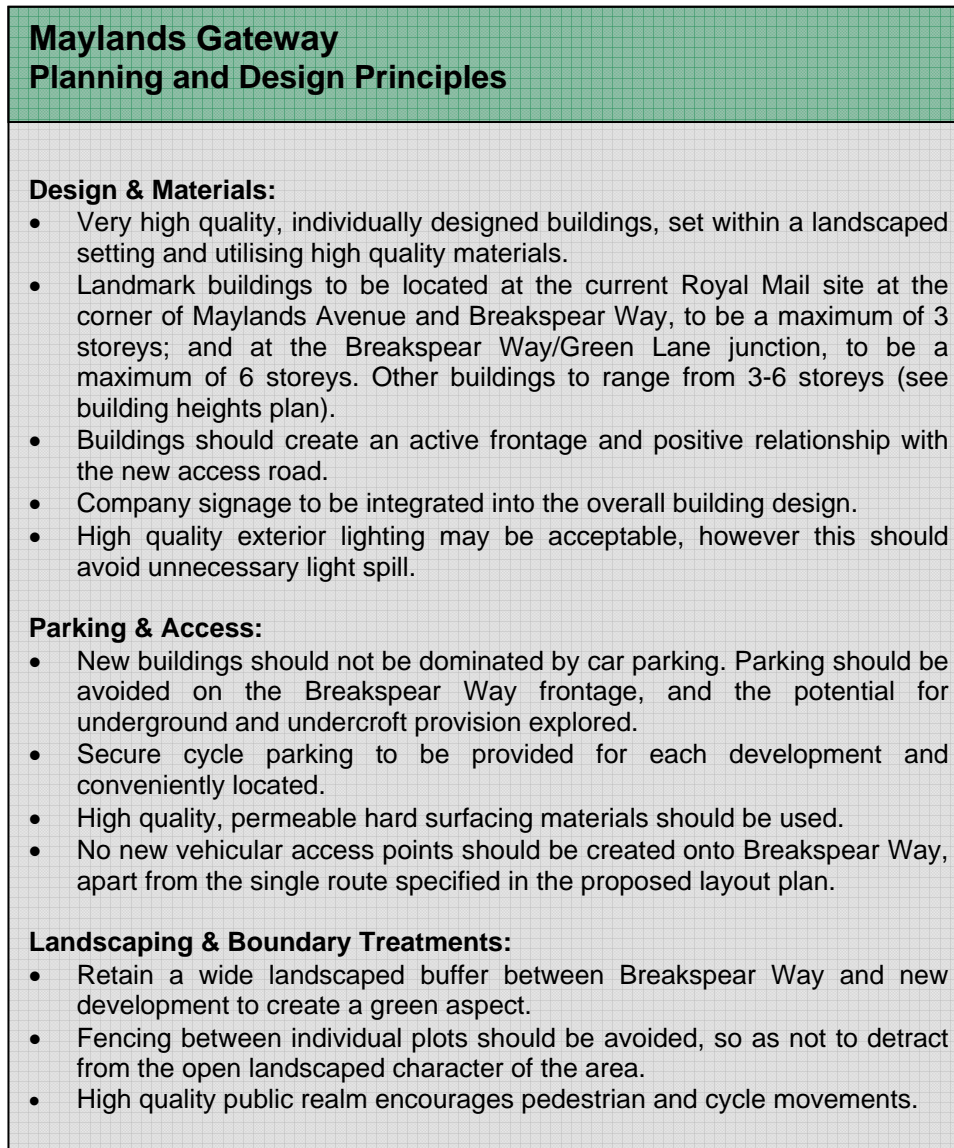


## 4. Planning and Design Principles

- 4.1 This section translates the vision and expectations for the Maylands Gateway into a series of design-led principles (See Figure 4.1) for development to which all proposals must adhere.

Figure 4.1



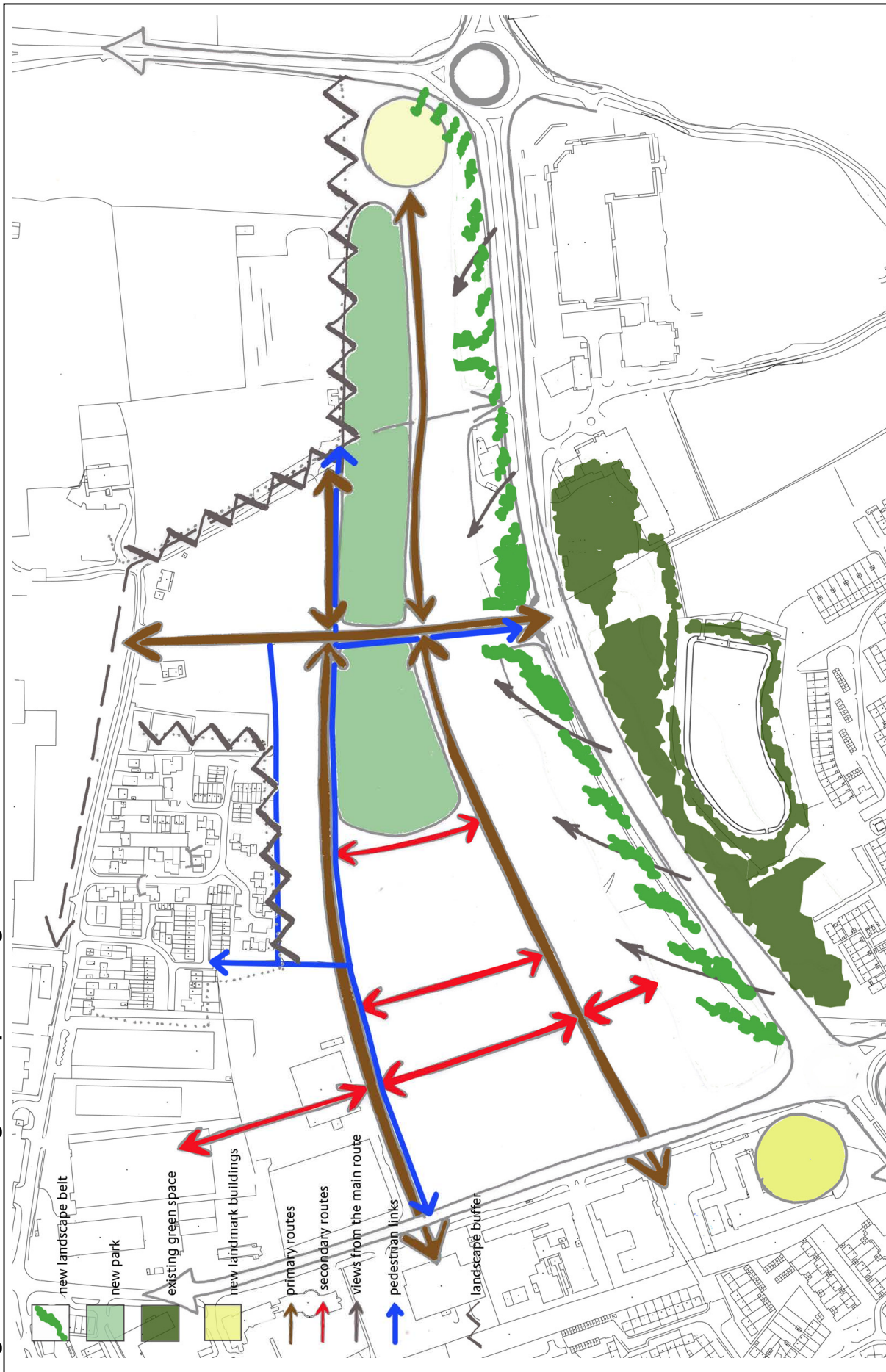
- 4.2 The vision for the Gateway area elaborates upon the key principles outlined above, with more detailed and practical guidance provided in relation to the characteristics of buildings, parking, landscaping and appearance.
- 4.3 A 'concept' drawing for the Gateway Site is shown in Figure 4.2. This shows the basis for the development of the design work which led to the indicative layout for the Gateway Character Area. The Gateway Brief covers a larger area than this Gateway Character Area. Please refer to the Maylands Master Plan for further information.

4.4 The following were key considerations relating to the current environment, and strongly informed the proposed development layout:

- Respecting current land uses, such as the cemetery and the residential areas, and the need to maintain a degree of separation between these and new business uses.
- The relationship that the new development will have with Breakspear Way.
- Connecting the movement network of the Gateway into the existing movement network.
- The relationship and integration the new development should have with the PeopleBuilding, and adjacent land.
- The visibility of the Gateway, the visual impact the developments can offer and the opportunity for key landmark buildings at key sites.
- The delicate relationship with existing housing within Maylands – some degree of separation is important as they are conflicting uses and there are security issues, but some integration is also required to allow access into new development from residential areas.
- Considering future development opportunities such as those as a result of a Green Belt review and growth of the town.
- Ensuring that the proposals and design recommendations reinforce the principles established in the Maylands Master Plan.

The Gateway, of course, does not sit in isolation and its design relates to the rationale and analysis presented in the Master Plan that accompanies this document.

Figure 4.2 - Urban Design Concept Drawing



## **4.5 Vision**

- 4.5.1 The Maylands Gateway will be a visible sign of the regeneration of Maylands and provide a high quality environment in which to invest, do business, and work.
- 4.5.2 The Gateway is a key part of Maylands becoming a 'green' business park. It will be a first rate business park, containing a series of high quality sustainable buildings. Development will aim to reach the highest environmental standards by encouraging sustainable forms of development, construction, encouraging renewable energy production, providing and introducing a high quality public transport system and creating open spaces.
- 4.5.3 The Gateway will be an office-led (B1) development, specifically aimed at technology based/green business initiatives. Other office-based users and businesses are also encouraged. The development provides the opportunity for other forms of development to support these businesses, such as small scale retail or cafes/bars and a hotel and conference venue. These facilities will however remain ancillary, with the main focus for non-business uses being the Heart of Maylands.
- 4.5.4 To fulfil the vision for the Gateway, high quality specification of buildings and architectural quality is expected, set within a high quality public realm and landscaping. This includes the design of the buildings, the public realm, as well as the location and treatment of parking areas.
- 4.5.5 The provision of good quality, accessible open space is a key feature of the vision. This provides amenity value, is an environmental and ecological asset, and is important in creating a place of choice for investors and businesses.
- 4.5.6 The Gateway provides an opportunity to attract the presence of a further or higher education facility as an anchor tenant. This will be a key part of the offer in terms of a technology led development, and will provide on-site support, training and expertise.
- 4.5.7 The vision will provide an environment attractive to potential investors, current occupiers, visitors and staff for both current and future users to the Gateway and the wider Maylands business area.

