

Broxbourne Local Plan

Park Plaza Area Development Options



**BOROUGH OF
BROXBOURNE**

www.broxbourne.gov.uk

Planning Policy Team
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Development Options Reports

Purpose of this report

In preparing its new Local Plan the Council has considered a number of Borough-wide options as set out in the Development Options and Scenarios Report (April 2016). The Council has prepared five local area options studies in order to assess development potential in more detail. These studies have informed the Borough-Wide Options and Scenarios Report and all six studies should be read together in order to understand the development strategy for the emerging Local Plan.

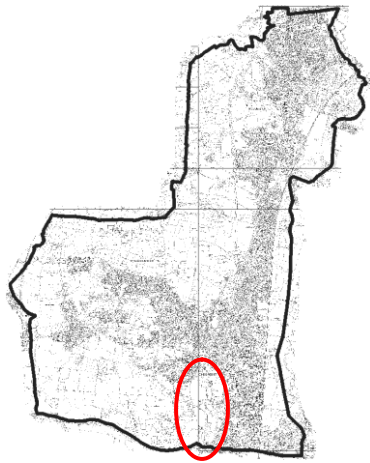
In addition to this study for Park Plaza, Development Options Reports have been prepared for Bury Green, Brookfield, Goffs Oak, and West of Wormley. A further study had been proposed for West of Hoddesdon but this was overtaken by the granting of planning permission for strategic scale development at High Leigh in April 2015.

This report sets out and discusses potential development options for the area. Although the report concludes on the performance of each option within the area's local context, it will be the Local Plan which decides on the preferred option in the context of overall Borough-wide considerations and the merits of other potential options for other areas within the Borough. This report is one of a number of evidence studies which have been produced to inform and support the Local Plan decision making process.

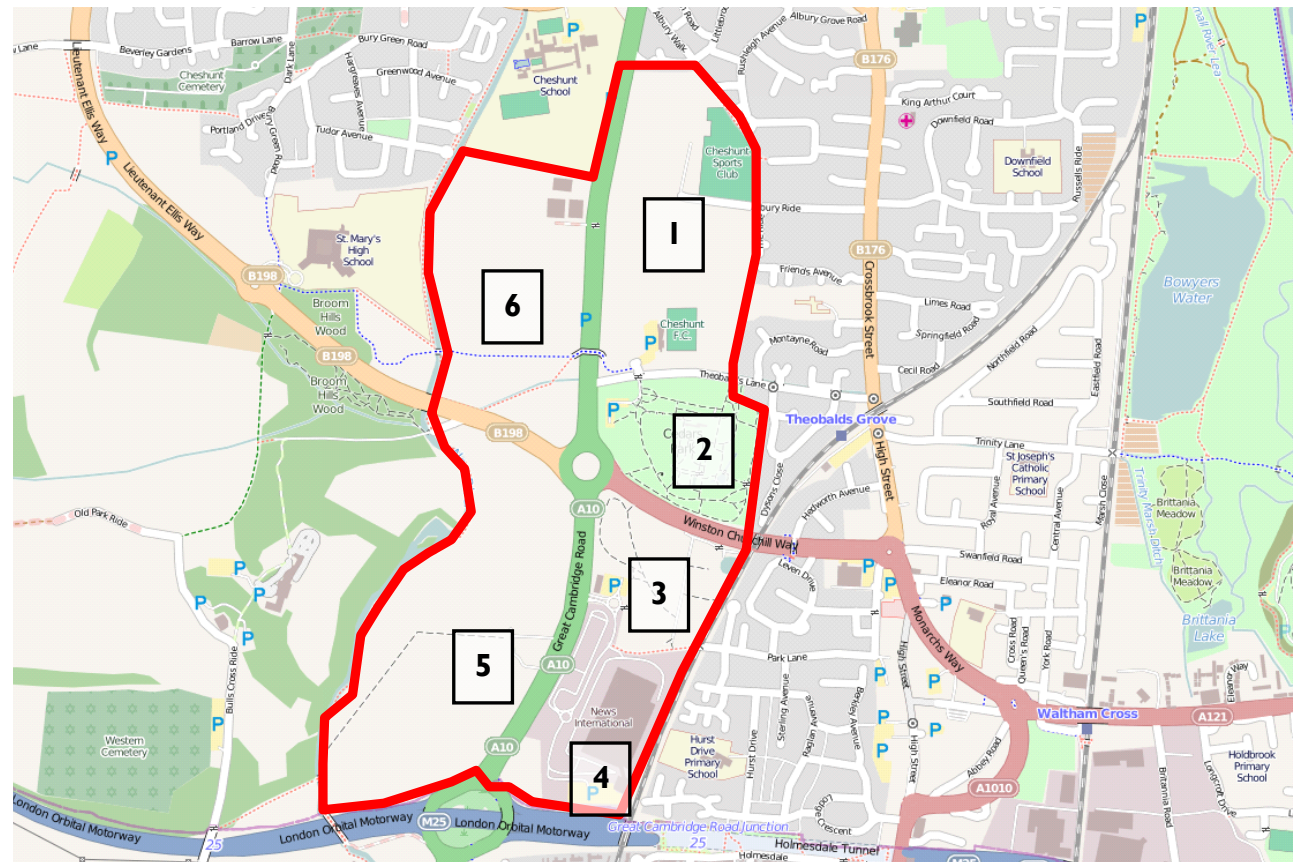
The Park Plaza Area

Introduction to the Park Plaza area

Park Plaza refers to land in the southern part of the Borough located either side of the Great Cambridge Road/A10, the A121/Winston Churchill Way and the B198/Lieutenant Ellis Way. These major highway routes dissect the Park Plaza area into several distinct parcels which are identified on the plan below (1) Albury Farm, (2) Cedars Park, (3) Park Plaza North, (4) Park Plaza South, (5) Park Plaza West and (6) Maxwells Farm West (see map below for land parcel locations). These land parcels total approximately 140 hectares and include a wide variety of uses including a printworks, industrial units, farming/agricultural uses, hotel, sports/leisure and a public park. The area is bounded by the urban areas of Waltham Cross and Cheshunt to the east and the New River to the west.

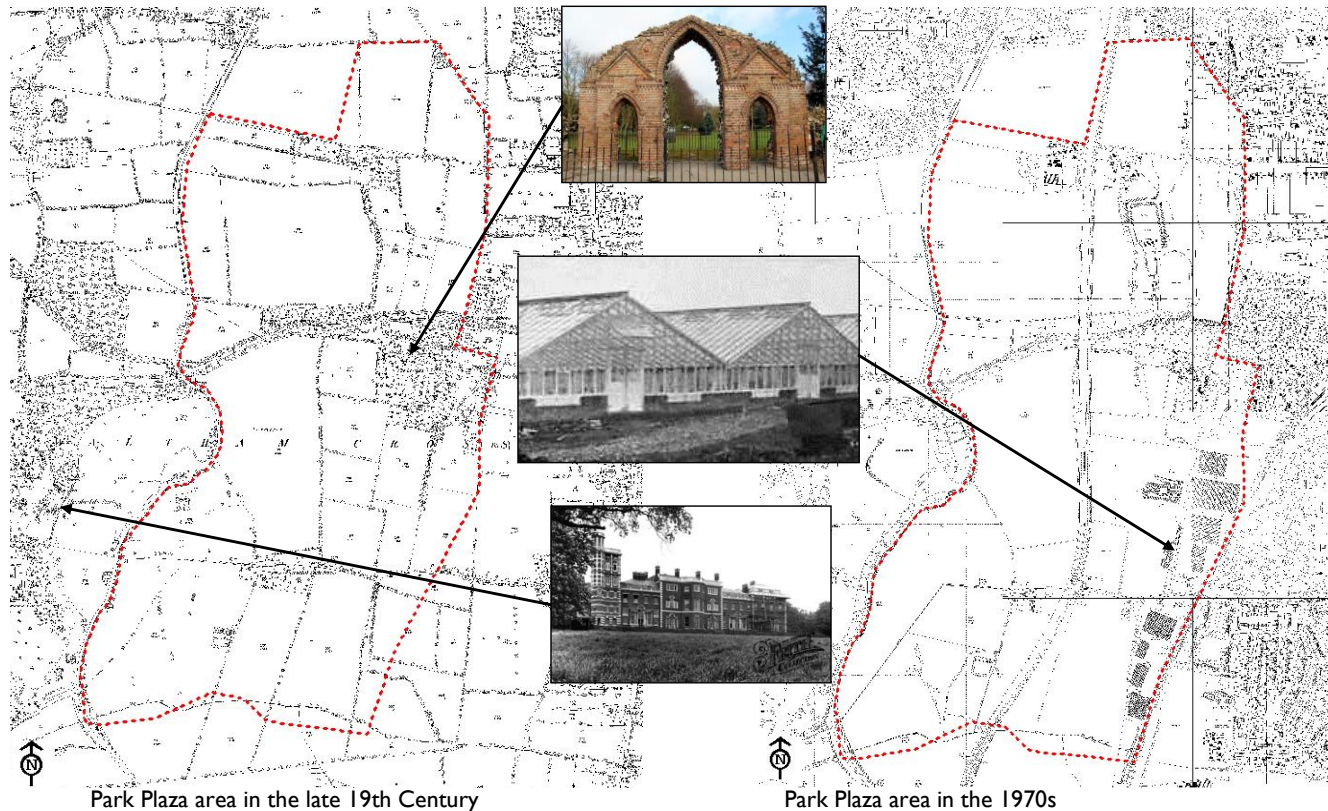


The Park Plaza area is located in the southern A10 corridor and contains six distinct land parcels.



History and settlement pattern

The general area around Park Plaza once formed part of the Theobalds Park Estate which was a favourite residence of King James I and used as a deer hunting park in the 17th Century. Theobalds Palace formed the centre of this estate and was located within what is now Cedars Park. It was largely demolished by 1650 and a new Theobalds House was built in the Georgian period one mile south west of its original position. It is now located west of the Park Plaza area and is used by De Vere Venues as a hotel and conference centre. By the late 19th Century most land at Park Plaza was being utilised for agricultural purposes and various farm holdings were evident including Theobalds Park Farm and Albury Farm. Residential development and community facilities were also emerging around Waltham Cross to the east which expanded with the construction of the railway lines. Cedars Park, a designated community open space was given to the people of Cheshunt in 1919. Between the First and Second World Wars the horticultural trade flourished in the Borough and several nurseries were built to the east and south of Cedars Park using the railway line to transport goods into London. Since then, recreational uses have been developed north of Theobalds Lane, firstly with the Cheshunt Pavilion (Cheshunt Club) to the north of Albury Ride and then with the Cheshunt Football Club and the Rifle Range to the south. The former mushroom production buildings located at Maxwells Farm were redeveloped in 2004, 2007 and then again in 2013 and are now being used for industrial purposes. Recently, News International has built a major printworks and logistics centre on Park Plaza South and a Travelodge has been built on part of Park Plaza North fronting the A10.



The existing road infrastructure, which passes through the Park Plaza area from south to north and east to west, creates the six distinct land parcels as set out on page 3. The A10, a dual carriageway and main arterial route through the Borough, provides a separation between the western agricultural fields and the more urbanised parts of the Borough to the east. The A121 and B198, both dual carriageways as well, connect Goffs Oak, Bury Green and West Cheshunt with Waltham Cross and further severs the land parcels in this area. The M25 to the south provides a noticeable border between Broxbourne and the London Borough of Enfield, and as a result the Park Plaza area is a prominent gateway entrance into the Borough.

The Park Plaza area is dissected by the highway network and other landscape features

The development history of the Park Plaza area means that there is now a mix of farm holdings, individual properties, open space, sports hall and play pitches as well as major commercial development. The entire area is severed by the existing road structure which makes highway access easily available but also limits connectivity between land parcels.

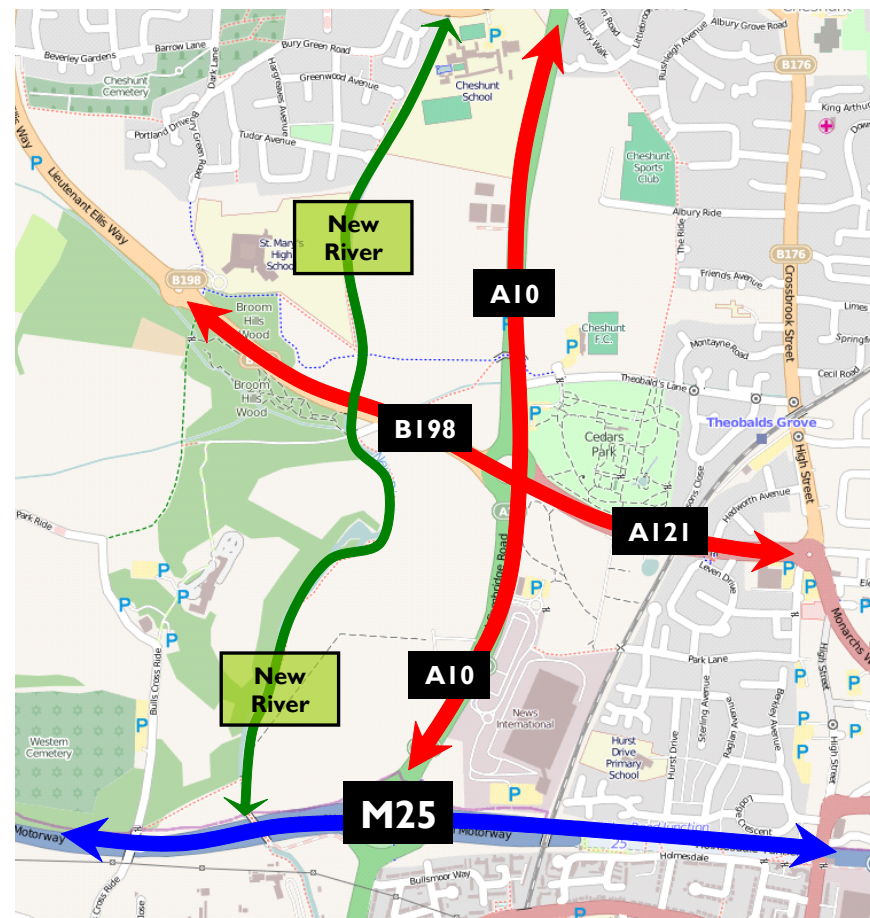
Previous local plans

The 1983 Broxbourne District Plan identified the Park Plaza area as a Green Belt Amenity Corridor where leisure facilities were considered acceptable and landscape improvements were given priority.

The 1994 Local Plan, in accordance with the 1991 Hertfordshire Structure Plan, removed Park Plaza North and South from the Green Belt and identified it as an Area of Special Restraint for high technological uses or businesses of national or regional significance.

