



Heart of Hoddesdon

Towards an urban strategy for
Hoddesdon Town Centre



Heart of Hoddesdon

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- Illustrative Proposals for Town Centre



Heart of Hoddesdon

Introduction

- Hoddesdon is a picturesque market town in the Borough of Broxbourne in Hertfordshire.
- Just off the A10 and near M25
- Former coaching town with established character, quality and excellent buildings.
- Array of assets including built heritage and green spaces.

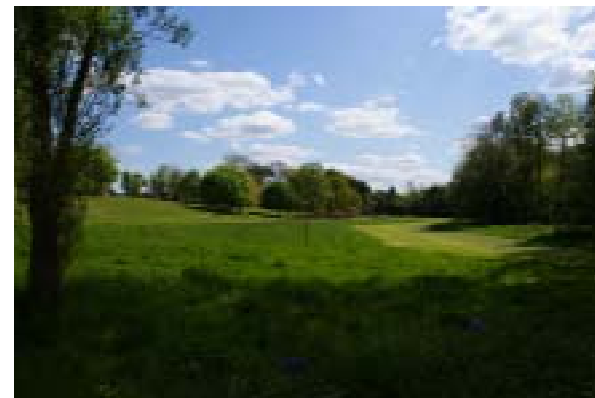


Introduction - Views of the Town

Heritage Buildings



Important Green Spaces



Active Market Space



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Introduction - Views of the Town

