

































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:

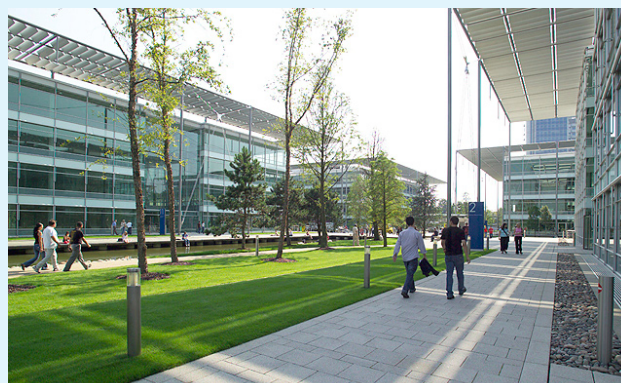
- Very high quality, individually designed buildings, set within a landscaped setting and utilising high quality materials.
- Landmark buildings to be located at the current Royal Mail site at the corner of Maylands Avenue and Breakspear Way, to be a maximum of 3 storeys; and at the Breakspear Way/Green 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:

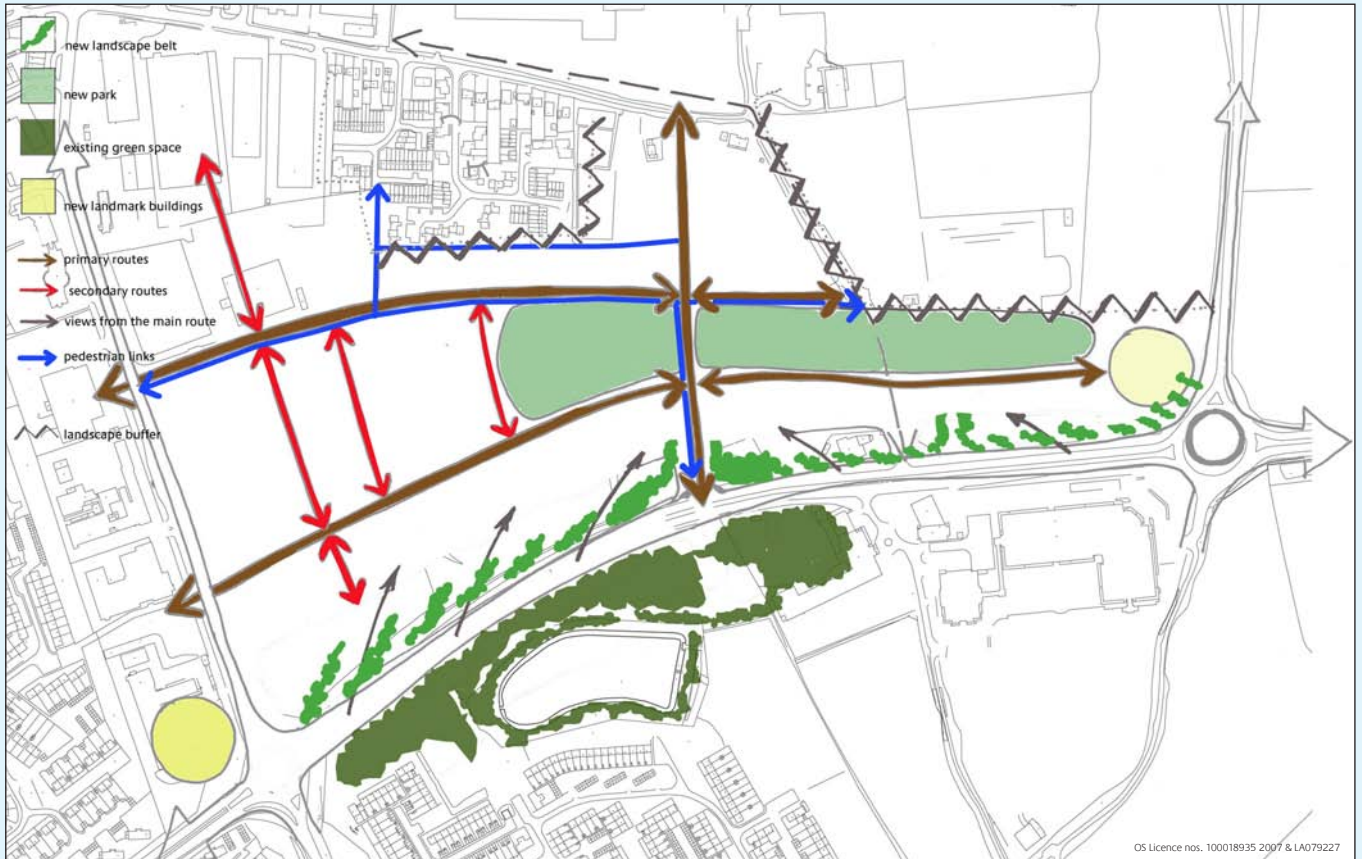
- New buildings should not be dominated by car parking. Parking should be avoided on the Breakspear Way frontage, and the potential for underground and undercroft provision explored.
- Secure cycle parking to be provided for each development and conveniently located.
- High quality, permeable hard surfacing 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:

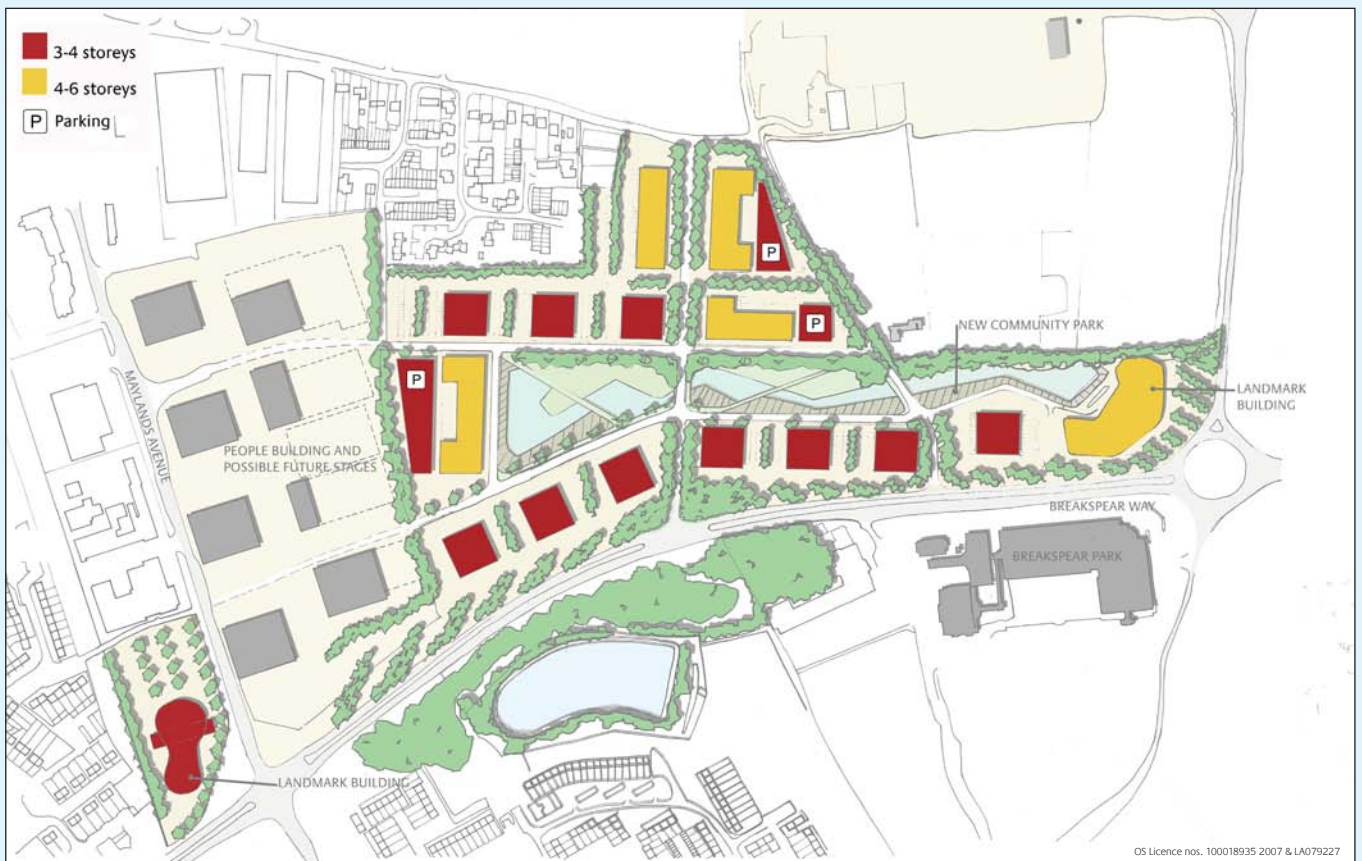
- Retain a wide landscaped buffer between Breakspear Way and new development to create a green aspect.
- Fencing between individual plots should be avoided, so as not to detract from the open landscaped character of the area.
- High quality public realm encourages pedestrian and cycle movements.