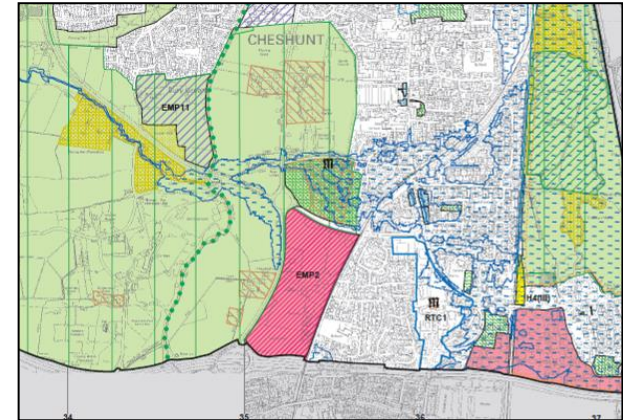
The sites were selected because of their gateway location and proximity to major transport routes (both by car and train) and Waltham Cross town centre. A low density, high quality parkland development was envisaged.

The 2005 Local Plan continued to identify Park Plaza North and South as an area for high technological activities and allocated it as a Key Employment Site. No other sites were allocated for major development or green belt release within the Park Plaza area in this document.



A Development Brief was prepared in July 2010 for Park Plaza North. It establishes specific principles to guide the development of the site including advice on access arrangements, design and layout. It supports a high quality development with a focus on high technology and class leading industries including research development, digital and creative facilities as well as hotel and medical research uses as appropriate. It does not support storage and distribution, residential, retail or retail warehousing uses.

2005 Local Plan Proposals Map with Park Plaza South and North allocated for commercial uses

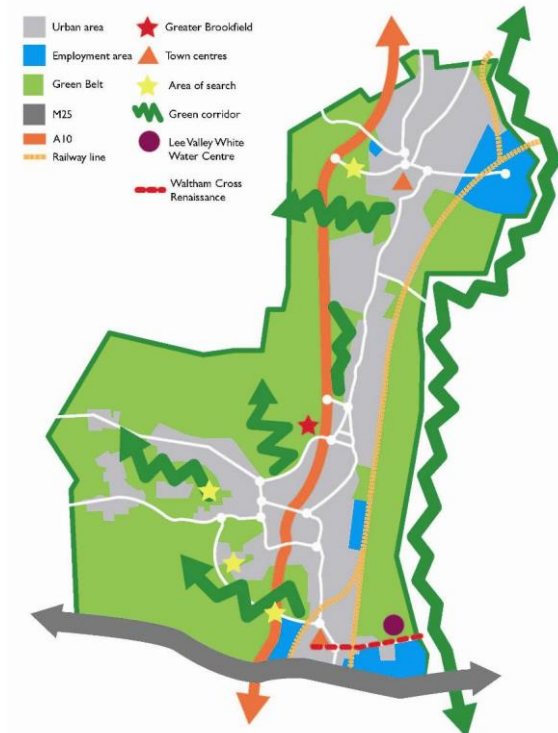


Following development of the News International printworks and Travelodge building, the Council's Core Strategy Submission document identified the remaining land at Park Plaza North as a commercial site for development in the short term with the continued ambition for high technological industries as per the development brief. The Submission document also identified the wider Park Plaza area as a potential Area of Search for future long-term commercial uses and associated development. More specifically it identified Park Plaza West as a potential high quality business park in an exceptionally well landscaped environment and Maxwells Farm West for potential high value commercial uses as an extension to the Council's ambitions for Park Plaza North. Albury Farm was defined as a potential Area of Search for housing and other development.

However the Strategy did not propose the immediate release of these areas from the green belt as they were not required for early delivery.

The Core Strategy Inspector's Report recognised and supported the ambitions for these sites, but agreed that much more work was needed to calculate the traffic levels that would be generated from development, the highway improvements that would be needed and how the costs of these improvements would be apportioned fairly between all suggested development. The Inspector also concurred that the whole area needed a comprehensive masterplan in light of these transport challenges and to consider new green belt boundaries.

The 2010 Submission Core Strategy sought to allocate the Park Plaza area as an area of search



Issues to consider for future development

Landscape and character

The Landscape Character Assessment observes a flat landscape with a strong sense of openness and long distance views towards central London in the Park Plaza area. The sense of tranquillity is disturbed by urban edges and constant noise from the A10 and it warns that development and road widening may do further damage if not sensitively designed and well landscaped.

When entering the Borough from Junction 25 of the M25, the Park Plaza area provides a scenic and rural setting with its open views across the southern part of the Borough to Maxwells Farm West. This contrasts with the intensely urbanised area of Enfield to the south. Travelling northwards, the News International printworks limits views eastwards towards the urban area of Waltham Cross; however the existing redundant land to the north of the printworks allows vistas of Cedars Park. In the same way, the rural nature and the semi-openness of farm land provides a largely rural backdrop before the main built-up area. The main vistas, which should be taken into consideration and protected wherever possible, are shown on the map on page 8.

As previously stated the Park Plaza area is predominantly flat, sitting on the western edge of the River Lee floodplain rising gently towards plateau ridges and slopes. The highest points are mainly situated around existing man-made features such as the New River, raised on a low embankment to the west and Lieutenant Ellis Way, purposely raised in order for it to pass over the New River and adjoining land. There is also a steep slope between Cedars Park and Park Plaza North as the A121 passes between the two land parcels at a lower level.

Approximately 81 hectares or over 50% of the land at Park Plaza is classified as grade 2 agricultural land although some of this has now been built on. Grade 2 agricultural land means that the land has minor limitations which affect crop yield, cultivations or harvesting. A wide range of agricultural and horticultural crops can usually be grown on the land but there may be some reduced flexibility due to difficulties with the production of more demanding crops such as winter harvested vegetables and arable root crops. The level of yield however is generally high. This grade 2 agricultural land is mostly located on the western agricultural fields and partly on the land which adjoins the sporting facilities to the east.

There is also a small proportion of deciduous and broadleaved woodlands in the Park Plaza area and there are several special natural features including a traditional orchard and a number of ponds. There are some trees and hedgerows which may need to be protected but there are no identified sites of local wildlife interest in the Park Plaza area.



Main vistas into the Park Plaza area that will be sensitive to development form and layout

Visual appraisal of the Park Plaza area

Albury Farm/ Cedars Park

Much of the area has predominantly been used for leisure and recreational purposes for many years but it also includes agricultural land as well. Cheshunt Football Club and Rifle Club located to the south are largely self enclosed with little or no physical relationship with the adjoining areas to the west and north. Along their western boundary is an embankment and trees which separate them physically from Albury Farm to the west and largely screen the Club from public view. There is also a significant tree screen along Theobalds Lane to the south. There are views into the Club from Theobalds Lane, the Paul Cully Bridge and from the footpath/ cycleway along its southern boundary.

The Cheshunt Club, to the north of the Football Club, again is largely self contained with little or no physical relationship with the adjoining areas to the west and south. The main landscape features are around the perimeters of the site. It does though have a primarily open character and the footpath to the east and north east, and the associated hedge/trees provide a firm boundary separating it from the urban area to the east.

Both the Football Club and Cheshunt Club are separated from the agricultural fields by embankments or tree/hedge screening. Unlike the leisure facilities the fields are highly visible from the A10, with only a small hedge row and sparsely planted trees acting as boundaries. Therefore the fields and the central group of farm buildings form physically separate sites in landscape terms with little connection with the sporting sites to the east. If anything, despite the presence of the A10, they have more connection with the open land to the west of the A10 at Maxwells Farm.

Cedars Park is well screened from the A10 and A121 (Winston Churchill Way) by a tree/hedge belt. It is therefore self contained and not visible from the main roads which surround it.

Maxwells Farm West

This is an extensive area of primarily open agricultural land which contains a number of industrial buildings accessed from the A10. Together with an earth embankment these industrial buildings are incongruous features in the landscape and are prominent in views across the site. There is very limited landscaping to limit the visual impact of these buildings and no landscape features of note.

The majority of the site is flat and there are two separate fields bi-sected by the new footpath which connects St Marys School to the west with Paul Cully Bridge over the A10. In landscape terms the fields are contiguous. They are separated from Cheshunt School and the playing fields to the north by a substantial hedge and tree screen. The New River to the west is raised on a low embankment and this boundary is notably open which means that there are substantial views across the site from the New River path. There are also extensive views north and west across the site from the Paul Cully Bridge and the footpath to St Marys School. To the west of the New River is the new St Marys School and playing fields. Whilst this is a significant building in what was an open field the school site still retains an essentially open nature and in landscape terms Maxwells Farm West and the school site forms part of the same wider open area. There are a line of trees along the eastern boundary of the site with the A10 which limit views across the site and the A10 provides a significant physical barrier between Maxwells Farm West and the land to the east of the A10. The urban area of Cheshunt to the east is largely screened by landscape features with limited views of the leisure facilities.

Park Plaza West

This substantial area of agricultural land is essentially flat and open. There is a small group of agricultural buildings and some trees and hedges which have limited landscape value. From the New River path there are extensive views across the site. However, the News International printworks, and to a more limited extent the Travelodge Hotel, are intrusive features which significantly impact on the character of this site and views across it. Furthermore the impact of noise from the A10 and the M25 give this site a more urban feel than Maxwells Farm West.

The New River is raised on a low embankment and beyond the river a substantial tree screen separating the site from the Theobalds Estate to the west and as a result, in landscape terms, there is a limited relationship between the two areas. Lieutenant Ellis Way and the substantial tree screen beyond physically separate Park Plaza West from Maxwells Farm West to the north as well. The eastern boundary of the site with the A10 is open which does afford views across the site from the A10. The boundary with the M25 is also open with views across the site from the New River towards junction 25. However, the substantial tree screen to the west of the New River prevents any more extensive views westwards. In landscape terms the site is self contained and does not form part of the wider area and the commercial buildings to the east of the A10 and traffic noise impact adversely on the character of the area.

Park Plaza South and North

There are extensive views of Park Plaza South from the A10 travelling northwards and the News International printworks and Travelodge Hotel are visible features in the landscape, preventing views across the valley towards Waltham Cross. The southern corner of Park Plaza South is open and yet to be developed which offers some distant views eastwards. Park Plaza North is still very open, flat and is situated higher than the A121 located to the north. It is very visible from the A10 travelling south although there is some tree screening on the corner and northern edge.

Environmental designations

Landfill

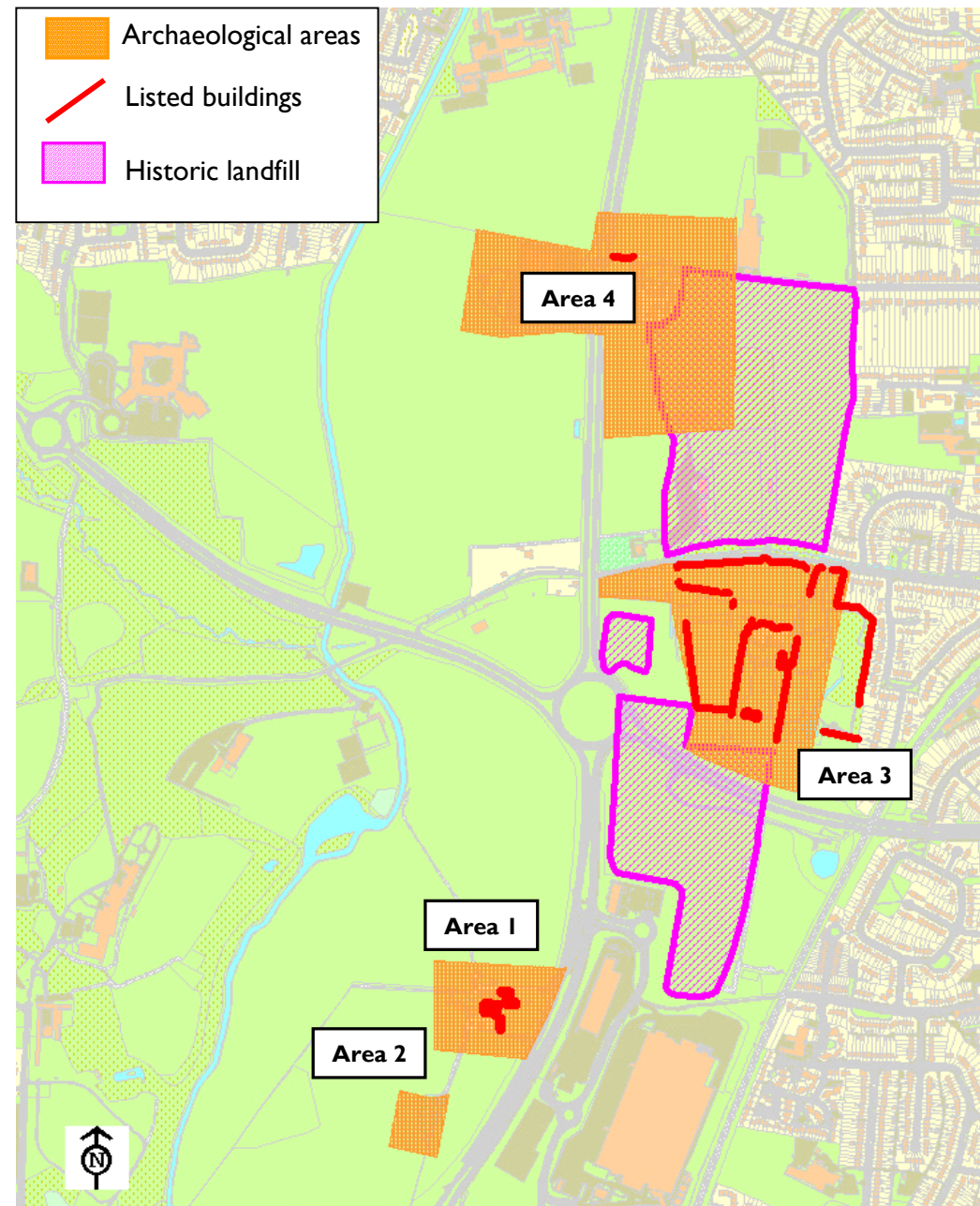
Historic landfill areas are located within Park Plaza North, in the football club area of Albury Farm and in a small parcel of land at Cedars Park as shown in pink on the map (right). These landfill sites were subject to gravel extraction during the 1900's, were subsequently landfilled with inert non-putrescible waste and were completely filled by the 1930's. Most of the northern landfill site is being capped as part of a planning consent to improve the existing football pitches. These areas are not considered to be a constraint to development.

Archaeology

Due to the historic activities which have occurred as part of Theobalds Park and Theobalds Estate, there are several areas of archaeological interest in the Park Plaza area. Areas 1 and 2, located at Theobalds Park Farm at Park Plaza West, are directly associated with the Theobalds Park Estate and also include the remains of a 16th Century medieval homestead moat and listed farm buildings. The archaeological area in Cedars Park (Area 3) covers the site of Theobalds Palace, built by William Cecil and then transferred to the Royal Family. The Tudor work that remains in the park is listed and protected as scheduled ancient monuments. The archaeological area at Albury Farm (Area 4) has been allocated for its World War II military remains.

