



## AGENDA ITEM: 8

### SUMMARY

Report for:	Cabinet
Date of meeting:	22 <sup>nd</sup> October 2013
PART:	1
If Part II, reason:	

Title of report:	<b>Maylands Design Guide and Landscape Improvements.</b>
Contact:	Cllr Andrew Williams, Leader of the Council & Portfolio Holder for Planning & Regeneration  Author/Responsible Officer: James Doe, Assistant Director (Planning, Development & Regeneration) x2583
Purpose of report:	To update Cabinet on the proposed landscaping improvements within Maylands Business Park and gain commitment to the approach that will be used to deliver these works.
Recommendations:	<ol style="list-style-type: none"> <li>1. That the Maylands Design Guide and related Improvement Specification are approved;</li> <li>2. The Maylands Design Guide &amp; Improvement Specification documents are used as a basis for seeking and securing S106 developer contributions towards the improvements set out there in, from all future developments within the Maylands Business Park; and,</li> <li>3. That the LSTF grant funding identified be used to part fund the delivery of the strategy.</li> </ol>
Corporate objectives:	<p>The regeneration of Maylands forms a key part of the "Regeneration" &amp; "Dacorum Delivers" corporate objectives.</p> <p>Landscape improvements on Maylands Business Park will give the Business area a clear identity which will help to attract investment into the area and helping to increase jobs and to improve the work environment</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>
'Value For Money	

Implications'	<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>
Risk Implications	Risk Assessment completed as part of Dacorum Look no Further PID
Equalities Implications	Risk Assessment completed as part of Dacorum Look no Further PID
Health And Safety Implications	None in this report
Monitoring Officer/S.151 Officer Comments	<p><b>Monitoring Officer:</b></p> <p>No comments to add to this report.</p> <p><b>Deputy S.151 Officer</b></p> <p>The proposed strategy is to deliver the Maylands improvements over the next seven to ten years for a cost in the region of £6m. The plan to deliver the strategy in discrete phases will enable the Council to suspend the delivery of, or to amend, subsequent phases should the need arise</p> <p>The Council is currently in receipt of c£160k of Local Sustainable Transport Fund grant (covering both revenue and capital), and a further £120k has been allocated to DBC, which is due to be received before the end of 2013/14. These funds can be used towards the delivery of Phase 1 of the strategy.</p> <p>Further funding to support the on-going delivery of the strategy will be considered through the Capital Strategy Steering Group, which will report its recommendations to Members as part of the normal budgeting cycle.</p>
Consultees:	<p>Consultation on the Design Guide and Improvement Specification has taken place with:</p> <p>Maylands Partnership</p> <p>Hertfordshire County Council</p> <p>Hertfordshire LEP</p> <p>St Albans City &amp; District Council</p> <p>Homes and Communities Agency</p>

	Dacorum Borough Council – (Development Management, Strategic Planning, Estates and Clean Safe and Green)
Background papers:	<p>Maylands Masterplan, 2007</p> <p>Maylands Visioning Plan, 2008</p> <p>Maylands Design Strategy &amp; Improvement Specification, 2013. Copies of these documents will be available in the group rooms the week prior to the meeting.</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>LEP – Local Enterprise Partnership</p> <p>LSTF – Local Sustainable Transport Fund</p>

## BACKGROUND

### 1 Maylands Business Park

- 1.1 Maylands is located on the north eastern edge of Hemel Hempstead. The business park is one of the largest employment areas in the East of England and is of national significance, home to around 700 businesses which employ an estimated 20,000 people. Guided by the Maylands Master Plan the area is undergoing significant regeneration to deliver the ambitious plans for growth.
- 1.2 The Maylands Master Plan looked at how the area can become the leading location for business in the East of England and made recommendations on how the business park will need to change to meet future challenges.
- 1.3 The vision for Maylands is: “To create an environment where a range of businesses can grow and prosper through the development of Maylands as a sustainable, well connected Green Business Park offering a high standard of accommodation within a pleasant high quality environment, served by a range of conveniently located shops and amenities.”
- 1.4 The diversity of businesses that Maylands accommodates is one of its strengths, but it also contributes to one of its principal weaknesses – one of confused identity, lack of ‘legibility’ (making way-finding around the area difficult) and a mix of uses, some of which are conflicting.
- 1.5 Maylands has historically attracted a large amount of inward investment in comparison to other local employment areas and needs to continue this trend or risking losing out to other areas. The business park needs to offer a quality environment that has a clear character and is an attractive base for businesses and employees.
- 1.6 Regeneration work on the area has been on-going for many years with examples including the Phoenix Sculpture, Pocket Park and Maylands

Business Centre. There is a need to ensure that these and other improvements are managed in a cohesive way, ensuring a high quality public realm giving a positive impression.

