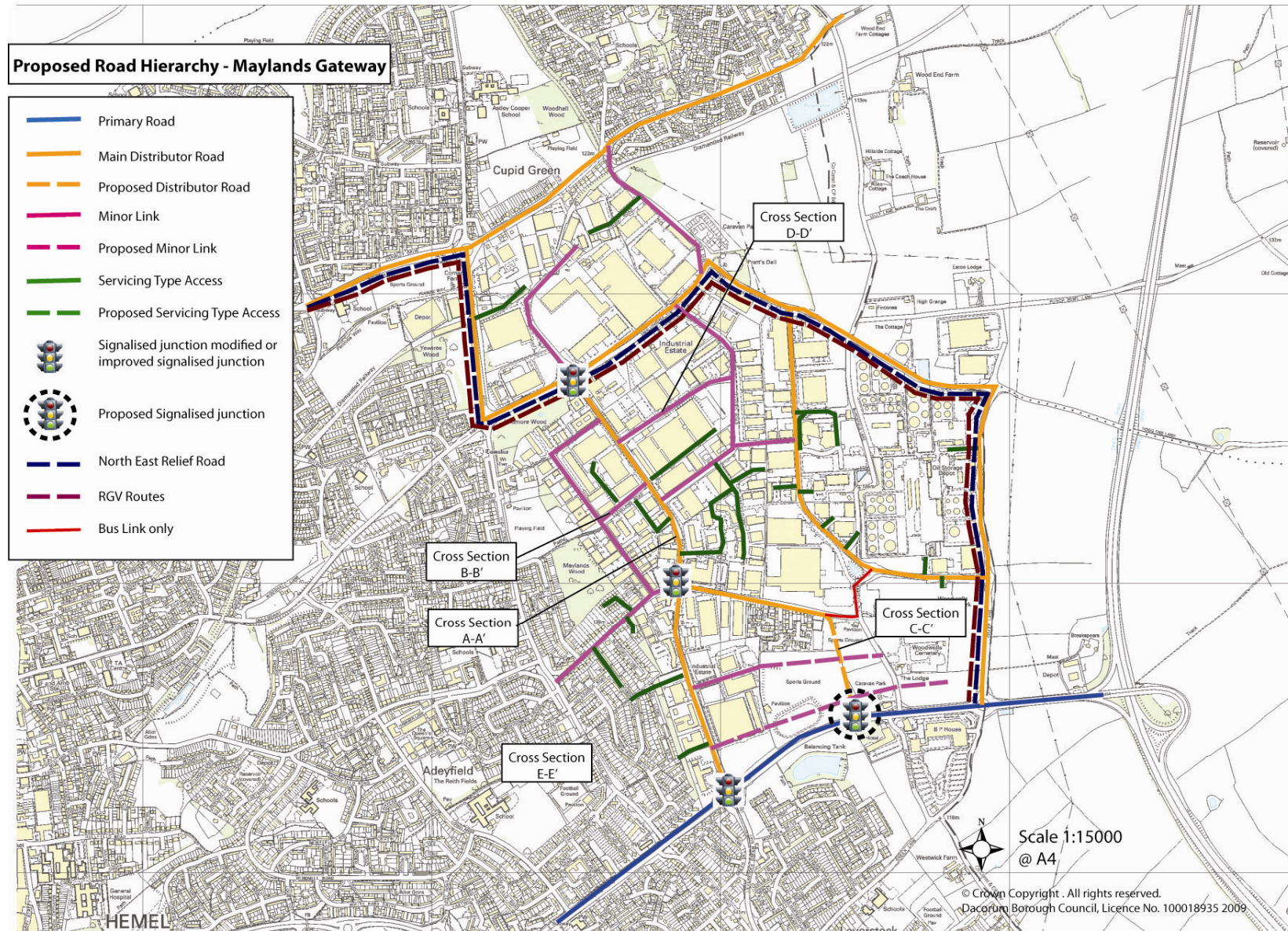


Figure 6.1: Proposed Road Hierarchy - Maylands Gateway



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 sq m 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