Flooding

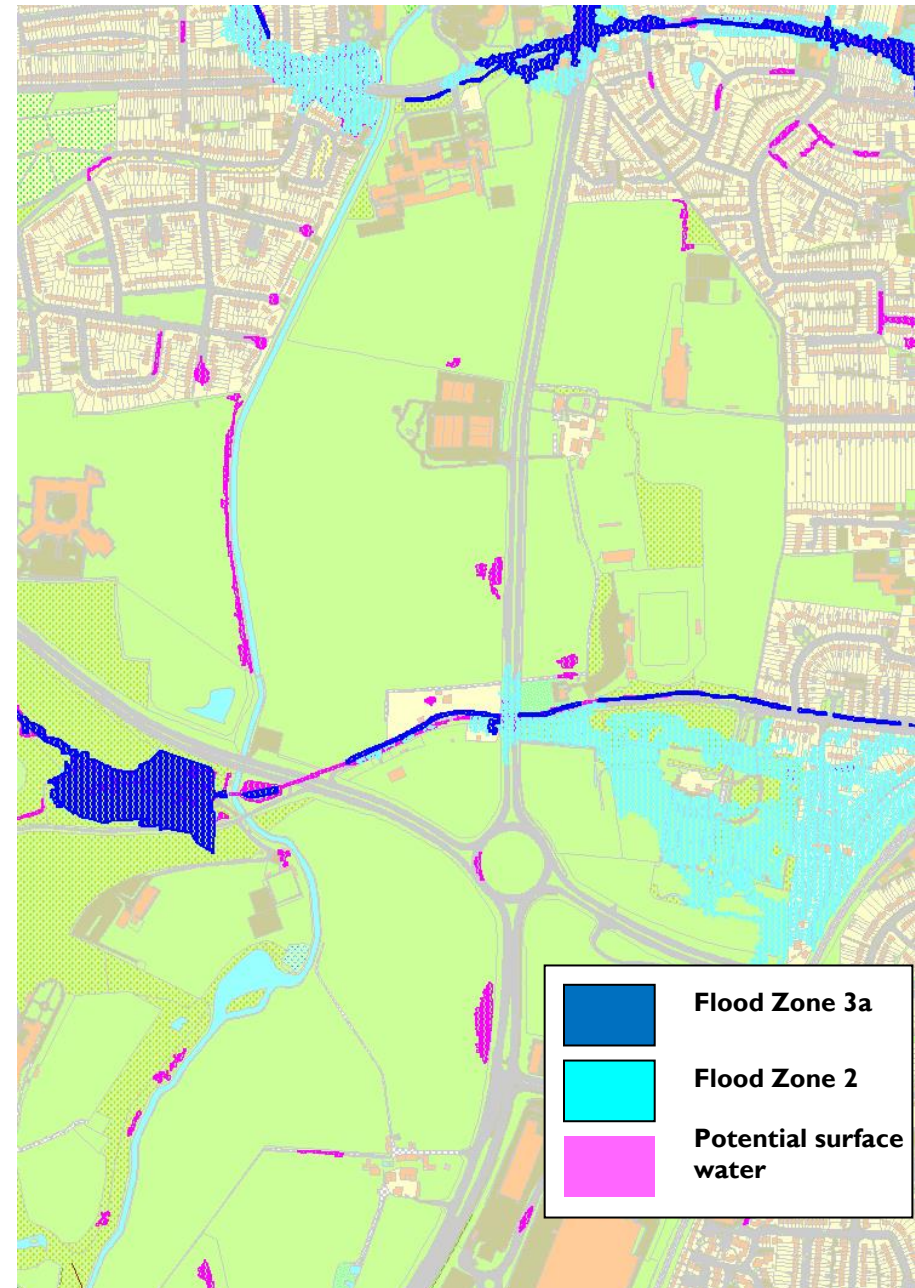
Theobalds Brook, a minor tributary of the River Lea which rises in the hills south of Goffs Oak, runs along Theobalds Lane in the central part of the Park Plaza area. As a result there are several areas which are situated in both flood zone 2 (0.1% to 1% annual probability of river flooding) and flood zone 3a (1% or greater annual probability of river flooding). These areas are mostly located around the brook and to the north of Cedars Park.



The Park Plaza area is also within close proximity of a flood storage area (south of Lieutenant Ellis Way) which provides temporary storage of floodwaters during the passage of a flood at the brook.

There are areas at Park Plaza which may be susceptible to surface water flooding. Surface water occurs when rainwater fails to drain away through normal drainage systems or soak into the ground but instead lies on or flows over the ground. The areas most at risk of surface water flooding are located close to Theobalds Brook, ditches along the A10 and close to the M25 junction. Development would require a detailed surface water management plan which would have to consider a wide range of structural, non-structural and adaptations which provide different levels of protection from surface water flooding and have a range of benefits and costs associated with them. There needs to be proper control of urban drainage systems and any other structures ensuring that they are well located, planned and maintained.

Over 50% of Park Plaza West is also within a Water Source Protection Zone which has been defined by the Environment Agency in order to protect drinking water from potential harmful pollutants in the vicinity. Activities within this zone, which may impact adversely on the quality of water abstracted, will be closely monitored by the Environment Agency and water companies.



Roads and rights of way

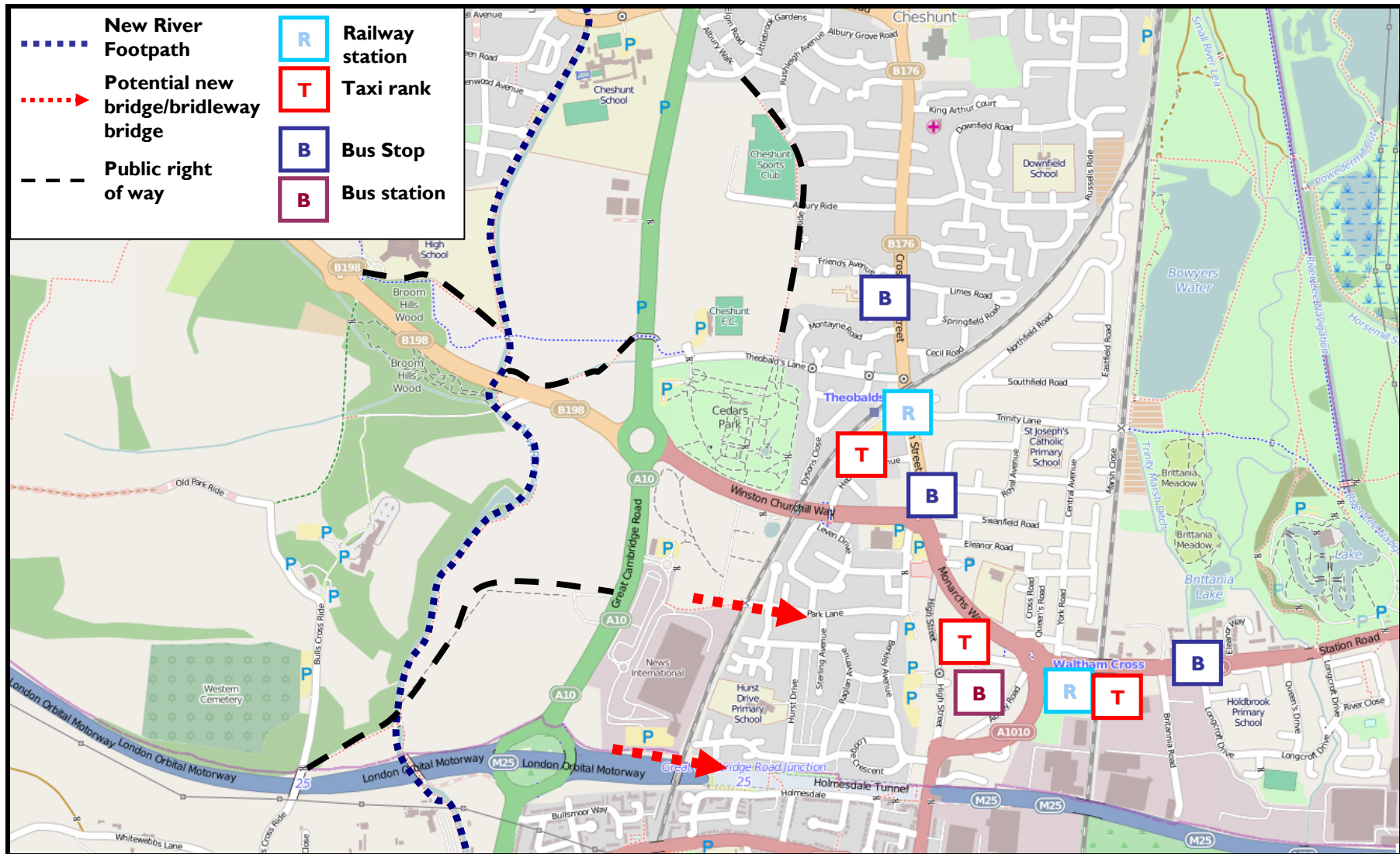
The main distributor roads serving the area are the A10 Great Cambridge Road, Winston Churchill Way (A121) to the east and Lieutenant Ellis Way (B198) to the west. Junction 25 of the M25 immediately adjoins the area to the south.

The Transport Modelling Study prepared by MVA concluded that a large quantum of office development or commercial uses in the Park Plaza area would result in a marked increase in generated trips and put pressure on the road network. It also states that there would be stress on Church Lane, College Road, Lieutenant Ellis Way/ Winston Churchill Way junctions and the M25 Junction 25 roundabout. The Cheshunt and Waltham Cross A10 Study examined the impacts of development identified in the Core Strategy on the most southerly junctions of the A10. It showed that all junctions are already operating close to or at capacity and that no set of low cost measures could accommodate the forecast growth in traffic. It identified over £73 million of potential improvements to links and junctions to help improve traffic flows. The Highways Agency, which is responsible for the M25 and its junctions, recently stated that it will only oppose development when the cumulative impacts are severe, and that new development should make use of existing junctions where possible.

The New River footpath adjoins areas to the west of the A10 and a public right of way connects this footpath to the A10. A signalised junction enables pedestrians to cross through to Park Lane and on into Waltham Cross. A new footbridge is proposed at Park Lane to enable better connection over the railway line from Park Plaza North/South. The Paul Cully footbridge over the A10 to the north of the junction with the A121/B198 enables pedestrians to travel from the Theobalds area to St Mary's school, located to the west of Maxwells Farm. Pathways are also available in and around the Park Plaza area along main roads to provide for pedestrian and cycle movement and there are cycle route connections to the urban areas of Cheshunt and Waltham Cross to the east. Despite these connections, the A10, B198 and A121 provide a sense of severance and disconnection between the land parcels which does limit pedestrian/cycle movement between them.

Public transport

Theobalds Grove Railway Station, which is on the Southbury Loop railway line from Cheshunt to Liverpool Street, is located just over 1 kilometre away from the Park Plaza area. Waltham Cross Railway Station, which has frequent services to Tottenham Hale and Liverpool Street to the south and Harlow and Cambridge to the north, is approximately 1.5 kilometres away. These railway stations are more easily accessible for land parcels on the eastern side of the A10. At present there are no bus services running along the A10 that are directly capable of serving the area. However Waltham Cross bus station, which provides bus services into London and into Hertfordshire and Essex, is located within the town centre to the east and bus services are also available along Crossbrook Street to the east of Albury Farm and College Road, approximately 400 metres to the north of Maxwells Farm West.



The map above shows the location of major routes, roads and rights of way in the Park Plaza area

Facilities and utilities

Shopping

Waltham Cross town centre is located around 1 kilometre east of Park Plaza and Cheshunt Old Pond district centre is a similar distance to the north east. There are also a number of shops and services along Waltham Cross High Street and Crossbrook Street and the Brookfield shopping centre is located 3 kilometres along the A10 to the north. The location of these facilities provides relatively easy access for the land parcels situated in the eastern parts of Park Plaza but more restricted access for land parcels to the west.

Healthcare

There are a number of healthcare facilities in the wider area, with some capacity in Cheshunt but very limited capacity in Waltham Cross.

Education

There are two secondary schools in close proximity to Park Plaza; St Marys School which was opened in 2009 and Cheshunt School to the north of Maxwells Farm West. Goffs School is also located in reasonable proximity. The County Council has not identified any need for additional secondary school provision in the southern part of the Borough although there will be a medium-term requirement in the central to northern part. There are primary schools in the urban areas to the east and north of Park Plaza. In terms of primary education, Hertfordshire County Council, as the local education authority, advises that housing development, birth rates and parental choice are currently generating a demand for one new primary form of entry for every 500 new dwellings. Its preference is for 2 form of entry schools on a 2 to 2.5 hectare site, although they recognise that free schools may also offer a solution. There is projected to be a shortage of between 1 and 1.5 forms of entry from 2014/15 in the Cheshunt East and Waltham Cross area. Analysis suggests the greatest level of demand is to the south, in the Waltham Cross area. A new primary school is proposed by St Marys School within its existing site and the County Council has requested that land at Albury Farm be reserved for a new primary school.

Utilities

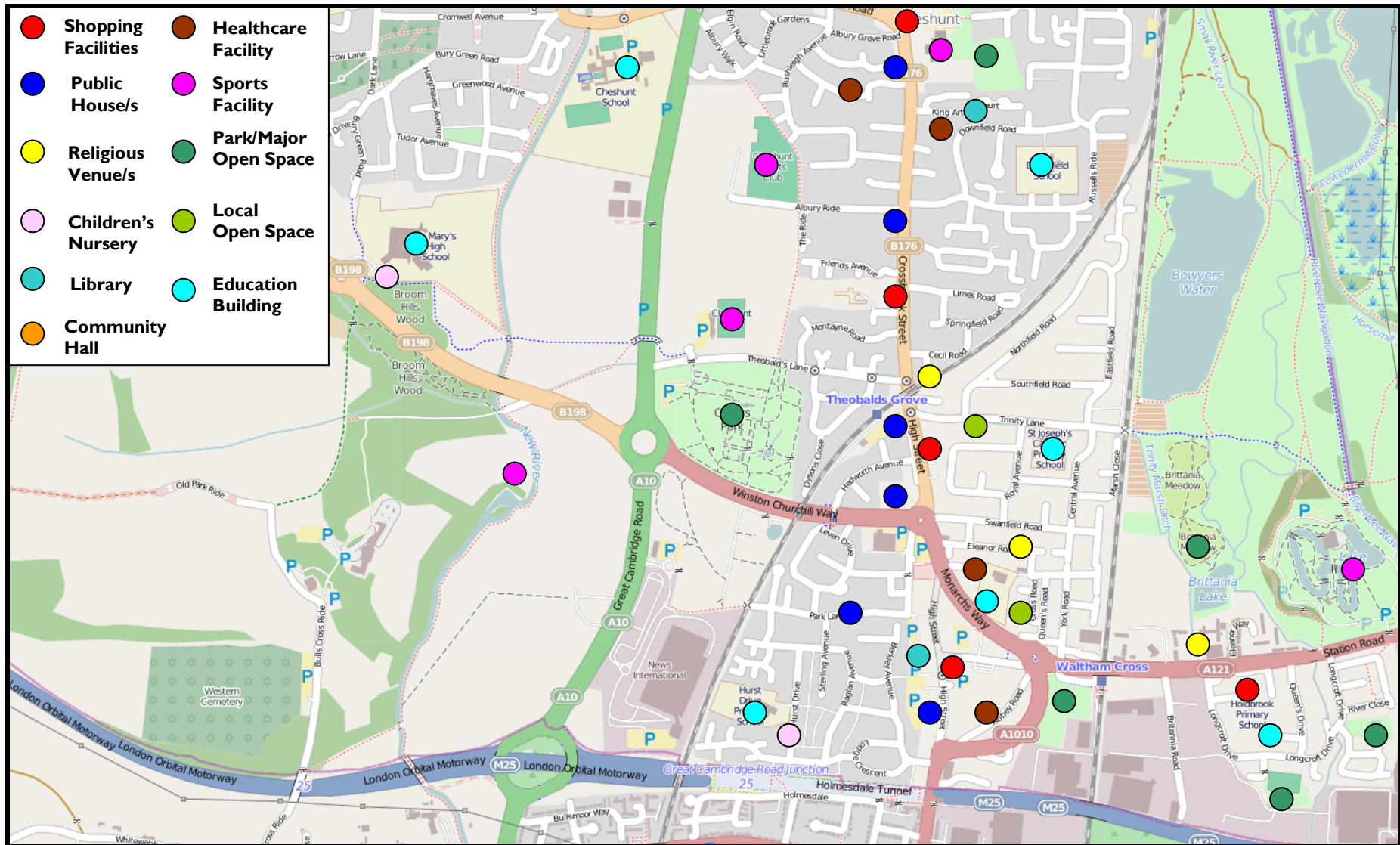
There are low and medium pressure gas mains available to serve the Park Plaza area, located along the A10, Theobalds Lane, Lieutenant Ellis Way and in the main built up area. Connections will be required for some sites, particularly western parcels which have limited services at present. Water mains are also available along key roads, including the A10, and connections to these mains are available. Connections will be required to the existing sewage network which is located in the main urban area. There are no known major constraints to development in this area.