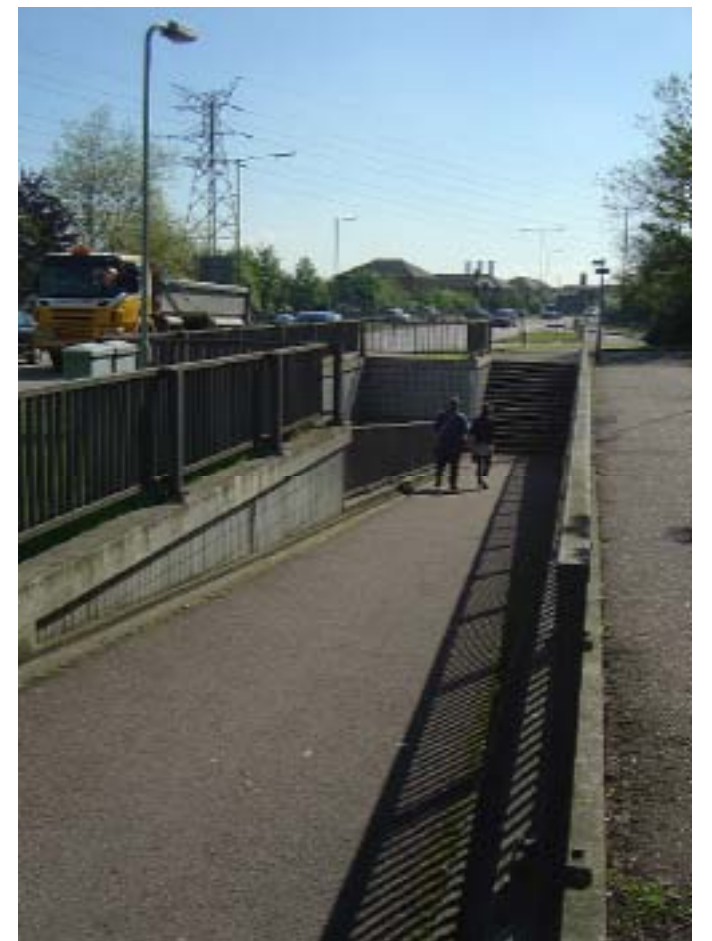
Dominant Roads



Inactive Frontages



Poor Pedestrian Links & Unpopular Subways



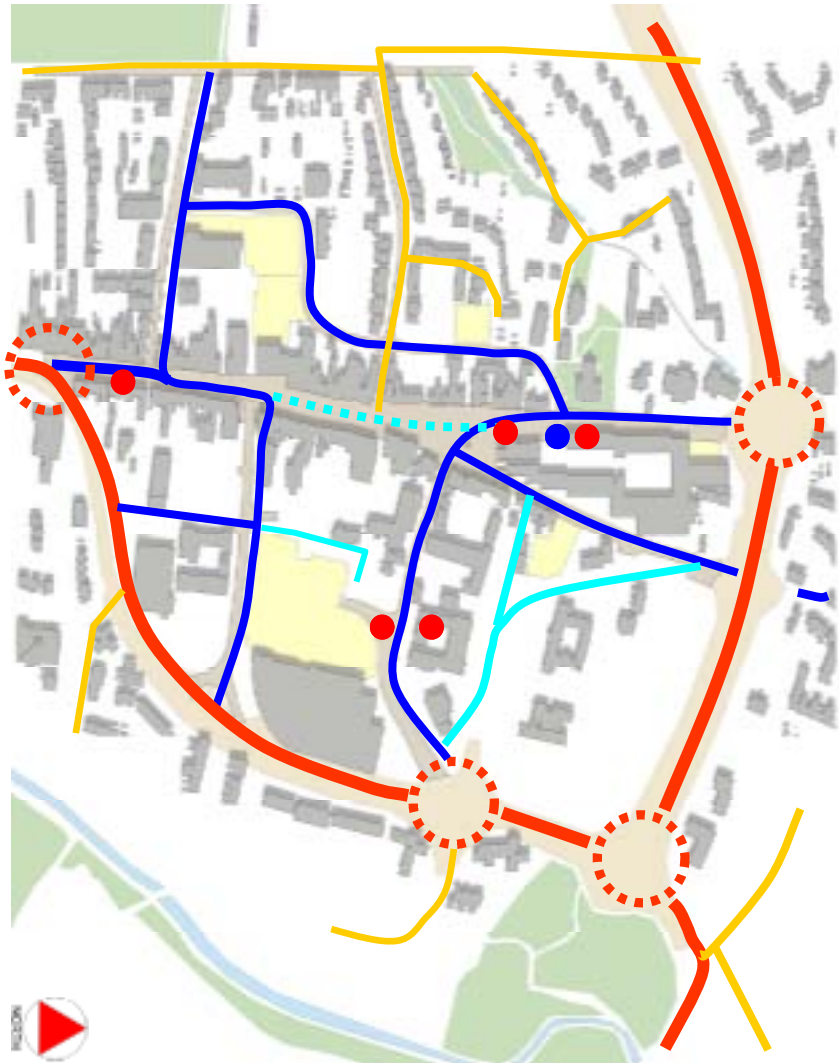
Public Spaces Under Used



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Urban Design Analysis

Vehicle Movement



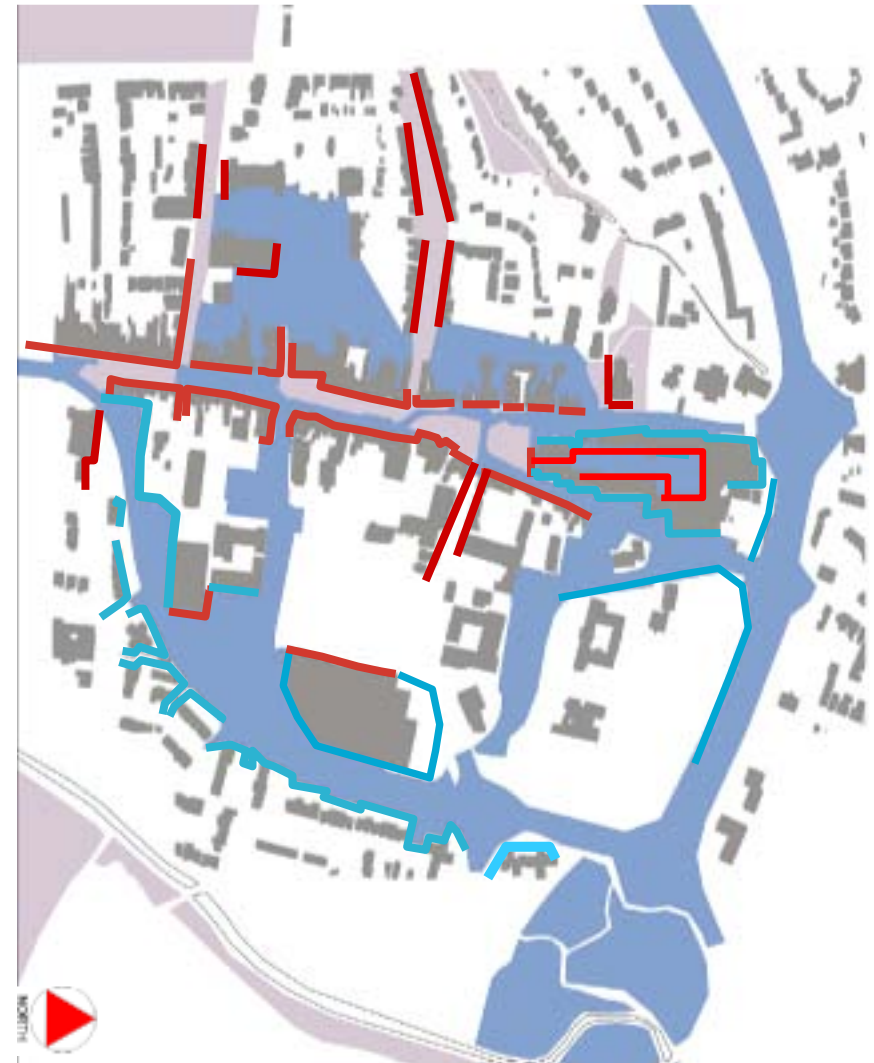
- Primary Route
- Secondary Route
- Tertiary Route
- ⋯ Permit only
- Residential Route
- Car Park
- Bus Stop
- Taxi Rank
- Traffic Node

