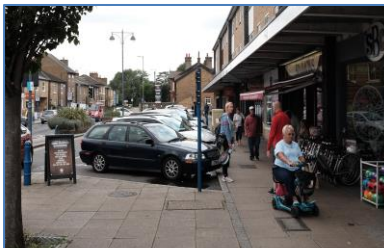


# Cheshunt Old Pond Strategy

## March 2020



[www.broxbourne.gov.uk/oldpond](http://www.broxbourne.gov.uk/oldpond)



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See also accompanying documents:

- *Consultation Report*
- *Technical Assessment*

# Executive Summary

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The Strategy has been informed by two rounds of public consultation, and also by extensive assessment of the potential area. Supporting material is set out in the separate Consultation Report and Technical Analysis documents that accompany the Strategy document, online at [www.broxbourne.gov.uk/oldpond](http://www.broxbourne.gov.uk/oldpond).

The Strategy sets out 14 overarching objectives (in **Section 2**) that aim to ensure that the Old Pond is a vital and thriving centre that is safe, is accessible and welcoming to all, and celebrates local character and identity.

The overall strategy (as set out in **Section 3**) is to enhance Cheshunt Old Pond's role as a centre for the residents of Cheshunt and further afield. That means that it will accommodate a complementary mixture of shops, eating and drinking establishments, local facilities, housing and businesses, set within an environment where landscaped public space provides an attractive setting for outdoor life.

Focused around the junction of the busy roads of Turners' Hill and College Road, perceptions of the Old Pond are dominated by the presence of constant through-traffic. Changes to the wider highways network, including improvements to the A10, provide an opportunity to reduce this through-traffic and rebalance the environs of Cheshunt Old Pond in favour of its users. This forms part of the wider transport strategy for the A1170/B176 (the 'old A10') corridor to provide a better experience for people who want to travel on foot, by bicycle, and by bus, as well as providing greater enjoyment and patronage of the various services and facilities, including numerous shopping parades. The Strategy envisages the creation of a major public space around the Old Pond fountain, reached by an attractive network of pedestrian and cycle connections, whilst at the same time ensuring that the transport network continues to function for vehicular traffic. This approach is consistent with the approach set out in national policy as well as Hertfordshire County Council's Local Transport Plan and the Broxbourne Transport Strategy.

A shift in the approach to transport within the old A10 corridor, reducing the dominance of through-traffic, presents an opportunity for Cheshunt Old Pond to fulfil its potential. It is smaller than the historic town centres of Hoddesdon and Waltham Cross but plays an important role as a destination for residents of Cheshunt, primarily for local trips for everyday needs, although there are also some shops and facilities which attract visitors from a wider catchment. Improvements to the environment set out within the strategy offer an opportunity to increase patronage from both the local area and further afield, allowing the centre to better fulfil its potential role as a district centre.

The Strategy identifies 28 projects (set out in **Section 4**) falling into three groups: public realm projects; management and maintenance projects; and facilities and development opportunities.

## **A. Public Realm Projects (Projects 1 - 9)**

The Grundy Park Improvement Project (Project 1) proposes redesigned public realm and landscaping in the area between Turners Hill and the Laura Trott Leisure Centre. It includes removal of the former public toilet block (21). Additional improvements to the wider park area focus on improvements to pedestrian footways.

The Old Pond Major Public Realm Improvement Scheme (Project 2) includes the creation of a new public space around the fountain. The Council has listened to public feedback, which overwhelmingly backed retention of the fountain in its current location as a local landmark. More and better public spaces will be provided along the shopping parades, and cycle lanes will be provided through the area, which will ultimately form part of a wider network along the B176/A1170. Underused spaces will be boosted by the introduction of new activities, for example events and play spaces and food or drink kiosks. Greening of key public spaces and corridors will create a pleasant local environment.

Initial computer-generated images (CGIs) of the major public realm scheme provided within the Strategy are reproduced below.

**CGI image of proposed scheme looking west towards Tesco**



**CGI image showing proposed scheme looking east along College Road**



Additional public realm projects linked with the implementation of Project 1 (project numbers in brackets) are as follows: activating blank frontages outside Tescos and the Post Office (3); repair of pedestrian surfaces (4); review of pedestrian crossings and signals (5); traffic calming (6); cycle route provision (7); greening of key routes including Turners Hill, College Road, and Windmill Lane (8) and area walkability improvements (9). Related management and maintenance projects include the market and events programme (17); and centre parking improvements to increase usage of existing car parks (18).

The Grundy Park Improvement Project (Project 2) proposes redesigned public realm and landscaping in the area between Turners Hill and the Laura Trott Leisure Centre. It includes removal of the former public toilet block (21). Additional improvements to the wider park area focus on improvements to pedestrian footways.

Hertfordshire County Council has advised that the proposed major public realm works around the fountain should not be carried out until planned works to the A10 have been completed. Therefore it is proposed that the first phase of implementation of the strategy will focus on the proposed improvements to Grundy Park, followed by the major public realm scheme in 3-5 years' time.

### **B. Management and Maintenance Projects (Projects 10-16)**

Management and maintenance projects are as follows: a design code for Cheshunt Old Pond to encourage a consistent level of design quality (10); establishing the Cheshunt Old Pond Development Group with local businesses and Councillors (11); working with local business owners and freeholders to implement a maintenance programme focusing on building facades and shop frontages (12); a review of the Council lettings procedure to consider wider impacts on objectives for the Old Pond (13); exploring opportunities for improved food and drink offerings (14); a marketing campaign for the Old Pond (15); and working with the Environment Agency to identify the potential for future works to address flooding (16).

### **C. Facilities and Development Opportunities (Projects 17-28)**

Facilities and development opportunities are as follows: market and events programme (17); a review of potential car parking improvements (18); increased cycle parking (19); signage and wayfinding scheme (20); demolition of the former Grundy park toilet building (21); exploration of options to improve community facilities and public realm at the drill hall/youth connections site (22); a project to utilise long-term vacant buildings (23); explore options for new development at Windmill Lane and Newnham parade car parks whilst retaining their current functionality and capacity (24); provision of local heritage information displays (25); seeking appropriate proposals for the redevelopment of the former police station site (26); implementation of a community toilet scheme (27); and provision of a new bus service as set out in the Broxbourne Transport Strategy (28).

# 1. Introduction

## 1.1 Cheshunt Old Pond Today

The Old Pond serves a vital role as a traditional centre for the residents of Cheshunt. The centre serves a primarily convenience and food and drink role within the borough. It is currently anchored by a Tesco Metro store and supported by a range of smaller, independent and outlet businesses. Of these, the majority are of a service nature (i.e. cafes, takeaways, restaurants, hairdressers, estate agents, banks etc.) in addition to convenience grocery shopping. Aside from cafes, independent and specialist traders have declined in recent years, most recently the art and crafts shop, butcher and sports shop, while fast food outlets have proliferated.



The Old Pond is also home to a number of important community, leisure and health facilities. These include Grundy Park, a large open space featuring a play area and football pitches; the Laura Trott Leisure Centre, providing leisure and community facilities; Cheshunt Library and the Community Hospital; as well as Cheshunt Youth Connections, home to youth services and other community facilities.

Assessing existing policy and background evidence, as well as new analysis of the local area, the proposals set out in this Strategy are intended to guide future investment and policy decisions by establishing clear aspirations for the future of Cheshunt Old Pond. The document sits alongside the Waltham Cross and Hoddesdon Town Centre Strategies, which together set the agenda for the economic, social and environmental improvement of the Borough's three primary urban centres. It also sits alongside the Broxbourne Local Plan 2018-2033, and the Broxbourne Transport Strategy.

Extensive consultation was undertaken in preparing this document. A Consultation Report published alongside this document sets out in detail the consultation activity undertaken.



### Scope of the strategy

Analysis and proposals set out in this strategy are presented at two scales. The reason for this is to ensure that future planning in the area takes account of the Old Pond's proximity to Cheshunt Station and future strategic development in that area, as well as enabling a wider assessment of the area's facilities for active travel (walking and cycling) (see Local Walking & Cycling Infrastructure Plan below). The Strategy takes into account the immediate vicinity of the Old Pond and the wider neighbourhood context.

### Cheshunt Old Pond Centre

The boundary of Cheshunt Old Pond Centre (see page 4) includes the Old Pond District Centre (as defined in the 2015 Retail and Leisure study) together with Laura Trott Leisure Centre, Grundy Park, Cheshunt Library, Cheshunt Community Hospital and Cheshunt Youth Connections.

Proposals for Cheshunt Old Pond Centre present a comprehensive plan for the Improvement of the area, to include but not limited to:

- Extensive public realm improvements
- Motorised and non-motorised vehicular route restructuring
- Additional and improved public and green spaces
- Improvement plans for buildings and built features
- Proposals for commercial uses and public and community facilities



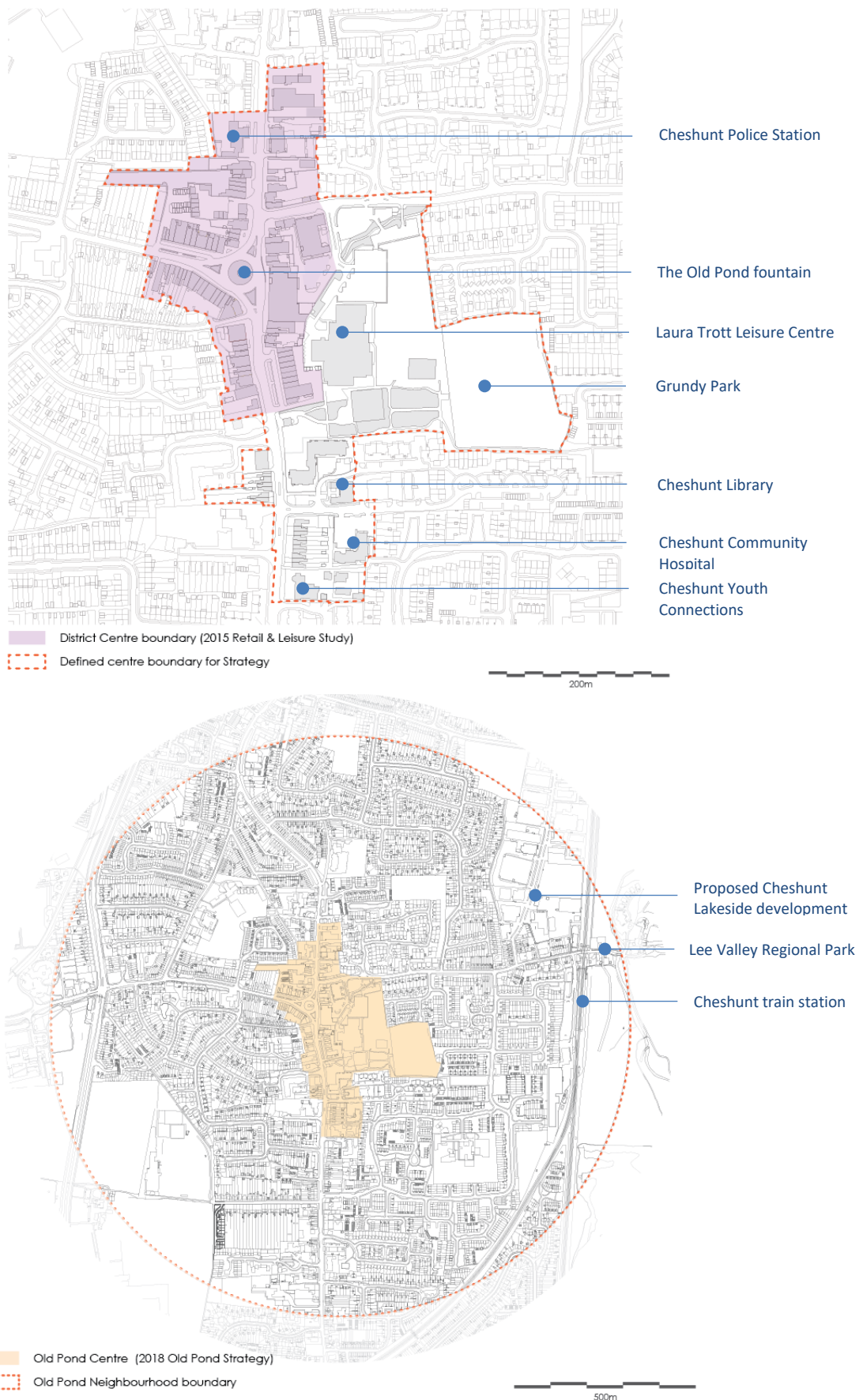
*(left) Manor Croft and Newnham shopping parades at the Old Pond.*

### Cheshunt Old Pond Neighbourhood

Cheshunt Old Pond Neighbourhood is defined as the predominantly residential areas within an 800m radius of Cheshunt Old Pond Centre. As well as encompassing Cheshunt Station and new strategic development on Delamare Road, 800m represents a 10 minute average walking distance. Interventions within this area therefore have potential to impact the Old Pond as a vibrant and viable centre by improving accessibility and the overall character of the surrounding area.

