

WALTHAM CROSS TOWN CENTRE STRATEGY



Adopted March 2015

Contents

page

About the Strategy	2
Introduction	5
Waltham Cross Town Centre Strengths and Opportunities	8
Progress in Waltham Cross	9
Vision and Objectives	12
#	
Objective 1: An attractive, high quality town centre	14
Objective 2: A modern, popular and vibrant town centre	23
Objective 3: A well-managed town centre	32
Objective 4: An accessible town centre	36
Objective 5: A living and working town centre	41
Town Centre Masterplan	46
Implementation	48



About the Strategy

The Waltham Cross Town Centre Strategy will help guide the development and regeneration of Waltham Cross town centre over the medium-term period of five to ten years. It is a key strand of the *Waltham Cross Renaissance Plan* long-term and on-going programme of environmental, social and economic regeneration for the town. The strategy is ambitious, but realistic in its vision for the town centre and its role in the wider area. Through the careful phasing and implementation of its actions (set out in the implementation plan on page 46) the Council believes the strategy is fully achievable.



Background Evidence

In developing the first draft of the strategy, the Council drew upon a number of background plans and policies that are either referred to throughout or have been used in developing it. In addition to these a number of external evidence studies also aided its development:

- An Identity Report (Part 1 and Part 2) by Saunders Architects, which sets out the strengths and weaknesses of Waltham Cross;
- An Urban Strategy (Part 1 and Part 2), also by Saunders Architects, which proposes improvements to the town centre;
- A Streetscape Design Report (Part 1 and Part 2) by Studio Egret West design consultants, which proposes improvements to public spaces;
- An Olympic Vision by Saunders Architects, which sets out desirable environmental improvements between the town centre and the Lee Valley White Water Centre;
- A Retail Strategy (Summary and Waltham Cross specifics) by Javelin retail consultants, which benchmarks Waltham Cross against comparable towns and identifies desirable new retailers;
- A Retail Report by GVA Grimley which looks at wider retail changes in Broxbourne;
- A Benchmarking Study by AMTi town centre consultants, which sets out how Waltham Cross compares to similar towns both regionally and nationally.

Public Consultation

The first draft version of the strategy was subject to public consultation between November 2012 and January 2013, following notification through the press, the Council's e-communication channels, and public exhibitions. In total, over 200 responses were received. These indicated strong support for many aspects of the strategy, including its main objectives, improvements to the Pavilions Centre, a better range of shopping, better public realm, more attractive businesses and clear gateways. The responses were also supportive of proposals such as a major new supermarket to the northern end of the High Street, for a busier evening economy, for a hotel within the Pavilions car park, for moving the street market and for increasing residential provision in the town centre.

Prior to consultation on the first draft version of the strategy the Council also consulted the public in 2011 on the proposed streetscape improvements, including the option for light traffic to return to Waltham Cross High Street.

Further Evidence

The outcomes of these consultation exercises and the responses received from the public and business community led to the Council recognising that further evidence work would need to be carried out to support the development of both the strategy and the emerging Local Plan. This work was progressed through 2013 to 2015 and focussed on assessing the capacity for new retail development in the Borough of Broxbourne, including for its town centres, and on the feasibility of re-opening the northern High Street as a shared space with light traffic as part of a new urban realm project. This evidence is set out in the following studies

- A Broxbourne Retail Capacity Study by White Young Green (WYG) Planning, which includes projections of convenience and comparison retail floorspace needs for the borough and its town centres;
- A Waltham Cross Scheme Assessment by JMP Associates, in consultation with the local Highway Authority which has assessed the technical viability of re-opening the High Street as a shared space with light traffic.

All of the survey questionnaire responses, consultation responses and the existing and new evidence have been thoroughly considered in preparing this revised draft version of the Strategy. A summary report and table of the first draft consultation responses has been prepared to sit alongside this revised draft strategy.

Status of the strategy

Policy RTC2 of the Council's adopted 2001-2011 Local Plan states that in order to improve the vitality and viability of the borough's retail centres, strategies would be prepared to guide

development in both Hoddesdon and Waltham Cross town centres. A strategy for Hoddesdon has already been completed and adopted by the Council. The desire for having both these strategies in place is reiterated in the Council's emerging Local Plan for the Borough.

The revised draft strategy is therefore a signal of the Council's ambitions for a revitalised Waltham Cross, but is not a development plan document subject to examination. It sits alongside and supports the Local Plan, and having been subject to public consultation it will be a material consideration in the determination of planning applications.

The strategy will be used to:

- Improve the vitality of the town centre and in particular the attractiveness and accessibility of its northern end;
- Enhance the retail offer of the town centre and attract investment;
- Improve accessibility within the town centre and the connections from the town centre to surrounding areas through clear gateways, better public realm and improved way-finding;
- Promote and co-ordinate actions and investments in the town centre over the next five to ten years;
- Inform funding decisions taken by the council and its partner organisations;
- Guide landowners and developers on suitable forms of development in the town centre;
- Assist the assessment of planning applications and inform developer funding contributions.

#

Progress on the actions within the strategy will be reviewed regularly throughout its lifetime, with success measured against the strategy's implementation plan.

Introduction

Waltham Cross sits at the southern end of the Borough of Broxbourne in Hertfordshire and is the local shopping centre for people living in Waltham Cross and southern Cheshunt, as well as the north of the London Borough of Enfield and into west Essex. The town has a long history, taking its name from the scheduled monument cross erected in memory of Queen Eleanor of Castile in 1290, which still stands in the heart of the town centre.

Waltham Cross has a lively town centre with a busy High Street that contains the renowned Fishpools furniture store as well as a mix of independent and chain shops, banks and other town centre services, as well as places to eat and drink. The indoor Pavilions Shopping Centre also houses a range of high street brands, such as Boots, WH Smith and Argos, as well as the town's Sainsbury's food store. This is complemented by a Lidl food store at the southern end of the town's High Street.



Waltham Cross town centre on a busy shopping day

The boundary of the town centre (see the map on page 7 and Masterplan on page 46) covers the full length of Waltham Cross High Street between the 'Fishpools Roundabout' at its northern end and the boundary with the London Borough of Enfield at its southern end, as well as part of Eleanor

Cross Road east from the High Street at the Eleanor Cross Memorial, and westwards at the northern end of the High Street to incorporate the Homebase site.

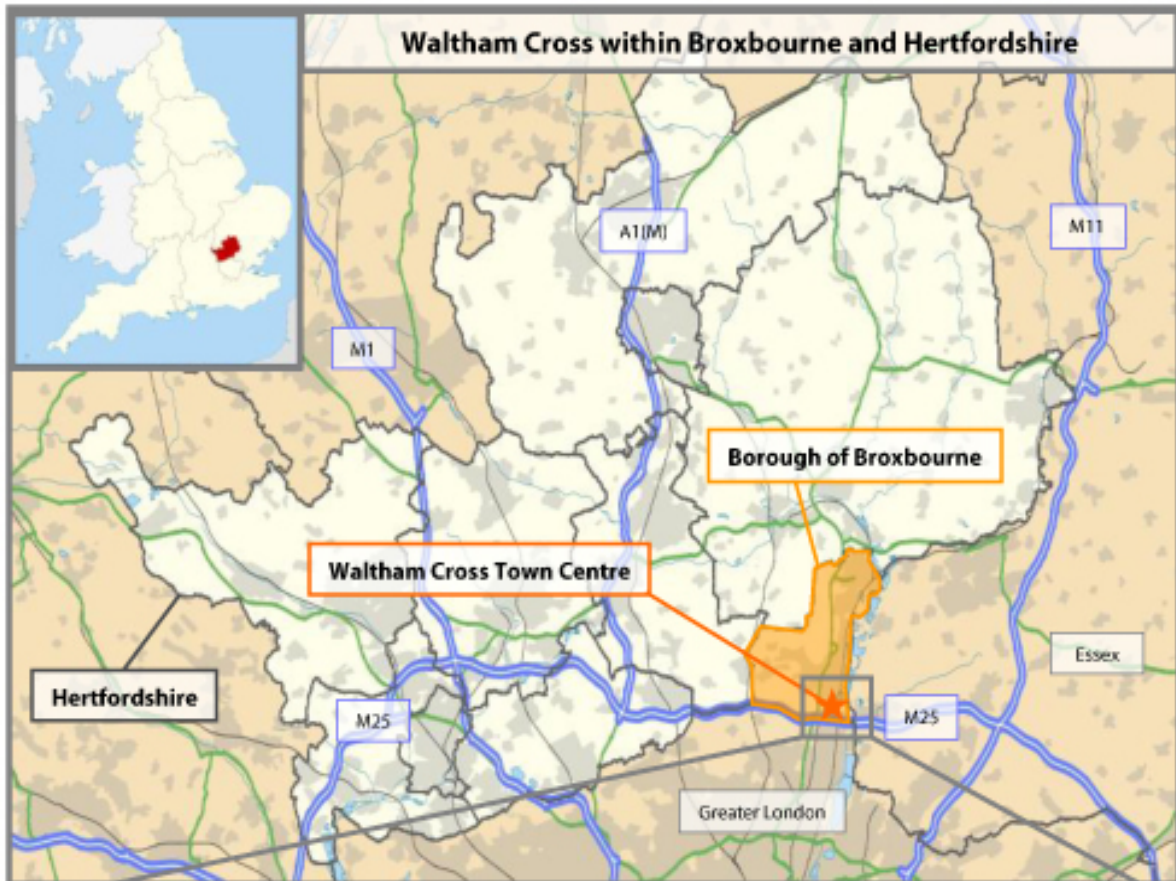
The town is adjacent to a growing cluster of tourist attractions, open spaces and nature reserves – with the Lee Valley White Water Centre (host of the Canoe Slalom events of the London 2012 Olympic Games) a short walk to the east of the town. This is within the Lee Valley Regional Park, which is an extensive informal recreation area of internationally significant wildlife value with Sites of Special Scientific Interest (SSSI) within the Lee Valley SPA and Ramsar site. Waltham Abbey, also to the east of Waltham Cross and home to the Royal Gunpowder Mills Museum, is another attractive destination, with its ancient Abbey the final resting place of King Harold II. Cedars Park is a further important historical site to the north of the town centre that once housed a royal palace. Supporting all of these local tourist attractions, Waltham Cross One Stop Shop has since November 2012 been a designated Tourist Information Point, where both residents and visitors have been able to get information about local attractions, transport and accommodation.

