

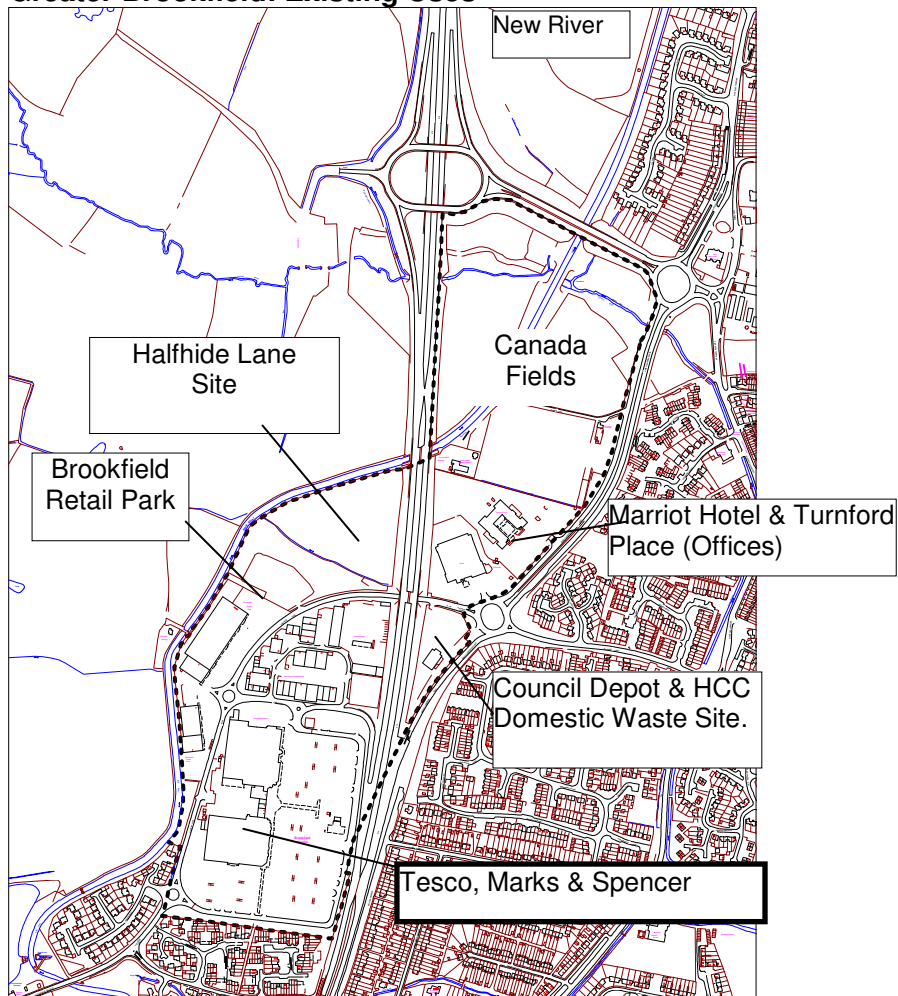
CHAPTER 6 : GREATER BROOKFIELD

6.1 Introduction

- 6.1.1 In addition to the established town centres of Hoddesdon and Waltham Cross and district centre of Cheshunt Old Pond, the Borough has a modern retail and service centre adjacent to the A10 at Turnford. This area comprises several sites known individually as Canada Fields, Brookfield Farm and Brookfield Retail Park and New River Trading Estate. Policies relating to the development of each of these constituent parts were spread throughout various chapters in the 1994 Plan, as a consequence of which the Plan lacked any overall vision for the area. Given that both the previous Plan and this current Review envisage further expansion of retail and leisure uses in this area, and this Plan now also includes a significant amount of housing development, the Council considers it essential that the whole area should be planned on a comprehensive and sustainable basis. The term "Greater Brookfield" has accordingly been adopted to refer collectively to these individual areas, and to other land allocated for further similar development. This includes the Halfhide Lane allotments and The Travellers' site. The extent of the area included in the Greater Brookfield definition is shown on the proposals map and policies relating to all of these matters are included in this chapter.
- 6.1.2 The intention is to continue the development of Greater Brookfield as a centre for retail and indoor leisure uses in order to offer the best possible variety of choice to the Borough's residents, but without a material effect upon the viability and vitality of Broxbourne's traditional town centres. This requires very careful balancing. Additionally, and in order to make Greater Brookfield a more balanced and sustainable location, the Council has decided to introduce residential development to the area to assist it in ultimately functioning more as a town centre. In formulating its vision and policies, the Council has been assisted by the conclusions of the Inspector who undertook an inquiry into proposed retail warehousing development at Canada Fields in 1997, by the findings of a study of retail need in the Borough commissioned in 1999 from Vincent & Goring, by the publication of Planning Policy Guidance Notes 3 "Housing" in March 2000, PPS6 'Town Centres and Retail Developments' in June 1996 and PPG13 'Transport' issued in March 2001, and the retail study undertaken by DTZ-Pieda Consulting, published in March 2004.
- 6.1.3 The Inspector who considered the application for additional retail warehousing on land at Canada Fields (as either an alternative location, or as an addition to planned retail warehousing at Halfhide Lane) concluded that "an enlarged Brookfield Centre (that is, Brookfield Farm and Brookfield Retail Park) would function as a cluster of developments and be regarded by the general shopping public as one entity in one place". However, he concluded that Canada Fields would be too remote and inaccessible to pedestrians and cyclists to be likely to be visited as part of the same shopping trip, and especially so without recourse to a short motorised journey between the two elements. The Council therefore sought to promote development at Canada Fields which was complementary to the retail facilities of the original Brookfield Farm and Brookfield Retail Park, but which was not itself retail in nature. To this end, renewals were granted of the outline

planning permission (ref. 7/688-92) which was originally issued in December 1995 for development for Class B1 business purposes, including 2.5ha (6 acres) reserved for development as motor dealerships, plus provision of indoor leisure and entertainment facilities and open amenity space.