Pedestrian Movement



- Primary Route
- Secondary Route
- ↔ Pedestrian Crossing
- ↔ Pedestrian Underpass

Spaces and Frontages



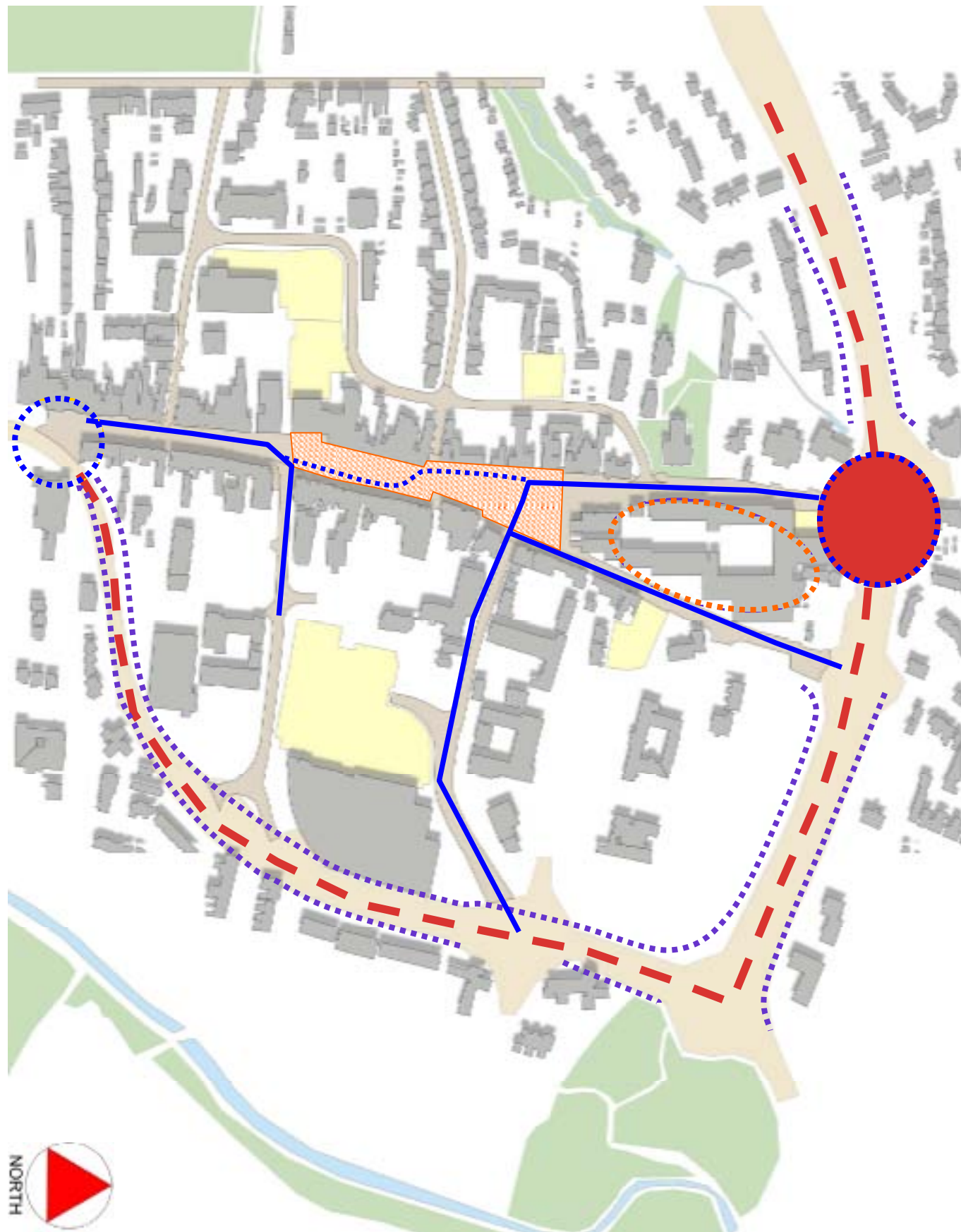
- Well Defined Space
- Poor Defined Space
- Active Frontage
- Inactive Frontage

