





## > 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.

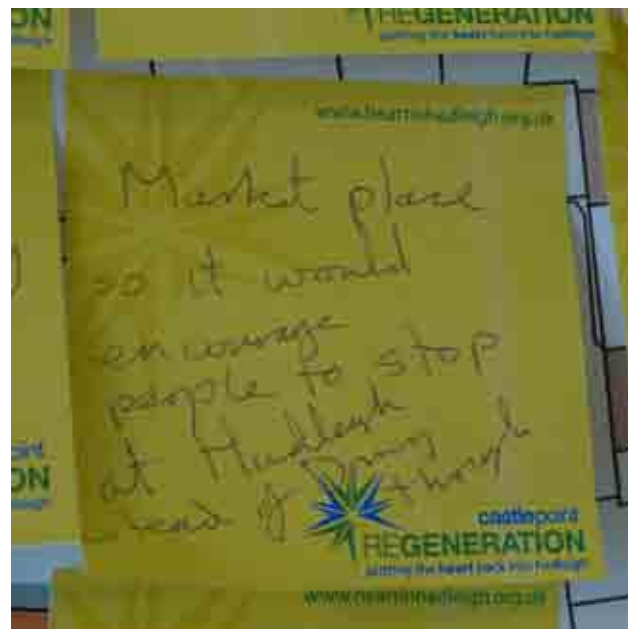
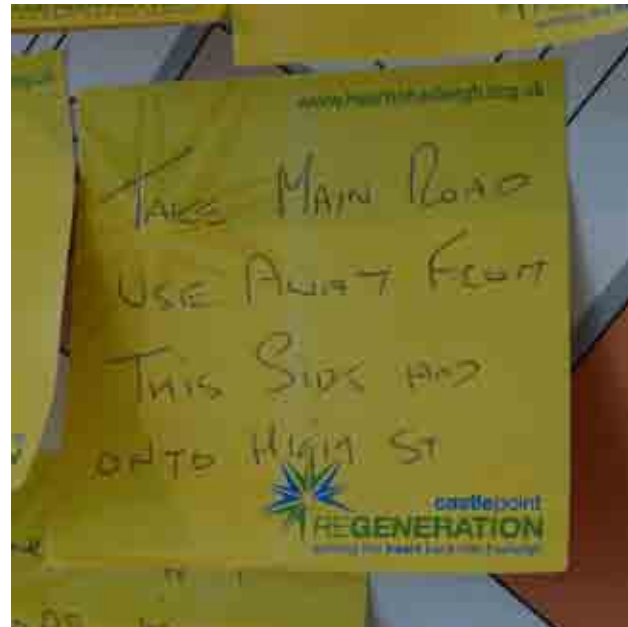
The old Fire Station building and Crown public house building have been reused, enhancing local character and helping the regeneration of the island site, which incorporates new housing and pedestrian routes to help move through the area. The amalgamation of a set of community uses and amenities in one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

