



Maylands Master Plan: The Gateway to a Greener Future



Planning Policy Statement

September 2007

This publication is the Maylands Masterplan: The Gateway to a Greener Future. It sets out how we envisage the Maylands business area in Hemel Hempstead and surrounding land developing over the coming years, in order to benefit both existing and new businesses and the wider community. If you would like this information, or you would like to contact the Council in any language not listed above, please call 01442 867213.

If you would like this information in another format, such as large print or audio tape, please call 01442 228660 or for Minicom only 01442 867877.

इसका प्रकाशन है Maylands Masterplan: The Gateway to a Greener Future. यह बताता है कि हम Maylands Business Area में Hemel Hempstead और आसपास के क्षेत्र में विकास को आगे बढ़ाने के लिए क्या करना चाहते हैं, ताकि मौजूदा और नए व्यवसायों और समुदाय के सदस्यों को लाभ हो सके। यदि आप इस जानकारी को किसी भी अन्य भाषा में चाहते हैं, तो कृपया 01442 867213 पर कॉल करें।

अगर आपको इस जानकारी का कोई भी अन्य रूप चाहिए, जैसे कि बड़े अक्षरों में या ऑडियो टेप, तो कृपया 01442 228660 या 01442 867877 (दूरभाष) पर कॉल करें।

આ પ્રકાશન સંપૂર્ણ મેલેન્ડ્સની પ્રમુખ યોજના (મેલેન્ડ્સ માસ્ટરપ્લાન)નો એક સારાંશ છે. અત્યારના અને નવા ધંધાઓને અને સમગ્ર સમાજને લાભ થાય તે માટે, મેલેન્ડ્સ ધંધાનું ક્ષેત્ર અને હેમેલ હેમ્પ્સ્ટેડની આજુબાજુની જમીન કેવી રીતે વિકાસે તે વિષયના વિચારોનું નિર્દેશન મેલેન્ડ્સ માસ્ટરપ્લાનમાં કરવામાં આવ્યું છે. જો તમને તમારી ભાષામાં આ માહિતી જોઈતી હોય, અથવા તો તમારે કોઈ પણ બીજા મુદ્દાઓ બાબત કાઉન્સિલનો સંપર્ક સાધવો હોય, તો કૃપા કરીને આ નંબર ઉપર ફોન કરો : 01442 867212.

જો તમને આ માહિતી બીજા ફોર્મેટમાં, જેવી કે મોટા અક્ષરોમાં અથવા ઓડિયો ટેપમાં જોઈતી હોય, તો કૃપા કરીને આ નંબર ઉપર ફોન કરો : 01442 228660 અથવા 01442 867877 (માત્ર મિનિકોમ જ).

یہ شاعت مکمل Maylands Masterplan یعنی مے لینڈز کے اعلیٰ منصوبہ کا خلاصہ ہے۔ یہ ماسٹر پلان مرتب کرتا ہے کہ اگلے چند برسوں میں ہیکل ہیمسٹیڈ میں واقع مے لینڈز کے کاروباری علاقہ اور اس کے ارد گرد کی زمین میں کس ترقی کی توقع کی جاسکتی ہے تاکہ تمام موجودہ اور نئے کاروباروں کو اس سے مستفید کیا جاسکے۔ اگر آپ یہ معلومات چاہتے ہوں، یا کوئل سے کسی ایسی زبان میں رابطہ کرنا چاہتے ہوں جو اوپر مذکور نہیں ہے تو براہ کرم مہربانی اس نمبر پر فون کریں 01442 867212۔

اگر آپ یہ معلومات کسی اور شکل میں چاہتے ہیں، جیسے بڑی چھپائی یا آڈیو ٹیپ، تو براہ کرم مہربانی اس نمبر پر فون کریں 01442 228660 یا 01442 867877 (صرف مینی کام)۔

Prepared By:



Maps reproduced from the Ordnance Survey mapping with the permission of the controller of Her Majesty's Stationary Office. © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution and civil proceedings.

Dacorum Borough Council, Licence No. 100018935 2007.

St. Albans City & District Council, Licence No. LA079227.

Contents

1	The Gateway to a Greener Future	1
1.1	Introduction	1
1.2	Vision	1
1.3	Status	3
2	Character Areas	4
2.1	Introduction	4
2.2	Maylands Gateway	4
2.3	The Heart of Maylands	7
2.4	The Face of Maylands	8
2.5	The Engine Room	9
2.6	The Service Centre	10
2.7	The Heart of Maylands	13
3	The Movement Strategy	12
3.1	Introduction	14
3.2	Public transport	14
3.3	Park and Ride	14
3.4	Traffic Improvements	15
3.5	Road Hierarchy	15
3.6	Parking	15
3.7	Walking and Cycling	15
3.8	Travel Plan	15
3.9	Streetscape Improvements	16
4	The Green Strategy	17
4.1	Introduction	17
4.2	Landscape Strategy	17
4.3	New Technologies - A Green Energy Centre	18
4.4	Operation	20
5	Management and Delivery	21
5.1	Management	21
5.2	Branding	21
5.3	Implementation Strategy	21
5.4	Relationship with the current planning context	22
5.5	Next steps and priorities	23
	Annex A: Maylands Master Plan - the Rationale	24
	Annex B: New Technologies - A Green Energy Centre	31
	Annex C: List of Related Documents	33

1 The Gateway to a Greener Future

1.1 Introduction

1.1.1 This Master Plan seeks to unlock the potential that Maylands has to become the leading location for business in the East of England and beyond.

1.1.2 It taps into and re-ignites a New Town spirit. The New Town ethos exemplified in Hemel Hempstead, through innovative forms of development and land use planning, is instilled in this work through ensuring Maylands embraces emerging concepts of sustainable energy use and green technologies, and takes these forward as an inherent part of its strategy for the next generation.

1.1.3 The original rationale for the area made nearly 60 years ago, to provide an employment and manufacturing location for the town, needs updating. This Plan aims for a similar level of longevity. It gives the area a strategic direction to guide the location, quality and character of development to ensure Maylands can achieve its Vision and potential.

1.1.4 Without intervention now, our analysis suggests that Maylands would continue to underperform in comparison to newer, less tired employment areas. Furthermore, most new investment will continue to be in the relatively low-value, land-hungry logistics (warehousing) sector, meaning that Hemel Hempstead would miss out on a golden opportunity to attract higher-value, professional employers that meet the needs of Hertfordshire's well qualified workforce.

1.1.5 The Buncefield Incident provides some more impetus, allowing Maylands to refresh itself in the same way that Manchester city centre did after the 1996 bombing. But this refreshing would have been needed anyway, and with the opportunities on offer, it may well be a case of now or never.

1.1.6 Maylands already boasts a number of strengths including easy access to the M1 and M25, fast rail links to London, a range of accommodation for a variety of businesses at competitive rates and room for expansion.

1.1.7 Our aim is that Maylands will become a sustainable, well connected, Green Business Park hosting high quality accommodation, within a pleasant environment, complemented by a range of shops, cafes and restaurants set in a network of open spaces. Development will aim to reach the highest environmental standards and will incorporate an on-site Energy Centre, providing a showcase for sustainable energy use through the inclusion of renewable energy producing technologies utilising on-site waste and inputs.

1.1.8 The Master Plan recommends:-

- Seizing the development and renewal opportunities

- Encouraging employment growth, particularly for offices
- A new business park at Maylands Gateway
- A new Heart for Maylands
- Dividing Maylands into Character Areas
- Going green, including the development of an Energy Centre
- A landscape-led design strategy; and
- A sustainable transport and movement strategy

1.1.9 These recommendations are elaborated below, together with the rationale in Annex A.

1.1.10 The Master Plan is supported by a number of documents, including a Sustainability Appraisal and Report of Community Involvement (see Annex C).

1.1.11 Through the Master Plan and with the ongoing support and commitment of the Maylands Partnership and other partners, the regeneration of Maylands is the gateway to a brighter future for local business and the economy and prestige of the town.

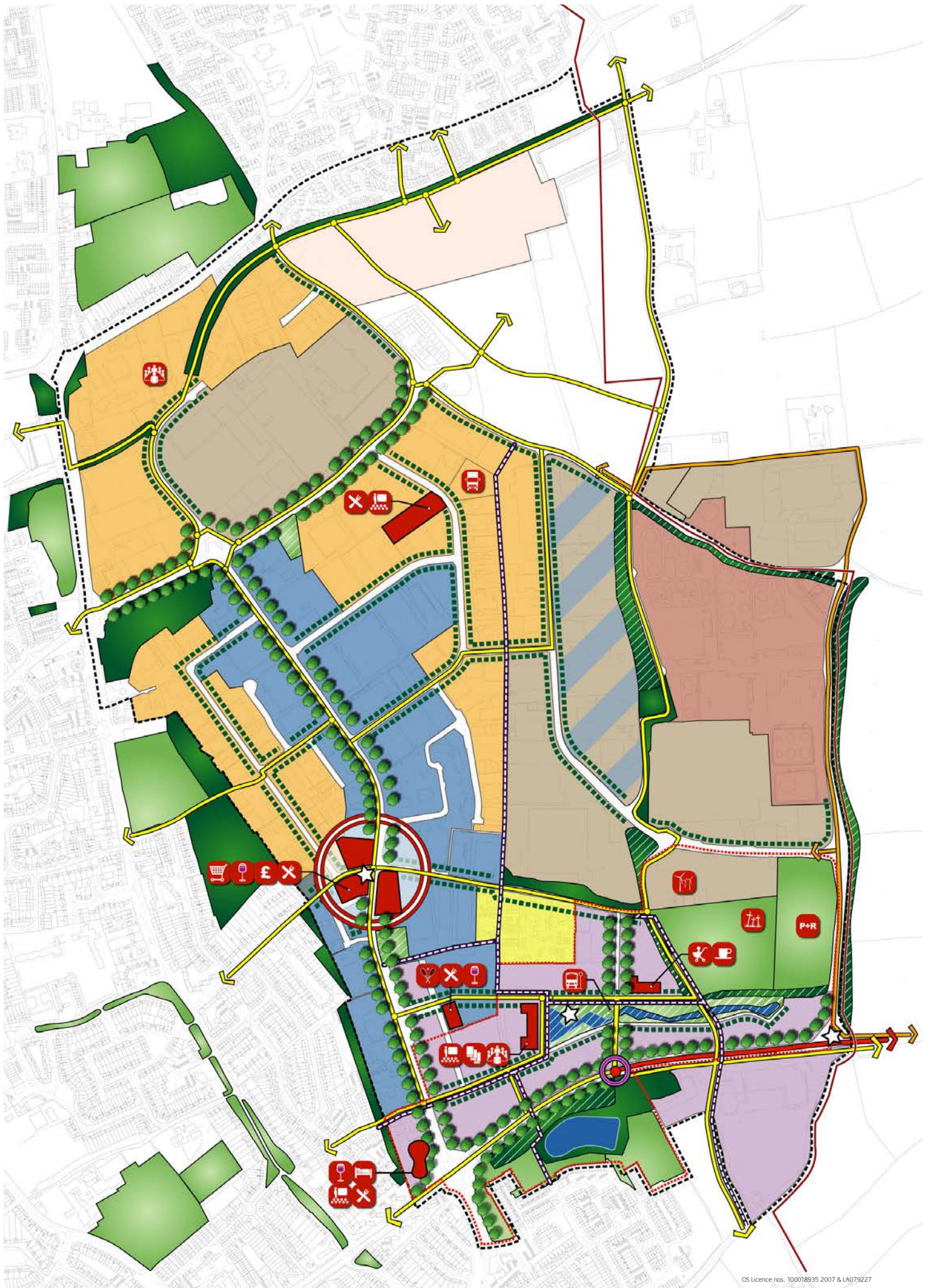
1.2 Vision

1.2.1 The Master Plan's vision is

1.2.2 "To create an environment where a range of businesses can grow and prosper through the development of Maylands as a sustainable, well connected Green Business Park offering a high standard of accommodation within a pleasant high quality environment, served by a range of conveniently located shops and amenities."





1.2.3 This vision is rooted in a need to be both aspirational in terms of the role Maylands can play in Hemel Hempstead's, and the East of England's, expanding economy, and to address the current issues that are limiting Maylands' potential.

1.2.4 The vision, and the set of objectives to which it relates, has been developed through a process of analysis of the issues, extensive consultation with stakeholders (including public sector stakeholders and organisations, local businesses, landowners, developers, property agents, current tenants of Maylands as well as residents and community groups), and an interpretation of expectations as to how Maylands can overcome its current problems and unlock its potential to become the best place to work in the East of England.



OS Licence nos. 100018935 2007 & LA079227

The Master Plan

KEY			
	Face of Maylands		Hotel
	Gateway		Conference / meeting facilities
	Engine Room		Estate management
	Service Centre		Higher education outreach centre
	Buncefield Oil Depot		Bar / pub
	Proposed residential		Restaurant / cafe
	Land East of Boundary Way		Coffee shop
	Existing open space		Shops
	Proposed open space		Banks
	Existing areas of woodland		Nursery / Child care
	Proposed areas of woodland		Proposed express bus link stop
	Existing waterbodies		HGV parking
	Proposed waterbodies		Energy centre
	Proposed traffic junctions		Cemetery
	Boulevard landscape		Leisure
	Street improvements		Park and Ride
	Facilities and amenities		Existing residential
	Express bus link		
	Primary HGV route		
	Primary cycle routes		
	Pedestrian link upgrade		
	Borough Boundary		
	Gateway development brief boundary		
	Masterplan study boundary		
	Potential site for public art		
	Heart of Maylands		

1.2.5 The objectives for the Master Plan are to:

- Encourage sustainable forms of development and construction through renewable energy production and sustainable business practices.
- Provide an accessible place to work, through introducing high quality public transport, encouraging sustainable forms of travel via a variety of modes, and promoting ease of movement and reducing congestion in and around Maylands.
- Create the conditions needed to encourage the development of high quality accommodation for technology related and other businesses, through adopting a proactive planning and development context.
- Protect and enhance current occupiers by improving the current environment and introducing mechanisms to ensure higher quality development in the future.
- Improve and diversify the range of facilities available to businesses, such as shops, cafes and meeting, conference and other support services.

- Improve the quality of the environment throughout the Business Area through the creation of open spaces, landscaping and improvements to the public realm.
- Ensure work places are safe and secure without compromising the appearance and quality of the area.
- Promote a distinct identity for different parts of Maylands, each one being attractive to a particular range of business types, enabling links to develop between them

1.2.6 The Master Plan will be supported by a robust, comprehensive and functional delivery plan addressing the costs associated with the Master Plan, and recommendations on how the proposals can be implemented.