## **4.6 Design Concept**

- 4.6.1 The design and landscape principles on which the Gateway is based are intended to proactively create the conditions and environment to attract high end office tenants and employers, recognising that the market alone may not do this. The environment will therefore create and encourage the market conditions to make Maylands into one of the premier business locations in the region.
- 4.6.1 The design concept for the Maylands character areas are established within the Maylands Master Plan. For the Gateway this includes the following requirements:
- To create a series of very high quality, individually designed developments that have a positive visual impact on people approaching the southern end of Maylands. Buildings should be set within a landscaped setting, should create an active frontage and have a positive relationship to Breakspear Way. This will provide a visible sign of the regeneration of Maylands, and of Hemel Hempstead as a whole.

- The Gateway location and concept will be reinforced by encouraging “landmark” buildings of a suitable design and scale at the specific Gateway points on the Maylands roundabout at the junction of Maylands Avenue and Breakspear Way (maximum of 3 storeys), the junction of Breakspear Way and Green Lane (maximum of 6 storeys). Buildings between 3-4 storeys will be suitable along the entrances to the Gateway from the new access road.
- The Gateway is designed to be integrated with both the wider Master Plan, and more locally to be integrated with the current proposals for the remainder of the Stanhope sites, of which PeopleBuilding is Phase 1.
- Specific architectural styles, detail or materials are not prescribed, but very high quality, sustainable, individually designed buildings, set within a landscaped setting utilising high quality materials will be expected. The design is expected to match and enhance the overall character of the Gateway.
- Company signage should be integrated into the overall building design. High quality exterior lighting may be acceptable, however, this should avoid unnecessary light spill.
- The creation of iconic or signature buildings will be encouraged for the key Gateway sites, particularly those highlighted as ‘landmarks.’
- Significant high quality open space is a key theme of the development, providing amenity as well as potential nature conservation value to the Gateway sites and for the rest of Maylands. A high quality landscape-led design strategy is required that will deliver substantial improvements to both landscaping and the public realm. Opportunities will be provided for varied activities such as seating, street furniture and footpaths. Fencing should be avoided between plots, so as not to detract from the open landscaped character of the area.
- High quality landscaping of the frontage to Breakspear Way will be expected in a way that presents a green aspect to the Gateway but without compromising the visibility and quality of the buildings as viewed from Breakspear Way.
- The location and treatment of parking is a particularly important part of the design. If used, at-grade parking should be at the rear of development. Underground or undercroft parking is preferable and should be explored. The location of parking should not detract from the quality of the environment, nor dominate the movement of people. Parking should not dominate new buildings and should be avoided on the Breakspear Way frontage. Parking should be landscaped and use permeable, high quality materials to maintain the quality of environment.
- In terms of transport, a site suitable to create a Park and Ride facility and improved public transport route serving Maylands will be pursued as part of the wider Master Plan, but will also serve the Gateway area.
- High levels of permeability into the site to encourage walking and cycling will also feed into the design strategy. Conveniently located cycle parking should be provided.
- The proposals for the Development Brief clearly impact upon the area of housing within the Gateway to the south of Wood Lane End. There is a need to provide a separation between the residential and employment uses, which will be achieved through landscaping. But there is also a need to make connections and provide the residential areas with access to the new open space that is being created. This will be done by incorporating the north-south footpath through the site,

through the residential area and north through Maylands, providing strong pedestrian connections within and beyond the Gateway.

- The Gateway is designed in order to address security concerns in relation to the prevention of crime through the design process.
- The provision of a central lake as part of a sustainable urban drainage scheme (SUDs) for the Gateway area should be considered. This could comprise part of the proposed 'community park.'
- Proposals to create any one new vehicular access point onto Breakspear Way will require early discussion with the Highway Authority. No additional vehicular access points connecting with Breakspear Way will be permitted.

## **4.7 Mix of Uses**

4.7.1 The mix of uses encouraged within the Gateway must maintain the character of an office-led, technology focused 'green' business area. This primarily translates to office developments with some additional facilities. However, other uses may be permitted providing they contribute to overall quality and character of the Gateway development. The following land use principles apply:

- Development will be office-led, particularly encouraging those businesses in the areas of high technology.
- Reinforce the technology aspect of the Gateway, through pursuing the creation of a partnership with Higher/Further education institution. Such a facility will have a presence within the Gateway, and may combine office accommodation with other uses. These may include training or learning facilities, business support, conference and meeting facilities.
- Headquarter office developments are particularly encouraged and may be particularly suitable to occupy landmark buildings at the entry points to the Gateway.
- A hotel development may also be permitted, and may be particularly suitable to the gateway site on the north west corner of the roundabout at the bottom of Maylands Avenue.
- Small-scale food and drink and childcare provision may be permitted. Such uses should not detract from the aim of the Maylands Master Plan to create a specific social 'heart' for the business area along Maylands Avenue, but facilities to suit the local market within the Gateway may be appropriate.
- Explore the scope to establish a Maylands Office Travel as part of the Gateway uses, which would co-ordinate and advise upon the delivery of a Green Travel Plan for Maylands, into which each tenant could link.
- Buildings should be constructed to allow sub-division to act as 'incubator' type units to encourage small businesses, which may especially benefit from the presence of a higher education or support network, to locate here.

## **4.8 Sustainability**

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

4.8.2 Sustainable development is a fundamental design issue that needs to be the guiding principle through all the stages of the design process. It cannot be achieved through the addition of technologies to a building or development that is, in itself, unsustainable, and any attempts to do so are frequently expensive. For this reason a number of objectives and principles have been identified to ensure that sustainability is considered from the start, and that the vision for a Green business area is delivered in practice.

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

4.9.1 Development proposals should take their lead from what the area currently has to offer and seek to establish a rich variety of species and habitats as appropriate to the area. The landscape design aims to achieve a high level of ecological connectivity, linking with the larger green grid of open space and achieving run-off rates and quality comparable to what it would have been as a greenfield site.

4.9.2 Further detailed design will seek to create both general and niche habitats, linked by functional ecological corridors, at strategic locations between Maylands and the surrounding countryside. The proposals also include measures such as green and brown roofs, rainwater harvesting, and a hierarchy of sustainable urban drainage schemes (SUDs) to optimise the efficiency of resource use associated with the development. Protecting and enhancing the natural resources of the area will also require attention to pollution prevention (air, water, ground, noise, and light), and safeguarding of specific sensitive resources.

## **4.10 Adopt an 'energy hierarchy' as an integral part of the design approach**

4.10.1 A target of Zero Carbon buildings has been set. This means starting with a design that is geared towards energy efficiency, from initial orientation and design of the buildings, to the materials used. Achieving zero carbon means achieving BREEAM 'excellent' at the very least, and an improvement of around 60% above current Building Regulations. This means 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 co-ordinated larger scale scheme will also be required. All developments should thoroughly explore options for on-site renewables.

4.10.2 The creation of a Green Energy Centre is a key element of the overarching Master Plan. This concept is being actively explored by the Borough Council, with support from Hertfordshire County Council and the Renewables East.

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

4.11.1 Maylands offers an opportunity to implement innovative approaches to waste management. The feasibility of an automated waste collection system, such as that to be implemented for the new housing complex near Wembley Stadium in north west London, is one possibility that could be considered. The scale of the development also means that a locally based recycling and waste treatment

operations could be viable, including initiatives to recover energy from waste. Further detailed investigations will explore these and similar options as part of a bid to create the highest quality, business-led environment.

#### **4.12 Plan for sustainable transport**

4.12.1 Planning for the integration with public transport is a fundamental requirement for achieving sustainable development. The Gateway proposals seek to achieve this, and further aim to reduce reliance on the private car, by encouraging other forms of sustainable transport (e.g. cycling) and by complementary measures such as the potential Park and Ride and establishment of Green Travel Plans. Walking should be promoted through the creation of a pedestrian-friendly environment.

#### **4.13 Ensure social sustainability of local communities and workers**

4.13.1 The design proposals should seek to contribute to a socially integrated and vibrant mixed community within the wider area, where all workers and residents have access to good quality recreation, education, health care and employment opportunities. This will require an approach focused on inclusive spaces that people will want to use, and feel safe to use.

#### **4.14 Ensure economic sustainability of local communities**

4.14.1 To ensure the economic sustainability of the area, the proposals seek to create a place where people would like to work and spend time. Economic sustainability also requires consideration of the mix of businesses, and the need for ancillary functions (infrastructure and services) required to make this business park work well in the long term.



## **5. Indicative Design Concepts and Proposals**

5.1 This section presents the design concept upon which development of the Gateway should be based.

5.2 Indicative layouts and drawings are also provided as a guide to development, together with a visual representation of what the Gateway could achieve in terms of the built environment.

### **5.3 The Design Concept**

5.3.1 An indicative layout of the Gateway is shown in Figure 5.1. Key features of the intended design are described below.

### **5.4 Structure and Urban Grain**

5.4.1 The urban structure of the Gateway can be summarised as a linear open space running west-east, overlooked by a series of blocks of varying size (between 3-4 storeys). Development is anchored at each end by buildings on the key landmark sites at the main entry points.

5.4.2 The key element of the structure of the Gateway is the relationship between the development blocks and the central area of open space running west-east through the development. This provides a social, human and environmental focus to the development and aims to balance the needs of pedestrians, vehicles, and ecology.

5.4.3 This area is appropriate for use primarily for the 'daytime' community, such as employees, but also for the wider community such as Leverstock Green, Adeyfield and Hales Park – all of which are within walking distance. The establishment of strong pedestrian connections are an important part of the development, to encourage access from surrounding communities.

5.4.4 North-south and west-east routes should be provided through the development to provide ease of vehicular movement (including public transport) both through the Gateway site and also connect into the wider street pattern and road hierarchy of the rest of the Maylands area (see Figure 6.1).

5.4.5 The Gateway adopts a consistent urban grain through the development, consisting of large block development, whilst allowing for a range of sizes of buildings and floorplates to build in flexibility in terms of the offer to the market.

5.4.6 Buildings should create an active frontage and positive relationship with the access roads to promote pedestrian movement and human activity within the site. Buildings should also address Breakspear Way, as their scale and the natural topography of the site means they will be visible from Breakspear Way. Proposals should also promote activity adjacent to the water feature and open space.

5.4.7 Parking is expected to be provided through both dedicated parking for each block, either through underground or undercroft parking for buildings along Breakspear Way, or dedicated parking blocks to the rear and side of other buildings. The treatment of parking aims to strike a balance between design aspirations, financial viability and maintaining accessibility.

- 5.4.8 Both the structure and the urban grain are designed to integrate with the proposals made for further development around the PeopleBuilding and with the wider structure of Maylands and Maylands Avenue in particular.



*Office buildings set around a central open space, here with significant water features.*

## **5.5 Building Heights**

5.5.1 A range of building heights are envisaged throughout the site. Building heights have been suggested in order to both reflect the importance of the prominent 'gateway' sites at the southern corners of the Gateway, adjacent to the existing roundabouts, and for the buildings to be visible from Breakspear Way. These are indicated in Figure 5.2.