- 6.1.4 However, progress with implementation of that permission proved disappointing. When considering the future of land at Canada Fields in Connection with the review of the Local Plan, and having regard to prevailing economic and other considerations, the Council decided that Canada Fields would be better used for residential development. The Key Issues Report published in spring 2000, as a first stage in the Review process, indicated the Council's intention to change the allocation on land at Canada Fields from employment to residential. As a consequence of this signalled alteration, all parts of the Canada Fields site were acquired shortly thereafter for primarily residential development. Planning applications were submitted during 2001/2002 and at the time of preparation of the Second Deposit Version of the Local Plan Review, the 11ha of developable land at Canada Fields benefited from Committee resolution of approval subject to completion of planning obligations under Section 106 of the 1990 Act.

Greater Brookfield: Existing Uses

- 6.1.5 The Vincent & Gorbings Study (Assessment of Retail Floorspace Requirements in the Borough of Broxbourne 1999 to 2006) which was undertaken in summer 1999 recognised that the existing retail facilities at Greater Brookfield lie outside the normal hierarchy of town centre shopping facilities as recognised by Policy 16 of the Adopted Structure Plan. Rather, it is one of the new forms of retailing which emerged during the 1980's and 1990's, being generally characterised by comparison goods shopping, each outlet having its own unique retailing characteristics, but sharing a common requirement of being easily accessible by major roads to a wide catchment area. The study concluded that the scale and nature of the retail facilities present was in many respects unique and that Greater Brookfield exhibited many characteristics of a sub-regional centre although it's overall scale, both as existing and as then planned, was still significantly less than the scale of facilities usually found in such centres. Moreover, projected increases in consumer spending in the area over the period to 2006 would not justify further major expansion in addition to that currently envisaged and allocated thus, this Plan does not propose any new retail allocations at Greater Brookfield before 2006 but rather seeks to encourage the introduction of some leisure uses within appropriate parts of the centre, remedy existing deficiencies in infrastructure and promote access by public transport to both existing and planned developments.

- 6.1.6. A second Borough-wide study was undertaken on behalf of the Council early 2004, the findings of which are set out in the DTZ-Pieda Retail Strategy published in March 2004. This study indicated that there is potential for between 5,900 and 8,100 sq.m gross of new “bulky goods” retailing in the Borough from 2006 to 2016 before any account is factored in of the potential for new retail floorspace to “claw back” the current significant leakage of bulky goods sales to competing centres such as the retail warehouse park on the A10 at Enfield to the south of the Borough, or to the various retail warehouses located in Elizabeth Way , Harlow. The study also indicated further scope for an increase in comparison goods expenditure to 2016. However, the Council has decided that this Plan should allocate just 8,000 sq.m of retail warehousing to land west of Halfhide Lane at Greater Brookfield (see policy BFC5) on the basis that there are no suitable alternative sites within the Borough’s existing town centres of Waltham Cross or Hoddesdon where this identified need could be met within The Plan period. As such, therefore , it should not adversely impact on the vitality and viability of Waltham Cross, Hoddesdon or Cheshunt Old Pond District Centre.
- 6.1.7. Meanwhile, work will commence shortly on the preparation of a Master Plan for Greater Brookfield in conjunction with the County Council and other stake holders. The Master Plan will address how this allocation, additional quanta of floorspace to address the “claw back” issue, the forecast increase in comparison goods expenditure to 2016 and any enabling development which can be justified on the basis of improving the overall sustainability of the area can best be integrated into the centre. The Master Plan will be subject to full public consultation as it evolves. Any additional floorspace allocation will be brought forward as part of a Local Development Framework.
- 6.1.8. Notwithstanding the fact that no additional retail allocations are proposed over and above the retail warehousing which is being carried forward from December 1994 Adopted Local Plan Review, it is demonstrably evident that the retail element of Greater Brookfield is both popular and very successful in commercial terms. However, the volume of traffic visiting the area causes congestion on local roads, particularly at peak times, and adversely affects the amenities of residents. Hence, it is essential that any longer term proposals for the centre are founded on a comprehensive review and restructuring of the road network. Additionally, it is clearly desirable and necessary to introduce and enhance public transport in order to comply with government policy as expressed in PPG13 Transport published in March 2001. A public bus service began operating to the centre for the first time in Autumn 2001 as a result of the joint working of Tesco, the Borough and County Council but it is essential that this is enhanced further at the earliest opportunity.