1.3 Status

1.3.1 The Maylands Master Plan is a planning policy statement adopted by Dacorum Borough Council and will be used in

- development control (to help determine planning applications); and
- reviewing the Local Plan, taking that forward in the new Local Development Framework format to 2021 and beyond.

As a formal planning statement, it applies to the area of Dacorum only.

1.3.2 Where the Master Plan reinforces and elaborates Dacorum Borough Local Plan it is particularly important and must be followed. The Council fully supports the principles behind the Masterplan and recognises that some flexibility is required in pursuing changes to the current Local Plan, particularly in the light of further information and decisions emanating from HSE investigations and policy advice in relation to the Buncefield Oil Terminal, and the potential expansion of Hemel Hempstead and allocation of new jobs across southern Hertfordshire in the Regional Spatial Strategy (also see Section 5.4). The Master Plan has been drafted to provide sufficient flexibility to respond to these influences as and when known.

1.3.3 The highways and transportation schemes identified in the Master Plan are at a conceptual level. As the schemes are selected for further design work, it will be necessary to review the proposals as more information is made available. Schemes that have an impact on the transportation in Hemel Hempstead will also need to be developed in conjunction with the Hemel Hempstead Urban Transport Plan (to be adopted mid 2008).

1.3.4 The Maylands Master Plan (and the development brief for the Maylands Gateway which sits beneath it) are set within a wider context of proposed change and regeneration under the banner of the Hemel 2020 Vision.

2 Character Areas

2.1 Introduction

2.1.1 The Master Plan divides Maylands into a number of Character Areas, intended to provide a differentiation in terms of the kind of development that should be encouraged to locate in various areas of Maylands.

2.1.2 Each Character Area is given its own identity within an overarching Maylands brand, providing a consistent feel and quality to how the area looks and works. They avoid 'bad neighbour' issues and conflicting traffic movements, by, for example, encouraging heavy traffic, such as HGVs, away from higher quality offices. They provide ready catchments to nearby facilities by co-locating densely populated uses such as offices. It gives confidence to potential investors in the kind of place they are moving to, whether they be looking to develop offices, commercial premises or warehouses. They offer businesses the advantages of clustering with similar companies.

2.1.3 Through the Master Plan's role as informing planning policy, these character areas and the recommendations they make can be used as guidance for planners and developers alike in selecting the best and most suitable location for their investment or business.

2.2 Maylands Gateway

2.2.1 Maylands Gateway will be a first rate business park with some technology sector focus, containing a series of high quality, sustainable buildings set within a green landscape focused around a central lake. It will provide a range of building sizes suitable for key tenants in landmark buildings, including a Higher Education presence, HQ offices, conference facilities and a hotel.

2.2.2 Additional facilities such as parking, small scale food and drink and childcare will also be built to a high standard and an estate management office could be provided on site. A new access road will be provided into Maylands through the Gateway to alleviate traffic from currently congested routes into Maylands. The fringes of the Gateway can also be host to a Park and Ride facility serving both Maylands and the town centre, a dedicated secure HGV Parking area and the Maylands Energy Centre – a site for the production of and information about sustainable energy and development for Maylands.

2.2.3 The Maylands Gateway will be a highly visible sign of the regeneration of Maylands and provide a high quality environment in which to invest, do business, and work.

2.2.4 It will be an office-led (B1) development. It is expected to be particularly attractive to technology-based/green business initiatives.

2.2.5 Excluding the as-yet-undeveloped PeopleBuilding phases, which will be boosted by the market and profile the Gateway creates, and Breakspear Park, the Gateway has the potential for around 130,000 sq m (gross external) of office space, equating to over 5,700 jobs.

Maylands Gateway Planning and Design Principles

Design & Materials:

- Very high quality, individually designed buildings, set within a landscaped setting and utilising high quality materials.
- Landmark buildings to be located at the current Royal Mail site at the corner of Maylands Avenue and Breakspear Way, to be a maximum of 3 storeys; and at the Breakspear Way/Green Lane junction, to be a maximum of 6 storeys. Other buildings to range from 3-6 storeys (see building heights plan).
- Buildings should create an active frontage and positive relationship with the new access road.
- Company signage to be integrated into the overall building design.
- High quality exterior lighting may be acceptable, however this should avoid unnecessary light spill.

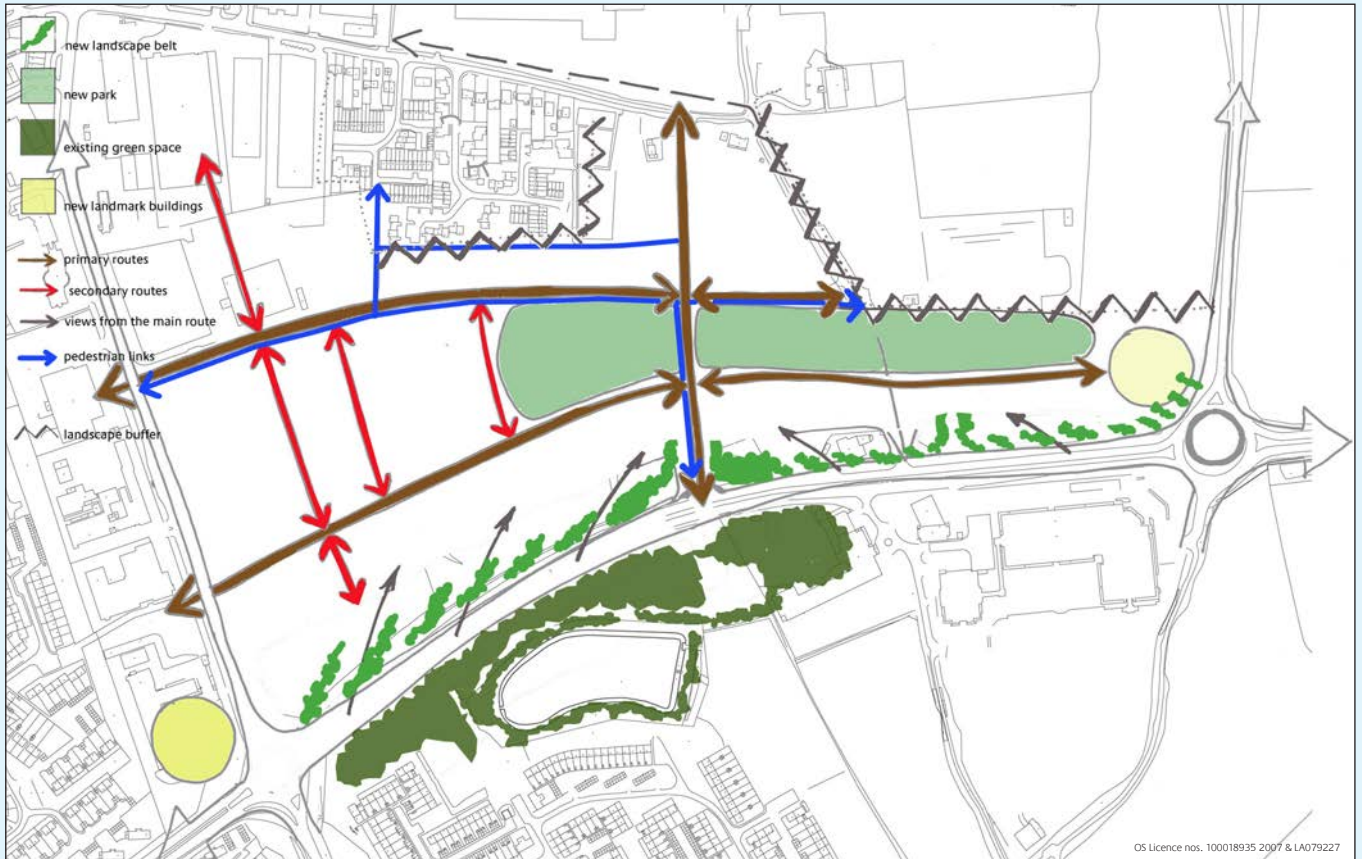
Parking & Access:

- New buildings should not be dominated by car parking. Parking should be avoided on the Breakspear Way frontage, and the potential for underground and undercroft provision explored.
- Secure cycle parking to be provided for each development and conveniently located.
- High quality, permeable hard surfacing materials should be used.
- No new vehicular access points should be created onto Breakspear Way, apart from the single route specified in the proposed layout plan.

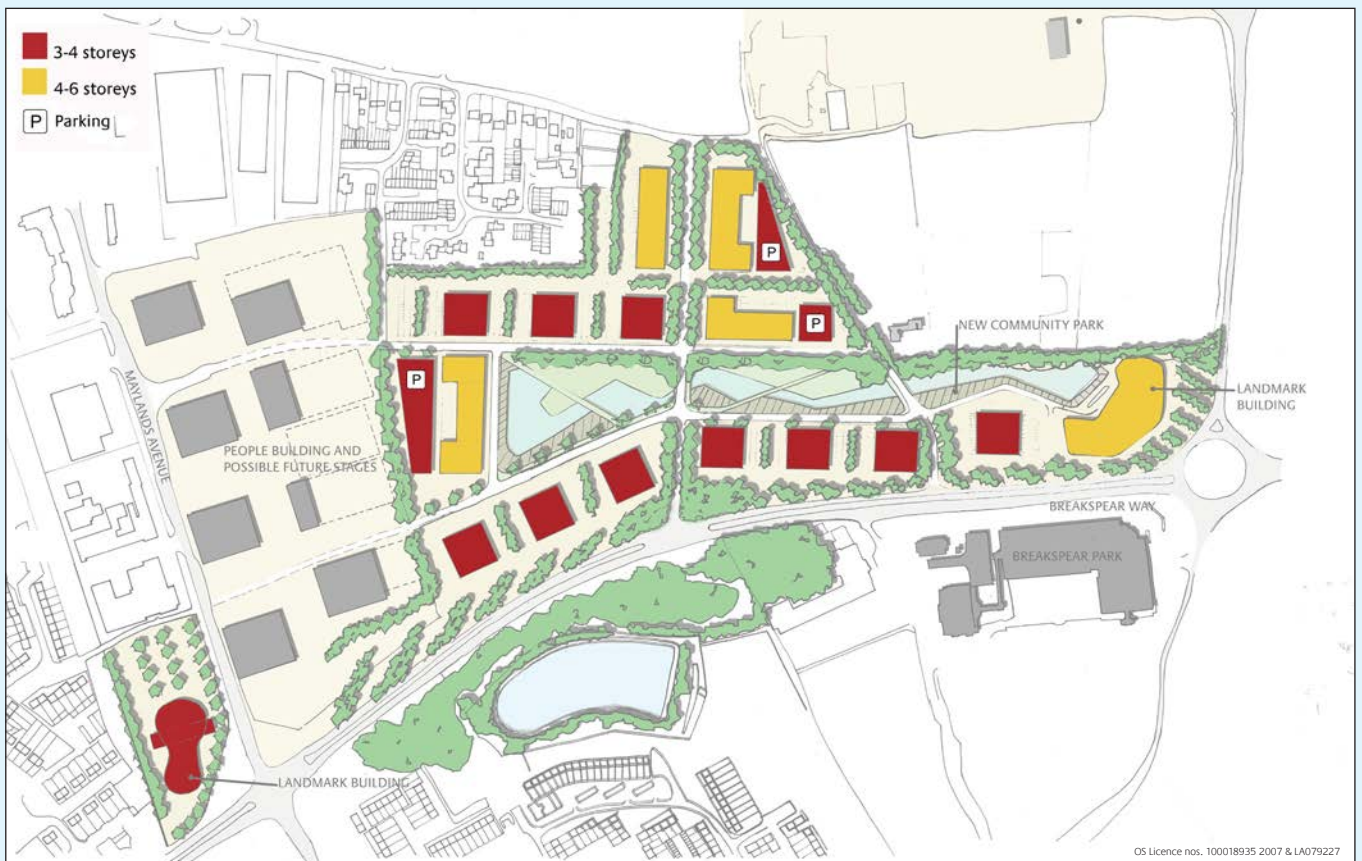
Landscaping & Boundary Treatments:

- Retain a wide landscaped buffer between Breakspear Way and new development to create a green aspect.
- Fencing between individual plots should be avoided, so as not to detract from the open landscaped character of the area.
- High quality public realm encourages pedestrian and cycle movements.





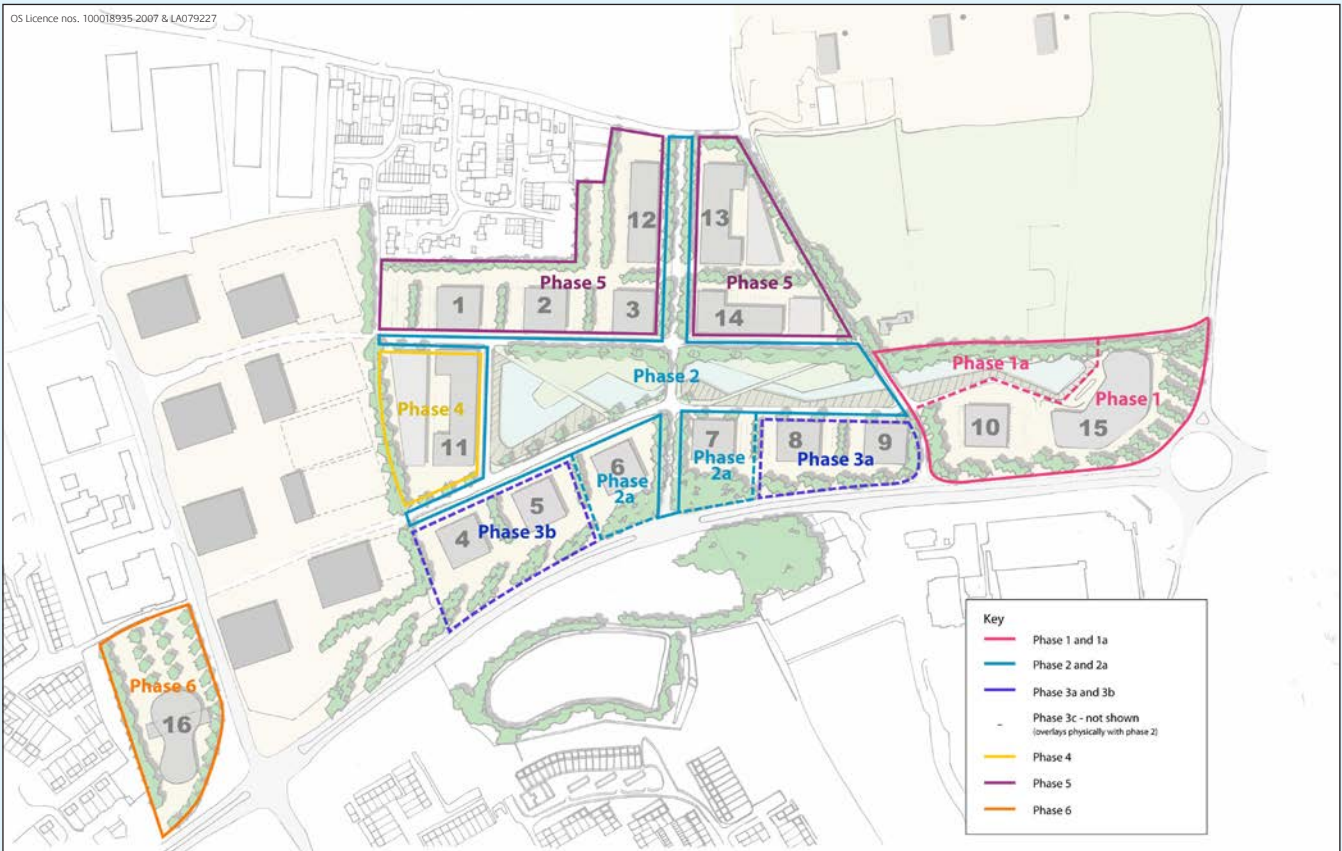
Maylands Gateway Concept Diagram



Proposed Layout of Maylands Gateway



Perspective of Maylands Gateway



Maylands Gateway Proposed Phasing Plan

2.3 The Heart of Maylands

2.3.1 The Heart of Maylands will become the functional centre of Maylands, providing shops, cafes, restaurants, business services, community facilities, open space and access to public transport.

