



AGENDA ITEM: 9
SUMMARY

Report for:	Cabinet
Date of meeting:	25th June 2013
PART:	1
If Part II, reason:	

Title of report:	Maylands Gateway Development Brief
Contact:	<p>Cllr Andrew Williams, Leader of the Council & Portfolio Holder for Planning & Regeneration</p> <p>Author/Responsible Officer: James Doe, Assistant Director (Planning, Development & Regeneration) x2583</p>
Purpose of report:	To consider the final version of the Development Brief that sets out background site, planning and design information and presents the aspirations for the development of the Maylands Gateway area.
Recommendation:	That Cabinet recommend to Council the adoption of the Maylands Gateway Development Brief – revised May 2013, as attached at Appendix 1 to this report, to be used as a material planning consideration in the determination of planning applications.
Corporate objectives:	<p>The regeneration of Maylands forms a key part of the “Regeneration” & “Dacorum Delivers” corporate objectives.</p> <p>The updated Maylands Gateway Development Brief will help guide future development in a prime regeneration location within Maylands, this will help increase both job and housing levels in the Borough.</p> <p>The Maylands Gateway also represents a significant area of Council owned land which can be used to ensure that the maximum value is delivered from Council assets.</p>
Implications:	<p><u>Financial</u></p> <p>The adoption of the updated Gateway Development Brief has no direct impact on the General Fund. It has been produced using established budgets.</p>

<p>'Value For Money Implications'</p>	<p><u>Value for Money</u></p> <p>The Brief has been configured to enable a market-led solution to come forward, to minimise the need to use public resources. The Gateway contains a sizeable amount of publicly owned land (DBC and Homes and Communities Agency) which can be deployed to help capture investment and development to the benefit of the local economy. The use of these and other public resources will have to be considered on a business case basis as and when development proposals come forward.</p>
<p>Risk Implications</p>	<p>Adoption of the Brief as a robust and up to date policy statement will help to bring forward and steer the content of new development, which in turn will help to reduce strategic risk M1 - <i>Failure to deliver required regeneration and economic growth</i></p>
<p>Equalities Implications</p>	<p>An equalities impact assessment has been carried out for the Maylands Gateway Development Brief which forms part of the Dacorum Look No further PID.</p> <p>No Significant issues have been identified.</p> <p>The Development Brief seeks to promote opportunities for economic growth which will help employment issues across the area. Transport and travel to the area has been looked into as part of the work to ensure that any new development will be accessible for a wide variety of different sectors of the community.</p>
<p>Health And Safety Implications</p>	<p>None</p>
<p>Monitoring Officer/S.151 Officer Comments</p>	<p>Deputy Monitoring Officer:</p> <p>An up to date Development Brief for the Maylands Gateway area is essential to ensure that development proposals are consistent with government policy, meet current market requirements, and bring forward appropriate development and regeneration to the area. The Brief will be a material consideration in the determination of planning applications for the area and will therefore ensure a consistent decision making process and assist the Council is defending any related planning appeals.</p> <p>S.151 Officer</p> <p>There are no budgetary implications arising from this report.</p>
<p>Consultees:</p>	<p>Maylands Partnership</p> <p>Hertfordshire County Council</p> <p>Hertfordshire LEP</p>

	<p>St Albans City & District Council</p> <p>Homes and Communities Agency</p> <p>Aviva Investors</p> <p>Dacorum Borough Council – (Development Management, Strategic Planning and Estates)</p>
Background papers:	<p>Maylands Masterplan, 2007</p> <p>Maylands Gateway Development Brief, 2009</p> <p>Dacorum Local Planning Framework Core Strategy (submission version), 2012</p> <p>Submission of Growing Places Fund bid to Hertfordshire Local Enterprise Partnership, 2012</p> <p>Draft Maylands Gateway Development Brief 2012</p>
Glossary of acronyms and any other abbreviations used in this report:	<p>DBC – Dacorum Borough Council</p> <p>HCC – Hertfordshire County Council</p> <p>HCA – Homes and Communities Agency</p> <p>GPF – Growing Places Fund</p> <p>LEP – Local Enterprise Partnership</p>