6.2 Objectives for Greater Brookfield

- 6.2.1 To date, the various constituent parts of Greater Brookfield have come forward on an ad hoc and unrelated basis. As a consequence, the area tends to lack identity and any sense of place. The Council intends to address this issue by seeking improved linkages between the various parts to which the general public has access, whenever development proposals come forward. The provision of better pedestrian access between the original Brookfield Farm development (Tesco and

M&S) and the seven units comprised in the Brookfield Retail Park is a key component of fulfilling this objective and has been partially addressed in the planning permission granted to Tesco for substantial extensions to its store. A more pedestrian friendly environment would also improve the sustainability of the centre. Assimilation of the New River Green Chain into Greater Brookfield, particularly by providing an attractive pedestrian connection between housing at Canada Fields and existing retail and possible leisure developments further south, will assist pedestrian accessibility.

- 6.2.2 The primary objective for Greater Brookfield is therefore to promote the centre as a single entity for a mixed use development. Comparison retailing will continue to be predominant, together with convenience shopping, indoor leisure and/or entertainment facilities, A3 establishments, hotel and, at Turnford Place, office use (B1a). At least for the period to 2006, the units comprising New River Trading Estate are likely to remain in their existing form although the Council recognises the potential to redevelop the trading estate in the longer term. There may be scope to relocate the Borough Council's depot within the first period of this Plan (to 2006) and possibly to find an equally accessible alternative site for the County Council's household waste site. In order to achieve the primary objective, it is essential that all new development should be planned phased and implemented in an integrated and comprehensive manner irrespective of land ownership boundaries. This will be a major function of the Master Plan which is to be prepared and is reflected in a policy BFC1 Comprehensive Approach to Development at Greater Brookfield.
- 6.2.3 A second key objective is to broaden the mix of development at Greater Brookfield and thereby create a more sustainable centre by the introduction firstly, of a significant amount of housing on land east of the A10 known as Canada Fields. (Work in connection with fulfilment of this objective is progressing well, as referred to in paragraph 6.1.4 above) and secondly, by the introduction of a range of community facilities such as a One Stop Shop, library and Post Office into the main retail areas The Master Plan will address the provision of these facilities.
- 6.2.4 The third objective is to effect significant improvements in pedestrian and traffic movements around the centre. Transport issues are explored more fully in Section 6.4.1. However, the Borough Council wishes to re-affirm here its previously stated position that the area cannot accommodate any additional significant level of development until transportation issues have been fully addressed. This is best achieved through a Masterplan.
- 6.2.5 A final but equally important objective of the Council is to require a continuation of the high standards of design and appearance which have been achieved with the retail developments at Greater Brookfield, notwithstanding the type of building construction likely to be associated with indoor leisure uses and with retail warehousing. This will include provision of well landscaped settings to all built development, with particular regard to landscape treatment along the north west and western edges adjacent to the green belt.

6.2.6 In summary, therefore, the Council's objectives for the Greater Brookfield area are:

- (a) To promote Greater Brookfield as a single entity for mixed use development comprising comparison and convenience retailing, leisure, business uses, housing and associated community facilities and to ensure that all development is planned and implemented in an integrated and comprehensive manner irrespective of land ownership boundaries.
- (b) To create a more sustainable centre at Greater Brookfield by broadening the mix of development and by introducing enhanced public transport provision.
- (c) To create an identity and sense of place.
- (d) To address problems of traffic congestion.
- (e) To improve pedestrian and cycle routes between the various parts of the centre.
- (f) To assimilate the New River Green Chain into the centre.
- (g) To ensure that all new development maintains the high design standards already achieved, and
- (h) To pay high regard to landscaping, especially in proximity to the boundary of the Metropolitan Green Belt and residential properties.

6.2.7 These objectives are brought together in policy BFC1 Comprehensive Approach to Development at Greater Brookfield.

BFC1 Comprehensive Approach To Development At Greater Brookfield.

- (I) DEVELOPMENT AT GREATER BROOKFIELD SHALL BE BROUGHT FORWARD IN A COMPREHENSIVE MANNER IN ACCORDANCE WITH AN AGREED MASTER PLAN. THE MASTER PLAN WILL PROVIDE DIRECTION ON THE LOCATION AND QUANTUM OF DEVELOPMENT WITHIN THE CENTRE AND WILL INCLUDE PROPOSALS TO RELIEVE THE CENTRE OF THROUGH TRAFFIC, REDUCE CONGESTION AND ENHANCE PUBLIC TRANSPORT, PEDESTRIAN AND CYCLE ROUTES.
- (II) PIECEMEAL DEVELOPMENT WHICH WOULD COMPROMISE THE COMPREHENSIVE DEVELOPMENT OF GREATER BROOKFIELD WILL NOT BE PERMITTED.

6.3 Existing and proposed land use allocations

6.3.1 At the northern end of Greater Brookfield, in order to assist in meeting the Borough's housing allocation, as set by the County Structure Plan Review, and in full accord with central government advice contained within PPG 3 Housing issued in March 2000, this Plan redesignates approximately 11ha of developable land at

Canada Fields for residential development together with associated open space provision and community facilities. The area will be developed in accordance with a Development Brief which will ensure that development protects the environment of the New River and the wildlife interest of land north of Turnford Brook. Policies relating to the residential development of land at Canada Fields are set out in the Housing chapter of this Plan. Retail development will not be acceptable at Canada Fields.