2.3.2 Its main catchment and source of patronage will be the businesses and employees situated across Maylands – essentially the weekday population. In this sense it can be regarded as a ‘local’ centre and should be complementary to, rather than in competition with, existing local centres in adjacent neighbourhoods, and other centres such as Jarman Park and the redeveloping town centre itself.

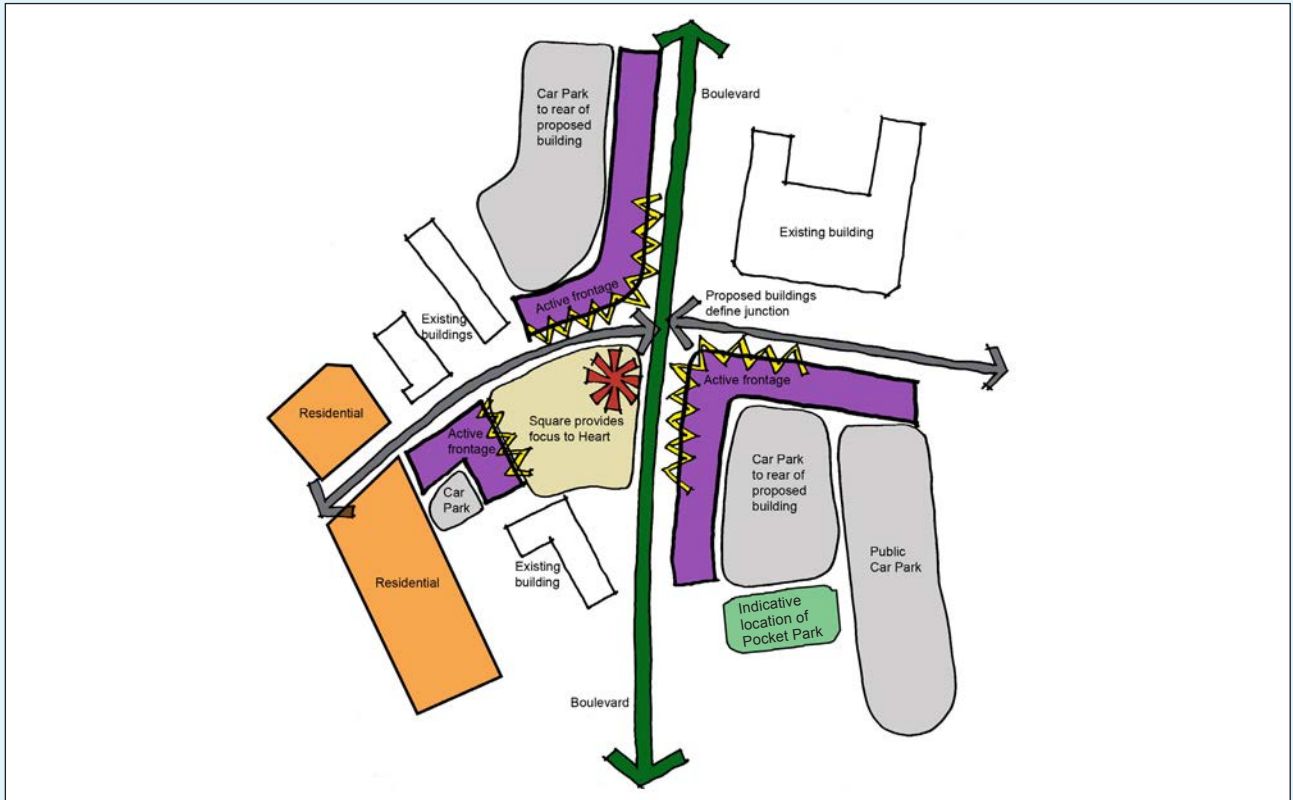
2.3.3 Developments will be encouraged that comprise of a mix of uses, which may include office and residential accommodation on upper floors.

2.3.4 The emphasis of development within the ‘Heart’ will be around human activity and social interaction. This will be achieved by the provision of a public square and open space, encouraging ground floor activity, enhanced quality in terms of landscaping and street treatments, ensuring parking is sensitively dealt with to maintain and encourage human activity. Where building uses are compatible with outdoor seating, it will be encouraged to contribute to an active public realm. The scale and distribution of uses is indicated in the proposed layout.

2.3.5 The public square will provide areas for activity such as pavement cafés or areas for markets or events, as well as quieter areas to sit or linger.

2.3.6 A mix of uses will be encouraged within the ‘Heart’. Ground floor uses should promote street activity, and therefore shops (A1), banks and financial services (A2), restaurants and cafés (A3) and pubs or bars (A4) will be accepted. Office uses (B1) may also be acceptable on the western side of Maylands Avenue. Upper floor uses can be more flexible and should be the focus for further office (B1) development. Some residential uses could be accommodated within the Heart of Maylands, along the Wood Lane End axis, subject to more detailed study and market testing. The Layout Plan for the Heart indicates where some of this may be appropriate. The council considers a target of 100 units is appropriate.





Design Concept for Heart of Maylands



Proposed Layout for Heart of Maylands

2.4 The Face of Maylands

2.4.1 'The Face of Maylands' will encourage high quality development, within a people-friendly environment to create a sense of place and arrival for Maylands. Along with the Gateway, it will be Maylands' core office (use class B1) location.

2.4.2 Developments designed to high quality standards will be expected within the Face. A premium is put on form as well as function here. The layout of buildings and their relationship with the street will help contribute to a human-scale, vibrant environment and portray a sense of arrival and sense of place for those entering Maylands.

2.4.3 Good quality buildings will be matched by good quality public realm. The treatments of footpaths and cycleways will be of a high quality to encourage other uses than the car. Generous road widths will resolve conflicts between parked and moving vehicles and provide space for good planting and landscape treatments.

2.4.4 Whilst office-led, there is more scope in the northern part of this area for other forms of development, such as B2 (General Industrial) or B8 (Storage or Distribution) uses, provided it is designed to meet the guidelines illustrated below. For example, the office component of B2 uses should be located at the front of the development, with uses less compatible with the 'Face of Maylands' located to the back. The Face, together with the Gateway is not deemed suitable for car showrooms.

Face of Maylands

Planning and Design Principles

Design & Materials:

- Good quality modern materials are required
- High quality exterior lighting will be acceptable, however this should avoid unnecessary light spill.
- 3 storey buildings preferred
- Buildings should create an active frontage and positive relationship with the street.

Parking & Access:

- High quality, permeable hard surfacing materials should be used.
- Secure cycle parking to be provided for each development and conveniently located.

Landscaping & Boundary Treatments:

- Landscaped buffer to site frontage to be a minimum of 10 metres (measured from the edge of the road).
- Schemes should contribute to proposed boulevards
- High quality boundary treatment, in combination with landscaping, will be acceptable, but should not be positioned forward of the rear elevation of the building. Palisade fencing will not be appropriate.
- Refuse storage facilities should be integrated into each scheme – either within the buildings or in well-sited purpose built and appropriately screened compounds.
- There should be no areas of open storage.



Indicative Plot Layouts

2.5 The Engine Room

2.5.1 'The Engine Room' aims to provide the conditions to encourage enterprise and investment in a range of industrial and commercial uses, offering more flexible terms for development and business occupation.

2.5.2 Maylands has provided a home to a wide variety of businesses, both large and small, over its life to date. It should continue with this offer. It will provide a place where businesses, from commercial or wholesale enterprises, to engineering firms or small offices can locate, on sites that are flexible to changing needs and circumstances.

2.5.3 The Engine Room supports enterprise and new businesses through providing flexible sites and various forms of business occupation. A range of uses will be considered acceptable, with flexibility in terms of how sites are designed and laid out, although a consistent approach will be taken to the public realm, roads and pavements to make a step change in the quality of supporting infrastructure and the quality of the environment.



Engine Room Planning and Design Principles

Design & Materials:

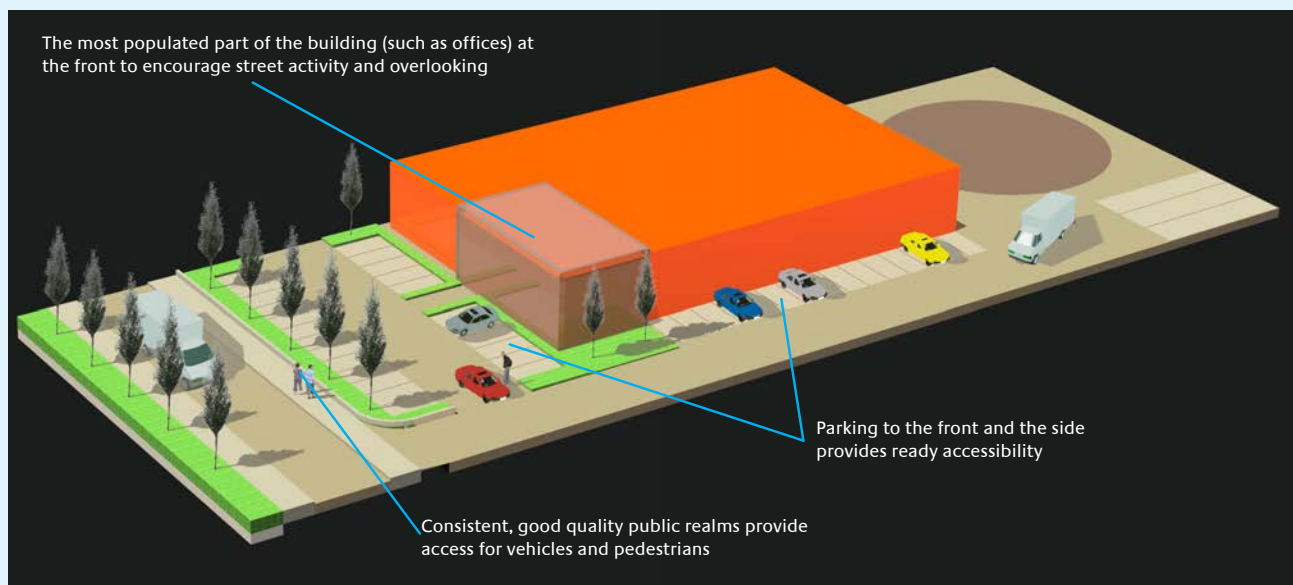
- Preferred building heights are 2-3 storeys on frontages
- Good quality modern materials are required. A combination of brick and metal cladding is encouraged.
- High quality exterior lighting may be acceptable, although this should avoid unnecessary light spill.
- Where possible, roller shutter doors and loading bays should be located to the side or rear.
- Refuse storage facilities should be integrated into each scheme – either within the buildings or in well-sited purpose built and appropriately screened compounds.
- Developments should create an active frontage – it will not be acceptable for blank walls to be presented to the street.
- Where sites are developed to provide multiple units, development will still be expected to provide significant landscaped area to the main road frontage and include an active frontage and positive relationship with the street. It will not be acceptable for units to be sited with blank side / rear elevations to the main road frontage.

Parking & Access:

- Sufficient space should be provided for lorry parking and manoeuvring.
- Secure cycle parking to be provided for each development and conveniently located.
- High quality, permeable materials should be used for all hardstanding to site frontage.
- Parking at the front of buildings should be limited to two rows of vehicles.

Landscaping & Boundary Treatments:

- High quality boundary fencing, in combination with landscaping, will be acceptable, but should not be positioned forward of the rear elevation of the building. Palisade fencing will not usually be appropriate.
- There should be no areas of open storage.



Indicative Plot Layouts

2.6 The Service Centre

2.6.1 'The Service Centre' also aims to encourage investment and enterprise through flexible guidelines, but its location near to routes identified for HGV traffic will be of particular advantage to the active distribution and logistics sectors.

2.6.2 The intention of creating an area in Maylands specifically for distribution and warehousing is to build on its strengths in terms of road access and market position, whilst not letting it dominate land use nor limit the capacity for Maylands to flourish from other forms of investment.

2.6.3 The aim is to create a dynamic, good quality, environment for primarily B8 Storage and Distribution Uses. Other forms of industrial building (Use Class B1 or B2) will be considered acceptable, particularly in the Swallowdale area.

2.6.4 The guidance is flexible on block sizes, appreciating that large blocks are often required by the market in order to satisfy demand. Office units should be located at the front of buildings to provide some animation to the street. This breaks down large areas of blank facades with some street frontage giving some overlooking to the street. Vehicle service areas should be located at the rear or sides of developments to internalise HGV movements where possible and to avoid street congestion.

2.6.5 The extent of the Service Centre may alter as a consequence of the outcome of the Health and Safety Executive (HSE) investigation into Land Use Recommendations. Should the footprint of the Buncefield terminal be reduced, and/or consultation zones extend outwards, this may bring forward opportunities to extend the Maylands Service Centre.

