

Root causes of the congestion problem are as follows:

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

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

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

Key elements of the public transport strategy are:

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

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

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

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

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

Key elements will be:

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

## Annex B: New Technologies - A Green Energy Centre