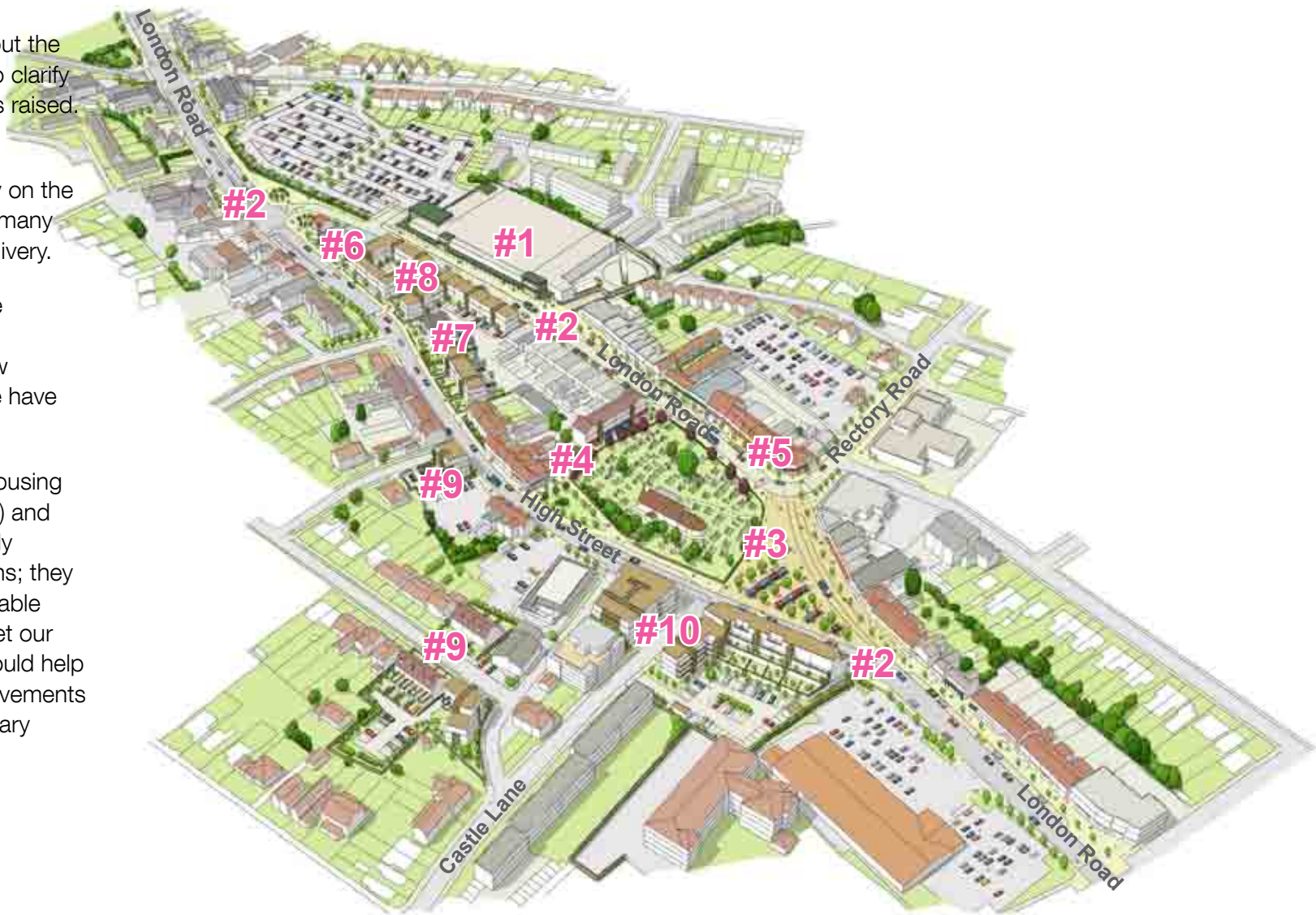
1. The removal of a through route for traffic from Homestead Gardens to Castle Lane, as part of the redevelopment of the Endway car park site (Project #9);
2. The removal of the bandstand in the town square (Project #5) and the introduction of a market to show one possible use for this new space;
3. 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 5147m<sup>2</sup> 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 793m<sup>2</sup> and overall increase in comparison goods sales floorspace of 195m<sup>2</sup>. 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

