



Park Plaza North

Park Plaza is a thriving business location near the M25 and home to the most exciting development in Hertfordshire. The site has direct access to the A10, just 400 metres north of Junction 25 of the M25. Park Plaza South is home to the News UK Printworks, while the west of the site will soon be occupied by the state-of-the-art, recently green lit Sunset Film and TV Studios. Meanwhile, the town of Waltham Cross sits to the site's east, and is also benefitting from a regeneration project. The subject of this Development Brief is Park Plaza North, with the Council setting out its vision, objectives and development principles for the site.

The Council expects that prospective developments will comply 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.

The location will provide:

- A perfect space for new, innovative high-tech startup companies
- A high quality business development
- Substantial, sustainable quality employment opportunities for the local community
- An integral element of the wider renaissance of Waltham Cross
- Help to diversify the Broxbourne economy.

QUICK FACTS

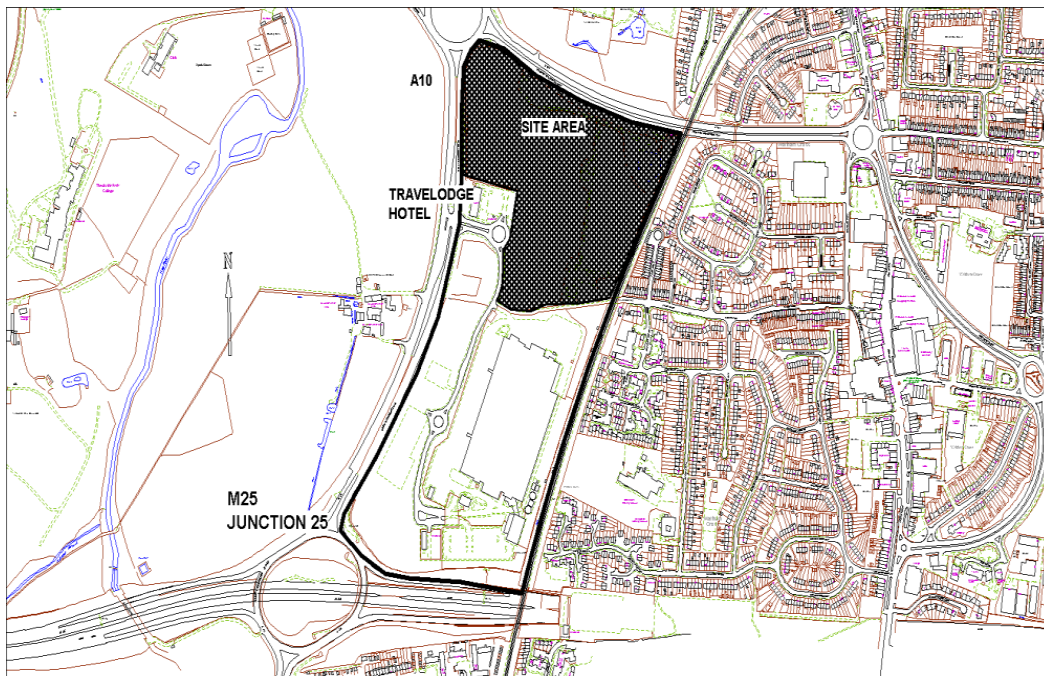
Promoter	Borough of Broxbourne and STX A10
Scale	£500 million+
Sector	£500 million + Sector employment and commercial space
Location	Borough of Broxbourne
Investment type	B1, B2 and B8 uses
Programme	2023 - TBC
Planning status	The proposed development of the site should accord with policies in the adopted Broxbourne Local Plan 2020, and in particular the provisions relating directly to this site 10.5.

BROXBOURNE
12%
POPULATION
INCREASE BY 2031

POPULATION CATCHMENT
OF 1,530,000
WITHIN A 30
MINUTE
DRIVE
(CACI)

28 MINUTES
FROM LONDON
LIVERPOOL
STREET &
STRATFORD

0.2
MILES TO J25
OF THE M25



Park Plaza North

Park Plaza North is approximately 10 hectares in area. It is predominantly level and is currently open grassland. A comprehensively planned scheme is sought which would include a mix of business, industrial and logistics uses, along with the relocation of bulky goods retailers from Waltham Cross town centre and a new railway station.

Improvements will include:

- Pedestrian access from Waltham Cross
- Electricity, water and gas laid to the site boundaries.

The above map shows the close proximity to residential properties. This may impact on the form and nature of the development.

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.

Local Plan Policy PP2: Park Plaza North I. Park Plaza North is allocated for a mix of employment uses as follows:

- Bulky goods retailers that need to be relocated as a result of developments proposed within Waltham Cross Town Centre; and a mix of B1, B2 and B8 uses on the remainder of the site.
- 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.
- Development should preserve or enhance the setting of heritage assets, including the scheduled monument and listed buildings and structures, at Cedars Park.

The Council has prepared a Development Brief for the site which is available on the Council's [website](#). It is expected that applications will comply with the requirements of both the [Local Plan](#) and the Development Brief.