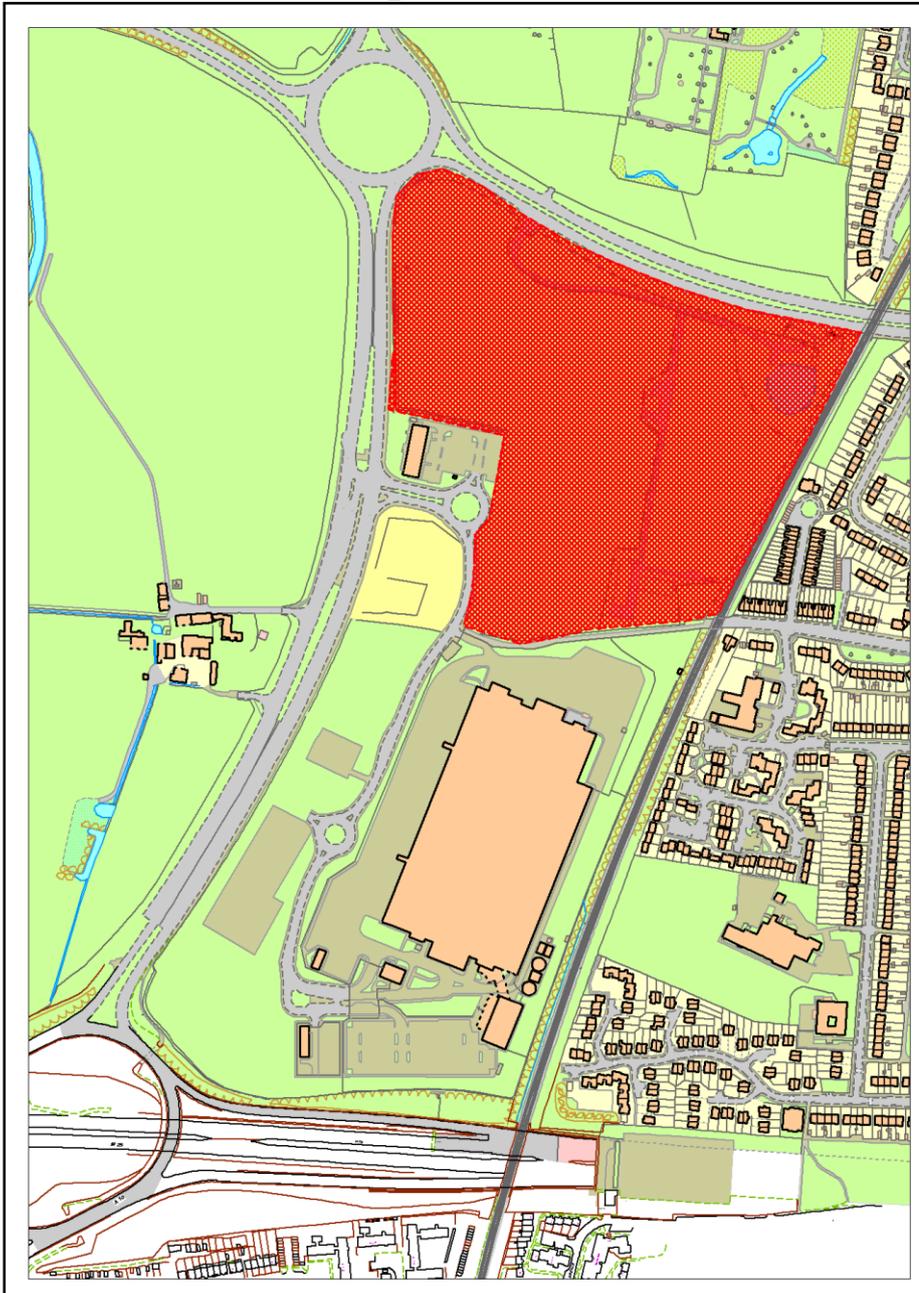


# Park Plaza North Development Brief



**Draft Supplementary Planning Document  
March 2022**

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# INTRODUCTION

Park Plaza is one of the most strategic business locations on the M25. Home to the News UK Printworks and the forthcoming Sunset Film Studios, Park Plaza benefits from direct access to the A10, 400 metres north of Junction 25 of the M25. It lies immediately to the west of Waltham Cross and marks the southern gateway into Broxbourne Borough and Hertfordshire.

