



Cabinet



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Report for:	Cabinet
Title of report:	Maylands Masterplan
Date:	14 th October 2024
Report on behalf of:	Councillor Adrian England, Leader of the Council
Part:	I
If Part II, reason:	N/A
Appendices:	<ol style="list-style-type: none">1. Maylands Masterplan2. Design Code for Maylands Business Park3. Immediate Opportunities Plan4. Baseline Reports – Commercial Assessment, Place and Transport and Infrastructure5. Stakeholder Engagement6. Community Impact Assessment
Background papers:	None
Glossary of acronyms and any other abbreviations used in this report:	DBC - Dacorum Borough Council HGC - Hemel Garden Communities SADC – St Albans District Council HCC – Hertfordshire County Council PH - Portfolio Holder SLT - Strategic Leadership Team SPAE - Strategic Planning and Environment Committee SPD - Supplementary Planning Document UKSPF - UK Shared Prosperity Fund

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Corporate Priorities	A clean, safe and enjoyable environment Building strong and vibrant communities Ensuring economic growth and prosperity Providing good quality affordable homes, in particular for those most in need Ensuring efficient, effective and modern service delivery Climate and ecological emergency
Wards affected	All wards
Purpose of the report:	1. To provide details of the Maylands Masterplan that has been developed to set the future vision for the business area
Recommendation (s) to the decision maker (s):	1. That Cabinet approves the Maylands Masterplan as set out in the report.
Period for post policy/project review:	N/A

1. **Background:**

- 1.1. Maylands Business Park is a significant and prestigious employment site in Hemel Hempstead, first designated as part of the New Town 75 years ago and is Hertfordshire's largest employment area.
- 1.2. The site is currently home to some 650 businesses providing employment for an estimated 20,000 people. Major land uses include offices, warehousing, distribution, and storage. The Buncefield oil terminal is also located to the east of the park.
- 1.3. A partnership group led by Dacorum Borough Council (DBC) and comprising of St Albans District Council, Hertfordshire County Council, Hemel Garden Communities and Herts IQ drafted a brief for a new masterplan in Spring 2023. The aim of this was to build upon the existing Maylands Masterplan (2007) and Herts of Maylands Development Brief (2010).
- 1.4. The outputs are set out in further detail under Section 3 of this report.
- 1.5. The Masterplan components, include:
 - 1.5.1. Placemaking and Green Infrastructure
 - 1.5.2. Movement, Transport and Infrastructure
 - 1.5.3. Economic and Business Sector
 - 1.5.4. Climate Change
- 1.6. The procurement was carried out by DBC, utilising the Crown Commercial Services Framework. Cushman and Wakefield were appointed as the chosen consultants, who formed a consultant team with We Made That (place making) and KMC (Transport).

2. **The principles of the Maylands Masterplan**

- 2.1. The Masterplan covers three core principles to provide:
 - 2.1.1. **A 20-year vision** - which in the long term can provide a framework for the repurposing of the Business Park which will help it to respond to future commercial, economic, environmental, and societal changes that reflect partners' aspirations.
 - 2.1.2. **An Immediate Opportunity Plan** – establishing a short-term plan for new and expanding enterprises by identifying priority sites aimed at target markets based on economic growth sectors and the means of delivering them to the market.
 - 2.1.3. **A Design Code for Maylands Business Park** – setting out the principles to which new development should conform, to provide an enduring symbiosis between long term vision and short-term opportunity.
- 2.2. The report also includes sections covering: placemaking, movement, transport and infrastructure, economic sectors, climate change, delivery plan, design codes, immediate opportunities, baseline evidence base documents and a stakeholder engagement report.

3. **Purpose of the Masterplan**

The Masterplan is not currently intended to be a Supplementary Planning Document (SPD). However, the Masterplan will be used as a tool to help secure future inward investment and provide an evidence base to support the vision for the next 20-year period. Although the Masterplan reflects ambitions for the future of the Business Park, it is not intended to exclude any conversations or decisions on alternative proposals that may be put forward. It may be that, in the future, the Masterplan will be adopted as an SPD, and this will need to be done in an agreed timescale and in partnership with St Albans City and District Council. If the Masterplan is to be adopted as an SPD in the future, a refresh will need to be considered to take account of progress with the Hemel Garden Communities work programme.

