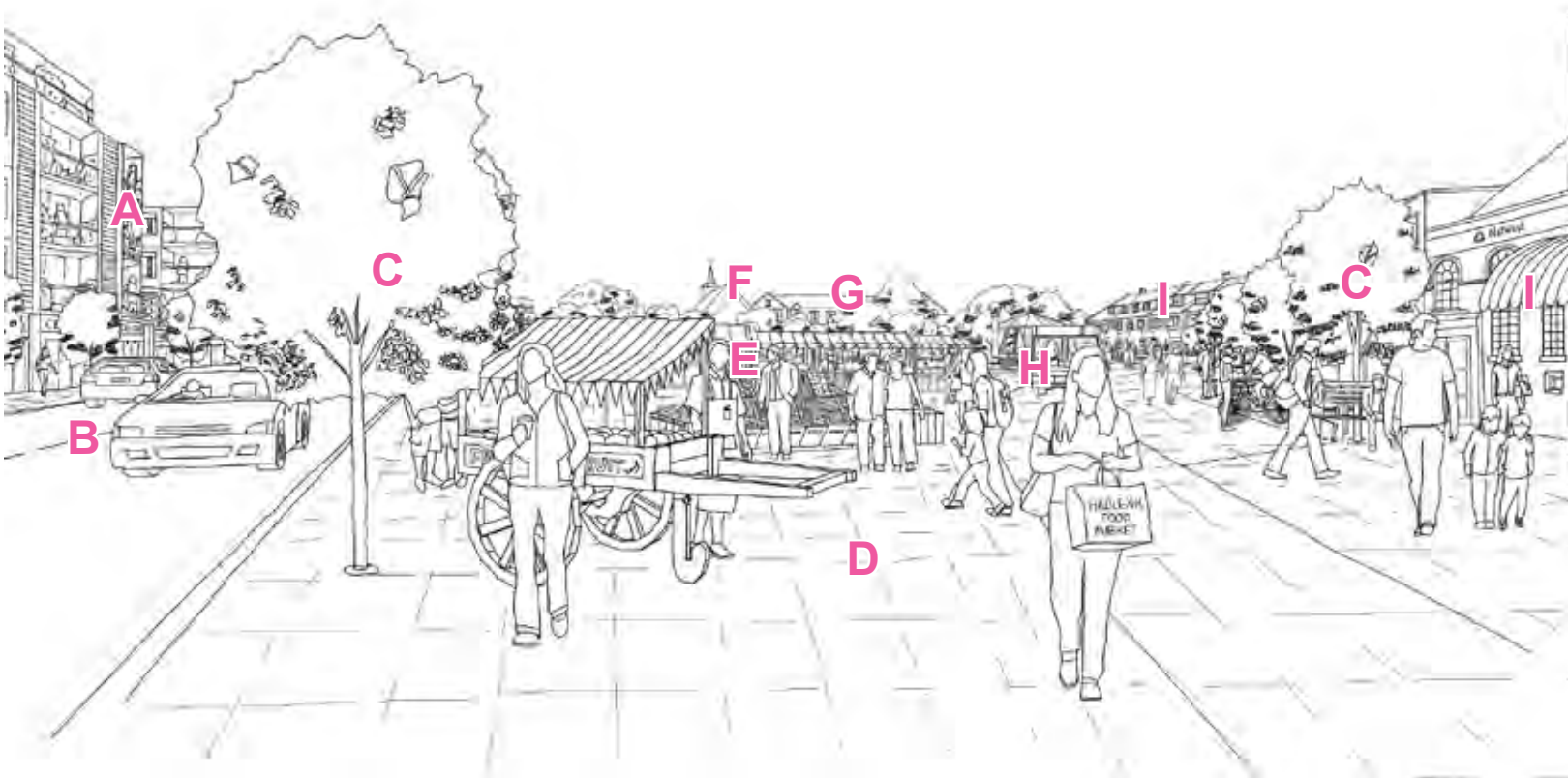
E - Street market

F - St James the Less Church

G - Church Path development (Project #4)

H - Bus route

I - Improved buildings and shop fronts (Project #5)



Location of the indicative sketch view



Indicative aerial sketch of the Church Path project and improved pedestrian route to Rectory Road car park

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Top - The existing Ancora Restaurant showing the single storey building on the eastern side which would need to be removed to facilitate the new lane



Bottom - the car sales site on the northern side of the island which provides the main development opportunity and connects the lane to London Road

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #4 > CHURCH PATH

> A lively new lane for Hadleigh, making the most of the historic listed Church and improving the pedestrian route to Rectory Road car park

One of the key issues identified during the baseline analysis was the poor connectivity north-south in the town centre, particularly due to the island between London Road and the High Street. During the initial community consultation, there was a desire to remove car dealers from the town centre to help improve the quality of the environment.

The Project

The Church Path proposal creates a new north-south route through the island site and linking with the pedestrian route to Rectory Road car park. The new lane through the island site will be on land immediately adjoining the churchyard, which will retain a defined barrier to respect the character of the space.

It will provide a location for a number of new commercial units which would be suitable for small boutique shops or café/restaurant uses – these would also be able to take advantage of the location away from the traffic to provide an excellent outdoor seating location looking over the churchyard. An

additional two storeys of new flats could be built above the commercial units to help define the route and provide an attractive backdrop

Three existing premises will be affected by this project. Firstly, the car sales lot on the northern side of the island site provides the location for the majority of new development, providing approximately four new retail units with two floors of residential accommodation above. Secondly, The Ancora restaurant will be provided with the opportunity to create a new shop frontage onto the lane with the opportunity of outdoor seating. The lane will also offer the Ancora the potential to open up use of the garden, extend the restaurant using a conservatory, or develop a new unit for use by another business. Finally, the business in the existing small single storey shop unit alongside the Ancora Restaurant would need to be relocated to enable this project to happen.

Parking provision for the new dwellings will need to be provided within the island site and negotiated with the owners of existing properties.

The existing pedestrian route linking London Road and Rectory Road car park will be improved, helping to create a new and improved north south link all the way from the car park to the High Street. The current land and buildings along this route could be redeveloped to help provide a wider route, well overlooked and fronted by new commercial development with some flats above, up to a maximum of three storeys.

Implementation

The part of the project in the island site is most likely to be undertaken by private developer and the landlord and operator of the Ancora restaurant. The Church should also be a major consultee to the project.

The part of the project along the pedestrian route from London Road to Rectory Road car park is likely to be undertaken by the landowners either side of the route, or by one private developer.

It is considered that both elements of this project could proceed at any time as it is not contingent on any other schemes or public realm works. It is hoped that it could be one of the earliest projects to be implemented.

Consultation feedback

Public consultation on the Church Path revealed strong overall support.

While a small number of concerns were raised with regard to attracting anti-social behaviour and vandalism, some comments stated it helps make the Church the focus of the town, and the idea received a positive overall score of 1.1.

Some comments were raised with regard to improving the pedestrian link from London Road to Rectory Road car park by increasing its width and fronting new buildings onto the route, and helping to link with Church Path. This is considered to be beneficial to the town, particularly considering the popularity of Rectory Road car park, and has therefore been included in the final Masterplan and the Church path project.



Examples such as Maison Noir show the benefit of attractive shop fronts, quality displays and outdoor seating and traditional style awnings



The 1920s terrace north of the church is an excellent opportunity for a group refurbishment scheme. Re-establishing a more uniform scale and design of shop front and restoring the awnings would make the most of this attractive group of buildings

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #5 > BRIGHTER SHOPS

> A great mix of attractive shops and businesses to make Hadleigh an attractive place to shop and relax

Introduction

Hadleigh needs to sustain a mix of shops if it is to thrive as a centre and serve the local population well. While larger stores such as Morrisons are an essential practical component for any town, the smaller shops, cafes and business really define the character of the town centre. A good mix of attractive shops and services makes a town centre a more attractive option, encouraging people to do more than routine shopping and to spend time in the town meeting friends and relaxing.

The Project

There are a number of areas in the town centre where the streetscene could be enhanced through improving shopfronts. The replacement of poor quality shopfronts, such as those with internally illuminated box signage, overly large fascias or projecting signs or those which do not respect the scale of the building they front, is encouraged and supported. There is significant opportunity to add greater coherence to the streetscape by coordinating shopfront design within each parade of shops.