A number of the existing businesses have access to Broadband including News International Printworks, the Travelodge Hotel, commercial units at Maxwells Farm, Cheshunt Football Club and the Cheshunt Club. Fibre optic cables are available along the eastern side of the A10, at Albury Ride, Theobalds Lane and along Park Lane.

Open space and recreation

Within Park Plaza is Cedars Park which is one of the Borough's key areas for informal recreation. It has recently been significantly enhanced with the assistance of heritage lottery funding. There are also the private sports facilities at the Cheshunt Club and Cheshunt Football Club

and rifle club. Nearby at Cheshunt Old Pond are Grundy Park and the Council's Laura Trott Leisure Centre which has recently been the subject of a major refurbishment scheme.



There are a number of services and facilities in the area surrounding Park Plaza

Employment evidence

The long term employment strategy for the Borough is to focus on bringing forward sites for high value, high quality development, reduce the level of net out commuting from the Borough and improve the skills levels of residents. In order to do this, new employment sites, which are capable of attracting office-based companies and cluster activities, must be identified. The following evidence studies have identified the Park Plaza area for the potential provision of such development.

Employment Opportunities Study

The Employment Opportunities Study considers that the strategic position of Park Plaza and Park Plaza West in particular, offers a unique opportunity for a high quality business park with up to 100,000 sqm of low density offices and other buildings. It also considers that Maxwells Farm could accommodate up to 100,000 sqm of industrial floorspace but should only be brought forward if Park Plaza North is delayed.

The Study went on to say that Park Plaza North does not currently provide an identity or sense of place needed to create a “destination” to attract a business park. It stated that there was scope for providing a further hotel and conferencing facilities which could generate employment and be attractive to office development but flexibility in uses was key. The Study responded to the findings of the London Arc Employment Land Review that scope exists for at least one major business park in Hertfordshire.

Hertfordshire Strategic Employment Sites Study

Park Plaza North together with Park Plaza West and Maxwells Farm, were identified in the Hertfordshire Strategic Employment Sites Study as the best opportunity in the County for a premier business park. It stated that a number of actions would be required to support such aspirations including progression of the sites as an area of search, working with landowners/developers to progress the opportunity and help create the market (e.g. through a masterplan), and feasibility work to consider potential highways/access options. Park Plaza West and Maxwells Farm West were specifically identified as medium to long term development opportunities with Park Plaza North being delivered in the short term.

Hertfordshire Local Enterprise Partnership (LEP)

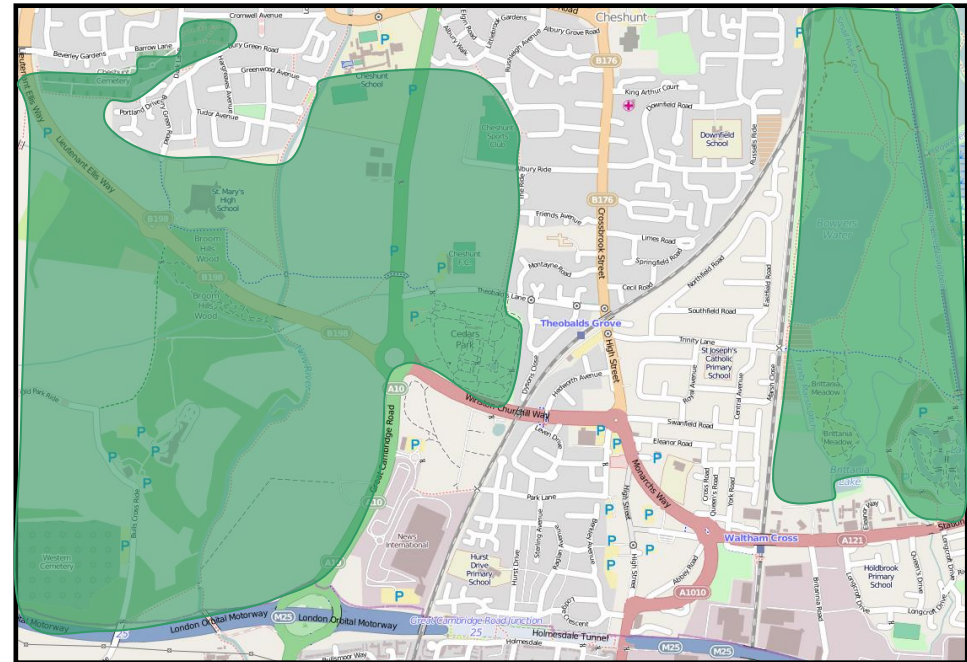
The Strategy for Smart Economic Growth produced by the Hertfordshire LEP aims to pursue a strategy of smart growth. This is growth based on knowledge and innovation, and is concerned with promoting a more resource efficient, greener and competitive economy. As part of this, one of the document’s objectives is to nurture science based enterprise and innovation and prioritise the upgrade of well-located strategic employment sites that can support these sectors.

Protecting the green belt

With the exception of Park Plaza North and South, all other land parcels at Park Plaza are within the Metropolitan Green Belt and as such its characteristic is to be open and permanent and its purposes are to check urban sprawl, prevent towns from merging, safeguard the countryside, preserve the setting and character of historic towns and assist in urban regeneration. The Council has undertaken a number of green belt studies to inform the new Local Plan process and their assessment of this area are set out below.

Green Belt Review

The Scott Wilson Green Belt Review states that the Park Plaza area helps to prevent urban sprawl and safeguard countryside. There are no weak inner green belt boundaries i.e. all existing boundaries are of a permanent and defensible nature. Park Plaza West specifically provides a barrier between main urban areas and open green belt, whereas the other land parcels to the north provide a more localised role by providing a barrier between Cheshunt and Bury Green.



Review of the Inner Green Belt Boundary

This study identified Park Plaza as an important undeveloped green corridor which prevents the urban area of Broxbourne merging with the London Borough of Enfield. It is very open to view and rural in character and therefore if brought forward there should be a wide belt of landscaping provided.

Metropolitan Green Belt covers most of the Brookfield area

the Park Plaza area performs an important green belt purpose in preventing the coalescence of Broxbourne and Enfield and also is the first area of open countryside as you enter Hertfordshire from London on the A10. There are also important recreational facilities in this area and Cedars Park is an historically important local park which has recently been enhanced. At the same time it does adjoin the urban area of the Borough with reasonable access to services. The A10 bisects the area and the M25 forms its southern boundary. The area does potentially therefore have very good access to the strategic road network and has potential to accommodate high value commercial development in a strategic gateway location. The Hertfordshire Strategic Employment Sites Study defines Park Plaza West as a prime business location. It was identified as part of the Southern A10 Corridor Employment Area of Search in the Core Strategy and judged to offer a unique opportunity for high-value employment activities that should only be brought forward for development in a highly landscaped environment that minimises impact and maximises gateway potential. It is therefore considered that the development potential of the area should be considered as part of the Local Plan process so long as this has regard to the important green belt function that this area performs.

Landownership and promotions

A summary of landownership and site promotions of the six land parcels (as set out on page 3), is provided below.

Land Parcel 1 – Albury Farm is mainly used for sports/leisure purposes but there are several farm buildings and associated farm land. It is about 27 hectares in size. All land in the Albury Farm land parcel has been promoted or identified for potential release/redevelopment. The various site promoters have sought a range of uses including improved sports facilities, residential development and education provision.

Mr A J Maxwell owns Albury Farm, which comprises of two separate fields to the north and south of Albury Ride of 1.3 hectares (to the north) and 3 hectares to the south. Hertfordshire County Council owns the freehold on the remaining 4.1 hectares of farmland to the north and all of the remaining 12.3 hectares of sports land to the south. All of this land is leased to Broxbourne Council on a 999 year lease.

Broxbourne Council has sub-leased 0.6 hectares to the Cheshunt Club for a 17 year period ending December 2020, 1.4 hectares to Cheshunt Rifle and Pistol Club for a 30 year period ending July 2035 and 9.9 hectares to Cheshunt Football Club for a 30 year period ending December 2040. The Cheshunt Club own the majority of their sports club site (2.4 hectares), with the exception of the western half of the pavilion which is built on leased land and the old tennis courts and bowling green which have been sold to a private landowner (0.8 hectares).

The access ramp to the Paul Cully footbridge is owned by Broxbourne Council and the A10 is managed by Hertfordshire County Council as the local highway authority. It should also be noted that outline planning permission exists for a new Sea Cadets building to the north of Cheshunt Rifle and Pistol Club (on 0.4 hectares of land).










Land Parcel 2 – Cedars Park is a designated green flag community open space and approximately 13 hectares in size. Owned by the Borough of Broxbourne, Cedars Park has not been identified for any forms of development other than play or open space provision or supporting activities. Under any potential development options it must remain as community open space.

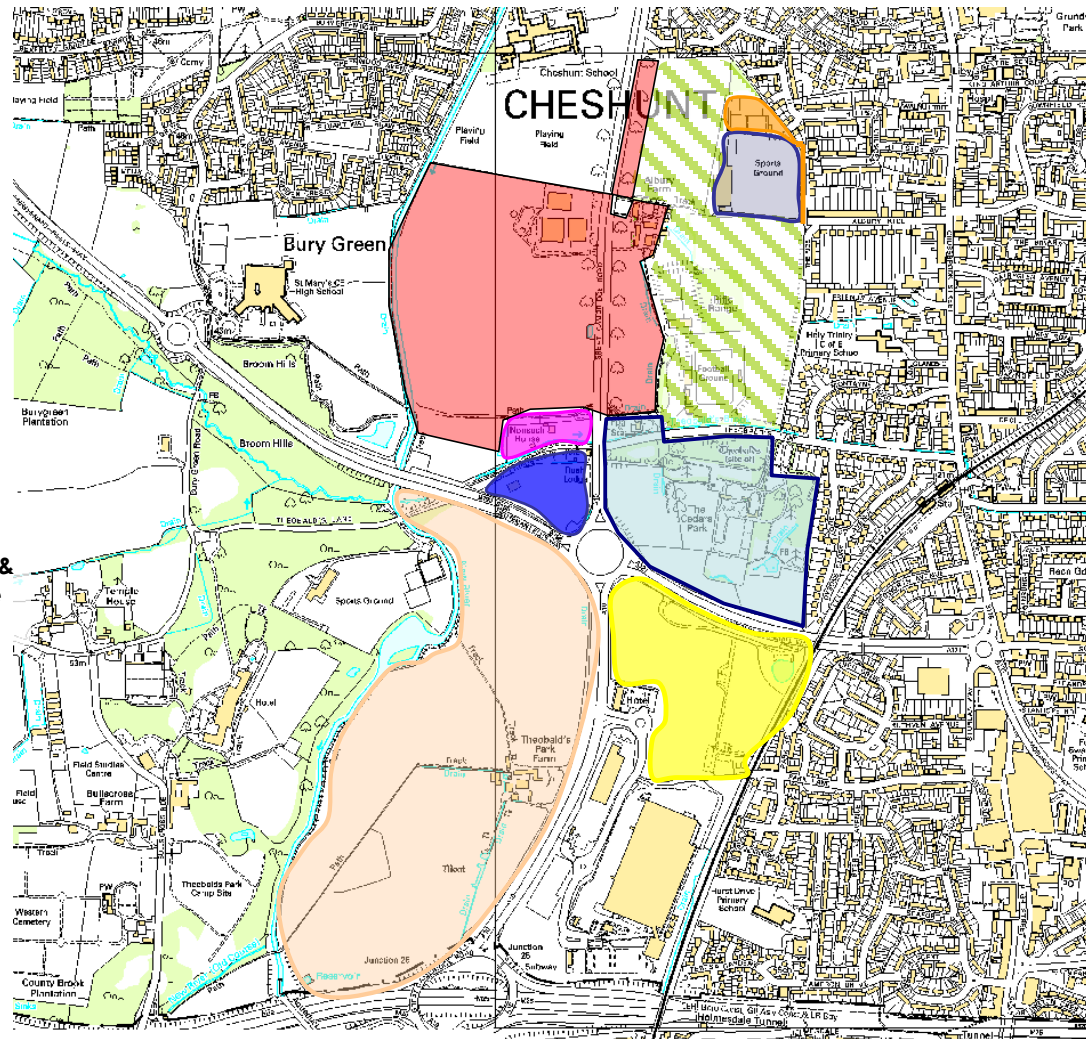
Land Parcel 3 – Park Plaza North is allocated in the 2005 Local Plan for employment development and has a development brief which supports high technology uses or businesses of national/regional interest. It is 10 hectares in size and continues to be promoted by the Co-operative Wholesales Society (existing landowner) for commercial uses as set out in the adopted development brief but no planning application for the site has yet been submitted at the time of writing. It is understood that the Co-operative Wholesale Society will shortly be marketing the site to potential developers.

Land Parcel 4 – Park Plaza South contains News International Ltd printworks and is 15 hectares in size. A planning consent for a 19,000 sqm landmark office development at Park Plaza South has been approved.

Land Parcel 5 – Park Plaza West, which comprises 37 hectares of Grade 2 and 3 agricultural quality land, is in single ownership (shared between three people) and is being actively promoted for commercial uses by the landowner/s in conjunction with a planning agent and commercial development company.

Land Parcel 6 – Maxwells Farm is mostly agricultural with some industrial units. It is about 22 hectares in size and has three separate landowners of which two have promoted their land for development. Mr A J Maxwell owns approximately 19 hectares or 87% of the land and Suffolk Life has promoted their 2 hectare site south of Theobalds Lane. The remainder of the land (1 hectare) is privately owned with a single property and has not been promoted. The site is partly grade 2 and 3 agricultural quality land. Although not identified as a potential development site, playing fields to the north of this land parcel are also within the green belt. They are owned by the Governing Body of Cheshunt School.