5.5.2 Recommended building heights are therefore:

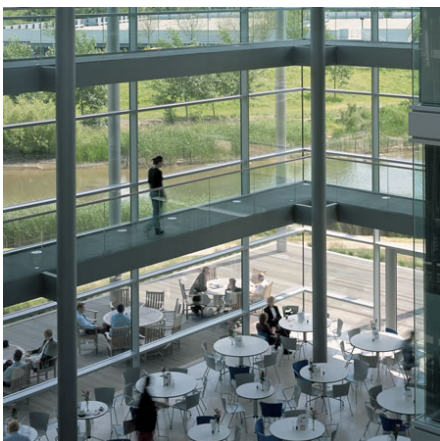
- At the North West corner of the Maylands Avenue/Breakspear roundabout, a building of up to 3 storeys, will reflect the prominence of the site and act as a signature building at the entrance to the Business Park. This is dependent upon detailed consideration of the impact of development on traffic and surrounding uses, which will be addressed at pre-applications stage.
- Up to 6 storeys for the other key gateway site, nearest to the Breakspear Way / Green Lane roundabout. Again, this will reflect the prominence of the site and along with the building on the roundabout to the west, will frame the remainder of the buildings in the Gateway.
- The remainder of the buildings within the Gateway are recommended to be between 3 and 6 storeys. Such heights are required to ensure development visibly addresses Breakspear Way, raises the profile and impact of the Gateway and provide sufficient scale to the central area of open space.



*3 storey office buildings focused around public realm*

## **5.6 Appearance and Building Form**

- 5.6.1 Specific architectural guidelines are not specified for the new development. However, all buildings will be expected to be of high quality and sustainable. Additionally, the design must be to a high architectural standard and reflect the vision of the Gateway in terms of its emphasis on providing a high quality, business park, set within a landscaped setting.
- 5.6.2 Distinct architecture to provide an identity for this part of the Maylands will be encouraged on the two prominent gateway sites at the roundabouts along Breakspear Way.
- 5.6.3 In terms of building form, a key aspect is for all buildings to have entrances facing towards the open space, with servicing to the rear. However, all buildings will be expected to create a positive relationship to Breakspear Way and the new access road. The location of servicing will need careful consideration. Incorporating flexibility in the building floorplates through allowing subdivision between occupants will be encouraged to ensure their suitability to a range of possible tenants and to extend the lifetime of the buildings beyond a single tenant.
- 5.6.4 Small scale commercial development such as a coffee shop or kiosk will be encouraged on the ground floor of appropriate buildings within the Gateway. Outdoor seating will be encouraged to add human activity and vitality adjacent to the open space.



*Food and drink or commercial activity can add activity and vitality to the public realm.*

## 5.7 Open Space and Environment

5.7.1 Achieving a high quality-working environment is one of the principal aims of the Development Brief and has been identified in the Master Plan as being essential to making Maylands a first rate business park, providing a high quality environment in which to invest, do business and work.

5.7.2 Key features of the open space elements of the Gateway include:

- The continuous water body at the centre of the development, overlooked by development blocks. This will be topped up by surface run-off from the surrounding buildings, and swales will be incorporated into car parks to collect further run-off. It should be designed so as to maximise habitat creation i.e. through the use of sloping banks and appropriate marginal planting.
- At one side of this water feature will be a continuous promenade encouraging pedestrian movement, which will incorporate a series of soft-landscaped areas for passive recreation.
- The main vehicular route running north-south through the development should be developed as a 'boulevard' style tree-lined avenue.
- A landscaped belt is proposed for the southern edge of the development site, which will strengthen the existing tree line and maintain ecological links with the woodland on the southern side of Breakspear Way. This should comprise low-level planting to protect the visibility of new buildings from Breakspear Way. Appropriately spaced gaps in this belt will allow views of the new development from Breakspear Way.
- Swales should be incorporated into the parking areas to allow surface run-off water to top-up the watercourse.
- A buffer will be created between the Gateway site and other uses such as the residential area and the cemetery, primarily through tree planting.
- Materials used, including natural stone, timber and stainless steel will create a robust and high quality environment, whilst cowled street lighting and ground recessed feature lighting will create a safe and dynamic working environment, whilst avoiding unnecessary glare.
- Public Art should be provided, with careful consideration given to appropriate themes and locations.



*Example of how 3 storey office buildings can successfully integrate with an active public realm*

Figure 5.1: Maylands Gateway Indicative Layout



Figure 5.2: Maylands Gateway - Building Heights Plan



Figure 5.3: Perspective Drawing Showing Indicative Gateway Layout



## **5.8 Sustainable Development**

5.8.1 The Gateway site poses a number of sustainable development challenges. Key issues include:

- How to maximise the ecological value of the site and make sure it connects with a larger green grid of open space;
- How to manage natural resources in the most sustainable manner possible;
- How to provide the energy required for this development in the most sustainable manner possible;
- How to reduce reliance on private car and encourage public transport;
- How to manage the waste arising from the development sustainably and efficiently;
- How to ensure that the buildings delivered as part of a scheme on this site achieve the highest level of efficiency and environmental performance
- How to ensure the development contributes to a healthy and sustainable Maylands in the long term.

5.8.2 The work to date has explored potential solutions for these issues. These are listed below. These issues will form a fundamental part of discussions with potential developers and will be expected to form an integral part of design and build processes.

## **5.9 Ecology**

- A series of green open spaces, linked to ecological corridors and the countryside beyond. This is reflected through the distribution of open space indicated in the design concept and in the Open Space Strategy for the wider Maylands Master Plan.
- Potential for niche habitats in strategic locations, e.g. badgers, bats.
- Inclusion of green and/or brown roofs, which could be tailored as habitats for specific species.

## **5.10 Water**

- A drainage system aimed at using run-off water as close as possible to its source.
- Rain water harvesting on roofs and large hard surfaces – to be used for irrigation of landscape, flushing of toilets etc.
- Retention pond(s) – to limit the amount of run-off from the site
- Measures for treatment of run-off water.
- Permeable landscape surfaces on all areas to increase infiltration rates.

## **5.11 Energy**

- The creation of a Renewable Energy Centre and local distribution network is a key aim of the over-arching Master Plan, with the aim of creating a business park that is self-supporting in terms of its energy needs.
- Potential wind turbine(s) to generate renewable energy – the number and size to be confirmed pending calculation of energy load, based on floor area.
- Ground source heating to be developed – e.g. a horizontal system under one of the car parks.
- A Biomass burner / Combined Heat and Power/ Trigeneration system, and local cultivation of biomass.
- Seasonal heat store – suitably covered ‘pool.’
- Integration of photo voltaic or solar collectors into building design.
- Use of photo voltaic for landscape lighting.



- Potential use of waste heat from industrial facilities in the area for space heating in office blocks.

5.11.1 Further information is contained within the Supplementary Planning Guidance on 'Energy Efficiency and Conservation' (July 2005).

## **5.12 Transport and access**

- Bus stop within 500m of all workplaces to encourage use.
- Secure, covered cycle facilities and provision of lockers and showers in office buildings.
- Financial incentives to encourage sustainable transport, e.g. season ticket loans, incentives for car clubs, shuttle services, and a benefits structure that encourages buying more sustainable cars.
- The production of Green Travel Plans, linking with an overarching strategy for the wider Maylands area – as recommended in the accompanying Maylands Master Plan.

## **5.13 Waste**

- Provision of adequate waste and recycling storage facilities, including the exploration of innovative methods of separation and collection.
- Potential automated waste transfer system

## **5.14 Sustainable buildings**

- Office buildings to achieve a BREEAM excellent rating (or equivalent standard).

## **5.15 Social issues**

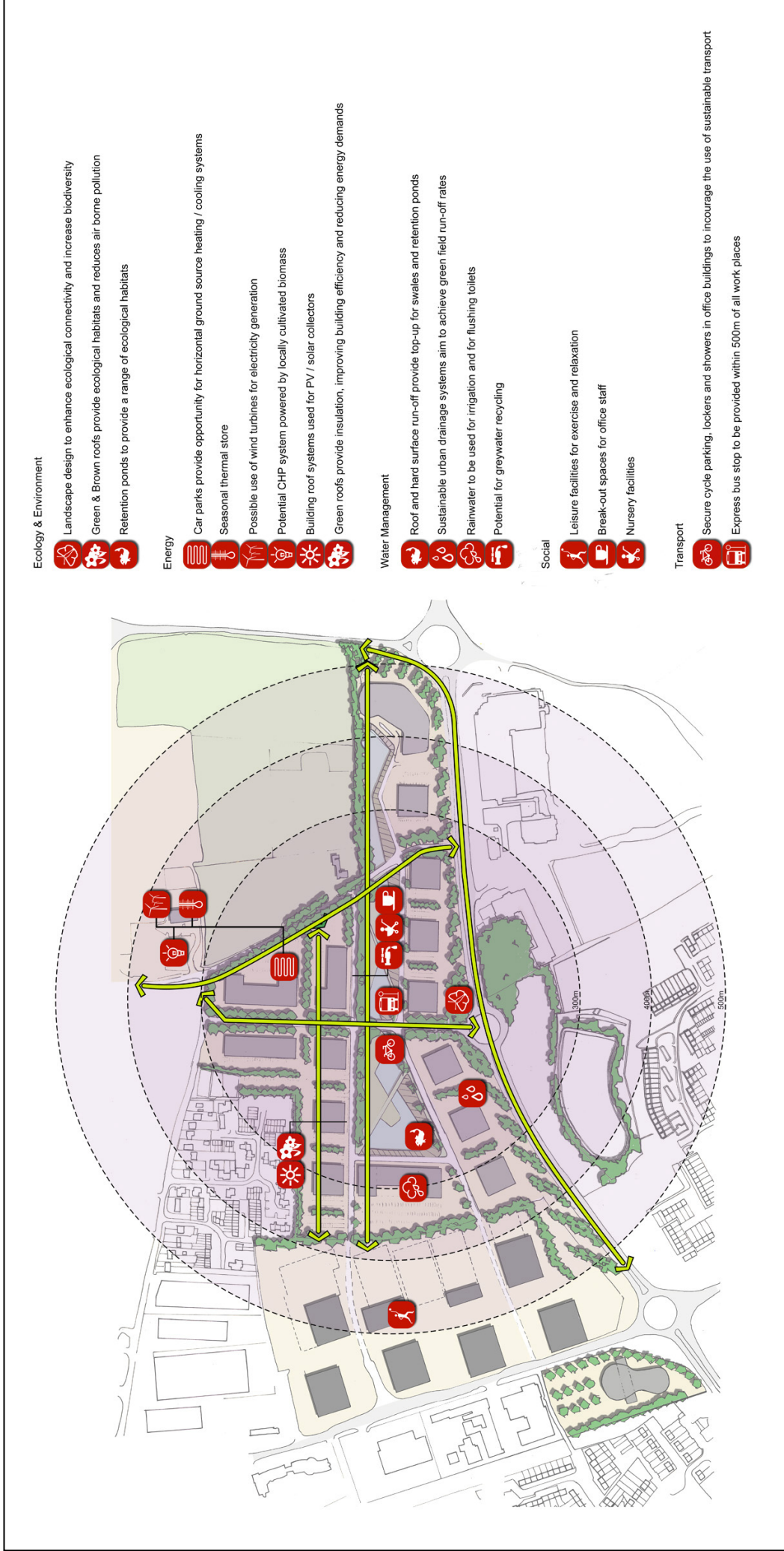
- Provision of a nursery school, should the current facility to the south of Boundary Way relocate.
- Opportunities for relaxation, informal exercise and break out spaces.