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Urban Design Analysis

Constraints

- The town is dominated by the link road and traffic junctions
- Unclear directions to town centre
- Backs of building face the link road
- Subways create barriers to pedestrian movement
- Market space is divided into three areas by High Street and Brewery Road
- There are many underused spaces in town centre e.g. clock tower area, war memorial space...etc
- Heritage buildings and historic character need to be protected



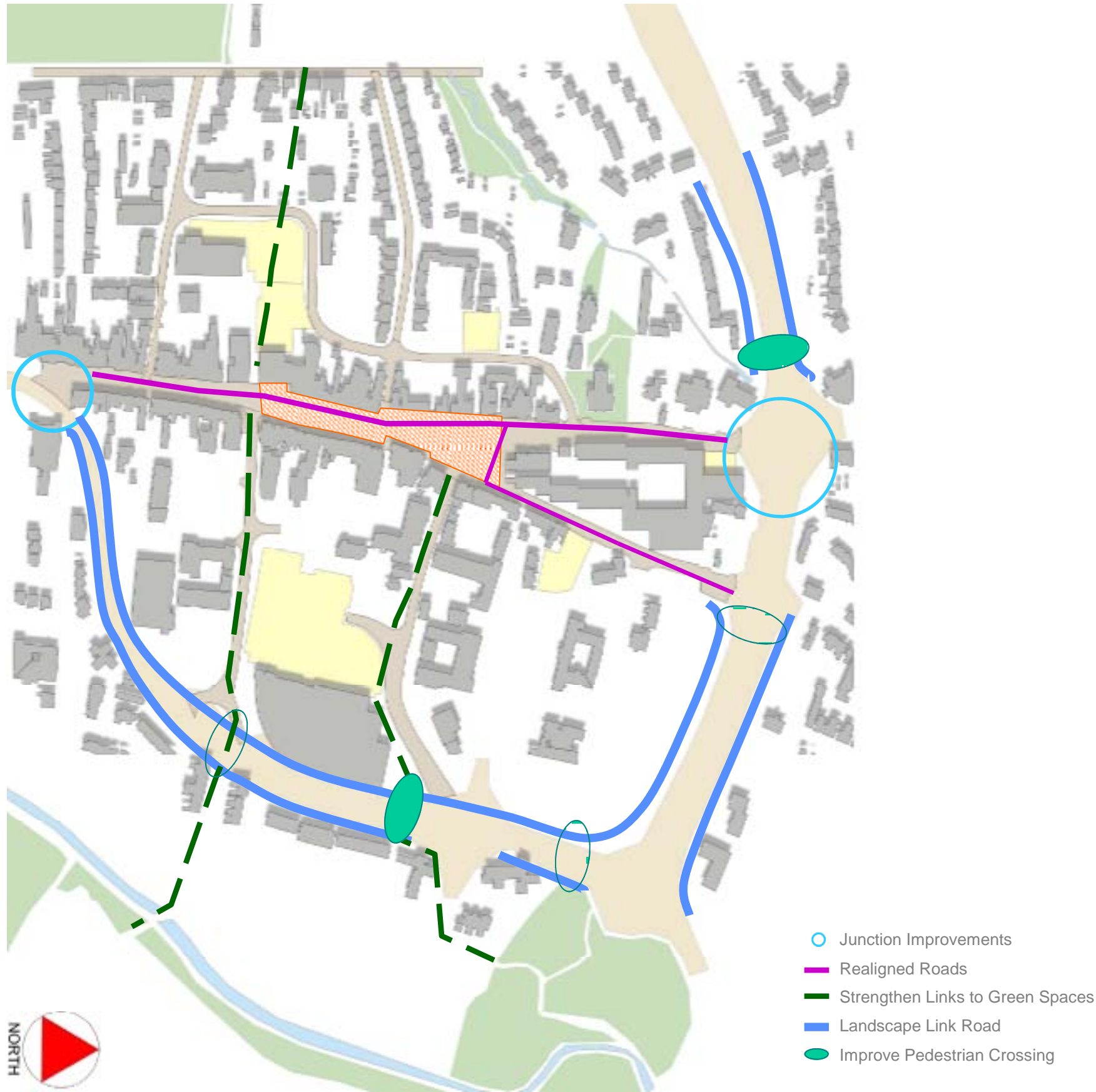
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- Dominant Road Junction
- Undefined Entrance to Town Centre
- Existing Roads
- Link Road
- Undefined Boundaries
- Dominant Tower Centre
- Market Space