The northern part of the site is now being marketed for sale by its site owner, IKEA. This area, known as Park Plaza North, is the subject of this Development Brief which sets out the Council's vision, objectives and development principles for the site.

The Council expects that prospective developments will comply with the terms of this brief, as well as with the policy framework set out within the Broxbourne Local Plan. It wishes to work in consultation with potential developers to deliver a high quality development that will help to deliver the economic objectives of the Council and positively support the renaissance of Waltham Cross.

## Park Plaza North - Site Location



## THE COUNCIL'S VISION FOR PARK PLAZA NORTH

***Park Plaza North will be a distinctive and high quality business development that provides a substantial, sustainable and diverse source of quality employment opportunities for the local community. It will be a regionally significant development that is an integral element of the wider renaissance of Waltham Cross and the diversification of Broxbourne's economy. It will mark the southern entrance to the Borough with high quality buildings in a landscaped setting.***

***A comprehensively planned scheme is sought which would include a mix of business, industrial and logistics uses set alongside the relocation of bulky goods retailers from Waltham Cross town centre and a new railway station.***

# KEY SITE INFORMATION

## SITE DESCRIPTION

Park Plaza North is approximately 10 hectares in area. It is predominantly level and is currently open grassland.

The site is bounded by the A10 and a Travelodge hotel to the west, Winston Churchill Way (A121) to the north, and the Southbury Loop railway line to the east. To the south is the News International print works beyond which is the M25. Waltham Cross town centre lies just over 500 metres to the east of the site and Theobalds Grove Railway Station is located within 1,000 metres.

## ACCESS

Park Plaza North has direct north and south bound signalised access onto the A10 dual carriageway. This will continue to provide the primary vehicle access to Park Plaza North (see page 12).

For pedestrians, there is pavement access from Waltham Cross along Winston Churchill Way to the site boundary. There is also a level crossing of the railway which provides more direct pedestrian access into Waltham Cross Town Centre (see page 12).

## SERVICES

Electricity, water and gas mains are all laid to the site boundaries.

It is understood the site can be satisfactorily serviced with electricity and gas.

Thames Water has previously advised that the potential water requirement for development of Park Plaza could create difficulties with the local supply network. Developers will therefore be required to demonstrate that there is adequate water supply capacity to service the development and that any potential difficulties for existing users can be mitigated.

Thames Water also previously had concerns about capacity in the foul sewerage system between the railway line and Waltham Cross town centre. The News International development immediately to the south was drained subject to flow restrictions and utilised the last remaining capacity. In order to drain the proposed site it will therefore be necessary to provide a pumping station with a rising main that discharges to the existing main outfall sewer in Albury Ride. It may be appropriate to utilise the existing pumping station adjacent to the site and provide a new rising main to Albury Ride, thereby reducing the risk of flooding to Waltham Cross town centre by diverting some existing flows.

The Council would encourage early discussions with all service providers in drawing up a master plan for the development.

## GROUND CONDITIONS

A preliminary desk study by TH Technology on behalf of WX Development Ltd as part of the outline application for development of the site in 1997 concluded that there is no evidence of any contamination. There has been local landfill in the former sand and gravel workings to the north west of the site. Further work is required to assess the implications of these.

Ground water levels fluctuate between 1.5 metres and 3.5 metres below ground level. Further work is required to assess the implications of this.