The Service Centre Planning and Design Principles

Design & Materials:

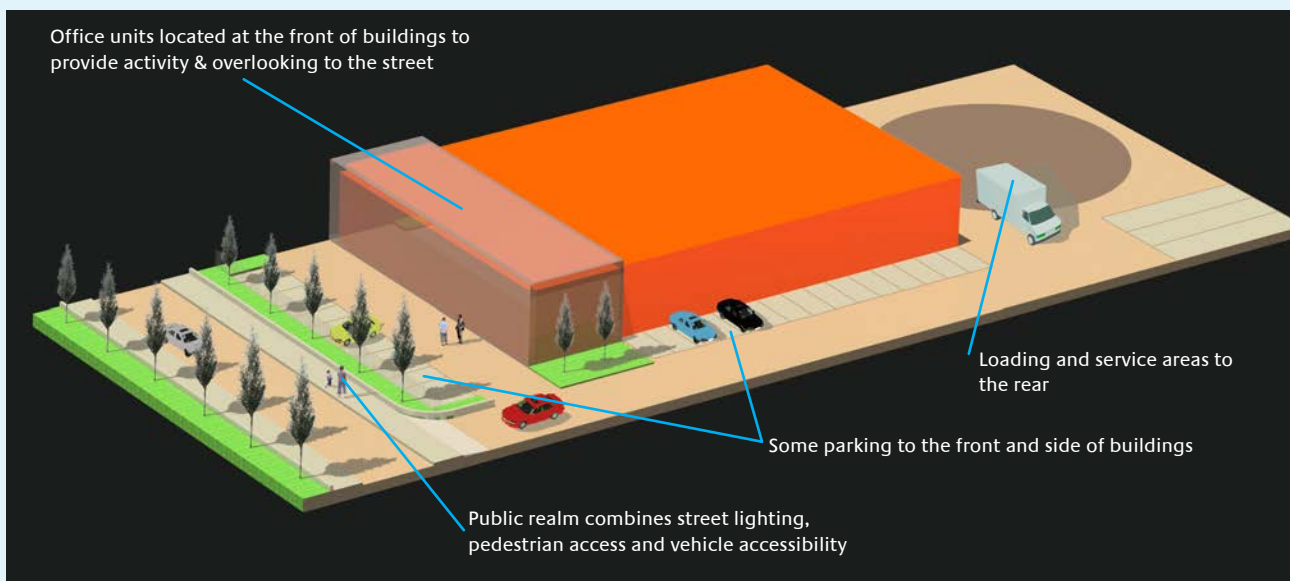
- Preferred building heights would be 2-3 storeys on building frontages.
- Good quality modern materials are required.
- High quality exterior lighting will be acceptable, however this should avoid unnecessary light spill.
- A combination of brick and metal cladding is encouraged.
- Where possible, roller shutter doors and loading bays should be located to the side or rear.
- Developments should create an active frontage – it will not be acceptable for blank walls to be presented to the street.
- Where sites are developed to provide multiple units, development will still be expected to provide significant landscaped area to the main road frontage and include an active frontage and positive relationship with the street. It will not be acceptable for units to be sited with blank side / rear elevations to the main road frontage.

Parking & Access:

- High quality, permeable materials should be used for all hardstanding to site frontage.
- Sufficient space should be provided for lorry parking and manoeuvring.
- Secure cycle parking to be provided for each development and conveniently located.

Landscaping & Boundary Treatments:

- Refuse storage facilities should be integrated into each scheme – either within the buildings or in well-sited purpose built and appropriately screened compounds.
- High quality boundary treatment, in combination with landscaping, will be acceptable, but should not be positioned forward of the rear elevation of the building. Palisade fencing will not be appropriate.



Indicative Plot Layout

East of Boundary Way – Face of Maylands or Service Centre?

2.5.6 The strip of land between Boundary Way and Buncefield Lane would fit more comfortably in the Service Centre Character Area, due mainly to its location and the need not to dilute the potential for office development. However, prior to the Buncefield Incident there were a number of higher-end office properties that would have fitted more comfortably into the Face of Maylands typology (and one – Hemel One – remains). If possible, their occupants would like to return, pending the findings of the HSE Inquiry.

2.5.7 Whilst the long-term strategy remains for this cluster of buildings to form part of the Service Centre, the Master Plan does not wish to suggest that the businesses that comprise it should be expected to move.

2.5.8 The Master Plan does not make a firm judgement on this matter and awaits any revisions to the HSE Land Use Planning guidance – It may be that large scale office use is deemed unacceptable in this location anyway.

2.5.9 The Boundary Way technology companies may feel that their future lies in the Gateway or Face of Maylands. They are precisely the type of business these areas will be seeking to attract.



2.7 Residential and other uses

2.7.1 The Master Plan includes the Spencer's Park area – also known as North East Hemel Hempstead. The Master Plan supports proposals for residential development here, as proposed through an existing Development Brief covering the northern section of the site. The Master Plan also supports a target of 100 residential units in the Heart of Maylands. There may be demand for live/work units, but this is expected to be very limited.

2.7.2 Other uses that might be introduced to Maylands include a place for religious contemplation, a health clinic and other small-scale medical facilities and a police station. The type of Police facility required in the area would consist of an enquiry office and patrol base requiring approximately 1000sqm of floor space and good access to the primary road network. Although the Master Plan does not specify precisely where these should be located, they would be suited to locations within the Gateway and/or Heart of Maylands.

2.7.3 The Master Plan also supports plans for a stadium, to be used by Hemel Hempstead Town Football Club with or without another user. Having weighed up the alternatives, no suitable site within Maylands can be found, so it is proposed that a new stadium should be located within the existing Green Belt, subject to the findings of a possible strategic Green Belt review. A site within ten minutes from the Park and Ride would reduce the need for additional dedicated car parking.

2.7.4 The Master Plan expects the satisfactory relocation of uses such as the caravan club site, caravan storage park and nursery, not their displacement by proposals in and on the edge of the Gateway. A nursery would be better located within the Gateway, further away from Buncefield, but no specific sites are identified for the other uses.

3 The Movement Strategy

3.1 Introduction

3.1.1 Traffic, access and congestion are the day-to-day issues that most concern Maylands businesses.

3.1.2 The movement strategy aims to provide choice in terms of how people get into and around Maylands. It aims to increase the reliability of all modes of travel, an important part of which is providing high profile, quick, easy to use, value for money services linking Maylands to other key destinations. The movement strategy also aims to tackle the problems currently inhibiting other forms of travel.

3.1.3 The sustainable transport measures will be coordinated and implemented through a site wide Travel Plan Framework.

3.1.3 The transport measures will be coordinated with the Hemel Hempstead Urban Transport Plan and other transport measures within the town.

3.2 Public transport

3.2.1 Despite providing jobs for over 15,000 people, Maylands offers very limited options in terms of public transport. This, plus its location at the edge of Hemel Hempstead and close to the motorway, means that the vast majority travel to work by car. Congestion at peak times is a major problem.

3.2.2 Significant improvements to the public transport network are needed to reduce reliance on the car as a travel to work mode to help reduce traffic into the area and meet sustainability and transport policy objectives. The need for public transport is made more urgent by the additional levels of development proposed at Maylands Gateway.



3.2.3 Public transport must address needs beyond the boundaries of Maylands. The railway station, the town centre and possibly St Albans are key destinations

that should be linked by a high quality, regular, reliable, recognisable bus link. This bus link will serve key nodes within Maylands, including the Park and Ride, the Gateway Technology Park and the Heart of Maylands. This will be combined with local bus services serving the remainder of Maylands. Branding will be used to give the route a high profile, and it should be as user-friendly as possible through the use of simple timetabling, real-time information at stops and high quality infrastructure in terms of both the vehicles and the stops and shelters.

3.2.4 The key elements of the public transport strategy will be:

- A new dedicated high quality, high profile bus service linking the Maylands Business Park and the Park and Ride, with the Town Centre, bus station and railway station.
- A Park and Ride facility, linked into the new strategic bus link
- Best use of existing bus services including the number 14 service and the number 301 service
- High quality bus shelters
- Real time passenger information

3.3 Park and Ride

3.3.1 Improvements to the public transport network are one part of a wider strategy to improve the movement network around Maylands. A Park and Ride will contribute to reducing congestion immediately around Maylands by taking a proportion of traffic off the network before it reaches the entry points into Maylands. A Park and Ride facility could have a joint use by providing parking for HGV traffic – this would be a public facility providing free HGV parking and would supplement rather than replace existing HGV parking on Three Cherry Trees Lane.

3.3.2 The Park and Ride would be integrated with the Strategic Bus Link, so it would effectively serve both Maylands and the town centre, through to the railway station, providing a quick, reliable alternative to driving into Maylands and the town centre. To be successful the provision of Park and Ride would need to be developed in association with wider methods of parking control.

3.3.3 The favoured location for the Park and Ride would be in or adjacent to the proposed new development in Maylands Gateway, and can link with the new Bus Link – important factors in making the Park and Ride viable. The specific site for the Park and Ride will be explored further through the LDF process. The Park and Ride facility would require an area of approximately 3 hectares.

3.4 Traffic Improvements

3.4.1 Investment in the existing road network is also part of the strategy to improve the ease of movement of traffic in and around Maylands. Proposals include an additional entry into Maylands via the Gateway, relieving some traffic from Breakspear Way prior to it reaching the junction with Maylands Avenue.

3.4.2 Heavy Good Vehicles (HGVs) will be encouraged into Maylands via Green Lane and into Maylands via the eastern side, taking stress off the Breakspear Way/Maylands Avenue junction. This would have environmental advantages as well as reducing the amount of traffic on congested routes. Progressing the North East Hemel Hempstead Relief Road through additional development in the north east of the town will also help.

3.4.3 The Maylands Master Plan Technical Report also includes street-by-street recommendations for improving carriageway conditions.

3.5 Road Hierarchy

3.5.5 The road hierarchy through the Maylands Business Park is not currently clearly defined.

3.5.6 The idea of differentiating the road hierarchy on the ground is therefore put forward as part of the Master Plan. A key aspect will be to separate HGVs at the Green Lane / A414 junction from other traffic travelling into the Maylands Business Park. These HGVs will then be directed through the Park by means of appropriate signage. New quality signage will assist the driver in travelling to the appropriate destination within the Business Park. This can be colour coordinated to allow the driver to take the most effective route.

3.6 Parking

3.6.1 A careful balance should be made between delivering sufficient parking for business requirements and offering parking at a level that would undermine sustainable transport measures.

3.6.2 The movement strategy is considered sufficiently comprehensive for the Local Planning Authority to apply Hertfordshire County Council's 'Zone 3' standard of parking throughout Maylands in the longer term to new development as it comes on stream, i.e. providing for 50-75% of maximum parking demand.

3.6.3 The longer term intention is that there should firstly be a parking management scheme and secondly centralised parking at one or two main locations within the Business Park. These are suggested to be in two locations – the Heart of Maylands and Maylands Gateway. In addition, the Park and Ride site will be primarily targeted at intercepting passing traffic rather than delivering remote parking to the Maylands employees.

3.7 Walking and Cycling

3.7.1 Dacorum's Town Cycle Strategy seeks to upgrade existing cycle paths and improve links between Maylands and surrounding neighbourhoods. In particular, links will be improved between Adeyfield to the west, Grovehill and Cupid Green to the north and the Leverstock Green area to the south (this being through the proposed signalised junction between A414 and Maylands Avenue). A further new link will be installed along the southern side of A414 between Green Lane and Maylands Avenue, extending into the proposed cycle link that will head east and then south along the new A414 to Chiswell Green. Improved signage will be a key element within this vision.

3.7.2 Within the Business Park, cycle and pedestrian links will be improved as part of the longer term 'green' vision with new green corridors created.



3.8 Travel Plan

3.8.1 An area-wide Travel Plan Framework will set out the overarching issues and the standard to which a set of more bespoke Travel Plans should adhere. This is preferable to producing a universal area-wide plan as companies vary considerably in their operational requirements.

3.8.2 A Green Travel Sustainability Coordinator for Maylands will coordinate the delivery of the area-wide objectives ensuring that the more bespoke Travel Plans are fully compatible with these overall objectives. Issues around flexible working arrangements can also be explored with businesses, to reduce traffic flows at peak times.

3.8.3 In addition to the implementation of the main Movement Strategy, other sustainable initiatives that will be promoted are car sharing and car clubs.

3.9 Streetscape Improvements

3.9.1 The general quality of the environment and public realm throughout Maylands suffers from inconsistent maintenance and quality. This deters investment and weakens the offer of the Business Area to potential and existing tenants. Although individual buildings and private areas can only be influenced in a limited way by those managing the area, improvements to the public realm are within the sphere of influence of the Council and Maylands Partnership (including via the proposed Business Improvement District) and so investment in these areas is a proactive way of lifting the quality and perception of Maylands.

3.9.2 For commercial, as well as environmental, reasons, the landscape/streetscape treatment in the Gateway will be of the highest order. Particular improvements are also needed along Maylands Avenue, due to its role as the main route into Maylands, the location of high end users and the identification of it as being the 'Face of Maylands'. Distinct pedestrian and cycle routes will enhance the pedestrian environment, mature trees along footpaths, and at the centre of the carriageway will give the route a boulevard character as well as having aesthetic and environmental benefits.

3.9.3 Street furniture will be of a consistent quality. The aim will be to use differing materials, colours or designs for each Character Area in order to give each zone a specific identity within the wider Maylands brand, enhance its integrity, give each area and its users a sense of place, and aid its functionality in terms of being a wayfinding tool.

3.9.4 Signage is also an important part of creating identity as well as having a functional value of being a navigational tool. Signage around the wider (Hemel Hempstead) area could reflect the Maylands brand and aspirations and adopt the Maylands type and logo at a minimum it should consistently be referred to as the 'Maylands Business Park'.

3.9.5 'Secondary' routes will also benefit from tree planting in front of building edges to define the street line and soften fencing in front of building plots. Improved lighting will improve illumination of the footway and enhance safety.



4 The Green Strategy

4.1 Introduction

4.1.1 A key part of the vision for the Business Area is that of ‘greening Maylands’. This operates on a number of levels, from its physical appearance, introducing improved green business practices, and the production of sustainable energy.

4.1.2 The green strategy includes:

- The Landscape Strategy – how the physical appearance of Maylands can achieve a higher environmental quality through the development of additional green areas, ensuring everyone has good access to areas of open space.
- Operation – how green business practices can be adopted into the everyday operation of businesses, and how sustainable development can be integral to the future development of Maylands, and how the ecological value of the area can be maintained and advanced
- Introduction of new technologies – A Green Energy Centre for Maylands – there is the potential within Maylands to develop a Green Energy Centre – a dedicated area in which new technologies can be adopted to make Maylands a producer of sustainable forms of energy. This would turn Maylands into a cutting edge Business Park in relation to sustainable energy use.

