



Waltham Cross Renaissance

Towards an Urban Strategy for Waltham Cross Town Centre

REV B (Nov 2009)

DRAFT





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Introduction

What is the identity of Waltham Cross

Eleanor Cross is historic



Interesting Buildings



Redeveloped footpath

Fishpools– Landmark of town

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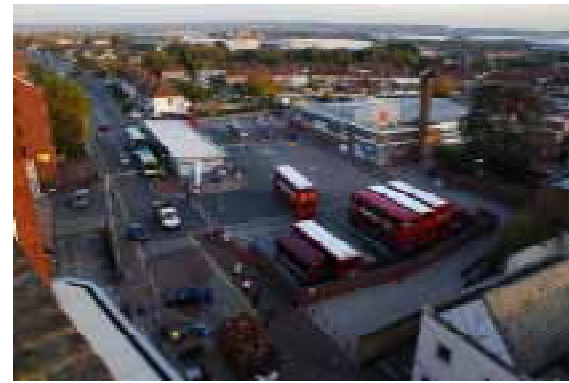
Introduction

What is the Identity of Waltham Cross

Unclear Signage



Underused Spaces



Subways



Dominant Link Road



Large, Randomly Placed Planters



Empty Buildings



Waltham Cross Renaissance



Circa 1890



Circa 1970



Present Day

Waltham Cross Renaissance

Introduction Historic View of Waltham Cross

Childhood in Waltham Cross, 1940s

Waltham Cross back then was a wonderful village to grow up in. Sunday mornings only the sweet shop would be open at the top of Trinity Lane, named Foyles. You could walk up the High St and come across sheep being herded in the middle of the road, and all the traffic, well what there was of it, would come to a halt...

The High Street was full of hustle and bustle on a Saturday morning and I would have to go into the Co-op furniture shop. I would then go across the road to Collins grocers and butchers and give them a shopping list my mum had given me and wait for the merchandise to be packaged. Friday nights my mum and I would wait outside the Embassy pictures for my dad to come off the 310 bus from his job in Hoddesdon and we would all go to the pictures. On the way home he would give me a piggy back ride down Trinity Lane to Northfield Road where we lived as I was always tired.

I went to Holy Trinity School in Trinity Lane where the block of flats now are and as it was a church school Holy Trinity Church was our place of worship. I was eventually married at the church.

I am very sad at the blight of Waltham Cross these days. Now a motorway runs through the town and the old shops and wonderful ways are gone.

Madeline (Clay) Rees

Urban Design Analysis












Uses



The uses plan indicates that the town has been broken down into zones of uses. The central business district of Waltham Cross is largely low grade retail or a mix of uses. The mix uses tend to be shops at ground level and residential units above. Although the Pavilion Centre includes offices, retail and residential with adjoining multi storey car park. The Pavilion Centre contains the chain stores such as WH Smith. Sainsbury acts as an anchor.

There is residential on the periphery of the town. To the west, the town consists of residential estates. There is a limited amount of community facilities to serve this community as the plan shows. There is also a lack of leisure facilities meaning that residents have to travel to use such facilities in neighbouring communities. This is due in part to the town position at the edge of two distinct areas. It is at the edge of both Hertfordshire and London. This marginalises the town and leaves it without a focus.

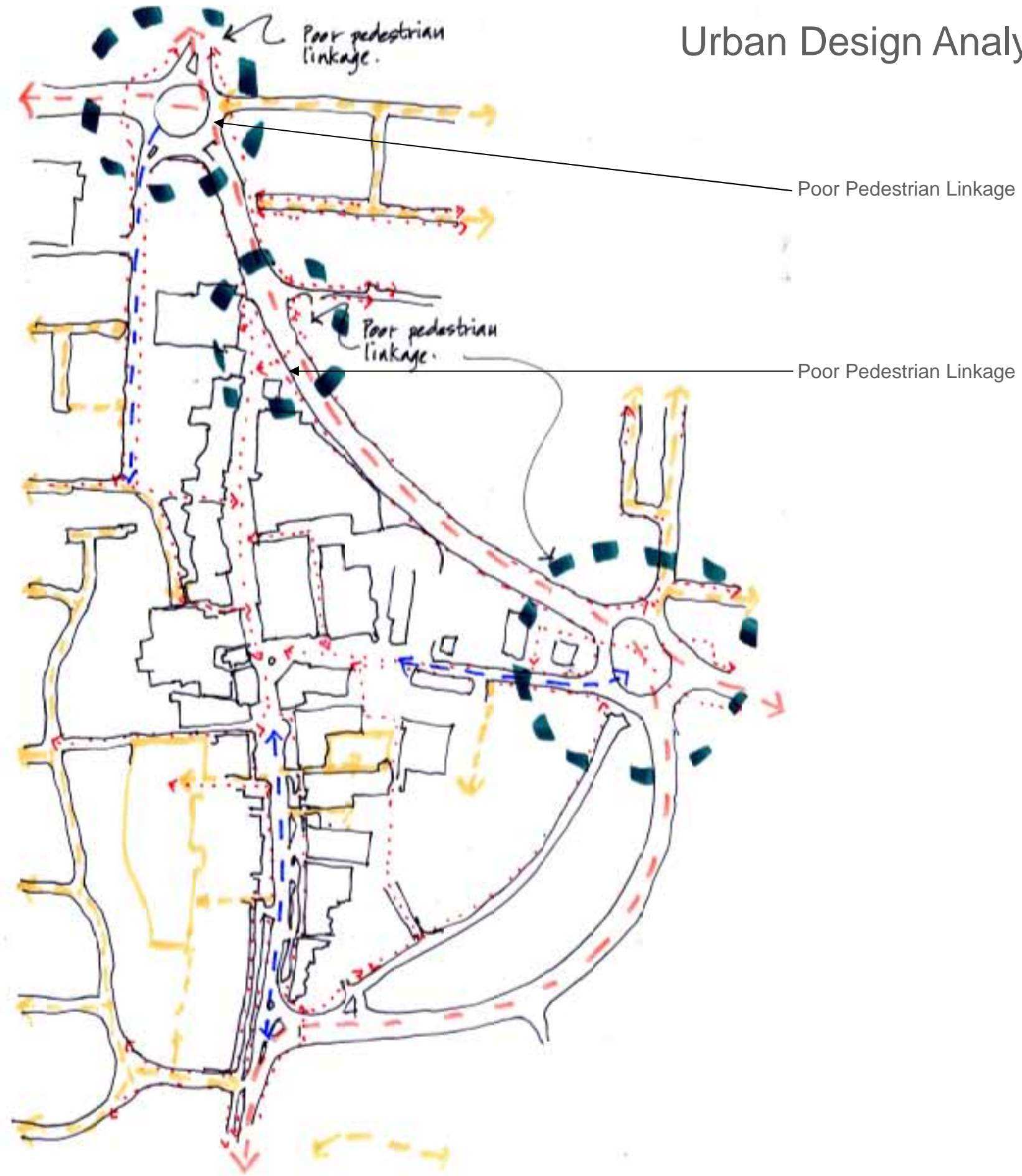
A vacuum needs to be filled that will serve the community.