## ENVIRONMENTAL DESIGNATIONS

There are no formal environmental designations on the site. Notwithstanding this, the requirements for a planning application on page 20 set out a number of requirements to minimise the impact of the development on the environment and to maximise its environmental sustainability.

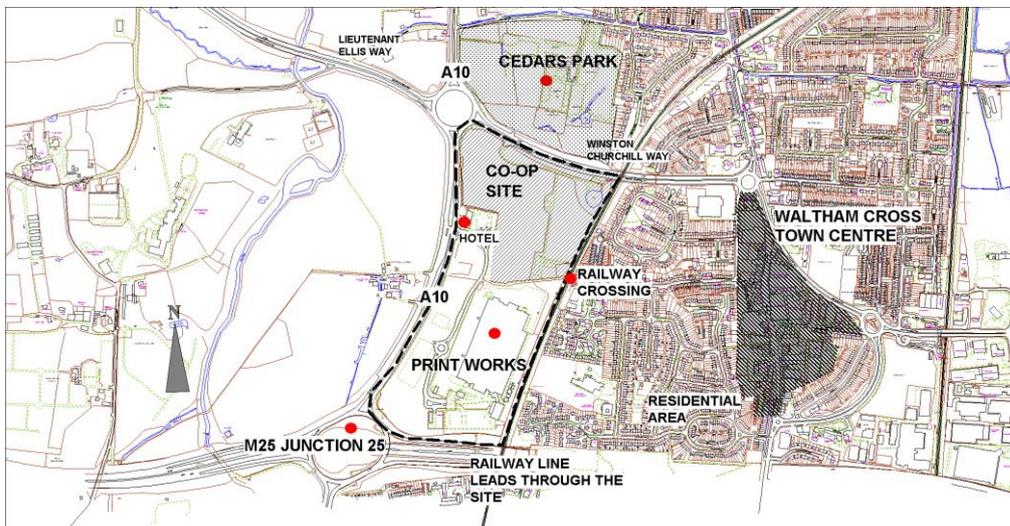
These include a Water Cycle Assessment and a Sustainable Urban Drainage Strategy, an ecological assessment and strategy and, due to the historic Cedars Park to the north, a preliminary archaeological assessment. Given that the western part of the site is historic landfill a Preliminary Risk Assessment will also be required.

## THE LOCAL AREA

Figure 2 below shows that Park Plaza North is in close proximity to residential properties in Waltham Cross, in particular on Park Road and Leven Drive. This may impact on the form and nature of the development.

Cedars Park to the north is designated as an Area of Archaeological Interest and community open space. It contains a scheduled monument and listed buildings and structures. To the west of the A10, lies Theobalds Park Farm.

Waltham Cross Town Centre provides a range of local shops and services and is a hub for local bus services which link into North London. The Council is in the process of implementing a number of schemes to improve the performance and environment of the town centre and the wider area. To the east of the town centre is Waltham Cross railway station and 800 metres further east is the Lee Valley White Water Centre. The Council is implementing a renaissance strategy for Waltham Cross and the development of Park Plaza North has a key role to play in the regeneration of the wider area.



## PLANNING APPLICATION HISTORY

In 2002, outline planning permission (7/547-97) for the site covered by Park Plaza North was granted for the following proposal:

*The demolition of existing buildings and the development within Class B (Business Use) of up to 32,650 sq m with associated ancillary uses including the provision of car parking, access and infrastructure including highway and landscaping works.*

The lapsed permission was subject to a condition requiring half of the floorspace to be used for uses falling within Class B1(b) of the Town and Country Planning (Use Classes) Order 1987 i.e. research proposals, high technology development, laboratories and studios. The application proposed an access point from an additional arm off the roundabout connecting Lieutenant Ellis Way, Winston Churchill Way and the A10. This has been superseded by the current access arrangements.

There is Local plan policy allocation for a B1 (office) development in the south west corner of the News UK print works site (outside Park Plaza North) adjacent to the A10/M25 junction.