## **5.16 Future Management**

5.16.1 Maintenance and continued funding and support is vital to underpin the elements above. This should be pursued through the creation of a Business Improvement District, and through the work of the Maylands Partnership.

5.16.2 Figure 5.4 shows suggested locations for a number of projects which should form part of the overarching Sustainability Strategy for the Gateway.

**Figure 5.4: Sustainable Development Projects**



## 5.17 Indicative Development Capacities

5.17.1 This section provides indicative development for the layout as shown in Figure 5.1.

5.17.2 The numbered blocks in Figure 5.5 refer to the block numbers in Table 5.1.

**Figure 5.5: Indicative Layout Development Capacities Plan**



**Table 5.1: Gateway Development Capacities**

<b>Blocks</b>	<b>Programme</b>	<b>Number Storey-Building</b>	<b>Area (m2 – approx.)</b>	<b>Parking (%)</b>	<b>Parking (spaces – approx.)</b>
1	Office	GF+2	A. 4800	P. 100%	P. 140
2	Office	GF+2	A. 4800	P. 100%	P. 140
3	Office	GF+2	A. 4800	P. 100%	P. 140
4	Office	GF+2	A. 4800	P. 100%	P. 140
5	Office	GF+2	A. 4800	P. 100%	P. 140
6	Office	GF+2	A. 4800	P. 100%	P. 140
7	Office	GF+2	A. 4800	P. 100%	P. 140
8	Office	GF+2	A. 4800	P. 100%	P. 140
9	Office	GF+2	A. 4800	P. 100%	P. 140
10	Office	GF+2	A. 4800	P. 100%	P. 140
11	Office	GF+2	A. 10500	P. 100%	P. 300
12	Office	GF+2	A. 7000	P. 100%	P. 200
13	Office	GF+2	A. 9000	P. 100%	P. 260
14	Mixed use	GF+2	A. 7000	P. 100%	P. 210
15	Headquarters	GF+5	A. 21500	P. 100%	P. 620
16	Hotel	GF+2	A. 9600	1 space per room	P. 300
<b>Total</b>			<b>A. 135000</b>		<b>p. 3290</b>
<b>Indicative PeopleBuilding Further Developments</b>					
A	Office	GF+3	A. 9504		
B	Office	GF+3	A. 9504		
C	Office	GF+3	A. 9504		
D	Office	GF+3	A. 9504		
E	Office	GF+3	A. 9504		
F	Office	GF+3	A. 9504		
H	Office	GF+3	A. 7200		
G	Office	GF+3	A. 9504		
<b>Total</b>			<b>A. 73728</b>		

5.17.3 The blocks proposed as part of the Gateway, excluding those proposed as further stages of the PeopleBuilding Development, could provide over 135,000m<sup>2</sup> (gross external) of development.

5.17.4 Using the English Partnerships job density guidelines, and assumptions over the net development space, it is estimated that the Gateway could provide over 5,700 jobs, with the later stages of the PeopleBuilding providing a further 3,000 jobs.

## **5.18 Uses to be Retained and Relocated**

5.18.1 There are a number of sites within or adjacent to the Gateway for which the Development Brief recommends the current use be retained. This may be a result of planning policy protecting a use, planning constraints, or a site's unsuitability for redevelopment.

5.18.2 Uses to be retained are:

- The existing Woodwells Cemetery
- Balancing tank to the south of Breakspear Way

5.18.3 Redevelopment of other sites is not precluded in the future. However, the existing use must be relocated, or appropriate relocation assistance provided, when the current site is developed as part of the Gateway. These are:

- Caravan Club site
- Sports pitches
- Woodwells caravan storage facility, located to the north of the Cemetery.
- Land allocated for expansion of Woodwells Cemetery in the Dacorum Borough Local Plan

## **6. Transport and Movement**

### **6.1 Introduction**

6.1.1 This section incorporates the main transport and movement principles of the Master Plan. However, that document contains the important proviso (paragraph 1.3.3) that the highways and transportation schemes are at a conceptual level. More detailed investigative work will be required. It will be necessary to review the proposals in the light of:

- (a) the Hertfordshire Infrastructure and Investment Strategy (transportation infrastructure investment requirements);
- (b) the transport model for the Hemel Hempstead area; and
- (c) the Hemel Hempstead Urban Transport Plan.

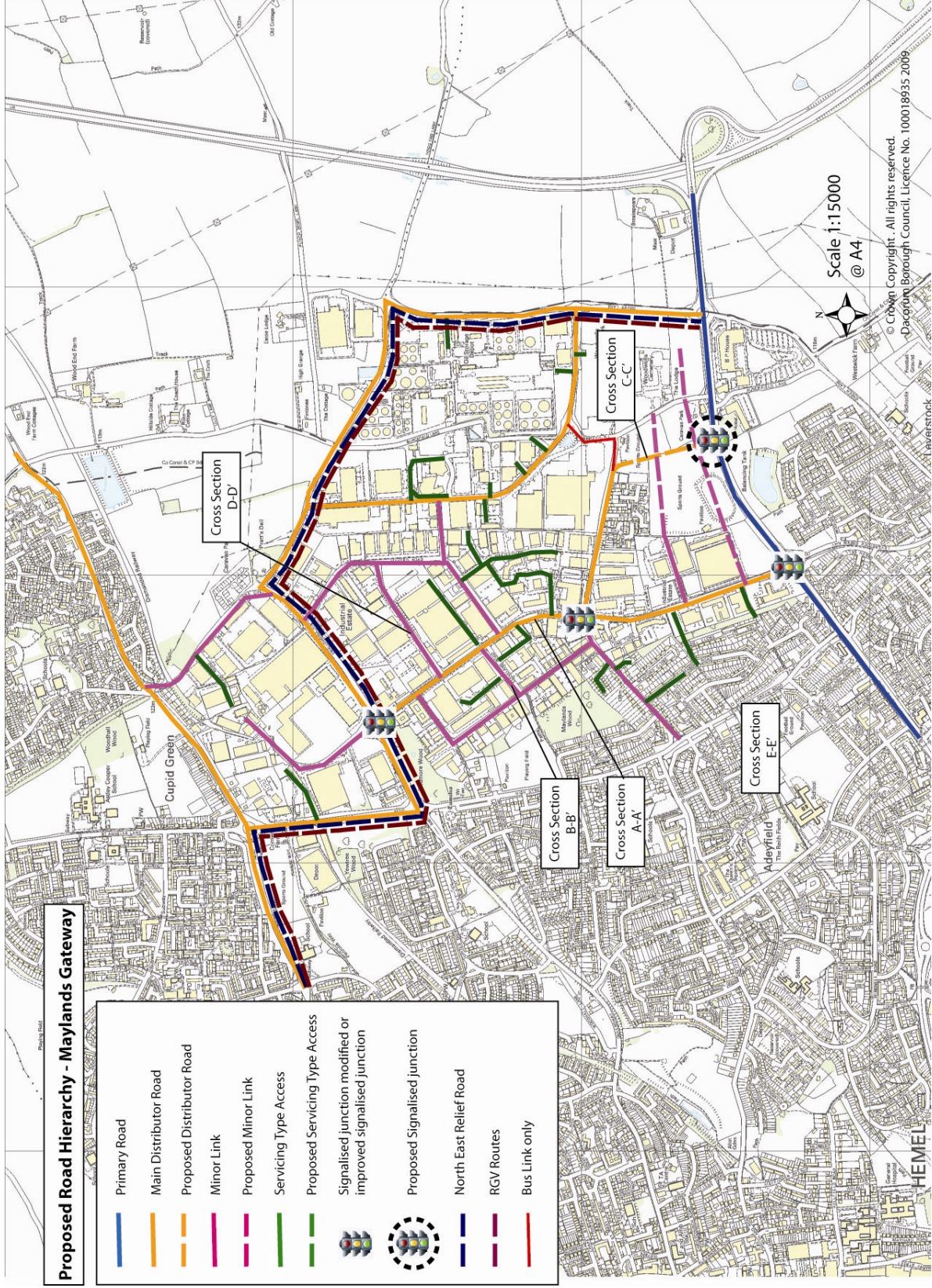
6.1.2 Developers with an interest in the Maylands Gateway should contact the Highway Authority at an early stage to discuss their plans for the redevelopment of this area in the context of the above advice.

### **6.2 Road Hierarchy**

6.2.1 A road hierarchy and changes to the road network within the Gateway may be required to ensure traffic movements are managed in the new developments and to contribute to controlling congestion in parts of the current network that are near capacity.

6.2.2 A road hierarchy for the whole Maylands area is shown in Figure 6.1. It indicates how the hierarchy for the Gateway area fits into the overall hierarchy. There are four levels of road: Primary Road (A414 Breakspear Way / St Albans Road), main distributor roads (Maylands Avenue and Green Lane), minor links (the more minor roads linking into specific areas of business) and servicing/ 'mews type' access. The lower level of road would be designed for low speeds and would include shared surfaces.

Figure 6.1: Proposed Road Hierarchy - Maylands Gateway



## 6.3 Parking Standards

6.3.1 The Dacorum Borough Local Plan 1991-2011 specifies maximum car parking standards for different types of development based on the Use Classes Order. These standards also incorporate a demand-based approach with defined 'Accessibility Zones' to reflect the degree of accessibility to key services and facilities by public transport, walking and cycling.

