3 The Movement Strategy

3.1 Introduction

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

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

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

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

3.2 Public transport

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

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

3.2.3 Public transport must address needs beyond the boundaries of Maylands. The railway station, the town centre and possibly St Albans are key destinations that should be linked by a high quality, regular, reliable, recognisable bus link. This bus link will serve key nodes within Maylands, including the Park and Ride, the Gateway Technology Park and the Heart of Maylands. This will be combined with local bus services serving the remainder of Maylands. Branding will be used to give the route a high profile, and it should be as user-friendly as possible through the use of simple timetabling, real-time information at stops and high quality infrastructure in terms of both the vehicles and the stops and shelters.

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

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

3.3 Park and Ride

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

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

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

3.4 Traffic Improvements

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

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

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

3.5 Road Hierarchy

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

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

3.6 Parking

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

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

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

3.7 Walking and Cycling

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

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

3.8 Travel Plan

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

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

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

3.9 Streetscape Improvements

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

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

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

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

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

4 The Green Strategy

4.1 Introduction

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

4.1.2 The green strategy includes:

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

4.2 Landscape Strategy

Vision

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

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

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

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

Landscape Typologies

4.3 New Technologies: A Green Energy Centre

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

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

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

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

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

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

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

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

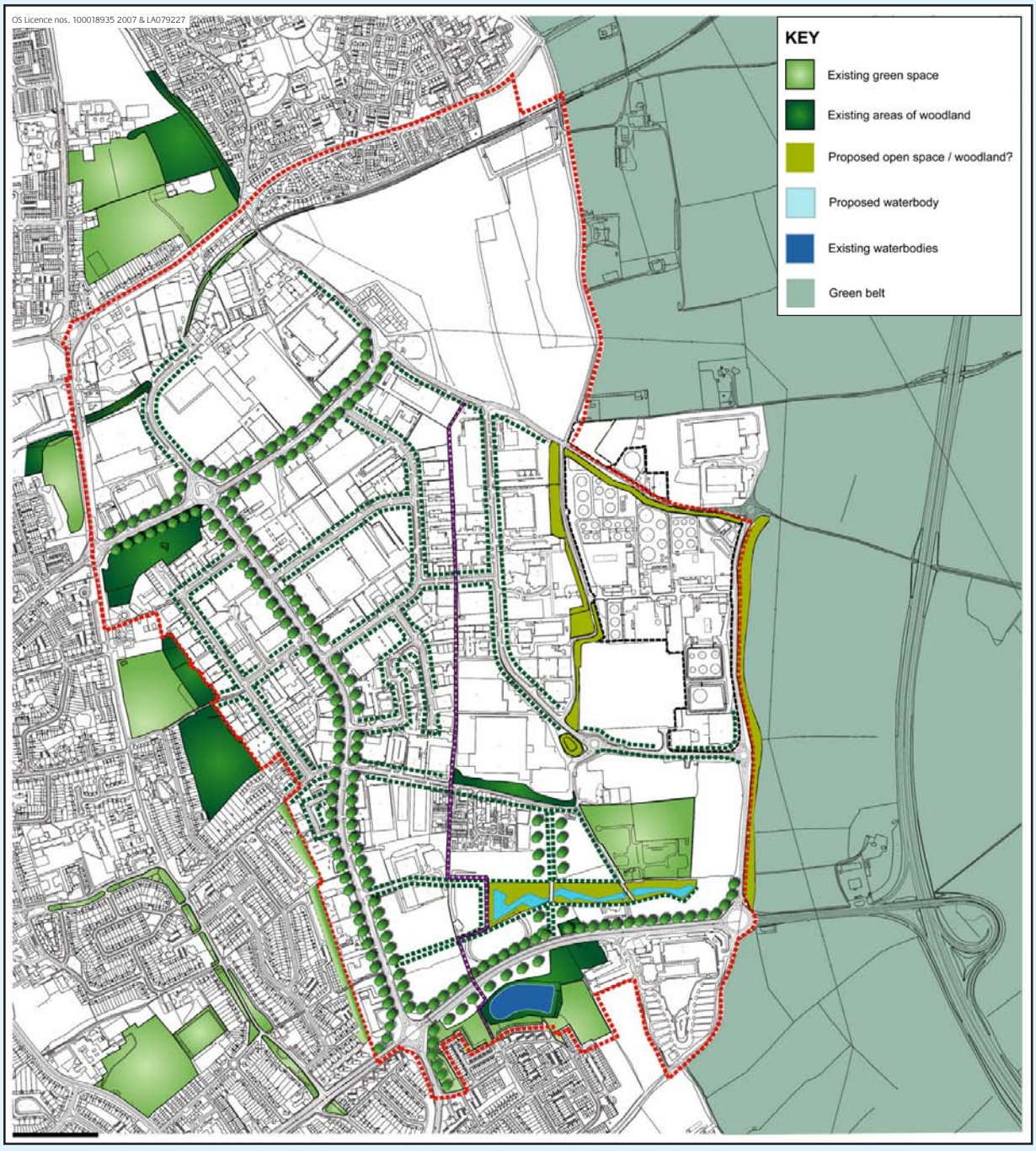
Community Park

Pocket Park

Square

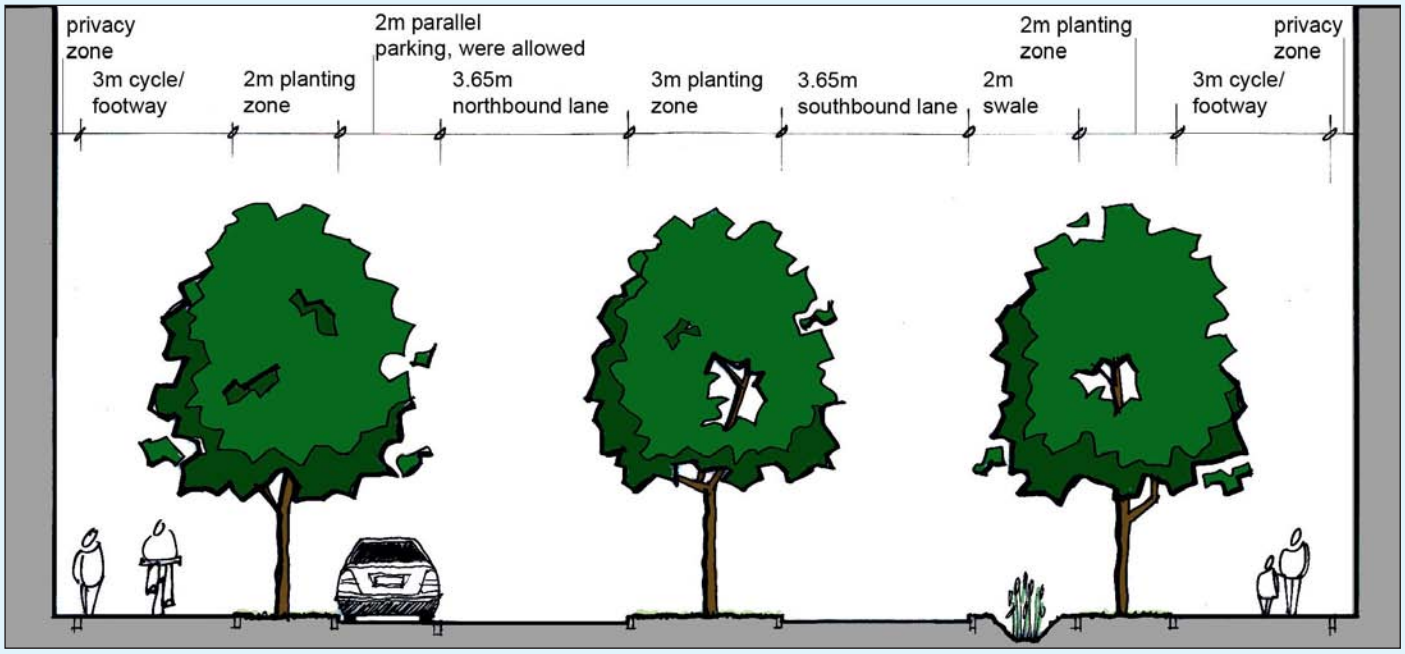
Woodland Blocks/Fingers

Boulevard Landscape

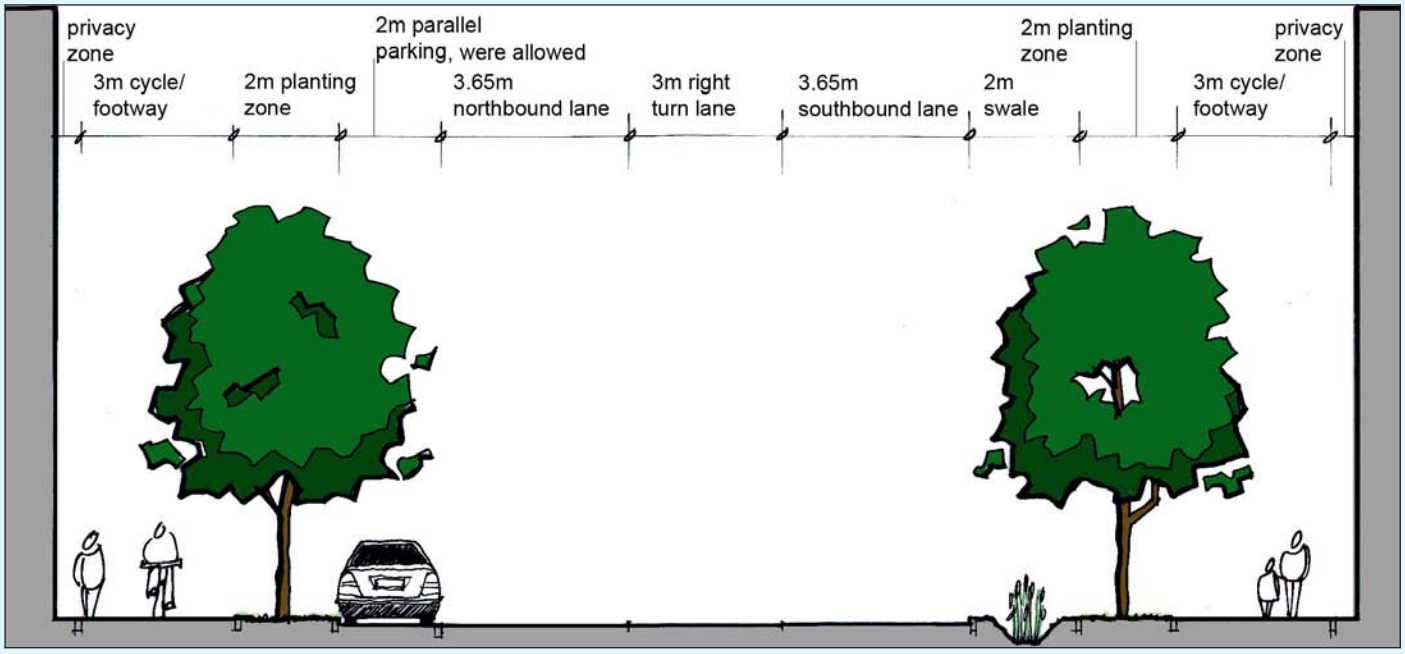


The Landscape Strategy

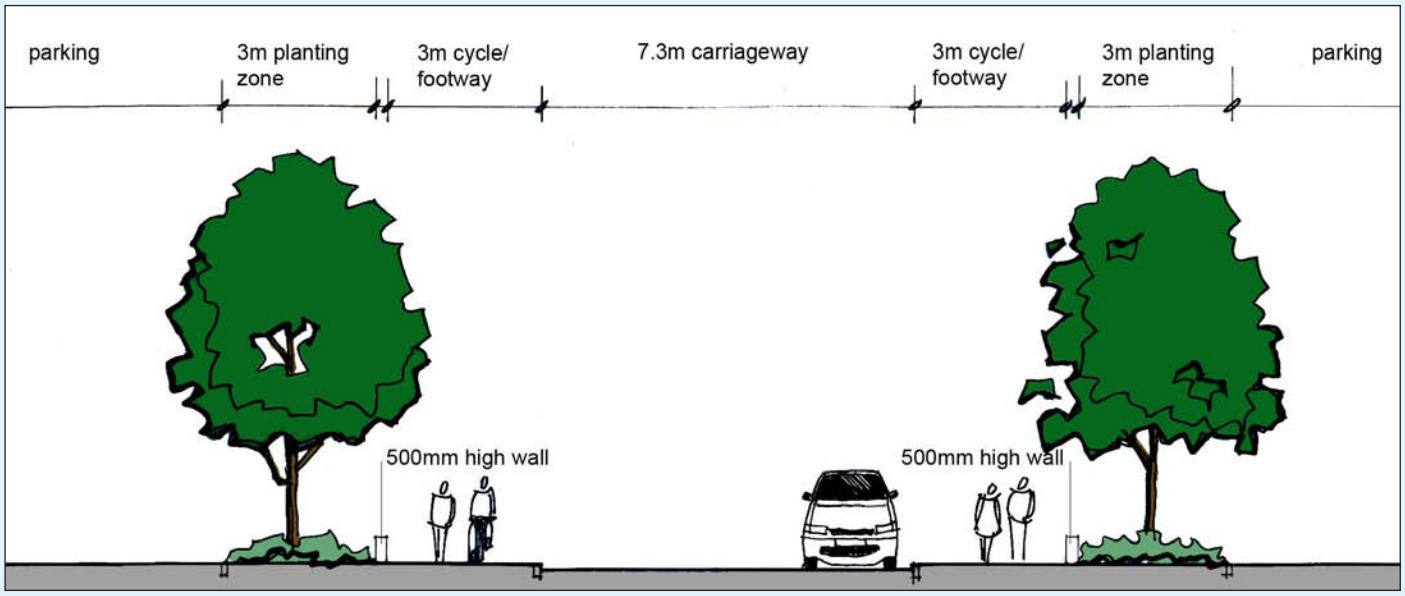
Proposed Movement Sections



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



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



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

4.4 Operation

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

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

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

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

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

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

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

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

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

- **Plan for sustainable transport**

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

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

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

5 Management and Delivery

5.1 Management

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

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

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

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

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

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

5.2 Branding

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

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

5.3 Implementation Strategy

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

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

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

5.3.4 This total comprises:

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

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

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

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

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

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

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

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

5.4 Relationship with the current planning context

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

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

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

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

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

5.5 Next steps and priorities

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

5.5.2 Key elements of this programme include:

Short-term priorities:

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

Medium-term priorities:

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

Longer-term priorities:

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