A planning brief was prepared for the whole Park Plaza site in 1995. This proposed that it be developed for "specialised technological activities or other activities in the national or regional interest". A development brief was also published for Park Plaza North in 2010.

This Development Brief supersedes both of the above.

# PLANNING AND POLICY FRAMEWORK

## THE DEVELOPMENT PLAN

The proposed development of the site should accord with policies in the adopted Broxbourne Local Plan 2020, and in particular the provisions relating directly to this site as follows:

### Park Plaza North

*10.5 Park Plaza North is proposed to be developed for a variety of small and medium sized enterprises. It is therefore well placed to accommodate the relocation of businesses that may be necessitated by several regenerative developments being promoted by this Local Plan – notably Brookfield (Chapter 5), Cheshunt Lakeside (policy CH1) and Waltham Cross Northern High Street Redevelopment (policy WC2). The Council is also supportive of the potential to develop the Fishpools business by relocating the High Street store to a state-of-the-art site that would help to anchor a flagship development at Park Plaza North. That would be enabled by a mixed-use redevelopment of the current town centre site which would need to ensure the continuation of a retail frontage along the High Street.*

### **Policy PP2: Park Plaza North**

- I. Park Plaza North is allocated for a mix of employment uses as follows:***
  - 1. Bulky goods retailers that need to be relocated as a result of developments proposed within Waltham Cross Town Centre; and***
  - 2. A mix of B1, B2 and B8 uses on the remainder of the site.***
- II. The site will be developed in general accordance with a master plan and design code which will be incorporated within an outline planning application for the development. The masterplan should include a visual landmark development at the corner of the A10 and Winston Churchill Way.***
- III. Development should preserve or enhance the setting of heritage assets, including the scheduled monument and listed buildings and structures, at Cedars Park.***

### Rail Stations

### **Policy INF5: Rail Stations**

**The Council will work with Network Rail and other stakeholders to examine the feasibility of new railway stations at Turnford and Park Plaza.**

Whilst these provisions are largely self-explanatory, this Development Brief expands on the following elements:

## The Relocation of Bulky Goods Retailers from Waltham Cross Town Centre

There is a long-standing intention to relocate the following retailers to Park Plaza North to enable redevelopment of those parts of the town centre occupied by those uses:

1. Fishpools – a major High Street furniture store with an on-going requirement of both the Council and the retailer to relocate into Park Plaza North. Previous master plans for the site and the indicative master plan within this Development Brief demarcate the north western corner of the site for this retailer, located within a landmark building overlooking the Park Plaza roundabout;
2. Wickes – the town centre Wickes store lies at the fulcrum of the proposed redevelopment of Waltham Cross Northern High Street. Whilst positive discussions have been undertaken in the past with both the retailer and the site owner, those discussions were postponed pending certainty on the future of Park Plaza North. The Council expects that those discussions will be re-awakened in pursuing the master planning of Park Plaza North and that any emerging requirement for relocation will be accommodated.
3. Homebase – the town centre Homebase store lies on the north western corner of the Waltham Cross Northern High Street redevelopment proposal. Again, past discussions have taken place with the retailer and the landowner regarding a relocation to Park Plaza North but were similarly postponed. The Council expects that those discussions will be re-awakened in pursuing the master planning of Park Plaza North and that any emerging requirement for relocation will be accommodated.

Whilst not a requisite of the Local Plan policy, initial explorations also took place with three other prospective users for Park Plaza North:

4. Post Office Depot – the post office depot is a potential (not allocated) development site within Waltham Cross town centre. The post office was previously open to a relocation, provided that an alternative site could be provided. Park Plaza North would be a potentially ideal opportunity.
5. Jewsons – occupy a site opposite the Lee Valley White Water Centre that is identified as an opportunity site for an hotel within the Local Plan, subject to an alternative location for Jewsons.
6. Travis Perkins – in initial discussions with Wickes, the potential for a Travis Perkins site at Park Plaza North was discussed with the company. It is noted that Wickes and Travis Perkins are now de-merging.