## 2 Policy context

- 2.1 The overall aspiration and vision for Maylands is anchored by the Maylands Master Plan and the area specific development briefs. The Maylands Design Strategy and associated Improvements Specification provides the detail required to undertake needed public realm enhancements and act as an evidence base for securing future contributions towards these works. The Maylands Design Guide and Improvement Specification documents have been delivered with funding received through the LSTF.
- 2.2 The landscaping improvements will not only help the business park attract investment and new jobs to the business park, but will also create a better environment, encouraging more sustainable forms of transport such as through walking and cycling. This will further support the work of the Maylands Area Travel Plan 2011-2016 which identifies schemes to encourage the take up of sustainable transport for people working and living in Maylands.
- 2.3 A range of other policy documents were taken into account and their findings incorporated into the design guide so that the work that has been identified is consistent and builds upon previous studies & strategies. Some of these include: Marlowes Improvement Strategy 2010; Dacorum Green Space Strategy 2011 – 2016; Dacorum Cycling Strategy 2009; & Maylands Landscaping and Public Realm Visioning Plan.
- 2.4 The Design Strategy sets out a series of public realm proposals to be taken on key public realm areas to improve the quality of the environment throughout the business park through the creation of a hierarchy of open space, landscaping and public realm improvements. With the public realm proposals aiming to reinforce the Mayland's brand and unify a disparate business park.
- 2.5 Parts of these improvements include introducing a step change in the quality of materials, identifying different material types for different areas within Maylands to reflect the types of businesses predominantly in those areas.
- 2.6 Types of public realm within the proposals include: Street furniture, soft landscaping, hard landscaping, signage, lighting, public art, fencing and clearance & de-cluttering.
- 2.7 Consultation and engagement has taken place with the local business community as well as other major stakeholders on the Design Guide document including; Hertfordshire Highways, Hertfordshire LEP and DBC internal departments (Development Management, Clean Safe and Green, and Strategic Planning)
- 2.8 As the works will take place over a number of years and financed through a number of sources, including developer contributions, LSTF and potentially DBC and the Hertfordshire LEP, the works have been broken down in three phases.
- 2.9 Phase 1 involves the category 1 (highest quality) improvements and consists

of the high priority areas such as along Maylands Avenue. These areas form the public face of the business park and as such contribute to giving the business park its image or brand and will have the highest impact.

- 2.10 Phases two and three then focus on less immediate areas using category 2 and category 3 improvements, respectively.
- 2.11 The improvement specification is designed to be read in conjunction with the Design Strategy and sets out a series of connected interventions that seek to redress many of the issues that have had a negative influence on the public realm and Maylands business park generally
- 2.12 These improvements have been detailed over a series of A3 maps covering the whole business park showing the locations of these interventions.
- 2.13 The Improvement specification also provides costings for these improvements with these broken down by both phase and by individual A3 sheet area.

### **3 Financial implications**

- 3.1 Phase one of this work comes to circa £1,250,000. This has been identified to enable key high impact/visibility improvements to be completed. These works will take place along Maylands Avenue and consist of a new high quality resin bounded surface edged with new blue brick pavers which will help to create a clear identity for the area. This approach was deemed as the most cost effective since the existing dense bitumen macadam footpath surfaces can be retained and overlaid with a new resin bonded gravel wearing course.
- 3.2 Currently there is c£300k of LSTF funding (combining both capital and revenue) that is available to contribute towards these works.
- 3.3 A further contribution will be sought through CSSG towards the first phase of these works.
- 3.4 Phase two of these works is intended to be funded through bids that will be placed with the Hertfordshire Local Enterprise Partnership (LEP) to secure and help promote a key employment area in the County.
- 3.5 Phase two improvements, albeit important, are not as high profile as the phase one improvements will be. That said, it will important for these improvements to be undertaken in order to create a unified whole and strong brand for the business park. This will be the largest phase of the scheme at £3.5 million.
- 3.6 Phase three works will be delivered within a five year period, with developer contributions being sought over this period to fund this phase of the works.
- 3.7 The total amount required to deliver phase three will be £1.25 million. This equates to 20% of the total scheme cost.
- 3.8 The type of developer contributions that will be sought will be through section s106.
- 3.9 The s106 contributions will relate to specific A3 sheets within the

improvements specification, this will ensure that as these individual sheets can be referenced within s106 agreements and that the issue of pooling (where by only five s106 payments can be taken for any one scheme) can be overcome by only relating to the individual sheet rather than the specification as a whole.

- 3.10 This will ensure that the s106 contributions can be collected from all new developments within the area for the foreseeable future and that the improvements can be identified within sheets that are in the immediate vicinity of the development.
- 3.11 No more than three sheets should be referenced per application with a 20% contribution towards the costs of these sheets being sought as to reflect level of s106 needing to be raised and the total cost of phase three.
- 3.12 Procurement for a contractor for phase one of these works will commence once funding has been agreed and is expected to take around four months with delivery starting shortly after this and running for an estimated six month period.
- 3.13 A summary of the financial implications is set out in the table below:

<b>Contribution source</b>	<b>Phase 1 (£ 000) Cost – 1,250 Delivery year: 13/14-14/15</b>	<b>Phase 2 (£ 000) Cost – 3,500 Delivery year: 14/15-15/16</b>	<b>Phase 3 (£ 000) Cost – 1,250 Delivery year: 17/18</b>
<b>Various S106</b>	70	0	1,250
<b>LSTF</b>	205	0	0
<b>Herts LEP</b>	0	3,500	0
<b>DBC</b>	975	0	0