Waltham Cross is also one of Broxbourne's main employment locations. As well as the town centre itself there are two large employment areas within walking distance of it – the Waltham Cross Business Park spreads east from the town centre to the south of Eleanor Cross Road, whilst the Park Plaza business park (home to News International's UK print works) is to the west of the town centre.

Although the town centre has experienced challenges to its retail offer over past decades, as well as challenges to the perceptions of safety, it has a number of strengths and there are clear opportunities for improvement. This strategy and the wider Waltham Cross Renaissance Plan seek to build on the town's strengths and deliver these opportunities to ensure that Waltham Cross can be successfully regenerated.



The Lee Valley White Water Centre, to the east of Waltham Cross town centre, during the London 2012 Olympic Games



Waltham Cross town centre is located at the south-east corner of Hertfordshire, bordering Greater London and close to the M25, A10 and A121 roads as well as the West Anglia Main Line railway.

Waltham Cross Town Centre's Strengths and Opportunities

Strength: Waltham Cross town centre has elements of a traditional Hertfordshire market town and a bustling London shopping area, making it increasingly popular with shoppers from Turkish, Asian and Afro-Caribbean backgrounds, as well as its traditional customer base.



Opportunity: Waltham Cross has the potential to build upon the best elements of both of these roles, giving it a distinct identity and the potential to attract more visitors.

Strength: Waltham Cross town centre is highly accessible, easily reached by car, bus, train and taxi, as well as on foot or by bicycle. It also has more than 1,200 car parking spaces and the Council-operated car parks are now the cheapest in the region.



Opportunity: More people can be attracted into Waltham Cross town centre through better signage of its parking and accessibility improvements, increased information about its parking charges and improved circulation for cyclists and pedestrians.

Strength: Waltham Cross town centre has a lively street market with over 50 stalls every Wednesday and Friday.



Opportunity: Environmental improvements will enable enhancement and better profile of the market in a dedicated market location within a revitalised town centre.

Strength: Waltham Cross town centre has over 100 shops, as well as restaurants, cafes, banks, a public library and bingo hall.



Opportunity: There is scope to build on this base and draw more people to the town by attracting a wider range of shops in an enhanced town centre with more places to eat, drink and be entertained.

Strength: The London 2012 Olympic Games brought a worldwide TV audience to the Canoe Slalom events at the Lee Valley White Water Centre, which has been described as the best facility of its kind in the world. The centre is a 15 minute walk from the town centre and in September 2015 is hosting the World Championships. It is at the heart of a growing tourism hub.



Opportunity: The Lee Valley White Water Centre is becoming a significant leisure tourism destination and has attracted hundreds of thousands of visitors since it opened in 2011. It has received a £6.3m investment to further develop its Olympic legacy and the Council will ensure that the full benefits of this can be harnessed for the town centre.

Strength: Waltham Cross town centre is within walking distance of many surrounding residential areas and is well connected to them by roads, footpaths and underpasses.



Opportunity: Gateways to Waltham Cross town centre can be improved, improving links to the surrounding area and encouraging more people to visit, as well as promoting the town centre as a safe place to live and work without the need to use a car.

Progress in Waltham Cross

Significant investment has already been made in Waltham Cross, by both the Council and its public and private sector partners. Whilst this investment can be traced back over a number of years, it gained momentum with the Council's Waltham Cross Renaissance plan, as well as the significant public and private investment in preparing Waltham Cross to host the Canoe Slalom events of the London 2012 Olympic Games. This laid the foundations for the regeneration of the town centre, which lies at the heart of the wider renaissance programme and which this strategy is seeking to help deliver.

A number of improvements were initiated both within the town centre and to its surrounding areas, including short term enhancement initiatives as well as improvements with a much longer legacy, as in the examples shown below.



Fishers Court, Station Road– investment from B3 living has transformed the quality of this housing on a key approach to the town centre, opposite the Lee Valley White Water Centre



Flower boxes on the roads around Waltham Cross town centre – a quick and easy scheme which has helped to make the town more attractive



Waltham Cross Railway Station – before redevelopment (left), and after (right)



The recently completed Waltham House on Eleanor Cross Road, which has 35 apartments, of which 14 are affordable

Enhancements to the town centre have been secured at the Broxbourne-Enfield border through the Holmesdale tunnel open space improvements, creating a clear demarcation point for both local authorities and a clear southern gateway to the town centre.



Holmesdale Tunnel open space with artwork showing Broxbourne-Enfield border



A joint programme of work between the Borough of Broxbourne and Network Rail has seen the previously unsightly bridge at Theobalds Grove Station repainted and refurbished



Fishpools roundabout (above left) with new artwork and better sightlines, making for safer circulation and impressive feature by night (right)

There has also been work to elevate the important heritage value of the town centre and its surrounding area, with on-going Heritage Project work at Cedars Park, once the home of one of England's finest royal palaces, being more broadly promoted.

In addition to this it is a long-term priority for the Council to improve access between the housing and Waltham Cross town centre to the east of the railway line and the Park Plaza employment area to its west. To this end the Council and Network Rail are working towards a solution to construct a footway/cycleway bridge over the railway line that would at the same time enable the closure of the Park Lane level crossing. Consultants have been appointed to bring forward a preferred design option.

All of this work ensures that there is continuity in improvements to Waltham Cross after the Olympics and enables that momentum built to be maintained. It also sets the scene for the Council's medium term vision and objectives for Waltham Cross town centre.

Vision and Objectives

The Council has developed a vision for the future development of Waltham Cross town centre, based upon background evidence and the identified strengths and opportunities as set out on the previous pages.

The Council's Vision for Waltham Cross Town Centre:

“The profile of Waltham Cross town centre will grow and it will be recognised as an attractive and safe experience throughout both the day and the evening, with a broad range of shops, eating places, entertainments and services all supported by a range of community events and a vibrant street market.

Waltham Cross town centre will be the hub of local community life, being the first choice destination for shopping and services within the local area. With the growing recognition of the Lee Valley White Water Centre and the many other attractions of the Lee Valley Regional Park on the edge of the town, Waltham Cross will also be a well-regarded visitor and leisure destination of choice for residents of the wider North London, Western Essex and Southern Hertfordshire area, as well as much further beyond.

The sheltered indoor shopping environment of the Pavilions Centre will be complemented by a lively mix of uses along the High Street and Eleanor Cross Road, including shops, cafes, restaurants and apartments.

Approaches and accesses to and from the town centre, as well as permeability through it, will be easier, safer, greener and more inviting, with convenient access by different modes of transport to attractive arrival point ‘gateways’.

The town centre will be attractive, clean, safe and sustainable. It will be well managed by an alliance between Broxbourne Council, Hertfordshire County Council and Waltham Cross businesses.”

Objectives

The following five objectives for the strategy will enable the vision above to be delivered. Progress against these objectives will be assessed periodically throughout the life of the strategy:

1. Waltham Cross will be an attractive and high quality town centre...

- With high quality, integrated streets and public spaces that people will enjoy using;
- #
- That is characterised by quality buildings, shop fronts and public realm.

2. Waltham Cross will be a modern, popular and vibrant town centre, and...

- Host a wide range of shops, supermarkets, entertainments and services and places to eat and drink, supported by a lively street market and diverse community events;
- #
- Be the first choice for residents of Waltham Cross and southern Cheshunt;
- #
- Be a well-regarded retail and leisure destination for residents of southern Hertfordshire, western Essex and North London, as well as being recognised much further afield by visitors to the Lee Valley White Water Centre;
- #
- Be attractive to everyone, regardless of their age, background, ethnicity or income;
- #
- Remain active and busy throughout the evening as well as the daytime through a rich mix of uses.

3. Waltham Cross will be a **well-managed town centre** that is...

- Clean, attractive safe and sustainable;
- #
- Well managed through partnership working between the Borough of Broxbourne, Hertfordshire County Council and local businesses and residents.#

4. Waltham Cross will be an **accessible town centre**, with...

- Safe, easy and inviting routes into, through and out of the town centre;
- #
- Convenient access by car, bus, train, taxi, walking and cycling;
- #
- Cheap and plentiful car parking spaces.

5. Waltham Cross will be a **living and working town centre**, with...

- A range of choices for urban living;
- #
- Desirable job opportunities.

The chapters which follow set out the projects and management approaches that will enable each of these five objectives to be met as well as a Masterplan to indicate how and where they can be delivered.

I. An attractive, high quality town centre

Waltham Cross town centre has a number of historic and interesting buildings and monuments, notably the Eleanor Cross Memorial, Fishpools furniture department store, the HSBC Bank building and the Four Swannes gantry. It also has buildings of less architectural merit, as well as areas of dark and plain paving, dated street furniture, bulky planters and inactive retail frontage, all of which create an inconsistent street environment and one that has been difficult to maintain adequately.

To ensure that Waltham Cross can grow as a modern, popular and vibrant town centre a range of public realm improvements, as proposed throughout this strategy, will be carried out in the centre to increase permeability for pedestrians and all forms of transport, as well as increase on-street parking to bring vitality to the northern end of the High Street. This will be supported and strengthened by securing facelift improvements to the surrounding streets, buildings and public spaces and building stronger, greener connections to the surrounding areas, from Park Plaza to the west and the Lee Valley Regional Park to the east.

Whilst there is limited scope for new green space in the town centre, public realm interventions of a high environmental standard and new town centre signage guiding movement to major open spaces and tourist attractions in the wider area will help to connect the town centre with surrounding green spaces and enhance biodiversity, supporting the aims of the Hertfordshire Strategic Green Infrastructure Plan.



The historic Fishpoolsstore and the Four Swannes Gantry

The Council and its partners will work together to maintain the town to a high standard once the public realm improvements have been completed and will seek to ensure that any new development proposed for the town centre incorporates additional and complementary sustainability measures, such as green and brown roofs/walls, appropriate planting and sustainable drainage systems (SUDS) as well as permeable materials, which will not only tackle climate change, but also connect with the green spaces surrounding the town centre and improve the borough's biodiversity and wildlife chains.

A The northern High Street: Shared space with light traffic design

The pedestrianisation of the northern end of the High Street has resulted in a broad area of dark paving and low quality landscaping that has restricted permeability by a variety of transport modes – and consequently the flow of people – through this part of the centre, in turn constraining evening economy uses in retail units in this area as well as the opportunities to attract suitable occupiers for vacant units. It is not as well populated as the rest of the High Street during the day, and is much quieter in the evening. Overall, it has a sense of closure.