-  Shopping area
-  Retail
-  Mixed Uses
-  Office
-  Residential
-  Leisure
-  Community
-  Education
-  Green Space
-  Transport
-  Industrial

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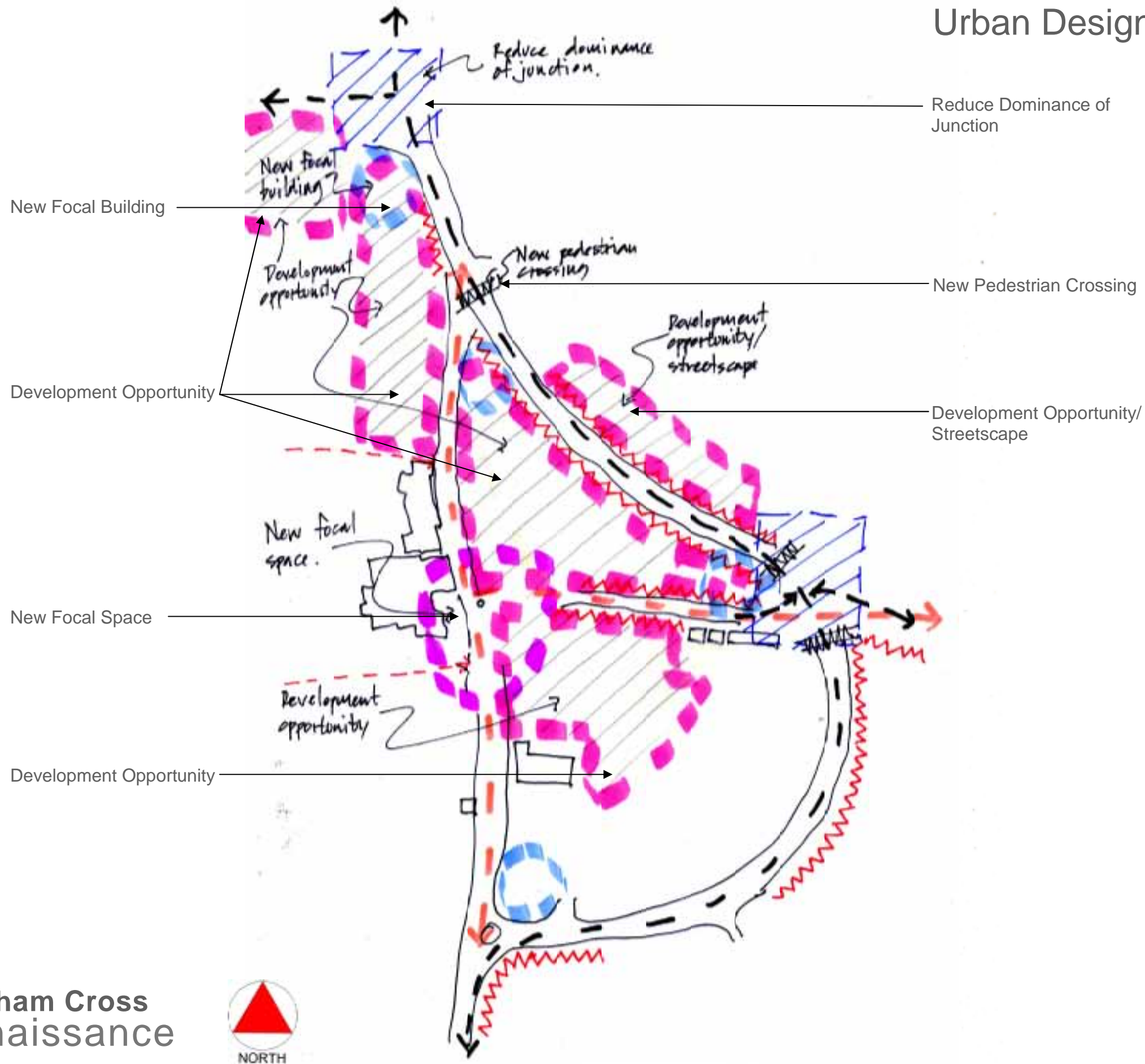
Urban Design Analysis