Urban Design Analysis

Opportunities

- New junctions to reduce land take, improve pedestrian, cycle and vehicle linkage.
- Unify market space, clock tower and war memorial by rerouting High Street and Brewery Road
- Improve short term convenient parking to encourage shoppers and providing visibility for retailers by reinstating High Street through town
- Improve links to green spaces such as Barclay Park/ the New River/ the Lynch
- Improve appearance of the link road
- Redevelop Tower Centre site



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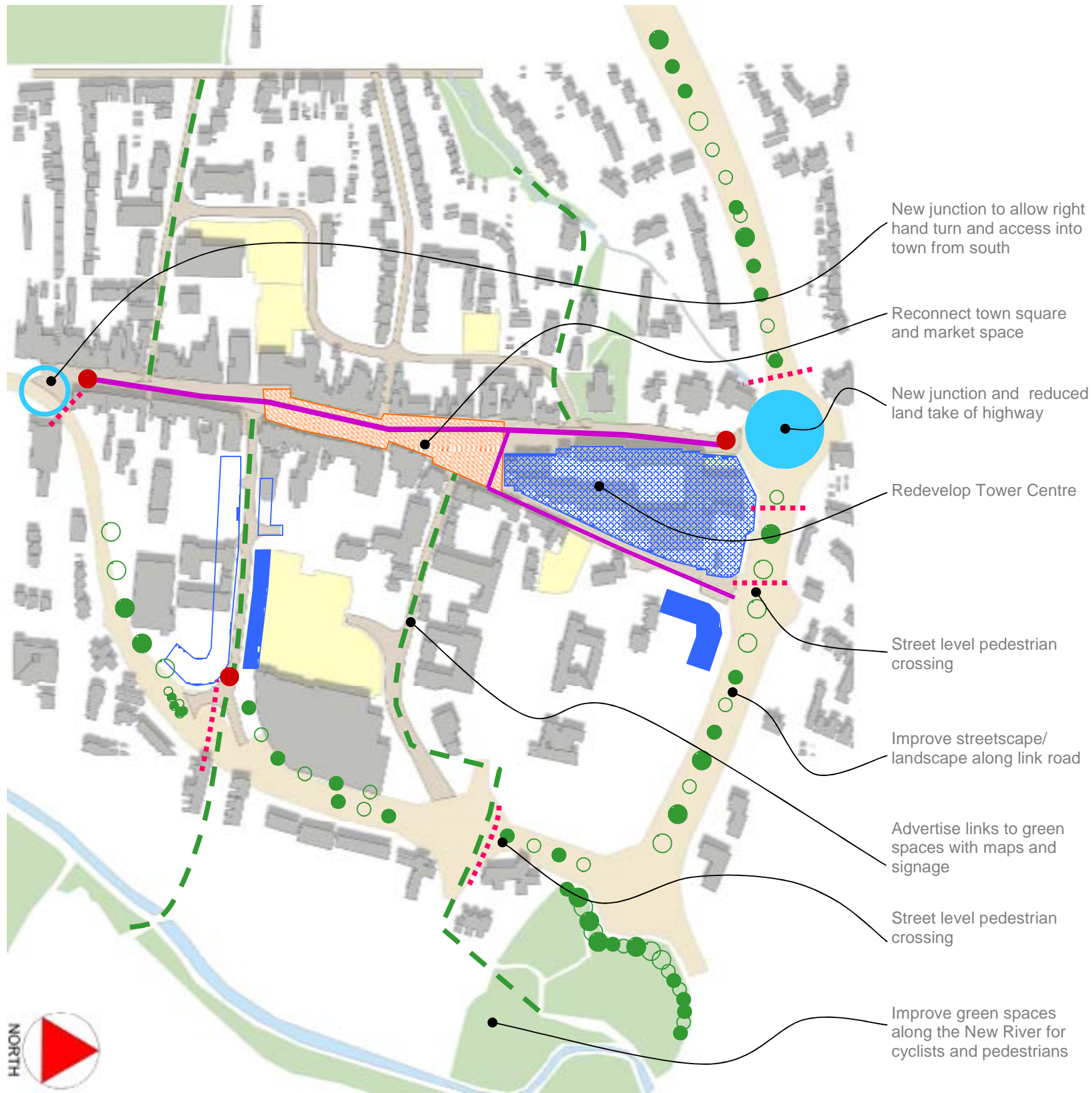
Summary