A particular opportunity exists to improve the shop fronts along the Victorian terrace north of the Church, which will become more prominent with the creation of the new town square and help improve the character of the area.

Part of making the shops attractive is ensuring that the buildings, and particularly the shop fronts, are in good repair and present an appealing offer to the street. It is important that shops in the town centre have well-proportioned fronts that are in scale with the architecture of the building and retain and respect any key historical features.

A further key component is ensuring that the shops present an inviting atmosphere with quality window displays, outdoor displays if appropriate and friendly customer service.

Implementation

Improving the town centre offer is likely to include a wide variety of initiatives, some of which could be led by The Castle Point Regeneration Partnership.

Traders association - The Regeneration Partnership could consider facilitating the establishment of an active traders association. This will help to build networks and grow the kind of confident environment where businesses will feel more able to invest in their premises.

Awards - The Regeneration Partnership could support annual awards in the town centre to recognise the success of businesses in improving their shop fronts, presenting high quality window displays and offering excellent service.

Guidance and advice - While there is likely to be limited public funding for shop front improvements, The Regeneration Partnership could offer support through design guidance and advice. Where funding is available it should be focussed towards group refurbishment projects in key locations, such as the Victorian terrace north of the Church.

Seasonal events - The Regeneration Partnership could work with the traders association to make the most of seasonal events such as advent. This could include organisation of lighting and festive decorations as well as opportunities for temporary installations such as fairs and ice rinks in the proposed square.

Cafes and restaurants - Cafes and restaurants have an important role to play in supporting the attractiveness of the town centre as a place to shop and relax for pleasure rather than simply necessity. The importance of this will be recognised, particularly with regard to establishing licenses and operating hours which facilitate a flexible and entrepreneurial approach.

The Regeneration Partnership could discuss potential shopfront improvements with landowners and leaseholders to help yield positive change. However, if discussions with landowners/leaseholders are not forthcoming or successful, Section 215 of the Town & Country Planning Act 1990 provides the Council with the power to take steps requiring land and buildings to be improved when they adversely affect the amenity of the area.

Consultation feedback

Public consultation on the Brighter Shops top ten idea revealed very strong overall support with a desire for small individual shops, with a positive overall score of 1.3.



The Masterplan showing the retained old Fire Station building and an extension to the northern and eastern sides to create a possible new home for the Library

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The current old Fire Station building, located at the western end of the island, acts as an important local landmark when approaching Hadleigh from the east

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #6 > FIRE STATION AND LIBRARY

> The old Fire Station building to be used as a creative and cultural community hub, potentially including the library

Introduction

The Fire Station was purchased by Essex County Council and has initially been refurbished as part of the package of activities related to the Olympics. This includes the provision of arts spaces in the upper storeys as well as a large community space in the former garage area. An operator has been found to manage the building and artists and community groups have now been invited to rent space.

This arrangement will conclude at the end of March 2013 and it is important to establish a long term future for the building which can be financially sustainable.

The existing Library building is fit for purpose. However, the building makes inefficient use of the site and does not create a particularly attractive frontage to either the High Street to the south or the London Road to the north. By contrast, the old Fire Station creates an imposing landmark on the western approach into Hadleigh.

The project

A number of the baseline consultation responses indicate that people are keen to see the Fire Station retained in public use, and a number of responses suggested that the building could be used for the Library.

While the building would need to be enlarged to achieve this, it would have the advantage of placing a long-term public use in the building. This could help to sustain community/ arts spaces in the remainder of the building, particularly the upper floors which should be made fully accessible as part of any building project. The site offers space for significant expansion, facing the new Morrisons store and fronting onto the main shopping street.

Moving the Library into the Fire Station would also have the advantage of freeing up the existing Library site for redevelopment. Proposals for this are outlined in Project #8.

Implementation

This project falls within the remit of the public sector to help deliver. It is likely to be led by Essex County Council, given their ownership of the Library and their lead role in the refurbishment of the old Fire Station building, working closely with The Regeneration Partnership and the Council.

Work on the implementation of any long term plans for the building would occur after the current funding and lease expires in March 2013. This gives sufficient time in the interim for the necessary detail design work and planning to be progressed.

The public sector may consider seeking a development partner for the wider site including project #8, although the relocation of the library into an enlarged Fire Station building as the first stage of any project could be a condition of any agreement.

It is expected that the proceeds from the development of new units as part of project #8 will cover the cost the library relocation.

Consultation feedback

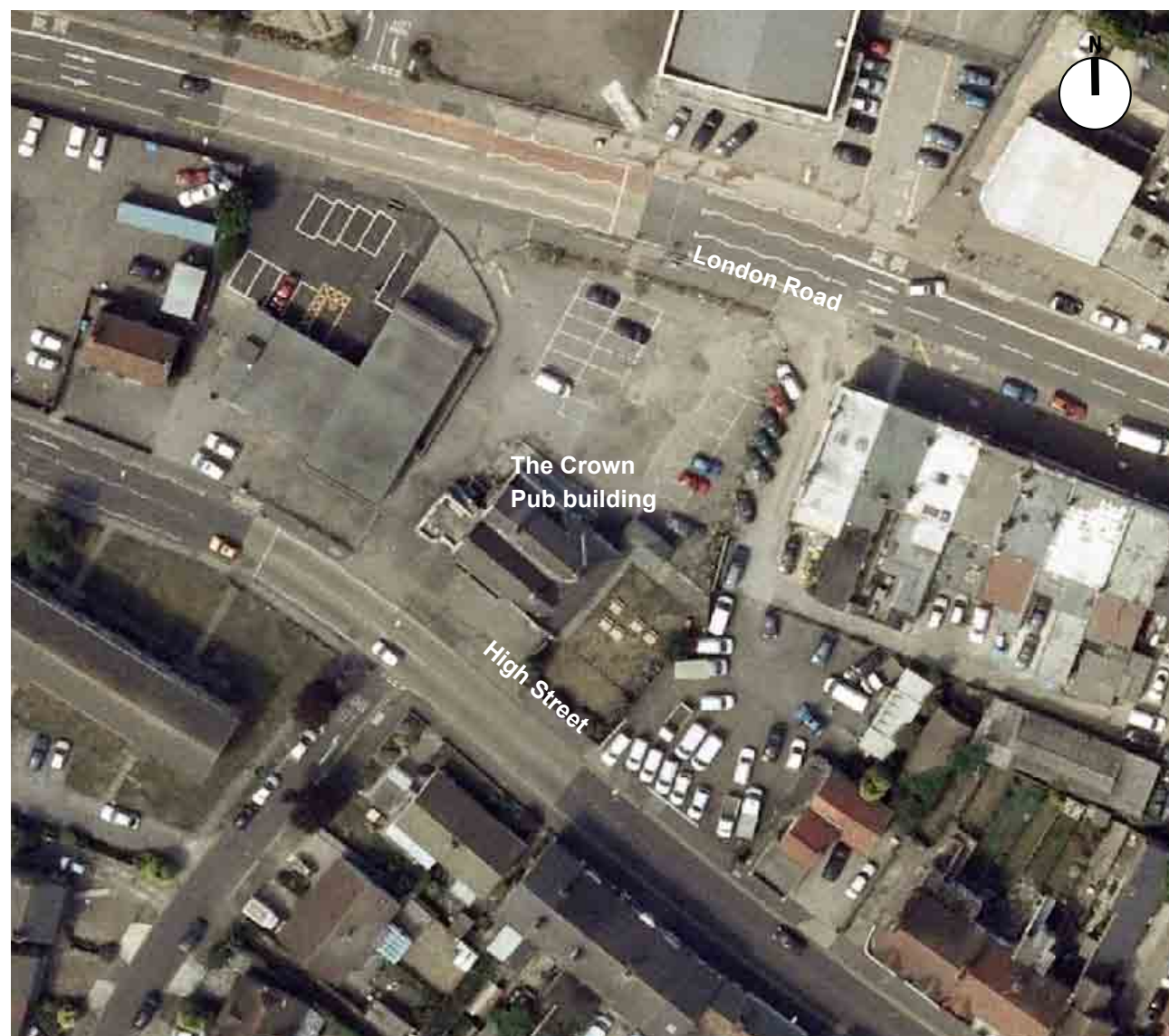
Public consultation on the Fire Station and Library top ten idea revealed strong overall support.