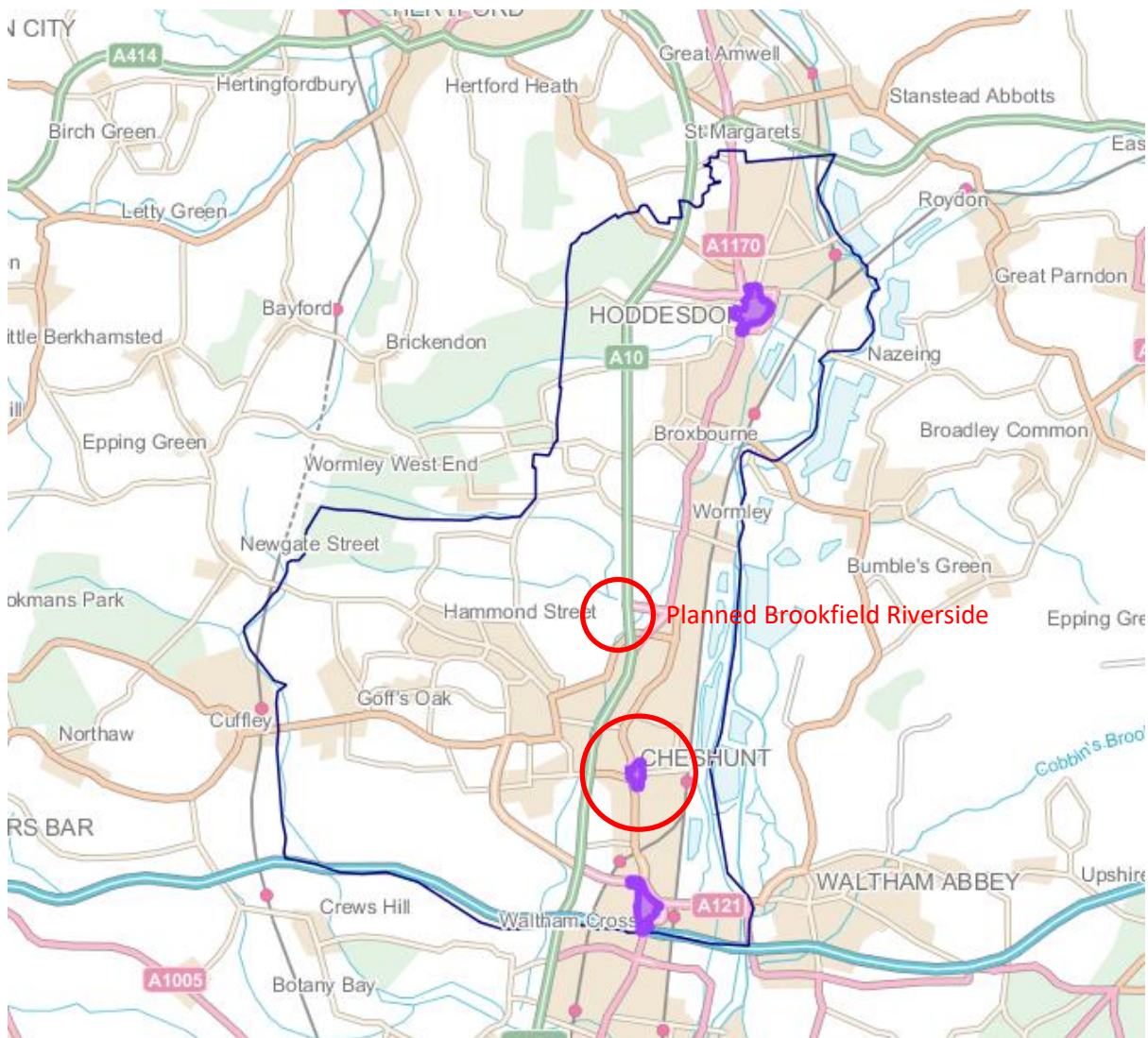
At this scale, targeted interventions will focus on improving the pedestrian environment as facilities for active travel to the Old Pond Centre as well as key amenities such as public transport links, schools and public open spaces.

Cheshunt Old Pond Centre extents (top) and Cheshunt Old Pond neighbourhood extents (bottom)



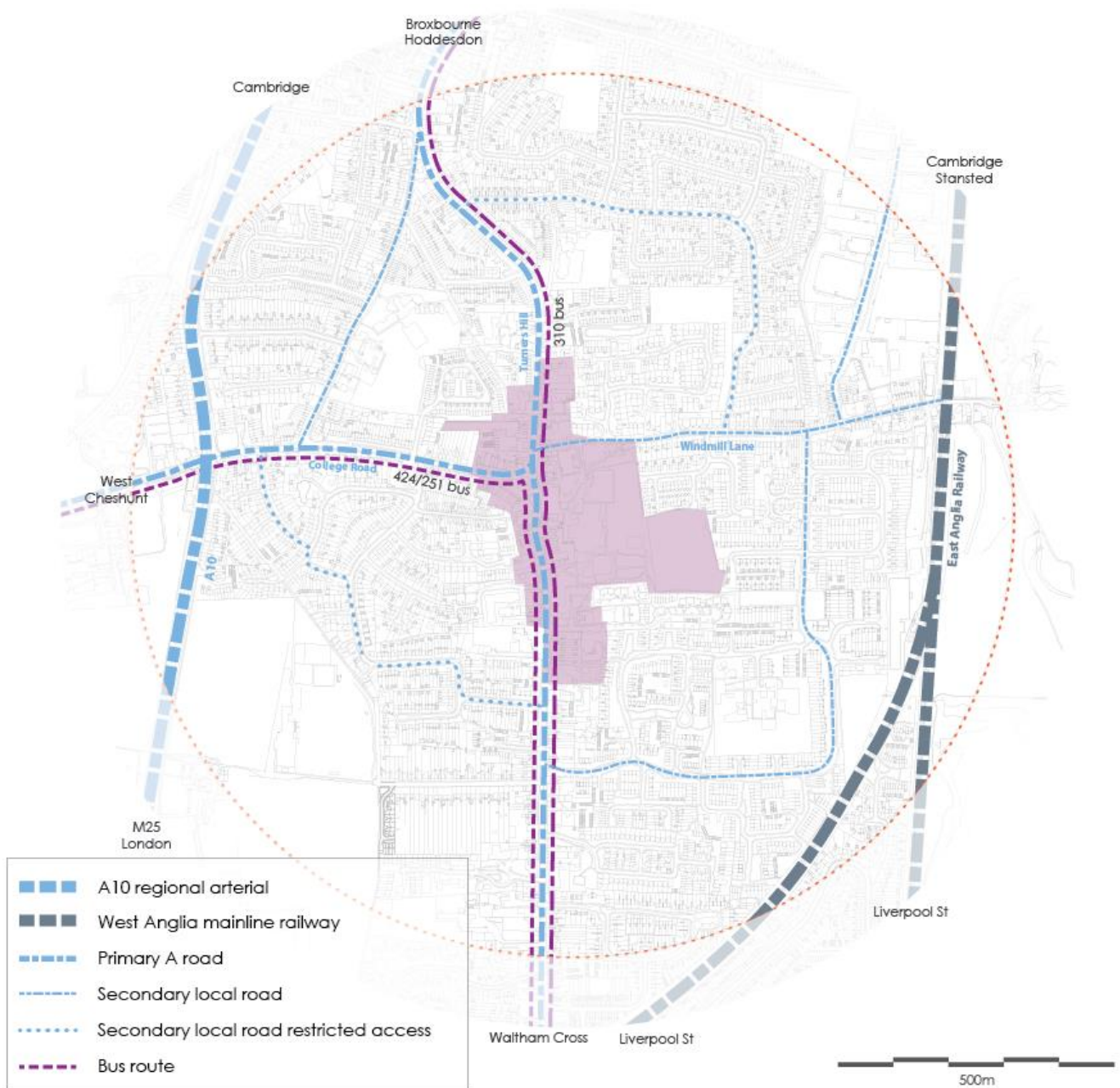
## 1.2 About the Area

Cheshunt Old Pond is located within the south eastern portion of the Borough, south of Broxbourne village and approximately one mile north of Waltham Cross (Fig. 3). To the east the Lee Valley Regional Park (10 minutes walk from the Old Pond) is an extensive informal recreation area that is of internationally significant wildlife value with a Site of Special Scientific Interest (SSI) located within the Lee Valley and provides cycle/walking and canal navigation to London to the south and Ware to the north. To the west the residential areas of West Cheshunt, Churchgate, St James and Goffs Oak spread out into the area of green belt north of the M25.



(above) The Borough of Broxbourne with the three main urban centres, Hoddesdon, Cheshunt Old Pond and Waltham Cross in the south of the borough, in purple. Cheshunt Old Pond Neighbourhood is highlighted in red

Area Connectivity



(above) Plan showing major transport links in the Old Pond Neighbourhood area

The area around the Old Pond (referred to in this Strategy as the Old Pond Neighbourhood) is bordered by the A10 to the west and the West Anglia Mainline and Lee Valley Regional Park to the east. Both the A10 and Cheshunt Station (on the West Anglia Mainline) provide links into central London as well as Cambridge and Hertford further north and the London Orbital Motorway (M25) to the south with links to the rest of the country.

Cheshunt Old Pond itself lies at intersection of two local thoroughfares: Turners Hill (B176), which runs north-south through the Old Pond linking Waltham Cross to Broxbourne and Hoddesdon to the north; and College Road and Windmill Lane, linking the areas around west Cheshunt and Goffs Oak to Cheshunt Station and the Lee Valley Regional Park to the east.

### 1.3 History

Cheshunt is first mentioned in the Domesday Book of 1086 as 'Cestrehunt' which refers to a castle or fortress from which the town takes its name. Cheshunt contains the historic Churchgate area to the west and the Theobald's area with the historic Cedars Park to the south.

The name 'the Old Pond' refers to a pond that lay at the junction of what is now College Road and Turners Hill. The actual pond, located at what is now the entrance to Albury Grove Road, was filled in 1855, and the name was taken up by the adjacent public house (now a Turkish restaurant).



(above) Looking west to College Road from the Old Pond pub across the junction where the fountain is now C.1930. Image credit: The Lowewood Museum



(above) View across the triangle, later to become the site of the fountain, to the first new buildings on Newnham Parade C.1962. Image Source: The Lowewood Museum

The area went through considerable change during the 1950s and 60s, responding to increased housing development and a growing horticultural industry in the surrounding area, to become the retail and services centre for a growing resident population. The buildings and structures built during this time determine much of what we see at the Old Pond today, such as the main shopping parades and the fountain at the centre of 'The Pond', which has since become a landmark for the local area.