6.3.2 The table below indicates the current maximum parking standards for key relevant land uses.

**Table 6.1: Maximum Parking Standards**

Use Class and Description		Maximum Car Parking Standard (GFA for 1 space)	Cycle Parking Standard (employees or GFA for 1 space)
B1 – Business Uses (Offices, R&D, Light Industry)		Offices: 30 sqm	1 short term space / 500 sqm GFA
		R&D Light Industry: 35 sqm	1 long-term space / 10 full time staff
Business Parks – Mixed B1 / B2 / B8		40 sqm	1 short term space / 500 sqm GFA
			1 long term space / 10 full time staff
Hotels – C1(a)		1 space per bedroom (including staff accommodation) plus 1 space per manager plus 2 spaces per 3 staff (minus spaces related to staff bedrooms) plus spaces for drinking, dining and conference functions plus a minimum of 1 coach parking space per 100 bedrooms.	1 long term space per 10 beds plus 1 long term space per 10 maximum staff on site at any one time.
Food and Drink	Restaurants and Cafes	5 sqm for dining + 3 spaces for 4 employees	1 short term space / 100 sqm GFA
Fitness Club		1 space per 15 sqm GFA	1 short term space per 25 sqm plus 1 long term space per 10 full time staff



6.3.3 The following table represents the four accessibility zone types that apply.

**Table 6.2: Parking Standards - Accessibility Zones**

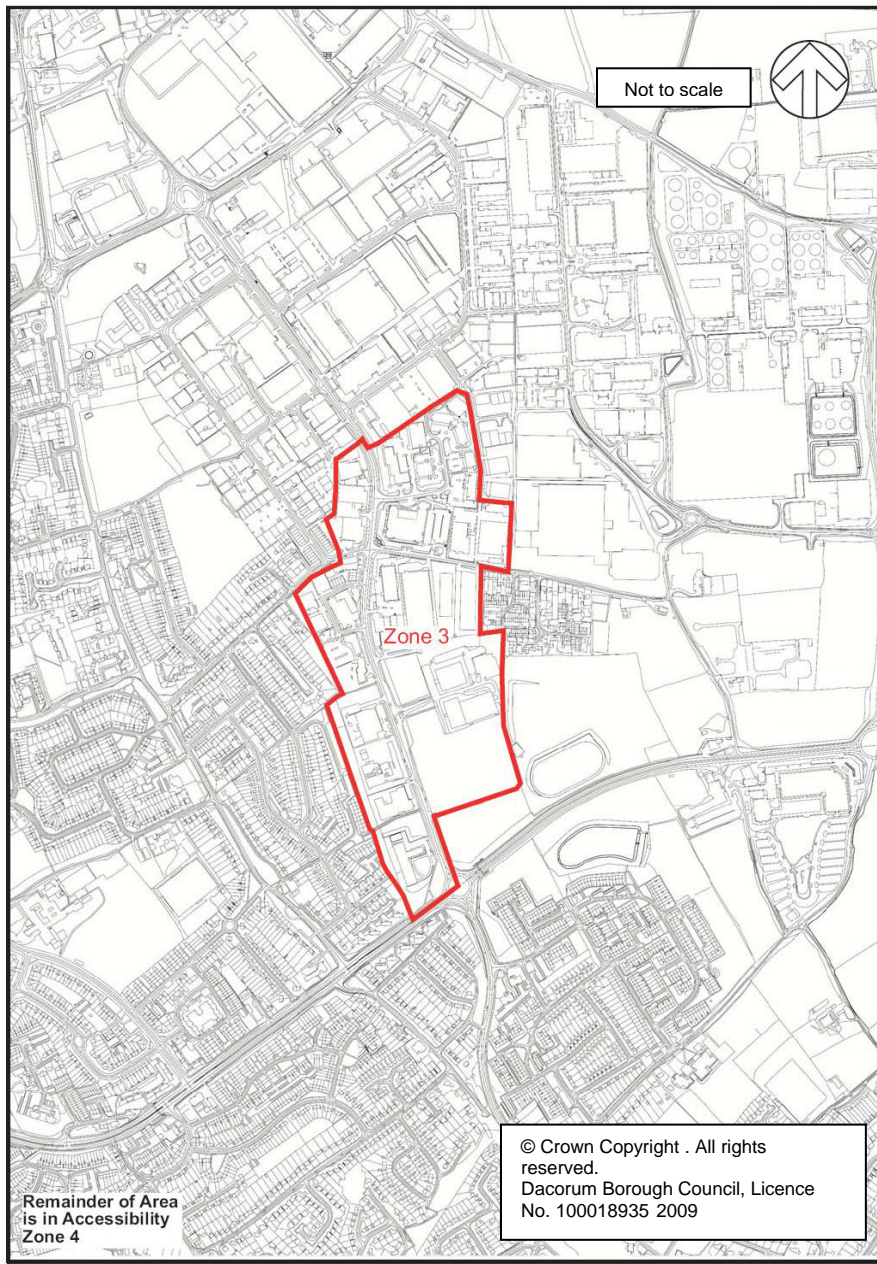
<b>Zone Type</b>	<b>Car Parking Provision Allowed in Urban Areas</b>
1	0-25% of maximum demand-based standard
2	25 – 50% of maximum demand-based standard
3	50 – 75% of maximum demand-based standard
4	75 – 100% of maximum demand-based standard

6.3.4 Part of the Maylands Avenue area and the western part of the Gateway fall within Zone 3. The full extent of Zone 3 is shown in Figure 6.2. The remainder of Maylands Business Area currently falls under Accessibility Zone 4, but should be treated as if it were in Zone 3 (see Maylands Master Plan para. 3.6.2).

6.3.5 All new development should reflect these maximum parking standards in the context of this demand-based approach.

6.3.6 Further information is contained in 'Accessibility Zones for the Application of Car Parking Standards' Supplementary Planning Guidance (July 2002).

**Figure 6.2: Parking Standards Accessibility Zone 3**



## **6.4 Shared Car Parking**

- 6.4.1 In providing a suitable level of parking provision, the standards described above should be applied. However a careful balance should be struck between delivering sufficient parking for business requirements and offering parking at a level that would undermine sustainable travel measures. Underground or undercroft parking is the preferred method of provision. Areas of parking should be avoided on prominent road frontages, such as Breakspear Way and should not dominate the overall design and layout of the area. Surface car parking should be shared and located either in blocks or between buildings within the Gateway site. Where multi-storey car parking is selected, the structure should be contained within the middle of building blocks so as not to become too conspicuous. Careful design should blend this in with the surrounding buildings.

6.4.2 High quality, permeable hard surfacing materials should be used. Exterior lighting may be permissible to enhance security, but this should be designed and located so as to avoid unnecessary light spill.

6.4.3 A Green Travel Plan will be required as part of the management structure for the Gateway to aid in promoting sustainable forms of travel. This will feed into the proposed Maylands-wide Travel Plan Framework

## **6.5 Walking and Cycling**

6.5.1 It is essential that the Gateway site is accessible and permeable both on foot and by cycle. As part of the overall Maylands Master Plan, east / west linkages from the Adeyfield residential area will be improved with better crossing facilities for Maylands Avenue and a shared cycle route / footway constructed along Maylands Avenue. These linkages will be extended into the Gateway site, one possible location being along the service road adjacent to the People building. The residential area to the south of the A414 including Leverstock Green is within walking and cycling distance of the Gateway site. High quality crossing facilities for both cyclists and pedestrians should be incorporated at an improved Maylands Avenue roundabout with Breakspear Way, at the new junction on Breakspear Way and the possibility of a crossing point at the junction of Breakspear Way and Buncefield Lane. A continuous cycle / footpath link should extend from the Maylands Avenue junction on the south side of A414 to connect with the new cycle path that will extend to Chiswell Green.

6.5.2 Careful design of the shared surfaces feeding individual or blocks of offices within the Gateway site will be needed to produce a safe environment for all. Secure covered cycle storage should be provided in accordance with the standards contained in Hertfordshire County Council's Cycle Parking Guide and conveniently located for users.

## **6.6 Public Transport**

6.6.1 Improved public transport services are proposed as part of the overall Maylands Master Plan. These improvements will take the form of better infiltration of bus services at higher frequency than currently exists. A further addition will be a high profile bus shuttle that will run between the Business Park and the railway station along the A414 via the Town Centre. Bus stops will be designed to current specification allowing easy boarding and alighting of the bus and will take into account Disabled Discrimination Act requirements and existing stops upgraded. High quality bus shelters will be provided, along with real time passenger information.

6.6.2 The proposal for a Park and Ride site in the vicinity of the Green Lane junction will enable the high profile shuttle service to operate in a loop around Maylands. The extension of the peak hour service 14 to an all day service would conveniently connect the Gateway site with residential areas to the south and north. Furthermore, a diversion of the services 301 and 634 through the Park and Ride would form an important link to St. Albans and beyond.

6.6.3 Further work is required to examine the precise role and location of this Park and Ride facility, its viability and wider implications. This work is starting.

## 6.7 Infrastructure

### Highways

- 6.7.1 A new road is suggested to extend north from a new roundabout on the A414 Breakspear Way west of Buncefield Lane and will tie into Wood Lane End heading west to its junction with Maylands Avenue. This is indicated on the Road Hierarchy Plan and its main function would be to serve the Gateway site and also to relieve the Breakspear Way / Maylands Avenue junction on the A414. This link could enable a connection to be made with Buncefield Lane / Boundary Way to the north, if needed.
- 6.7.2 The A414 forms part of Hertfordshire's primary road network and is one of the busiest roads in the county. The County Council (as the local Highway Authority) has advised that the formation of new vehicular access to primary routes to facilitate development is only permissible in very special circumstances. It would therefore be necessary for the site developer to demonstrate that exceptional circumstances exist and that the proposed junction design would be acceptable. If an additional access onto the A414 is proposed, consideration must also be given to issues associated with the re-routing of traffic on the surrounding network and the future status of the northeast relief road.
- 6.7.3 Any new section of road should be constructed to Hertfordshire County Council design standards and specification and would comprise a 7.3m carriageway with 3m combined footway / cycleways. It should create the boulevard-style landscape envisaged within the over-arching Master Plan.
- 6.7.4 Minor service roads will connect to this new section of road to feed into the Maylands Gateway site itself. These service roads will be low speed shared surface type construction.
- 6.7.5 Improvements to Maylands Avenue junction with the A414 will be undertaken if identified in the Hemel Hempstead Urban Transport Plan (HHUTP). It is intended to improve the signalised junction on Maylands Avenue at its junction with Wood Lane End to form high quality pedestrian and cycling crossing facilities. Bus priority measures would also be built into these improvements.

### Surface Water Drainage

- 6.7.6 Surface water management for the Maylands Gateway will take advantage of the opportunity to provide source control drainage elements. This should include elements such as permeable paving and green roofs. Permeable paving will be encouraged as it offers both interception as well as storage (depending on its design).
- 6.7.7 The use of open surface features will be encouraged for the (horizontal) conveyance of surface water within each building plot. The method of conveying surface water from each plot's outfall to larger on-site balancing features (lakes) will be related to issues of adoption. Swales/grassed ditches will again be encouraged for such conveyance and their design should meet all necessary adoption standards.
- 6.7.8 It is expected that the maintenance of sustainable drainage elements within the curtilage of each building will form part of that building's general maintenance

contract. The contract will also identify 'post storm' checks to be carried out following large rainfall events (to be defined).