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Urban Design Analysis



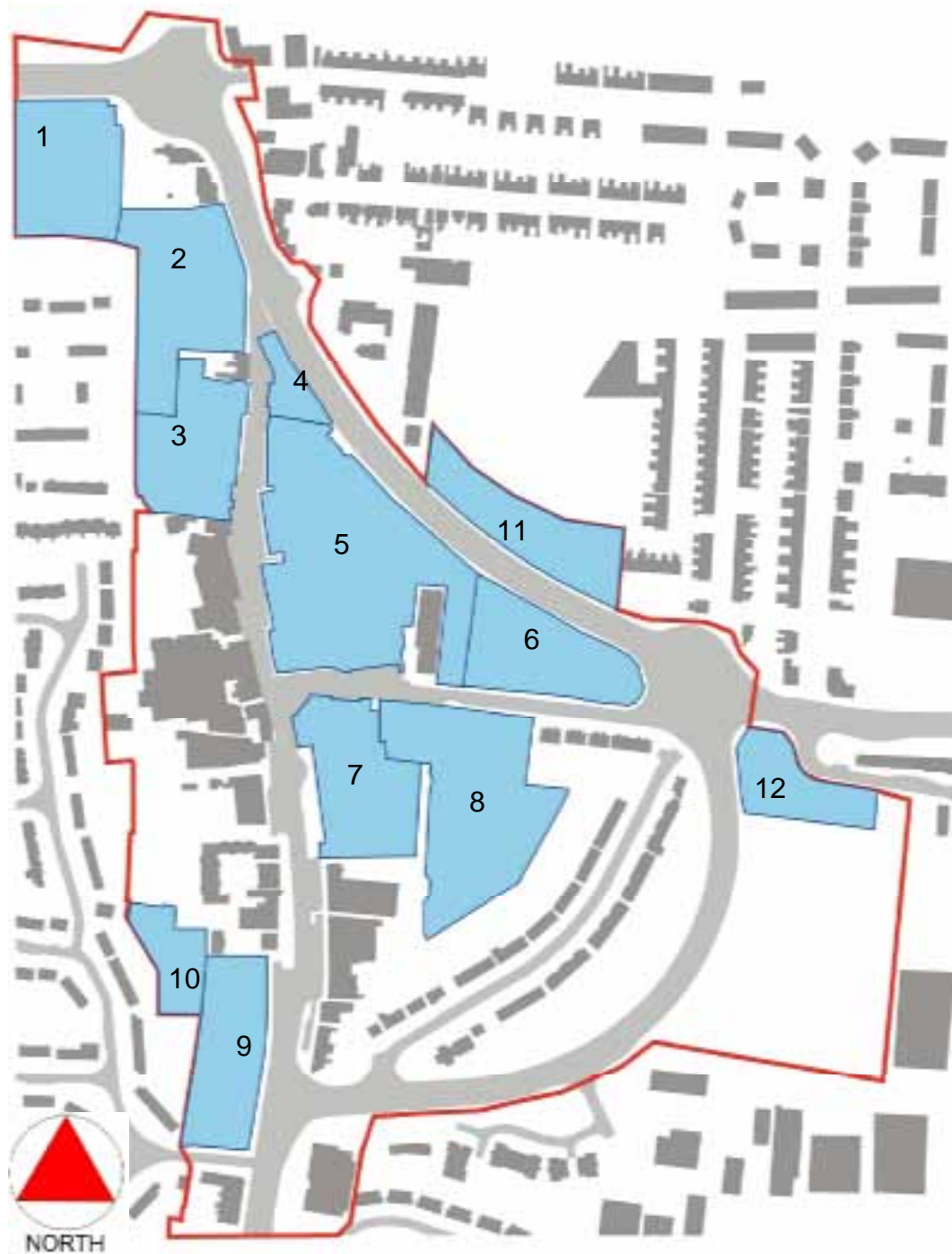
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Urban Design Analysis

Identifying Opportunity Sites

- We have identified several sites within the study area that could offer a development opportunity or a chance to intervene to improve the town centre.