The fountain at the Old Pond

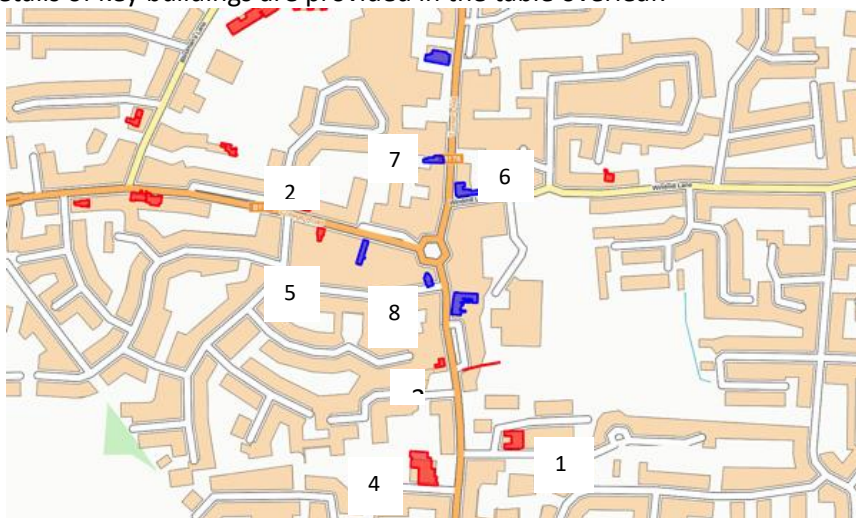
The town is fortunate to be part of the 2012 London Olympic legacy. As part of the build-up to the games, the Olympic Torch was carried close to the Old Pond by selected and nominated local residents. After the Olympics, gold medal winner Laura Kenny (Trott) who grew up in the town, had two post boxes painted gold in her honour, one of which can be found at the Old Pond.



Gold post box commemorating achievements of Laura Trott at the London 2012 Olympics

### Listed Buildings

The area is home to a number of listed and locally listed buildings, which future interventions should seek to preserve and enhance as key features of Cheshunt's heritage and identity. These are mapped below and details of key buildings are provided in the table overleaf.



(above) Old Pond Listed and Locally Listed designations

## Cheshunt Old Pond Strategy

No	Name	Listing Ref	Image	Designation	Details
1	Cheshunt Library	247		Grade II	Constructed in 1907 and designed by J. Myrtle Smith. Good example of Wren revival. Projecting side wings were constructed in 1965 in the same style and materials.
2	38 & 40 College Rd	82		Grade II	Pair of Early 18 <sup>th</sup> century cottages. Constructed of red brick with steep old tile roof and end chimney stacks.
3	43 Turners Hill	249		Grade II	Probably timber frame dwelling with early-mid 18 <sup>th</sup> century door case and mid C19 roughcast and plaster facade. Features include old tile roof with slate verges and banded plaster corner dressings.
4	Halsey Masonic Hall	248		Grade II	Early 18 <sup>th</sup> century, re-fronted around 1800 with plain projecting eaves. Features include Roman Doric pilasters and fully detailed entablature. Modern flat roof extension on front S side and other extensions on rear N side
5	45 & 47 College Rd	83		Grade II	Circa 1850, built from yellow stock brick. Features include stucco dressings, and slate hipped roof with central chimney stacks.
6	98, 100 & 102 Turners Hill	Ches 7		Locally Listed	The buildings have an association with people of local importance. Henry Crawter was a prominent surveyor in 1799, who lived in number 102. The buildings are located in a prominent position on the corner of a junction and add variety and character to the street.
7	O'shea's Public House, 99 Turners Hill	Ches 8		Locally Listed	Constructed in the 18 <sup>th</sup> or 19 <sup>th</sup> century, the visual appearance of the building in the street scene stands out from neighbouring buildings. The use of the building as a public house historically and socially significant.
8	Formerly Known As: The Old Pond Public House, 59 Turners Hill	Ches 4		Locally Listed	Earliest reference to this building becoming licensed as a 'beerhouse' was in 1872. Listed due its visually prominent position as people enter Cheshunt/Turners Hill. The building adds to local identity and helps to keep local history alive.

Images: Google

## 1.4 Strengths and Weaknesses

The following presents a summary of the feedback and analysis set out in the separate Consultation Report and Technical Analysis that accompany this document. The Vision and Objectives set out in Section 2 of this document and the Strategy in Section 3 all respond to this information.

### Strengths

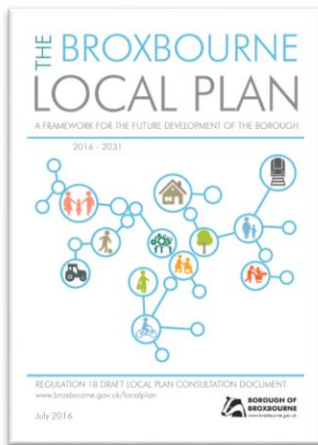
- The unique and enduring value the Old Pond brings to the businesses and communities of Cheshunt is its **location** and the ability to access facilities and services within a short distance from people's homes.
- The Old Pond plays an important **retail** function, primarily for groceries which is anchored by Tesco, and specialist shops such as chemists, bakers and a bike shop.
- **Public and community facilities** such as the Library, Community Hospital, leisure centre and Cheshunt Youth Connections provide important services for the people of Cheshunt and are vital to support strong and vibrant communities.
- **Parks and green infrastructure** shape much of the Old Pond's character, as well as that of the surrounding area. Grundy Park has a particular connection to local heritage and smaller parks within residential areas are important community facilities.
- **The fountain** at the centre of the Old Pond is an important local landmark and part of the historic and cultural identity of the area.
- Several of the facilities and services at the Pond enable an active **social life** for communities living in the surrounding areas. Cafes, day centres, parks, shops and the library all support strong communities.
- The Pond is home to a number of **historic buildings** that contribute to the centre's character and identity, providing valuable links to the area's heritage.

### Weaknesses

- The **retail offering** at the pond has changed significantly in recent years with the loss or several independent and specialist retailers, resulting in less choice and variety for both every-day and specialist consumables.
- The **food and drink** offering has grown at the Old Pond, though this has mostly been from cafes with very similar offerings, while pubs and restaurants have continued to close.
- **Community facilities** lack a strong presence within the centre, being located away from retail activity and disconnected from main thoroughfares.
- The **public realm** and pedestrian environment at the Old Pond is dated and does not provide a place for people to enjoy and spend time. This is particularly the case at the Old Pond roundabout/Tesco area and at the Turners Hill entrance to Grundy Park.
- Increased numbers of cars on the roads have resulted in various issues with **parking and traffic congestion**, some of which can be solved locally while others are borough-wide.
- **Pedestrian and cycle access** to the Old Pond is restricted by unattractive and potentially unsafe walking routes and a lack of provision for cyclists along major thoroughfares.
- **Poorly maintained buildings** have a negative impact on the character and identity of the Pond. This problem is particularly prevalent in the main shopping parades.



## 1.5 Policy Context



This district centre strategy has been produced in parallel with the emerging Local Plan. The plan sets out a framework for future development in the Borough of Broxbourne making references to the role of the Old Pond within the borough. Policy RTC2 in the Local Plan sets out that this strategy will be a material consideration in the determination of planning applications and decisions by public bodies including the Borough and County Councils.

### Vision & Objectives

Chapter 2 of the Local Plan sets out the vision and objectives for the plan period 2018-2033. The Vision includes developing a sense of place and community, delivering high quality open spaces, and improving sustainable transport connections. The Sustainable Neighbourhoods Strategy, set out in Chapter 3 of the Local Plan, states that by the end of the Local Plan period in 2033, the borough should be “more liveable”. In this sense, the borough should have benefitted from an improved quality of life, spurred by sustainable placemaking that seeks to meet the vision and objectives set out in the plan. This vision underpins the projects identified in the action plan later on in the strategy. Furthermore, a holistic approach to planning and design to tackle major long term health issues such as obesity, inactivity, poor air quality, and social isolation is outlined in Health and Wellbeing Strategy. The Cheshunt Old Pond strategy is an opportunity to tackle these issues by prioritising healthy and sustainable placemaking through various interventions, ensuring the vision for the Old Pond specifically as “a popular destination for shopping and services” is delivered.

### Policy CH3: Cheshunt Old Pond

Policy CH3 establishes the principle of producing this strategy and indicates some key priorities to be taken forward. It states “the Council will produce the Cheshunt Old Pond Strategy which will prioritise the improvement of the street and pedestrian environment”.

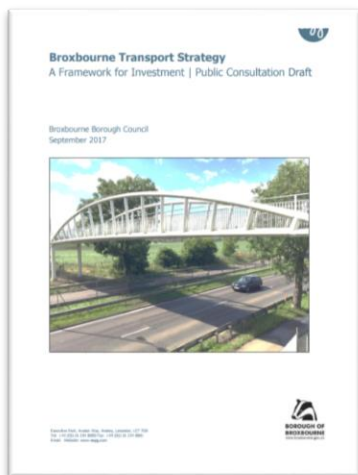
### Retail and Town Centres/Retail Hierarchy

Policy RTC2 defines Cheshunt Old Pond as a ‘District Centre’ and the subsequent policy, RTC2, establishes criteria for allowing development within this defined area, including: “whether the development enhances the historic character of the centre...and the public realm”; “the vitality and viability of the centre”; and “the provision of safe access, full and complete servicing arrangements and parking”.

### Policy BR1: Brookfield & Policy CH1: Cheshunt Lakeside

Both the developments of Brookfield and Cheshunt Lakeside represent major developments within the borough during the plan period. The Old Pond strategy seeks to ensure that the area benefits from this inward investment to the borough by ensuring the supporting role of the district centre to Brookfield, while also ensuring that the Old Pond remains a viable and attractive place to live, work, do business, and spend leisure time.

### Broxbourne Transport Strategy



The Broxbourne Transport Strategy proposes a vision to “Ensure that growth and regeneration can be effectively and safely accommodated by Broxbourne’s transport network” by utilising sustainable methods of transport. Section 7.5 paints an overview of highway interventions designed to improve traffic flow and reduce congestion in Cheshunt and the Old Pond, including the introduction of a 20mph zone on the B176. The policy also proposes a new bus route from Cheshunt rail station that will provide improved access to Waltham Cross and the proposed development at Brookfield.

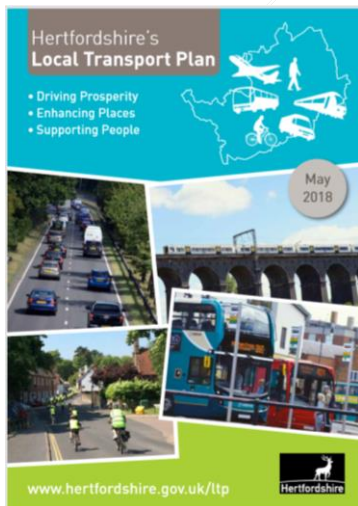
Public transport provision to and from Cheshunt is set to improve over the course of the Local Plan period. In particular, the strategy notes that once work on the Stratford to Angel Road (STAR) Scheme has been completed, rail service provision at Cheshunt will increase from eight to ten trains per hour. This further increases to 22 trains per hour following the completion of Crossrail 2 in 2033. This strategy acknowledges the need to improve the public realm around Cheshunt Station and the Old Pond to ensure it remains an attractive destination to visit and is well placed to cope with this increased provision.

### Local Cycling and Walking Infrastructure Plan (LCWIP)



The Local Walking and Cycling Infrastructure Plan sits alongside the Broxbourne Transport Strategy, proposing new infrastructure and physical improvements to maximise the opportunities for the take up of active travel across the Borough of Broxbourne. The plan notes that “the public realm suffers” due to the design of the Old Pond junction. Physical changes are proposed, while supporting the 20mph zone proposed in the Transport Strategy. These improvements will make the area more attractive to pedestrians and cyclists through the creation of a community space with secure facilities for cyclists.

### Hertfordshire Local Transport Plan 2018-2031



This plan accelerates the transition from a previous transport strategy that was largely car based to a more balanced approach which caters for all forms of transport and seeks to encourage a switch from the private car to sustainable transport (e.g. walking, cycling and passenger transport) wherever possible. *Policy 1: Transport User Hierarchy* states:

“To support the creation of built environments that encourage greater and safer use of sustainable transport modes, the county council will in the design of any scheme and development of any transport strategy consider in the following order:

- Opportunities to reduce travel demand and the need to travel
- Vulnerable road user needs (such as pedestrians and cyclists)
- Passenger transport user needs
- Powered two wheeler (mopeds and motorbikes) user needs
- Other motor vehicle user needs”

## 2. Vision and Objectives

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The vision for the Old Pond responds to the public consultations and analysis set out within this document (see Appendix C) and in the accompanying Consultation Report and Technical Analysis.

### A Vision for the Old Pond

Cheshunt's Old Pond will build on its strengths as an established centre for retail and leisure to become a vibrant and attractive destination and centre of public life for the community.

