

Planning Department
Borough of Broxbourne Council
Bishops' College,
Churchgate,
Cheshunt,
EN8 9XQ.

BY EMAIL ONLY: planningpolicy@broxbourne.gov.uk

13th July 2022

Dear Sir / Madam

Representations to Waltham Cross Town Centre Framework Consultation Draft

Lichfields are instructed by IKEA, the existing owners of Park Plaza North, to submit brief representations to the Consultation Draft Waltham Cross Town Centre Framework. Prior to submission, these were shared with the potential purchaser of the site who have endorsed the themes presented in these representations.

We have limited these comments insofar as the Draft Framework relates to references to Park Plaza North. Separate representations have been made to the Council's draft Brief for Park Plaza North.

These representations include comments on the following sites:

- Site 2a: Homebase
- Site 2b: Fishpools; and
- Site 2c: Wickes

We confirm our understanding of the position of those retailers listed above in terms of their likely relocation from Waltham Cross town centre to Park Plaza North.

Site 2a: Homebase

The supporting text to site 2a: Homebase notes (inter alia) that the Council has recently refused a planning application for a food store on the site and that the landowners current plans are unknown.

We understand the food store proposal is presently at Appeal with an Inquiry scheduled to commence on the 21st July. It is pertinent that this is not solely for a food store, as the text in the draft Framework suggests, but for a combined food store and retail unit for re-occupation by Homebase. Whilst there is not explicit reference in the text of 2a, elsewhere it is presumed Homebase will relocate to Park Plaza North.

We understand that Homebase has confirmed its full intention to the Council to remain at its current location at Sturlas Way in Waltham Cross town centre. Homebase fully support the Aldi appeal, as does Homebase's landlord, London Cambridge.

Homebase consider a new downsized store on its existing site the best solution to continuing its 30+ year commitment to Waltham Cross. Critically, we understand Homebase propose to remain in situ even if the appeal fails.

Site 2b: Fishpools

Fishpools historically were not part of the Council's wider development ambitions for relocation to Park Plaza North.

However, through discussion at the EiP and subsequently, as a local furniture retailer in Waltham Cross who aspires for premises to combine both its retail and warehousing facilities at one location, Fishpools have been supported by IKEA.

As part of its preparations for a planning application, IKEA undertook some detailed pre-application discussions with the Council. This included the prospect of relocating Fishpools onto the Park Plaza site at the 'Landmark building' foreseen in PP2 at the north-western most corner, ie where the A10 meets Winston Churchill Way.

It is difficult to judge whether a relocation is commercially viable and clearly this will also be dependent on a successful planning application for the redevelopment of their existing site. However, the dialogue is continuing.

Site 2c: Wickes

It is understood Wickes has confirmed that it wishes to continue to trade from its existing store.

It is further understood the business re-gearred its lease in 2018 and entered into a new 10-year lease, underlying its commitment to its present site / staying within its existing position in Waltham Cross town centre.

It is therefore unlikely this site will come forward for development or that Wickes will relocate to Park Plaza North.

We hope the above confirms our understanding of the ambitions of occupiers on some of the sites identified for redevelopment in the draft Framework.

Based on this, the draft Framework should be revised to remove sites 2a and 2c as proposed redevelopment options.

If you have any comments or queries, or require clarification of any of the points raised in this letter, then please do not hesitate to contact me on ian.anderson@lichfields.uk / 07947362618

Yours faithfully,

Ian Anderson

Ian Anderson

Senior Director: Planning