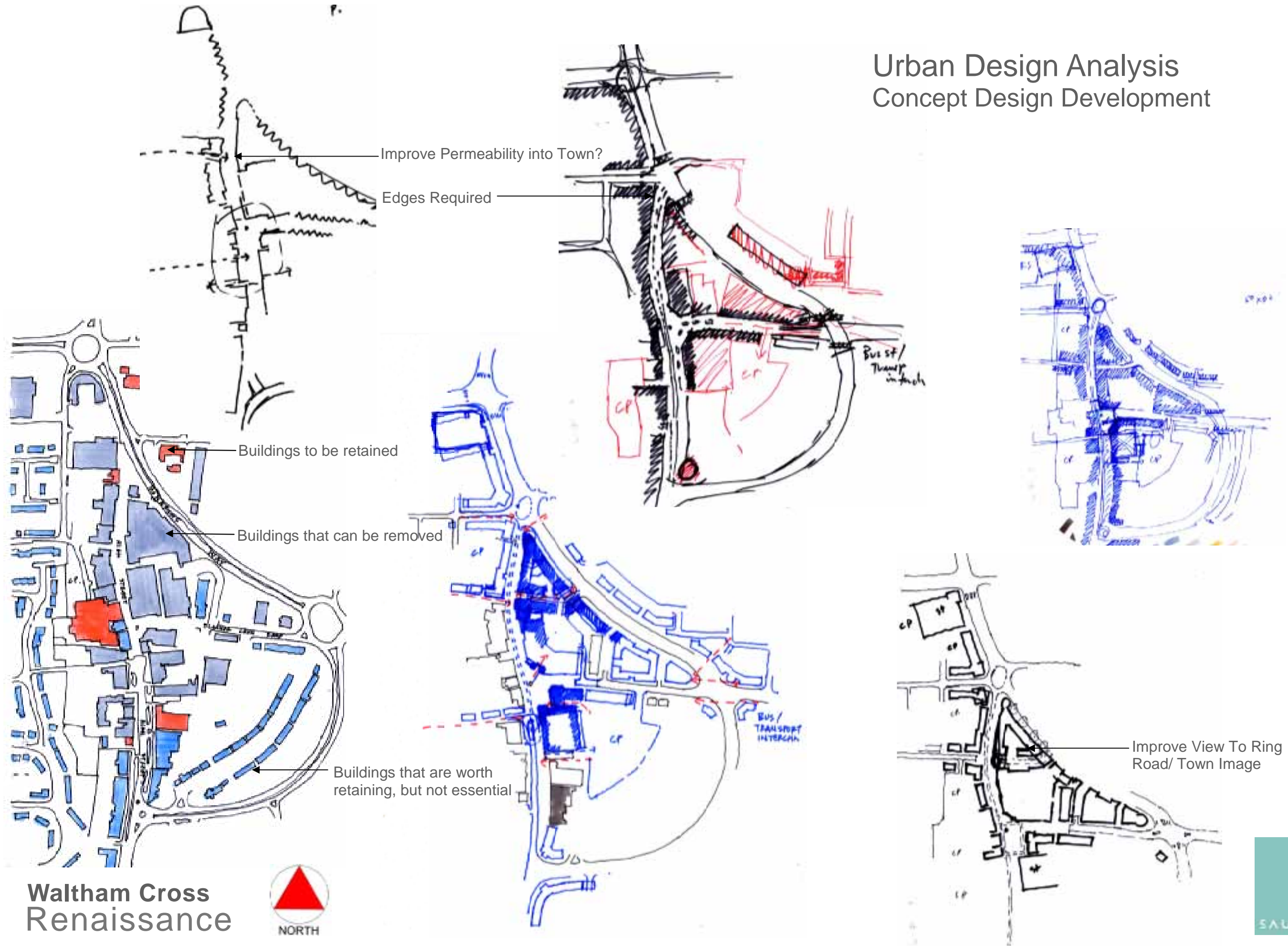
1. Homebase
2. Wickes
3. 133-147 The High Street
4. Land including 162 The Hi
5. Pavilions Centre
6. 33-55 Eleanor Cross Road
7. Royal Mail and TFL site
8. 104-122 High Street & 1-6 Eleanor Cross Road
9. 35-71 High Street
10. Car park at r/o 35-71 High Street
11. School and recreation ground
12. Northern extent of playing field

-  Area for Consideration
-  Opportunity Sites

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Urban Design Analysis Concept Design Development