The Local Plan incorporates two major developments that are requiring the potential relocation of companies within those developments:

7. The New River Trading Estate within the proposed Brookfield Riverside development contains numerous businesses. The potential for the inclusion of a small business trading estate had been included in the Council's conceptual master plan for Park North which is contained within this brief;
8. Cheshunt Lakeside is a strategic mixed use development of an industrial area to the north of Cheshunt Station. There may be potential for Park Plaza North to accommodate businesses displaced from Cheshunt Lakeside.

Further information on the foregoing requirements/opportunities can be obtained from Douglas Cooper, Head of the Broxbourne Development Programme at Broxbourne Council.

## Rail Station

The Council is promoting a railway station at Park Plaza at the location shown on the conceptual master plan. The Strategic Outline Business Case has been produced and this presents a positive case for the station. It is therefore a requirement of this brief for master planning to include for the siting and layout of the station and that unfettered access is provided to that station in the manner shown on the conceptual master plan.

## Master Plan

As stated in the foregoing, the Council has produced a conceptual master plan for Park Plaza North and that is shown below. It includes several of the components set out in the foregoing section to the space specifications of those users at that time.



# VISION AND DEVELOPMENT OBJECTIVES



## THE COUNCIL'S VISION FOR PARK PLAZA NORTH

***Park Plaza North will be a distinctive and high quality business development that provides a substantial, sustainable and diverse source of quality employment opportunities for the local community. It will be a regionally significant development that is an integral element of the wider renaissance of Waltham Cross and the diversification of Broxbourne's economy. It will mark the southern entrance to the Borough with high quality buildings in a landscaped setting.***

***A comprehensively planned scheme is sought which would include a mix of business, industrial and logistics uses set alongside the relocation of bulky goods retailers from Waltham Cross town centre and a new railway station.***

In cognisance of the overall vision and the wider ambitions set out in the foregoing, the following objectives guide the appropriate uses and development principles that follow:

- 1** To contribute to the "Waltham Cross Renaissance" and the overall regeneration of the Borough;
- 2** To contribute to the local economy by providing a substantial number of high quality job opportunities for the local population within an innovative and dynamic business environment;
- 2** To incorporate high quality design and landscaping with iconic buildings - with particular attention paid to the views into the site from the A10, Winston Churchill Way, the railway and the public right of way to the south;
- 3** To maximise the opportunities for walking and cycling and the use of nearby public transport facilities;
- 4** To make a positive contribution to securing an environmentally sustainable future for Park Plaza and Waltham Cross;
- 5** To enable a new railway station at Park Plaza.

# APPROPRIATE USES



# APPROPRIATE USES

## **Retail**

The first requirement of the Local Plan policy is to accommodate the bulky goods retailers named on page 7 of this Brief on terms that are mutually agreeable. The developer will be expected to enter into a Section 106 Agreement with the Council which will set out provisions for the agreement of such terms as well as containing provisions that restrict permission(s) to those relocating retailers on terms that are fair to the parties.

The Council will also consider the relocation of Jewsons into the site and any such permission would be similarly restricted.

## **Business, Industry and Distribution (Classes B1, B2 and B8)**

The remainder of the site is to be developed for an appropriate mix of B1, B2 and B8 uses. A flexible planning permission is not envisaged within these uses – rather the Council would anticipate placing proportionate limitations within that mix. The Council's preferred form of development is of small units within a traditional trading estate as being of greatest economic and regenerative benefit to the borough.

Broxbourne has a very limited supply of high quality employment land and the Council expects that sites will deliver an optimal contribution to the economic objectives of diversifying the local economy with well paid jobs in significant numbers. It is very unlikely that traditional warehousing will provide for those objectives and the Council is resistant to major warehouse development across a substantial area of the site. There may be other business uses that could maximise economic benefits and the Council would look favourably on such uses.