BFC 2 LAND AT CANADA FIELDS

(I) PLANNING PERMISSION WILL BE GRANTED FOR THE COMPREHENSIVE DEVELOPMENT OF LAND AT CANADA FIELDS FOR HOUSING WITH ASSOCIATED OPEN SPACE AND COMMUNITY FACILITIES, AS DEFINED ON THE PROPOSALS MAP. SUCH DEVELOPMENT TO ACCORD IN ALL MATERIAL RESPECTS WITH THE CANADA FIELDS DEVELOPMENT BRIEF APPROVED BY THE COUNCIL ON 24TH JULY 2001.

6.3.2 No changes are envisaged during the period of this Plan to the existing office and hotel developments located south of Canada Fields and the existing employment designation is accordingly retained.

6.3.3 At the southern end of Greater Brookfield, land on either side of Halfhide Lane is already developed, on the east side being home to the original Brookfield Farm retail development comprising Tesco, M&S and a few small retail units together with the New River Trading Estate (NRTE), the Borough Council's highways depot and the County Council's household waste site. The seven units which comprise Brookfield Retail Park were developed during the 1990s on the west side of Halfhide Lane. Land use allocations for land either side of Halfhide Lane have accordingly been changed from those in the 1994 Adopted Local Plan to reflect the reality of post adoption changes on the ground. The Council wishes to see the existing level of retail development in this area maintained, and would welcome the incorporation of limited element of A3 use or uses together with A2 businesses uses and D2 leisure uses into these existing units to provide a much needed service to shoppers and thereby assist in enhancing the sustainability of the centre

BFC3 LAND AT BROOKFIELD FARM AND BROOKFIELD RETAIL PARK

THE COUNCIL SUPPORTS CONTINUED RETAIL USE OF EXISTING BUILDINGS AT BROOKFIELD FARM AND BROOKFIELD RETAIL PARK, TOGETHER WITH THE INTRODUCTION OF A2, A3 AND D2 USES, SUBJECT TO THE TYPE AND LEVEL OF SUCH USES REMAINING APPROPRIATE AND SUBORDINATE TO THE PRIMARY USE FOR A1 PURPOSES.

6.3.4 In view of the length of leases outstanding on units within New River Trading Estate, it is considered unrealistic in commercial terms to anticipate the redevelopment of the area for retail warehousing before 2006 at the earliest. This Plan therefore discards the retail warehouse designation on NRTE incorporated in

the 1994 Adopted Local Plan. However, the Council will reconsider the situation when preparing the proposed Master Plan for Greater Brookfield and may bring forward revised land allocations in an early review of this Plan. In the interim, the Council will look favourably upon the use of existing units for service uses which are compatible with a commercial environment, such as tyre and exhaust fitters, car valeting, etc., or for industrial uses which require an ancillary retail element such as manufacture, display and sale of kitchen and bedroom furniture. Favourable consideration will be subject to the proviso that the use can be implemented without major structural alterations to the building, will not prejudice implementation of the Master Plan and maintains high environmental standards.

BFC4 NEW RIVER TRADING ESTATE

WHILST REDEVELOPMENT OF NEW RIVER TRADING ESTATE IS NOT EXPECTED WITHIN THE FIRST PERIOD OF THIS PLAN, CHANGES OF USE WHICH ARE COMPATIBLE WITH A COMMERCIAL ENVIRONMENT AND INDUSTRIAL USES WHICH REQUIRE AN ELEMENT OF ASSOCIATED RETAIL FLOORSPACE WILL BE ACCEPTABLE SUBJECT TO:

- (a) THE PROPOSED USE BEING CAPABLE OF BEING ACCOMMODATED WITHOUT MAJOR STRUCTURAL ALTERATION TO THE PHYSICAL FABRIC OF THE BUILDING;
- (b) THE PROPOSAL NOT BEING PREJUDICIAL TO IMPLEMENTATION OF THE MASTER PLAN; AND
- (c) MAINTENANCE OF HIGH ENVIRONMENTAL STANDARDS

6.3.5 The County Council's household waste disposal site and the Borough Council's works depot are currently located adjacent to the New River Trading Estate, accessed from Fairways. These uses could, however, be treated differently from the Trading Estate in the event of their relocation being proposed within the short term. Both are out of character with the adjacent retail developments and incongruous in terms of the vision for Greater Brookfield. Their redevelopment, in a more sympathetic manner, is welcome provided that appropriate alternative provision is made elsewhere and the new facility is fully operational. In the case of the Household Waste site, it is considered important that this should be sited at a location accessible to all residents of the Borough. As a predominantly car based destination, Greater Brookfield has been a good location for such a facility since it has allowed the disposal of large household items to be combined with a shopping trip. Policy 18 of HCC's adopted Waste Plan seeks to retain waste disposal facilities at existing sites unless suitable alternative provision is made. Hence, redevelopment of the Household Waste Site should take place only once an alternative facility has been brought into commission at an equally appropriate and accessible location within the Borough. Whilst this might be within the locality of Greater Brookfield, the Council is concerned that any new location for the household waste site should not conflict with its overall vision for the centre. However, no similar constraints exist regarding the possible redevelopment of the Borough Council's Highways Depot.