-  Single ownership shared between 3 people
-  Co-op Wholesale Society
-  Suffolk Life land
-  Privately owned site with one property
-  Land owned by A J Maxwell
-  Land owned by Herts County Council & leased to Broxbourne Council
-  Land owned by the Cheshunt Club
-  Private landowner
-  Broxbourne Council



Land ownership plan of the Park Plaza area (as of March 2014)

Development Options

The following development options have been appraised for the Park Plaza area, based on economic evidence, site promotions, development constraints and future development needs. Under all options Cedars Park is retained as community open space and the printworks are retained on Park Plaza South with the addition of the implementation of the planning permission for additional office development.

None of the options for development are necessarily supported by the Council and all raise significant planning issues. At this stage in the Local Plan process they are put forward purely to aid the decision making process.

For Park Plaza North, Park Plaza West and Maxwells Farm West:

Option 1 – development of Park Plaza North for high quality business park uses with the rest of the area retained in the green belt with no development promoted.

Option 1b - development of Park Plaza North for a mixed use commercial development with the rest of the area retained in the green belt with no development promoted

Option 2 – development of Park Plaza North for commercial development as envisaged in either Option 1 or 1b and development of Park Plaza West and Maxwells Farm West for business park/employment uses with access from Lieutenant Ellis Way.

Option 2b – as for Option 2 but with an alternative access option via the A10.

Option 3 – development of Park Plaza North for commercial development as envisaged in either Option 1 or 1b and development of Park Plaza West for a single major occupier. This option does not seek to develop Maxwells Farm West.

For the Albury Farm area:

Option 4 – maintain Albury Farm area as it is with no re/development.

Option 5 – develop land west of the Cheshunt Club for a primary school.

Option 6 – enable the sports clubs to redevelop within their own sites, thereby improving their sporting offer.

The Albury Ride area has been assessed separately due to its proximity to the urban area, the various land uses which currently occupy the site and its various available access options.

Option 1 – Development at Park Plaza North and no green belt changes

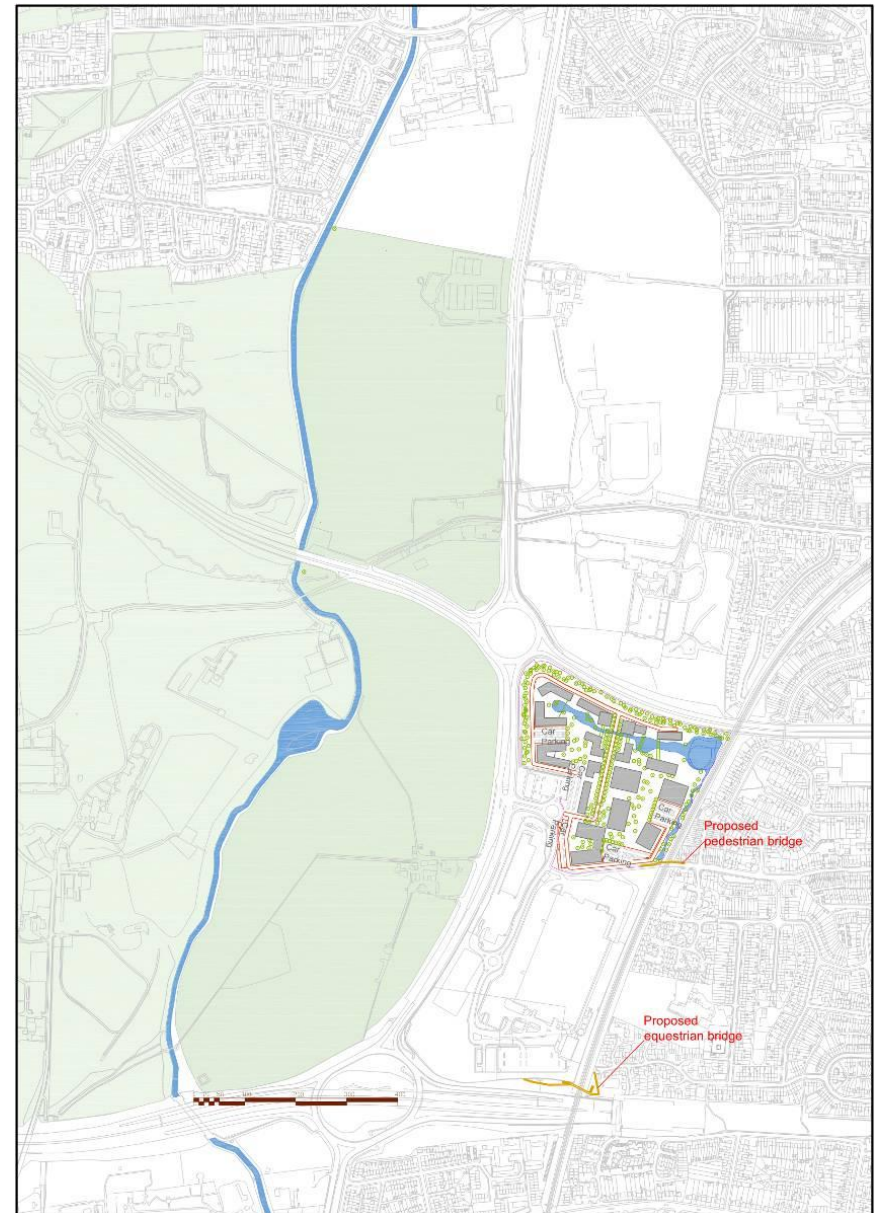
Under this option Park Plaza North would be developed for high value business park uses as per its allocation status and Development Brief.

This option only includes this development opportunity and presumes no other green belt release or commercial development at Park Plaza West or Maxwells Farm West.

The image shows a well landscaped scheme with access from the existing A10 traffic lights, which already provide access and egress for News International and the Travelodge hotel. It uses the existing pond in the north-eastern corner as a visual and sustainable urban drainage feature for the site and enables pedestrians to access services and facilities at Waltham Cross via the proposed pedestrian bridge at Park Lane.

It aims to respect existing residential properties to the east and vistas looking into the site and deliver the high technological uses and intense job generation envisaged in the development brief.

Park Plaza North could generate about 50,000 sqm of gross floorspace and 1,500 jobs. This is based on two-thirds development area, roads and car parking and one-third landscaping and a broadly equal mix of business park and high-tech industry plus some hotel/conferencing provision in the north-western corner of the site.



Co-operative Masterplan

The Co-operative Wholesale Society has also prepared masterplan drawings for Park Plaza North as illustrated in the image (right). It shows five different plots with units varying in size with access from both the A10 and Winston Churchill Way/A121.

Positive aspects of Option I

- ✓ Development of Park Plaza North would provide an important contribution towards the Borough's job provision with a potential mix of professional, technical, managerial and service support jobs.
- ✓ This option would not necessitate any further green belt release, thereby protecting the openness of this gateway location and continuing to provide a green wedge between Broxbourne and Enfield.
- ✓ The higher quality agricultural land to the west of the A10 would be retained.
- ✓ It already benefits from a site allocation, a development brief, existing access arrangements, a single owner who wishes to see the site developed and few constraints.
- ✓ This option would not significantly increase congestion on this part of the highway network. The existing A10 junction has been designed to accommodate development on Park Plaza North.



Negative aspects of Option I

- * Landowners and consultants suggest that office and high tech uses sought in the development brief are not viable in this location as the site is not of sufficient size to accommodate the scale of development required for a viable business park development. Further high quality commercial development of business type uses in the area may be required to kick-start Park Plaza North e.g. further development at Park Plaza West and/or Maxwells Farm West.
- * If high technological uses do not come forward on this site it may become susceptible to other uses including low skilled and/or low job generating commercial uses.
- * Access by non car modes of travel is limited.

Option 1b – Mixed use commercial development of Park Plaza North

Under this variation of option 1 a more flexible approach towards potential uses for Park Plaza North would be taken. Whilst the priority would still be for high value, high quality development, particularly on the more visible western part of the site, there may be an opportunity to relocate some existing retail warehouses and/or car showroom uses from Waltham Cross in order to free up town centre sites for alternative developments. This would support the implementation of the Waltham Cross Town Centre Strategy and the renaissance of Waltham Cross.

Positive aspects of Option 1b

- ✓ Development of Park Plaza North would still provide an important contribution towards the Borough's job provision with a mix of professional, technical, managerial and lower value jobs.
- ✓ This option would not necessitate any further green belt release, thereby protecting the openness of this gateway location and continuing to provide a green wedge between Broxbourne and Enfield.
- ✓ The higher quality agricultural land to the west of the A10 would be retained.
- ✓ It already benefits from a site allocation, a development brief, existing access arrangements, a single owner which wishes to see the site developed and few constraints.
- ✓ This option would not significantly increase congestion on this part of the highway network. The existing A10 junction has been designed to accommodate development on Park Plaza North.
- ✓ It could potentially support the relocation of town centre retail warehouse uses freeing those sites up for more appropriate alternative uses.
- ✓ Potentially more flexible and viable than Option 1 thereby encouraging the early development of the site.

Negative aspects of Option 1b

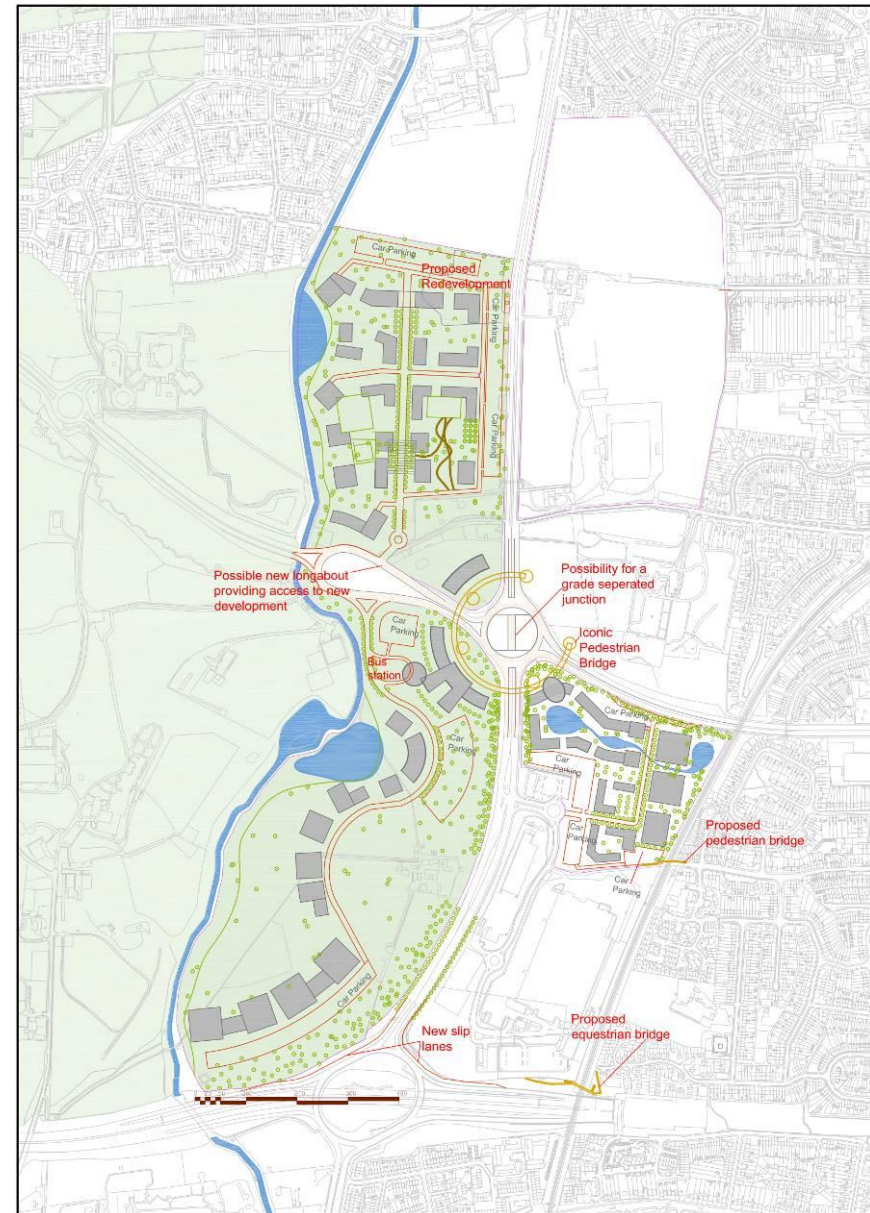
- * It would not deliver the level of high value jobs envisaged under Option 1 and would thereby make a more limited contribution towards meeting the Council's corporate employment aspirations.
- * It might prove difficult in practice to implement the relocation of existing uses from Waltham Cross town centre given the number of different owners and commercial aspirations involved. There is a risk then that the site could be developed to accommodate new users which would not bring the benefits sought in Waltham Cross town centre.
- * Access by non car modes of travel is limited.

Option 2 – High quality business park with access via Lieutenant Ellis Way

Option 2 and 2b could incorporate either of the options for Park Plaza North outlined above. Option 2 is for a development to deliver high quality jobs and commercial uses at Park Plaza West and Maxwells Farm West. This option has also taken into account Hertfordshire County Council's policy of no additional junctions on the A10. The diagram therefore shows access to Park Plaza West and Maxwells Farm West via a potential longabout along Lieutenant Ellis Way. In this option Park Plaza West and Maxwells Farm West, and by consequence Albury Farm, would be released from the green belt. Along with business park and high technology activities at Park Plaza West (and development at Park Plaza North), Maxwells Farm West would have a number of occupiers providing offices and high job generating activities.

Option 2 shows Park Plaza West as a high quality business park, with a number of occupiers and businesses which are high-tech, dynamic and innovative in nature, and would require highly skilled professional workers. It is situated in a well landscaped setting with a low density layout in order to maintain a green buffer between Enfield and Broxbourne.

This option could create in total about 150,000 sqm of gross floorspace and about 5,000 jobs. Park Plaza West is a low density scenario with two-thirds landscaping and one-third development, roads and parking and Maxwells Farm West is a medium density scenario with 50% landscaping and 50% development, roads and parking.