- Well defined spaces with buildings of high quality
- Heritage and character in and around town centre
- Space for differing activities
- Lots of high quality green spaces outside town centre
- Pedestrianisation creates some less active spaces
- Link road creates a barrier around the town centre
- Unpopular underpasses hinder movement
- Limited through traffic in town centre

Concept Ideas

Initial Proposals

- Improve town identity and accessibility with new signage
- Improve junctions between the link road and the Town Centre
- Reintroduce local traffic to the High St in traffic
- Improve on-street parking provision in town centre in sensitive manner
- Unify market square to create better provision for traders and reconnect clock tower and war memorial
- De-clutter High St of ironmongery, bins, seats, lighting, signage...etc
- Improve integration with pedestrian linkages from surrounding areas with surface level crossings
- Advertise links to Barclay Park, the New River and the Lynch with better maps and signage
- Redevelop the Tower Centre site



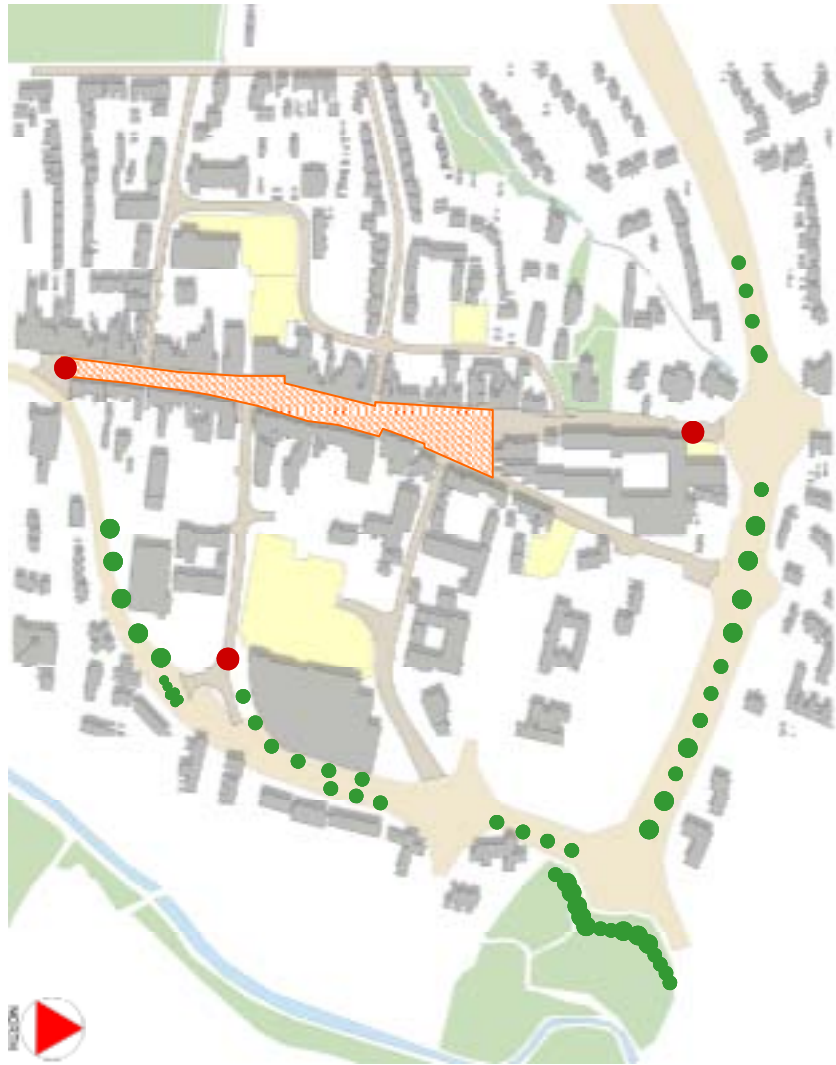
- Junction Improvements
- Realigned Roads
- ▨ Market Square—Reconnect Spaces
- - - Improve Pedestrian Crossing
- Strengthen Links to Green Spaces
- ▨ Future Development to Improve Streetscape
- Landscape Link Road
- Gateway Signage