The northern High Street, north from Fishpools – its width, basic street furniture and lack of landscaping makes the street feel much emptier than it should, which will be addressed by re-opening it to one-way traffic and parking with public realm improvements following the linear park theme

The tested example of Hoddesdon town centre has demonstrated that re-opening a previously closed-off throughway in association with public realm improvements can play a key role in revitalising a centre and bringing vibrancy and life back to it. Work carried out for the Council by JMP Associates and subsequent work by Hertfordshire County Council has indicated that it is possible to re-open the High Street to light vehicles accessing from Eleanor Cross Road without the risk of it being used as a rat-run for through traffic (see maps overleaf). The Council believes that this would also benefit the vitality of the High Street and the town centre in general. The public realm improvements required to bring about the re-opening of the High Street will be able to draw on elements of the previous Streetscape Design Report prepared by Studio Egret West (SEW), which proposed the introduction of a tree lined boulevard, replacement street surfacing and

improved street furniture, as well as enhancements to the overall appearance of the High Street by way of a 'linear park'. The following pages set out the elements of the SEW scheme that could be integrated with a northern High Street re-opened to traffic.



The northern High Street traffic assessment work carried out by Hertfordshire County Council building on the JMP Associates work, showing the area to be used as a shared space with light traffic (left) and the access via Eleanor Cross Road (right)

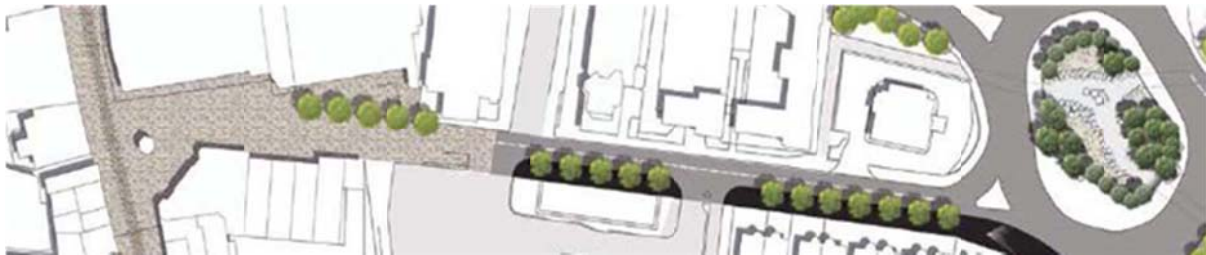


Studio Egret West linear park concept design for the northern end of the High Street, showing the stretch between Eleanor Cross Road and the Monarch's Way junction

The Council has already committed up to £120,000 to improve the look of the Town Centre gateways and will continue this work by introducing a design that incorporates shared space with light traffic at the northern end of the High Street as part of a broader public realm improvement and town centre regeneration initiatives.

B Eleanor Cross Road

The stretch of Eleanor Cross Road between the Eleanor Cross Memorial and the Monarch's Way roundabout is used by cars, buses, taxis, lorries, pedestrians and cyclists. It can at times seem constrained, being of a narrow width and with pavements that are too narrow to accommodate pedestrians alighting from buses as well as pedestrian 'through traffic'. In order to create a more pedestrian friendly environment, whilst managing the traffic using this road to access shared space at the northern end of High Street, it is proposed to widen the pavement next to the bus station and to create a boulevard of trees into the street as part of an enhanced public realm. If carried out in conjunction with improvements to the bus station (see page 38), this will enable enhancement to the pedestrian environment and offer the opportunity to further resolve traffic conflicts. The plan below gives an indication of what could be achieved.



Linear park elements as public realm improvements along Eleanor Cross Road



Eleanor Cross Road current public realm at the bus station frontage

The Eleanor Cross Memorial

The Eleanor Cross Memorial is the centrepiece of the town and is the monument around which it was founded. A small, informal space has been formed surrounding it, which was refurbished in 2008. The Eleanor Cross Memorial will continue to be the focal point as the clear 'centre' of the town and the proposals to bring light traffic back into the High Street through this location will have to demonstrate clear consideration of the protection of this ancient monument from risk of traffic proximity, vibration and any effects of air pollution.



The Eleanor Cross Memorial, at the physical and historical heart of the town centre

C The 'New Market Square'

#

Currently referred to as the 'Roundel', it is proposed that this road-dominated space to the south of the Eleanor Cross is re-modelled as a family-friendly market square that could include seating, areas for play, areas for events and new planting. Vehicles would still be able to turn in this area (as shown in the indicative plan, below left) and some parking spaces would also be provided, but it will be a much more multi-functional and pedestrian-friendly space.

It is proposed for the street market to be moved south from its current position on the northern High Street to the Southern High Street, with its new heart being around this rejuvenated square.



The Roundel (above), where the southern High Street meets the Eleanor Cross Memorial, can be transformed into a new Market Square (left) and hub of street life for the town centre

D The southern High Street

As with the northern end of the High Street, some of Studio Egret West's ideas of the 'linear park' will be implemented south from the 'New Market Square' along the High Street to the Holmesdale Open Space, as shown below. The indicative proposals include removing the service roads and narrowing the main road in favour of a landscaped pedestrian boulevard that would enable more street cafes, allow businesses to trade into the street and, where possible, have street seating and possibly also some children's play space. The use of angle parking would ensure no net loss of on-street parking provision and, subject to further design, may even increase capacity. Designs would also ensure that suitable shop servicing could still be accommodated. ARUP have been commissioned to draw up costed designs for the Roundel. The best design will be implemented after consultation with interested parties. The Council have made provision in the capital budget and work should commence early 2016.



Southern High Street with parking to both sides of a wide roadway (above) can be transformed through environmental improvements using the landscaped pedestrian boulevard proposals by Studio Egret West (left).

Building and shop fronts

Waltham Cross town centre is strongly influenced by the quality of its buildings, some of which have historic or interesting features, but there are others that also make little or no contribution to the street scene. The Council will therefore work with building owners and the local community to undertake a range of targeted improvements to town centre buildings. This will be done by developing a targeted building facelift programme to improve the appearance of buildings and shop fronts. The Council will investigate the merits of introducing a grants scheme to facilitate this. In addition to this the Council is producing a design guide for the borough that it will make available online once it is completed. The first sections will cover shopfronts and advertisements.



An example of a high quality shop front in Waltham Cross – its muted, simple and strong signage and colours complement the building's architecture

Street furniture

Street furniture, such as benches, planters, bins, signposts, light columns and information boards, strongly influences how people use and enjoy the town centre. Seating can create pleasant areas for resting and socialising, bins outside cafés and takeaways can reduce litter and lighting can make people feel safer. The provision of high quality, well overlooked cycle racks within schemes will also help to ensure that cycle lanes are better used and that cycling becomes more strongly integrated into the town's traffic and pedestrian flows. The Council considers that the best way to create and maintain a fresh and modern character is to establish a distinct range of street furniture for the town centre. An emphasis will be placed on using the most appropriate design and materials throughout the town centre as part of the broader public realm improvements, all of which will be of a high specification to generate a quality urban realm that is accessible for all town centre users.



High quality street furniture, such as the stainless steel bins and benches, have previously been used to good effect in the Council's refurbishment of the Eleanor Cross Piazza

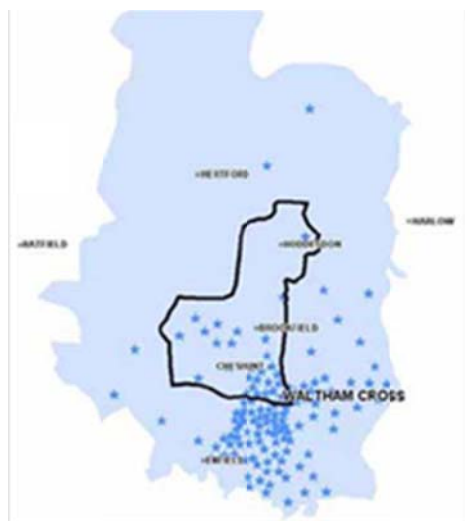
Street lighting

The street lighting currently in use in Waltham Cross does not meet the latest lighting standards and emits a dim light, making the town feel darker in the evenings and contributing to any negative perceptions of safety. Given the ambitions within this strategy to boost the vibrancy of Waltham Cross throughout the evenings and create a more genuine 'evening economy', the Council will improve street lighting in partnership with Hertfordshire County Council as the local Highway Authority.

2. A modern, popular and vibrant town centre

Whilst Waltham Cross has numerous strengths on which it can build, the physical layout no longer meets the town's needs, resulting in areas within it that have become underused and have barriers to proper permeability. The Council therefore believes that the best regeneration approach for Waltham Cross is to help its town centre to become more diverse, modern, vibrant and permeable – particularly for pedestrians and also for cyclists using the town centre as a destination or as part of linked trips to the surrounding Lee Valley Regional Park and adrenaline centre around the Lee Valley White Water Centre – without losing its background and heritage as a traditional market town. To enable this to happen, Waltham Cross needs to become a more desirable destination for shopping and leisure – with a better and more interesting mix of brands and independent businesses – and foster an enjoyable community life throughout both the day and evening, attractive and accessible to everybody who lives and works there.

At present, Waltham Cross town centre attracts many of its visitors from North East Enfield, with other significant numbers coming from southern Broxbourne and western Essex and smaller numbers from further afield (see origin map below). A main attraction for more distant visitors is the Fishpools furniture department store, whilst many visitors also link trips whilst experiencing the Lee Valley White Water Centre. For more local visitors the main attraction is the day-to-day retail offer.