While a small number of concerns were raised with regard to the loss of the current library building, there were comments regarding the importance of preserving the Fire Station building and for community facilities. The idea received a positive overall score of 1.1.



Indicative sketch showing the old Fire Station building and extension

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Aerial photograph showing the site of the Crown Pub

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The Masterplan showing the retained Crown Pub and new development to the north fronting London Road

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #7 > THE CROWN JEWEL PUB

> Restoring a family-friendly public house in the heart of the town

Introduction

The Crown Pub is one of the key historic buildings in the centre of Hadleigh and dates from 1899. It relates to the old High Street and pre-dates the newer northern part of the town centre which was developed in the early Twentieth Century and is a locally listed building.

The project

The initial baseline consultation highlighted that there is some affection for the building in the local area. There is strong support that the building should be reused, with initial suggestions including that it could house the library or that it should return to use as a family-friendly pub and restaurant.

Given the proposals outlined in project #6 to move the Library into the old Fire Station building, it is considered that the most suitable approach will be to return the building to use as a family-friendly pub and restaurant.

The site, including the large area of parking to the north, covers a large area. However, the parking and the rear elevation of the building provide a very weak frontage to London Road and the main shopping area. It is considered that this presents a good opportunity for a development project to create a strong northern boundary to the site, while retaining and reusing the existing building. The development could incorporate commercial uses at ground floor and residential above, or alternatively be all residential (further information can be found in project #8). The pub will retain a yard and a number of parking spaces to the rear, as well the garden to the east.

Implementation

Given the strong public interest in the building and the existing public ownership it may be possible to see the Crown re-open as a community-led venture based around a charitable trust. Alternatively it could be sold to a developer either as a stand-alone project or potentially in conjunction with the element of residential development on the northern part of the site.

This project is not contingent on other works being carried out and could therefore proceed in the short term. This would also be a good project to have completed prior to the 2012 Olympic event, both in terms of the presentation of the town centre and also in terms of the early boost it would give to the new business, as well as the wider regeneration of the town.

Consultation feedback

Public consultation on The Crown Jewel Pub top ten idea revealed good overall support.

While a small number of concerns were raised with regard to the lack of parking for the pub and loss of car park open space, the idea received a positive overall score of 0.75.



Indicative aerial sketch showing the Crown Pub restored

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Aerial photograph showing the area for The Lanes project

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Indicative sketch showing The Lanes development

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #8 > THE LANES

> Town centre living which creates street frontage and new routes

Introduction

The Lanes project is focussed on the western end of the island site and covers a series of inter-linked parcels of land. The bulk of the project is made possible through the relocation of the library into the old Fire Station. The northern side of the car park associated with the Crown Pub is also included, as is the site on the southern side of the island which presently comprises the van/car sales and the tattoo parlour.

The project

The main component of the development is residential accommodation, principally in the form of attractive flats. It is noted that the initial baseline consultation reflected a desire not to see flats developed in the town centre, however the approach is based on two key issues: that it is considered that flats are the right form of residential development for the area - it is considered that a town centre site like this is not suited to family homes and the awkward shape of the site would deliver relatively few houses; and that residential development is likely to be the only form of development which yields a large enough sum to prove viable and to cover the cost of moving the library.

As a town centre site with good access to shops, services and public transport it is considered that these flats could be built with a lower parking provision than is normally sought. Whilst a proportion of flats might be sold with dedicated parking, membership of a car club for the development could also be included with some flats. This would make it especially suited to people who are moving into their first flat or are newly retired and so don't require a car on a daily basis.

As part of the scheme design the massing of the buildings should be arranged to provide frontages onto the main routes, including the High Street and London Road. It should also establish a new north-south pedestrian route through the site, creating a more formal and attractive version of the existing informal cut-through across the old Crown Car Park presently used by many people.

While residential development is considered the most viable approach, the scheme should retain the option of including other uses at ground floor level. This could include shops in the block on the northern side of the Crown car park site. It could also include space for a public sector use such as a new health centre. This would particularly benefit from close proximity to Morrisons which provides the largest town centre car park.

Implementation

This project could proceed as a group of individual sites, respecting existing land ownerships and boundaries. However, it is likely to be far more effective if it is developed as a single project, particularly considering the fact that most of the land is in public ownership or control.

The main bulk of the work cannot proceed until the library moves to the Fire Station which cannot happen before mid-2013. The sale of the publicly-owned sites is expected to fund the library relocation with any further proceeds being directed to public realm improvements.

Consultation feedback

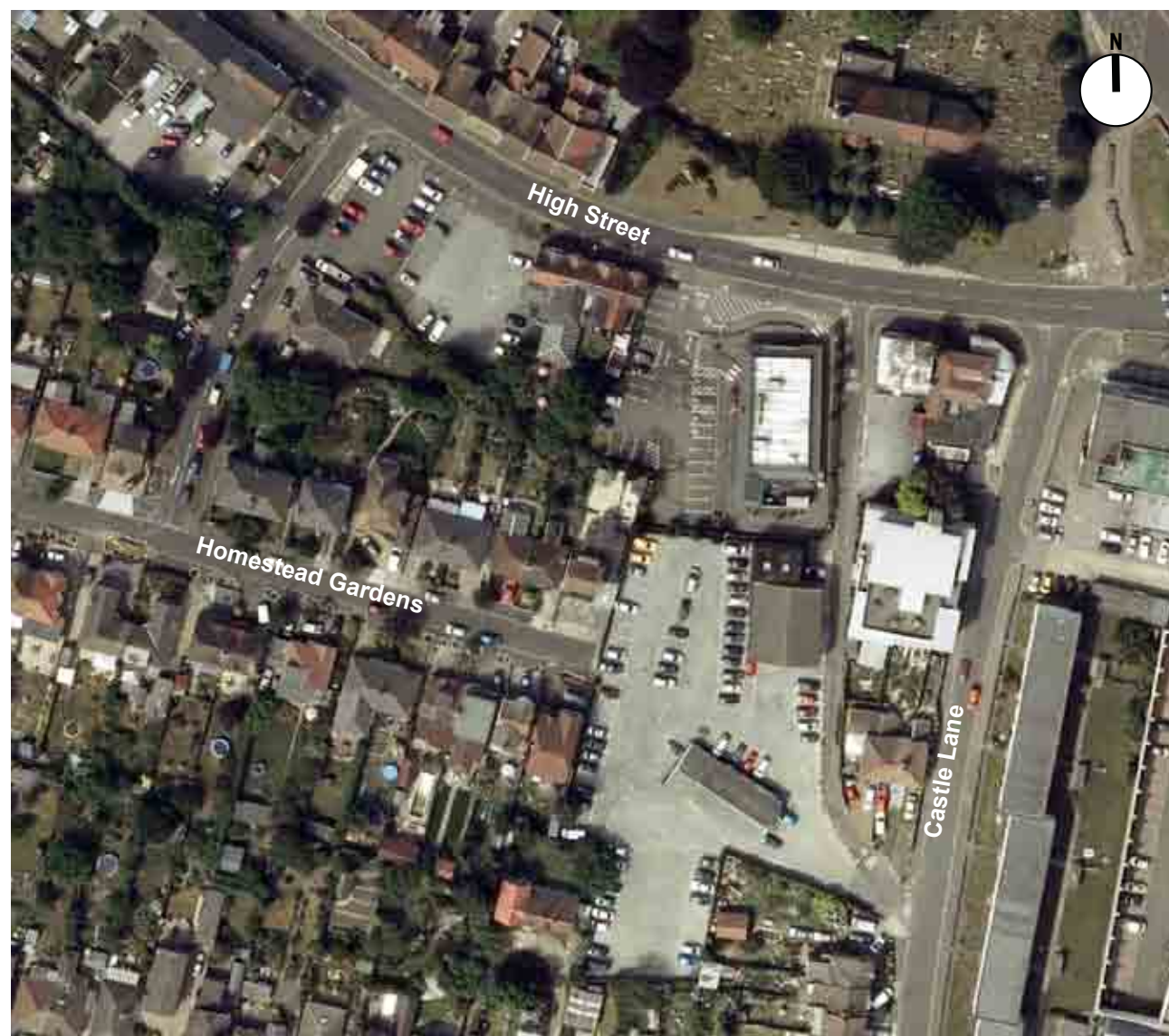
Public consultation on The Lanes top ten idea revealed good overall support.