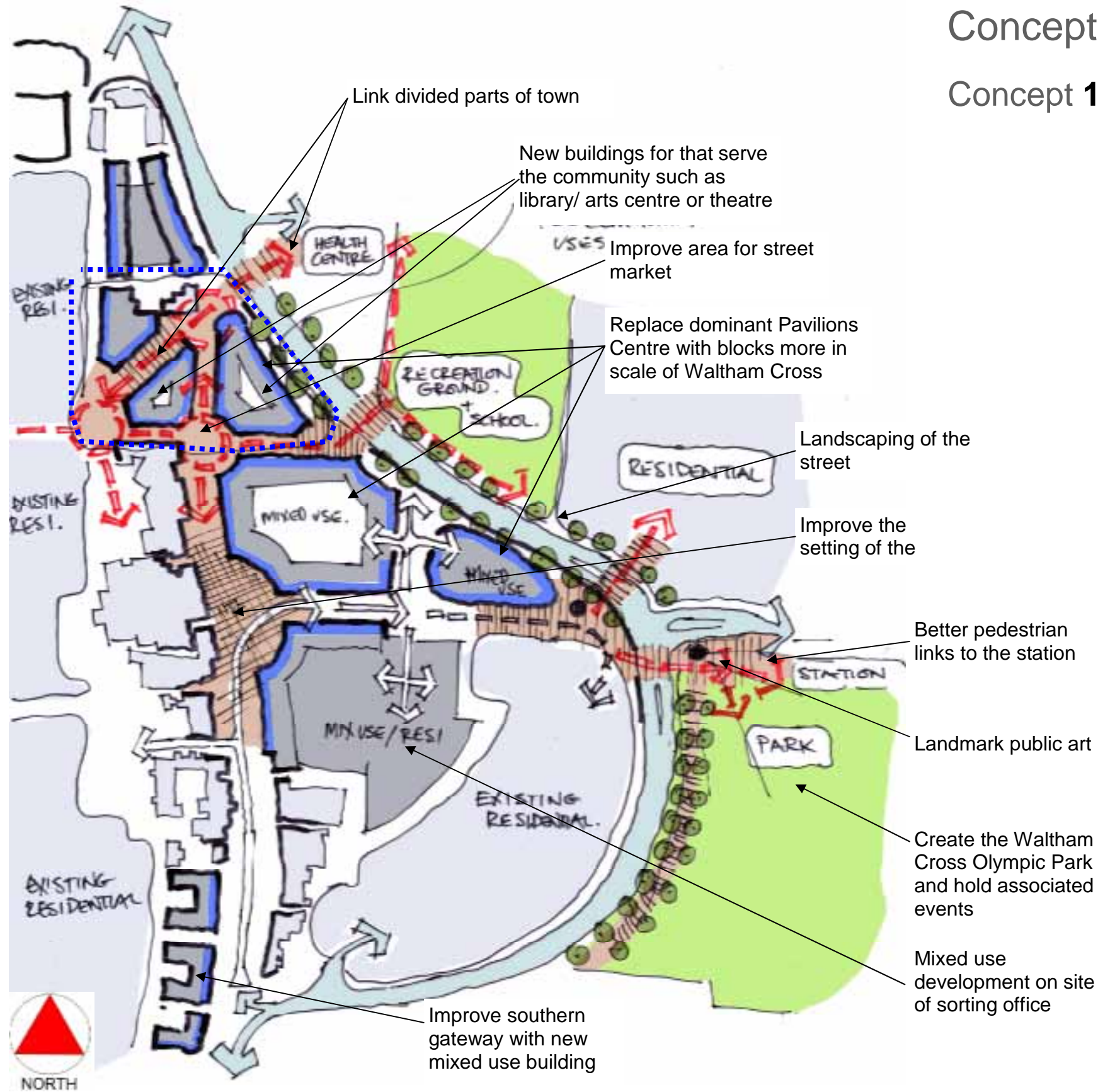


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Concept ideas

Concept 1 for Opportunity Sites



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Concept Ideas

Concept 2 for Opportunity Sites

New signalised junction to replace dominant roundabout

New circa 30000 sq ft foodstore anchor together with town centre car parking

New roundabout for residential access to mark town centre

One way Access for Buses and Access for cars after 6:30pm

New Town Centre Car Park to current service areas, approx 90 spaces

New enlarged public space around Eleanor Cross monument

Reinforced pedestrian link with new residential

New shops with residential over

New community uses as focal entrance to town

New Residential over to Provide Active Frontage to Ring Road with Tree-lined Boulevard as part of recreation land