- 6.7.9 Maintenance of those sustainable drainage features in areas of public open space will require either section 106 agreement with the Local Authority or a legal agreement between those companies/buildings feeding said features.

## **6.8 Services**

- 6.8.1 The utility demand for each building will be complemented by including facilities for on-site power generation and water reuse and treatment.
- 6.8.2 Building designs should include complementary energy and water harvesting technologies subject to the latest available guidance for the installation of such technologies.

### Electricity

- 6.8.3 It is likely that two ring mains will be required as part of the main infrastructure to provide loops around the various buildings. This will enable sub-stations to connect to the ring mains for each building and will enable the provision of electricity supply on a phased basis. It is likely that the Gateway development will be fed by one 33KV primary high voltage sub-station, which will be complemented by the Green Energy Centre.

### Gas

- 6.8.4 A phased approach is proposed with possibly a new primary Governor Station feeding a medium pressure on-site distribution system around the Gateway site. Low pressure supplies to individual plots via a low pressure governor will then be put in place.

### Water

- 6.8.5 Within the Gateway site, it is proposed that a ring main will be created to link the various plots, from which connections to each building will be made as the building phases come on stream.

## **7. Delivery and Management**

### **7.1 Objective**

- 7.1.1 The vision for the Gateway has been established due to a desire by both Dacorum Borough Council and the Maylands Partnership to create a high quality business park location distinct from the traditional view of Maylands as an industrial estate. The aim is to create a prominent, prestigious development to help raise the image of the area and act as a showcase for Maylands, for Hemel Hempstead, and for the East of England as a whole.
- 7.1.2 Maylands is the largest employment area in the East of England but does not have the reputation or quality of environment commensurate with its status. The Development Brief aims to create an improved quality of environment, to support the diversification of the employment offer of the area and to improve the perception of Maylands.
- 7.1.3 The baseline property market analysis that provides the background to both this Development Brief and the wider Maylands Masterplan, identified various pressures on the market place. Whilst there is an active development market on the estate, this is primarily for mid-range office space and large-scale distribution space. The purpose of this Development Brief and the wider Master Plan is to bring about focused improvements to the estate in order to facilitate increased investment and economic growth to the area and to attract a broader range of occupiers, particularly in the high quality office, technology, and research and development sectors. This builds on the high skilling of the local workforce, and the potential link-ups with the higher education sector.
- 7.1.4 The Gateway area has been identified as providing the opportunity to create a distinct high quality quarter within Maylands that will have the ability, through comprehensive development, to create a quality environment. This will boost the perception of Maylands and Hemel Hempstead as a business location and attract more of the type of high quality occupiers that are sought.
- 7.1.5 The key reason for focusing on the Gateway area to provide this type of development is its prominence to Breakspear Way and the M1 motorway and the fact that this is the primary access to the wider Maylands estate and Hemel Hempstead. This presents maximum exposure of any new development, to the widest possible market, being visible both to existing businesses and visitors to the town.
- 7.1.6 The market conditions that will enable the Development Brief to be delivered can only be achieved through the comprehensive development of the Gateway in order to put in place the sort of conditions necessary to attract the quality and quantity of occupiers required.
- 7.1.7 The section provides some guidance as to how the Gateway vision can be achieved.

### **7.2 Property**

- 7.2.1 The Gateway is the key area of the Maylands employment area that is capable of providing land for expansion, primarily because the majority of the land is previously undeveloped, or developed with relatively low-intensity uses.

- 7.2.2 Within the boundary of the defined gateway area the land is split between three key ownerships as shown on Figure 3.2. This pattern of large ownership will make a significant contribution to facilitating the delivery of the Gateway vision.
- 7.2.3 The development that exists currently in the Gateway is confined to the first phase of the PeopleBuilding developed in 2003 by Stanhope, (which includes 100,000 sqft of grade A office space alongside a sports centre). The former Royal Mail site is now owned by Kier Properties and the buildings have been demolished. In addition to this Stanhope have an un-implemented planning consent for a further 5 Grade A office buildings on their site that have the capability to provide around 625,000 sq ft of space. One of these new office buildings now has full planning consent and will be occupied by Northgate Solutions.
- 7.2.4 Therefore there already exists the foundation of a high quality office location through the existing development in the area and this can be capitalised on in bringing forward the development of the rest of the gateway site.

### **Market Opportunity and Risk**

- 7.2.5 Putting measures in place to address potential barriers to development of the Gateway area is crucial.
- 7.2.6 The involvement of public sector partners and agencies, who can work outside of normal commercial constraints, will be extremely beneficial in overcoming potential private sector constraints to achieving the longer-term objectives of holistic regeneration
- 7.2.7 Some intervention is likely to be required in the marketplace to create the economic and property market conditions that would enable the development of the high-end high-quality business park proposed i.e. create a demand for grade A offices on the estate that does not currently exist. Investment in connectivity and quality of environment is proposed as this intervention. The reasons for this are:
- The evidence from the property marketplace, which identified that there needs to be a clear separation of high-end business park from the hybrid that currently exists on Maylands, in order to attract the widest diversity of occupiers possible on the estate as a whole. Achieving this physical distinction requires work on the ground which lies outside individual site ownerships and which therefore is unlikely to be progressed by individual developers without support.
  - The evidence from business consultation, which identified that for a technology-park concept to succeed, it needs to be well-connected, have a high-quality environmental offer and excellent amenity provision for its employees, in order that employers can attract and retain the highest-calibre staff, persuade their international representatives of the rationale for being outside of London and more well-recognised locations, and provide their customers with the image that they expect of their brand. Without support, the value in the current B1 marketplace is unlikely to deliver this quality of environment.
- 7.2.8 Phasing needs to be carefully considered, to backload costs and frontload receipts into development programmes as much as possible, to increase the financial viability and minimise risk.
- 7.2.9 Three principal options for delivery were considered, with varying degrees of commitment from the public sector:

1. Option A – minimal intervention
2. Options B – publicly funded single-lay of infrastructure and sale of serviced plots
3. Options C – phased delivery of infrastructure

7.2.10 Option A is considered to be the most likely scenario. Other delivery options, particularly those involving more significant public sector involvement, will however be considered should they present themselves.

7.2.11 Option A relies on an expectation that the marketplace can deliver the proposals in this location, with the support of appropriate public sector bodies and the Maylands Partnership (or other delivery body).

7.2.12 The benefits of this option are that there will be minimal outlay for the public purse, the land can develop organically according to the marketplace, and competitive land values can be achieved on plot disposals.

7.2.13 There are however potential risks that the market would be unable or unwilling to fund the quality of development or infrastructure required to create the step-change in perception required to attract occupiers and generate a self-sustaining marketplace. The likely outcome would be incoherent plot-by-plot development as an extension of the current Maylands offer, or the development of lower risk uses where high returns are more likely such as large format distribution sheds, or lower quality, lower cost office development. This is the type of development that this Brief and the overarching Mater Plan seek to avoid.

### **7.3 Delivery and funding**

#### **Costs**

7.3.1 The total cost of works to create the Gateway development as proposed is estimated, at current cost, to be c. £236,966,000 (base date of 2<sup>nd</sup> quarter 2007).

7.3.2 The vast majority (c. £215,089,000) of these costs relate to the construction of individual buildings and we would anticipate that these costs would be met by the private development market through the normal process of development once the conditions have been created whereby each development plot becomes financially viable.

7.3.3 The remaining costs which would need to be found to support the private market investment relate to capital expenditure items including roads, infrastructure and landscaping. At current costs (2<sup>nd</sup> quarter 2007) these are estimated to be c.£21,877,000. These are the works necessary in order to create the conditions whereby the private development market will be able to bring individual development sites forward.

