

Feature Projects

South Maldon Garden Suburb, Maldon, Essex



Local planning authority
Maldon District Council



Client
CEG Land Promotions Ltd
and landowners



Scheme outline
1,365 home garden suburb extension to
Maldon, including new primary school,
3.4ha of employment land, local shopping
centre and associated infrastructure



Image courtesy of CEG Land Promotions Ltd

Particular elements to be addressed:

- Identified in earlier drafts of local plan as unreasonable encroachment into countryside
- Substantial and organised public opposition
- Perceived surface water flooding issue
- Lack of local highway capacity
- Impact on adjacent Essex Wildlife Trust Nature Reserve
- Council concern over integrating communities separated by former railway line

Principal planning instruction:

- Assess and advise on promotion opportunity and strategy
- Coordinate and brief appointed team
- Promote allocation through local plan process including EiP
- Lead team through preparation and negotiation of application for outline planning permission, including Environmental Impact Assessment

Particular elements where value was added:

- Coordinated landowners of wider area to promote comprehensive scheme with provision of short relief road
- Maintained client's ability to deliver their larger part of site (1,000 homes) independently
- Coordinated consultant team to maintain common message and vision
- Developed partnership approach with Maldon Council
- Led firm negotiation with Maldon Council, Essex County Council and consultees on issues affecting viability, including provision of affordable housing, and extent of highway improvements
- Central role in satisfying local opposition
- Provided clear and persuasive evidence to local plan EiP on site delivery following objection from other competing site developers
- Following grant of outline planning permission achieved relevant variation of conditions to satisfy purchasing house developers

Outcome:

- Site allocation in local plan, grant of outline planning permission and subsequent sale to housing developers

"As a landowner entrusting the promotion of family land assets to a promoter it is important to trust the whole promotion team. In promoting a 1,000 home scheme we were given huge confidence by the professionalism and skill displayed by CODE Development Planners and are thankful for the courtesy and understanding shown at all times by CODE's team."

"When the process became very complicated, we would sometimes call Mike up to help. He would always be happy to explain all aspects of the planning and post planning conditions and agreements, and do so in a way that was clear and easy to understand."

Hilary Carr – landowner