While some concerns were raised with regard to the dislike of flats and concern about parking levels, the idea received a positive overall score of 0.6.



The Masterplan showing The Lanes development

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Aerial photograph showing the Endway Car park

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Indicative aerial sketch of the new homes at Homestead

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #9 > HOMESTEAD

> Attractive family housing close to the town centre

Introduction

The Endway car park is owned by Castle Point Borough Council and provides parking for the town centre. The site is also the location for an existing poor quality building which is owned by the Council. It was until recently occupied by the Royal British Legion, however their lease has expired and the building is at the end of its operational life.

The project

The proposal for the site is to develop new housing, following the existing building line so as to link in with the existing townscape. Although the design of the street should continue through and provide access for pedestrians and cyclists, it will not provide a through-route for traffic from Homestead Gardens to Castle Lane.

The majority of the site should be developed as terraced town houses, varying in height from two storeys at the western side up to three storeys at the eastern side. All homes should have their own dedicated off-street parking.

Some of the properties which adjoin the car park have been granted access from the car park. It is also expected that some may have arisen informally. These access points will need to be reviewed and either accommodated in any scheme or stopped up through negotiation.

A possible complementary project is the development of the small car park on the corner of Homestead Road and High Street. This would yield approximately eight flats with parking and would provide a useful contribution to the quality of the street frontage along the main through-route.

It is expected that the loss of the existing car parking on the site will be offset by the increase in town centre parking provision through a number of the Top Ten Projects. This includes the increased parking as part of the new Morrisons store and increased short-stay parking available on-street in the remodelled shopping area. As a result, there will be a net increase of approximately 50 spaces in the town centre. The Regeneration Partnership will work with existing car park users to ensure that appropriate alternative car parking space is made available.

Consideration could also be given to the provision of long-stay parking along London Road to the west of the town centre, if the dual carriageway is reduced to a single lane in either direction.

Implementation

Both of these sites are on Council-owned land. Once discussions about access to adjoining properties concluded, the Council should be able to market the sites to interested developers.

A key consideration on the implementation will be the role of the existing parking in the town centre. The increased parking provision through other Top Ten Projects should be implemented before the development of the site, particularly the additional parking at Morrisons.

The proceeds from the sale of the sites are expected to be used as a significant contribution to the cost of the major public realm works outlined in Projects #2 and #3. Without this contribution, it is unlikely that Projects #2 The A13 and #3 Town Square could go ahead, unless other funding sources are found.

Consultation feedback

Public consultation raised concerns about the loss of parking to the south of the High Street, the loss of the British Legion building and about flats. The overall score was -0.1.

However, the proposed development will not result in a loss of parking, as this will be offset elsewhere in the town centre, as discussed opposite. While the proposed development does include an element of flats which is suited to the corner location, it also contains townhouses.

The proposed development of the site is also crucial to help deliver housing in the town centre and thereby reducing the pressure of possible development on greenfield/greenbelt sites to meet housing needs.

Furthermore, the development is crucial to help contribute to the cost of the public realm improvements and new town square. Weighing up these considerations, The Regeneration Partnership therefore considers that the project should remain in the Masterplan.



The Masterplan showing development on the south side of the High Street

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Indicative aerial sketch of the new development on the south side of the High Street

5.0 | HADLEIGH MASTERPLAN: THE TOP PROJECTS: #10 > SOUTH SIDE

> Options for longer-term key private-sector sites on the south side of the town centre

Introduction

The south side of the High Street/London Road includes a number of potential sites which are suitable for redevelopment by the private sector and are not linked in to key stages of other projects.

The project

The first two sites could be delivered in the medium term and so are presented as part of the Masterplan:

Western corner of Castle Lane/High Street

This site is presently occupied by a kitchen/bathroom showroom. The site offers the opportunity for new development, retaining the retail uses at ground floor but with up to four storeys of residential development above, incorporating a set-back at the top floor.

Development of the bathroom/kitchen site could proceed on a stand-alone basis but a comprehensive approach with the adjoining two retail units to the west of the site is likely to prove a more viable and comprehensive option.

Eastern corner of Castle Lane/High Street

The existing three storey building comprises shops at ground floor level with flats on the top floor. The middle floor of commercial space is largely empty with the notable exception of Garston's Shoes. Whilst this site would benefit from a refurbishment, it may also prove viable as a development opportunity, particularly bearing in mind the potential to slightly increase the height of the building and also bring the building line forward to better relate to the new town square.

The second two projects are considered to be longer-term opportunities and may not be delivered within the time-frame of the Masterplan:

McDonalds site

This site is presently a drive-through and provides poor frontage and definition to the High Street. While it could remain a McDonalds in the future with rear parking, it would be preferable to see the building redeveloped to provide a strong street frontage and an upper storey so that it forms part of a more cohesive setting for the town centre and particularly the Grade I Listed Church.

Lidl site

The existing Lidl building is less than a decade old. However, as with all buildings of this type and style it is expected to have a limited life-span. As and when the site is redeveloped, a new building should provide a much stronger frontage along London Road for the majority of the boundary. It should also incorporate other uses on upper storeys to both optimise the use of the site and further increase activity in the town centre. The site could provide new leisure uses in the town centre, for example a small town centre cinema if viable.

Implementation

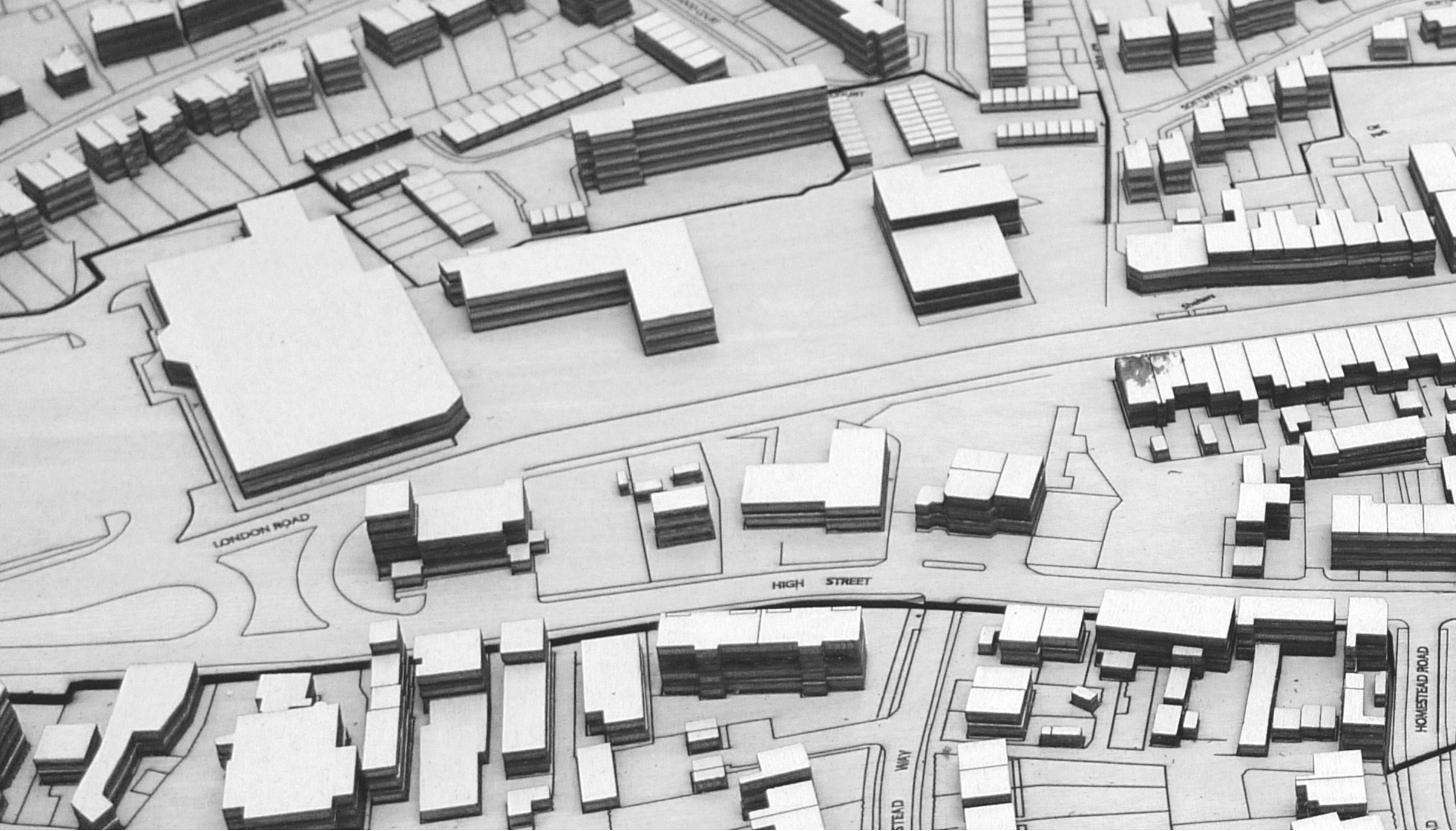
These projects are presented as development opportunities for the private sector. However, The Regeneration Partnership may consider facilitating certain aspects of projects if this is seen as helpful in bringing them forward.