#### **The Old Pond will be a vital and thriving local centre...**

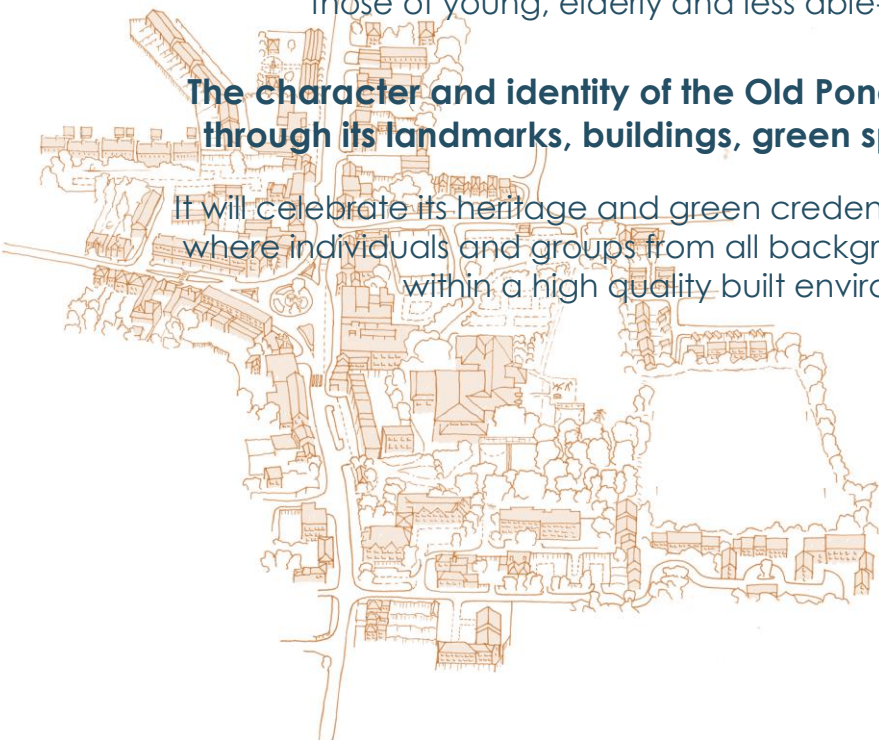
As an attractive place to live and do business, it will be where communities come together to access high quality food and drink, convenience retail and public facilities as well as a range of street-based activities and events.

#### **The Old Pond will be safe, accessible and welcoming for all...**

It will be a place that encourages active and healthy lifestyles, that balances the needs of pedestrians and vehicular traffic, as well as those of young, elderly and less able-bodied users.

#### **The character and identity of the Old Pond will be celebrated through its landmarks, buildings, green spaces and people.**

It will celebrate its heritage and green credentials to create a place where individuals and groups from all backgrounds come together within a high quality built environment.



## Objectives

The objectives below provide a framework to deliver the vision and are organised here under its three core themes.

### A vital and thriving local centre...

Proposals for Cheshunt Old Pond will:

1. Retain and strengthen the convenience retail and food and drink offer, introducing new street markets and events and foster a strong evening economy
2. Support a varied and diverse retail and services offering and resist the prevalence of single uses
3. Deliver public realm and infrastructure improvements that provide value for local businesses and attract investment
4. Unify the three existing centres of activity - shopping parades, the leisure centre/play area and library/ hospital - into a single, coherent local centre
5. Look to establish greater management of the Old Pond and local representation with improved engagement between stakeholders and the Council

### Safe, accessible and welcoming to all...

Proposals for Cheshunt Old Pond will:

6. Deliver public realm improvements that provide a pedestrian and cycle friendly environment, improved public space and green infrastructure and efficient vehicular traffic circulation
7. Ensure that all facilities, parks and public spaces are well maintained and are safe and accessible to people of all ages, abilities, backgrounds and incomes
8. Recognise the value private vehicle users bring to local businesses and services, and look to improve parking facilities throughout the Old Pond
9. Improve walkability standards throughout the area with improved pedestrian crossings, wayfinding, access to parks and increased opportunities for play

### Celebrating local character and identity...

Proposals for Cheshunt Old Pond will:

10. Deliver improvements to Grundy Park to bring a new focus to the frontage with Turners Hill and better connect it to Cheshunt Library
11. Ensure all public realm improvements increase the area's green infrastructure and contribute to the improved biodiversity of the area
12. Look to work with freeholders and business owners in order to improve and better maintain private buildings and spaces
13. Work with Council departments and freeholders to ensure that new development responds to its surroundings and contributes to a high quality built environment
14. Celebrate local history and heritage through sensitive planning of new development and the protection and enhancement of heritage assets

The following chapters set out a number of projects for the Old Pond to achieve the objectives and strategy. The information provided should to inform development and planning and, where available, indicative plans are shown to illustrate how these projects might be taken forward.

### 3. Strategy

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The overall strategy is to enhance Cheshunt Old Pond's role as a centre for the residents of Cheshunt and further afield. That means that it will accommodate a complementary mixture of shops, eating and drinking establishments, local facilities, housing and businesses, set within an environment where landscaped public space provides an attractive setting for outdoor life.

Focused around the junction of the busy roads of Turners' Hill and College Road, perceptions of the Old Pond are dominated by the presence of constant through-traffic. Changes to the wider highways network, including improvements to the A10, provide an opportunity to reduce this through-traffic and rebalance the environs of Cheshunt Old Pond in favour of its users. This forms part of the wider transport strategy for the A1170/B176 (the 'old A10') corridor to provide a better experience for people who want to travel on foot, by bicycle, and by bus, as well as providing greater enjoyment and patronage of the various services and facilities, including numerous shopping parades. The Strategy envisages the creation of a major public space around the Old Pond fountain, reached by an attractive network of pedestrian and cycle connections, whilst at the same time ensuring that the transport network continues to function for vehicular traffic. This approach is consistent with the approach set out in national policy as well as Hertfordshire County Council's Local Transport Plan and the Broxbourne Transport Strategy.

A shift in the approach to transport within the old A10 corridor, reducing the dominance of through-traffic, presents an opportunity for Cheshunt Old Pond to fulfil its potential. It is smaller than the historic town centres of Hoddesdon and Waltham Cross but plays an important role as a destination for residents of Cheshunt, primarily for local trips for everyday needs, although there are also some shops and facilities which attract visitors from a wider catchment. Improvements to the environment set out within the strategy offer an opportunity to increase patronage from both the local area and further afield, allowing the centre to better fulfil its potential role as a district centre.

Public realm at the Old Pond is poor, squeezed between shop frontages and busy main roads. This deprives the area of the potential for street-level activity that in successful town centres generates so much of the vitality that attracts people to visit time after time. The Strategy requires left-over spaces and areas of unnecessary tarmac to be transformed into pleasant spaces for the enjoyment of users. Examples of the sorts of uses include: the conversion of spaces outside cafes and restaurants into outdoor dining opportunities; food and beverage kiosks to generate activity in underused areas; street entertainment and market stalls; planting and urban greening; and facilities for children's play. Perhaps mostly significant is the potential to improve the setting of the fountain and increase appreciation of this local landmark and its contribution to the identity of Cheshunt.

Such improvements, initiated by the local Councils, should kick-start a cycle of improvements as local businesses and other stakeholders take forward their own initiatives, for example putting on street parties and events and raising the profile of the area through effective marketing. As more people take a pride in the Pond, individual efforts contribute to a step-change in perceptions of the area. Examples such as the 'Love Hoddesdon' campaign and Hoddesdon Business Improvement District (BID) offer a vision of what can be achieved with the active involvement of local businesses.

The next section sets out the specific projects envisaged by this Strategy.

# 4. Projects

To achieve the vision and objectives and address the issues raised throughout this strategy the Council is proposing an extensive programme of projects over the coming years. From public realm improvements to new facilities and centre management bodies, the projects outlined in the following pages present an ambitious but achievable programme to bring the Old Pond up to the standards expected of a thriving and vital local centre.

(below) Old Pond Strategy diagram illustrating location of major projects



The strategy diagram opposite shows the location of key projects put forward by this Strategy and how they are coordinated to achieve the Vision and Objectives set out in the previous section. The following summarises some of the key projects highlighted on the strategy plan overleaf. Further details are provided in the following section.

### **1. Central parades**

Around the Turners Hill-College Road and Windmill Lane junctions, the Old Pond Major Public Realm Improvement Scheme (Project 2) will create an attractive and enjoyable environment for all users and improve the setting and accessibility for businesses in the area. The character and quality of new development will be ensured with a new Design Code for the Old Pond area (Project 10). Increased commercial floor space (Projects 3, 23 and 26), particularly at the northern end of the centre, will support a diverse retail and services offering and help to link the Old Pond to the high street to the north, towards Cadmore Lane. New residential development above shops and in the local area will be encouraged. Better management and maintenance of the Pond will be achieved through projects including the establishment of an Old Pond and Waltham Cross Development Group (Project 11) and a Building Maintenance and Upkeep Schedule (Project 12). As well as new projects to improve accessibility, improvements to existing pedestrian surfaces and crossings (Projects 3 & 4) will ensure that the Old Pond is a safe and accessible destination for everyone while these major projects come forward. These projects will also celebrate the green character of the area, which is highly valued by local residents.

### **2. Grundy Park**

The Grundy Park Improvement Scheme (Project 1) together with the demolition of the former public toilet building (Project 21) will open up the entrance to the park and improve pedestrian footpaths and landscaping, creating a new public space and helping to activate the southern end of the high street. Improving walkability (Project 9) and planting along key routes in this area (Project 8) will also help to unite the retail and leisure activities to the north of the park with Cheshunt Library, Community Hospital and Youth Connections at the southern end.

### **3. Public & community facilities**

Public & Community facilities are to be given a renewed focus through projects to unify the Old Pond's retail, leisure and public/community areas. Aforementioned improvements to Grundy Park will better connect facilities at the leisure centre to shopping parades on Turners Hill and create new links through to Cheshunt Library, while pedestrian and cycle improvements along windmill Lane (Projects 6 and 7) will improve access to Herts Young Mariners Base. The library itself provides a vital public service, particularly for vulnerable groups, and is a major landmark for the area. Efforts will therefore be made to strengthen its role and presence in Cheshunt as a vital piece of civic infrastructure. Enabling development on the Cheshunt Youth Connections site (Project 22) could help to improve youth and community facilities in the area as well as the public realm at the southern end of the Centre, creating a new civic focus and gateway to the Old Pond.

### **4. Access**

Several projects will improve access to and around the Old Pond for pedestrians, drivers and cyclists alike. These projects cover both the Old Pond Centre and the wider neighbourhood and include the Old Pond Cycle Route Scheme (Project 7), the Green Routes Plan (Project 8), Area Walkability Improvements including traffic calming (Project 6) and Centre Parking Improvements (Project 18) and will help to strengthen the Old Pond's role as a convenient and enjoyable place to visit, shop and do business.

The projects put forward in the following pages fall into three categories: An improved Public realm; better maintenance and management; and new facilities and development opportunities.

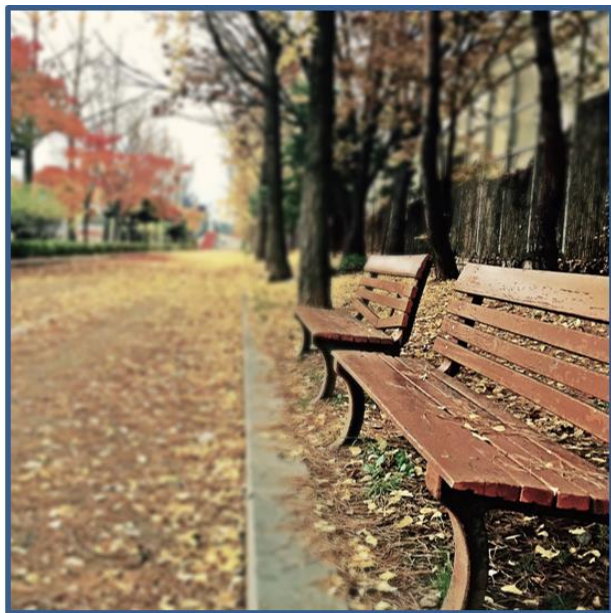
### **An Improved Public Realm**

The public realm covers everything from streets and paths to parks, playgrounds and other public spaces. The quality of these spaces determines how people move about, provides the setting for homes and local businesses as well shaping the overall character of the area. The public realm is also where the Council is most able to bring about big changes in helping to realise the Vision and Objectives set out in this Strategy.

