

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.

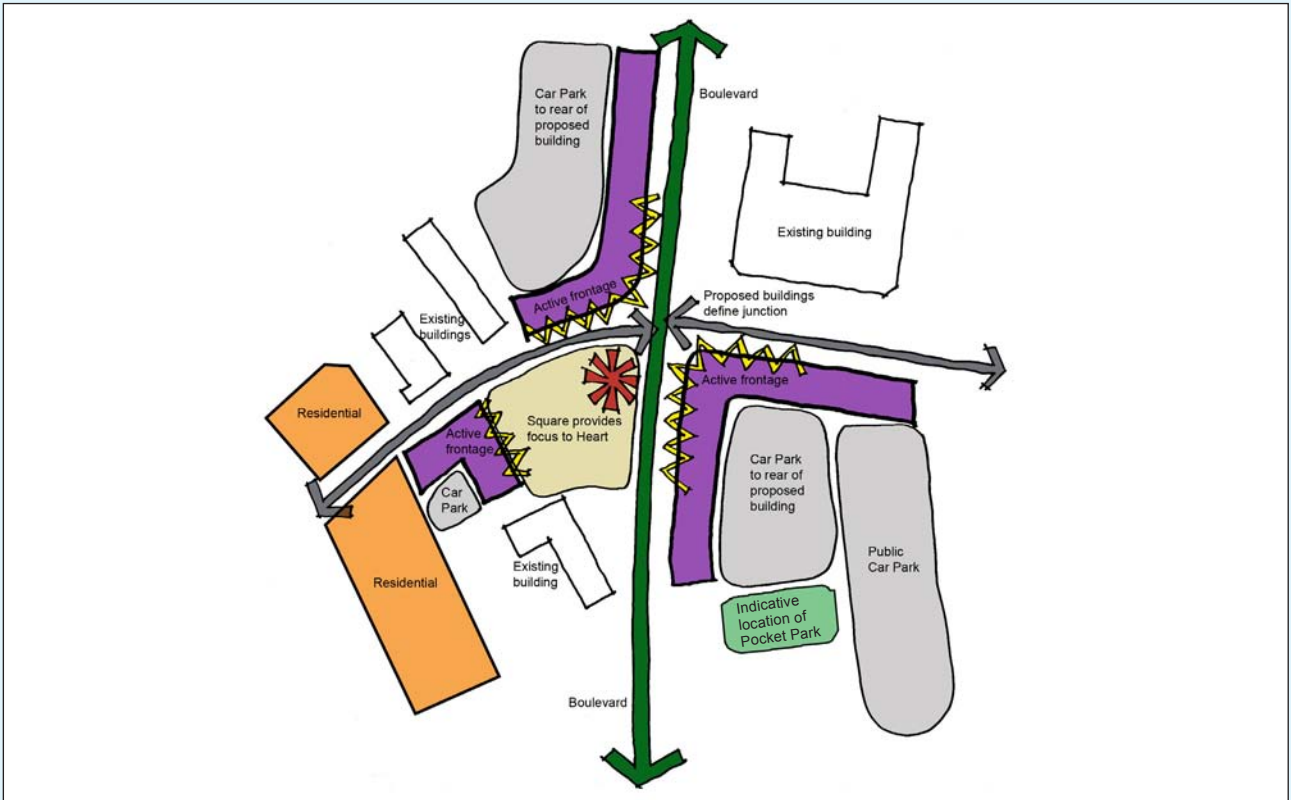
2.3.3 Developments will be encouraged that comprise of a mix of uses, which may include office and residential accommodation on upper floors.

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:

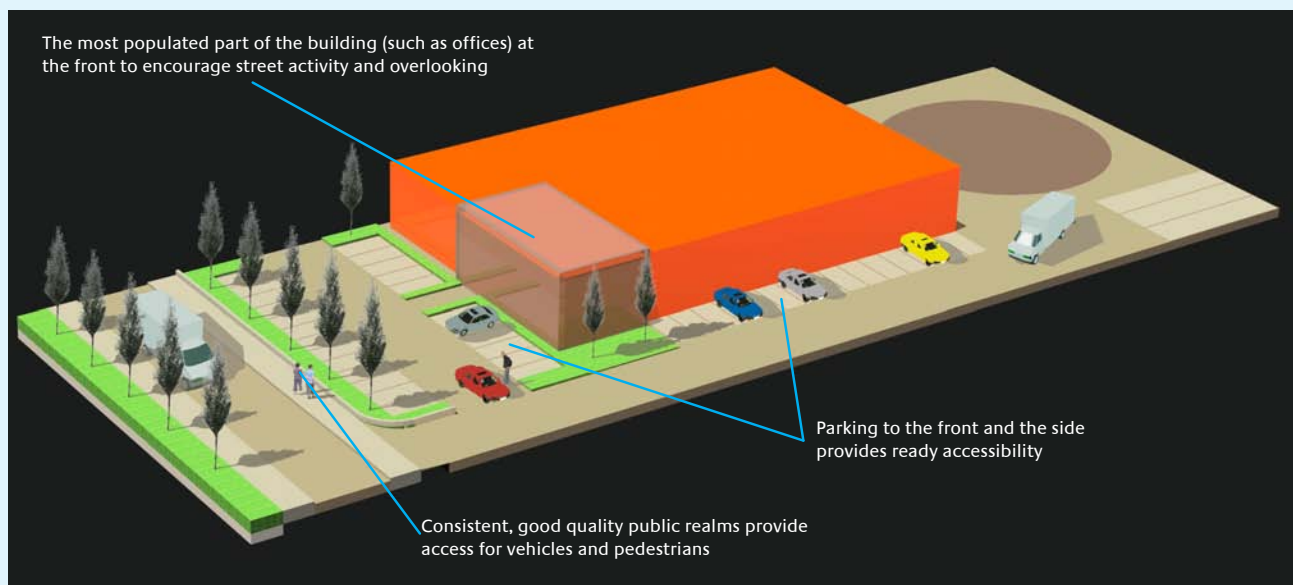
- Preferred building heights are 2-3 storeys on frontages
- Good quality modern materials are required. A combination of brick and metal cladding is encouraged.
- High quality exterior lighting may be acceptable, although this should avoid unnecessary light spill.
- Where possible, roller shutter doors 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:

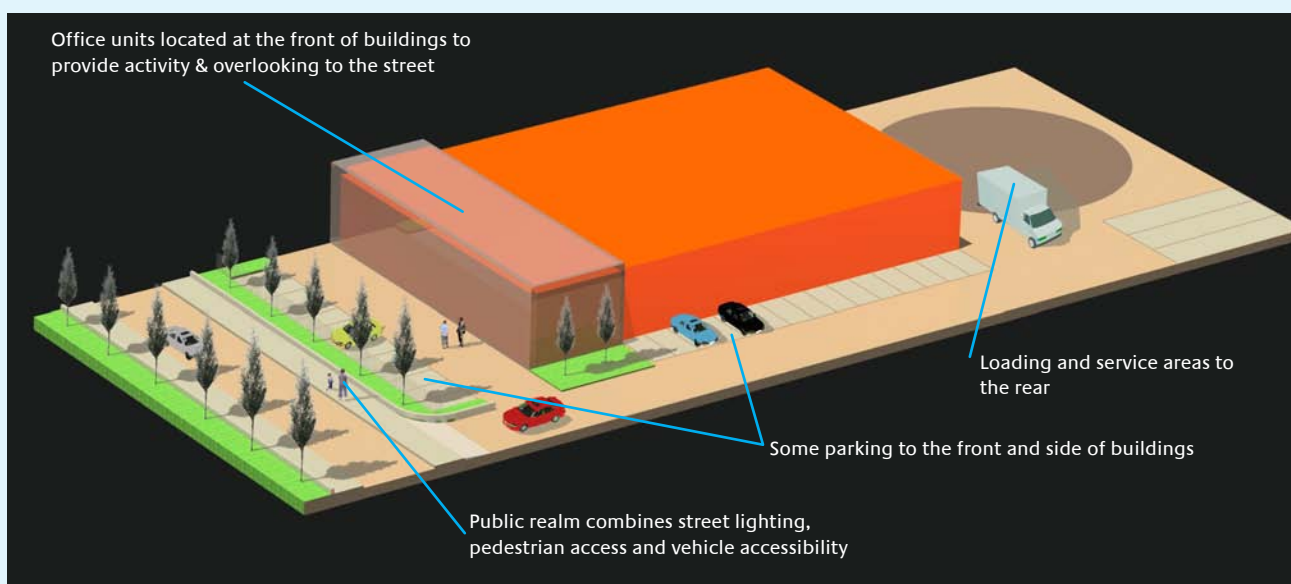
- Preferred building heights would be 2-3 storeys on building frontages.
- Good quality modern materials are required.
- High quality exterior lighting will be acceptable, however this should avoid unnecessary light spill.
- A combination of brick and metal cladding is encouraged.
- Where possible, roller 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.

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- High quality, permeable materials should be used for all hardstanding to site frontage.
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- 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.