Depending on the timescales and phasing of any development, a significant proportion of section 106 contributions from a scheme would be expected to contribute to the cost of the public realm improvements, particularly the new square which would be seen as having significant benefits for these sites.

Consultation feedback

Public consultation on the South Side top ten idea revealed overall support.

While some concerns were raised with regard to the height of buildings and about flats, the idea received a positive overall score of 0.2.





> 6.0 | FROM VISION TO REALITY

View looking east along the High Street from the old Fire Station building



6.0 | FROM VISION TO REALITY

Implementation addresses how development will actually happen, putting strategies and processes in place to ensure successful delivery. Development needs to proceed in a well-phased and co-ordinated fashion to deliver the necessary supporting infrastructure.

This chapter outlines how The Regeneration Partnership will translate the Vision, Masterplan and Top Ten Projects into reality. It contains the following sections:

- 6.1 > Introduction
- 6.2 > Partnership working
- 6.3 > Project delivery
- 6.4 > Phasing of development
- 6.5 > The role of the Regeneration Partnership and Council
- 6.6 > Next steps

6.1 | Introduction

This section outlines how The Regeneration Partnership will oversee the implementation of the Hadleigh Masterplan.

The Masterplan aims to significantly improve the quality of the public realm in the town centre and in doing so improve the range of Hadleigh’s town centre’s retail offer. The Masterplan and Top Ten Projects show how this could be achieved in a manner that compliments the existing character and retail offer of the current town centre.

The implementation of the Masterplan provides a significant opportunity for Hadleigh town centre to improve itself as a district shopping centre, predominantly serving the needs of the local population while attracting those from further afield, particularly those visiting Hadleigh Castle and an improved Country Park following the London 2012 Olympic mountain biking events.

The Masterplan is by no means definitive and there maybe a number of alternative solutions for each site. Other ideas may arise through discussions with particular landowners. The Masterplan, therefore focuses, on key objectives and principles to guide future development rather than being a blueprint.

6.2 | Partnership working

Achieving the vision for Hadleigh will be challenging and The Regeneration Partnership cannot implement the Masterplan alone. The Regeneration Partnership will work with a range of other stakeholders, including Castle Point Borough Council, Essex County Council, local residents, local traders, Morrisons, utility providers and voluntary and community sectors to ensure that the vision for Hadleigh is implemented.

Public engagement and consultation with the local community and resident groups will be important throughout the lifetime of this strategy and will be essential to the success of partnership working. The local community has been engaged and consulted during the preparation of the Masterplan and will continue to be consulted moving forward as the Masterplan is developed into a Supplementary Planning Document (see 6.5 next steps) and individual planning applications are submitted.

The Masterplan will provide the basis for partnership working in bringing forward opportunities and for the coordination of public and private sector investment.

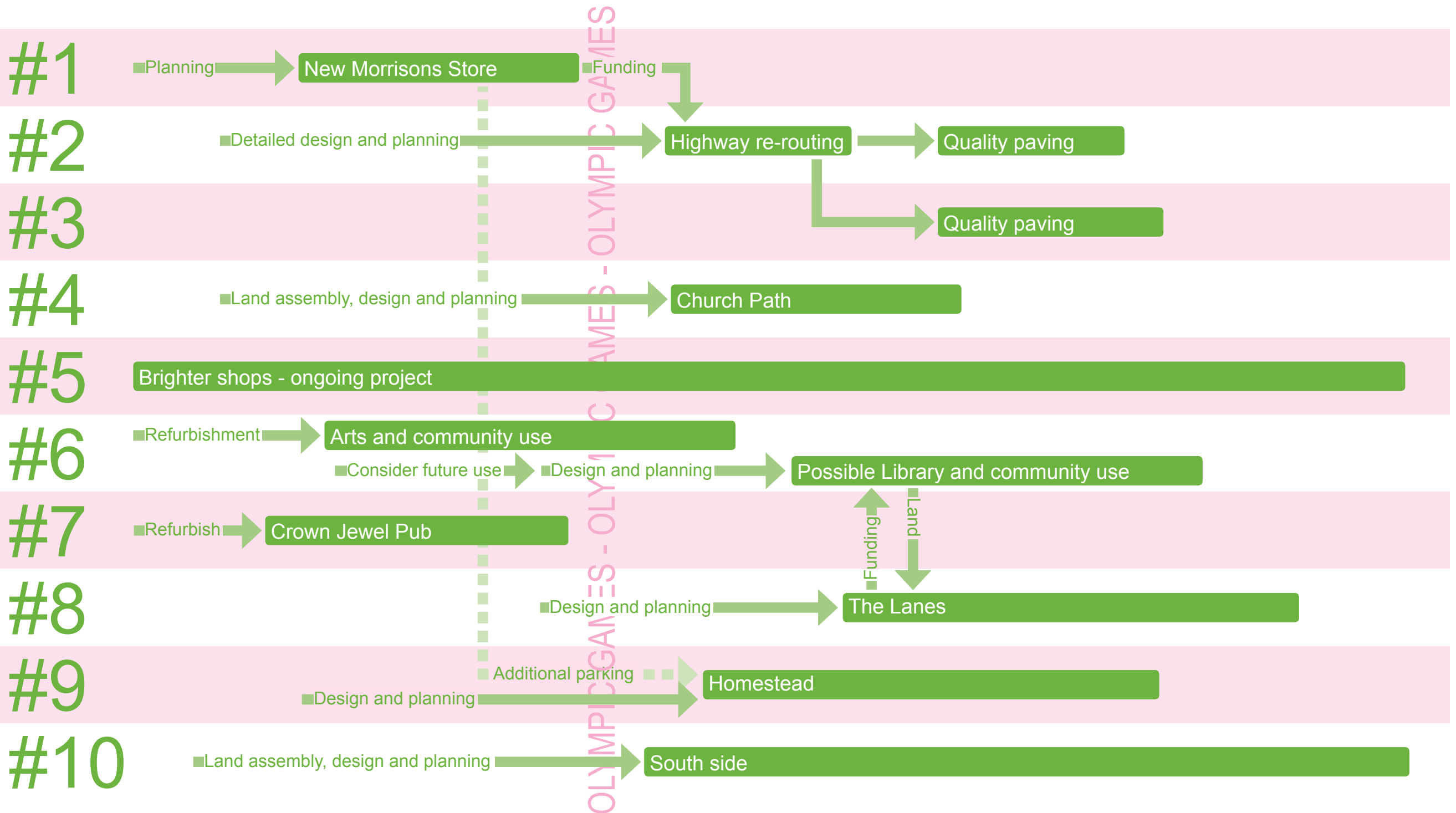
Such an approach will ensure that the efforts exerted by individual partners and stakeholders in progressing their individual agendas will be consistent with and supportive of the vision, aims and guidance of the Masterplan. In this sense the Masterplan provides a key tool in promoting and facilitating development and regeneration of the town centre.