For these reasons the Council is proposing a number of public realm projects, large and small, to be implemented over the coming years. These projects will be funded through a combination of Section 106 and other developer contributions from new development, such as Cheshunt Lakeside, as well as both government and external grants and loans.

In the short term, improvements to pedestrian surfaces and road crossings will improve safety, particularly for elderly and less-able bodied users. In the medium term the Council will begin work on a major scheme to renew the public realm throughout the Old Pond, focussing on improving vehicular circulation and creating a high quality environment for pedestrians to enjoy and businesses to flourish.

Full details of proposed public realm projects are provided in the next section of this document.



(Above) Improvements will provide for a range of street based activities including markets and outdoor dining. The walkability assessment identified a need for more public benches and improvements to Grundy Park. Analysis identified a need for safer, segregated cycle routes through the Old Pond.



### **Better Management & Maintenance**

Many of the objectives set out in this Strategy relate to the way in which buildings and commercial spaces are managed and maintained, both by the Council and other private and public bodies.

Improving things like the retail and services offer or the character of buildings around the Old Pond requires a co-ordinated approach to decision making between stakeholders

on issues including letting property, the upkeep of buildings or council planning decisions.

For these reasons this strategy makes a number of proposals to improve the management and maintenance of property and infrastructure around the Old Pond. Fundamental to these proposals will be the establishment of a Cheshunt Old Pond Development Group, enabling greater partnership between stakeholders and representation of local businesses within the Council.

Full details of the management and maintenance proposals are provided in the next section of this document.



### **New Facilities & Development Opportunities**

While there is limited available land for new development around the Old Pond, existing sites present a number of opportunities to improve facilities and increase the availability of quality commercial premises and places to live at the Old Pond.

Where sites and property are within the Council's ownership and control, such as car parks and the former Grundy Park toilet building, the following proposals will set out the agenda and process for bringing projects forward. Where projects include property in private or other ownership, project proposals will set out the Council's aspirations for these sites in line with the Vision and Objectives set out in this Strategy.



(above) Improvements include new street markets and better signage and wayfinding

## 4.1 Public Realm Projects

The following pages provide details of the projects and proposals being put forward by this strategy. Each has been conceived to achieve one or more of the development objectives and provides a summary of the project as well as information on management, resourcing and time line. Public realm projects, management and maintenance proposals and facilities and development opportunities are grouped accordingly.

### Project #1 Grundy Park Improvement Scheme

#### Summary

This project responds to issues raised through this document around accessibility, character, maintenance and the public realm in Grundy Park and its surrounds. The project also fulfils a wider strategic objective to link the three centres of activity around the Old Pond and provide new activity and a welcoming public space towards the southern end of the Old Pond Centre.

The project proposes major improvement works to the area between Turners Hill (historically known as Elm Arches) and the Laura Trott Leisure Centre, including a re-designed public realm and landscaping and the removal of the former public toilets (see project 21). Additional improvements are also proposed to the wider park area. These focus primarily on improvements to pedestrian foot ways.



#### Strategy objectives met

(See section 3 for full list of objectives)

3. Value for local businesses
4. A single, coherent local centre
6. Public realm improvements
7. Safe and accessible to all
8. Improved parking facilities
9. Improve walkability standards
10. Improvements to Grundy Park
11. Increase the area's green infrastructure

#### Management

This project would be planned and managed by Broxbourne Borough Council. External bodies would also be appointed to undertake tasks including detail design and construction.

#### Resourcing

This project has an estimated cost of £500,000-750,000. This would be funded from a combination of received and future Section 106 contributions.

**Term: Short** 1-3 years



*(above): the park entrance may be made more welcoming by opening up the entrance facing Lynton Parade, and providing a safe crossing of the service road together with improved public real/street surfacing around the King's Head pub. Demolition of the former toilet block (project 21) offers an opportunity to create an attractive and vibrant new public space.*

The first plan below illustrates the proposed public realm and landscape designs for Grundy Park between Turners Hill (Elm Arches) and Laura Trott Leisure Centre. These proposals include a new entrance to the park on Turners Hill/Lynton Parade, commemorating the history of the park and the local area with space for markets and events (1); improved pathways with additional lighting (2); a new footpath linking the leisure centre to Cheshunt Library (3); new flower beds and planting (4); and a new seating/viewing area adjacent to the sports pitches (5). Wider improvements to Grundy Park area are outlined in the plan at the bottom of the page.



(Above) Proposed improvements to the main project area (including demolition of the former toilet block)  
 (below) improvements to the wider area.



## Project #2 Old Pond Major Public Realm Improvement Scheme

### Summary

This project would address many of the issues highlighted within these documents and this strategy by improving accessibility, landscaping, character and design quality of the street scene at the Old Pond. The intention of this project is not only to have a direct benefit to the public realm but for these improvements to benefit business and attract investment to the town by significantly improving the quality of the environment that people want to visit and spent time in. The plan opposite highlights the key features of the proposed scheme.

### Strategy objectives met

(see section 3 for full objectives)

1. A stronger retail, food and drink offering
3. Value for local businesses
4. A single, coherent local centre
6. Public realm improvements
7. Safe and accessible to all
8. Improved parking facilities
9. Improve walkability standards
10. Increase the area's green infrastructure

### Management

This project would be planned and managed by Broxbourne Borough Council in partnership with Hertfordshire County Council as highways authority. External bodies would also be appointed to undertake tasks including detailed design and construction.



### Resourcing

This project has an estimated cost of £2-3m. This would be funded primarily from Section 106 contributions from Cheshunt Lakeside and other nearby developments.

**Term: Medium** 3-5 years

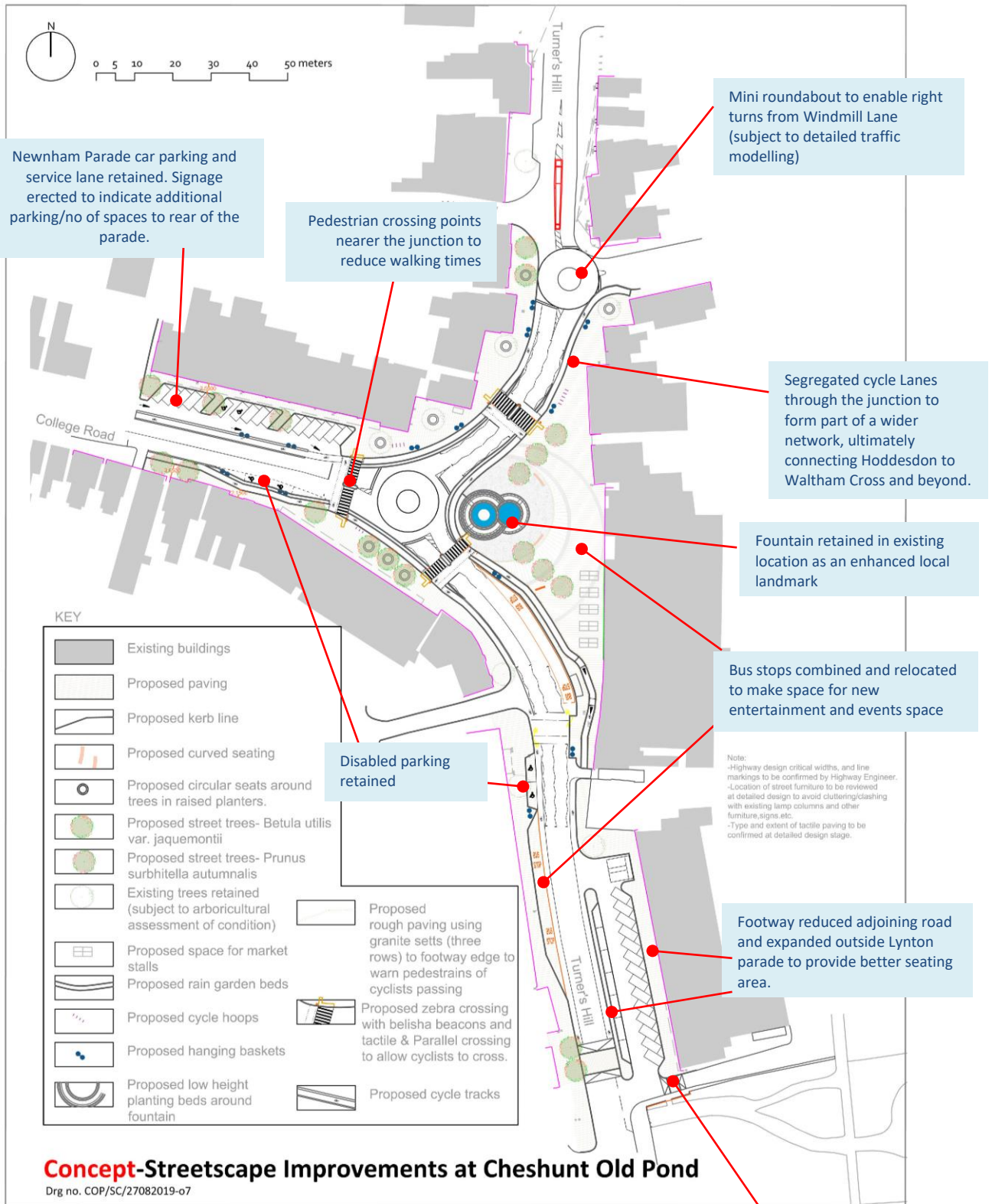
**Next steps.** Upon adoption of the Strategy and once funding has been allocated work will be undertaken to develop the proposal to detailed design and implementation. To include: local traffic modelling to ensure there is no serious negative impact on congestion; detailing of the pedestrian crossings and cycle lanes to ensure safety for all users; further consultation; further consideration of bus priority measures; landscape and urban design work to ensure the scheme delivers an attractive and high quality environment; and to reflect dependencies with planned works to the A10<sup>1</sup> and the Ministerial Direction (October 2018) regarding air quality exceedances.

<sup>1</sup> As set out in the Broxbourne Transport Strategy at [www.broxbourne.gov.uk/transportstrategy](http://www.broxbourne.gov.uk/transportstrategy)