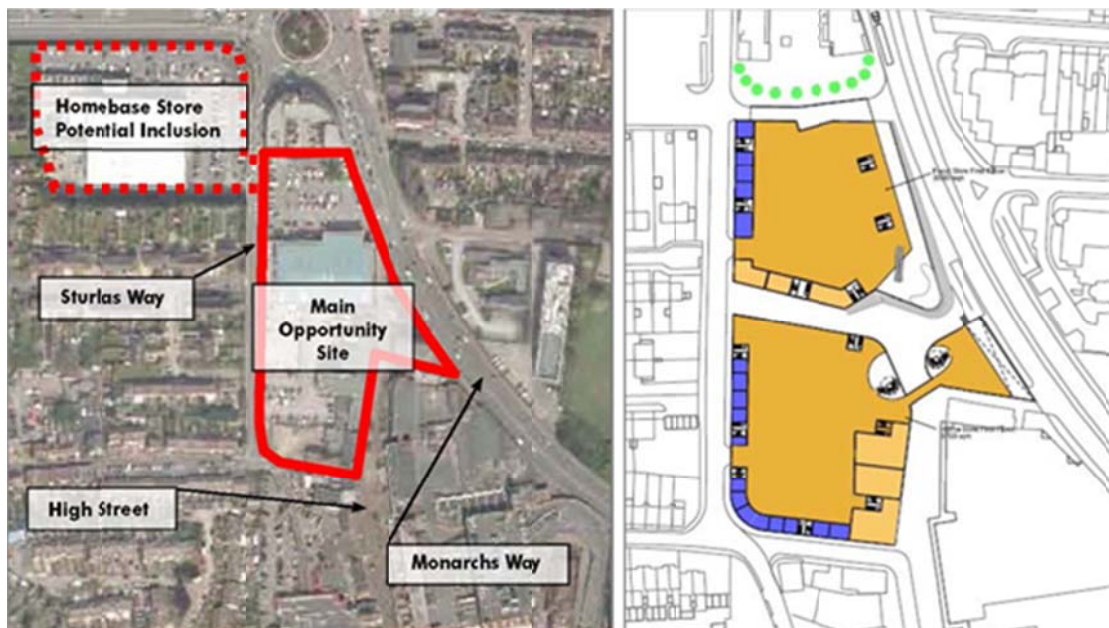
Origins of shoppers surveyed within Waltham Cross (from the 2008 Broxbourne Retail Study by GVA Grimley) shown against its potential wider catchment area.

Northern High Street revitalisation

The northern end of the High Street presently sees relatively low levels of footfall and has a level of vacancy significantly higher than the southern end. Whilst the 'big box' Wickes and Homebase DIY stores at this end of the High Street play a recognised role in the broad retail offer of the town

centre, capturing a customer catchment from a wider area, they are also seen as turning their back on this end of the street and creating closure to the pedestrianised core, consequently limiting footfall and the viability of the retail units. The Council believes that the exposure of this area could be improved by sharing this part of the High Street with light one way traffic from the Eleanor Cross Road intersection through the northern High Street to join the intersection at Monarch's Way and bringing more traffic – both vehicular and pedestrian – through the area to make the units more viable and improve the public realm, creating a lively and more balanced town centre right from its northern to southern gateways. The Council further considers that doing this could unlock the opportunity for a better mixed-use redevelopment of the area north of Park Lane, and it will seek to work with landowners and tenants of the Wickes site, as well as the adjacent Homebase site to its west, to investigate the potential for redevelopment for a mix of uses that complement and connect more strongly to the town centre. The Council is actively considering the use of Compulsory Purchase powers to enable this element of the strategy to proceed.

OPPORTUNITY ZONE NORTHERN HIGH STREET



E Pavilions Centre

Central to both the physical layout of the town centre and its retail offer, the Pavilions Centre is a covered shopping centre mainly occupied by high street brands that include Boots, New Look, WH Smith and Sainsbury's. It is a large red brick building that comprises shops on the ground floor with offices, apartments and a multi-storey car park above.

Whilst the centre is a key asset to Waltham Cross and will continue to be so, the council anticipates that major refurbishment and remodelling work will be required within the coming years to enable

the centre to keep pace with rival shopping centres elsewhere. It will work with the centre's owner to facilitate proposals to refresh the building and its range of tenants and also to make significantly better use of vacant and underused upper floors and the vacant shop units that front the High Street.



Broad range of shops within the Pavilions covered shopping centre

Popular brands

The Retail Strategy by Javelin consultants and Retail Report by GVA Grimley consultants noted that at present Waltham Cross town centre primarily offers mainstream, value/discount and independent brands, but lacks some of the more attractive brands found in comparable town centres and that it would benefit from new, more recognisable anchor stores. Only Fishpools furniture department store appears to be popular with higher-spending shoppers making longer distance trips, having less reliance on passing trade.

The Council believes that a modernised and refreshed town centre with a revitalised northern High Street and enhanced streets and spaces will encourage new shops and eating/drinking places to take advantage of the available retail units. This will create a more balanced centre able to offer shoppers a choice of mainstream, value/discount, higher-value and chain brands, whilst maintaining its street market in an improved and dedicated market square and its strong base of independent shops to prevent it from becoming a “clone town” with sole reliance on high street chains.

Core Frontage

The full frontage length of Waltham Cross town centre (the length of every shop front combined) is over 1,700 metres. The Council's existing Local Plan defines 1,020 metres of this distance as core

frontage (the main retail area, see map overleaf) and states that at least 60% of the units within this area must be shops, and furthermore have no over-concentrations of non-shop uses.

Past surveys have shown that visitors to Waltham Cross are primarily attracted into the town centre to visit its shops. As such, the Council believes that its emphasis on shops in the core should be retained. The loss of any shops from the core frontage will therefore only be supported where proposals would demonstrably add value to the whole town centre – meaning that proposals would be a positive addition to its mix, would attract more people in, encourage more spending and help to support a more pleasant shopping environment. Future planning applications will be judged against these criteria.

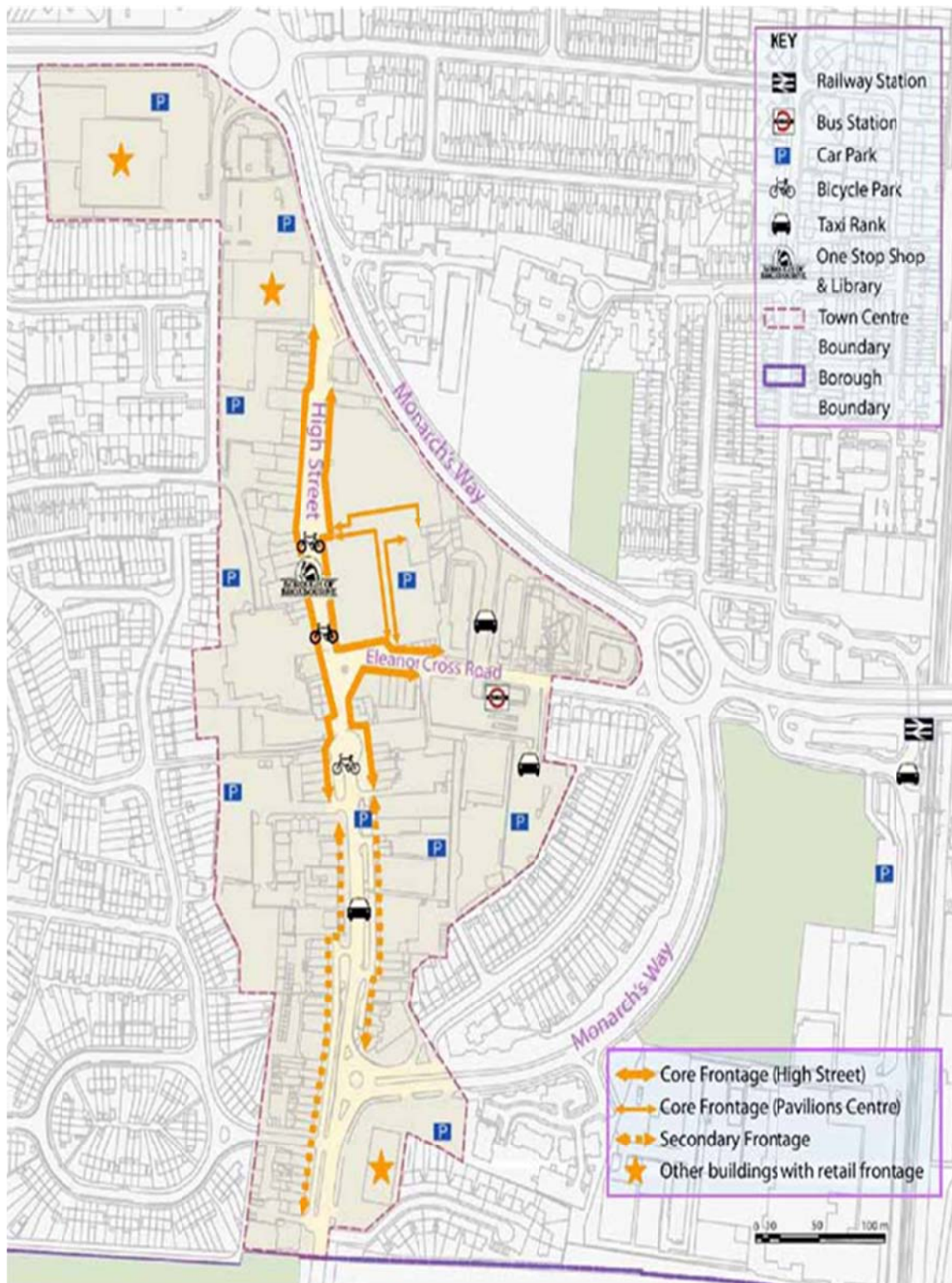
Secondary frontage

The secondary frontage length of the town centre is 400 metres and this part of the town centre relies less on retail, although there is still a prevalence of shops.

The current Broxbourne Local Plan supports a broad range of uses in the secondary frontage, but will only allow the conversion of shops to other uses where units have been vacant for a long time despite adequate marketing of the units having been carried out, where it is unlikely that a shop use can be achieved and where new uses would add value without adversely impacting on the amenity of local residents and other premises. The Council believes that this approach will continue to be sufficiently flexible to allow a mix of uses and avoid unwanted vacancy, but rigorous enough in judging the value of those alternative uses on planning applications. Any formal change to this approach will be taken forward through the current review of the Local Plan.

Vacant shop frontages and pop-up shops

The Council will work with property owners to find temporary uses for vacant ground floor town centre premises by encouraging lively and interesting shop window displays or appropriate 'pop-up shops' into them, bringing active life into the town centre for limited periods whilst more permanent tenants can be found. Appropriate displays might include student work from young artists or aspiring window-dressers at local colleges or schools and appropriate pop-up ideas might include small craft, boutique or vintage shops.



Waltham Cross town centre retail frontages

F Café Culture

A key part of enabling Waltham Cross to become a modern, popular and vibrant town centre right throughout the day will be by supporting a 'café culture' in the town centre through a wide choice of

places to eat and drink, particularly street cafés within shopping areas. These are uses that will add value to both core and secondary frontage areas by creating a livelier and more active town centre.