Consultation post-it notes



Engaging with local traders



Phasing flow chart

6.3 | Project delivery

During the preparation of the Masterplan, there has been on-going assessment of the viability of the Top Ten Projects by Knight Frank. High level development appraisals have been undertaken which has helped shape the final proposals.

The appraisals provide only an indication of viability and are subject to change due to a number of factors, including changing market conditions, refinement of proposals, detailed infrastructure and cost information, as well as phasing and the approach to implementation. However, the appraisals have helped provide realistic and deliverable proposals for Hadleigh town centre.

Some of the Top Ten Projects present a range of delivery challenges and each project will require detailed assessments in order to work through and address the range of delivery challenges, risks, financial commitments, land ownership and other issues.

There are a number of delivery mechanisms and funding available and the preferred route will be different for each project. Development projects could be delivered as private sector developments, joint ventures between the public and private sector or a public sector led scheme. The key projects are likely to be joint ventures and this approach has the greatest potential for success. The investment required will be predominantly private sector but some funding support from the public sector is likely, for example the provision of land or technical input.

The implementation of the public realm and traffic proposals identified in the Masterplan will provide an attractive canvas for investors and developers and attract more people to the town centre. In addition to funding support, the Council will have a key role to play in land assembly, ensuring suitable relocation of uses and more detailed feasibility appraisals for each project.

Development opportunities may also involve the assembly of other smaller parcels of land, but these may not be critical to the implementation of the overall objectives of the Masterplan.

6.4 | Phasing of development

The key projects set out in the Masterplan will be brought forward over differing timescales depending on the nature of the project, delivery mechanism, the need to minimise disruption and land assembly issues.

The Regeneration Partnership will keep the supply of land and physical and social infrastructure under regular review to ensure that development proceeds in a well-phased and co-ordinated fashion.

The flow chart opposite sets out an optimistic phasing plan to ensure efficient re-provision of uses in the town centre so that parking and key retailers can be maintained continuously.

It also highlights the inter-relationships between some of the projects, both in timescale and financial terms. It should also be noted that in some cases the Olympic events in 2012 have a major bearing on when some projects can proceed.

6.5 | The role of the Regeneration Partnership and Council

The Regeneration Partnership and the Council has a key role in the promotion and marketing of the Hadleigh Masterplan to help deliver change and regeneration in the town centre.

The Masterplan can give investors/developers confidence there is planning support and commitment to deliver the identified opportunities. On specific opportunities, particularly proposals within the island site, The Regeneration Partnership may prepare a series of development briefs to help deliver the proposals.

The public sector ownership of some sites within the town centre gives The Regeneration Partnership the ability to have a direct influence over the development process and delivery help drive the changes forward.

Castle Point Borough Council has a strategic role as local planning authority in delivering the Masterplan. The Masterplan will help guide change and development in Hadleigh town centre and will be used as a material consideration when assessing planning applications in the area (in addition to other relevant national, regional and local planning policies). The planning policy context for the Masterplan, in the form of the emerging Core Strategy and the forthcoming SPD document, seeks to provide additional certainty in the process.



Consultation shop



Consultation shop exhibition

View looking west along London Road towards the Church



The Council will work with investors/developers to establish a clear indication of how each project fits into the overall vision for the town centre.

The Council will seek to ensure, through the use of conditions and/or planning obligations, that new development provides for the planning benefits which are necessary to support and serve proposed new development in Hadleigh. The pooling of contributions will be required to help deliver the proposed transport and community infrastructure, particularly for the public realm works and changes to the road system. A significant contribution from Morrisons has already been agreed to help towards the cost of these changes.

6.6 | Next steps

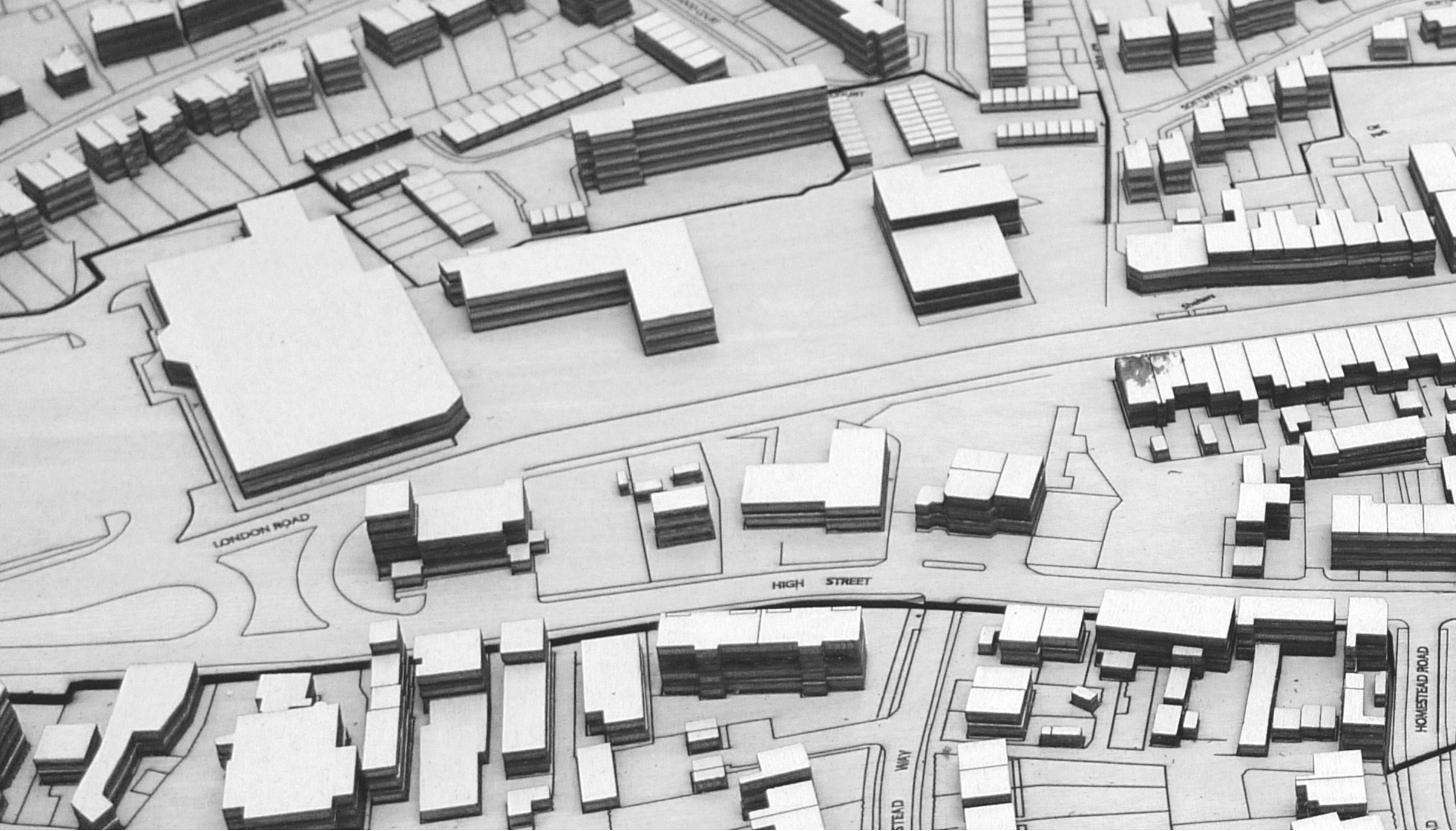
Some of the Top Ten Projects of the Masterplan are already being progressed and implemented; the old Fire Station building has recently been refurbished and an operator found and there is considerable interest in Project #4 - Church Path and Project #7 - The Crown Pub.

Furthermore, Morrisons have planning permission for a new store on the former Lookers site and hope to complete the new building before the 2012 Olympic mountain biking event. Momentum is growing in Hadleigh town centre and will continue to grow as Top Ten Projects are delivered, the 2012 Olympic mountain bike event gets nearer, and its legacy plans are developed.

The Masterplan should eventually become a Supplementary Planning Document (SPD) and will sit within Castle Point Borough Council's planning policy in the form of the Local Development Framework (LDF).