BACKGROUND

- 1.1 The Maylands Gateway is located at the southern end of the Maylands Business Park. It stretches from the new Travelodge/Kier Park (former Royal Mail site) in the west, at the foot of Maylands Avenue, along the northern side of Breakspear Way, to Green Lane in the east. Overall it comprises some 30 ha. Most of this is in the ownership of Dacorum Borough Council (DBC) and the Homes and Communities Agency (HCA) ; Private sector interests own the land surrounding the Peoplebuilding. It comprises the largest greenfield opportunity in the Borough for commercial and employment development, as set out in the emerging Dacorum Local Planning Framework Core Strategy.
- 1.2 The Maylands Masterplan was adopted for use by DBC in June 2007, with the detailed Gateway Development Brief following in 2009. The documents provide a vision for the ongoing regeneration and development of Maylands as a prime 21st century business location. They were completed both in response to the recovery needs of businesses following the Buncefield Oil Depot explosion in 2005 and the regeneration needs of the area generally. They provide an important tool to help secure regionally and nationally important development opportunities that exist at Maylands for new business investment and enterprise.
- 1.3 Both of these documents were prepared against an economic climate of

growth. Whereas the masterplan provides a long term and flexible framework for development, improvements and investment in the area, an update to the Maylands Gateway Development Brief is required in response to the changing economic climate the country has experienced. The Council has been working with the Maylands Partnership, HCA, and Hertfordshire County Council (HCC) to update the Maylands Gateway Development Brief.

- 1.4 In setting out the Council's policy for development within the Maylands Gateway, the updated Development Brief will act as planning guidance on the following basis that:
 - It is adding further information to Core Strategy policy and information.
 - It has been prepared in the context of and taking account of the Council's evidence base for its emerging Local Planning Framework.
 - It has reflected changed circumstances at Maylands such as recovery and regeneration needs and aims to deliver key parts of the Maylands Masterplan.
- 1.5 As well as providing the detailed planning policy for new developments coming forward on the Gateway, it is intended to send a clear message to the development and investment community that DBC and Maylands are open for business by setting clear and positive development proposals that are both flexible in their application and reflective of current and foreseeable market conditions.
- 1.6 The 2009 version of the Development Brief envisages a high quality, office-led development of the Gateway. Soundings taken from the landowners and prospective commercial developers indicate that this is most unlikely to happen in the short to medium term, on the basis of there being a considerable over-supply of office space within the south east and the wider M25 area. These views are confirmed by our appointed consultants, URS, which have put together the updated Development Brief, which is supported by development appraisals that they have carried out.
- 1.7 In revising proposals and aspirations for the Maylands Gateway, the consultants have put forward a flexible approach to use, whilst laying down clear design and layout requirements. In this way it is hoped that new investment and development can be captured within the Gateway with an emphasis on building and landscape quality to provide a both positive and bold impression to Maylands and Hemel Hempstead, as the town is accessed from junction 8 of the M1 motorway.
- 1.8 Public consultation on the Maylands Gateway Development Brief was agreed at a cabinet meeting on October 23rd 2012. Consultation took between 14th February 2013 and 4th April 2013. Responses were received from the following groups: Aviva Investors, HCC, St Albans City and District Council and the HCA.
- 1.9 Key changes to the Development Brief as a result of the consultation include:
 - A focus on the positive relationship that is required between the Gateway area and Breakspear Way, with special attention to be paid to this frontage. It would be expected to consist of high quality design and office elements needing to be facing Breakspear Way.
 - Further flexibility has been added around the route of the East – West link road which will run through the Gateway area. The original route

showing the road connecting at the North of the Peoplebuilding estate, the increased flexibility allows this route to potentially run to the south of the Virgin Active building.

- 1.10 A full summary of the comments raised, and responses to these, in relation to the Maylands Gateway Development Brief is set out at Appendix 2 to this report.
- 1.11 The updated brief is set out at Appendix 1 to the report. Much of the ethos of the 2009 Brief is retained, but the key changes relate to allowing an increased number of large format logistics and other commercial buildings, whilst providing a high quality of design to key public frontages.
- 1.12 Key features of the updated Brief therefore include:
- Very high quality, individually designed buildings, set within a landscaped setting and utilising high quality materials.
 - The Gateway will be an employment-led (B1, B2 and B8) development.
 - The Gateway will be reinforced by encouraging a “landmark” office building of a suitable design and scale at the Maylands roundabout at the junction of Breakspear Way and Green Lane (up to a maximum of 6 storeys).
 - Special attention should be paid to the frontage with Breakspear Way with high quality design and office elements facing onto it.
 - New buildings should not be dominated by car parking. Parking should be avoided on the Breakspear Way frontage, and the potential for underground and undercroft provision explored.
 - High quality, permeable hard surfacing materials should be used.
 - No new vehicular access points should be created onto Breakspear Way
 - An element of high quality open space will be important within the development to provide amenity for the Gateway sites and rest of Maylands. Open space will need to include high quality landscaping, seating, street furniture and footpaths where practicable.
 - Where security requirements permit, fencing between individual plots should be avoided, so as not to detract from the open landscaped character of the area.
- 1.13 Subject to the agreement of the recommendation at the start of this report, the Development Brief will act as a material planning consideration with new planning applications.