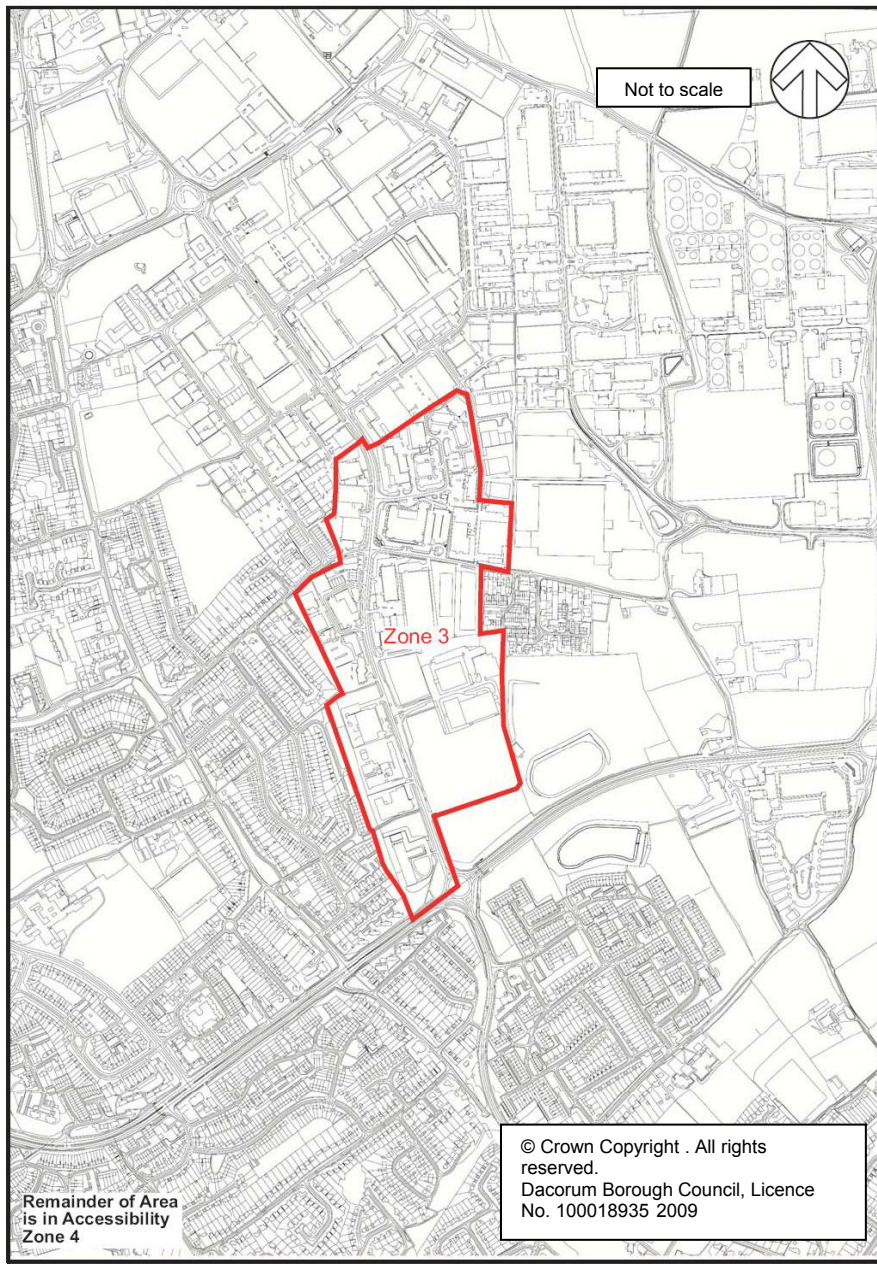
Zone Type	Car Parking Provision Allowed in Urban Areas
1	0-25% of maximum demand-based standard
2	25 – 50% of maximum demand-based standard
3	50 – 75% of maximum demand-based standard
4	75 – 100% of maximum demand-based standard

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 2nd 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 (2nd 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
Services Infrastructure										
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	
Total						£8,231,000				

External works / public realm										
G6	Hard landscaping	30,000	m2	120	£3,600,000	£3,600,000	19 mths (phase 1 a) + 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 1 a) + 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				
Total					£13,645,700					
Construction costs for buildings										
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
Total					£215,089,486					
Preliminaries/on costs										
Overall total					£236,966,186					

- 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.