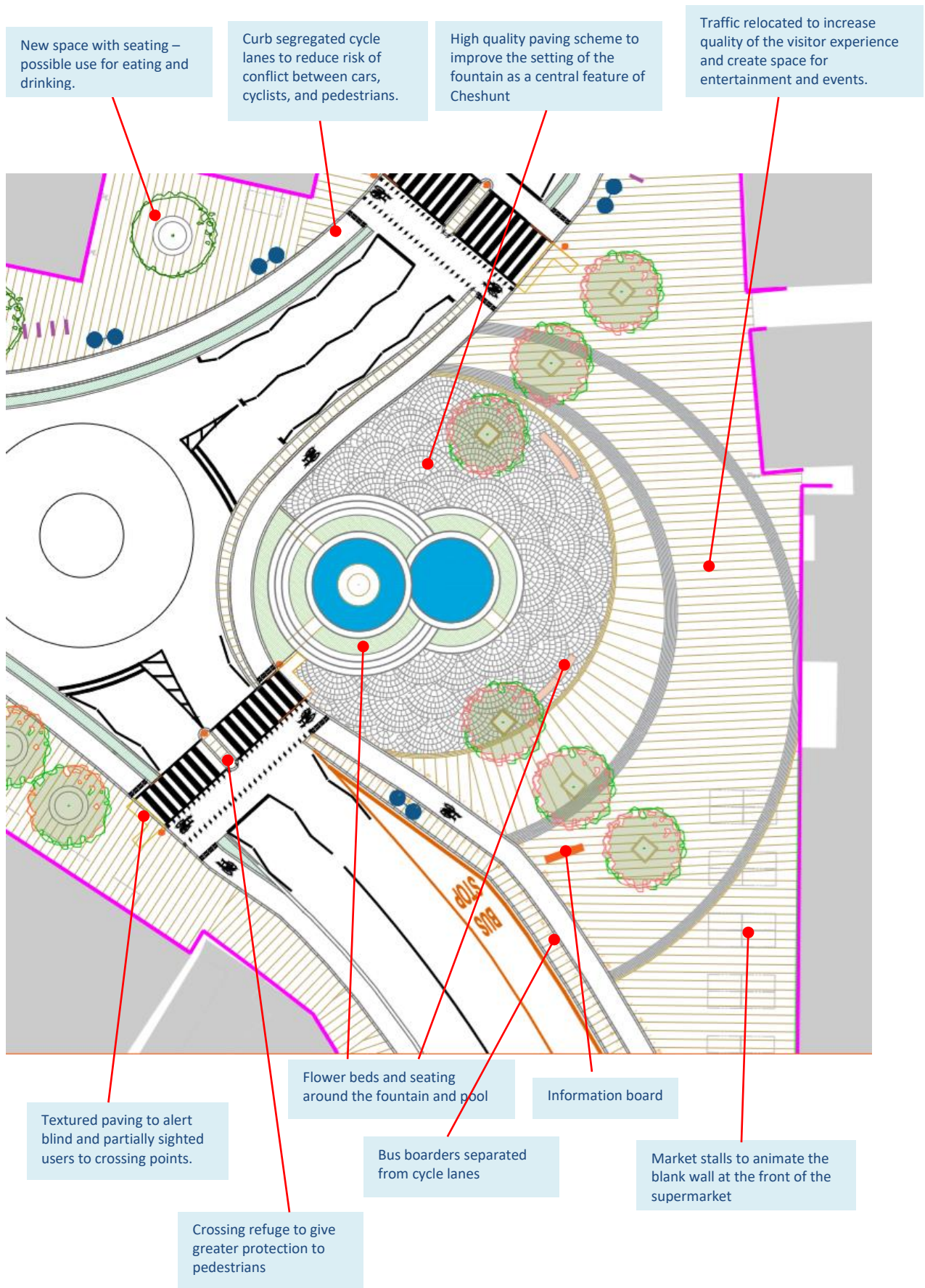
(below) Computer-generated images showing indicative layout of the public realm scheme looking east and (bottom) looking west along College Road.



(below) illustrative layout of public realm scheme around the fountain



(below) Central area of the proposed scheme in greater detail.



The proposed scheme creates a new public space around the fountain, to be retained in its current location, creating a place to sit and relax at Cheshunt's best known landmark.

The public space together with wider footpaths and new tree planting will allow for new markets and events and outdoor dining, while improved pedestrian crossings will mean people of all ages and abilities can move about the area with ease.

For vehicular users two mini roundabouts will ensure the smooth flow of traffic throughout the day and vehicles will now be able to turn right out of Windmill Lane onto Turners Hill.

The scheme also includes dedicated cycle routes in all directions, providing safe access for cyclists and minimising the impact to pedestrians and vehicle users. To minimize the impact on vehicular traffic the scheme has been designed in consultation with HCC highways and has been modelled with projected traffic increases to 2033 (including major planned developments such as Cheshunt Lakeside at Delamare Road). Further public consultations on the final design scheme will be undertaken once a detailed scheme has been produced.

*(below) illustrative detail of possible granite paving, seating, and planting around the fountain*





## Project #3 Activating Blank Frontages Programme

### Summary

This project addresses issues with the Old Pond's buildings and spaces that negatively impact the character of the area. Public consultation and analysis in this document highlight key areas around the Old Pond where building frontages create an unattractive and unwelcoming character to the area. These are typically defined by the absence of shop windows or doors and a lack of activity on the street in front.

This project therefore proposes to develop options for utilising blank frontages and the adjacent spaces, to create opportunities for new activity, improved facilities and a more attractive and vibrant centre.



The project identifies six building frontages where improvements could be made:

1. Tesco Metro (above)
2. Newnham Parade/Cheshunt Post Office
3. HSBC on Turners Hill
4. Enfield Food Centre
5. 108 Turners Hill
6. Westbury access road to trading estate

Each site poses different opportunities to introduce new character and activity to the Old Pond. This might be through new public benches and planting - creating an enjoyable place to sit; commissioning artwork or green walls for the walls and using the spaces in front for cycle parking; or by introducing retail kiosks to provide additional small business space.

### Strategy objectives met

1. A stronger retail, food and drink offering
6. Public realm improvements
7. Safe and accessible to all
9. Improve walkability standards
11. Increase the area's green infrastructure



### Management

This project will be co-ordinated by Broxbourne Borough Council in partnership with individual property owners and Hertfordshire County Council as the highways authority.

### Resourcing

Planning and coordination will come from Broxbourne Council's existing operations budget, with specific interventions funded through Section 106 and grant funding.

**Term:** Incremental over one to five years.

### Process

Initial design options and feasibility work will begin immediately upon adoption of the Strategy. Funding will then be sought to undertake detail design and implementation of specific site projects in partnership with property owners, with the priority sites being Tesco and Newnham Parade.

## Project #4 Pedestrian Surfaces Repair Scheme



### Summary

This project responds directly to concerns raised during the public consultation on the safety of pedestrian surfaces, particularly for elderly and less-able bodied users. The scheme would identify where measures can be taken in the short-term to level paved and asphalt surfaces. The main areas of concern that this project will look at are the paved areas around the shopping parades and the Old Pond fountain, and the pedestrian routes through Grundy Park between Turners Hill and Laura Trott Leisure Centre.

### Strategy objectives met

(see section 3 for details)

- 6. Public realm improvements
- 9. Improve walkability standards

### Management

This project will be co-ordinated by Broxbourne Borough Council in partnership with Hertfordshire County Council as highways authority.

### Resourcing

Additional funding is not expected to be required for this project, with resourcing expected to come out of HCCs existing operational budget. SS106 and grant funding can also be explored should additional resources be required.

**Term: Short** Less than one year.

### Process

As this project is not expected to rely on additional resources or procedures.

## Project #5 Pedestrian Crossings & Signals Review



### Summary

This project responds directly to concerns raised during the public consultation on the timing and sequencing of pedestrian crossings around the Old Pond, particularly for the elderly and less-able bodied. The review will aim to improve pelican crossing timings where possible, to allow sufficient time to cross the road and address long waiting times for pedestrians and vehicles.

### Strategy objectives met

(see section 3 for details)

- 6. Public realm improvements
- 9. Improve walkability standards

### Management

This project will be co-ordinated by Broxbourne Borough Council in partnership with Hertfordshire County Council as highways authority.

### Resourcing

No additional funding should be required for this project, with resourcing expected to come out of the County Councils' existing operations budget.

**Term: Short** Less than one year.

### Process

As this project is not reliant on additional resources or procedures.

## Project #6 Old Pond Neighbourhood Traffic Calming Scheme



### Summary

This project addresses issues around traffic speed and walkability throughout the Old Pond Neighbourhood, with particular focus on the arterial roads of Turners Hill, College Road and Windmill Lane. Responding to issues raised during the public consultation around pedestrian safety and the findings of the Walkability Assessment (See separate Technical Report alongside this document), the project will examine how best to control vehicular traffic speed and improve the pedestrian environment. Physical measures and the extension of 20mph speed limits will be explored, in accordance with Hertfordshire County Council's Speed Management and Traffic Calming Strategies.

### Strategy objectives met

- 6. Public realm improvements
- 7. Safe and accessible to all
- 9. Improve walkability standards

**Management.** Projects 5, 6 and 7 will be brought forward together by Broxbourne Borough Council in partnership with Hertfordshire County Council as highways authority.

**Resourcing.** This project has an estimated cost of £200,000. Funding for this project will be sought from a combination of developer contributions and grants.

**Term: Short** 1-2 years.

**Process.** Once specific interventions have been identified by reviewing appropriate traffic calming measures and assigning locations in response to the findings in this Strategy, projects will be brought forward once funding has been assigned.

## Project #7 Old Pond Cycle Route Scheme



### Summary

Responding to the analysis in this Strategy and the proposals set out in the Local Cycling & Walking Infrastructure Plan, the scheme will look to improve facilities along Turners Hill, College Road and Windmill Lane. Priority will be given to east-west links between the Old Pond, Lee Valley Regional Park / Cheshunt Station and the wider area. Given the varying availability of road space throughout the area, different options for cycling routes will need to be considered and where the provision of cycle lanes is not possible, measures to improve safety should be identified in accordance with Healthier Herts: A Public Health Strategy for Hertfordshire.

### Strategy objectives met

- 3. Value for local businesses
- 6. Public realm improvements

**Management.** Projects 5, 6 and 7 will be brought forward together by Broxbourne Borough Council in partnership with Hertfordshire County Council as highways authority.

**Resourcing.** Depending on the eventual scope, this project has an estimated cost of between £100,000 and £500,000. Funding for this project will be sought from a combination of developer contributions and sustainable transport grants.

**Term: Medium** 3-5 years.

**Process.** Initial appraisal and feasibility work will identify the type of interventions required along each route and assign approximate costs. Implementation will then begin once funding has been assigned.

## Project #8 Greening of Key Routes



### Summary

This project aims to improve the green character of the area beyond the extent of the Old Pond Centre.

Focussing on key routes of Turners Hill, College Road and Windmill Lane and prioritising links to Lee Valley Regional Park, proposals will be put forward (in conjunction with projects 5 and 6) to increase the quantum and quality of green infrastructure along these roads, to include but not limited to tree planting, raised beds and the maintenance of existing planting.

### Strategy objectives met

3. Value for local business
6. Public realm improvements
9. Improve walkability standards
11. Increase green infrastructure

**Management.** Projects 5, 6 and 7 will be brought forward together by Broxbourne Borough Council in partnership with Hertfordshire County Council as highways authority.

**Resourcing.** Depending on the eventual scope, this project has an estimated cost of between £50,000 and £100,000. Funding for this project will be sought from a combination of developer contributions and grants. In addition there will be an increase in annual revenue costs to maintain these areas.

**Term: Medium** 3-5 years.

**Process.** An initial appraisal and feasibility process will identify where improvements can be made, with implementation planned to coincide with improvements for traffic calming and cycling.

## Project #9 Area Walkability Improvements



### Summary

The Walkability Assessment carried out for this Strategy makes numerous recommendations for interventions to improve walkability throughout the Old Pond Neighbourhood. This project serves as an umbrella proposal to implement the recommendations of the Assessment incrementally over the coming years.

### Strategy objectives met

3. Value for local business
6. Public realm improvements
7. Safe and accessible to all
9. Improve walkability standards
11. Increase green infrastructure

**Management.** There are various types of interventions outlined in the Walkability Assessment, each involving stakeholders, though Broxbourne Council will take the lead on each. For example, proposals to open up new pedestrian access to parks and open spaces will require consultation with adjacent residents and landowners, while traffic calming measures will need to be worked through in partnership with Hertfordshire County Council.

**Resourcing.** Costs and resourcing for individual interventions will be identified on a case by case basis.

**Term: Short** Ongoing, to start in the next 1-2 years.

**Process.** Recommendations from the Assessment can be implemented individually as and when funding becomes available, or combined to attract investment.

## 4.2 Management & Maintenance Projects

The following address various objectives set out in this Strategy around the way in which property (public and private) is designed, managed and maintained by various stakeholders.

### Project #10 Cheshunt Old Pond Design Code



**Summary:** This project has been created in response to comments from Broxbourne Council planning committee and the government's proposed reform of permitted development rights. The design code will provide guidance on built character, architectural style and other design features to prospective planning applicants at the Old Pond. The aim is to strengthen the built character of the area by encouraging a consistent level of design quality for all new and refurbished buildings.

**Strategy objectives met:**

12. Improve and better maintain private buildings and spaces
13. Celebrate local history and heritage

**Management:** The design code will be produced by the Council Planning Department and implemented by Development Management through the planning and pre-application processes.

**Resourcing:** Resourcing for this project will come from Broxbourne Council's existing operations budget.

**Term:** Short – Less than 1 year

### Project #11 Cheshunt & Waltham Cross Development Group

**Summary:** In response to the recommendations made within the draft Strategy, the Cheshunt & Waltham Cross was established and met for the first time in July 2018. The group will enable greater collaboration between the Council and local stakeholders by bringing together local Councillors, businesses, council officers and other representatives to progress projects in the area.