An SPD is produced to help guide and enable development in areas which are likely to be the focus of change. It is designed to provide a degree of certainty to both the local community and landholders and potential developers of the Council's expectations for development.

To progress the Masterplan to a SPD, it is hoped that the Council will formulate an SPD Group to discuss emerging issues and carry out a further round of public consultation prior to the formal adoption of the SPD, likely to be towards the end of 2011/early 2012.





> APPENDIX A: DRAFT MASTERPLAN QUESTIONNAIRE



Please hand in this questionnaire at the consultation shop at
74 High Street, Hadleigh or post to:

Kevin Wright
Hadleigh Masterplan consultation
74 High Street, Hadleigh, SS7 2PB

You can also fill in and submit this questionnaire online by visiting
www.heartinhadleigh.org.uk where you can view the exhibition,
download the draft Masterplan document and keep in touch with
the progress on the project.

We want to hear views from people of all
ages - please could you tick a box:

15 and under	<input type="checkbox"/>	30-49	<input type="checkbox"/>
16-19	<input type="checkbox"/>	50-64	<input type="checkbox"/>
20-29	<input type="checkbox"/>	65 and older	<input type="checkbox"/>

Your contact details:

We will provide regular updates at www.heartinhadleigh.org.uk
but if you would like to keep in touch with the progress of the
project please provide your name and email address below.
We will only keep your address for the purpose of the Hadleigh
Masterplan.

Name:

Email address:

HADLEIGH TOWN CENTRE MASTERPLAN

Supplementary Planning Document

FEEDBACK QUESTIONNAIRE

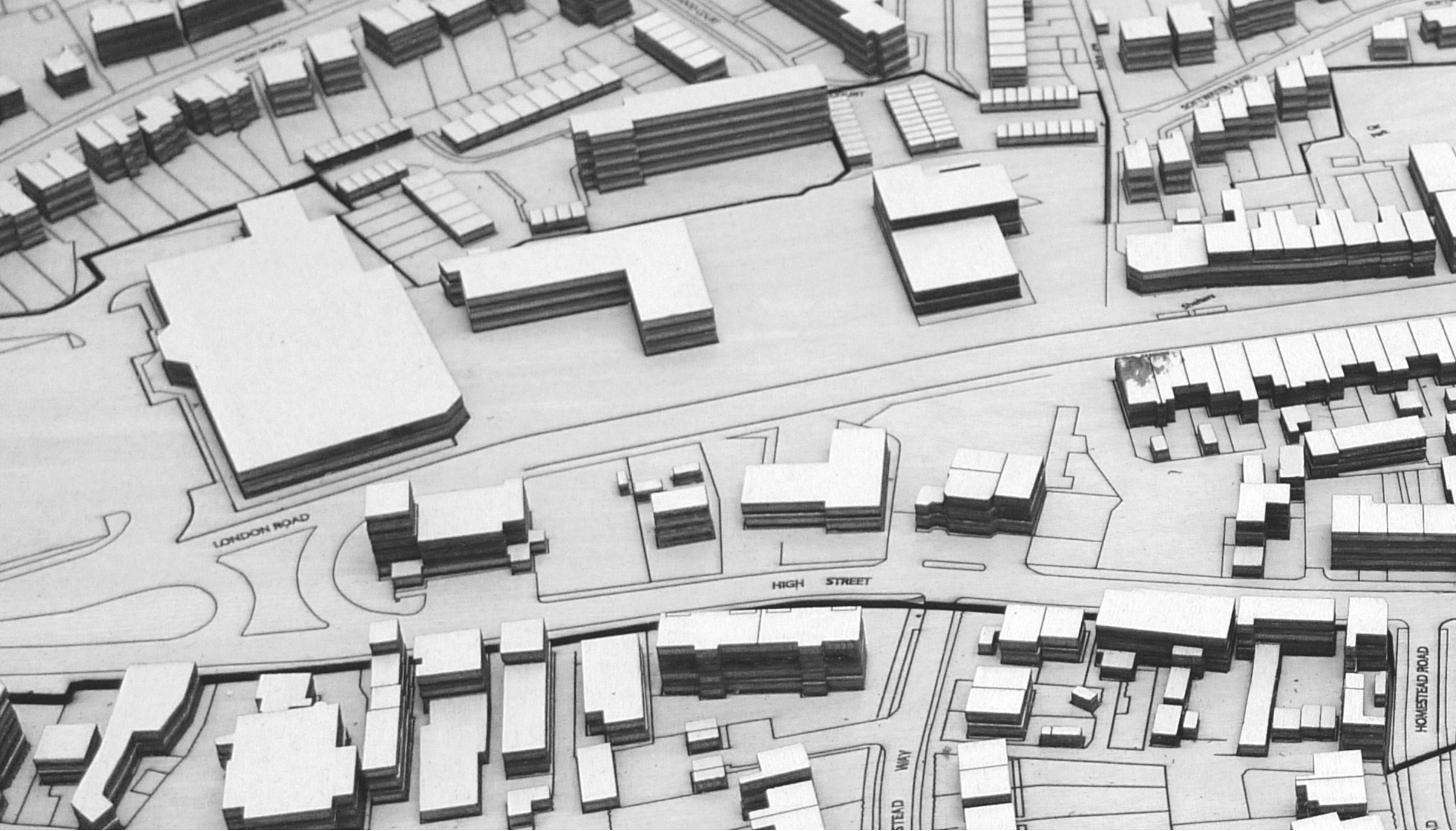
Based on the results of the earlier public consultation, we have
now developed a draft Masterplan for Hadleigh Town Centre. This
includes our top ten ideas to help put the heart back into Hadleigh.

The consultation period on the draft Masterplan starts on Saturday
4 December 2010 and ends on Saturday 29 January 2011.

We want to hear **your views about our top ten ideas** and any
other thoughts you have to help the regeneration of Hadleigh Town
Centre. To the side of the questions there is space to write more
comments, either about the top ten ideas or about other things in
the draft Masterplan.

When you are thinking about the top ten ideas please
remember that some of them are linked together. For example,
we wouldn't be able to build the new town square until we have
re-routed the road. Other projects, particularly the housing
shown for The Lanes and Homestead, are really important for
a number of reasons; they would help us to provide sustainable
homes in the town centre to meet our local housing needs and
they would help to pay for the public realm improvements and
projects like moving the Library into the Fire Station.

Please indicate to what extent you like or dislike the top ten ideas by ticking one box for each idea:	Really like 😊	Like	No opinion 😐	Dislike	Really dislike 😞	Please use this space to let us have your comments on the top ten ideas or any of the other themes and projects in the draft Masterplan
#1 Morrisons - a new supermarket for Hadleigh, integrated with the main shopping street to create a real anchor store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#2 The A13 - two-way traffic on the High Street to create a new look local shopping street on London Road and space for a new town square	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#3 Town Square - a great new space at the centre of Hadleigh for markets, public events and seasonal celebrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#4 Church Path - a lively new lane for Hadleigh, making the most of the church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#5 Brighter Shops - a great mix of attractive local shops and businesses for Hadleigh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#6 Fire Station and Library - a potential new home for the library in the old Fire Station to create a cultural and creative hub for Hadleigh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#7 The Crown Pub - restoring a family-friendly public house in the heart of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#8 The Lanes - town centre living which creates street frontage and new routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#9 Homestead - attractive family housing close to the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
#10 South Side - options for longer-term key private-sector sites on the south side of the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	





> APPENDIX B: SUSTAINABILITY COMMENTARY



Introduction

The Castle Point Regeneration Partnership, is committed to ensuring the Masterplan fully integrates environmental and wider sustainability aspects and enables a truly sustainable future for Hadleigh town centre in the long term.

The Masterplan will eventually be adopted as an SPD, supporting the emerging Core Strategy. As such, it does not formally require a Sustainability Appraisal. However, The Regeneration Partnership is keen to ensure a sustainability work has been undertaken to ensure the impact of the Masterplan is resoundingly positive, and any potential issues are appropriately mitigated against.

Strategic Environmental Assessment

- The Strategic Environmental Assessment Directive encourages the following aspects to be considered at the baseline stage of plans and masterplans:
- The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;
- The environmental characteristics of areas likely to be significantly affected; and

- Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC.