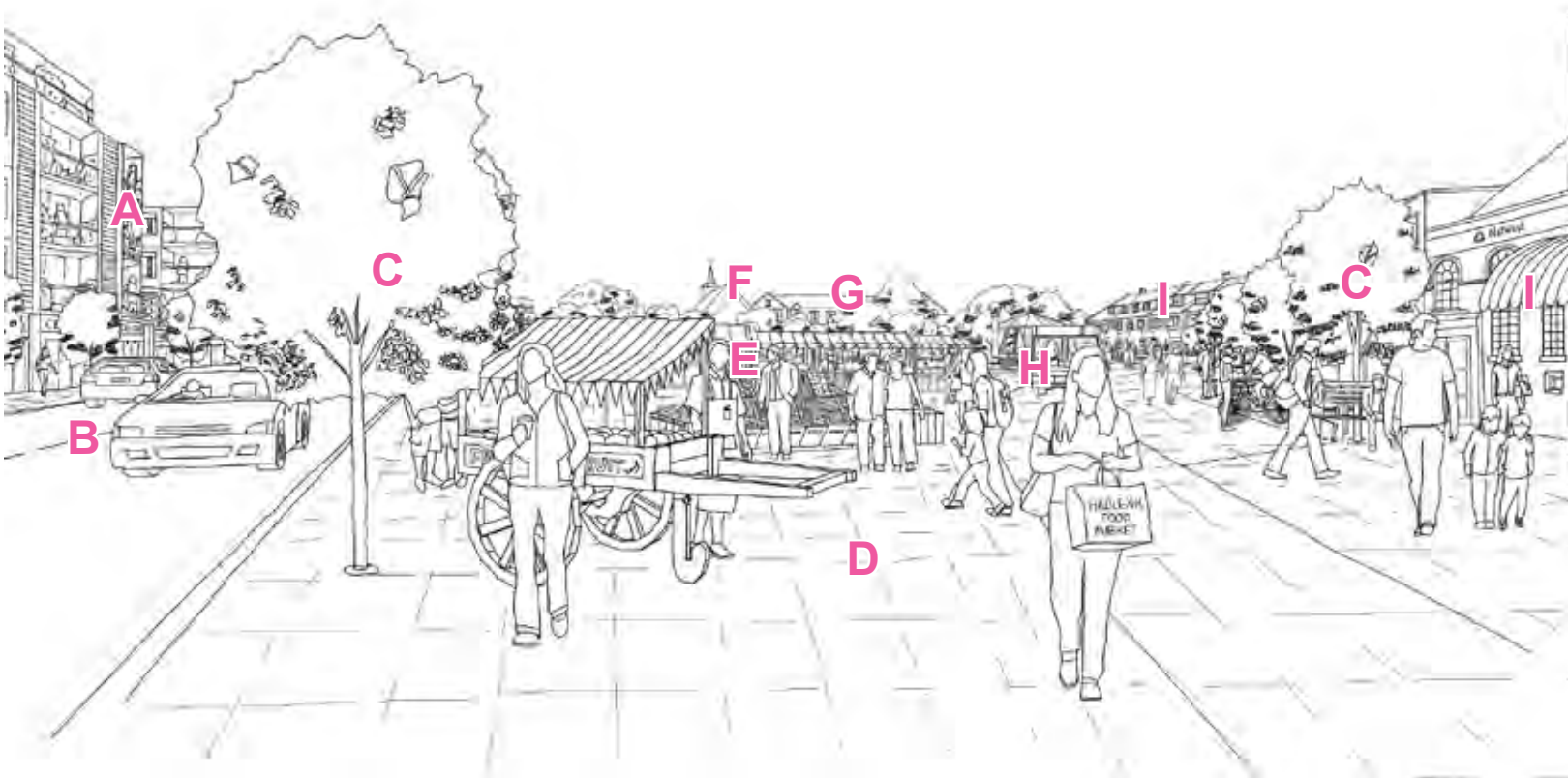
E - Street market

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.