6.3.6 The Council will expect redevelopment proposals for The Household Waste Site and Highways Depot to be brought forward on a comprehensive basis, to demonstrate compatibility with its objectives for Greater Brookfield and to incorporate measures to improve the highway network and public transport, thereby ensuring that redevelopment does not have a materially adverse impact on local highway conditions. Additionally, proposals for uses which attract large numbers of people and therefore ought normally be located within an existing town centre (such as hotels, D2 Leisure & Assembly uses will be required to demonstrate compliance with PPS6 and any sequential test contained therein. Applicants will accordingly be required to satisfy the Council that alternative suitable sites are not available within either Hoddesdon or Waltham Cross town centres or, if appropriate Old Pond district centre, before favourable consideration will be given to proposals at Greater Brookfield.

BFC5 REDEVELOPMENT OF HOUSEHOLD WASTE SITE AND HIGHWAY DEPOT.

- (I) REDEVELOPMENT OF THE HOUSEHOLD WASTE SITE & HIGHWAY DEPOT WILL BE ACCEPTABLE PROVIDED THAT:-
- (a) IN THE CASE OF THE HOUSEHOLD WASTE SITE, ALTERNATIVE PROVISION HAS ALREADY BEEN MADE AT A LOCATION WITHIN THE BOROUGH EQUALLY ACCESSIBLE TO THE GENERAL PUBLIC; AND THE NEW FACILITY IS FULLY OPERATIONAL PRIOR TO COMMENCEMENT OF REDEVELOPMENT OF THE SITE;
 - (b) ALL PROPOSALS MUST BE DEMONSTRATED TO BE COMPATIBLE WITH THE COUNCIL'S OBJECTIVES FOR GREATER BROOKFIELD AS SET OUT IN SECTION 6.2 OF THIS PLAN;
 - (c) REDEVELOPMENT IS PLANNED, AND IS EXECUTED, ON A COMPREHENSIVE BASIS;
 - (d) MEASURES TO IMPROVE THE HIGHWAY NETWORK AND PUBLIC TRANSPORT TO ALLOW THE PROPOSED DEVELOPMENT TO BE ACCESSED WITHOUT ANY MATERIAL ADVERSE IMPACT ON LOCAL HIGHWAY CONDITIONS ARE INCORPORATED; AND
 - (e) PROPOSALS SATISFY THE REQUIREMENTS OF POLICIES BFC9 (DESIGN & APPEARANCE) AND BFC10 (PROTECTION OF THE SETTING OF THE METROPOLITAN GREEN BELT & GREAT CAMBRIDGE ROAD)
- (II) IN ASSESSING THE SUITABILITY OF ALTERNATIVE USES FOR THESE SITES, THE COUNCIL WILL REQUIRE APPLICANTS TO DEMONSTRATE THAT:-

- (a) IN THE CASE OF CLASS C1 USES (HOTELS) OR CLASS D2 USES (ASSEMBLY & LEISURE) THAT THE PPS6 SEQUENTIAL TEST HAS BEEN SATISFIED;
 - (b) IN THE CASE OF A3 USES, THAT THE TYPE AND LEVEL OF A3 USE REMAINS A COMPLEMENTARY COMPONENT OF A COMPREHENSIVE MIXED USE REDEVELOPMENT; AND
 - (c) IN THE CASE OF A3 AND OTHER LEISURE USES, THE REQUIREMENTS OF SUS 8-10 ARE MET.
- (II) REDEVELOPMENT FOR RETAIL (A1) PURPOSES WILL NOT BE ACCEPTABLE .

6.3.7 This leaves approximately 4ha of land on the west side of Halfhide Lane, currently occupied by The Travellers' Site and by the allotments, all of which has been allocated since adoption of the last Plan in 1994 for retail warehousing. It was accepted at the Canada Fields inquiry in 1997 that provision here of in the order of an additional 9,000 sq. m of retail warehousing would not unacceptably harm the vitality and viability of any nearby town centre and would meet a qualitative deficiency, there being no retail warehouse park within the Borough (a Park being defined as at least 3 retail warehouses grouped together). In the absence of any town centre site, the Inspector who conducted the Canada Fields inquiry, and the Secretary of State who determined those applications, decided that there was no conflict with PPG 6 in terms of the sequential approach of locating retail warehousing on this site. The Council therefore intends retaining the existing retail warehouse designation on this land. . The March 2004 Borough of Broxbourne Retail Strategy by DTZ Pida Consulting confirmed the ability of Broxbourne to accommodate between 5,900 sq.m and 8,100 sq.m of new retail warehousing within the Borough without adversely impacting on the existing retail offer within Broxbourne or its immediate neighbours and considered that potential exists to "claw back" a significant proportion of the existing bulky goods sales which are leaking to neighbouring centres outside the Borough. The Council therefore intends retaining the existing retail warehouse designation on this land for up to 8,000 sq.m gross floorspace. Redeveloped in its entirety, this 4ha site is considered capable of meeting this identified need. It is also considered that this land could be developed for built leisure facilities and/or a hotel, there being a known shortage of tourist spaces within the Borough. In the case of proposals being brought forward for either built leisure uses within Use Class D2 or hotel/motel development, it will be necessary for applicants to demonstrate that they have followed the sequential test imposed by PPS6. This requirement would also apply to proposals for A3-A5 uses which, rather than being a complementary component of a comprehensive mixed use development of this site, would become a destination in their own right.