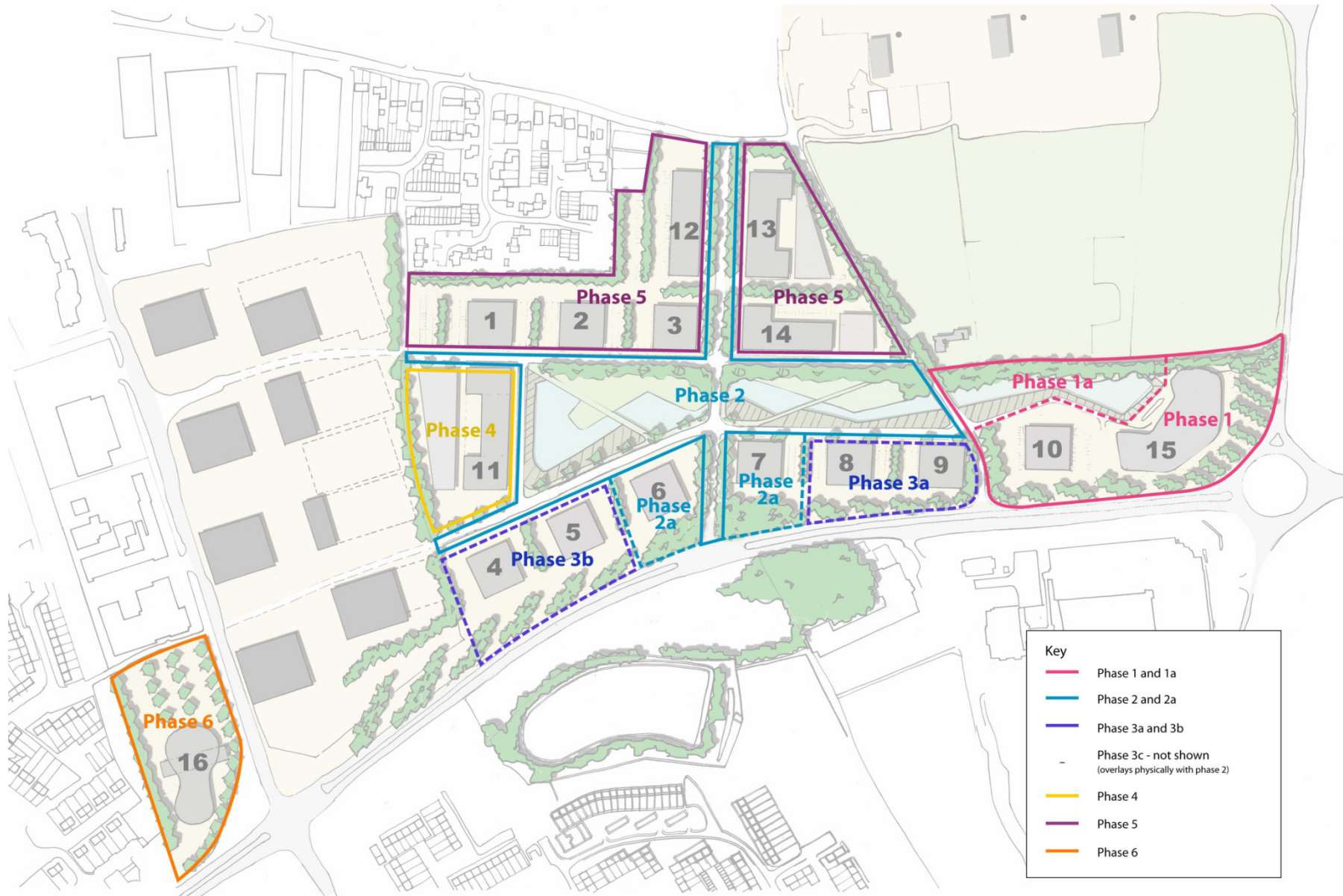
7.5 Viability

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.