# SUSTAINABLE DEVELOPMENT PRINCIPLES



## **ACCESSIBILITY AND CONNECTIVITY**

### **Access for Vehicles**

The main point of vehicular access into the site will be from the existing access road from the A10 into Park Plaza North. The current configuration of this junction is considered to be acceptable but that will require to be demonstrated by modelling of the proposed development and its impact on the highway network

A secondary means of left in/left out access from Winston Churchill Way (A121) may also be acceptable, as indicated on the conceptual master plan. In respect of this, prospective purchasers/developers should be aware that the northern part of the site, including the detention pond in the north east corner, is under a lease to Hertfordshire County Council in connection with drainage and maintenance of Winston Churchill Way and any road connection with Winston Churchill Way would need to cross this land.

### **Parking**

Parking is to be provided in accordance with Policy TM5 of the Broxbourne Local Plan as follows:

#### **Policy TM5: Parking Guidelines**

I. Planning applications will be determined with regard to the Car Parking Guidelines in Appendix B.

II. The Council will seek a sensible balance of car and cycle parking spaces based on the nature of the proposal, site context and wider surrounding area, and accessibility of shops, services and sustainable transport infrastructure, with the overall aim of reducing private car use.

Parking areas should be within easy walking distance of individual units, they should be safe with adequate lighting and there should also be adequate parking for visitors to the site and for disabled users. All units must incorporate cycle parking provision.

### **Vehicle Charging**

Electric vehicle charging point are to be provided in accordance with Policy TM4 of the Broxbourne Local Plan as follows:

#### **Policy TM4: Electric Vehicle Charging Points**

- I. The Council will expect that all parking spaces within new housing developments, including communal parking spaces, have active EV charging points, or passive charging points where it can be demonstrated that provision of active charging points is not reasonable.
- II. At least 20% of all new parking spaces for new retail and commercial development must be fitted with active EV charging points, with passive provision for all the remaining spaces.
- III. All cabling and charging points for commercial parking spaces must be capable of supplying a rapid charging service.

## **Access for Pedestrians and Cyclists**

The development is to provide the following:

- 1 A dedicated pedestrian and cycle connection between the pedestrian crossing point at the signal junction with the A10 and the proposed pedestrian/cycle crossing of the railway at Park Lane;
- 2 An adoptable standard footway and cycleway along the western perimeter of the site, designed to connect into the existing and proposed footways/cycleways shown on Figure 3;
- 3 Pedestrian and cycle connectivity within Park Plaza North and connecting with Park Plaza South;
- 4 Appropriate provision for cycle storage.

All of the foregoing to be to the satisfaction of Hertfordshire County Council as Highways Authority.

The internal layout of roads and roundabouts should be landscaped and designed in a way which makes it easy to move around with clear orientation for pedestrians, cyclists and vehicles.

The overall development must incorporate cycle parking provision.

The Council is currently in discussions with the developers of the prospective Sunset Studios development on Park Plaza West about the possible need for a pedestrian bridge across the A10. If that bridge is ultimately required, the Park plaza North development will require to accommodate its eastern landing as well as the proposed pedestrian route into Waltham Cross town centre.

## **Public Transport**

Development proposals for Park Plaza North are to be accompanied by a Transport Assessment that sets out measures to maximise the use of public transport to the site. This is to include the following:

1. Measures to maximise the accessibility of potential future bus services to the site;
2. Measures to provide for supplementary bus services for site workers (The News UK print works has been served by a minibus service provided under the s106 agreement for this development which links the site with Waltham Cross railway station. This service was temporarily suspended pending greater patronage from the wider Park Plaza area))

## **Servicing**

All units must have adequate servicing and vehicle manoeuvring space. This must be designed as an integral part of the overall development to minimise its visual impact and to ensure that there is no adverse impact on the residential properties located to the east of the railway.