Option 2b – High quality business park with access via the A10

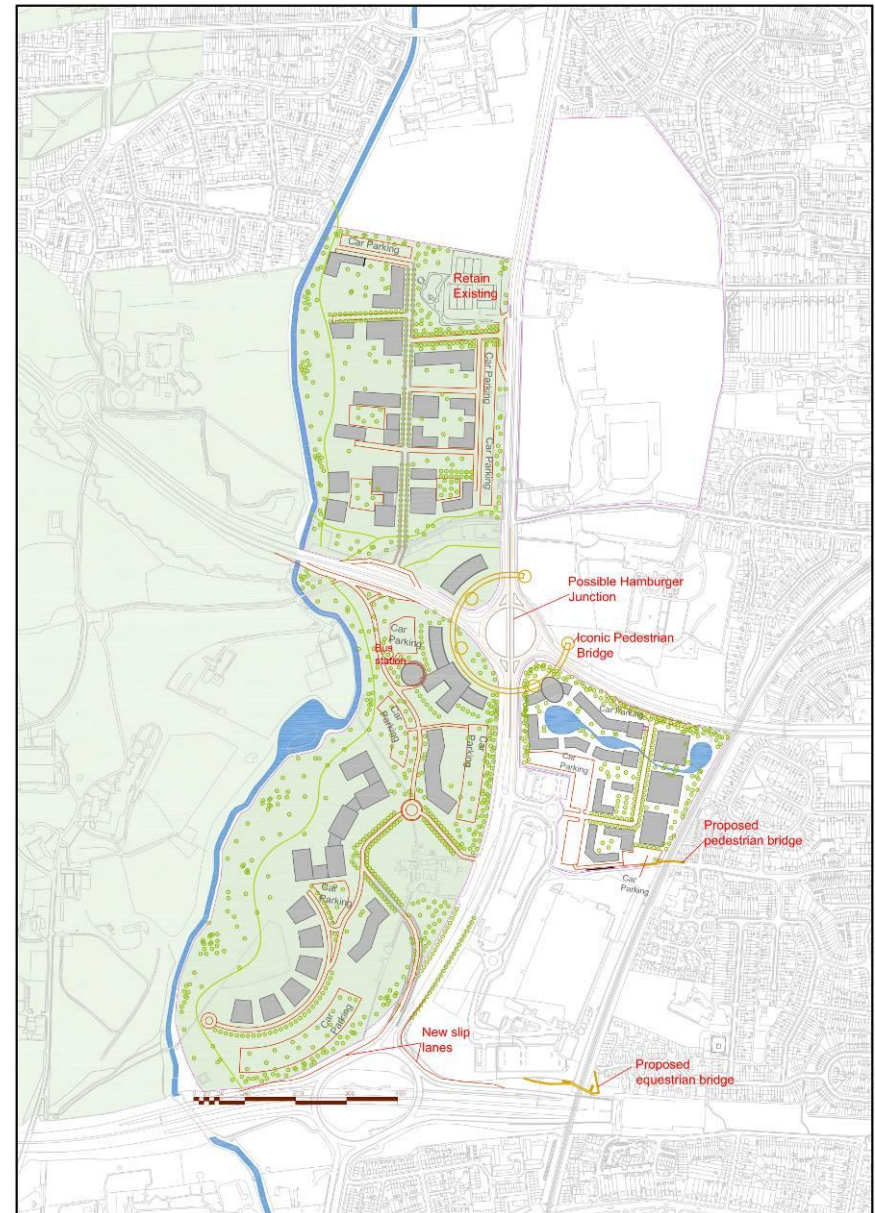
Option 2b also aspires for a high quality business park similar to that of option 2 with a number of occupiers at Park Plaza West and office and job generating activities at Maxwells Farm West, but with alternative access arrangements via the A10 and Lieutenant Ellis Way.

Separate slip roads on and off the A10 as shown by the diagram may be supported by Hertfordshire County Council as the local highway authority. This option would still enable access to the site from the A10 but would not cause a significant delay to vehicles travelling northwards unlike a new junction such as a roundabout or traffic light system. However it is also physically possible to provide an additional spur to the existing traffic light system.

This option will provide well landscaped layouts; however it would still necessitate the release of Park Plaza West, Maxwells Farm West and Albury Farm from the green belt using the New River as the new green belt boundary.

Options 2 and 2b both aim to respect existing features at Park Plaza West and Maxwells Farm West including the listed farm buildings at Theobalds Park Farm and the industrial uses at Maxwells Farm. They will allow for a bus stop within Park Plaza West in anticipation of an express bus service along the A10.

The alternative layout option provided in the image (right) could create about 200,000 sqm of floorspace and up to 6,000 jobs. This is a slight increase in the density from option 2 but the principle of a business park concept still applies.



Business Park Concept

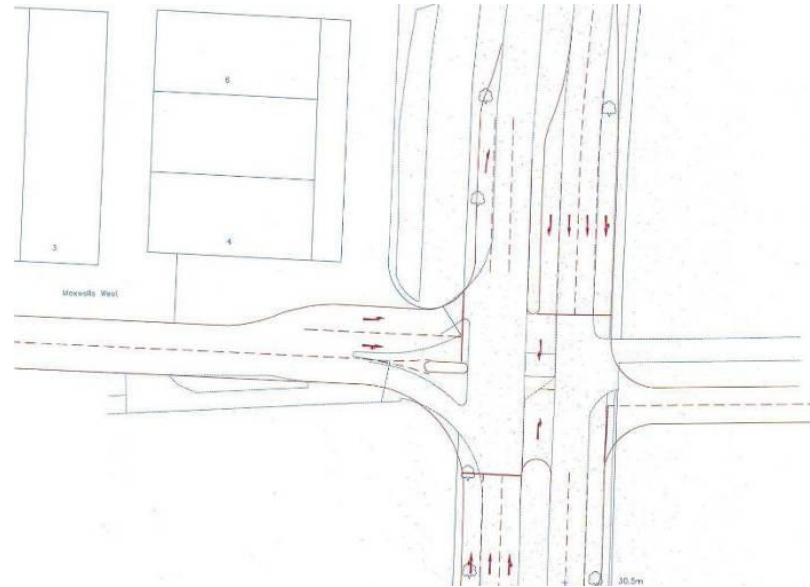
Options 2 and 2b seek to bring forward Park Plaza West and Maxwells Farm West for a high quality business park development. The business park could accommodate a combination of high tech uses similar to that of a research park where its strength lies in innovation and specialism and commercial park uses where businesses revolve around professionalism, training and entrepreneurship. Sectors could include bio-medical, computer/telecoms, consulting (technical), energy, environmental, financial, business and other non-technical, industrial technologies and materials.

The business park should be able to offer units for small start-ups including opportunities for hot-desking, SMEs, and large corporates. Space should be flexible and should respond to changing requirements for growing businesses. The business park should also contain a number of other facilities including bar/restaurant, childcare facilities, a choice of optic broadband systems, security, resources for Entrepreneurship, a health and fitness club and conferencing facilities. Ideally, outline planning permission would be sought and then plots divided and marketed. Reserved matters permission and then build work would commence once plots are sold/leased. Images of similar schemes are shown below.



Maxwells Farm proposed access arrangements

The agent for Maxwells Farm West has prepared a traffic light system access option (see right hand image) along the A10. This would enable vehicles to enter from the south and north into the site and provide a new access road into Albury Farm. Vehicles would be able to enter Albury Farm from the north and south but only leave to the south. The scheme would contravene Hertfordshire County Council's policy of no additional A10 junctions.



Nathaniel Lichfield and Partners Masterplan

The agents acting on behalf of Park Plaza West have prepared a masterplan for the site based on access from the existing A10 traffic light junction. The masterplan shows a relatively dense mix of 3 and 4 storey buildings with parking in a fairly well landscaped setting. It would include several drainage systems, incorporate the existing footpaths and retain existing listed farm buildings.



Positive aspects of Option 2 and 2b

- ✓ The development of Park Plaza West and Maxwells Farm West would deliver floorspace for professional and technological uses in a business park setting with a significant level of high value job generation. This would help retain more employees in the Borough thereby reducing out-commuting to London and elsewhere for these job types. Skill levels of the Borough's residents would be improved through the provision of these jobs and it will attract new investment thereby increasing expenditure in the Borough.
- ✓ This option may also help bring forward Park Plaza North by providing the mass required to attract larger firms.
- ✓ It would provide a highly visible location for such a prestigious development close to junction 25 on the M25 supporting corporate economic development aspirations.
- ✓ It would promote and improve the image of the Borough.

Negative aspects of Option 2 and 2b

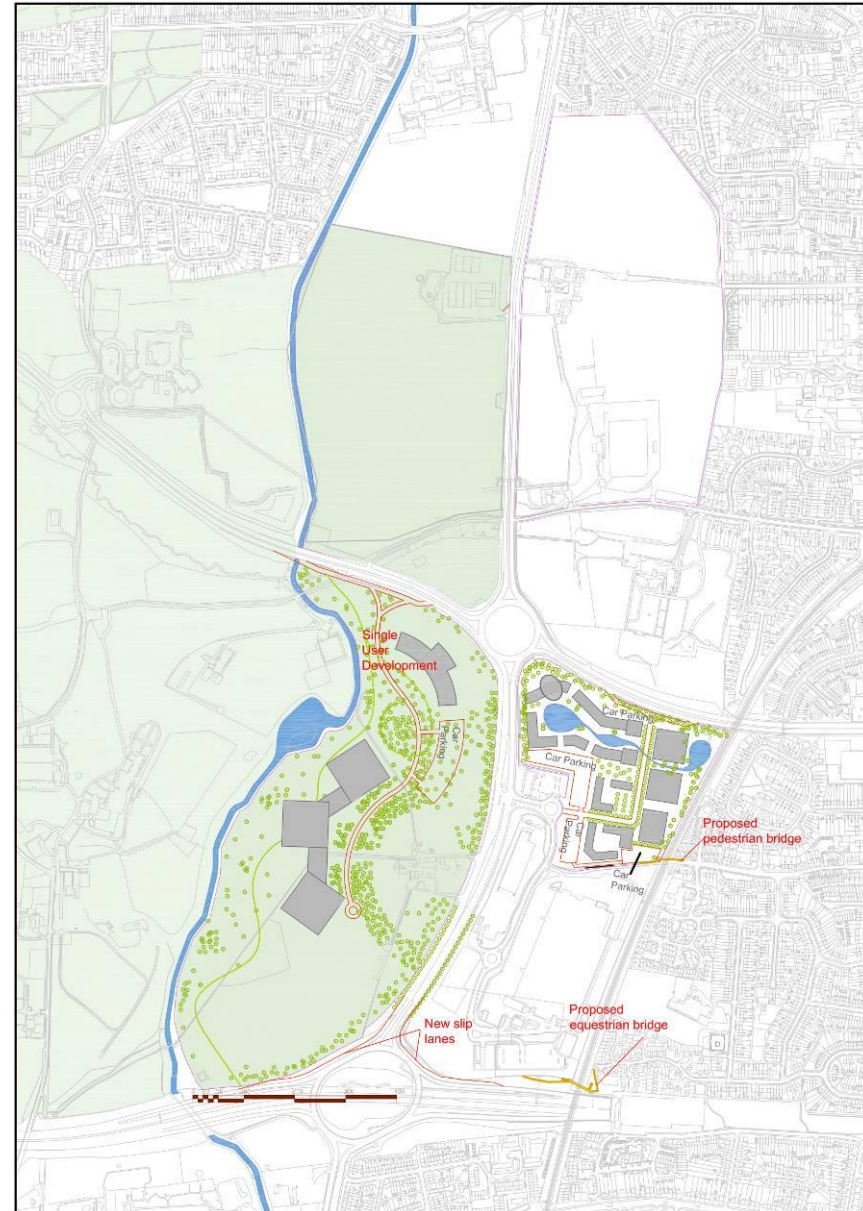
- * A significant amount of land would need to be taken out of the Green Belt. Although the draft layout shows a highly landscaped setting, the green buffer which helps separate London and Hertfordshire would be compromised.
- * The development of all three land parcels would result in a significant level of traffic generation in turn increasing congestion on the A10 and Junction 25 of the M25. Significant improvements to the highway network would therefore be required. The Cheshunt and Waltham Cross A10 Study suggests additional slip roads at Junction 25 of the M25 may be required to cope with development at a cost of over £42 million and a hamburger junction or full signalisation of the Lieutenant Ellis Way/Winston Churchill Way roundabout at a cost of over £2 million may also be needed. Cumulatively, development may also impact upon junctions further north of the A10 including College Road and Church Lane which may require a further £24 million to improve.
- * There is a risk that the sites fail to attract high technological businesses and firms and the sites may therefore, if taken out of the green belt, become susceptible to what would be considered undesirable uses in this location including general industry and warehousing.
- * There is a risk with option 2b of vehicles having to u-turn at major junctions because the slip roads out of the land parcels do not allow right hand turns. This may increase congestion further along the network.
- * Loss of good quality agricultural land and potentially a significant impact on the local landscape.
- * Sites are currently poorly related to facilities and non car modes of transport. Significant improvements would be required to support delivery of sustainable development.
- * This level of job creation could result in net commuting into the Borough with high levels of traffic generation.

Option 3 – Park Plaza North and single occupier at Park Plaza West, with no development at Maxwells Farm

Option 3 seeks to develop Park Plaza West for a single occupier with a single access point via Lieutenant Ellis Way. However this is not to say that separate slip roads on and off the A10 could not be provided (similar to that of option 2b). This option would help maintain, to some degree, the green buffer between Enfield and Broxbourne by not favouring any development at Maxwells Farm West.

This option could create about 100,000 sqm of gross floorspace and about 3,000 jobs. This is based on a more concentrated form of development at Park Plaza West where one single occupier would be based on the site with significant areas of the site retained as landscaped open space.

It is possible that under this option the site could be retained in the green belt as the lower level of development proposed, and the quality of landscaping envisaged, would retain the essentially open nature of the site. As a consequence, if Park Plaza West is not released then the existing green belt boundaries in this area would be retained and that, in particular, the land to the north would be retained in the green belt. If this site were removed from the green belt it would be logical that Maxwells Farm West, Albury Farm and Cedars Park should also be released in order to prevent unconnected islands of green belt land. The New River would act as the new green belt boundary.



Positive aspects of Option 3

- ✓ A lower level of development at Park Plaza West, and precluding any further development at Maxwells Farm West, would maintain a degree of separation between Broxbourne and Enfield and help maintain the sense of openness when arriving in the Borough.
- ✓ No changes to the existing green belt boundary in this area may be needed. This would reduce the risk of a multiple user development should a suitable single occupier development not come forward.
- ✓ It is considered that a single occupier would still provide a significant level of job generation and would thereby help improve job provision in the Borough and increase skill levels (this is dependent however on the occupier).
- ✓ Traffic generation and the resulting congestion levels on this part of the highway network would not be as severe as likely under Options 2 and 2b but improvements to the highway network would still be required. This may require a hamburger junction or full signalisation of the Lieutenant Ellis Way/Winston Churchill Way roundabout at a cost of over £2 million.

Negative aspects of Option 3

- * A single occupier may not generate the job numbers and critical mass needed to help kick-start development at Park Plaza North.
- * It is questionable whether the site would be viable for a single user occupier particularly if it is retained in the green belt.
- * There is a risk that a single occupier would contain its own services/facilities, therefore reducing outward investment in the Borough particularly Waltham Cross. It may relocate existing employees therefore providing little new job provision for local residents. Furthermore it may not necessitate an express bus service along the A10 which continues to be an important Council aspiration.
- * There would still be a loss of good quality agricultural land and an impact on the openness of the area.

The following options for the Albury Farm area could be pursued with any of the above options for Park Plaza North, Park Plaza West and Maxwells Farm West.

Option 4 – Maintain Albury Farm area as it is with no re/development

Under this option all of the Albury Farm area would, subject to whether the remaining Park Plaza parcels are retained in the green belt, be retained in the green belt with no form of development or redevelopment taking place.