**Strategy objectives met:**

5. Greater management and local representation

**Management:** The group operates as a Cabinet advisory group, to advise cabinet on issues such as:

- Traffic management and streetscape improvements
- Opportunities to enhance the appearance, vitality and safety of Cheshunt Old Pond
- Coordination and implementation of the Cheshunt Old Pond Strategy
- Public engagement and consultation exercises.

Meetings are open to the public and conducted in accordance with the Cabinet procedure rules as set out in the Council's Constitution.

**Resourcing:** Broxbourne Borough Council co-ordinate the group, though it will also be dependent on local business representatives taking a leading role.

**Term:** The Development Group has been established and has reviewed this strategy prior to agreement by the Council.

## Project #12 Building Maintenance & Upkeep Schedule

**Summary:** Responding to recommendations from the public consultation as well as the Council's own assessment, this project aims to improve the general appearance and upkeep of some of the buildings around the Old Pond (see over for examples). The project focuses on the facades and shop fronts of buildings fronting major thoroughfares, in particular those of mid-20th century shopping parades.

**Strategy objectives met:**

- 3. Value for local businesses
- 12. Maintain private buildings and spaces

**Management:** As the Ownership and Control assessment shows, the Old Pond comprises a mix of publically and privately owned properties, meaning this project will require collaboration between multiple parties.

Management will be led by Broxbourne Borough Council though project details and responsibilities would need to be decided by the proposed Cheshunt Old Pond Development Group (Project 9).

**Resourcing:** This project would likely need to be resourced by individual property owners, understanding the associated benefits to their properties and the character of the area.

**Term: Short** 1-2 years.

**Timeline:** Short-term - this would be a relatively simple task to achieve, providing the organisational support is there to bring the various parties together. For this reason this project is largely dependent on the establishment of the Cheshunt Old Pond Development Group.

The image below gives an example of buildings around the Old Pond where facades and frontages have been identified as being in need of better maintenance and upkeep. It will be the task of the Old Pond Development Group to work with landlords and freeholders to take care of properties such as these as part of wider public realm and improvement projects.



(above) Shops and residences on Lynton Parade. Image: Google

## Project #13 Review Council Lettings Procedure

### Summary

This proposal is in response to issues raised throughout this document regarding the proliferation of single commercial uses such as takeaways and estate agents at the Old Pond. The Council has to strike a balance between the need to achieve a commercial rent and its other ambitions. The review is therefore intended to explore this balance.

### Strategy objectives met

1. A stronger retail, food and drink offering
2. Varied and diverse retail and services

### Management

This would be an internal procedure.

### Resourcing

Resourcing for this project would come from the Council's existing operations.

**Term: Short** Less than 1 year.

### Process

Steps to initiate this proposal would be taken upon the adoption of this Strategy.

## Project #14 Food & Drink Improvements & licensing support

### Summary

The public consultation for this strategy carried out in October 2017 made apparent the desire from local users for greater diversity and quality of food and drink available at the Old Pond. This project aims to help address this by working with local establishments to improve their food and drink offer and where appropriate, to provide assistance in applying for new/extended alcohol licencing.

### Strategy objectives met

1. A stronger retail, food and drink offer.

### Management

This project would be coordinated by Broxbourne council in partnership with local businesses via the Old Pond Development Group.

### Resourcing

Resourcing for this project would come from the Council's existing operations.

**Term: Short** 1-2 years.

### Process

Steps to initiate this proposal would be tabled once the Old Pond Development Group is established.

## Project #15 Cheshunt Old Pond Marketing Campaign

### Summary

The council will initiate a marketing campaign to promote the centre as a vibrant and attractive destination within the borough. Aimed both at users and visitors to the Old Pond as well as potential businesses and investors, the campaign would look to improve the range of retailers and food and drink establishments as well as developing the evening positive social media awareness, promote healthy place making and strengthen the evening and experience economy with community partners at Laura Trott Leisure Centre, Grundy Park, The Youth Service and the Library. The plan will seek to build relationships and loyalty within the local community, utilising social media and working closely with the proposed Development Group.

### Strategy objectives met

1. A stronger retail, food and drink offer
2. Varied and diverse retail and services

**Management.** This project would be coordinated by Broxbourne council in partnership with Hertfordshire County Council and local businesses via the Old Pond Development Group.

**Resourcing.** : Initial scoping for this project will establish an annual budget, to be funded by Broxbourne Council and Section 106 monies. The plan would be jointly managed by Economic Development, Town Centres and Community Development.

**Term: Short** 1-2 years and ongoing.

**Process.** Steps to initiate this proposal would be taken upon the adoption of this strategy.

## Project #16 Old Pond Flood Prevention Plan



### Summary

Flooding has been a problem for some properties around the Old Pond in recent years, in addition to some surface flooding issues. The causes of these problems are likely to be in part from College Brook, which runs under the Old Pond towards the Lee Valley. In addition to the regular maintenance carried out on College Brook, further efforts are needed to address (seasonal) flooding of properties and surface water problems. The favoured option for addressing these types of issues would typically be to de-culvert College Brook. However the route of the brook means that the cost and disruption to businesses would be very high. Alternative proposals therefore need to be explored as part of a cost benefit analysis.

### Strategy objectives met

3. Value for local businesses

**Management.** College Brook is classified as a main river and therefore falls under the responsibility of the Environment agency, while highways are owned and maintained by Hertfordshire County Council.

**Process & Resourcing.** Broxbourne Council will work with Hertfordshire County Council and the Environment Agency to identify the best course of action, responsibilities and how to resource any required interventions.

**Term: Short** 1-2 years.



## 4.3 Facilities & Development Opportunities

The following projects outline sites in the Old Pond area where redevelopment has the potential to implement the Vision and Objectives set out in this strategy. These sites have various (public and private) owners and their inclusion in this Strategy is intended to signify the Council's preference for how they might be developed in the future. Proposals are also made in this section to improve facilities such as parking and public transport.

### Project #17 Old Pond Market & Events Programme



#### Summary

The public realm improvements outlined in projects 1 and 2 will create new high quality public spaces around the shopping parades and the entrance to Grundy Park. These spaces present a significant opportunity to introduce new temporary activities such as open air markets and events, increasing the variety and quality of activities for local users and creating a destination within the borough.

#### Strategy objectives met

1. A stronger retail, food and drink offer
2. Varied and diverse retail and services
3. Value for local businesses
- 13 A high quality built environment

**Term: Medium** 3-5 years.

**Management.** Initial appraisal and feasibility work to identify an appropriate management structure to be carried out by Broxbourne Council and the proposed Old Pond Development Group.

**Process.** The Council will begin discussions with market operators and local groups and businesses to identify an appropriate programme of markets and events, to begin once public realm work at the Old Pond is complete.

### Project #18 Centre Parking Improvements

#### Summary

Responding to a number of issues raised during the public consultation for this Strategy, this project recognises the need for improved parking facilities at the Old Pond. The Council will therefore explore options to extend free parking at the Old Pond, including options for a loyalty scheme, helping to address competition from Brookfield and support local business. The Council will also look to introduce better signage and signposting to Windmill Lane and Newnham Parade off street car parks, raising awareness of these facilities for potential users passing through the area.

#### Strategy objectives met

3. Value for local businesses
7. Safe and accessible to all
8. Improved parking facilities

**Term: Short** Less than 1 year.

**Resourcing.** The cost of the project will depend on the eventual scope of the scheme and whether it is extended to other town centres in the borough. An options appraisal will be conducted upon adoption of this strategy. Loss of income to the Council would need to be recouped from revenue generating activities elsewhere.

#### Process

Work to detail this project will form part of the emerging borough Parking Strategy.

## Project #19 Increase Cycle Parking



### Summary

To support more people to cycle throughout the borough and in addition to proposed new cycle lanes, the Council will provide increased cycle parking at key locations in response to the cycling infrastructure analysis in this Strategy.

### Strategy objectives met

3. Value for local businesses
6. Public realm improvements
7. Safe and accessible to all

**Term:** Short 1-2 years.

**Resourcing.** This project has an estimated cost of between £15,000 and £20,000. Funding for this project has been identified in part from existing S106 contributions and further funding will be sought as part of major public realm schemes throughout the centre.

**Process.** This work may be carried out as part of the implementation of the major public realm scheme (project 2).

## Project #20 Signage & Wayfinding Scheme

### Summary



Signposting to local as well as borough wide destinations and to include distances and walking/cycling times to each destination will improve people's knowledge and perception of walkable and cyclable routes in their area. The Council will therefore seek funding to implement signage and wayfinding schemes in Cheshunt and throughout the borough.

### Strategy objectives met

3. Value for local businesses
4. A single, coherent local centre
6. Public realm improvements
7. Safe and accessible to all
9. Improve walkability standards

**Term:** Short 1-2 years.

**Resourcing.** Depending on its scope this project has an estimated cost of between £50,000 - £150,000. Funding for this project will be sought from a combination of developer contributions and grants.

**Process.** Feasibility work, funding capture and a delivery plan will be put together by Broxbourne Council.

## Project #21 Demolish Former Grundy Park Toilet Building

### Summary



Grundy Park toilets were closed in July 2014. Project 1 of this strategy proposes improvements to the Turners Hill entrance to Grundy Park, opening the park to the high street and creating a new multifunctional public space. The former public toilet building is therefore proposed to be demolished as part of this improvement programme.

### Strategy objectives met

1. A stronger retail, food and drink offer
2. Varied and diverse retail and services
4. A single, coherent local centre
7. Safe and accessible to all
10. Improvements to Grundy Park

**Management.** As the property is owned by Broxbourne Borough Council, it will be the responsibility of the Council to take the project forward.

**Resourcing.** Demolition costs would be included as part of wider public realm schemes.

**Term: Short** To coincide with project 2.

**Process.** The decision to refurbish or demolish the building will be taken as part of discussions on future plans for Grundy Park (see further explanation in relation to Project 2 above).

## Project #22 Cheshunt Drill Hall/ Youth Connections site



### Summary

The Cheshunt Drill Hall and Youth Connections site houses essential facilities for Cheshunt Youth Services and a number of other groups. This proposal is intended to improve the public facilities provision and explore how this site can best cater for community needs over the coming years. Pending further discussion with Hertfordshire County Council, the Council would support additional development on this site, if this were used to fund improved public facilities.

### Strategy objectives met

2. Varied and diverse retail and services
12. Maintain private buildings and spaces
13. A high quality built environment

**Management.** The site is currently majority owned by the County Council, with Broxbourne Council owning land towards the rear of the site.

**Term: Medium** 3-5 years.

**Process.** Any future proposals would need to be developed as part of a broader conversation with the County Council on how to retain and strengthen public services (including the library and Community Hospital) this side of the Old Pond.

## Project #23 Vacant Buildings Project



### Summary

While a level of vacancy is to be expected of commercial premises in centres like the Old Pond, long-term vacancy should be avoided. This project will therefore look to bring long-term vacant properties back in to (commercial) use, by the Council working with freeholders and business owners to strengthen and diversify the retail and facilities offering at the Pond, in line with the Vision and Objectives set out in this Strategy.

### Strategy objectives met

1. A stronger retail, food and drink offer
2. Support a diverse retail and services offer
- 12 Maintain private buildings and spaces
- 13 A high quality built environment

**Term: short** 1-2 years.

**Management & Resourcing.** This project would be resourced with officer time from Broxbourne Council and coordinated together with the Cheshunt Old Pond Development Group.

## Project #24 Windmill Lane and Newnham Parade Car Parks



### Summary

While this strategy recognises the continuing need for private vehicle parking at the Old Pond, surface car parks represent a particularly inefficient and unattractive use of public land. The Council will therefore be exploring options to maximise the use of Windmill Lane and Newnham Parade car parks through additional residential or mixed use development, whilst retaining their current use and capacity as car parks (for example by partial decking over).

### Strategy objectives met

2. Varied and diverse retail and services
- 12 Maintain private buildings and spaces
- 13 A high quality built environment

**Term: Long** 5+ years.

### Process.

Initial feasibility work will be undertaken by the Council to ascertain what, if any, development on these sites is possible. Third parties would then likely be appointed to undertake detail design and construction.