## **LAYOUT AND DESIGN**

### **General Principles**

Park Plaza is a gateway to the Borough and Hertfordshire. This is to be recognised by the overall design of the development which is to incorporate distinctive buildings and public realm design. Consideration must be given to the framework of routes and spaces, the pattern of blocks, plots and buildings, scale, appearance, density and mix. There must be an understanding of the developments' impact upon the surrounding environment and local characteristics with a design and layout that is able to react to changing circumstances ultimately resulting in a sustainable development.

### **Master Planning**

The Council expects that prospective developers will develop the site in accordance with a conceptual master plan to be submitted with a planning application. This will enshrine the principles set out in this brief within an overall design code that sets out parameters for the overall design and layout.

### **Height and Massing**

As a bulky goods retail and industrial site, it is anticipated that buildings will be predominantly single storey but with high eaves. The Council is not at this stage seeking to stipulate heights and massing. Rather, those will develop through the master planning process. However, the Council is requiring that the development sits within a parkland setting (see following section). There is also an expectation that an architectural landmark will be created at the north-west corner of the site.

### **Design Detail**

Attention to detail will be critical and it is important that a high quality of design and materials is used for all aspects of the development including parking and servicing areas, lighting and signage.

### **Landscaping**

A high standard of landscaping is expected and this is to maximise the ecological potential of the site. Landscaping will provide setting for the development, minimise the impact of the development on the occupiers of surrounding properties and enhance views from surrounding areas. Trees, hedges, grassed areas, flower beds and water features should be incorporated into development proposals and structural and detailed landscaping schemes indicating species and location will need to be provided within the first planning application. This is to ensure a fully integrated, well thought out design which considers landscaping in relation to the siting of buildings and road layouts and to enhance the integration of walking and cycling into the movements and flows within the site, to both accommodate and encourage more use of sustainable modes of travel and to design out crime. There are existing ponds to the north east of the site which should be incorporated into the overall structured landscaping scheme.

Structural landscaping for the development is to be planted within the first planting season subsequent to the first grant of planning permission for the site. This will be secured through agreement.

## **Designing Out Crime**

Developments will need to consider the connection between the design of the site and the prevention of crime, “designing out” crime wherever possible. The Council’s Supplementary Planning Guidance provides advice on this subject. However general consideration should be given to ensure that the development includes:

- Landscaping layouts which allow for casual surveillance
- Pedestrian and cycle routes which are well lit, direct, and safe
- Well located, safe and secure car and cycle parking facilities.

The development should avoid blind corners, narrow alleyways and obstructed areas and allow for the use of security (CCTV) cameras. It is advised that those wishing to develop the site consult with the Police Crime Prevention Officer at an early stage regarding these measures.

## **Design and Access Statement**

The Design and Access Statement submitted with the initial application for the development of the site will need to set out how the foregoing will be achieved and must provide the framework for all phases of the development.

## **DRAINAGE**

The Master Plan and planning application(s) are to develop proposals for an integrated sustainable urban drainage strategy (SUDS) for Park Plaza North. This is to:

- Achieve Greenfield run-off rates (net run off from the fully developed site in storm conditions is to be no greater than its pre-development state);
- Protect or enhance water quality;
- Incorporate green roofs and permeable surfaces into the development;
- Provide habitats for identified species of flora and fauna;

The site drains to the north east corner. It is envisaged that SUDS pond(s) would be a feature of the completed development in this location.

The use of soakaways and infiltration will not be permitted at Park Plaza North because of the high risk they pose to groundwater quality and potential contamination because the site is on historic landfill.

Proposals must give due consideration of the development's impact upon the Borough's water network. The net increase of water and waste water demand required to serve the development and the impact the site may have further down the network may require infrastructure improvements. This must be factored in to the site's delivery.