6.3.8 The Council will therefore adopt as flexible an approach as possible to a mix of uses on this site which might include, for example additional overnight tourist accommodation indoor sport, A3 – A5 and D2 uses having regard to the need to show compliance with the PPS6 sequential test in respect of all such uses which are likely to attract a lot of people. Applicants will accordingly be required to

demonstrate that alternative suitable sites are not available within either Hoddesdon or Waltham Cross town centres or, if appropriate Old Pond district centre, before favourable consideration will be given to proposals at Greater Brookfield. Additionally, all development proposals will be required to demonstrate compatibility with the Council's objectives for Greater Brookfield as set out in Section 6.2, and may include prior improvements to the highway network and to public transport to ensure that developments can be accessed without any material adverse impact on local highway conditions. Further guidance on the redevelopment of this site in the manner proposed by this Plan will be brought forward through the Masterplan which the Council proposes to commission to guide development at Greater Brookfield.

- 6.3.9 There is capacity on other allotment sites within the Borough to relocate all of the exiting allotment holders currently based at Halfhide Lane, Hence, no additional land use allocations are necessary to fulfil the requirements to relocate the allotment holders.

BFC6 LAND WEST OF HALFHIDE LANE (HALFHIDE LANE SITE)

- (I) THE COUNCIL ALLOCATES LAND WEST OF HALFHIDE LANE FOR THE PROVISION OF UP TO 8,000 SQ.M OF ADDITIONAL RETAIL FLOORSPACE, WITH SALES RESTRICTED TO BULKY GOODS ONLY (I.E. RETAIL WAREHOUSING).

APPLICANTS FOR PROPOSALS FOR DEVELOPMENT WITHIN EITHER USE CLASS D2 OR FOR HOTEL/MOTEL USE WILL BE REQUIRED TO DEMONSTRATE THAT THE PPS6 SEQUENTIAL TEST HAS BEEN COMPLIED WITH.

IN THE CASE OF A3-A5 USES, APPLICANTS WILL BE REQUIRED TO DEMONSTRATE THAT THE TYPE AND LEVEL A3 USE REMAINS A COMPLEMENTARY COMPONENT OF A COMPREHENSIVE MIXED USE REDEVELOPMENT.

- (II) ALL DEVELOPMENT PROPOSALS FOR LAND WEST OF HALFHIDE LANE MUST:-
- (a) DEMONSTRATE COMPATIBILITY WITH THE COUNCIL'S OBJECTIVES FOR GREATER BROOKFIELD AS SET OUT IN SECTION 6.2 OF THIS PLAN;
 - (b) BE PLANNED AND EXECUTED ON A COMPREHENSIVE BASIS
 - (c) INCORPORATE MEASURES TO IMPROVE THE HIGHWAY NETWORK AND PUBLIC TRANSPORT TO ALLOW THE PROPOSED DEVELOPMENT TO BE ACCESSED WITHOUT ANY MATERIAL ADVERSE IMPACT ON LOCAL HIGHWAY CONDITIONS;

- (d) SATISFY THE REQUIREMENTS OF POLICIES BFC9 (DESIGN & APPEARANCE), BFC10 (PROTECTION OF THE SETTING OF THE METROPOLITAN GREEN BELT AND GREAT CAMBRIDGE ROAD), AND BFC11 (NEW RIVER GREEN CHAIN- PEDESTRIAN LINKS)
- (e) INCLUDE PROVISION FOR RELOCATION OF ALL OF THE EXISTING OCCUPIERS.

6.3.10 Since adoption of the last Local Plan in 1994, which allowed for the possibility of redeveloping the existing Travellers' site, the Borough Council has maintained the position that it will not countenance redevelopment of that site until suitable alternative provision has been made available to the Travellers at a location or locations comparably convenient in terms both of established links with local schools and health facilities. This stance accords with advice contained within Circular 1/94 Gypsy Sites and Planning. The Council accordingly requires proposals for relocation of the existing Travellers to satisfy part (I) of policy BFC7 and proposals for the establishment of a new site or sites to fulfil all of the criteria set out in part (II) of the policy. The Council considers that conventional housing could provide the necessary alternative accommodation.

BFC7 RELOCATION OF TRAVELLERS

- (I) PROPOSALS FOR RELOCATION OF THE EXISTING TRAVELLERS HOUSED ON THE HALFHIDE LANE SITE SHOULD SATISFY THE FOLLOWING CRITERIA:-
 - (a) ALTERNATIVE PROVISION MUST BE MADE AVAILABLE AND READY FOR OCCUPATION PRIOR TO THE COMMENCEMENT OF REDEVELOPMENT OF THE EXISTING SITE AND ALLOW FOR RETENTION OF ESTABLISHED LINKS WITH SCHOOLS AND HEALTH FACILITIES;
 - (b) PROVISION MUST BE MADE FOR THE ACCOMMODATION OF A SIMILAR NUMBER OF TRAVELLING FAMILIES.
- (II) IN THE EVENT OF A NEW SITE OR SITES BEING PROMOTED WITHIN THE BOROUGH FOR TRAVELLERS; THE COUNCIL WILL REQUIRE THAT:-
 - (a) SITES ARE CONVENIENTLY LOCATED IN RELATION TO SCHOOLS AND HEALTH FACILITIES
 - (b) SITE(S) PROVIDE A REASONABLE LEVEL OF AMENITY TO PROPOSED OCCUPIERS;
 - (c) DETAILED LANDSCAPING SCHEMES ARE INCORPORATED WHICH PROVIDE FOR SCREENING BY INDIGENOUS PLANTING TO AN