Borough-wide sustainability issues

The starting point for any sustainability work is to consult previous sustainability scoping and baseline work, to understand the key issues which are likely to be of relevance. The Castle Point Local Development Framework Sustainability Appraisal Scoping Report (December 2005) identified the following key issues for the borough as a whole:

- Habitats of international significance are located within the Borough, which must be protected from development that would threaten their integrity;
- The Borough has quite a high risk of flooding, although direct tidal inundation is largely mitigated by sea defences;
- The constrained boundaries of the Borough and the need for new housing is putting pressure on open space within the Borough for development;

- Nature conservation and biodiversity resources within the built up area are limited, and every attempt should be made to conserve and enhance existing resources, and create new ones, as well as the protection and enhancement of wildlife corridors;
- The East of England, and south Essex in particular has, and will be, experiencing a shortage of potable water supply, therefore this must be taken into account in new development, and every attempt made to include water efficient design into new development;
- The quality of the built environment is important, not only with the effect of new building in ‘mending the fabric’, but also in affecting existing areas of identifiable character; and
- There is likely to be a lack of affordable homes in the Borough, both in terms of social rented accommodation as well as low cost private market housing.

The Scoping Study highlights that ‘Any development in the area will need to take into account the quality of the historic environment, to ensure neither the fabric or setting of historically or architecturally important buildings, or monuments is harmed.’

Sustainability commentary of the Top Ten Projects

The following section is an informal sustainability commentary of the Top Ten Projects which incorporates the spirit and outputs of a Sustainability Appraisal (SA)/Strategic Environmental Assessment (SEA).

Project #1 > Morrisons

A new supermarket for Hadleigh, integrated with the main shopping street to create a real anchor store.

- ✓ Encourages local residents to shop locally rather travelling further afield.
- ✓ As part of the existing town centre, more likely to encourage linked trips to the town centre and help support other local shops.
- ✗ Glazed front supports a more active frontage, but could result in excessive energy use due to heat loss and/or overheating without high performance glazing.
- ✓ Proposal makes specific mention of the scope for this scheme to be exemplary in terms of sustainable design – reducing energy use in the operation of the supermarket will be an important challenge and should be fully embraced.

- ✓ Helping to enhance the pedestrian environment of the town centre will encourage more extensive use of the town centre and access by non-car modes.
- ✓ Structural planting could help support a comfortable pedestrian environment in the face of climate change – appropriate species should be considered and a strong maintenance schedule enforced to ensure they support significant shade, help to extract air pollution and can facilitate good levels of cooling.
- ✗ Increasing the parking provision significantly could have a negative impact in further supporting town centre users to access by car – ideally any increase would be matched by other interventions to support access by foot, cycle and bus.
- ✓ Re-using land within the town centre avoids any further development of green space / undeveloped countryside outside the town centre.

Project #2 > The A13

Two-way traffic on the High Street to create a new look shopping street on London Road and space for a new town square.

- ✓ Supports much enhanced pedestrian and cycle environment which is likely to in turn support greater use of these modes locally.
- ✓ Reducing speeds will improve the safety of the town centre for all.
- ✓ Creation of new public space is a particular positive impact of the proposal and will help support the overall attraction of the town centre to users and visitors and could help support wider climate change adaptation objectives through the introduction of more greenery and planting. The introduction of an avenue of trees at the western end also supports these benefits.
- ✓ Enhancing the space and overall provision for cyclists will enable the town to support a greater access and movement by bicycle, and give residents a more attractive alternative to the car.

Project #3 > Town Square

A great new space at the centre of Hadleigh for markets, public events and seasonal celebrations.

- ✓ A new public square will give a new social heart to the town centre and provide opportunities for community interaction and celebration, supporting greater social capital in the town.
- ✓ The space could provide local market opportunities, supporting local enterprise and production.
- ✓ The creation of a significant new public space will give pedestrians a feeling of greater priority in the town centre.
- ✓ / ✗ The design of the space will need to consider overall sustainability impact – the opportunities for planting should be carefully considered, as should be materials employed and the scope to provide a more natural drainage system across this part of the town centre.
- ✓ The potential provision of community amenities such as children's play would have a positive social impact.
- ✓ / ✗ The addition of lights to the churchyard space will have a positive impact in terms of local character and impression – opportunities to minimise the additional energy demand to power any lighting scheme should be maximised.

Project #4 > Church Path

A lively new lane for Hadleigh, making the most of the historic listed Church and improving the pedestrian route to Rectory Road car park.

- ✓ The proposal enhances the provision of safe and attractive pedestrian routes within the town centre.
- ✓ The scope for the creation of new business premises will support the creation of jobs and economic activity in the town centre.
- ✓ A positive addition to this part of the town centre will help to build community pride and nurture a sense of belonging in a cohesive community.
- ✓ The reworking of this edge of the town centre against the churchyard will have a positive impact on local character.

Project #5 > Brighter shops

A great mix of attractive shops and businesses to make Hadleigh an attractive place to shop and relax.

- ✓ Enhancing the appeal of local shops will support a stronger custom and enable greater economic activity and viability in the town centre.
- ✓ A sensitive approach to shop front improvements will ensure an improvement in local character.

- ✓ The potential establishment of a traders association and awards scheme will help encourage local enterprise and facilitate a stronger local grouping of businesses who can learn from each other and benefit from joint promotion.

Project #6 > Fire Station and Library

The old Fire Station building to be used as a cultural community hub, potentially including the library.

- ✓ The re-use of the fire station building with a long term use is a positive contribution which will protect a historic building and thereby enhance local character.
- ✓ The amalgamation of a set of community uses and amenities in one hub should support their success and ongoing viability.
- ✗ The moving of the library facility from its existing fit for purpose building does not support the sustainable use of materials and assets, and therefore the redevelopment of the existing library site will need to bring significant benefits and look to reuse elements of the building or its materials as much as possible to reduce the waste of embodied energy,
- ✓ Re-using land within the town centre avoids any further development of green space / undeveloped countryside outside the town centre.

Project #7 > The Crown Jewel Pub

Restoring a family-friendly public house in the heart of the town.

- ✓ The re-use of the public house building is a positive contribution which will protect a historic building and thereby enhance local character, the economic viability of a new public house enterprise will need to be clearly explored to ensure long term success.
- ✓ The redevelopment of part of the car park represents an efficient use of land in the town centre and will help to reduce car parking spaces which may support wider sustainable transport objectives.

Project #8 > The Lanes

Town centre living which creates street frontage and new routes.

- ✓ Redevelopment and enhancement of central part of the town centre which currently underperforms in terms of its town centre role will support local character and the overall strength and cohesion of the town centre.
- ✓ Provision of new homes at the heart of the town centre will support the vibrancy of the town centre and, assuming a proportion are affordable, help to ease housing need and access.

- ✓ The proposal to include reduced parking and a car club in this central position could have wider benefits for supporting reduced car ownership and usage in the town.

- ✓ The ground floor uses could help support the provision of community facilities and amenities in the town centre.

- ✓ / ✗ The scale and orientation of the proposed development would lend itself to an inherent sustainable design which should be encouraged at more detailed stage, but is not expressed specifically in the Masterplan.

Project #9 > Homestead

Attractive family housing close to the town centre.

- ✓ Provision of new homes in the town centre will support the vibrancy of the town centre and, assuming a proportion are affordable, help to ease housing need and access.
- ✓ / ✗ The reduction in car parking at this location in the town centre could help support a more sustainable approach to access and transport in the town centre – the simple re-provision of these spaces elsewhere should be reviewed.

- ✓ Re-using land within the town centre avoids any further development of green space / undeveloped countryside outside the town centre.

Project #10 > South Side

Options for longer-term key private-sector sites on the south side of the town centre.

- ✓ / ✗ A comprehensive approach to the sites is likely to support a more sustainable scheme with higher environmental performance.
- ✓ Provision of new homes in the town centre will support the vibrancy of the town centre and, assuming a proportion are affordable, help to ease housing need and access.
- ✓ / ✗ The scope for these additional sites to cumulatively support an improvement in streetscape and local character is significant, particularly the opportunities to enhance street environments through the addition of street tree planting.
- ✓ Re-using land within the town centre avoids any further development of green space / undeveloped countryside outside the town centre.