4. Key Outcomes

- 4.1. **The Immediate Opportunities Plan** focuses on the identification and assessment of 11 sites with short-term development potential. The criteria for these immediate opportunities include factors such as site vacancy, ownership, commercial suitability, minimal infrastructure requirements, and planning support. Sites were categorised into three ratings — Green (most likely to develop within five years), Amber (possible but less certain), and Red (longer-term potential).
 - 4.1.1. **Green Sites:** These have favourable conditions for short-term development, such as the Atlas Copco site and HOSL Land.
 - 4.1.2. **Amber Sites:** These are less likely to be developed quickly due to factors like lease terms or infrastructure needs, such as Furnell Lorry Park.
 - 4.1.3. **Red Sites:** These have been disregarded for immediate development as they do not meet the criteria for being deliverable within five years.
- 4.2. The assessment also included transport-related infrastructure to support these developments. The study emphasises maximising the potential of underutilised sites while aligning with market demands, particularly in logistics and industrial uses.
- 4.3. **The Design Code** outlines development guidelines for the Maylands Business Park, aiming to achieve the vision set out in the Maylands Masterplan. The code is divided into two parts:
 - 4.3.1. **General Codes:** These codes apply across the entire Maylands area and cover aspects such as identity, built form, public space, use, movement, and nature. They ensure a minimum standard of design that aligns with the 20-year vision.
 - 4.3.2. **Area Specific Codes:** These codes provide more detailed guidance for specific areas within Maylands, addressing the unique characteristics and requirements of each area. The areas covered include the Heart of Maylands, West Edges, Residential Edge, Maylands Gateway East, Connected Edges, Maylands Gateway West, Buncefield, and Connected Middle.
- 4.4. The code emphasises the importance of creating a high-quality, sustainable, and mixed-use environment that fosters economic growth, environmental responsibility, and an improved quality of life. It encourages the use of active frontages, green infrastructure, and sustainable design practices. The code also addresses issues such as car parking, cycle parking, connectivity, and wayfinding. The goal is to ensure that future development in Maylands meets the vision's objectives and creates a vibrant and successful business park.
- 4.5. **Maylands Masterplan Plus** report presents a comprehensive strategy for the evolution of the Maylands Business Park over the next 20 years. The report emphasises the need for Maylands to transition from its current state, dominated by logistics and industrial use, to a more diversified and high-quality business environment that seamlessly integrates with the Hemel Garden Communities. The plan outlines a vision for Maylands to become a sustainable, mixed-use community that fosters economic growth, environmental responsibility, and improved quality of life for both businesses and residents.
- 4.6. Key findings and proposals in the report include:
 - 4.6.1. **The need for diversification:** The report highlights the current over-reliance on logistics and industrial activities and underscores the necessity to attract a wider range of businesses, particularly those in high-value sectors like technology, research and development, and green industries.

- 4.6.2. **Infrastructure improvements:** The plan emphasises the importance of upgrading transport infrastructure, including enhancing public transport connectivity, promoting active travel options like cycling and walking, and improving overall accessibility to and within Maylands.
- 4.6.3. **Placemaking and green spaces:** The report advocates for creating a more attractive and people-friendly environment through placemaking initiatives, such as improving public spaces, enhancing landscaping, and incorporating green infrastructure.
- 4.6.4. **Sustainability:** The plan underscores the importance of addressing climate change and promoting sustainability through measures like improving energy efficiency in buildings, encouraging the use of renewable energy sources, and adopting sustainable construction practices.
- 4.6.5. **Delivery and implementation:** The report outlines a phased approach to implementing the masterplan, recognizing the need for collaboration between various stakeholders, including local authorities, landowners, developers, and businesses. It also explores potential funding mechanisms to support the implementation of the plan.

5. Options

- 5.1. **Agree to the approach and recommendation as set out in the report** – The Masterplan will provide the Council with a framework to support future planning applications and securing future inward investment opportunities within the business area. This is option is **recommended**.
- 5.2. **Not agreeing to the approach and recommendations as set out in the report** – this will be a lost opportunity as the Masterplan sets some key principles to be adhered to for improvements in terms of design, placemaking and sustainability as well as act as a tool for future inward investment. This approach is **not recommended**.

6. Consultation

- 6.1. To develop the Masterplan robust governance arrangements were put in place. A Steering Group, led by the Council and comprising of the partner organisations was developed to compile the brief. During the development of the Masterplan, the Council was responsible for liaising with the consultant team and for project monitoring, and in turn reported to the Steering Group for monitoring and assurance. Regular reports and updates were also provided to the Herts IQ Board and the Council's Corporate Place Board throughout the project.
- 6.2. A series of one-to-one sessions were also held with key stakeholders outside the partnership group, including The Crown Estate, BPA Buncefield, and Health and Safety Executive. Maylands business engagement events also took place. All meetings have been a combination of both online and in person meetings.

7. Financial and value for money implications:

- 7.1. The contract for developing the Masterplan was valued at £99,713, with contributions from all partners. The Council provided £55,000 through its allocation of UK Shared Prosperity Funding (UKSPF).
- 7.2. The Masterplan's focus on attracting inward investment and promoting economic growth suggests a strong potential for positive financial implications in the long term.