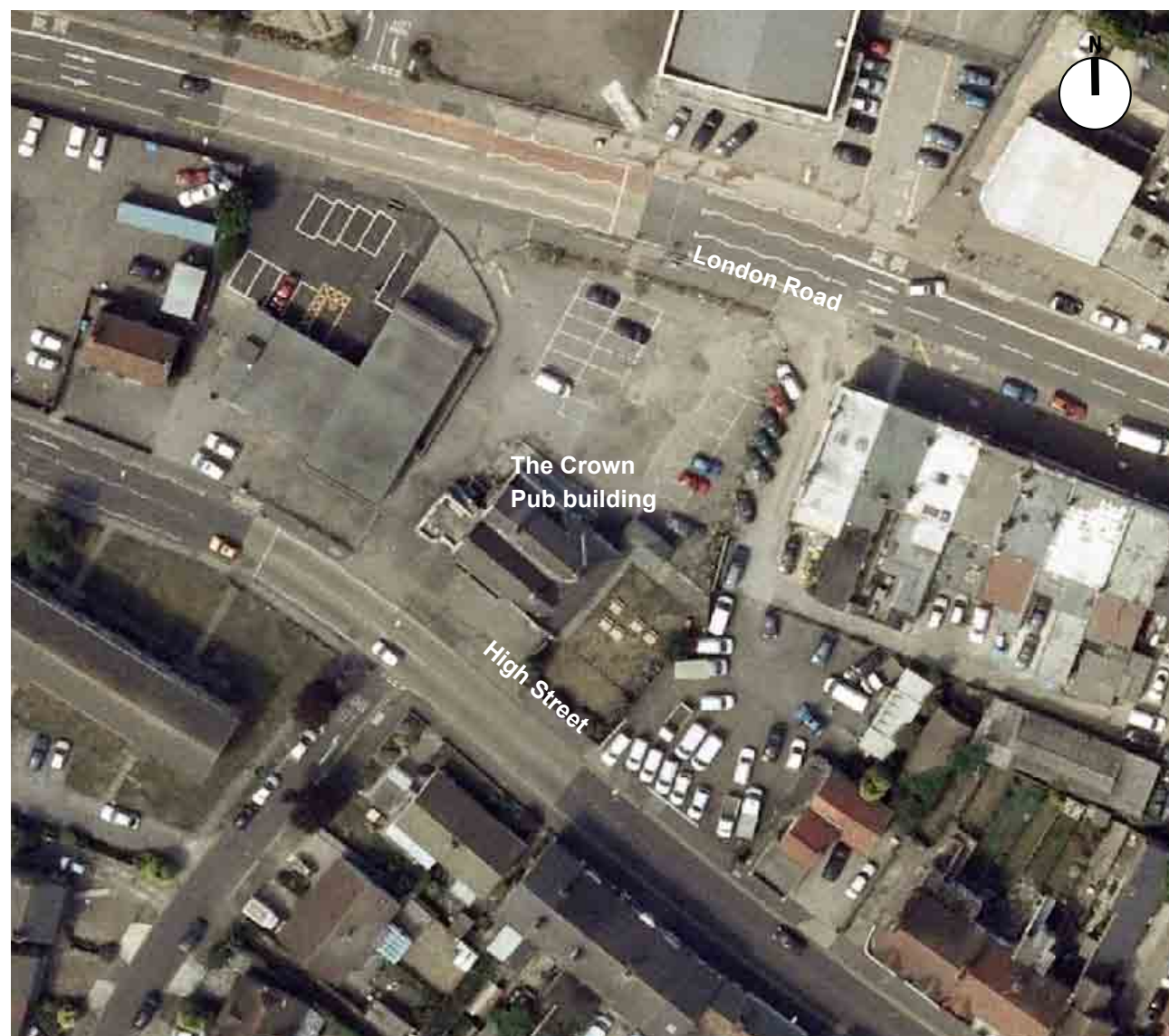
While a small number of concerns were raised with regard to the loss of the current library building, there were comments regarding the importance of preserving the Fire Station building and for community facilities. The idea received a positive overall score of 1.1.



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.