4.2 Landscape Strategy

Vision

4.2.1 There is currently not enough high quality open space within Maylands. Open space in which to exercise, eat, relax or socialise contributes to the wellbeing and satisfaction of employees and is an important part of the modern business park environment.

4.2.2 The Landscape Strategy is based around a typology of open spaces of varying sizes and for varying functions as set out in the table below.

4.2.3 This provides a range of places and spaces of various sizes for various activities, including ‘pocket parks’ to provide informal seating and meeting areas for employees and more formal public squares, with cafes and space for holding local events. Nobody should be more than ten minutes’ walk from a quality open space.

Typology	Size	Facilities	Character	Location	Max. walking distance
Community Park	Min. 3.5 ha	Serve local community of residents or employees; lawn areas for formal and informal recreation; events area (in business area) or play facilities (in residential areas); structured planting	Primarily soft landscape	Gateway, Spencer's Park	10mins/800m
Pocket Park	Min 0.5 ha	Serve immediate community of residents or employees; seating areas; play equipment (in residential areas)	Primarily soft; highly visible and secure; combination of concrete paving and bound gravel surfaces; co-ordinated street furniture	Throughout Maylands	5 mins/400m
Square	Max. dimension 70 - 100 metres	Long and short stay seating; café/ restaurant spill out; events; kiosk; ornamental planting	High quality civic space; defined by built form but visible and accessible to passers-by; natural stone paving and cladding to planters and level changes; co-ordinated stainless steel street furniture; Semi-mature tree planting	Heart of Maylands	10mins/800m
Woodland Blocks	Min. 2 ha	Primarily ecological in function with controlled access; informal recreation e.g. walking, picnicking	Extension to existing woodland blocks to increase ecological value; soft landscape with bound gravel footpaths; native tree, shrub, groundcover, perennial and meadow planting	Adjacent to existing woodland	10mins/800m
Woodland Fingers	Min. 15m width	Woodland buffers with opportunities for informal recreation e.g. walking, picnicking; planting to extend existing woodland habitat	Linear strips of woodland to act as buffers to Service Centre areas and connect woodland blocks and open spaces providing recreational routes; soft landscape with bound gravel footpaths; native tree, shrub, groundcover, perennial and meadow planting	Throughout Maylands	5 mins/400m
Boulevard Landscape	-	Primary cycle route; primary pedestrian route; tree line; vegetated swale to deal with surface runoff	High quality streetscape; combination of natural stone and natural stone aggregate concrete paving; co-ordinated stainless steel street furniture; semi-mature tree planting to create boulevard	Primarily Face of Maylands and Gateway	
Pedestrian Link	-	Pedestrian route; structured planting between plots to define route and soften security fencing	Safe pedestrian route linking the site; combination of natural stone aggregate paving concrete paving and coloured asphalt; lighting columns to ensure sufficient luminance; security fencing to rear of properties softened with native shrub planting	North south routes connect Engine Room, Service Centre, Face of Maylands and Gateway	

Landscape Typologies

4.3 New Technologies: A Green Energy Centre

4.3.1 A proactive and coordinated approach needs to be taken for the Maylands Business Park as a whole, to maximise the business and environmental opportunities for sustainable energy.

There is a specific opportunity to develop a dedicated energy centre. This should use a variety of technologies, potentially including using waste from Maylands and beyond, combined heat and power (CHP), wind turbines, solar power or biomass (the production of which could potentially occur on land to the east of Buncefield) to produce energy and introduce a degree of self sufficiency to energy use in Maylands. There would be environmental and economic benefits, putting Maylands at the forefront of green technology and sustainable business practices.

The energy centre would be located in a specified area within Maylands, possibly co-locating with the Park and Ride area, close to Buncefield.

Increasingly, under the UK's now liberated energy market, sites such as Maylands are now attracting a range of technology providers and investors who are interested in providing decentralised onsite generation solutions that have until recently not been possible due to the market dominance of large national utility suppliers. Schemes are typically delivered under a performance contract or Energy Services Company (ESCO).

Developing an area-wide energy strategy that incorporates onsite generation under a performance ESCO contract potentially offers the best mechanism to deliver regional planning policy objectives to provide greater levels of carbon reduction and renewables. It would also provide attractive commercial benefits to owner occupiers of the Maylands area who could potentially invest in the ESCO partnership. Such an arrangement would drive both the sustainability agenda by tackling climate change as well as sharing risk and commercial benefits between landowners, developers, funders and tenants. It would have other benefits including:

- Greater control over fuel prices
- Attracting companies to locate on the business park
- Potentially providing increased security of supply of fuel, depending on the balance of technologies installed within the site
- Improving corporate image for site occupants
- Making companies more aware of the issues and benefits of carbon management and bring about behavioural change

A central thermal energy system offers a number of short- and long-term economic and technical advantages for users by potentially eliminating or greatly reducing many of the operating, maintenance, staff and capital costs associated with boilers and chillers in individual buildings. As more customers join the system, the fixed capital and operating costs are spread over a large base, providing the opportunity for individual energy bills to reduce or stabilise.

There are also likely to be significant opportunities to use a portfolio of small scale building-integrated renewable energy technologies at Maylands, the selection of these is dependent on detailed analysis of the energy profiles and building design and operating conditions. The options for energy supply and distribution are explored further on the Energy and Renewables Concepts diagram.