### **CARBON REDUCTION AND RENEWABLE ENERGY**

Minimisation of the carbon footprint of the development will be a critical consideration in any planning application. Master planning and planning applications are therefore to be accompanied by a full carbon reduction and energy appraisal that sets out measures to:

1. Minimise energy consumption through site and building design and detailing; and
2. Incorporate on site renewable energy sources into the development.

Initiatives to help reduce the development's CO<sub>2</sub> emissions should be incorporated and may include:

- Solar panels and heat pumps to generate hot water
- Photovoltaic cells to generate electricity
- Wind and/or water turbines
- Green roofs
- Combined Heat and Power (CHP) systems

### **WASTE REDUCTION AND RECYCLING**

Proposals are to include measures to minimise waste and promote recycling. This can be achieved by incorporating recycling areas containing large commercial recycling bins, baling and bag press machines and waste compactors. These areas must be placed away from visitors' viewpoint as well as the main road layout however they must be easily accessible by workers and large vehicles that collect materials.

Such measures should be designed as an integral part of the overall development. Consideration must be given to sustainable construction methods which minimise waste generation.

**REQUIREMENTS FOR A PLANNING  
APPLICATION (INCLUDING PLANNING  
OBLIGATIONS)**

## **MASTER PLAN/OUTLINE PLANNING APPLICATION**

The Council will not positively consider planning applications for isolated developments within Park Plaza North. These are to be set within the context of an overall conceptual master plan for the development that is to contain the requirements set out within this Development Brief.

The Council would strongly advise that this master plan is the subject of pre application discussion and negotiation with the Council in advance of its submission in support of a comprehensive outline planning application for the entire site.

This application is to incorporate the following:

1. Conceptual Master Plan incorporating topographical and landscape assessment, contextual plans and layouts, indicative elevations, sections and materials and a landscape strategy - all including the use of conceptual imagery to demonstrate the sites appearance from critical viewpoints;
2. A Planning Statement incorporating:
  - the vision for the site;
  - a schedule of proposed uses and floorspaces;
  - justification for the development in its entirety and its constituent uses with regards to the requirements of this brief and the full range of development plan and policy guidance;
3. A Phasing Programme ensuring that:
  - Land not immediately required for development is retained in an acceptable state with interim landscaping;
  - There is a completion of specified infrastructure and landscaping in advance of the occupation of specified phases of development;
4. A Design and Access Statement;
5. A Transport Assessment including a full impact assessment of the completed development on the highway network;
6. A Green Travel Plan that will detail a package of measures to encourage employees and visitors to minimise travel and utilise sustainable transport methods;
7. A Contaminated Land/Preliminary Risk Assessment in cognisance of historic landfill at the west end of the site;
8. A Water Cycle Assessment;
9. A Sustainable Urban Drainage Strategy;
10. An Ecological Assessment and Ecological Strategy;
11. A preliminary archaeological assessment – any approvals may require further investigations prior to development;
12. A management and maintenance strategy for the development in its construction phases as well as its completed state.

## **PLANNING OBLIGATIONS**

The Council will require the owner of the site to enter into a section 106 agreement at outline approval stage to include the following:

1. Contribution to Park Plaza Rail Station - £2 million
2. Sustainable Transport contribution – £0.5 million
3. Bus Service contribution – £0.75 million
4. Highways contribution – 0.25 million
5. Sports provision - £0.1 million
6. Training and skills development package for the local workforce

In addition, the developer may be required to enter into a S278 agreement to implement any further highway works necessary to serve the development

Provisions will be set out in the Agreement to secure the retailers named earlier in the document into the development.

The site being marketed includes a separate area to the north of Winston Churchill Way that lies within Cedars Park. The Council anticipates that the S106 will include provisions for the freehold of this area to be transferred into the Council's ownership at no cost to the Council.

## **CONTACTS**

For further information about the Council's policies and to discuss the brief further, please contact **Douglas Cooper** or **Martin Paine** (01992 785555).