APPROPRIATE BIO MASS;

- (d) THE AMENITIES AND ENVIRONMENT OF NEIGHBOURING OCCUPIERS ARE NOT MATERIALLY ADVERSELY AFFECTED; AND
- (e) LOCATION OF A NEW SITE(S) DOES NOT PREJUDICE IMPLEMENTATION OF OTHER POLICIES IN THIS PLAN.
- (f) SITES MEET THE FULL RANGE OF TRAVELLERS NEEDS INCLUDING THE ABILITY TO KEEP ANIMALS AND PARK AND MANOEUVRE COMMERCIAL VEHICLES

6.3.11 In addition to the site specific policies set out above, there are general policies which apply throughout the Greater Brookfield area relating to transport and the phasing of development in relation to improvements in the transport infrastructure; to design and appearance; to landscaping; to the relationship of development with the New River Green Chain; and to noise and disturbance.

6.4 **General Policies relating to Greater Brookfield**

6.4.1 **Transport**

The Transportation Study undertaken in Spring 2000 on behalf of the County Council and Broxbourne Borough Council into the Greater Brookfield area confirmed that the road network around the centre was operating near to capacity at peak trading times. Traffic flows were sufficiently close to the capacity of the network that even minor incidents initiated queuing and congestion. It was for this reason that changes were sought to the junction of Halfhide Lane and The Links in connection with the extension of the Tesco superstore. By Spring 2002, after initial teething problems, the new arrangements appeared to be operating reasonably well, albeit supported by some temporary measures which had to be introduced to assist the situation. Further traffic studies are due to be undertaken once the current arrangements have been in operation over a reasonable time span and an opportunity has been provided to the owners of Brookfield Retail Park to reconsider internal vehicular circulation. However, it remains Council policy not to permit additional development with significant implications for traffic generation without further improvements to public transport and to the highway network, including measures to encourage pedestrian and cycle access and to re-route through traffic away from the centre of Greater Brookfield.

6.4.2 The Council is committed to working with existing land owners and stakeholders to identify a comprehensive transport solution which will accommodate both planned expansion of the retail and commercial components of the centre during this Plan period as well as possible longer terms development. This is addressed in policy T8 in the Transport Chapter of this Plan. In the interim, development proposals will be determined in accordance with policy BFC8 below.

BFC8 IMPACT OF DEVELOPMENT ON THE HIGHWAY NETWORK WITHIN THE GREATER BROOKFIELD LOCALITY

ALL DEVELOPMENT PROPOSALS IN GREATER BROOKFIELD, AS DEFINED ON THE PROPOSALS MAP, OR IN THE IMMEDIATE LOCALITY WILL BE REQUIRED TO DEMONSTRATE THAT:-

- (a) EITHER THE DEVELOPMENT CAN BE ACCOMMODATED WITHOUT ANY MATERIAL ADVERSE IMPACT ON THE EXISTING HIGHWAY NETWORK; OR APPROPRIATE LOCALISED MEASURES TO AMELIORATE THE IMPACT OF ADDITIONAL TRAFFIC, BEING MEASURES WHICH WILL NOT PREJUDICE IMPLEMENTATION OF A COMPREHENSIVE TRANSPORT SOLUTION FOR THE WHOLE CENTRE IN DUE COURSE, ARE INCORPORATED INTO THE PROPOSAL; AND
 - (b) FULL REGARD HAS BEEN GIVEN TO THE NEEDS OF PEDESTRIANS AND CYCLISTS.
- (II) THE COUNCIL MAY REQUIRE DEVELOPMENT TO BE PHASED IN RELATION TO THE IMPLEMENTATION OF IMPROVEMENTS TO THE HIGHWAY NETWORK AND TO PUBLIC TRANSPORT.

6.4.3 Similarly a package of proposals, (based on the findings of a comprehensive Transport Assessment) designed to both encourage pedestrian and cycle access and to promote public transport, has been incorporated into the residential development schemes at Canada Fields. As part of the implementation of permissions for housing, changes are proposed to Great Cambridge Road between The New River Arms and Marriott roundabouts. Additional investment is also to be made in public bus services operating in the locality. Land has been reserved in the north west corner of the Canada Fields site for construction of a south bound slip road onto the A10 should this be required in the future