7.3.4 These sums are detailed in the “shopping list” in Table 7.1 below.



**Table 7.1: "Shopping List" for Maylands Gateway**

SHOPPING LIST										
Maylands Gateway										
Ref	Item	Quantity	Unit	Rate	Subtotal	Cost	Timescales (estimated months to complete)	One-off capital expenditure or ongoing annual maintenance	Priority (L/MH)	Comments
<b>Services Infrastructure</b>										
G1	Drainage					£4,350,000	19 mths (phase 1a) + 18 mths (phase 2) + 12 mths (phase 3c)	Capital expenditure (in three phases (1a, 2 and 3c))	H	
	- Foul water drainage	1	item	1,700,000	£1,700,000					No design, based on industry 'norms' using the GIFA of the buildings. Estimate based on assumption that infrastructure in surrounding area has sufficient capacity to cope with additional demands development would impose
	- Surface water drainage; buildings	1	item	1,000,000	£1,000,000					No design, based on industry 'norms' using the GIFA of the buildings.
	- Surface water drainage; roads & car parks	1	item	100,000	£100,000					No design, based on industry 'norms' using the GIFA of the buildings.
	- Surface water drainage; land drainage	1	item	150,000	£150,000					No design, based on industry 'norms' using the GIFA of the buildings.
	- Grey water storage	1	item	1,400,000	£1,400,000					No design, assume there will be some sustainability issues and one option could be to use the water areas (pond /lake) for 'grey' water storage.
G2	Electrical					£2,270,000	19 mths (phase 1a) + 18 mths (phase 2) + 12 mths (phase 3c)	Capital expenditure (in three phases (1a, 2 and 3c))	H	* Assumes maximum demand for development somewhere in the region of 16MVA. Demand will still almost certainly require reinforcement of the network in the area. * Using ring mains gives the greatest integrity of supply and will allow connection for future phases to be made with minimal disruption to 'live' buildings. * Most economical location for the REC for primary HV substation assumed to be in the vicinity of building 16. Space required for this would be 1,600 m².
	- Ring main trench	1	item	550,000	£550,000					
	- Substation / ring main / transformers	1	item	730,000	£730,000					
	- Supplies to buildings incl meters	1	item	90,000	£90,000					
	- Primary HV substation complete with 33/11kV transformer	1	item	350,000	£350,000					
	- Contribution charge for 33kV supply	1	item	400,000	£400,000					
	- Site lighting (street lighting requirements only, car parking lighting in building/car park cost)	1	item	150,000	£150,000					
G3	Water supplies					£365,000	19 mths (phase 1a) + 18 mths (phase 2) + 12 mths (phase 3c)	Capital expenditure (in three phases (1a, 2 and 3c))	H	Assumes supply will be provided at statutory pressures
	- Contribution charges			£80,000	£220,000					* Calculated on assumption that insufficient capacity in local network.
	- Site ring main and hydrants			£120,000						* Assumed a site ring main will be created in the vicinity of plots 4 to 19.
	- Connections to plots 10 & 15 and metering			£20,000						* Only plots 10 & 15 will be connected to this ring main in this phase.
	- Connection to site ring main, supply to and metering for each plot			£16,000	£16,000					* Allowance for connecting each of the two plots in each phase to the site ring main installed in initial phase (plots 6 & 7).
	- Connection to site ring main, supply to and metering for each plot			£16,000	£16,000					* Allowance for connecting each of the two plots in each phase to the site ring main installed in initial phase (plots 8 & 9).
	- Connection to site ring main, supply to and metering for each plot			£16,000	£16,000					* Allowance for connecting each of the two plots in each phase to the site ring main installed in initial phase (plots 4 & 5).
	- Extension to site ring main			£40,000	£89,000					* Allowance for connecting to and extending site ring main installed in initial phase to distribute to plots 11, 1, 2, 3, 14, 12 & 13 and for connecting each of these plots to the ring main
	- Low Pressure supplies to individual plots including low pressure governor			£49,000						* Allowance for connecting plot 16 to the site ring main installed in initial phase
	- Connection to site ring main, supply to and metering for plot 16			£8,000	£8,000					
G4	Gas					£403,000	19 mths (phase 1a) + 18 mths (phase 2) + 12 mths (phase 3c)	Capital expenditure (in three phases (1a, 2 and 3c))	H	* Calculated on assumption that insufficient capacity in the local medium pressure gas supply. * Assumed a new primary governor station required, located in vicinity of building 16 and medium pressure site distribution system will run to the rear of plots 4 to 10. * Only plots 10 & 15 will have a low pressure connection made in this phase.
	- New governor station			£50,000	£235,000					
	- Contribution costs			£75,000						
	- Site distribution			£92,000						
	- Low pressure supplies to individual plots including low pressure governor			£18,000						
	- Low pressure supplies to individual plots including low pressure governor			£20,000	£20,000					* Allowance for making low pressure connection to medium pressure main installed in phase 1 to plots 6 & 7
	- Low pressure supplies to individual plots including low pressure governor			£20,000	£20,000					* Allowance for making low pressure connection to medium pressure main installed in phase 1 to plots 8 & 9
	- Low pressure supplies to individual plots including low pressure governor			£20,000	£20,000					* Allowance for making low pressure connection to medium pressure main installed in phase 1 to plots 4 & 5
	- Site distribution			£35,000	£98,000					* Allowance for connecting to medium pressure main installed in phase 1 running a medium pressure main to distribute to plots 11, 1, 2, 3, 14, 12 & 13 and for a low pressure connection to each of the plots
	- Low pressure supplies to individual plots including low pressure governor			£63,000						
	- Low pressure supplies to plot 16 including low pressure governor			£10,000	£10,000					* Allowance for making low pressure connection to plot 16 from medium pressure main installed in initial phase
G5	Allowance for builders work	1	item	£843,000	£843,000	£843,000	19 mths (phase 1a) + 18 mths (phase 2) + 12 mths (phase 3c)	Capital expenditure (in three phases (1a, 2 and 3c))	H	
<b>Total</b>						<b>£8,231,000</b>				

<b>External works / public realm</b>										
G6	Hard landscaping	30,000	m2	120	£3,600,000	£3,600,000	19 mths (phase 1a) + 18 mths (phase 2)	Capital expenditure (in three phases (1a, 2 and 3c))	H	
G7	Soft landscaping	30,000	m2	80	£2,400,000	£2,400,000	+ 12 mths (phase 3c)			
G8	Creation of ponds / lakes	1	item	1,500,000	£1,500,000	£1,500,000	19 mths (phase 1a) + 18 mths (phase 2)	Capital expenditure (in two phases (1a and 2))	H	
G9	Creation of Breakspear roundabout	1	item	550,000	£550,000	£550,000	18 mths (phase 2)	Capital expenditure (in phase 2)	H	
G10	Proposed Minor Link Road	1,266	m	2,800	£3,544,800	£3,544,800				
G11	C\way/Footway	7,596	m2	100	£759,600	£759,600				
G12	Tree planting	1,266	nr	600	£759,600	£759,600				
G13	Road	9,242	m2		incl	incl				
G14	Swale to allow for on street parking	5,317	m2	100	£531,700	£531,700				
<b>Total</b>					<b>£13,645,700</b>					
<b>Construction costs for buildings</b>										
G15	Building 1 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 6 mths letting	Capital expenditure (phase 5)	L	
G16	Building 2 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 6 mths letting	Capital expenditure (phase 5)	L	
G17	Building 3 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 6 mths letting	Capital expenditure (phase 5)	L	
G18	Building 4 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 6 mths letting	Capital expenditure (phase 3b)	M	
G19	Building 5 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 6 mths letting	Capital expenditure (phase 3b)	M	
G20	Building 6 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	18 mths pre-letting + 12 mths construction	Capital expenditure (phase 2a)	H	
G21	Building 7 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	18 mths pre-letting + 12 mths construction	Capital expenditure (phase 2a)	H	
G22	Building 8 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 12 mths letting	Capital expenditure (phase 3a)	M	
G23	Building 9 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 12 mths letting	Capital expenditure (phase 3a)	M	
G24	Building 10 - Office	4,800	m2	£1,615	£7,750,080	£7,750,080	12 mths construction + 24 mths letting	Capital expenditure (phase 1)	H	
G25	Building 11 - Office	10,500	m2	£1,615	£16,953,300	£16,953,300	6 mths pre-letting + 12 mths construction + 12 mths post-letting	Capital expenditure (phase 4)	H/M	
G26	Building 12 - Office	7,000	m2	£1,615	£11,302,200	£11,302,200	12 mths construction + 6 mths letting	Capital expenditure (phase 5)	L	
G27	Building 13 - Office	9,000	m2	£1,615	£14,531,400	£14,531,400	12 mths construction + 6 mths letting	Capital expenditure (phase 5)	L	
G28	Building 14 - Mixed Use	7,000	m2	£1,453	£10,171,980	£10,171,980	12 mths construction + 6 mths letting	Capital expenditure (phase 5)	L	
G29	Building 15 - Headquarters	21,500	m2	£1,722	£37,028,160	£37,028,160	12 mths construction + 18 mths letting	Capital expenditure (phase 1)	H	
G30	Building 16 - Hotel	32,000	m2	£1,184	£37,889,280	£37,889,280	-	Capital expenditure (phase 6)	M	
G31	Undercroft car parking (for buildings 10, 15, 11, 1, 2, 3, 14, 12, 13)	3,238	nr	1,400	4,533,200	£979,999	-	Capital expenditure - as buildings	As buildings	22m2 per space
G32	Surface car parking (for all buildings)	245	nr	4,000	980,000	£4,562,367	-	Capital expenditure - as buildings	As buildings	24m2 per space
G33	New build decked car parks	417	nr	10,000	4,170,000	£4,170,000	-	Capital expenditure (in two phases 4 and 5)	L	27m2 per space
<b>Total</b>					<b>£215,089,486</b>					
<b>Preliminaries/on costs</b>										
<b>Overall total</b>					<b>£236,966,186</b>					

- 7.3.5 There are also capital expenditure works which principally support this area, but which additionally serve other areas of Maylands. These include the boulevardisation of Breakspear Way, new signage and street furniture, and new bus shelters with real time information systems.
- 7.3.6 In addition to this capital expenditure, there are supporting ongoing revenue cost improvements that are required, the most significant of which is a dedicated bus system which is detailed in the Masterplan and will need to be put in place by the public sector before any development on the Gateway is viable. Projects/actions which would also benefit the Gateway and the wider Maylands Masterplan, but which have not been costed, which could be beneficially delivered by the public sector through leveraging private sector partnerships might include:
- 1 Funding of personnel to be put in place to proactively deliver the vision of the Gateway Development Brief and wider Maylands Master Plan (as would need to be independent of development market)
  - 2 Developing links to higher/further education facilities and potential funding programmes
  - 3 Developing and marketing a cohesive and recognisable Maylands brand within the occupier/developer/investor market.
  - 4 Contribution to the development of Public Transport infrastructure, with current options including Park and Ride or the relocation of the Hemel Bus Depot for local and national bus services.
- 7.3.7 This is not exhaustive and there are likely to be other opportunities. Local authorities and agencies should be able to advise developers, investors and occupiers on emerging works/projects and actions which would benefit the operation of the area. The production and maintenance of a schedule of actions and any potential sources of funding would be a useful tool in promoting opportunities to the market.

## **7.4 Phasing**

- 7.4.1 Phasing in the Gateway is critical in terms of reducing the market risk as much as possible. Bearing in mind the weak current market conditions for B1-led development, the suggested phasing option was informed by the need to facilitate the logical creation of a new destination marketplace for office development, in order to make the best return on investments and initiate a self-sustaining marketplace.
- 7.4.2 The suggested phasing option illustrated in the diagram below aims to achieve this by:
- securing 'early wins' - plots that can be brought forward with as little initial capital outlay as possible and that will have maximum impact on the future success of the Gateway proposals.
  - placing key anchor development in place at highly visible locations as a priority, to raise the market profile of the area, and following through with expansion to merge these anchors over time.
  - minimising initial outlays as far as possible.
- 7.4.3 This is a suggested phasing option and clearly there may be alternatives that could be explored. The most suitable option will depend on the level of intervention that the

public sector is willing to make, and the level of risk that all parties are prepared and able to accept. An overview of the suggested phasing is indicated in Figure 7.1.

- 7.4.4 Whichever phasing option is chosen must be capable of delivering a high quality, comprehensive development, that complements the wider Maylands area and meets the sustainability objectives set out in the Development Brief.
- 7.4.5 This suggested phasing programme effectively tests the market with as little upfront expenditure as possible, by bringing forward plots 10 and 15 first alongside the minimum infrastructure installation to support these two buildings. The phasing then allows a long period of marketing to allow the market to absorb this large provision of space.

### Phase 1

- 7.4.6 With early wins in mind for the main Gateway vision, the south-east corner plot north of Breakspear Way, (Block 15 on Figure \*\*\*\*), along with block 10 have been identified as a suggested starting point. Both could be made available as landmark office development sites, to match the prominence of Breakspear House, and complete the “gateway entrance” to Breakspear Way. This would have significant visual impact directly off the M1 junction at the entrance to the area and would be an easier site to service with minimal initial access works, lying as it does adjacent to an existing road. If progressed as an early stand-alone development, layouts would need to allow for future extension of road infrastructure, have commitments in place for this to happen, and provide scope for interaction with future development of Gateway sites to the rear.
- 7.4.7 This could be appropriate as a HQ development, or a series of flexible developments able to accommodate this type of occupier, which are more likely to be able to exist in the short-term as stand-alone developments, as they are more likely to incorporate staff facilities within the premises, and therefore operate successfully in a more isolated location from the main body of Maylands.