The Retail Strategy by Javelin consultants highlights that there is a lack of higher-value restaurants and cafés in the town centre. At present there are a number of value/discount establishments, but a lack of brands that are normally found in comparable town centres. The Council recognises that alongside existing premises, new cafés and restaurants can add value to the town centre and will take this into account when determining planning applications and attracting new tenants to the town centre. Such new premises may be especially desirable around the proposed 'New Market Square' once it has been improved, and around the Northern High Street revitalisation.

The Council would like to encourage more street cafés in appropriate locations and will therefore seek to establish a consistent approach for their licensing and raise awareness of the need for this. Enforcement against noise, litter and other disturbances will continue as necessary.

F Entertainment, eating and drinking

Waltham Cross is a town centre well served by regular public transport services and its accessibility provides an opportunity to attract more evening visitors to the town with a greater and higher quality mix of restaurants, pubs, bars/clubs and other entertainment uses. Throughout the town centre the Council will therefore be supportive of proposals for such uses where they will demonstrably add value and will not adversely affect local residents.

In order to provide a hub for such evening entertainments, the proposed improvements to the 'New Market Square' will create a partially pedestrianised area supported by ample car parking, which can consequently be promoted as a location for these uses.

The Council would also like to see some existing shops and other businesses staying open later into the evening and will therefore work with local businesses to encourage the contribution they could make to develop a fully-fledged evening economy within the town centre.

Takeaways

Broxbourne has one of the highest rates of takeaway provision in Hertfordshire and the Council believes that there is already sufficient provision of takeaways within Waltham Cross town centre. There will consequently be a general presumption against planning applications for new takeaways, unless these clearly demonstrate they will enrich the mix of uses and add to the overall vitality of the town centre. This is inline with the interim take-away policy for the borough, adopted in autumn 2012.

G Street Market

The High Street hosts a street market between 8am and 4pm every Wednesday and Friday which attracts around 50 stalls, selling everything from fruit and fish to hosiery and haberdashery. Market performance has remained buoyant, despite the recession, and at £25.25 per day for a 4x3 metre pitch for regular stallholders, the market is considered to offer good value.

Once the Roundel has been improved, the Council is proposing to promote this area as the 'New Market Square' whilst public realm improvements are carried out on the northern High Street, taking the focus of the market southwards. Traders have expressed optimism about these proposals. Once the public realm improvements have been carried out and based on the performance of the street market at the new Market Square, the Council may also review the potential to close the northern High Street during working hours on market days if there remains support for the market to locate part of its operation here, whilst also looking at the potential to extend the street market north from the Market Square to the Eleanor Cross memorial and potentially also south beyond the new Market Square. In order to attract further new shoppers to the market, the Council will invite a wider mix of stalls and look to promote farmers markets and themed market events.



A busy market day in Waltham Cross High Street

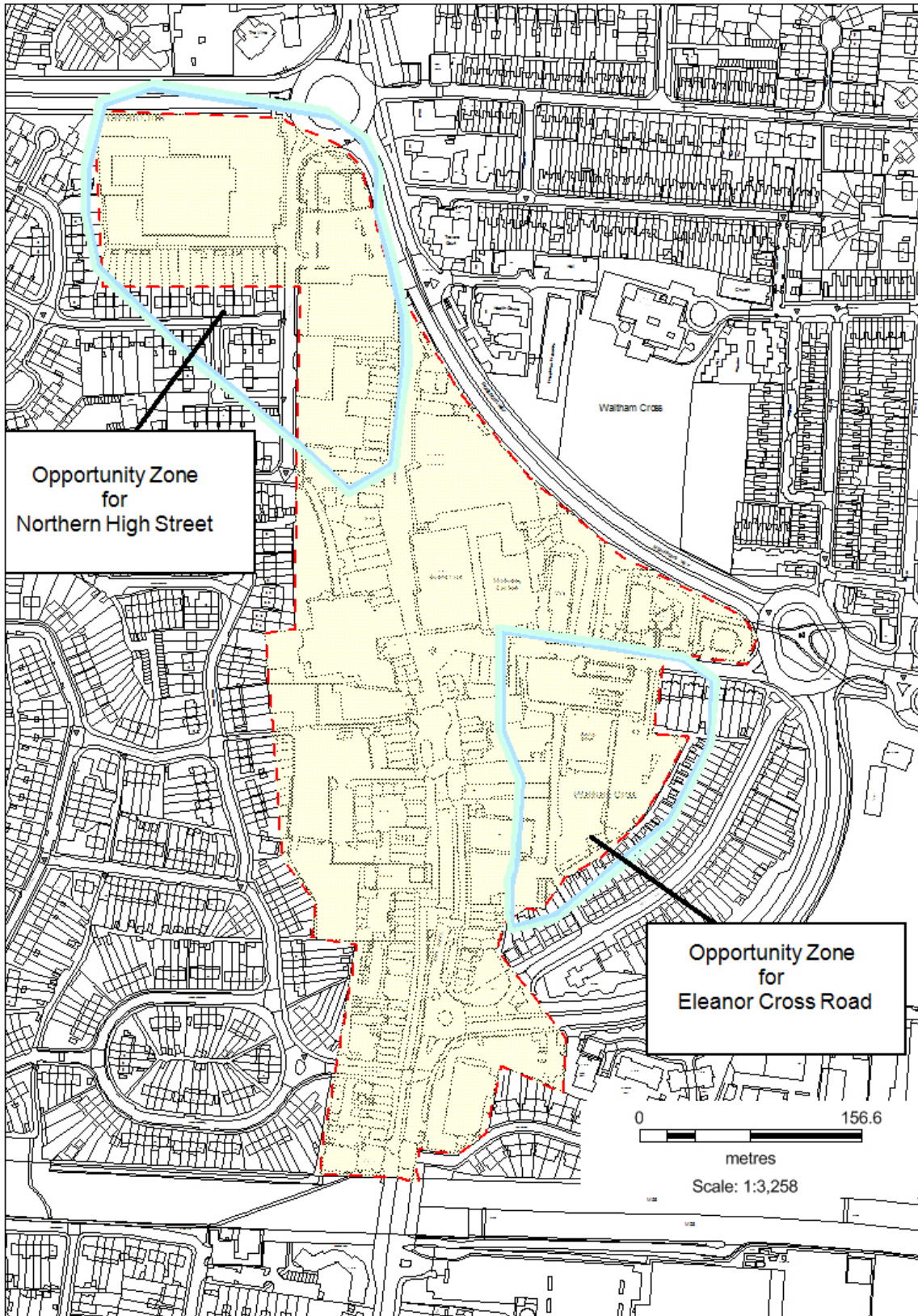
New Town Centre Uses

The Council considers that the shared space at the northern end of the High Street and the accompanying public realm improvements will not only benefit the existing town centre shopping

environment and viability of its retail units, but will also stimulate increased investment into the town centre that will deliver the better range of shopping and more attractive businesses that this strategy seeks to deliver and that is supported by the wider public. The Council therefore continues to support the potential to introduce a hotel into the town centre to help support the growing tourist attractions and build links between those visiting Waltham Cross for its tourist offer and the potential to also enjoy the town centre and its retail and leisure offer. The Council is also supportive of increased residential within the town centre as part of new, mixed-use proposals and through conversion of existing office and upper floor space within retail developments, where these are no longer required for office or retail use. To support the infrastructure demand from increased residential presence in and around the town centre the Council will also promote the provision of community facilities, including youth facilities, within the town centre and considers the revitalisation of the northern end of the High Street could provide significant opportunities for this.

To achieve this the Council considers that the shared space at the northern end of the High Street with light vehicles offers opportunities from the major sites at this location and how they can better relate to the town centre core, including for the appropriate type and scale of development that could be achieved on them and how it could offer better integration with the town centre. Currently the Wickes store presents a dead façade to the street frontage and a closure to High Street. As noted above, the Council will engage with Wickes to investigate the potential for a re-formatting or redevelopment of the site within this broad opportunity zone and for the creation of new retail frontage to deliver continuity to the town centre. In addition to this site, the Homebase site to the north-west of the core town centre may offer further potential for a broader range of town centre uses through a mixed-use development and stronger linkages to the town centre core. The Council will engage with the landowners and tenants of both sites to explore their potential.

In addition to the northern end of the High Street, the Council recognises that the bus station and adjoining Royal Mail depot and Council car park present another opportunity zone within the town centre boundary, as set out in Section 4. The Council values the presence of the bus station in the town centre whilst acknowledging that it is currently operating at capacity and with limited options for expansion or layout improvement. The Council will therefore liaise with Royal Mail regarding their intentions for the current depot and with TfL about the optimum solution for the bus station in order to seek a comprehensive solution for the wider area, one that would have the potential to retain and expand the bus station as well as deliver mixed-use development with residential and community uses.



Waltham Cross town centre opportunity zones at the northern High Street, covering the Wickes, Homebase and local shopping parade, as well as on Eleanor Cross Road, with the bus station, Royal Mail Depot and Council car park sites.

3. A well-managed town centre

The schemes set out within this Strategy will be crucial in promoting the regeneration of Waltham Cross. However, such transformation of the town's reputation and image also requires the town centre to be well managed. Essentially it needs to be clean, lively, safe and, above all, more welcoming. Waltham Cross town centre also needs to be a place where local businesses, residents and other stakeholders feel that they have a say in what happens and that they are listened to.

Town centre management

The Council works closely with the local business community, the owners of the Pavilions Centre, individual shop owners and tenants, market stallholders and other businesses. Regular market trader liaison meetings and the Waltham Cross E-biz newsletter have kept businesses and traders informed, and will continue to be used to offer the chance to contribute to the on-going improvement of the town centre. The Waltham Cross Traders Forum is being re-established for the Council to work together with businesses to further develop ideas and promotional activities to support the town centre. Lessons can also be learnt from Hoddesdon, where the 'Love Hoddesdon' campaign is doing much to support the regeneration of the town centre.

The Council will also continue to engage the local community through the Waltham Cross Neighbourhood Forum. Both residents and retailers of Waltham Cross are invited to attend these meetings, with the agendas and minutes hosted on the Council's website. The Council will seek to ensure that these meetings are well advertised within the local area.

Broxbourne Council also works closely with its key stakeholders: Hertfordshire County Council, with their responsibility for issues such as roads, pavements, pedestrian crossings and street lighting as well as education; Transport for London: the owner and operator of the bus station; and Hertfordshire Constabulary for local policing. As part of the wider Waltham Cross Renaissance plan programme and in delivering the Olympic Games within Broxbourne, these partnerships have been strengthened. The Council is looking to build on these partnerships, particularly in relation to the maintenance of streets and pavements.