6.4.4 Design and appearance

A high standard of design and massing has been achieved with more recent developments at Greater Brookfield including the existing retail units, the Marriott Hotel and Turnford Place office complex. However, there is a tendency for retail warehousing and indoor sport and leisure developments to be accommodated in what can only be described as "sheds", often of a scale and massing and finished with materials more akin to an industrial estate. The Council is strongly of the view that such an approach has no place at Greater Brookfield since it would seriously detract from the high standards of appearance and attractiveness achieved to date. The Council will therefore pay particular attention to the detail of proposed developments in order to maintain the high standards already achieved. Potential developers should refer to the Council's general policies on design included in Chapter 8 Heritage and Design as well as to the Design Section of borough-wide SPG for further detailed advice

BFC 9 DESIGN & APPEARANCE

THE COUNCIL WILL REQUIRE ALL NEW DEVELOPMENT AT GREATER BROOKFIELD TO BE OF A HIGH STANDARD AND COMPATIBLE WITH THE SCALE AND APPEARANCE OF THE EXISTING RETAIL, OFFICE AND HOTEL DEVELOPMENTS. PARTICULAR REGARD WILL BE PAID TO THE HEIGHT AND DEGREE OF DOMINANCE FROM PUBLIC VANTAGE POINTS OF PROPOSED BUILDINGS AND THEIR RELATIONSHIP TO EXISTING DEVELOPMENT.

6.4.5 Landscape

The importance which the Council attaches to landscaping throughout the Borough is addressed elsewhere in this Plan. Policies of particular relevance to Greater Brookfield include HD15 (previously BE19) Retention/Enhancement of Landscape Features and HD17 Waterside Green Chains (previously BE21 New River Green Chain). The Council is as concerned to retain the essentially open character of The New River where it passes through Greater Brookfield as it is for all green chains elsewhere in the Borough and hence reference should be made to policy HD17 in respect of this matter. In addition to the inclusion of general landscaping policies within the Plan, the Council considers it necessary to provide a policy which specifically addresses landscaping issues in relation to that part of the green belt which abuts the western edge of Greater Brookfield and to the Great Cambridge Road frontage.

BFC10 PROTECTION OF THE SETTING OF THE GREEN BELT AND GREAT CAMBRIDGE ROAD

THE COUNCIL WILL REQUIRE ALL PROPOSALS FOR DEVELOPMENT AT GREATER BROOKFIELD TO BE ACCOMPANIED BY DETAILS TO DEMONSTRATE THAT PARTICULAR ATTENTION HAS BEEN GIVEN TO THE IMPACT DEVELOPMENT WOULD HAVE UPON THE SETTING OF THE GREEN BELT AND THE GREAT CAMBRIDGE ROAD FRONTAGE. PROVISION OF EITHER NEW STRUCTURAL LANDSCAPING, OR REINFORCEMENT OF EXISTING LANDSCAPING, WILL BE REQUIRED AS APPROPRIATE.

6.4.6 New River Green Chain – Pedestrian Links

The Council's general policy towards green chains throughout the Borough, including The New River, is set out at policy HD19 in Chapter 8 Heritage and Design. As well as supporting proposals which make a positive contribution to enhancing the bio-diversity and wildlife value of all green chains, the Council wishes to encourage in particular the amenity value of that stretch of The New River which passes through Greater Brookfield since land which abuts it has the potential to provide a safe and convenient pedestrian access between developments east and west of the A10, including linking housing on Canada Fields with open space and leisure facilities at Cheshunt Park.

BFC11 PEDESTRIAN LINKS BESIDE THE NEW RIVER

THE COUNCIL WILL REQUIRE ALL PROPOSALS FOR DEVELOPMENT AT GREATER BROOKFIELD TO DEMONSTRATE THAT CONSIDERATION HAS BEEN GIVEN TO THE PROMOTION OF PEDESTRIAN ACCESSIBILITY BY EITHER PROVIDING, OR FACILITATING THE PROVISION OF, FOOTPATHS ADJACENT TO THE NEW RIVER.

6.4.7 Leisure Development including A3 uses.

The Council wishes to see the provision of an element of A3 restaurant and public house uses within the Greater Brookfield centre, other than at Canada Fields, in order to augment the role of the centre as a retail and leisure destination. Policies BFC2 and BFC4 refer. Other leisure uses, such as a health and fitness centre or cinema, are also acceptable in principle subject to proposals being demonstrated to have satisfied the PPS6 sequential test. Such uses may require late night operating hours. Twenty four hour shopping is also considered likely to become more widespread throughout the period of this Plan. Having regard to the relationship between the centre and existing and proposed housing, the Council has undertaken surveys to establish existing noise levels and to provide a benchmark against which to assess proposals for noise generating uses. Results have shown that noise from the centre can be potential problem to residents during late hours when the ambient is relatively low despite the proximity of main roads. The Council will therefore require appropriate noise attenuation measures to be incorporated into all buildings designed to accommodate potentially noisy development. Attention is also drawn to the need to comply with the requirements of Part (III) of policy RTC7 (formerly RTC9) Proposals for Class A3 and Similar Uses in Chapter 5 Retail and Town Centres.

- 6.4.8 Of equal concern, though more difficult to regulate, is noise generated outside of buildings used for A3 and other leisure purposes by customers departing from a late night event. The Council will seek to ensure that the potential for disturbance is minimised by means of careful layout and siting of car parks and other transport pick-up points. Ideally, such areas should be enclosed by buildings rather than located on the periphery of sites. Where appropriate and necessary, bunding and landscaping should be incorporated into development proposals.