### Phase 2

- 7.4.8 For the remainder of the Gateway area, where the sites are without supporting infrastructure and do not have access, this will need to be implemented, in order to create viable serviced development plots which can be put to the market.
- 7.4.9 As this infrastructure is installed a new access off Breakspear Way to service the entire Gateway area is proposed, forming the primary access point to the Gateway. In the medium term this new access point will create two further landmark entrance sites on either side of the new access road (shown as plots 6 and 7 in Figure 7.1). These sites should have the prominence to help attract new occupiers and would therefore make a logical second phase of construction.

### Phase 3

- 7.4.10 In the longer term sites along Breakspear Way, with new access and infrastructure committed to and/or in place, could then be promoted as a third phase, with the remaining sites behind, between Wood Lane End and the Breakspear Way sites, following as a fourth phase. This latter phase could then be orientated to relate the Gateway to the regeneration that is planned for the Heart of Maylands, at the Wood Lane End / Maylands Avenue junction.

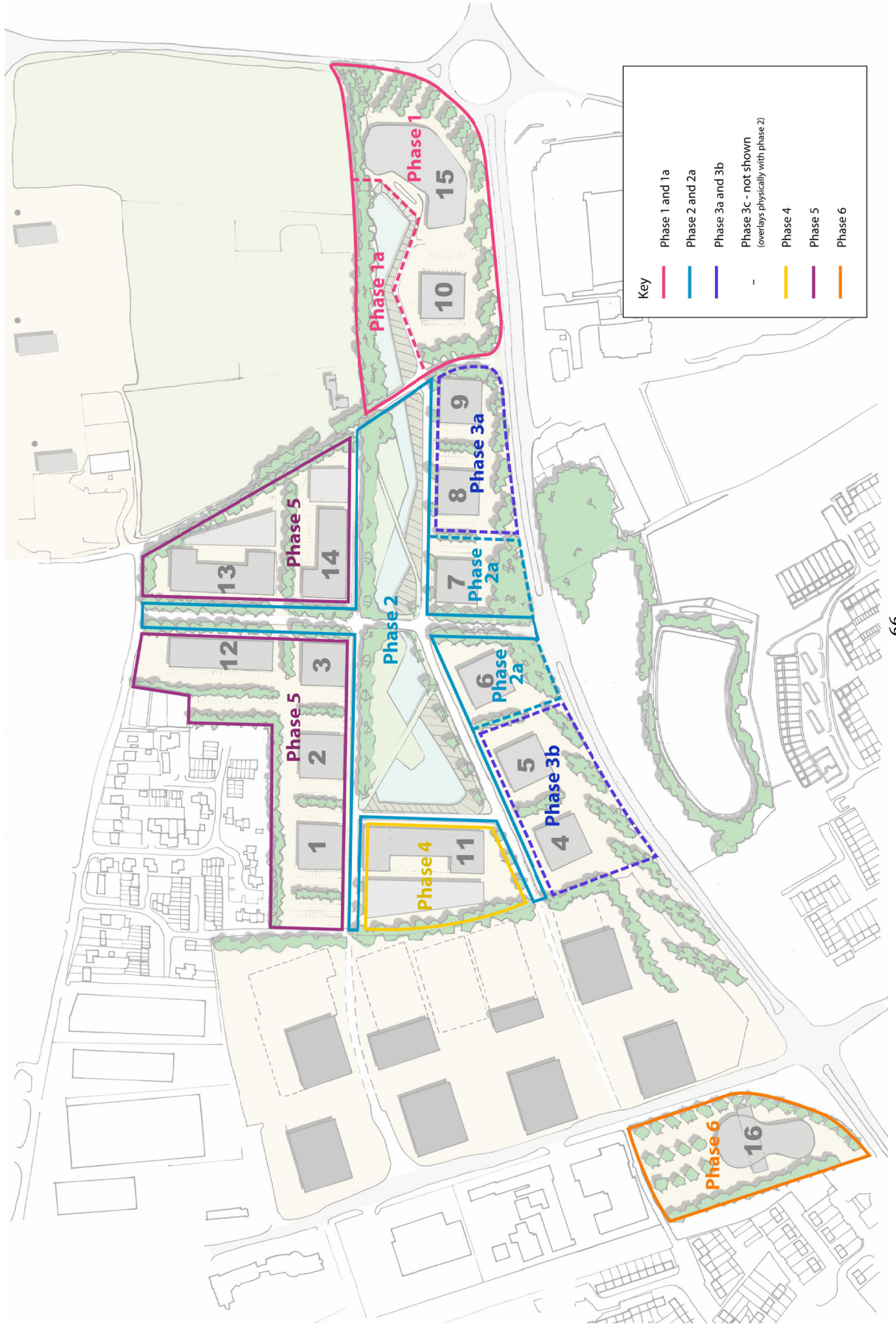
## 7.5 Viability

7.5.1 Translating the suggested phasing above to a programme for viability testing, the total length of the development is assumed to be approximately 15 years from commencement, depending upon market conditions. This timeframe is based on the infrastructure and servicing works required and the likely construction timetables. It also assumes the infrastructure spend will be sufficient to allow normal market uptake of the constructed units, rather than the weak market conditions at present. Details of the suggested phasing are given in Figure 7.2.

**Table 7.2: Phasing Table for Maylands Gateway**

Phase	Length of Phase	Description	Amount of Development	Investment Support Required
1	42 months	Buildings 10 and 15 Pre construction works, construction period (to include on site landscaping and parking) and marketing/letting period	Building 15 = 21,500 sqm Building 10 = 4,800 sqm	£864,716 (at current cost)
1a	12 months	Installation of infrastructure to support buildings 10 and 15 to include services, construction of lake and landscaping	N/A	£2,446,685 (at current cost)
2	18 months	Installation of infrastructure to support buildings 6 and 7 to include services, road/junction improvements, construction of lake and landscaping	N/A	£11,696,037 (at current cost)
2a	30 months	marketing/pre-letting period and construction of buildings 6 and 7 - to include on site landscaping and parking	Building 6 = 4,800 sqm Building 7 = 4,800 sqm	N/A
3c	12 months	Installation of remaining infrastructure to support the rest of the proposed buildings and create serviced development plots.	N/A	£4,059,594 (at current cost)
3a	24 months	Construction of buildings 8 and 9 to include on site landscaping and parking, marketing/letting period	Building 8 = 4,800 sqm Building 9 = 4,800 sqm	N/A
3b	18 months	Construction of buildings 4 and 5 to include on site landscaping and parking, marketing/letting period	Building 4 = 4,800 sqm Building 5 = 4,800 sqm	N/A
4	30 months	Marketing/pre-letting period and construction of building 11 (to include on site landscaping and parking), plus marketing/letting period post construction	Building 11 = 10,500 sqm	N/A
5	30 months	Construction of buildings 1, 2, 3, 12, 13 and 14 to include on site landscaping and parking, 2 new decked car parks, plus marketing/letting period for buildings	Building 1 = 4,800 sqm Building 2 = 4,800 sqm Building 3 = 4,800 sqm Building 12 = 7,000 sqm Building 13 = 10,000 sqm Building 14 = 7,000 sqm	N/A

Figure 7.1: Detailed Phasing for Maylands Gateway



7.5.2 In order to facilitate delivery of the Gateway, a number of further actions are suggested, involving the co-operation of the Borough and County Councils landowners, EEDA, landowners and infrastructure providers. These are summarised in Table 7.3 below.

**Table 7.3: Suggested Actions for Delivery**

Action	Responsibility	Comment
Dedicated personnel to be put in place to proactively deliver the vision of the Gateway Development Brief and wider Maylands Masterplan.	Dacorum BC, EEDA, HCC, with support from HCA	<p>Effective delivery requires more than passive strategy in place against which developments brought forward by the market can be assessed, particularly given size of area, number of potential development opportunities and scale, cost and co-ordination of infrastructure required.</p> <p>Crucial to have pro—active personnel engaged in actively working to implement proposals and secure funding.</p>
Funding for personnel with expertise to assess financial capacity for S106 contributions through development proposals	Dacorum BC, EEDA, HCC, with support from HCA	To maximise benefits available to area through development proposals, without sterilising development.
Creation of a “funding map” where projects earmarked for funding are plotted on a plan, and the timetable for securing this funding is identified and kept up to date.	Dacorum BC, EEDA, HCC with support from HCA	Map should be made available to the development market through agents active in the area, so market able to understand pipeline for improvements planned and respond with development initiatives
Sites to be made available for landmark buildings in prominent locations	HCA, Dacorum BC, Kier Properties, Stanhope	Royal Mail site has recently been sold to a developer and has potential through early liaison with the developer to be an early win in terms of delivering a new landmark Gateway entrance.
Identification of potential development partners for public sector landholdings and approaches to these parties.	HCA, Dacorum BC	<p>Existing private landowners such as Stanhope are already working in close contact with Dacorum BC. This model could be replicated with other developer/investors and/or major corporates.</p> <p>Likely to require pro-active investigation of the market players both locally and wider afield.</p>

Identification of disposal options where land surplus to operational requirements and marketing of development opportunities where appropriate	Landowners	Royal Mail disposal has been completed.  Monitoring of progress required by local authorities and agencies (Dacorum BC, HCA) and close liaison with landowners to encourage suitable disposal options and inform strategy.
Investigation of detail of how a partnership with a further/higher education facility would work in practice.	Dacorum BC, EEDA, HCC, UoH/HEFC, WHC/LSC	University of Hertfordshire has already been approached and indicated interest in the location. Other bodies also to be considered in combination.
Involvement with the Hemel Transportation Study	Maylands Partnership, Dacorum BC, HCC	Transportation issues need to be tackled at a strategic, as well as local, level. Maylands therefore needs to be incorporated into the town-wide Transportation Study.

## 7.6 Information to Support a Planning Application

7.6.1 A range of information will be required to support any planning application(s). The following list indicates the likely scope of information required. It is not necessarily exhaustive and developers will be expected to engage with the Borough Council at an early stage to discuss the appropriate type and range of information required to support their proposals.

- A statement setting out how the application meets the requirements of the Development Brief, over-arching Master Plan, Local Plan and emerging Local Development Framework.
- Design and Access Statement
- Sustainability Statement (to include consideration of climate change proofing)
- Transport Assessment (to meet the requirements of both the Highway Authority with regard to the local road network, and the Highways Agency with regard to the impact on Junction 8 of the M1)
- Green Travel Plan (to link with any Maylands-wide plan that is under development)
- Flood risk assessment and outline drainage strategy
- Tree and hedge survey
- Ecological assessment
- Assessment of archaeological potential
- Land contamination report
- Landscape strategy
- Energy and Renewables Assessment
- Soil Management Plan



7.6.2 Certain aspects of the proposed development will need to be covered by a legal agreement. Further information regarding the likely range and scale of contributions can be obtained from the Borough Council and Hertfordshire County Council.