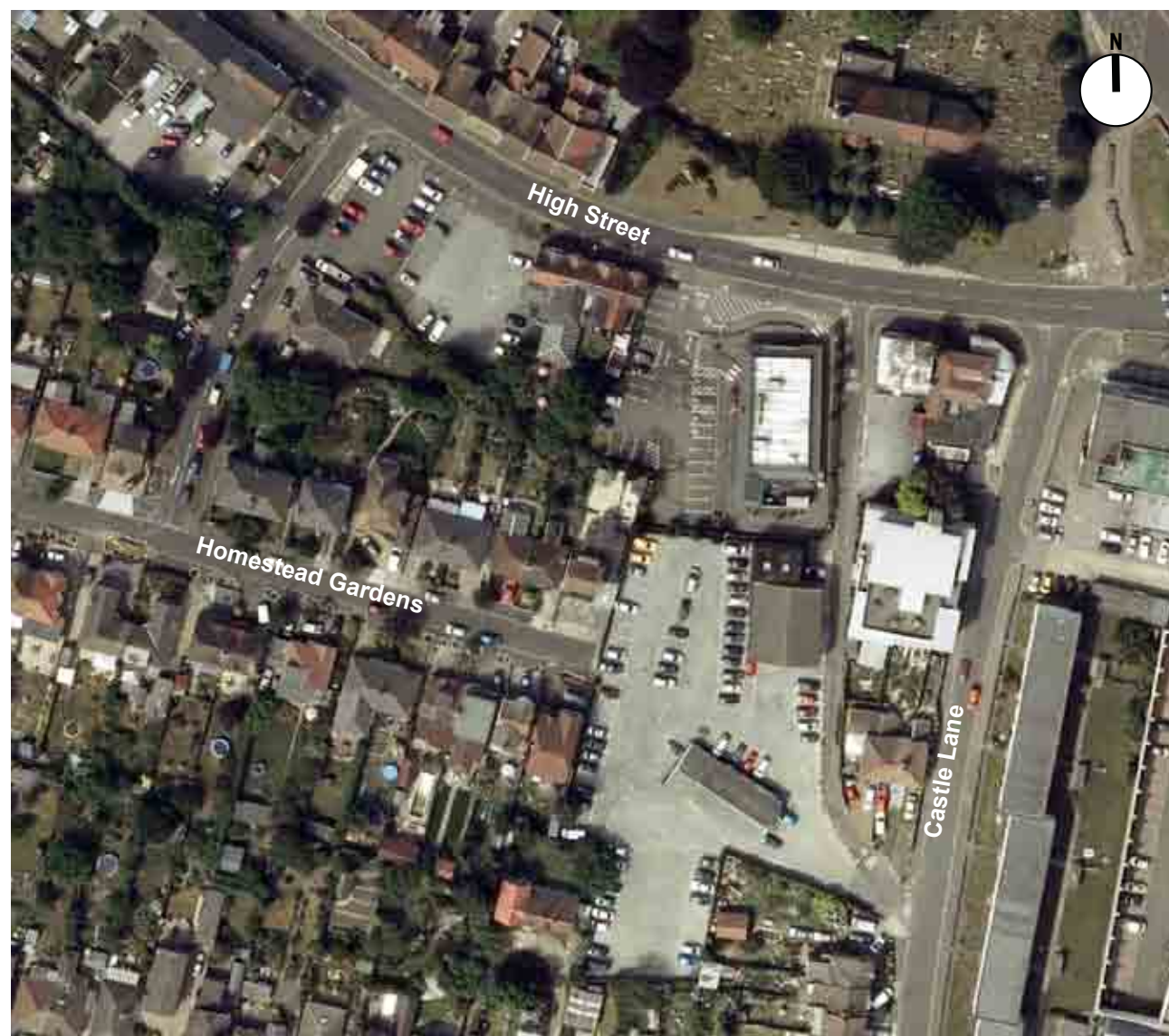
While some concerns were raised with regard to the dislike of flats and concern about parking levels, the idea received a positive overall score of 0.6.



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.