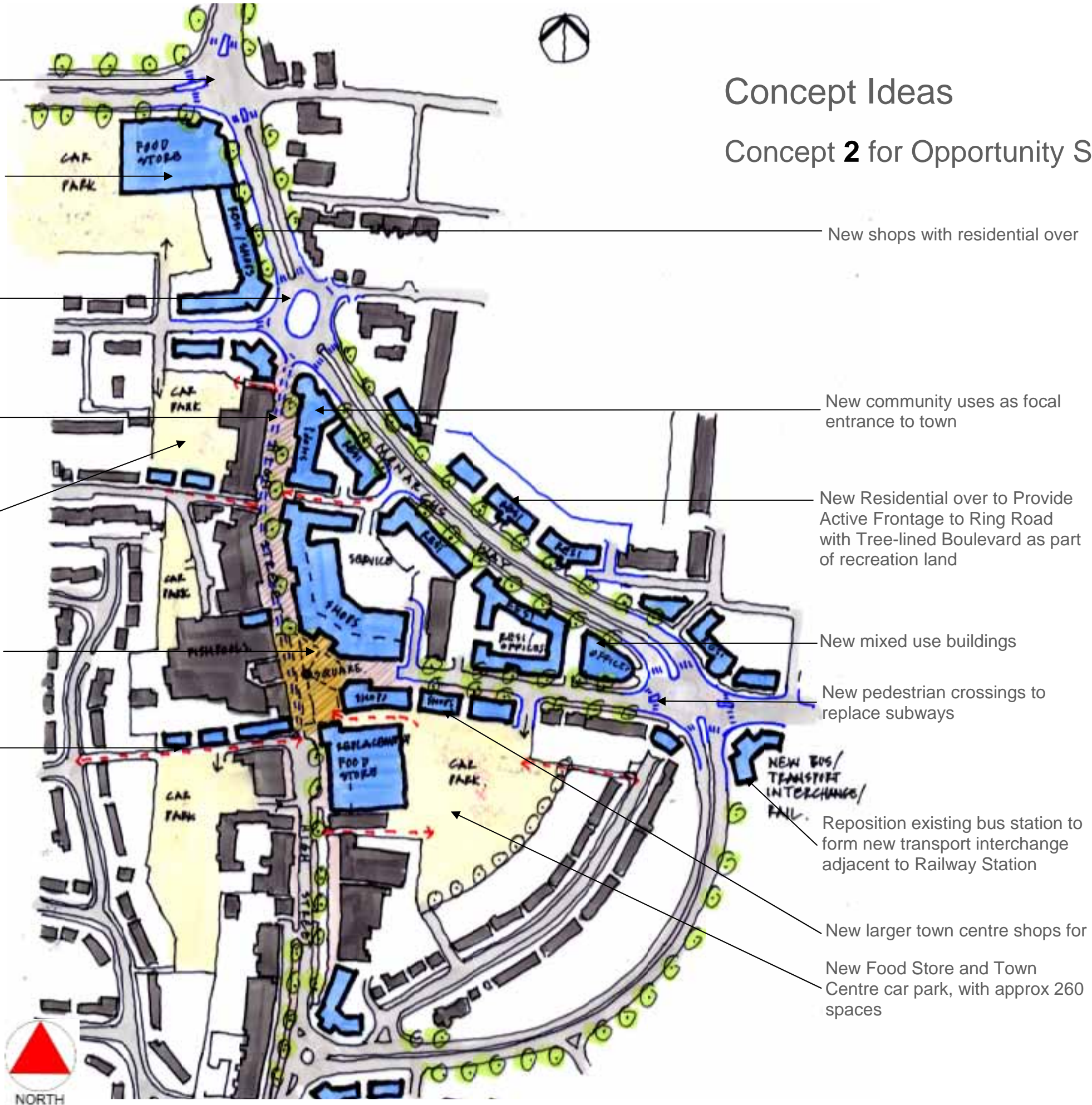
New mixed use buildings

New pedestrian crossings to replace subways

NEW BUS/ TRANSIT INTERCHANGES/ PAV.
Reposition existing bus station to form new transport interchange adjacent to Railway Station