Community Park



Square



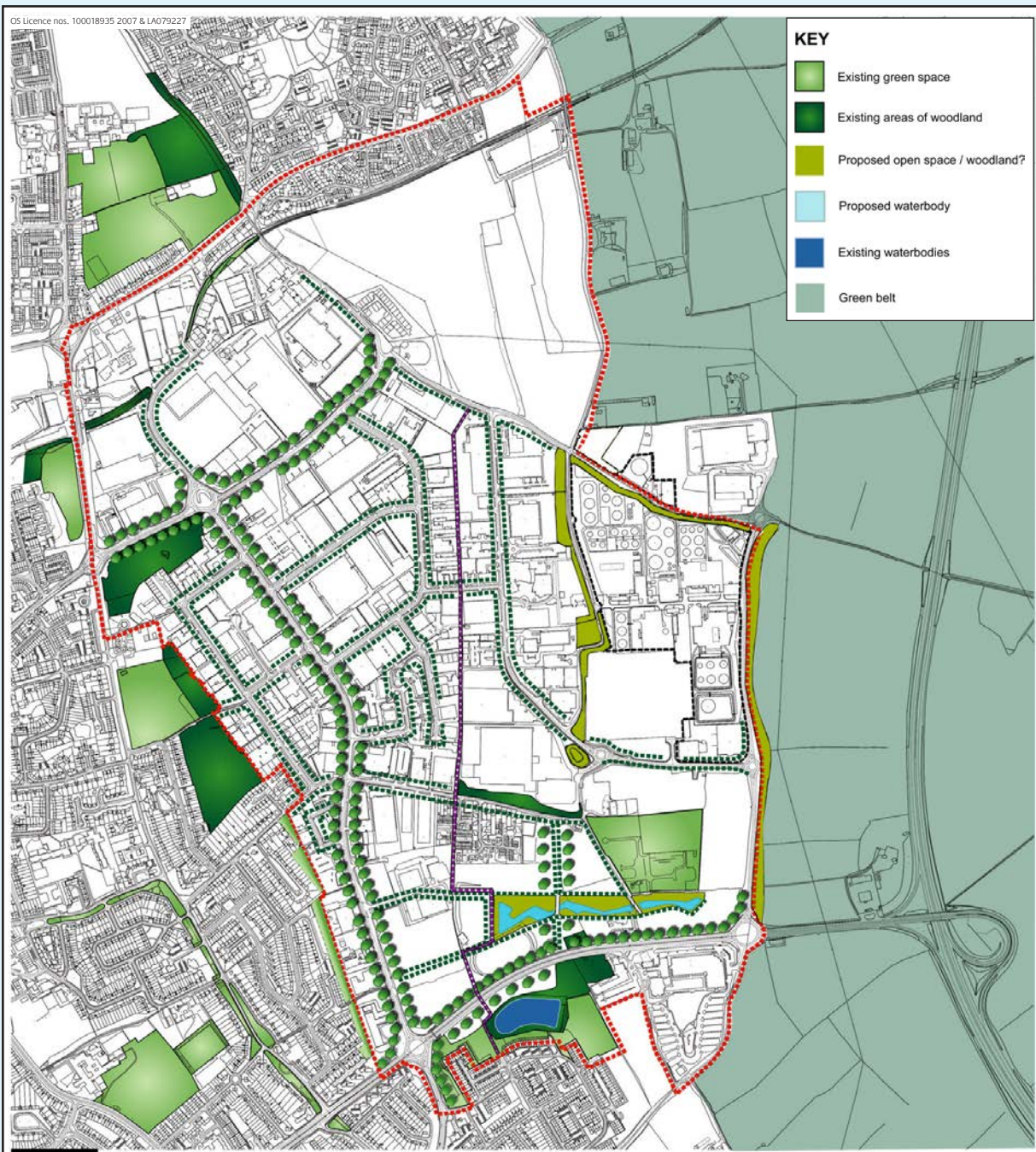
Boulevard Landscape



Pocket Park

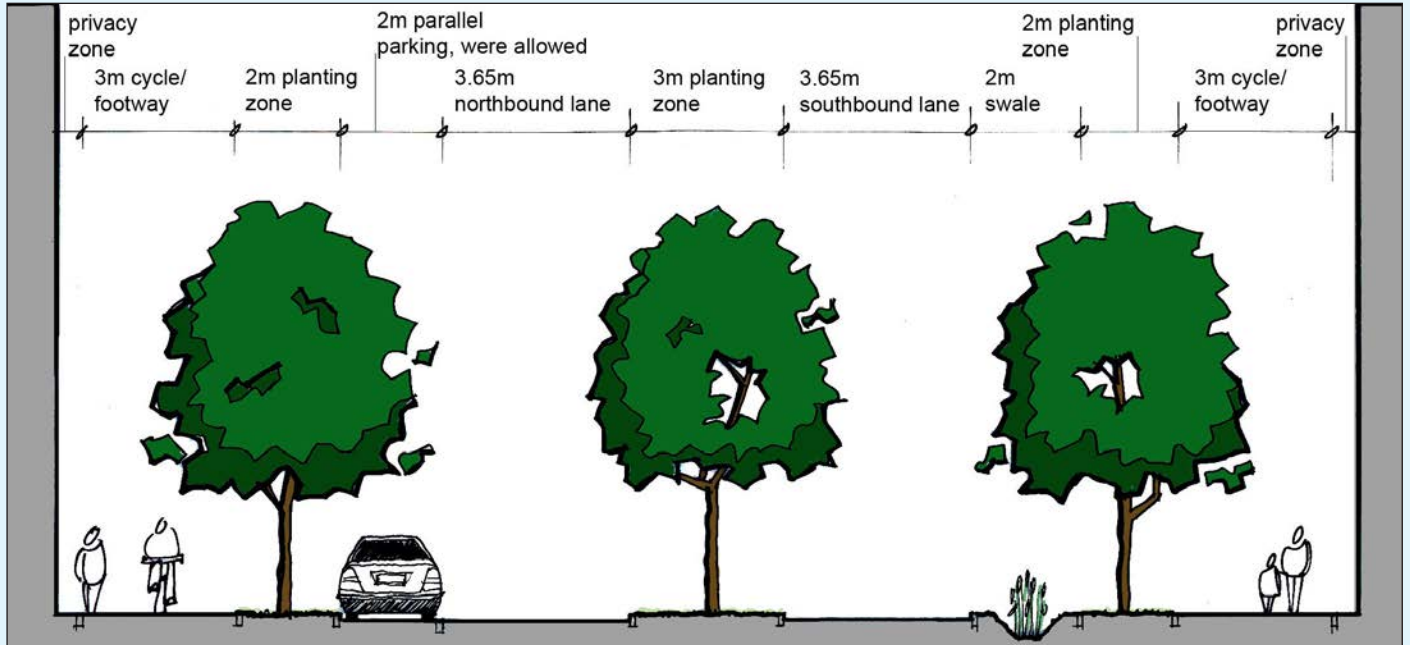


Woodland Blocks/Fingers

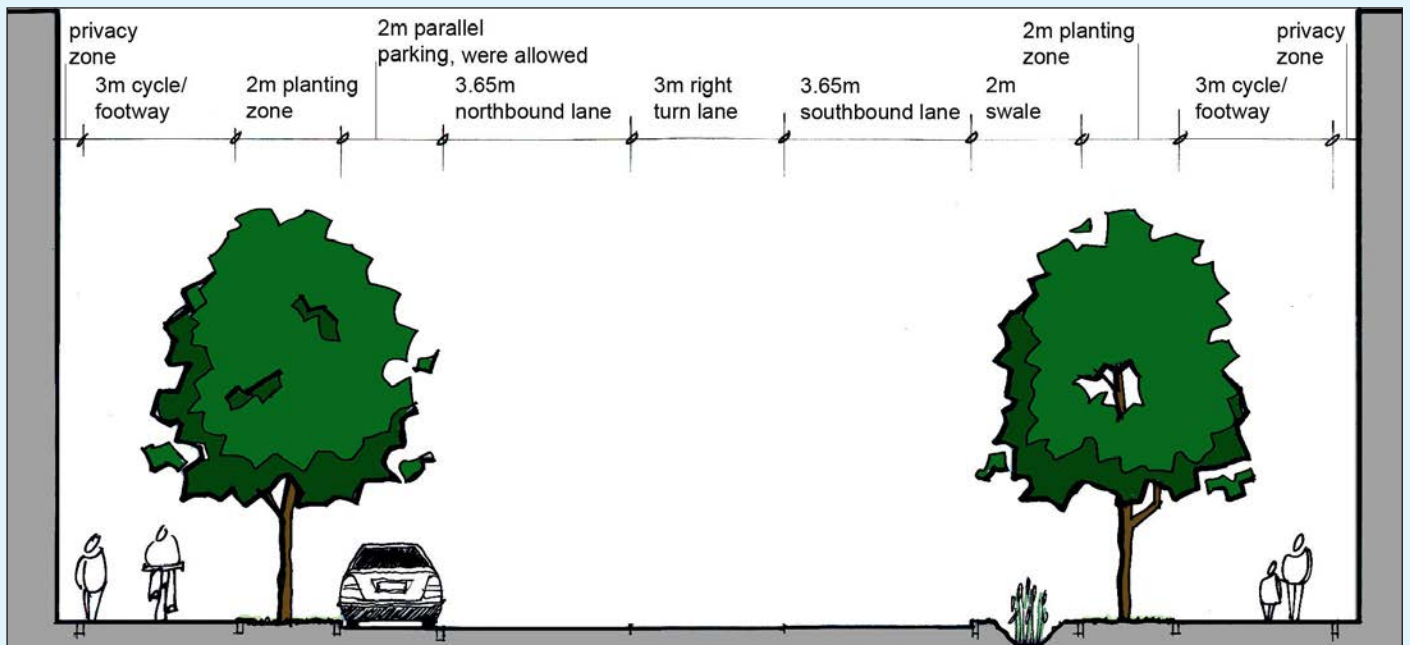


The Landscape Strategy

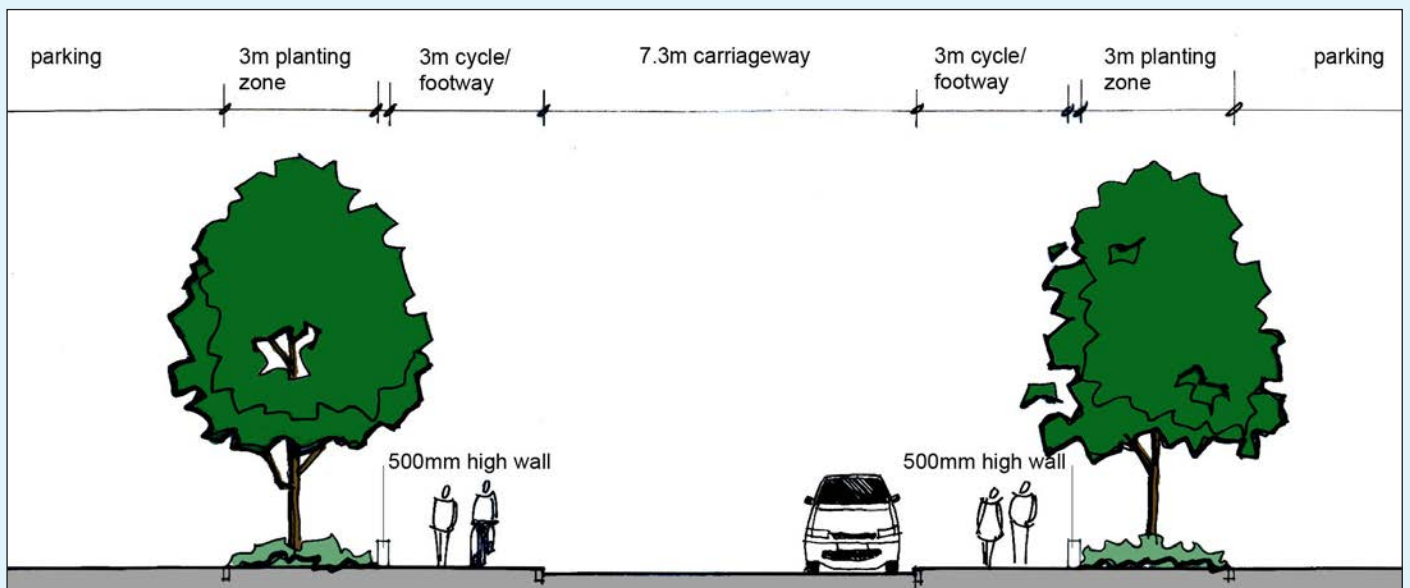
Proposed Movement Sections



Boulevard Landscape (landscape treatment to Maylands Avenue where no right turn is required)



Boulevard Landscape (landscape treatment to Maylands Avenue with right turn lane, Swallowdale Lane and Breakspear Way)



Street Improvements (landscape treatment to other main distributor roads and minor links)

4.4 Operation

4.4.1 Maylands has the potential to become a showcase for sustainable development in the UK, and a benchmark for business parks elsewhere.

4.4.2 Sustainable development is a fundamental design issue that needs to be incorporated from conceptualisation, through all the stages of the design process. It cannot be achieved through the mere addition of technologies to a building or development that is, in itself, unsustainable, and any attempts to do so are frequently expensive. A number of objectives and principles have been identified to ensure that sustainability is considered from the start, and the vision for a Green Maylands Business Area is delivered in practice:

- **Protect and enhance the area's natural resources and minimise resource use**

4.4.3 The Landscape Strategy aims to achieve a high level of ecological connectivity, linking with the larger green grid of open space, and achieving run-off rates which would be comparable to a greenfield site.

Protecting and enhancing the natural resources of the area will require attention to:-

- **Pollution prevention (air, water, ground, noise and light)**
- **Measures such as green and brown roofs, rainwater harvesting and sustainable urban drainage**
- **Measures to reduce local flood risk**
- **Adoption of an 'energy hierarchy' as an integral part of the design approach.**

4.4.5 A target of Zero Carbon buildings has been set for new buildings in the Gateway. This means starting with a design that is geared towards energy efficiency, from initial orientation to increase solar gain and design of the buildings to reduce uncontrolled ventilation, to the materials, lighting and services used. Achieving zero carbon means reducing the energy demand of a building and meeting the remaining demand via low carbon technology. Development will be assessed against BREEAM standards. BREEAM covers a wide range of sustainability factors focussed on reducing the carbon impact of the building. Maximum BREEAM credits should be sought. This includes the complete commissioning of services, energy efficient services and appropriate zoning and modelling at design stage, maximising daylighting, CO2 emissions reduction, material specifications and renewable energy. A highly energy efficient design will have to be supported by strategies to generate the energy needed for operating the buildings from renewable sources. Some of this can be dealt with at an individual building level, but a well coordinated larger scale scheme could also be considered.

- **Search for innovative solutions for the handling and treatment of waste and recycling**

4.4.6 There is the opportunity for innovative approaches to waste management, including a locally based recycling and waste treatment operation linked to County-wide systems, this could include initiatives to recover energy from waste.

- **Plan for sustainable transport**

4.4.7 Promoting cycling, walking, and public transport is a fundamental requirement for achieving sustainable development.

- **Ensure economic sustainability of local communities:**

4.4.8 To ensure the economic sustainability of the area, the Master Plan seeks to create a place where people would like to work and spend time. Economic sustainability also requires consideration of the mix of businesses, together with the need for ancillary functions, to make this business park work well in the long term.



5 Management and Delivery

5.1 Management

5.1.1 The Master Plan provides the framework upon which the improvement of the area can be implemented however delivery of the vision for Maylands needs a hands-on management overview, in order to be ahead, and stay ahead of the game in competing with other business locations.

5.1.2 Proactive management for the Maylands area is critical to ensure that the vision is achieved and sustained on several levels:

- Delivery of Master Plan projects
- Maintenance and upkeep - the improvements are maintained in good condition and uses of public spaces and activities around the estate are well organised.
- Long term strategy for partnership with business – so that the improvements work to the best effect for business, and there is an ongoing response to business needs with practical solutions

5.1.3 Achieving a Business Improvement District (BID) will be a good demonstration of the co-ordinated action and organisation of business that already exist in Maylands. The scope of management activity required however is likely to be outside the capabilities of the BID alone.

5.1.4 Funding, resourcing and personnel will be required for all these activities, and to ensure the relevant programming, co-ordinating and monitoring skills are in place.

5.1.5 Ideally, there would be a permanent team in place responsible for full-time estate management, comprising expertise from the perspectives of property, facilities, streetcare (planting, cleaning), green business (energy, recycling, waste, innovations) and marketing. Some of this expertise is already present in Maylands or within the public sector partner organisations committed to this Master Plan. This should be utilised to best advantage, whilst acknowledging the need for a dedicated management body with its own funding stream to be in place.

5.2 Branding

5.2.1 Branding and increasing the area's profile has been considered in some detail through work already progressed by the Maylands Partnership. This has led to some notable successes including the installation of Maylands art on the roundabout at the main access to Maylands. The Master Plan will underpin the ongoing branding work, through the creation and promotion of a new vision for the locality, and through land-use planning and identified construction investments.

5.2.2 The Green Business Park concept is a key

promotional tool, not only from a perspective of corporate social responsibility, but because it can offer economic advantages through a number of channels i.e. capturing the loyalty and spending power of the green consumer; offering self-sufficiency cost benefits from utilising green energy and on-site generation; raising the opportunity for business links for local sourcing and distribution; and offering security of energy supply. If Maylands becomes synonymous with all things “green”, it will provide an exciting, forward-thinking branding angle with longevity, scope for differentiation for all elements of business, and importantly, economic advantage.

5.3 Implementation Strategy

5.3.1 For each Character Area, the focus for the implementation strategy is identified in the Maylands Master Plan Technical Report, alongside an assessment of market opportunity and risk, identification of implications in relation to property holdings and commentary on delivery, cost, phasing and funding as it relates specifically to those character areas and initiatives within.

5.3.2 There are however, a set of recommendations which overlay all of the Character Areas, which are for the benefit of the Master Plan areas as a whole, and its relationship with the town, wider region and economy.

5.3.3 The total construction-related cost for implementing the recommendations and proposals within this Master Plan is estimated at current cost (2nd Quarter 2007) to be c. £45,000,000.

5.3.4 This total comprises:

- Maylands-wide Master Plan supporting works, of c. £15,000,000. Key elements are significant upgrades and streetscaping to Breakspear Way and junctions, new roads and footpaths within the employment area, public transport infrastructure throughout the area, a park & ride scheme and facilities, new signage, and improvements to existing green areas/ woodlands
- Smaller scale improvements for individual Character Area of c.£22,000,000 for the creation of service infrastructure and landscaping for the Gateway, and c. £8,000,000, for creation of public spaces, landscaping, amenity, road improvements and linkage proposals for the Face, Heart, Service Centre and Engine Room).

5.3.5 In addition to this, there are revenue-based costs associated with management and the running of the new public transport bus link. The annual gross cost of 5 premium quality buses are likely to be in the order of £600k or £3m based on a 5 year subsidy. If on average, revenue generates 50% of the cost, then bus service support over 5 years would be in the order of £1.5m.

5.3.6 There are, of course, other revenue costs related to the operation of the BID and other management requirements. The proposals are likely to require ongoing funding for items such as a Maylands management team/estate wardens, communication with businesses and promotion of opportunities for involvement with the strategy, website improvements, business workshops, business advisors, mentoring schemes, skills training, piloting of new technologies in the green theme, such as intelligent metering, on-site energy generation.

5.3.7 The totality of these sums are significant, and will need to be met from a range of sources. Due to the nature, magnitude and necessary timing of the works, they are unlikely to be met by contributions from the development market alone. Alternative funding will be needed.

5.3.8 Sources of funding and resource leverage will be explored with the most appropriate bodies, either individually or in partnerships. However, it is anticipated that there will be a range of both public and private sector investment required to drive change forward, which could include, but is not limited to, resourcing from:

- English Partnerships (EP)
- East of England Development Agency (EEDA)
- Dacorum Borough Council
- Hertfordshire County Council
- European Social Fund (ESF)
- Highways Authority (HA)
- Higher Education sector (e.g. University of Hertfordshire)
- Public transport operators
- Education providers (adult education, learning and skills bodies, schools, sixth-form colleges)
- the Maylands Business Improvement District (BID)
- sponsorship/advertising opportunities
- Section 106 developer contributions both from within and without the Maylands area, as and when development is brought forward. These are likely to be used for small-scale schemes including the maintenance and provision of street furniture, landscaping and open space, and to support green transport initiatives, rather than be of sufficient size to fund larger components of the Implementation Strategy.
- business investments/partnerships to deliver specific items which may positively reflect/promote a business present on the estate
- charitable organisations with mandates related to works proposed e.g. Groundwork Trust

5.3.9 It can also be reasonably expected that special Government support will be forthcoming as the area recovers from the impact of the Buncefield explosion. Construction of the Gateway scheme will also contribute towards the delivery of the Master Plan objectives.

5.3.10 Furthermore, it is important that the oil companies collectively engage with and contribute towards the process. They may find particular commercial benefits in involving with the green strategy.

5.4 Relationship with the current planning context

5.4.1 The Maylands Master Plan is being produced ahead of the adoption of the Local Development Framework for Dacorum, and therefore it has a relationship with both the adopted Local Plan and the forthcoming Local Development Framework (LDF). It is a planning policy statement adopted by the Council.

5.4.2 Where the Master Plan reinforces, elaborates and supplements the adopted Local Plan, it attracts the highest weight in development control decisions (e.g. the direction of ancillary uses to the Heart, the urban design principles in the Character Areas)

5.4.3 Elements of the Master Plan, such as some of the proposed buildings in the Gateway, are contrary to the Open Land zoning in the adopted Local Plan. They are nevertheless considered to be part of this planning policy statement. The justification for the proposals is based on the justification set out in the master plan technical report, relating to the demand of office space, the need to overcome constraints such as the quality of the built environment, and the attraction of the Business Area to potential investment.

5.4.4 The Master Plan also sets out the Council's intentions for the future formal planning policy framework for the area, and the Council wishes it to be taken into account now. In particular the Master Plan, along with the Gateway Development Brief, will inform the production of the Eastern Hemel Area Action Plan, which will form part of Dacorum's Local Development Framework.

5.4.5 The Master Plan and the Gateway Development Brief and supporting documents (see Annex C) are material planning considerations that may justify proposals which are contrary to the Local Plan. The Council will also need to take account of emerging information (e.g. from HSE and final East of England Plan) and consider how this affects the proposals outlined in the Master Plan and Gateway Development Brief.

5.5 Next steps and priorities

5.5.1 The appointment of a project manager to develop a detailed programme for delivery is essential.

5.5.2 Key elements of this programme include:

Short-term priorities:

- Land assembly for the Gateway sites
- Land assembly for the Heart of Maylands
- Implementation of a new public transport system and supporting infrastructure
- Improvements to Breakspear Way and access junctions
- Creation of a separated HGV route and associated signposting/GPS mapping/OS mapping changes
- Streetscape improvements on Maylands Avenue
- Reinstatement/repair/streetscaping of roads within employment area as identified in “shopping lists”
- Open discussions with occupiers regarding the potential for relocations to Gateway
- Develop detail of the Gateway concept with regard specific demand sectors, and emerging concepts elsewhere/timing for competition coming on-stream
- Rebranding of Maylands in wider marketplace – targeted marketing campaign highlighting new vision and opportunity

Medium-term priorities:

- Streetscaping improvements to Swallowdale Lane
- Implementation of infrastructure and landscaping for the Gateway sites
- Construction of early phase Gateway buildings
- New roads and pedestrian linkages within the employment area
- Effective operation of the park and ride system

Longer-term priorities:

- Securing of land for and construction of pocket parks within employment area
- Works to existing woodland areas
- Completion of later phase Gateway buildings

Annex A: Rationale

Introduction

This annex highlights and explains some of the master plan's key recommendations.