Policing

Levels of crime and anti-social behaviour have shown a steady reduction in Waltham Cross town centre over the last nine years, with crime incidents down 42% (from 590 in 2005/6 to 343 in 2013/4) and ASB reports down 56% (from 239 in 2005/6 to 104 in 2013/14). This has been aided by

regular patrols by the Police's Safer Neighbourhood Team, as well as the town centre's comprehensive CCTV system.

The Council works closely with Hertfordshire Constabulary and Hertfordshire County Council through the local Community Safety Partnership to maintain these high standards of community safety and tackle issues where they do arise. The Partnership's yearly Strategic Assessments identifies local community safety priorities and this is supported by a Community Safety Action Plan which outlines how these will be addressed. This will identify any actions needed to respond to any community safety issues identified as part of this town centre strategy.

Lighting and safety

The town centre is covered by fourteen CCTV cameras that monitor every shop front, as well as the bus station, railway station, subways and public car parks. The effectiveness of the CCTV system and its sightlines is, and will continue to be, regularly reviewed to account for the impacts of new developments, as well as the proposed scheme to re-open the High Street to through traffic and the wider public realm improvements drawing on elements of a linear park, as well as to ensure any new cycle racks provided in and around the town centre are well overlooked.

Hertfordshire Constabulary advise that good quality lighting and overlooking of otherwise quiet spaces through 'Secured by Design' guidance is one of the most effective security measures in town centres. It can equally importantly create a 'feel good factor'. The developments and other improvements within this Strategy should be exemplary in enabling this and be designed in a way that helps to minimise both real crime and the perceived fear of crime. The Council will ensure that any proposed lighting improvements maximise this and take account of 'Lighting Against Crime' guidance.

More importantly, the increased urban living set out in Objective 5 seeks to introduce a greater residential presence into the town centre. Crime and anti-social behaviour are far less likely to occur in places that feel busy and lived-in, making this every bit as important a means of deterring crime as the more high-tech methods. This is therefore a key objective of the strategy.

The Community Safety Partnership will also promote the merits of a 'shop watch' system to the Traders Forum, once it is reconvened. The system would provide shop premises with handsets to communicate with one another, and a control centre in order to provide live updates on crime and anti-social behaviour.

Public toilets

Waltham Cross town centre has two sets of public toilets – in the Pavilions Centre and at the bus station. The Council will encourage the owners of these to maintain their provision to a good standard as part of any wider refurbishment and renovation works of both the Pavilions Centre and Bus Station. It will also expect these facilities to remain publicly accessible and will review schemes for greater access to existing toilet facilities within the town centre, such as for the public to be able to make use of toilets within pubs and restaurants.

Town Centre events programme

Waltham Cross town centre hosts a number of annual events, for example, the Summer Fair each June, a Classic Car Show in August, and a number of Christmas events, including a Festival of Carols. The town centre also hosts a programme of one-off events for major occasions, such as the ‘One Month and Counting’ event leading up to the 2012 London Olympic Games and the Olympic Torch passing through Waltham Cross on its route around the UK.

The Council will continue to work with local businesses to organise events where appropriate and ensure they are well advertised and promoted. It will also look to facilitate a variety of other community-run events. This will enable it to be the ‘curator’ of the town centre, giving it an interesting and vibrant programme of new one-off and regular events as a way of attracting new visitors into the town. These could build upon the town’s history and also look to celebrate the culture of the town’s increasingly diverse population.



The Olympic Torch passing through Waltham Cross, 7 July 2012



Waltham Cross Classic Car Show

Environmental helpline

The Council operates a helpline (01992 785577) for members of the public to report damage to the public realm, overflowing bins, graffiti, dog fouling, fly-tipping, abandoned vehicles and any other environmental problems. Incidents are then reported to the relevant section of the Council, which responds directly to environmental problems. The Council will continue to promote this helpline so that residents, traders and businesses can report complaints, and more importantly be kept informed of how and when problems are being dealt with. This will ensure that members of the community have confidence that their town centre is being looked after.

Environmental enforcement

The Council is mindful that its environmental enforcement within the town centre needs to be proportionate, ensuring that there is a deterrent to low-level environmental anti-social behaviour, such as litter dropping, but in a way that does not make the community feel nervous. The Council is reviewing its general approach to low-level environmental crime and more targeted litter patrols have already been introduced, for example late at night when there is currently less deterrent to dropping litter.

4. An accessible town centre

Waltham Cross has a well-connected town centre. It is situated on a number of main roads, has plentiful car parking and is well served by good quality rail and bus routes. It also has good pedestrian and cyclist links to the surrounding areas – from Park Plaza and beyond to the west via Paul Cully Bridge and to the Lee Valley Regional Park and its many attractions to the east – that have the potential for further improvement. Whilst all of these routes are a key asset to the town centre and will be central to its regeneration, the Cheshunt and Waltham Cross Urban Transport Plan has identified a number of issues in terms of capacity constraints and barriers to pedestrian movement, with negative impacts on both physical accessibility and perceived levels of accessibility, that the initiatives of this strategy are aiming to overcome.

H Town centre gateways

The Urban Strategy by Saunders Architects and Streetscape Design Report by Studio Egret West both considered that many of the arrival points into the town centre are not as attractive or as well signposted as they could be. They particularly highlighted the main road gateways - via Sturlas Way, Eleanor Cross Road and Hertford Road - and the pedestrian gateways - including the Monarch's Way underpasses and at Hertford Road - as being in need of improvement.

The Council wants to make sure that all of the arrival points into Waltham Cross town centre are of a high quality and as attractive, green and sustainable as possible, offering a variety of access modes to the town centre and through high quality, sustainable materials ensuring that shoppers and visitors gain an immediately positive impression of the town centre. Through clearly demarcated and attractive access points this will also help to ensure that the town centre is somewhere that people feel welcomed into at all times of the day and night, which in turn will lead to increased levels of interest for private sector investment in the town centre.



The blank walls at the back of the Pavilions Centre facing onto Monarch's Way are an opportunity to enhance the environment by the use of a mural.

Signage

The Council also considers that improved signage is required at the gateways to Waltham Cross town centre as well as more information signage to key attractions in the local vicinity. Whilst there is signage indicating the locations of car parks, these are essentially functional road signs and do not offer any sense of welcome or invite to the centre, nor do they provide any detail, such as level of free spaces available or if they are public or private car parks. Furthermore, given that the centre is surrounded on two sides by Monarch's Way, motorists, who would otherwise be passing trade that could be capitalised upon, often bypass it or are oblivious to its existence.

The Council further considers that increased signage to and from local attractions, in particular to the Lee Valley Regional Park and its many attractions, Waltham Abbey and Cedars Park, will help to promote the town centre as the hub for visits to these sites. The Council will therefore work with the Lee Valley Regional Park Authority and Epping Forest District Council to deliver the appropriate signage and information facilities to and from the town centre.

As such, the Council will seek to install more attractive and welcoming signage at the entrances to the town centre as well as throughout it, as part of the package of environmental improvements set out earlier in this Strategy. In addition, the Council will work with the relevant transport authorities to try to secure signage to Waltham Cross from the key trunk roads running through the borough.



Recently installed welcome signage in Hoddesdon (left) – similar signage, in contemporary materials, would make Waltham Cross (right) a more welcoming place

Car Parking

Waltham Cross town centre has around 1,330 car parking spaces, 770 of which are public, 490 business-operated and 70 on-street. These are a key competitive advantage of Waltham Cross and whilst the Council is currently carrying out a review of town centre car parking, it will seek to ensure that there continues to be a plentiful supply at a reasonable price and that provision of parking is in the right places as the actions of this Strategy come forward. The Council will therefore in addition to the signage improvements referred to above seek to:

- Ensure the provision of appropriate car parking facilities in any town centre redevelopment schemes;
- Retain similar numbers of free short-stay spaces around the 'New Market Square' and the Southern High Street as part of the environmental improvements for these areas;
- Identify suitable parking for market traders near the New Market Square;
- Resist the loss of other town centre car parks and parking spaces unless it can be shown that they are no longer required or that suitable provision is retained as part of any redevelopment scheme, in line with the findings of the town centre parking review;
- Promote the safety and environmental quality of all car parks, and look at options for their further improvement, including the installation of electric vehicle charging points.

Waltham Cross Town Centre Car Parks

Council-operated public parking

Rear of High Street - 170 spaces, 60p per hour

Eleanor Cross Road - 100 spaces, 60p per hour

High Street (on street) - 70 spaces, free for 1 hour

Waltham Cross Rail Station - 90 spaces, 60p per hour (£3.50 daily)

Private-operated public parking

Pavilions Centre multi-storey - 340 spaces, £1.50 per 3 hours

Sturlas Way - 70 spaces, £1.50 per 3 hours

Shop-operated private parking

Homebase - 200 spaces, free for customers

Wickes - 100 spaces, free for customers

Fishpools - 90 spaces, free for customers

Iceland - 30 spaces, free for customers

Lidl - 70 spaces, free for customers

Taxi Ranks

There are currently four taxi ranks within or close to the town centre: the Waltham Cross Railway Station, Eleanor Cross Road car park and southern High Street ranks are operated by the Council, and there is also one privately operated rank located underneath the access ramp into the Pavilions Centre multi-storey car park on Eleanor Cross Road. There are presently issues with how these ranks are used and their effectiveness, particularly given that the competition which has arisen from the new private rank has led to Eleanor Cross Road becoming a taxi 'hot spot'. To address this, the Council will:

- Target illegal taxi passenger pick-ups, particularly along Eleanor Cross Road, through increased and more regular traffic patrols in this area co-ordinated with broader town centre management;
- Work proactively with the taxi industry to identify locations which may be more suitable for the Council operated taxi ranks, and review whether this provision remains suitable as the various schemes within the Strategy come forward. In particular, the Council will seek to provide a new

taxi rank within the design for the re-opened northern High Street to help the retail offer and other town centre facilities be accessible to as broad a range of people as possible by various modes of transport. The Council will analyse the feasibility of integrating a taxi rank into the public realm improvements that could be regulated and managed by the Council under its town centre management obligations.