8. Legal Implications

Currently, there are no direct legal implications as the Masterplan is not a Supplementary Planning Document (SPD). However, if adopted as an SPD in the future, it would gain legal weight and status and will be used to inform and guide future development and planning decisions.

9. Risk implications:

- 9.1. The Masterplan provides the vision for the next 20 years and set the ambition for the future of Maylands. Without this, there are no guiding principles to inform future development in terms of design, placemaking and sustainability.
- 9.2. Consideration will to be given to formally adopt the Masterplan as an SPD. This will then provide some weight and will be used as guidance inform future planning decisions.
- 9.3. There are currently no financial risks associated with this report.

10. Equalities, Community Impact and Human Rights:

- 10.1. A Community Impact Assessment has been prepared and there are no negative/positive impacts arising at this stage.
- 10.2. Human Rights – there are no Human Rights Implications arising from this report

11. Sustainability implications

- 11.1. **Climate Change** - The report acknowledges the challenges and opportunities that climate change presents for business located in Maylands. It highlights the need to adhere to regulations such as the Minimum Energy Efficiency Standards (MEES) and plan for future increases in these standards. The report also emphasises the importance of incorporating sustainable practices into new developments, including energy-efficient buildings, green infrastructure, and sustainable transportation options. The goal is to create a net-zero carbon community that reduces reliance on fossil fuels and promotes a healthier environment.
- 11.2. **Health and Wellbeing** - The Masterplan focuses on creating a more people-centred environment that promotes health and wellbeing. This includes improving public spaces, increasing green spaces, and providing better facilities for walking, cycling, and public transportation. The plan also aims to reduce the dominance of vehicles, which can improve air quality and reduce noise pollution, contributing to a healthier environment for workers and residents.
- 11.3. **Community Safety** - The report addresses community safety by proposing improvements to the public realm, including better lighting, wayfinding, and pedestrian-friendly infrastructure. The plan also aims to create a more integrated and connected community, which can enhance social cohesion and reduce the risk of crime and anti-social behaviour. Additionally, the proposed reduction in vehicle traffic and the promotion of active travel can contribute to a safer environment for pedestrians and cyclists.

12. Council Infrastructure (including Health and Safety, HR/OD assets and other resources)

There are no implications to the Council's infrastructure arising from this report.

13. Statutory Comments

Monitoring Officer:

The Masterplan is not being proposed as a formal Supplementary Planning Document and therefore does not need to follow the statutory procedures for adoption as an SPD. Cabinet can therefore agree the Masterplan, but as the report notes, the Masterplan would need to be adopted as an SPD in the future to give it full weight and consideration in planning decisions.

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There are no short-term direct financial impacts on the Council in the delivery of the Maylands Masterplan.

14. Conclusions:

- 14.1 The Maylands Masterplan sets out the Council's and key partners' vision for the Maylands Business area for the next 20 years. The plan provides guidance to adapting future changes in a commercial, economic and environmental context to transfer the business park into a diverse, sustainable and mixed-use community.
- 14.2 The plan also provides the balance between the long-term vision and short-term action. The Immediate Opportunities plan provides details for new and expanding business as well as identifying priority development sites and focuses on economic growth sectors.
- 14.3 The Masterplan also provides a Design Code setting out the aspirations for future design principles. The plan is also about placemaking to create an attractive environment through improved public spaces, landscaping, and green infrastructure.

15. Next steps

- 15.1 Working with stakeholders and partners, a delivery plan will be developed. Immediate next steps will be:
 - 15.1.1 Present the final report to Hemel Place Board on 5th December and Dacorum Strategic Business Board on 12th December with a view to:
 - Establish a Maylands Based Business Forum
 - Set up a working group reporting to the Hemel Place Board tasked with developing the delivery plan and monitoring progress, noting delivery and monitoring of the Masterplan are key actions within the Hemel Place Strategy
 - 15.1.2 Ongoing engagement with key landholders and stakeholders, particularly in respect of the immediate opportunities sites.
 - 15.1.3 Provide support and influence to landowners during the planning process.
 - 15.1.4 Coordinate and implement placemaking projects such as wayfinding and improved public realm utilising S106 and CIL money linking in with the Strategic Planning and Infrastructure team.
 - 15.1.5 Consider public sector intervention opportunities, including:
 - Land acquisition and site assembly
 - Funding
 - Direct public sector intervention in delivery
 - 15.1.6 Explore funding opportunities within the public sector
 - 15.1.7 Develop inward investment opportunities and create an investment strategy to support the delivery of the Maylands Masterplan.

15.2 The governance of the delivery and monitoring of the Masterplan will sit within the Council's Corporate Place Board.