Exploiting development and renewal opportunities

The Master Plan does not start from a 'blank canvas' in terms of development opportunities. Many buildings and sites are well established, function well and therefore major redevelopment across Maylands is neither appropriate nor possible at the moment. The diagram below uses a combination of judgements around building quality, an examination of the planning pipeline, and analysis of the property development market to identify where major change is possible within Maylands in order to achieve a step-change in quality and use. Key sites are described below:

- The cluster of sites to the north of Breakspear Way, including the area around the PeopleBuilding (sites 2 and 3), and the ex-Royal Mail building at the south western corner of Maylands Avenue (site 1), which are currently derelict or green field sites. These sites form an effective 'Gateway' to Maylands due to their position at the main entry into the area and the impact that their development, as a visible sign of change, would have on those approaching Maylands. They could be developed in the short term.
- The cluster of buildings and sites at the junction of Maylands Avenue and Wood Lane End (site 4) including the a disused car repair centre at the south western corner, and a group of poor quality buildings at the south eastern corner that could also be developed in the shorter term and would be of much more value if they played a more prominent role as part of a redeveloped 'centre' for Maylands.
- Sites around Buncefield that, as a result of the explosion, require redevelopment (sites 5 and 6). The form of redevelopment depends largely on the outcome of investigations into the cause of the incident, and the Land Use Planning Recommendations currently out to consultation.
- A group of buildings (sites 7 to 14) either of poorer quality or where leases are shorter, or where planning consents have been sought. These form an area in which change could occur in the longer term.
- Sites 15 and 16, known as Spencer's Park or Land at North Eastern Hemel Hempstead, which are currently agricultural. Site 16 is designated as residential in the Dacorum Borough Local Plan and available for this purpose in the shorter term. Although allocated for employment use, the future of Site 15 is uncertain, partly due to the promotion of the Gateway to Maylands and partly due to the uncertainty of future HSE development guidelines around Buncefield.

Employment growth, and specifically offices

Dacorum Borough Council, in association with Three Rivers and Watford Councils, commissioned a study examining the current and future supply, demand and quality of employment land in the three districts and the implications on policy. The South West Hertfordshire Employment Space Study (2005) states that under economic conditions then envisaged by the Regional Spatial Strategy (RSS), the office space requirement in Dacorum would be 86,775 sq m (i.e. in the Plan period up to 2021).

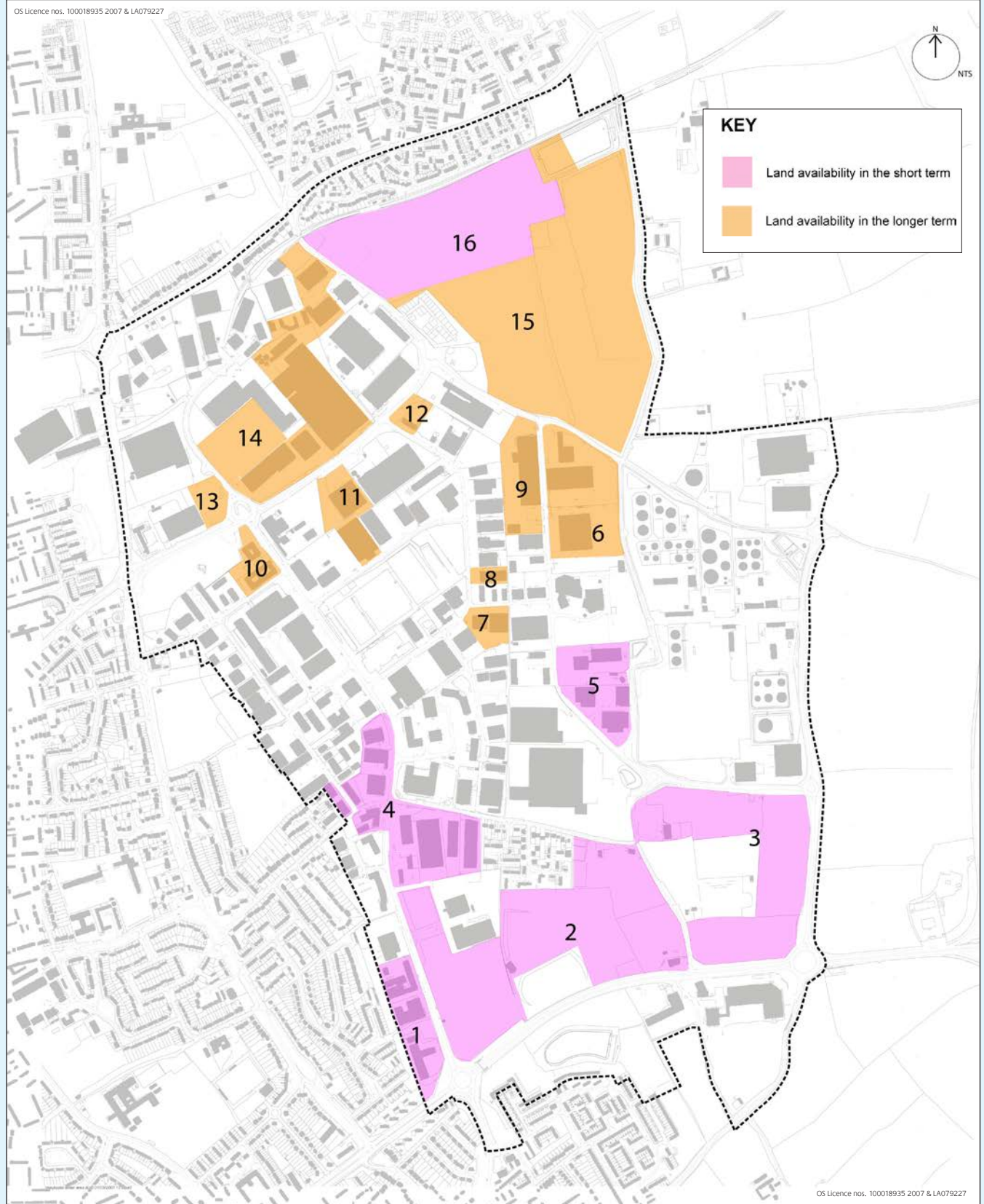
Current supply, forecasts from current planning commitments and predicted losses of office space gives a figure of 145,170 sq m for Dacorum. However, this figure includes a proposal for the development of Spencer's Park (also known as Land at North East Hemel Hempstead) as a science park, representing nearly half of this supply figure.

The study also produced a market derived demand figure, which forecast that in the Plan period there is a requirement of 130,000 sq m of office space within Dacorum – leaving a slight oversupply of approximately 16,000 sq m of office space across the Borough. However, excluding the Spencer's Park commitment, deemed to be largely undeliverable in the form envisaged, there would be an undersupply of approximately 50,000 sq m of office space.

The indicative floorspace figure contained within the Gateway sites is 98,000 sq m (net), which clearly addresses this shortfall and also leaves a surplus of nearly 50,000 sq m.

This surplus is based upon a scenario produced from RSS figures that proposed a housing allocation for Dacorum of 6,300 dwellings. The Government's Proposed Changes to the East of England Plan suggests that this housing allocation would rise to 12,000 – the majority of which would be built in Hemel Hempstead. Despite this increase in housing numbers, the jobs growth figure set out in the Proposed Changes only increased slightly to 68,000 for Hertfordshire as a whole. It should be noted that this figure includes jobs in all sectors of the economy, not just those in business and industrial categories.

This significant uplift in housing numbers may lead to the requirement of additional employment land within Dacorum. Estimating the floorspace requirements resulting from potential new housing in Hemel Hempstead is beyond the scope of this study. This will be established through additional technical studies as part of background work to the Local Development Framework. The relationship between new housing, new jobs and the employment land requirements that are a result of these two factors is a complex one, affected by the dwelling mix of new housing, household size, demographic mix, socio-economic profiles of the new populations, travel to work and commuting



Potential Development Opportunities

patterns and levels of containment in relation to employment. Housing growth will also be phased, so any demand for new employment land would also need to be brought forward in stages.

The Employment Space Study also investigated the relative merits of Spencer's Park and the Gateway area for the suitability of science park-type employment land. It was concluded that current environmental quality, nearby uses and unattractive entry into the area makes it unsuitable for such development. Development such as the type proposed requires high quality accommodation, within a well managed campus type area, linked to a higher education facility. This is the kind of product and place that is being proposed for the Maylands Gateway.

Our research indicates that the demand in the industrial market, particularly from distribution and warehouse operators is strong, which has given rise to robust values and supported a good speculative development market in Maylands over recent years (79% of industrial space developed over the last 5 years was speculative). The key drivers in the industrial market, particularly for distribution uses, are the accessibility of the estate, close to London and directly off junction 8 of the M1, and the availability of land for large-scale distribution development.

On the other hand there is a lack of demand and corresponding low values in the office market, despite there being a large number of office occupiers present in Maylands (including landmark HQ offices and a range of accommodation to meet all budgets, specifications and floorspace requirements). These are not all a direct result of property market influences, and could in part be addressed by strategic interventions – such as those which underpin the Gateway concept, creating Character Areas and improving the movement network.

Our research suggests the Gateway sites would not only address many of the deficiencies in the office market of Maylands much more effectively than development at Spencer's Park would, but also that, mostly due to its location, the Gateway would prove to be a successful location in its own right than would be the case for land at Spencer's Park. This is explored further under the next heading.

The Local Futures Group produced an audit of the economic, social and environmental conditions of the Borough in December 2006. The report contains a number of headlines and conclusions that help justify various elements of this master plan:

- Dacorum has experienced a slight decline in job numbers since 1999, against a backdrop of ongoing growth nationally
- Dacorum has a relatively high proportion of knowledge workers, ranking 157th nationally out of 408 districts
- Dacorum is a reasonably well connected district
- Dacorum is a net-exporter of labour, but is more

'self-contained' in labour terms than the rest of the County, and has lower journey to work times.

The Dacorum economy is a real strength. It is large and productive and has a healthy knowledge sector, driven by a highly skilled local workforce. However in terms of economic change, growth has been poor: there has been a lack of growth in the knowledge sector, which has experienced some decline in job numbers in recent years. The report recommends a number of key policy themes in relation to economic growth, including strengthening the supporting economic institutional framework, such as economic partnerships and service agencies.

A strong economy; the availability of a skilled workforce; an established, if dormant knowledge economy; intrinsic connectivity plus a need to promote growth in the economy to buck recent trends are all part of the rationale behind the proposals in the Master Plan, and specifically support the justification for the development of the Maylands Gateway.

A new business park at Maylands Gateway

An easily deliverable option for utilising the available land in the Gateway, given current market conditions, would be to designate this area for warehouse development, which would be likely to be taken up quickly by logistics operators. However, there are several factors which would recommend an alternative, higher-end office-centred solution to the development of Maylands Gateway:

- Hemel Hempstead has a history of providing a range of employment and was very successful in its early history in attracting a large number of blue-chip occupiers and HQ office operations, many of which it retains today. Conditions for a modern office environment on Maylands at present, whilst existing in isolated pockets in certain locations (most notably The Campus, PeopleBuilding and prior to Buncefield, on Boundary Way), do not exist in sufficient quantity in a single location to reflect the high quality of occupiers present, or to create an image of an premier office location that would sell the location further afield.
- The employment area of Maylands is of such a size that there should be ample space to accommodate both industrial and office operators successfully. The distinct requirements to support each of these markets should be in place, and potential conflicts between them managed, e.g. HGV movements vs. commuter traffic.
- The size of the Gateway sites would comfortably accommodate the average UK technology park, or a number of landmark HQ offices, or a range of flexible large floorplate accommodation which could respond to market demand. The opportunity to create an entirely new product of this scale does not exist elsewhere in Maylands without extensive redevelopment, relocations and complications of land assembly, nor would it be appropriate to do

this when such office products require the high visibility that the Gateway sites present in order to be successful.

- The balance of floorspace across the estate favours industrial accommodation. 74% of commercial floorspace is industrial compared to 24% office. The Gateway location allows scope to develop the office market and move to equalise the current balance, without compromising industrial stock and attributes which make the Maylands location successful for this use.
- Recent property investment in the locality has come from the industrial sector and consequently there is a good range of modern premises available. This has not been matched with provision of similar quality new-build office accommodation. Absence of this kind of stock makes Hemel Hempstead appear less competitive. The location of the Gateway sites at the main motorway access to Hemel Hempstead offers an opportunity to remedy this inequality by putting cutting edge development on show as its face.
- Feedback from agents and occupiers within the local market indicates that office development is most viable at the southern end of Maylands Avenue where there is already a more distinct, higher quality environment and corporate identity, and a critical mass of office occupiers already present.
- A higher education presence is a pre-requisite of a technology-focused business park (or, more specifically, a science park). Initial discussions with the University of Hertfordshire indicate in-principle interest in performing such a role. Discussions with a selection of Maylands' larger technology companies also reveals enthusiasm for the concept.

A new Heart for Maylands

The shops, services and facilities currently in Maylands are below the quantity and quality required for both the current community and potential investors. It is an important priority to create a new destination for employers and employees that includes a better quality, more varied range of shops, places to eat and places to meet, possibly with appropriate community facilities. Local companies have raised specific concerns over problems with accessing current services due to parking.

Any thriving community should have a 'heart' where people can meet, eat, drink or shop. Opportunities to do these things should be provided through parks, squares and spaces. Activity is created by buildings, their occupants and being at the centre of movement networks. Maylands lacks such a place, at least at the scale and nature of which it deserves. Creating this kind of place is the rationale behind the 'Heart of Maylands'.

The location for the 'Heart of Maylands' on the junction of Wood Lane End and Maylands Avenue provides a good level of accessibility by road, will be served by the planned Strategic Bus Link and is within the 'Face of Maylands' character area which has the highest levels of

job density across Maylands. Importantly, it contains a number of sites which are ripe for redevelopment they are vacant, nearing the end of their leases, or current occupiers are seeking redevelopment.

Current facilities such as the shops on Maylands Avenue or the banks on Wood Lane End lack appropriate parking, are housed in poor quality buildings or are not of the quality that is needed to encourage investment into the area. The proposals for the 'Heart' aim to address these issues.