I Waltham Cross Bus Station

Waltham Cross Bus Station is operated by Transport for London (TfL) and is located in the heart of the town centre as a terminus for Hertfordshire, Essex and London bus services. TfL has previously advised that the bus station is operating at near full capacity and warn that routes may need to be cut or diverted unless further space can be secured. Whilst impacting on the reliability of bus operation itself, this also means that buses often have to queue on Eleanor Cross Road waiting to enter the bus station, making it dangerous for other traffic to pass as well as for pedestrians.

The Council considers that moving the bus station away from its current location would harm the profile and accessibility of the town centre, and that the best option is therefore to work in partnership with TfL to explore how the bus station operations can be improved. One way in which this may be possible is, as noted in Section 2 above, through expansion on to the adjoining Royal Mail and car park sites through a comprehensive site redevelopment as part of an opportunity zone in an important gateway location to the town centre, offering opportunities to deliver a significant mixed-use development and improve the general environment of Eleanor Cross Road. The Council will work with any prospective developer to explore the potential of such a scheme.



Bus station with Royal Mail depot directly adjacent to it and Council car park to their western edge

Waltham Cross and Theobalds Grove Railway Stations

Waltham Cross Railway Station underwent a pre-Olympics £2.5 million redevelopment, part-funded by the Council, to provide improved passenger facilities, step-free access and extended parking. The Council has also invested in the public space around Theobalds Grove Station beyond the northern edge of the town centre, which included creating new taxi and drop-off bays, new paving and street furniture around the entrance to the station, and repainting of the railway bridge across the High Street in conjunction with Network Rail. In addition to this the Council also worked with Herts County Council on partnership access improvement projects between the station and the town centre, such as the Monarch's Way toucan crossing and Monarch's Way subway enhancements.

The Council acknowledges, however, that options to increase the number of trains stopping at the stations along the West Anglia Mainline on which Waltham Cross is situated are severely constrained by the needs of express rail services such as those to Stansted Airport. It will however continue to push Waltham Cross's case for improved services, particularly as proposals to four-track the line north from London to accommodate for Crossrail are developed, to ensure that the town does not miss out on any benefits of this scheme. The Council will also continue to push the case for the improvement of rail services along the Southbury Loop Line on which Theobalds Grove is situated, where there is significant spare capacity and which may present a more realistic means of delivering improved rail services to Waltham Cross. The transfer of services on this line to the Overground franchise during 2015 is seen as the opportunity for the Council to work with the new operators to bring improvements to the services.

5. A living and working town centre

At present, the liveliness and activity of a busy market day in Waltham Cross is at odds with the nature of the town in the evening, when very few businesses are open. A key part of making the town centre livelier and safer will be by ensuring that more people can both live and work there. The Council will therefore maximise opportunities for new, high quality and environmentally sustainable residential apartments to be built in and around the town centre and at the same time seek to provide an environment within which businesses can support this new residential presence and thrive.

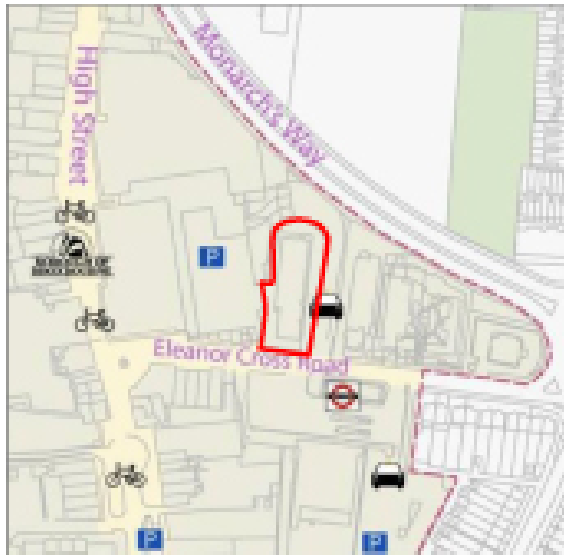
Urban living

There are approximately 200 apartments within the Waltham Cross town centre boundary, most of which have been built within the last decade, and the conversion of Durkan House and Eleanor House to residential will further add to the numbers living in the town centre. The Council would like to see this number increased further, with high quality schemes such as Waltham House having demonstrated what can be achieved.

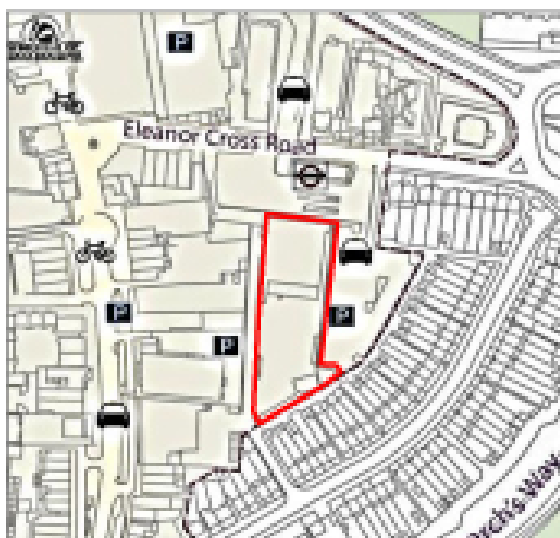
The Council will therefore support in principle any applications for well-designed and high quality housing developments within the town centre, as well as in the immediate surrounding area, and will seek schemes to meet as a minimum the Code for Sustainable Homes Level 3/4 or BREEAM standard (or the latest designs standards when the schemes come forward) to help tackle climate change and address Waltham Cross being in an area of serious water stress. In addition, the Council would also expect such applications to be in accordance with its general housing strategy, as well as providing sufficient levels of affordable housing provision in line with prevailing standards. Regard must also be paid to parts of the town centre that are designated Air Quality Management Areas (AQMAs), where mitigation measures to deliver satisfactory living environments are likely to be required.

Such developments may be possible at a number of sites throughout the town centre and the Council has identified three key sites where it will seek to work with landowners to further investigate the potential for increased residential:

J Waltham Cross Conservative Club occupies a 0.12 hectare site encircled by the access ramp into the Pavilions Centre multi-storey car park. It previously had planning permission, now lapsed, to be redeveloped as a seven-storey building with shops, a new club and 60 apartments. The Council is in negotiations to facilitate this development and ensure that it is of good design and enhances the town centre.



K The Royal Mail depot, which occupies a 0.44 hectare site to the rear of the bus station, makes little contribution to the attractiveness or retail function of the town centre. Relocation of the depot would enable the site's redevelopment as part of an expanded opportunity zone taking in some of the adjoining car park – subject to maintaining a suitable net level of parking throughout the town centre – for mixed-use development with an enlarged bus station, amongst other viable uses, with access from Abbey Road. The Council recognises that the Royal Mail Delivery Office function of this site is a key part of their statutory duty to maintain a universal service for the UK pursuant to the Postal Services Act 2000 and in order to facilitate the potential future redevelopment of the site the existing delivery office would need to be relocated to a site which meets Royal Mail's operational needs. The Council will engage in further dialogue with Royal Mail to investigate the potential of relocation and of redevelopment of this site to include residential.



L KFC occupies a 0.1 hectare site overlooking the Monarch's Way roundabout. Its drive-through facility and disconnect from town centre shops and services limits the potential for linked trips, consequently making little contribution to the town centre's success. The site's redevelopment for residential and the re-provision of the retail unit at ground floor level would enable the creation of a more attractive, landmark gateway to the town centre from Monarch's Way.



In addition to the above sites the Council will also actively support the inclusion of upper-floor residential units into any proposals for new development within the town centre that also adds to the retail mix at ground floor level. Furthermore, some shops within the town centre currently have first floors that contain offices or are used for storage, but may be suitable for conversion into residential, which would be supported by the Council. It is also considered that any refurbishment or more comprehensive redevelopment of the Pavilions Centre may be able to incorporate new residential units.

Jobs and working

With around 1,300 jobs in town centre shops and businesses, in addition to the 3,500 jobs at Waltham Cross Business Park (Station Road/Britannia Road) and the jobs that could be created at the Park Plaza employment site on the western edge of the town, Waltham Cross is a major employment location. This role is being strengthened as part of the Waltham Cross Renaissance, as the footbridge linking Park Plaza to the town centre and pedestrian crossing across Monarch's Way linking Waltham Cross Business Park to the town centre help to better tie all of these sites together.

Community Infrastructure

Housing developments and rising birth rates are creating a pressing need for more school places

within Waltham Cross. The Council will therefore continue to work with Hertfordshire County Council as the local education authority, as well as prospective providers and landowners, to identify potential sites for a school within or adjoining the town centre and assess their potential and viability for delivery. Such a facility, whilst helping to address educational demand and meet a need, would also attract parents and children into the town centre, creating a lively community atmosphere in the morning and mid-afternoon. In the first instance, the Council will examine the possibility of expanding Four Swannes School and creating a new access into the school via Stanhope Way, which will be progressed via the new Local Plan.

Waltham Cross one stop shop is a hub for information and access to local services, both those provided by the Council and other organisations, such as the Citizens Advice Bureau. There is an under-provision of wider community facilities (such as meeting spaces) and healthcare facilities within Waltham Cross, however, and the Council recognises that the provision of these within the town centre would be desirable, particularly as more people are being encouraged to live there. One option would be for all of these facilities to be combined into a single community resource centre and the Council will work with its partners to explore and develop the case for such a facility. Furthermore, the reuse of vacant units within the northern High Street for appropriate community uses also offers the potential to bring evening activity into this part of the town centre.