Positive aspects of Option 4

- ✓ Continues to provide a green buffer and a sense of separation between Enfield and Broxbourne. It would also retain green belt openness.
- ✓ No additional pressure placed on highway network – both on the A10 and on localised roads.
- ✓ Green belt policies or urban open land protection policies would continue to provide a degree of control over existing uses on the site.
- ✓ Land retained for recreational and agricultural uses.

Negative aspects of Option 4

- * The Council needs to identify sites and land for approximately 5,000 homes in the Borough over the plan period. Over half of this will likely need to be found in the green belt. Albury Farm could make a contribution towards this provision if considered an appropriate and sustainable location.
- * There is an identified long term need for additional school places in the Cheshunt East area and the County Council has requested that a site at Albury Farm be reserved for a primary school.
- * The opportunity to improve recreational/leisure facilities may not be realised.

Option 5 – Develop land west of the Cheshunt Club for a primary school

This option would redevelop land west of the Cheshunt Club for a 2 form of entry primary school. This would satisfy the County Council's request for a new primary school to serve the local area. The option would retain everything else at Albury Ride in its current position. The preferred layout, if the Cheshunt Club is to be retained in its current position, is to locate the school buildings to the east close to the Cheshunt Club and the playing fields would be located to the west closer to the A10 in order to maintain some form of green buffer between the urban area and the highway. The school would be accessed via Albury Ride, or possibly via a new access from the A10 if Maxwells Farm were developed in accordance with Option 2b. The County Council has requested that the site of any new school buildings should be taken out of the green belt as recommended by Inspector's at other Public Examinations.

Options for new green belt boundaries for Option 5 can be found on page 37.

Positive aspects of Option 5

- ✓ This option would support improved education provision in the area.
- ✓ If playing fields were located to the west at the A10, this option would continue to provide some form of green buffer and a sense of separation between Enfield and Broxbourne assuming that Maxwells Farm West is not being developed.
- ✓ Less pressure added to the highway network (in comparison to Option 6 below) – both on the A10 and on localised roads.
- ✓ Depending on the new boundary, green belt policies would continue to provide a degree of control over some or all of the existing uses.
- ✓ Land would be retained for recreational uses.

Negative aspects of Option 5

- * The Council needs to identify sites and land for approximately 5,000 homes in the Borough over the plan period. Over half of this will likely need to be found in the green belt. Albury Farm could make a contribution towards this provision if considered an appropriate and sustainable location.
- * The opportunity to improve recreational/leisure facilities as part of a comprehensive development scheme would not be realised.
- * The site would result in the loss of grade 2 agricultural land.
- * This option may result in the loss of green belt land unless it was all to be fully retained.

Option 6 – Enable the existing sports clubs to redevelop within their own sites

The options above would restrict the opportunity to improve sporting facilities for existing occupiers as they would not generate the funding which might be needed to deliver those improvements. To improve this situation proposals have been prepared by both the owners of Cheshunt Football Club and the Cheshunt Club. These proposals are separate from one another and would take place within their own sites. An earlier proposal which would see the Cheshunt Club relocated to the Football Club and their site redeveloped for housing to enable improvements to both clubs has been discounted at this stage on deliverability grounds.

Cheshunt Football Club

Cheshunt Football Club proposes to improve their existing sporting offer by creating a Sports Village within their site. Their scheme involves the creation of a stadium environment where the stadium itself has several additional floors containing a mix of commercial, leisure and residential opportunities. Such uses could include a community hub, a health centre, children's crèche, youth centre, gym and dance studio, cafes and office accommodation.

To enable redevelopment of the Sports Village within the stadium, the Club will look to redevelop land to the east for residential uses. This land is currently used as a grassed training area. Both the stadium and housing site would be accessed via Theobalds Lane to the south but would have separate access points. The Club has undertaken a transport assessment which states that the immediate highway network i.e. Theobalds Lane has capacity for approximately 150 homes, however some improvements to the road may be required. The Council is undertaking its own wider transport assessment to assess the cumulative impact of development on the Borough's highway network.

Six pitches, excluding the stadium pitch, would be retained to the north including a 3G all-weather pitch with floodlighting. It is possible to create an additional medium sized pitch on land to the west to help negate the loss of the training area to the south. Cheshunt Football Club does not own any of the land in question and for their benefit and security, would require a long lease for the site.

The residential element of the scheme could be released from the green belt using the sports pitches and the stadium as the new green belt boundaries. This does make the remainder of the land to the west susceptible to release with the A10 acting as the new Green Belt boundary.

Cheshunt Rifle Club, located to the west of the Football Club would remain in situ and would not be redeveloped as part of this proposal.



Cheshunt Football Club with improved stadium facilities, enabled by residential development

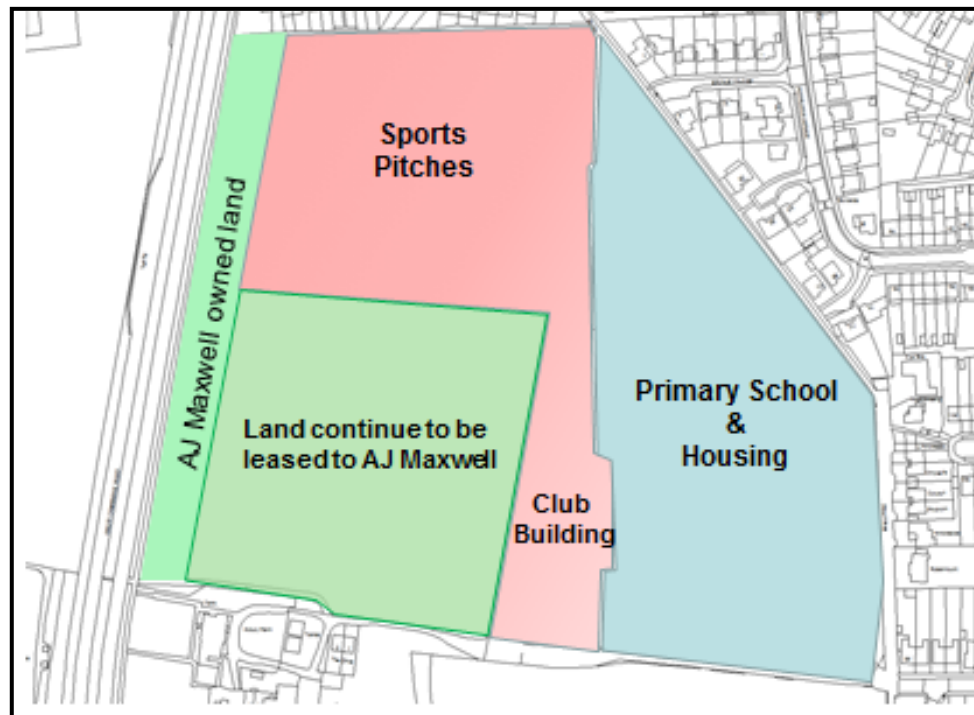
The Cheshunt Club

The Cheshunt Club currently provides indoor and outdoor bowls, squash, cricket and hockey facilities as well as some other supporting activities. The Cheshunt Club currently lease approximately 0.5 hectares from the Council, including half of their existing building. They also own the freehold of 2.4 hectares of land to the east, currently used as sports pitches, and has sold off 0.8 hectares north of this to a private landowner. This private landowner third party has promoted their land for development as part of the Local Plan process. Most of the land west of the Cheshunt Club (4.1 hectares) is leased to A J Maxwell with the remainder (1.3 hectares) owned by A J Maxwell.

The Cheshunt Club would like to own a similar amount of freehold land as they currently have whilst also improving their club building. The Club has submitted a proposal which seeks to relocate their sports pitches from their freehold land onto land which the Council currently leases to A J Maxwell and has been promoted for a primary school by the County Council. The Club would request that the sports pitch land is transferred to them as freehold.

In exchange, the Club will give their freehold land to the east to the Council to redevelop for a school and, if there is capacity, some housing. This could possibly incorporate land to the north which is currently in private ownership. The Club's proposal would seek some form of finance, possibly through a Section 106 agreement through any new housing development, to redevelop their club building.

It is possible that the primary school building and housing (capacity permitting) could be released from the green belt with the sports pitches and club building acting as the new green belt boundary. This does make the remainder of the land to the west susceptible to release with the A10 acting as the new Green Belt boundary.



The Cheshunt Club's proposals would locate residential and schooling to the east close to the existing urban area

Positive aspects of Option 6

- ✓ An opportunity to provide improved sporting and leisure facilities.
- ✓ Improve the long term viability and retention of the Cheshunt Club and Football Club.
- ✓ The option would contribute towards improved housing and education provision.
- ✓ A potential developer is available to implement the Football Club scheme. All sites have been promoted and are available.
- ✓ These options would relocate built form to the east of the sites, closer to the urban area and away from the A10. This would continue to retain some form of openness along the western boundary of the sites.
- ✓ This option would retain some grade 2 agricultural land to the north of Albury Ride.

Negative aspects of Option 6

- ✗ The option would
- ✗ The scale of development would result in a loss of openness even though development is located as far east as possible.
- ✗ Removing the residential development/primary school land from green belt to facilitate redevelopment of the sports clubs would lead to pressure to remove the remaining land between the Clubs and the A10 from the green belt also. The A10 would become the new defensible long term green belt boundary.
- ✗ Depending on access options and final development numbers, there would be an increase in traffic on Theobalds Lane, Albury Ride and the A10.
- ✗ Impact of development on existing residential areas to the north and east.
- ✗ This option would result in some loss of grade 2 agricultural land to the north of Albury Ride where sports pitches would be relocated.

Green belt Boundaries

As illustrated on page 18, the Park Plaza area green belt helps to prevent urban sprawl, safeguard countryside and is important in preventing the coalescence of Broxbourne and Enfield. Pages 7 to 10 also show how a lot of the land in the Park Plaza area is open with long vistas across agricultural fields. Therefore the Council must demonstrate exceptional circumstances when examining any potential release of green belt in this area and if land is released, development must be sensitively planned with the landscape. When examining the possibility of new green belt boundaries in the Park Plaza area, it is also important to consider the Bury Green Development Options report. This Development Options Report identifies a number of potential development sites in and around Bury Green and as a result suggests that a new defensible green belt boundary could be drawn along Lieutenant Ellis Way to the west, Goffs Lane to the north and the New River to the east. The removal of the Bury Green area from the green belt would result in a segment of green belt at Maxwells Farm, Albury Farm and Cedars Park intruding into the urban area and a larger swathe of green belt from Park Plaza West heading westwards towards Theobalds estate.

Options 1, 1b and 4 of this document would not necessitate any green belt release and existing green belt boundaries would not be altered in the Park Plaza area.

Options 2 and 2b would seek to develop both the Park Plaza West and Maxwell's Farm West sites. In planning terms it would be sensible to release both areas from the green belt if this option were implemented. However, in order to avoid an isolated green belt 'island' (as shown on [image 1](#) on page 38), Albury Farm and Cedars Park may also need to be released from the green belt. Without alternative policy protection this could leave the Albury Farm area particularly susceptible to development but would mean that the New River would become the new green belt boundary

Option 3 would develop Park Plaza West for a single occupier in a well landscaped setting. It would not develop Maxwells Farm West. Removing Park Plaza West from the green belt may make the site susceptible to a more intense form and scale of development which would erode the green gap between Enfield and the southern part of the Borough. Furthermore, Maxwells Farm, Albury Farm and Cedars Park would again become a green belt 'island' situated in the middle of the urban area between Bury Green and Park Plaza West/Park Plaza North (as shown in [image 2](#)). Removing all of this land from the green belt as well and using the New River as the new defensible green belt boundary, would be sensible in green belt boundary terms but would leave all land parcels susceptible to development without an alternative policy protection.

The alternative option is to retain Park Plaza West in the green belt. This would help manage the form and scale of development and maintain control over Maxwells Farm West, Albury Farm and Cedars Park. However evidence from more recent Local Plan Public Examination reports suggests that any built form in the green belt which is to be allocated in a Local Plan should be removed in order to provide long term defensible boundaries. Maintaining Park Plaza West in the green belt and allocating it for employment uses would be contrary to national planning policy. Furthermore commentary provided by the land agent for the site suggests that it will be less marketable and appealing to commercial companies if it is within the green belt.

To avoid the creation of a 'green belt island', and to avoid irrevocable harm being made to the green belt, by protecting Albury Farm, Maxwells Farm and Cedars Park, Park Plaza West should ideally be retained in the green belt if developed under Option 3. Such an option would likely be challenged at Public Examination

Option 6 of this document proposes a complete redevelopment of Albury Farm and in turn it would be logical to remove the entire site from the green belt, using the A10 and Theobalds Lane as new green belt boundaries. Cedars Park would be retained in the green belt. This would remove green belt constraints from the area making future re/development easier to deliver in policy terms. Despite the fact that this would result in loss of green belt land, the land parcel could be removed without needing to release any other land in the Park Plaza area. **Image 3** shows what the area would look like if Albury Ride were the only land parcel to be removed from the green belt.

A primary school to the west of the Cheshunt Club, as proposed under Option 5, could be built and retained in the green belt with policies put in place to support future re/development of the land for education uses. This would retain all land at Albury Farm in the green belt, maintaining control over redevelopment of existing leisure facilities and agricultural land. However, as stated above, if the Council were expected to remove any new allocated buildings from the green belt, even those in education use, Albury Ride and the A10 could become new green belt boundaries (**image 4**). This would also remove the Cheshunt Club from the green belt, making it susceptible to development, possibly under Option 6. It would however retain Cheshunt Football Club and agricultural land along its western side in the green belt.

An alternative option, under development Option 5, is for the school buildings and the Cheshunt Club to be removed and the school playing fields to be retained in the green belt, thereby maintaining a green belt strip along the A10. However there are no definable defensible green belt boundaries on the agricultural field that would differentiate the school's playing fields from the school buildings. Furthermore a detailed layout for the school has not been established; therefore the new green belt boundary would be difficult to define. In order to maintain some form of control of development at the Cheshunt Club, an ideal layout would be to relocate the Club to the western side of the site in the green belt with its sports pitches facing the A10, thereby maintaining a green buffer. The school would be situated to the east and would be removed from the green belt, the existing hedgerow and Albury Ride acting as new green belt boundaries. Such an option would likely not be viable.

It is recommended that, as there are no logical green belt boundaries on land west of the Cheshunt Club to distinguish between school buildings and playing fields, as no school layout has been established and in order to maintain some form of control of the Cheshunt Club, if Option 5 were to be implemented the school and all land at Albury Ride should be retained in the green belt.

The green belt commentary above does not take into account the positive and negative aspects of each development option but is an examination of what logical green belt boundaries could be implemented and what implications will arise if land were released.