New larger town centre shops for

New Food Store and Town Centre car park, with approx 260 spaces

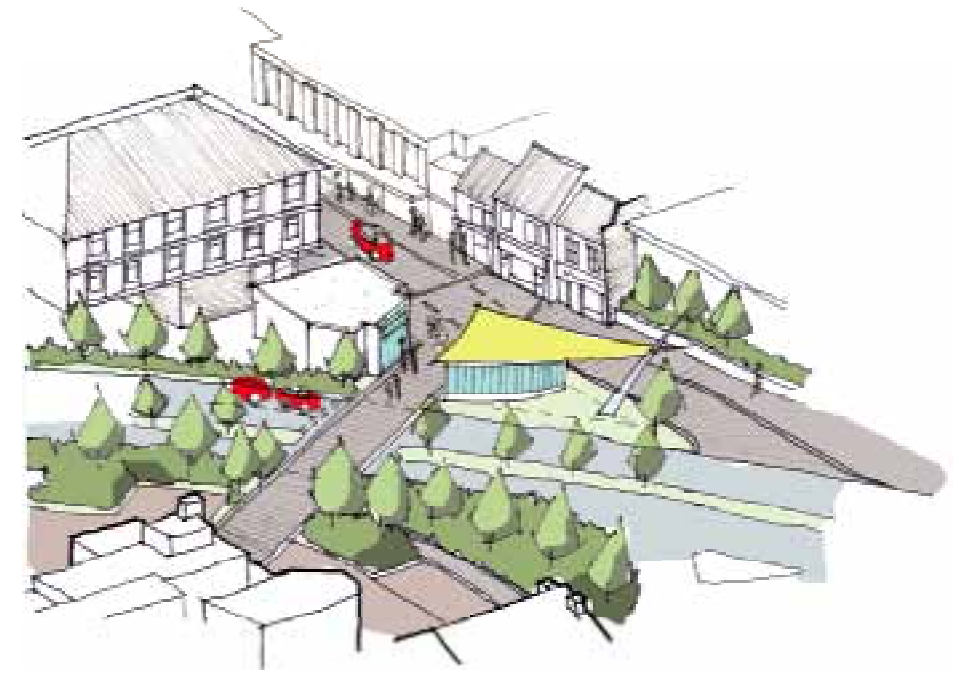


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Concept ideas

Concept 1 for Opportunity Sites: Transport

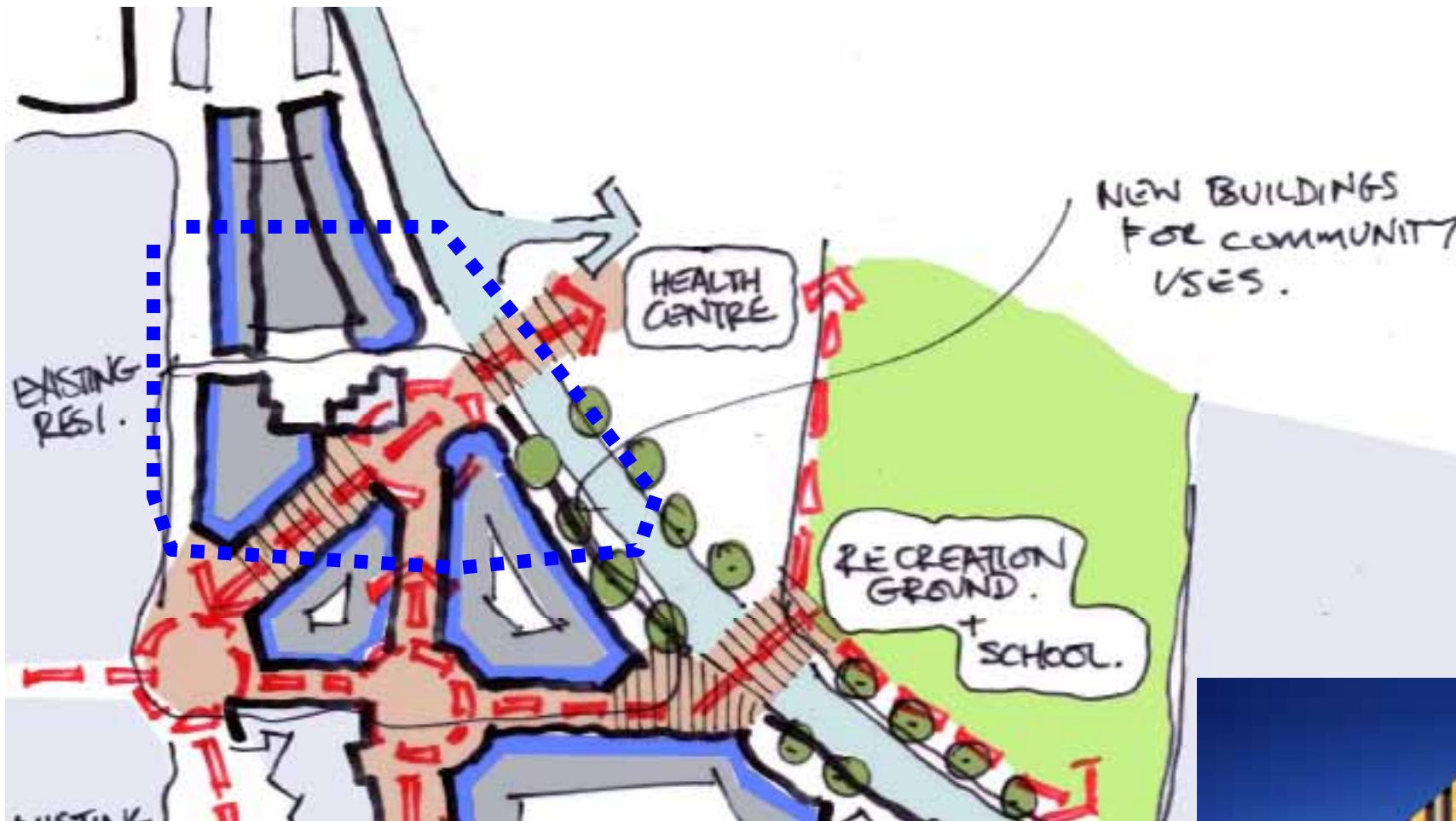


NORTH
Waltham Cross
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Concept ideas