Maylands Gateway Concept Diagram

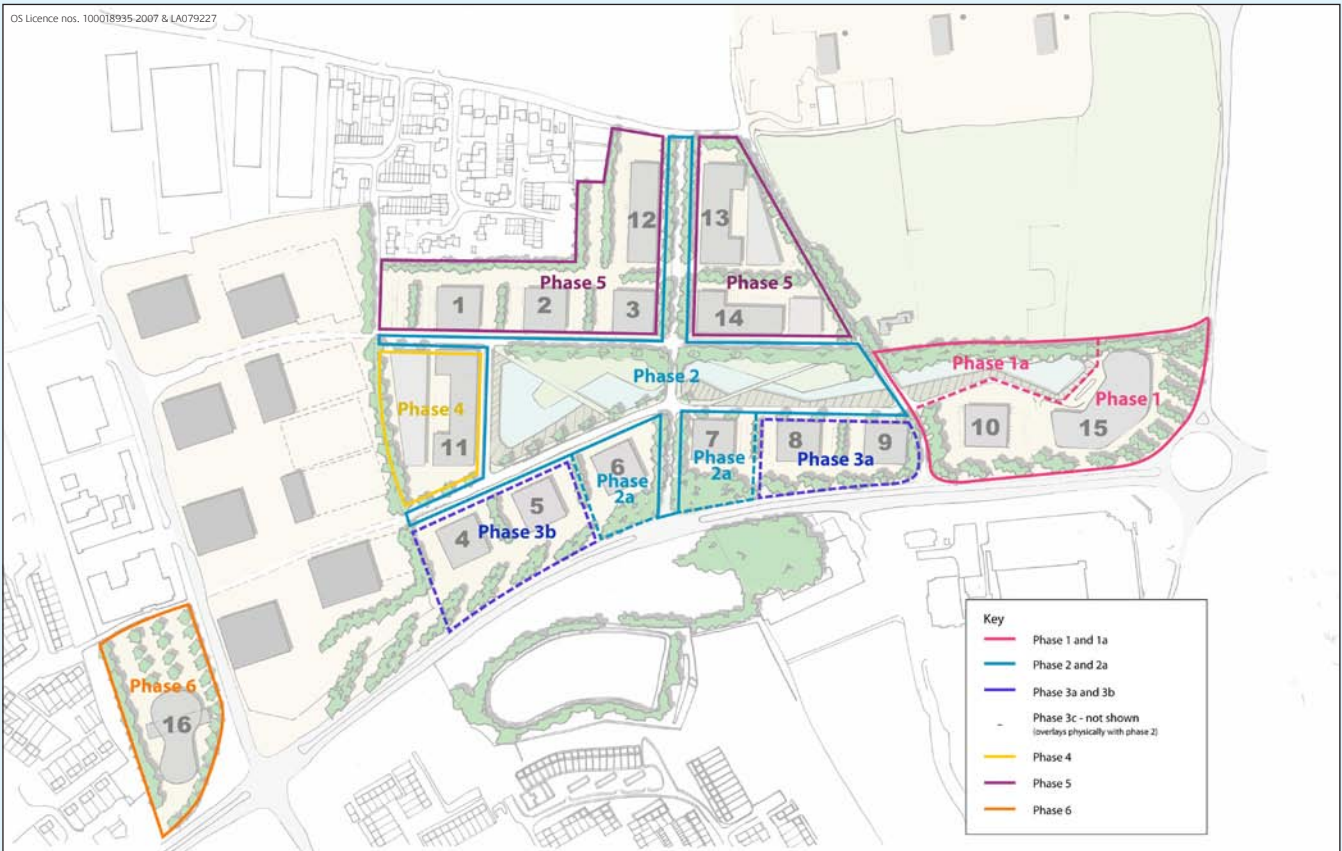


Proposed Layout of Maylands Gateway





Perspective of Maylands Gateway



Maylands Gateway Proposed Phasing Plan