## Project #25 Cheshunt Police Station

### Summary



The police have indicated their interest, in relocating Cheshunt Police Station to the new town centre in Brookfield (although probably not for some years). Should this move take place, this would present a considerable development opportunity to improve the section of Turners Hill to the north of the Old Pond in line with the Vision and Objectives set out in this Strategy. The Council would therefore support the mixed use residential/commercial redevelopment of this site and would look for associated public realm works to create a northern 'gateway' to the Old Pond Centre.

### Strategy objectives met

- 2. Varied and diverse retail and services
- 12 Maintain private buildings and spaces
- 13 A high quality built environment

**Term: Long** 5+ years.

### Process

Broxbourne Borough Council will work with Hertfordshire County Council and the Police and Crime Commissioner to bring forward plans for the site once a future has been determined for the police station.

## Project #26 Local Heritage & Information Displays



### Summary

Future improvement works set out in this strategy also provide an opportunity to remember and celebrate the heritage of the area and link to nearby heritage and wildlife trails in Churchgate and the Lee Valley. From its various listed buildings to the history of 'The Old Pond' and local donors that have made valuable contributions to the lives of residents and visitors through the creation of Grundy Park. Major proposals will therefore ensure local heritage information is displayed publically through plaques and information displays.

### Strategy objectives met

- 14. Celebrating local history

**Term: Medium** 3-5years.

**Resourcing** This project has an estimated cost of £10,000. Costs will be incorporated into budgeting for Projects 1 and 2.

### Process

The Council will consult local representatives and undertake research on local heritage as part of the developing briefs for Projects 1 and 2.

## Project #27 Re-implement Community Toilet Scheme

### Summary

The original Community Toilet Scheme was introduced in 2014 after the closure of Grundy Park public toilets, but participation has decreased in recent years. This project, which would allow public use of toilets during opening hours, regardless of custom, therefore proposes to relaunch the scheme, firstly within public facilities such as the Laura Trott Leisure Centre with the aim of extending to all public fronting shops and businesses around the Old Pond in the coming years.

### Strategy objectives met

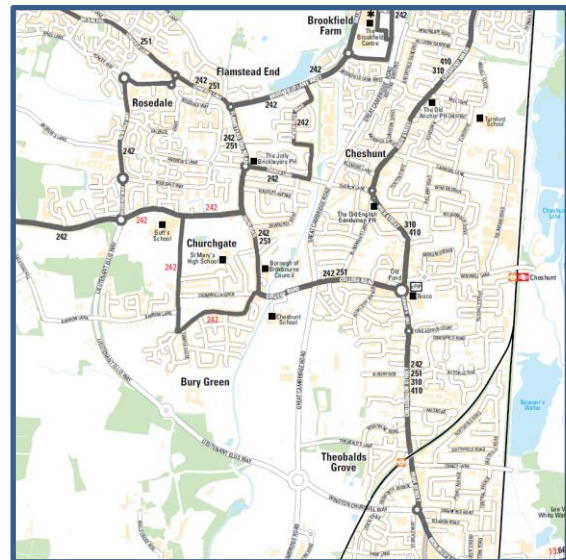
3. Value for local businesses
7. Safe and accessible to all

**Management.** The scheme would be coordinated by Broxbourne Council via the Cheshunt Old Pond and Waltham Cross Development Group.

**Term: Medium** 2-3 years.

**Process.** Promotion for the scheme will be planned to form part of the brief for the Old Pond Marketing Campaign (Project 13).

## Project #28 New Bus Service



### Summary

To coincide with the development of Cheshunt Lakeside and Brookfield Town Centre and Garden Village, a new bus service is proposed to link Waltham Cross, Cheshunt Old Pond, Cheshunt Station and Brookfield. As part of this proposal, the Council will improve facilities for this and other bus services around the Old Pond through the planned major public realm schemes outlined in Projects 1 and 2.

### Strategy objectives met

3. Value for local businesses
7. Safe and accessible to all

**Term: Long** 5+ years.

**Management.** Broxbourne and Hertfordshire Councils with bus operators.

**Resourcing** This project has an estimated cost of £600,000 and will be funded through a combination of S106 and operator contributions and (potentially) bonds/loans.

### Process

The Council will begin talks with service operators during the coming year.

# Appendix A: Action Plan

The following action plan summarises the aforementioned projects and outlines which should be taken forward in the short, medium and long-term.

BBC – Broxbourne Borough Council, HCC – Hertfordshire County Council

No	Location	Project	Objectives met	Details	Project Cost £ - up to £100k ££ - £100-£500k £££ - £500,000 +	Term
<b>4.1 Public Realm Projects</b>						
1	OP Centre	Grundy Park Improvementsnd public realm improvement scheme	3,4,6,7,8,9,10, 11	BBC to seek funding to bring forward improvements to Grundy Park, to focus on: <ul style="list-style-type: none"> <li>Improve the entrance to the park on Turners Hill by opening the park to the street and providing a new landscaped public space</li> <li>Improve pedestrian pathways and connectivity with new links to Cheshunt Library and residential streets along the park's boundary</li> </ul>	£££ (£500,000 - £750,000)	Short-term 1-2 years
2	OP Centre	Old Pond Major Public realm improvements scheme	1,3, 4, 6, 7, 8, 9, 10, 11	Major project to reorganise vehicular routes and improve the public realm around the Turners Hill/College Rd/Windmill Lane junction. To focus on: <ul style="list-style-type: none"> <li>Balancing vehicular and pedestrian user needs</li> <li>Improving the quality of public and green space and the overall character of the Old Pond</li> </ul> Creating new public space for street markets and events	£££ (£2-3m)	Medium-term 3-5 years
3	OP Centre	Activating Blank Frontages Programme	1, 6, 7, 9, 11	Develop options for utilising blank frontages and the adjacent spaces, to create opportunities for new activity, improved facilities and a more attractive and vibrant centre, with priority sites being Tesco Metro and Newnham Parade/Cheshunt Post Office.	£ - ££	Incremental over 1 to 5 years.

## Cheshunt Old Pond Strategy

No	Location	Project	Objectives met	Details	Project Cost £ - up to £100k ££ - £100-£500k £££ - £500,000 +	Term
4	OP Centre	Pedestrian surfaces repair scheme	6, 9	BBC & HCC to remove or maintain hazardous paving and other pedestrian surfaces around the Old Pond.	Na	Short-term 1-2 years
5	OP Centre	Review pedestrian crossings and signals	6, 9	HCC to review sequencing and timings of pedestrian crossings to improve frequency and crossing time.	Na	Short-term 1-2 years
6	OP Neighbourhood	Old Pond Neighbourhood Traffic calming scheme	6, 7, 9	Undertake feasibility study and seek funding for Traffic calming measures along College Road and Windmill Ln, as well as Turners Hill, with reference to the findings of the wayfinding study and Appendix 3.	££	Short-term 1-2 years
7	OP Neighbourhood	Old Pond cycle route scheme	3, 6	Undertake feasibility study and seek funding for cycle lanes along Turners Hill, College Road and Windmill Lane.	££	Medium-term 3-5 years
8	OP Neighbourhood	Greening of key routes	3, 6, 9, 11	Improve the quality of planting and other green infrastructure along Turners Hill, Windmill Lane and College Road either as part of wider public realm measures or as stand-alone interventions.	£	Medium-term 3-5 years
9	OP Neighbourhood	Area walkability improvements	3, 6, 7, 9	Capture grant and S106 funding as it becomes available to implement the recommended interventions made in the Walkability Assessment (Appendix 3).	Defined per intervention	1-2 years & ongoing
<b>4.2 Management &amp; Maintenance Projects</b>						
10	OP Centre	Cheshunt Old Pond Design Code	12, 13	The code will provide guidance on built character and architectural style, and strengthen the character of the area by encouraging a consistent level of design quality for all new and refurbished buildings.	Na	Short-term 1-2 years
11	OP Neighbourhood	Cheshunt and Waltham Cross Development group	5	Establish representative forum for local businesses and ward Councillors.	Na	Short-term 1-2 years
12	OP Centre	Building maintenance and upkeep schedule	3, 12	Work with local business owners and freeholders to implement a maintenance programme focussing on building facades and shop frontages.	Na	Short-term 1-2 years
13	OP Centre	Review council lettings procedure	1, 2	Implement internal council procedure to assess lettings decisions on council property against existing retail and services mix and long-term economic and social impact.	Na	Short-term 1-2 years



## Cheshunt Old Pond Strategy

No	Location	Project	Objectives met	Details	Project Cost £ - up to £100k ££ - £100-£500k £££ - £500,000 +	Term
14	OP Centre	Food & drink improvements and licencing support	1	Work with local establishments to address demand for improved food and drink offer and explore opportunities for late opening and alcohol licencing.	Na	Short-term 1-2 years
15	OP Centre	Cheshunt Old Pond Centre marketing campaign	1,2	BBC to run a campaign to promote the Old Pond as a place for high quality food and drink and convenience retail and strengthen the evening and experience economy.	£ PA	Short-term 1-2 years
16	OP Neighbourhood	Flood prevention plan	3	Work with the County Council and Environment Agency to identify where future improvement works can help address flooding in the area, where specific interventions are needed and implement works where needed.	Na	Medium-term 3-5 years
<b>4.3 Facilities &amp; Development Opportunities</b>						
17	OP Centre	Old Pond market & events programme	1, 2, 3, 13	Work with suppliers and organisers to establish a regular market and events programme to commence upon completion of major public realm works.	£ PA	Medium-term 3-5 years
18	OP Centre	Centre parking improvements	3, 7, 8	Identify opportunities to improve visitor parking that compliments proposed public realm works and supports local businesses.	£ - ££	Short-term 1-2 years
19	OP Centre	Increase Cycle Parking	3, 6, 7	Implement improved cycle parking facilities at key locations such as Cheshunt Old Pond Centre and Cheshunt Station.	£ (£15,000 - £20,000)	Short-term 1-2 years
20	OP Neighbourhood	Signage and wayfinding scheme	3, 4, 6, 7, 9	Implement a wayfinding scheme, at area or borough level depending on funding, for walking and cycling. Signposting to key amenities, points of interest and neighbouring town centres and destinations, with distances and walking/cycling times shown.	£ - ££	Short-term 1-2 years
21	OP Centre	Demolish former Grundy Park toilet building	1, 2, 4, 7, 10	Project 2 of this strategy proposes improvements to the Turners Hill entrance to Grundy Park. The former public toilet building is therefore potentially proposed to be demolished as part of this improvement programme (subject to a corporate and political decision).	£ (with potential for income generation)	Short-term 1-2 years

Cheshunt Old Pond Strategy

No	Location	Project	Objectives met	Details	Project Cost £ - up to £100k ££ - £100-£500k £££ - £500,000 +	Term
22	OP Centre	Cheshunt Drill Hall/Youth Connections site	2, 12, 13	BBC & HCC to explore options to improve community facilities and the public realm through enabling development on site.	£££	Medium-term 3-5 years
23	OP Neighbourhood	Vacant Buildings Project	1, 2, 12, 13	Council to work with freeholders and business owners to reinstate long-term vacant buildings as commercial/mixed use.	Na	Short-term 1-2 years
24	OP Centre	Windmill Lane and Newnham Parade car park developments	1, 2, 9, 13	Explore options for new commercial and/or residential development within these surface car parks whilst retaining their current functionality and capacity.	££ (with potential for income generation)	Long-term 5+ years
25	OP Centre	Local heritage and information displays	14	Installation of heritage information displays as part of broader public realm schemes, celebrating historical and heritage features such as Grundy Park, the 'Old Pond' and Cheshunt Library.	£	Long-term 5+ years
26	OP Centre	Redevelop Cheshunt Police Station	All	In anticipation of the station moving to new premises at Brookfield, proposals will be sought to redevelop the site with a mix of residential and commercial uses in a way that best meets the objectives of this Strategy.	Na	Medium-term 3-5 years
27	OP Centre	Implement Community Toilet Scheme	3, 7	Council to ensure Laura Trott Leisure Centre provides publically accessible toilets and to encourage local businesses to sign up to the Community Toilet Scheme approved by cabinet June 2014.	Na	Medium-term 3-5 years
28	Borough-wide	New bus service	3, 7	Work with service providers to implement a new bus service linking Cheshunt Old Pond and Cheshunt Station to Waltham Cross and the new centre at Brookfield.	££	Long-term 5+ years