Dividing Maylands into Character Areas

The diversity of businesses that Maylands accommodates is one of its strengths, but it also contributes to one of its principal weaknesses – one of confused identity, lack of 'legibility' (making way-finding around the area difficult) and an incoherent mix of uses, some of which are conflicting. Consultation with property agents has found that the lack of a single identifiable office park, as opposed to individual offices or small clusters of offices that sit within a traditional industrial estate, makes it more difficult to attract service sector business to Maylands. To deal with this problem, the Master Plan takes the lead from existing planning policy – the Dacorum Borough Local Plan designates Maylands Avenue as a core office location – and divides Maylands into distinct Character Areas. These are intended to provide a differentiation in terms of the kind of business that should be encouraged to locate in various areas. Under the overarching Maylands brand, each Character Area is given its own identity, providing a consistent feel and quality as to how it should look and work.

The Character Areas encourage clustering of businesses, allowing the interaction of like-minded firms. They avoid 'bad neighbour' issues and conflicting traffic movements, by encouraging heavy traffic, such as HGVs, away from higher quality and more people-friendly streets and environments. They provide ready catchments to nearby facilities by co-locating densely populated uses, such as offices. The approach should give confidence to potential investors in the kind of place they are moving to, whether they are looking to develop offices, commercial premises or logistics.

The definition of distinct Character Areas allows improved navigation through the Business Park by promoting distinct localities within it, and provides a clear strategic plan to guide development decisions for the next generation in Maylands' history.

The Master Plan offers guidance on the appearance, form, quality and type of development in each Character Area without being unduly prescriptive.

Going Green, including an Energy Centre

There is great enthusiasm amongst Maylands' companies and other stakeholders for the concept of a Green Business Park.

The key advantages of developing Maylands as a deeply green business park include:

- The modern image promoted to customers, investors and recruits
- Cost savings for businesses that are more energy efficient
- A more pleasant working environment
- Becoming less reliant on fossil fuels and less exposed to volatile energy prices
- Helping to combat pollution and global warming
- Staying ahead of quickly evolving policy requirements

The Energy Centre - a concept that is based upon on-site renewable energy generation – has the following specific additional advantages:

- Using centralised district systems means that planning requirements can be met more easily by developers, which with more stringent legislation in force should be an attraction of the business park
- This will increase the uptake of renewables through providing easy to access to infrastructure
- It will significantly lower investment costs and risks in using renewable energy sources
- A large, single energy scheme can leverage public sector support better than multiple smaller schemes
- Concerns of technology risk/maturity/deliverability are easier to address on a large scheme
- Large scale energy centre development offers an attractive investment
- A broader range of technology options and suppliers is possible with increased scale
- By using a centralised private network it is easier to manage grid connection, metering and monitoring and load profile therefore minimising the reliance on and relative inefficiencies of the national grid network
- Changes in Government support incentives such as Renewable Obligation Certificates banding and potentially a Renewable Heat Obligation may well make a scheme more financially attractive in the future

A landscape-led design strategy

The Commission for Architecture and the Built Environment (CABE) report, Better Places to Work (2005), highlights a number of typical shortcomings of workplace planning and design, including:

- Badly located sites, accessible only by car, which exclude those without access to a car
- Mono-use, leading to deserted places out of normal working hours and lack of natural surveillance, which

in turn encourages either anti-social behaviour or excessive security arrangements

- Lack of, or poorly designed and maintained, landscaping, leading to a low quality environment

Each of these points is pertinent to Maylands.

The CABE report goes on to state that “poorly located and designed places of work are not only bad for the wider environment, they are also bad for business. Evidence collated by CABE shows that poor workplaces [and workplace environments] are:

- Bad for business productivity and efficiency
- Bad for recruitment, retention and employee satisfaction
- Bad for the balance sheet – costing more over the lifetime of the building.”

The Maylands environment is relatively poor. There is very little green amenity space within the Business Area itself, which in terms of land use in almost entirely developed employment land, parking areas or road. Our conclusion, which is supported by the views of most businesses consulted, is that the design strategy for the business park should be as much, and probably more, about the spaces between the buildings as the buildings themselves.

Many of the business parks against which Maylands must be benchmarked have very high standards of landscape design. Locations such as Chiswick Park, Luton’s brand new Butterfield Technology Park and GreenPark in Reading understand the benefits of a green and pleasant environment, and Maylands must too.

Consequently, when master planning an area of this type and at this scale, an emphasis on strategic landscape design, rather than building design, is more appropriate.

The design of new buildings is however important and the master plan contains guidelines for buildings in the different Character Areas, although this does not go to the level of architectural style.

A sustainable transport and movement strategy

Our consultation and analysis identified congestion during peak hours as a problem for those travelling to Maylands by car. As well as being an annoyance and costing businesses, it is a disincentive for potential investors. Maylands Avenue and Breakspear Way are particular ‘hot spots’, but other entry points into Maylands such as Wood Lane End also suffer congestion problems. Levels of HGV and goods traffic add to this problem, as well as being problematic from an environmental point of view. Improvement and investment to the road network is an important part of the movement strategy, but, to make a real impact, viable alternatives to the car need to be provided in order to provide more sustainable forms of travel, and reduce the economic and environmental impacts of traffic congestion.

Root causes of the congestion problem are as follows:

- Maylands dislocation – the original industrial estate and the town were planned (unlike many towns which have grown organically) so that the main employment uses were focused on the eastern edge of the town in one area; that area has had room for expansion and has grown, while other employment locations have shrunk. There is a lack of public transport routes that reach the edge of Hemel Hempstead and for many the only practical means of transport to Maylands is the car and
- Poor links to the rail station – this significantly impacts on travel to work patterns and the ability for employees, employers and clients to access the Business Area from the rail network, especially central London.
- The relative distance from the town centre, which is better served by public transport and has the much needed support services and facilities, including shops and places to eat, which Maylands currently lacks.
- Good access to Maylands from the M1, encouraging the use of the car as a mode of travel from surrounding areas.

Improvement of the road network is an important part of the movement strategy, but, to make a real impact, viable alternatives to the car need to be provided in order to provide more sustainable forms of travel, and reduce the economic and environmental impacts of traffic congestion.

The aim of an exciting sustainable Movement Strategy is to raise the transport profile for all modes of travel, not simply the use of the sole occupancy private car as the main form of transport. The approach is to put forward measures to reduce the number of private cars, to manage the drivers of cars that still choose to travel by car and then to propose road improvements where required. It is important that the measures are fully compatible with the wider vision.

Key elements of the public transport strategy are:

- A new dedicated high quality, high profile bus service linking the Maylands Business Park and proposed Park and Ride with the Town Centre, bus station and railway station. The bus should be branded and operate on low emission fuel.
- A Park and Ride facility, linked into the new strategic bus link.
- Best use of existing services, including the local no. 14 service and the 301 service linking to St Albans and beyond.
- High quality bus shelters and bus priority measures
- Real Time passenger Information.

Separate parking for heavy goods vehicles will be provided from the main signposted HGV route, possibly

as part of the Park and Ride facility. This would be in addition to existing HGV Parking, but would be publicly owned and offer free parking.

Cycle/pedestrian route improvements will build on the proposals in the Local Plan and Cycling Strategy, forming better linkages with the surrounding residential areas. It is also important to address the existing unfriendly nature of Maylands Avenue for pedestrians and cyclists.

Although the transport focus is on sustainable measures, the scale of the Business Park is such that highway solutions will be necessary.

Key elements will be:

- A new road running north from a new signalised junction on Breakspear Way to serve the Gateway and to provide an additional access point into Maylands.
- A new bus-only link between the new access road and Boundary Way.
- Completion of the North East Relief Road.
- Modification of Maylands Avenue junction with bus priority.
- Separation of HGVs from cars onto a lorry route, signposted from A414 at Green Lane.
- Improvements to Maylands Avenue, Wood Lane End and surface treatment of Maylands internal road system.
- Identification of a road hierarchy throughout the Business Park with appropriate signage to leave the driver in no doubt as to his/her destination.

The Energy Centre Approach

Energy Centre Approach

- Uses land which is constrained by Buncefield HSE guidelines
- As a solution to phasing issues, an energy centre approach can be implemented as a means of modularising the site-wide energy strategy
- The energy centre is proposed to incorporate a visitor centre and show how Maylands is a beacon development of sustainability and renewable energy use

Combined Heat & Power

- CHP and district heating are currently the preferred sustainable supply systems (London Plan)
- Can be fired by gas, biomass or waste depending on fuel availability
- Absorption chillers can utilise high grade waste heat to provide cooling to buildings
- Can be modularised to enable building in phase with development as it occurs
- Potential to have multiple, nodal energy centres supplying heat and power efficiently to clusters of buildings
- May need to be combined with other low or zero carbon supply sources as size of installation would be limited to baseload demand
- Requires careful planning to ensure that future/refurbished buildings can be connected to the network system
- Potential to supply surrounding residential developments as part of a sustainable communities plan
- District heating main needs to be planned in accordance with other existing and planned underground utilities

Waste to energy

- Potential to use clean waste processing technologies such as gasification to fuel the CHP
- Can utilise onsite waste streams as well integrate into large waste management schemes to encompass adjacent communities

Wind

- Clean technology with limited footprint
- No fuel supply issues
- Needs to be located away from residential areas (400-500m) - similar constraint to the distance required from the oil depot
- Unlikely to be more than a single large turbine
- Potential planning issues (visual impact, noise, shadow flicker, negative public perception)
- A large turbine could supply a reasonable proportion of the site electricity needs.
- Potential for an offsite wind farm should be explored – perhaps use the green belt land constrained by the HSE buffer zone around the depot

Biomass

- Could be locally sourced, boosting local economy
- Scalable, expandable resource
- Long term fuel supply contracts need to be secured
- Sufficient space onsite for fuel deliver, processing and storage

Solar PV

- Expensive but clean technology
- Very little impact on surroundings (benign)
- Potential for use around the site, on buildings and street furniture as required
- Large areas of space required to generate significant quantities of electricity
- Unlikely to make a significant contribution to the site energy needs

Solar Thermal

- Can provide hot water to a single building or feed into a district system to serve a cluster
- Requires storage relatively close to panels

Ground Source Energy

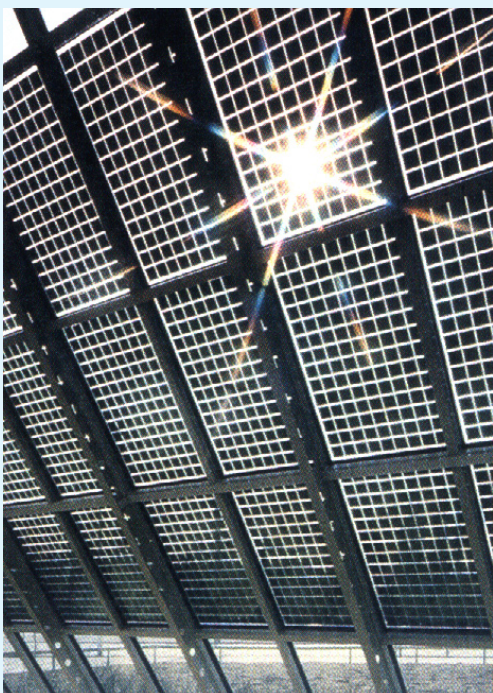
- Potential to use other land use areas such as car parks for energy pile centres
- Can be incorporated to suit site development
- Provides capacity to inter-seasonally manage the imbalance between heating and cooling loads e.g. underground thermal energy storage (UTES)

The Maylands Green Energy Centre - Concept Diagram

Technology	Technically feasible ¹	Use at Maylands/Site suitability	Issues
Wind	Yes	<p>Available information suggests that the wind speed² is at the lower end of the scale in terms of financial return but an economically viable project could be built. This will need to be confirmed through site specific surveys</p> <p>This would likely require a tall tower (~80m) to maximise output and provide an attractive proposition to investors</p> <p>A project on this scale would make the turbine(s) similarly sized to that installed near the M4 at Green Park, Reading</p>	<p>Potential impacts on surrounding area include (visual, noise, aviation)</p> <p>Potentially unpopular with local population, issues include noise and flicker. Needs to be located away from residential areas</p> <p>Planning permission required</p> <p>Need to ensure that location does not impact on any future development opportunities/needs on the eastern side of Hemel Hempstead</p>
Combined Cooling, Heat and Power (CCHP)	Yes	<p>Potential for both district heating and cooling (CCHP) depending on development mix</p> <p>Using a district heating/cooling loop is probably the most cost and carbon effective approach</p> <p>Could be gas, biomass or waste fired with gas being the cheapest in terms of technology and also the easiest to implement</p> <p>A waste fired plant could help meet wider waste management needs in the County</p>	<p>Requires thermal and electrical load profiling to correctly size the CCHP</p> <p>Need to contract biomass suppliers early in development process to ensure consistent supply</p> <p>Need to ensure that the host community is engaged in the selection of the preferred technology</p> <p>There are a wide variety of thermal treatment systems incorporating 'advanced' or 'emerging' technologies for the treatment of municipal wastes. The most prevalent being Pyrolysis and Gasification processes</p> <p>If a waste fired plant is provided, need to ensure that it and any associated storage facilities are appropriately scaled</p>
Ground source energy	Yes	<p>Where new buildings are being constructed at Maylands</p> <p>Potentially use for buildings not connected to the district heating/cooling loop</p>	<p>Will supply the same baseload heating/cooling demand as CCHP</p> <p>Need to confirm that underlying geology is suitable</p>
Solar thermal	Yes	<p>On a small scale</p> <p>Potentially use for buildings not connected to the district heating/cooling loop</p>	<p>Hot water produced would satisfy the same load as the district heating</p>
Solar PV	Yes	<p>On a small scale</p> <p>Perhaps used a cladding/facades of prestige office buildings</p>	<p>Very expensive when considered in £/kWh/CO² saved terms.</p>

¹ Based on information gathered to date

² The DTI UK Wind Speed database estimate for the site is 6.4 m/s at 45m agl



Annex C: List of Related Documents

This document is one part of a suite of reports relating to the Maylands Master Plan. The related documents are:

- Maylands Master Plan - Technical Report
- Maylands Gateway Development Brief
- The Statement of Community Involvement
- Sustainability appraisal
- Issue Report
 - Volume 1: Summary
 - Volume 2: Socio-economic & Property Market Report
 - Volume 3: Transport, Accessibility and Service Infrastructure
 - Volume 4: Planning Policy
 - Volume 5: Stage 1 Consultation Report

These are available on www.maylands.org