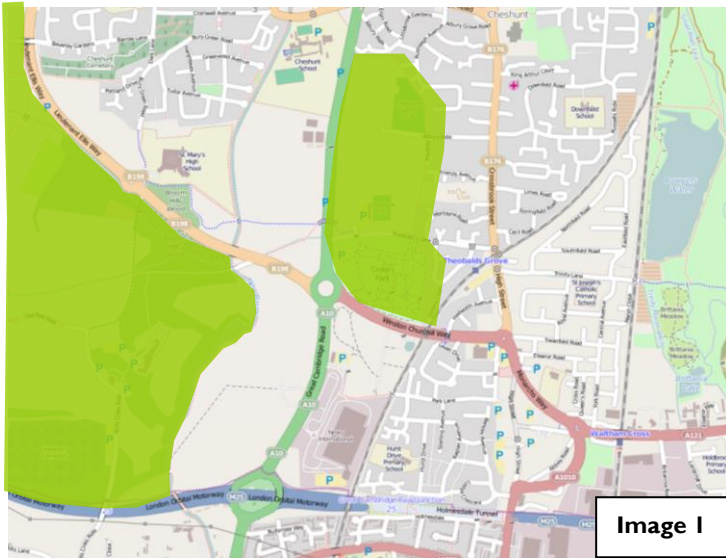


Image 1 shows the removal of Park Plaza West and Maxwells Farm West from the green belt with Albury Farm becoming a 'green belt island'.

Image 1

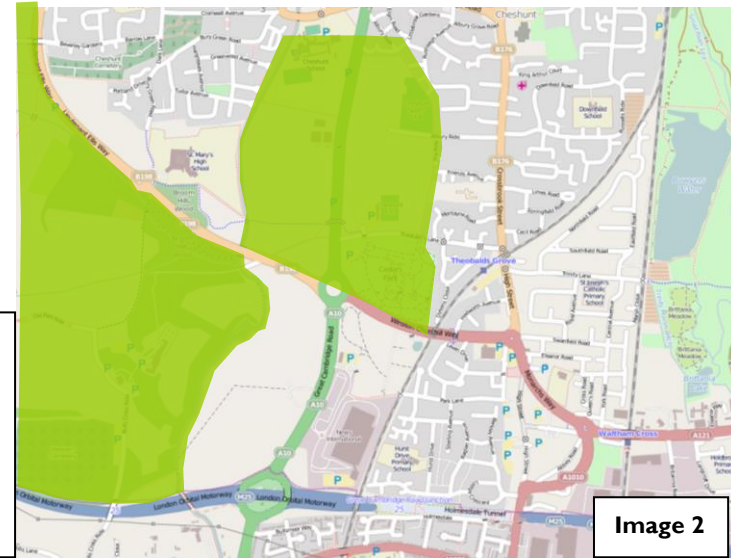


Image 2 shows the removal of Park Plaza West from the green belt and Maxwells Farm and Albury Farm becoming a 'green belt island'.

Image 2

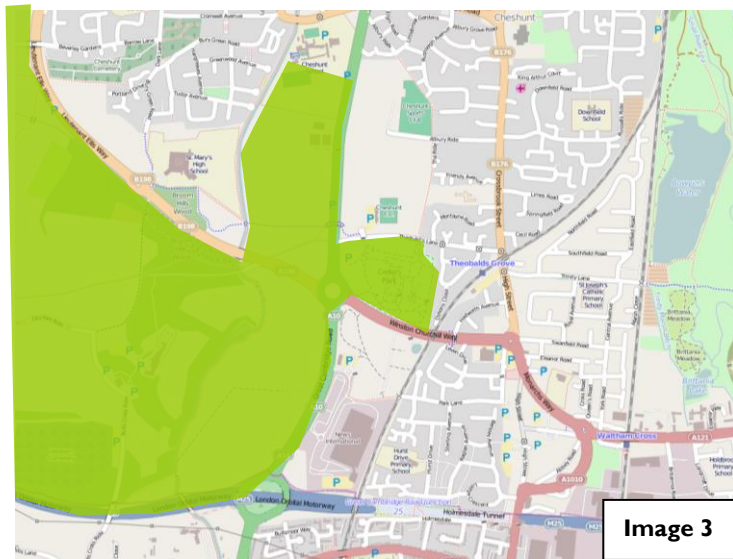


Image 3 shows the removal of Albury Farm from the green belt with all other land retained.

Image 3

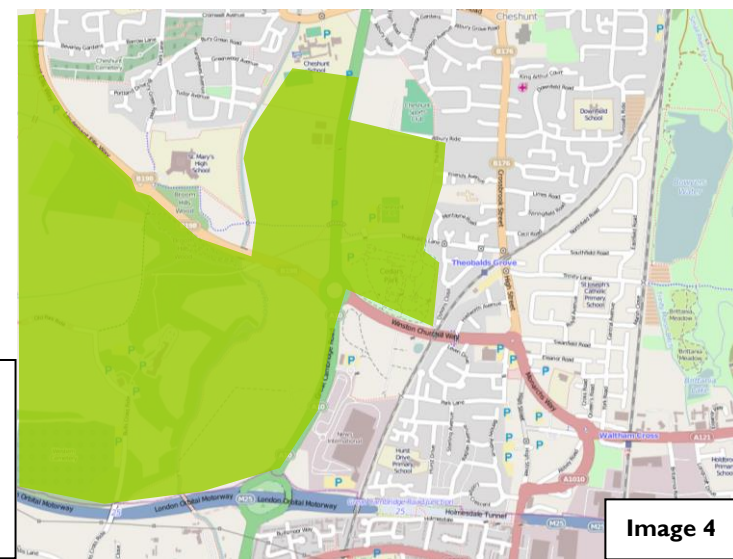


Image 4 shows the removal of land north of Albury Ride from the green belt and all other land retained.

Image 4

Alternative uses

The Park Plaza area's prime position on the A10 north of Junction 25 of the M25, favours it for a high quality business park development. It is prudent however in concluding this assessment of the potential development options, to consider other reasonable alternative uses for the Park Plaza area including the potential for land to accommodate housing, retail, sport, recreation or horticultural uses.

The only site considered potentially suitable for some housing is Albury Farm due to its proximity to services and its location adjoining the existing urban area. It is considered that a more significant residential development in this locality would not take advantage of its gateway location. The area's severance, due to the existing road and rail network, means that access to services and facilities for new residents would be extremely poor. Whilst new facilities could be provided as an integral part of any major development they would not relate well to the existing urban area. Therefore the land parcels are not considered suitable or sustainable for major residential use, particularly given other potential options for such development in the Borough.

Retail uses should ideally be located in the Borough's shopping centres in the first instance i.e. Hoddesdon, Waltham Cross, Cheshunt and Brookfield. Relocating retail uses, including shops, leisure and entertainment to Park Plaza would ultimately require the use of a car to travel to as there is no bus service on the A10 and no railway station within close proximity. It would also affect the viability and vitality of existing retail centres and would only partially fulfil the Council's ambitions for more high quality jobs. However Park Plaza North could potentially accommodate the DIY stores from Waltham Cross town centre to enable their redevelopment for more appropriate uses which would support the economic vitality and viability of the centre.

Like Albury Farm which includes various sporting activities, the remaining land parcels may be suitable for other recreational facilities either for new clubs or by relocating existing clubs that wish to expand. Like retail uses, sporting facilities would not offer the high quality jobs the Council is aspiring to provide. However it would retain the essentially open nature of the area and would not raise the same traffic generation issues in peak hours as commercial development.

The Borough's glasshouse industry, based mostly in the Goffs Oak area, has been in rapid decline and most of the existing sites are too small to be revived as viable glasshouse businesses. New operators for glasshouses are interested in developing modern sites with larger and taller premises. To reinvigorate the Borough's glasshouse industry Park Plaza could accommodate new glasshouse premises. However new glasshouse structures can be intensive and could erode a prime green belt gateway location. This use would not provide the type of high quality jobs the Council is hoping to generate; neither would it support high quality design through new development. The alternative option for supporting food production in the Borough is to retain the remaining parcels of undeveloped grade 2 agricultural farm land at Park Plaza in agricultural use.

Reference has already been made to the need to identify a site for a new 2 form of entry primary school and land at Albury Farm has been identified as the preferred option for this. There is also a need for a further primary school site in the Waltham Cross area. Park Plaza is not a suitable location to meet this need because of its severance from the main urban area by the railway line and Winston Churchill Way. Whilst the proposed new footbridge over the railway at Park Lane will improve connectivity to the urban area it is still considered that this area is too remote to meet Waltham Cross's needs for a new primary school.

Two other specific needs which have been identified as part of the Local Plan process are the requirement to potentially identify additional sites for Gypsy and Travellers and Travelling Showmen. Both uses require flat relatively open sites with good road access. They are both primarily residential uses so reasonable access to services and facilities is also required. A Travelling Showmen site also requires room for the storage and maintenance of fairground equipment. Whilst both uses could in theory be accommodated within the Park Plaza area alternative options are being considered by the Council for Gypsy and Travellers. This area could though be a suitable location to provide a site for Travelling Showmen and it is considered that the options should be given further consideration as work on the Local Plan progresses.

Potential infrastructure requirements

Improvements to the highway network

Provision has already been made to access development at Park Plaza North via the existing traffic light junction which serves the printworks site. This can also accommodate the additional office development proposed on that site. Further development in the Park Plaza area could, depending on the scale of development proposed, potentially have a severe impact upon road congestion on the A10 and Junction 25 of the M25, particularly when combined with other development anticipated in the Borough over the Local Plan period. Therefore the highway network will require significant improvement. The Cheshunt and Waltham Cross A10 Study suggests additional slip roads at Junction 25 of the M25 may be required to cope with development at a cost of over £42 million and a hamburger junction or full signalisation of the Lieutenant Ellis Way/Winston Churchill Way roundabout at a cost of over £2 million may also be needed. Cumulatively development may also impact upon junctions further north of the A10 including College Road and Church Lane which may require a further £24 million to improve.

An express bus service along the A10

This area is currently remote from existing passenger transport services. Discussions have taken place on the potential for an express bus service to be provided along the A10. At present, bus services from London terminate at Waltham Cross after travelling through the main urban area. At no point does a bus service travel along the southern part of the A10 in Broxbourne. An express bus service could serve all of the land parcels and then travel further north to Brookfield making it easier for both employees and shoppers to move between services. Whilst the proposed Park Lane footbridge will improve pedestrian/cycle access to Waltham Cross town centre and the railway station, more investment would be needed to improve accessibility for non car modes of travel. Cost estimates for a new bus service will depend on frequency, number of buses and the distance the service is running. However in general a bus service could cost approximately £120,000 a year to run and £200,000 per bus.

A network of cycle and footpaths

It is also important that there are a number of interconnected paths and cycleways between land parcels and services and facilities in the urban area. All of the land parcels in the Park Plaza area are connected in some manner through bridges, underpasses, pathways and signalisation but these may have to be improved for both cyclists and pedestrians. Internal pathway structures will have to be carefully planned as part of any masterplanning for the sites.

Railway improvements

To enable employees to access land parcels via rail, particularly Park Plaza North and Park Plaza West, it may be possible to relocate Theobalds Grove Station to Park Lane where the existing level crossing currently resides. The main challenges to the provision of a new or relocated railway station include a suitable stretch of land along the railway line that can accommodate a railway station and secondly the site should ideally be accessible by road with some, if only limited, parking spaces. In all cases existing land uses and the impact on local residents at Park Lane must be taken into account.

As an example, Theobalds Grove Railway Station has a 200 sqm ticket office, toilets, benches and lighting, two platforms of approximately 200 metres and a connecting bridge. The platforms and track are about 20 metres wide. A station of this size could possibly be provided at Park Lane but some land may be required from Park Plaza North or South for the provision of a wide enough platform and a potential new ticket office. There may need to be a parking area for commuters within the Park Lane area or new enforcement measures to prevent commuters parking in the residential area.

The construction of a new railway station will inevitably be expensive, although examples vary considerably. A new two platform station at Southend Airport cost £12.5 million while a similar project at Corby cost £8.3 million. The Government has recently announced funding of £6.5 million for a new two platform station at Lea Bridge in Waltham Forest and £1.5 million for a new platform at Newcourt in Devon. If the station were relocated it would release the existing Theobalds Grove site for redevelopment which might assist funding. Consideration would have to be given to the impact on existing station users who might be inconvenienced by any relocation.



Service provision

The development of the land parcels may necessitate new service provision, including connections to utilities and new community facilities. A primary school at Albury Ride would be supported by Hertfordshire County Council as the local education authority and further community uses may be developed through the redevelopment of the sporting facilities including the additional provision of commercial and supporting leisure uses.

Loss of uses

If the Park Plaza area was favoured for development for the uses and layouts set out in the development options section, there may be a loss of some uses which could have a potential detriment to the Borough. Redeveloping part of Albury Farm and Park Plaza West will result in the loss of grade 2 quality agricultural land which is suitable for food production. If the existing sporting facilities are not redeveloped at Albury Farm it may result in their decline.

Summary and conclusions

This report presents a number of options for the potential development of the Park Plaza area. They are not necessarily mutually exclusive and there are potentially a number of sub options which could incorporate elements from any of the main options discussed in this report.

In terms of commercial aspirations the options include; 1) the development of Park Plaza North only, either for high quality offices/high tech uses or as a more mixed enterprise area including bulky goods retailing; along with 2) the development of Park Plaza West and Maxwells Farm West as high quality business parks; or 3) the development of Park Plaza North with Park Plaza West developed for a headquarters/single occupier.

Developing Park Plaza North only would provide an important contribution towards job provision and would not require the release of green belt land. However further commercial development in the area may be required to kick-start Park Plaza North, and if it fails to come forward in the medium term, it may be susceptible to other forms of development. Developing Park Plaza West and Maxwells Farm West for business park uses may provide the mass required to attract larger firms, help provide professional jobs thereby improving skills in the Borough. However the development of both sites together would have a significant impact on the highway network, create a potential merging of Enfield and Broxbourne and if released from the green belt would be highly susceptible to other forms of potentially unwanted development. The development of Park Plaza West only as a headquarters/single occupier could well attract other businesses to Park Plaza North, would have less of an impact on the highway network, and if left in the green belt would be less susceptible to further development. If well landscaped, the green buffer between Enfield and Broxbourne would still, to some degree, be retained.

In terms of Albury Ride the options include; 1) a do nothing option; 2) redevelopment of land to the west of the Cheshunt Club for a primary school; or 3) redevelopment of existing sports clubs within their own sites with some level of housing to enable development and a primary school. The do nothing option would retain green belt and openness but may also restrict the opportunity to improve facilities for existing occupiers, particularly some of the sporting facilities which require ongoing investment and which perform an important local function. The second option would retain existing sporting facilities but provide a 2 form of entry primary school, something which the County Council has requested for the area. The third option would provide new facilities and buildings for the existing sports clubs with the intention that this will help secure their longevity. However this needs to be carefully planned to ensure there is no net loss of sports pitches. This option would also help provide much needed housing for the Borough and, as part of a mixed scheme, would provide a new primary school. However redeveloping Albury Farm, even with a landscape buffer, would have an impact upon the openness of the green belt in this location, an impact on local traffic and potentially result in the loss of one of the last remaining grade 2 agricultural fields.

The preparation of the Local Plan, in consultation with the general public, statutory consultees and landowners, and the associated Examination in Public, will provide the forum for determining what development or redevelopment, if any, is suitable for the Park Plaza area. This report will inform those decisions which will determine the types of uses, the quantum of those uses, their form, layout and density in which they are delivered and the associated infrastructure improvements which may well be required. It is prepared without prejudice to the formal consideration of these key issues through the Local Plan process.



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