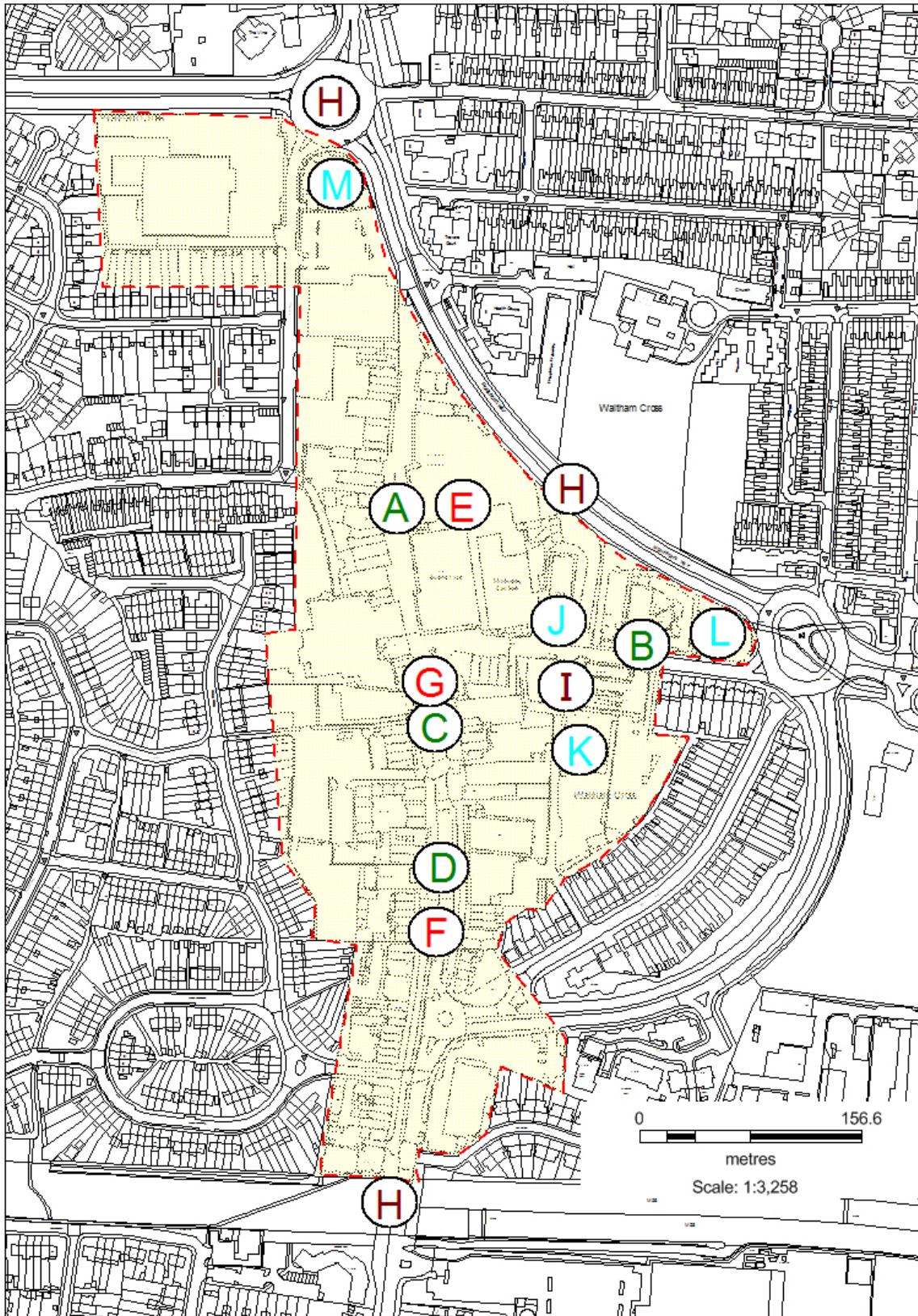
M Northern Gateway Site

Sawyers Court, at the northern end of the High Street and adjacent to the 'Fishpools' roundabout, was given planning approval as a mixed-use site with retail units on its ground floor and residential apartments above. The retail units have only been sporadically occupied, and whilst the site forms a key gateway to the town centre it receives relatively limited footfall, which in the longer term may not be sufficient to sustain a viable 'town centre' convenience or comparison retail use. Given the prominence of the site as a main gateway to the town centre, the Council is concerned at the vacancies arising in these units and the appearance of blight. It will therefore work with key public and private sector partners to find a suitable use for these units that will be more sustainable in the long term, which may include employment and/or community facility uses.



Sawyers Court, at the northern end of the High Street

Town Centre Masterplan



Objective 1: An attractive, high quality town centre

- A Northern High Street environmental improvements (p15)
- B Eleanor Cross Road environmental improvements (p17)
- C The New Market Square (p18)
- D Southern High Street environmental improvements (p19)

Objective 2: A modern, popular and vibrant town centre

- E Pavilions Centre: Refurbish, remodel and/or redevelop (p24)
- F Entertainment, eating and drinking: Focus around southern High Street (p28)
- G Street Market: Re-siting to southern High Street (p28)

Objective 4: An accessible town centre

- H Town Centre gateways (p35)
- I Bus station redevelopment (p38)

Objective 5: A living and working town centre

- J Waltham Cross Conservative Club redevelopment (p40)
- K Royal Mail depot redevelopment (p41)
- L KFC redevelopment (p41)
- M Sawyers Court gateway site (p43)

Implementation & Monitoring

This action plan has been developed to set out the likely implementation dates of each scheme proposed within the strategy. Monitoring of the strategy will be carried out on an annual basis to review the implementation objectives and, where necessary, to update them and review the strategy accordingly.

Objective	Implementation throughout life of Strategy	'Quick Wins' - Implementation during 2015/16	Medium-term implementation 2016 - 2020	Longer-term implementation beyond 2020
<p>1: An attractive, high quality town centre</p>	<ul style="list-style-type: none"> Comprehensive improvements to the public realm and greater accessibility to shops and services through high quality, sustainable design delivered through a shared space design of the High Street with light traffic Fully work up scheme proposals for town centre enhancement through opportunity zones on the northern High Street and Eleanor Cross Road 	<ul style="list-style-type: none"> Remove planters from Northern High Street Street lighting improvements Initiate town centre signage project to guide movement within town centre and to surrounding attractions Install artwork scheme for Pavilions wall facing on to Monarch's way New online design guidance for shopfronts and advertisements Design review for new street furniture for public realm improvements, to include benches, planters, bins, signposts, light columns and information boards 	<ul style="list-style-type: none"> Roundel improvements as dedicated new market square Shared space design of the northern High Street with light traffic and on-street parking, including a new taxi rank Eleanor Cross Road improvements Building and shop front grants scheme Improvements to the protection and setting of the Eleanor Cross Memorial as the town centre's focal point 	<ul style="list-style-type: none"> Southern High Street improvements to realign road layout and parking to create pedestrian boulevard with greater range of street uses and open spaces
<p>2: A modern, popular and vibrant town centre</p>	<ul style="list-style-type: none"> Increase floorspace and range of shops and other town centre facilities, including café and entertainment uses, delivered through opportunity zones and town centre public realm improvements Introduce uses to support café culture 	<ul style="list-style-type: none"> Promote window displays and pop up shops in vacant units Relocate street market from northern High Street to new Roundel Market Square 	<ul style="list-style-type: none"> Redevelopment option assessment for town centre opportunity zones 	<ul style="list-style-type: none"> Redevelop opportunity zones and deliver new town centre hotel

	and stronger evening economy	<ul style="list-style-type: none"> Engage Pavilions Centre in developing a refurbishment programme Core and secondary frontages reviewed in new Local Plan Site identification for town centre hotel and community facility uses 		
3: A well-managed town centre	<ul style="list-style-type: none"> On-going, regular circulation of the E-Biz newsletters Regular meetings with the Traders Forum Regular and targeted community liaison through the Waltham Cross Neighbourhood Forum and other engaged local groups Continue collaboration with key stakeholders on management issues of town centre with a broader remit Regular community safety monitoring and liaison with the Community Safety Partnership as part of improved town centre management Well plan and advertise town centre events Inform all new town centre development to ensure that Secured by Design and Lighting Against Crime principles can be maintained 	<ul style="list-style-type: none"> Initiate campaign similar to "Love Hoddesdon" to promote town centre Re-establish Traders' Forum and initiate regular meetings with focussed agenda items Implement more town centre events and plan and advertise to make a success Promote a Shop Watch system for the town centre via the Traders Forum 	<ul style="list-style-type: none"> Review on an on-going basis the potential for a community toilet scheme to support the existing public toilet provision in the town centre 	
4: An accessible town centre	<ul style="list-style-type: none"> Through public realm improvements eliminate the physical barriers in the town centre and make it more permeable and accessible for all visitors 	<ul style="list-style-type: none"> Initiate project for new design of town centre signage within the town centre and to local tourist 	<ul style="list-style-type: none"> Enhance town centre gateways at the northern High Street and Eleanor Cross Road through both high-quality, 	<ul style="list-style-type: none"> Promote greater levels of rail accessibility to the town centre through the proposals to four-track the line in preparation for

	<ul style="list-style-type: none"> Secure and deliver improvements to car park quality, including physical improvements to their layout and environment and lighting/security improvements Monitor current taxi rank provision and provide new taxi rank on re-opened High Street for increased accessibility to town centre facilities Promote rail service improvements 	<p>attractions</p> <ul style="list-style-type: none"> Review signage to town centre car parks and investigate potential for better signage with more live information. Including digital signage Deliver electric charging points to dedicated parking bays in town centre car parks Improve current accessibility for visually impaired and ensure this is central to designs for wider public realm improvements Work with rail operators to explore potential of improved service to town centre as part of service transfer to Overground franchise. 	<p>sustainable public realm improvements and site redevelopment</p> <ul style="list-style-type: none"> Improve pedestrian and cycle links throughout the town centre and along Eleanor Cross Road, through to Lee Valley Regional Park and White Water Centre Integrate new town centre signage to reflect new gateways, new through routes and new connections to local tourist attractions Provide new taxi rank in re-opened northern High Street Deliver improved bus station as part of wider opportunity zone on Eleanor Cross Road 	<p>Crossrail 2.</p>
<p>5: A living and working town centre</p>	<ul style="list-style-type: none"> Bring forward opportunity zone proposals to include a significant proportion of high quality, sustainable residential units with appropriate levels of affordable housing 	<ul style="list-style-type: none"> Durkan House refurbishment for residential use completed Approve a suitable scheme for Waltham Cross Conservative Club to be redeveloped for high quality, sustainable residential development 	<ul style="list-style-type: none"> Deliver Waltham Cross Conservative Club redevelopment for high quality residential KFC site redevelopment for high quality residential and re-provision of retail at ground floor as part of a landmark gateway development scheme Improve primary school provision in the borough via emerging Local Plan and site review within Waltham Cross town centre 	<ul style="list-style-type: none"> Deliver any suitable proposal for the opportunity zone including the Royal Mail Depot to include a significant proportion of residential use Deliver any suitable proposal for the opportunity zone on the northern High Street to include a significant proportion of residential use Deliver a small Business Centre within the town centre for start-ups and to support local enterprise

			<ul style="list-style-type: none">• Promote the reuse of vacant floorspace in the Pavilions• Foot/cycle bridge over railway connecting Park Plaza with town centre	
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