Concept 1 for Opportunity Sites:
Community and Market

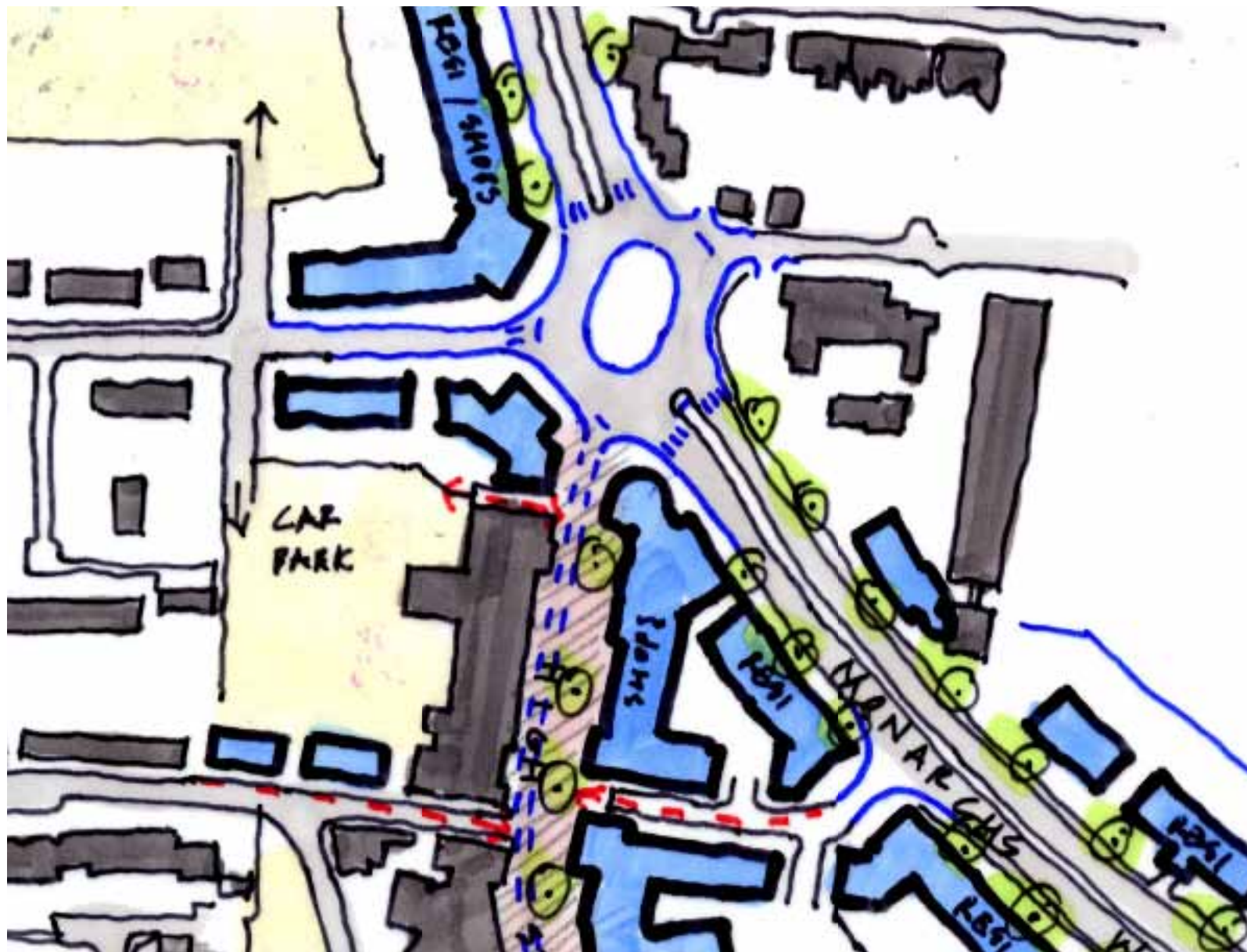


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Concept Ideas

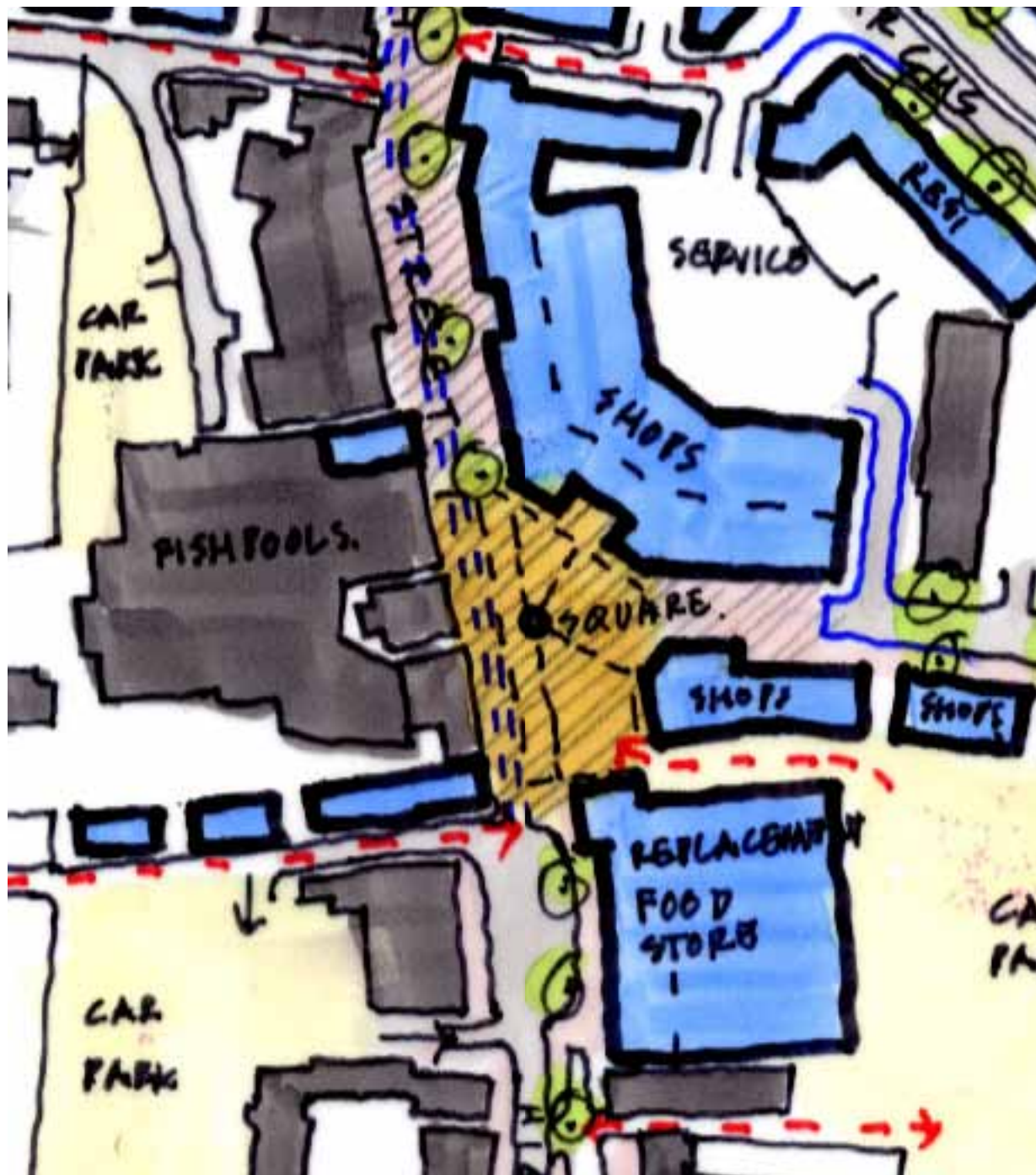
Concept 2 for Opportunity Sites



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Concept Ideas

Concept 2 for Opportunity Sites



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