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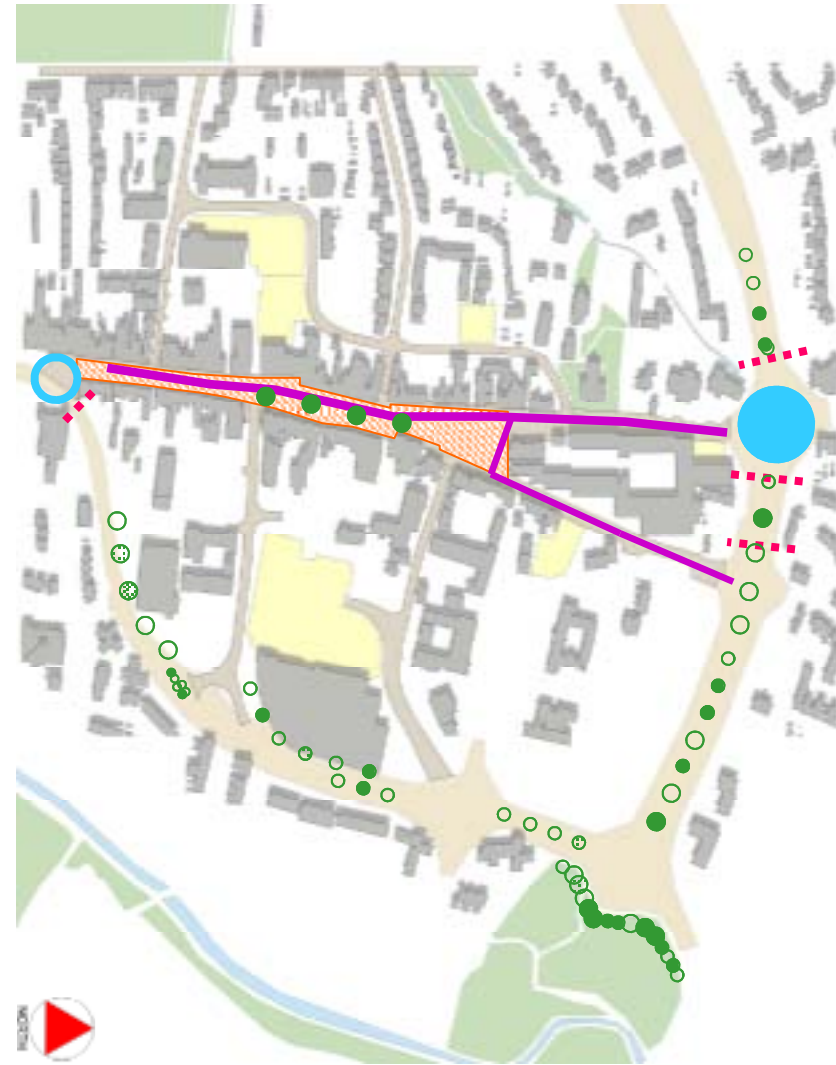
Concept Ideas

Phasing



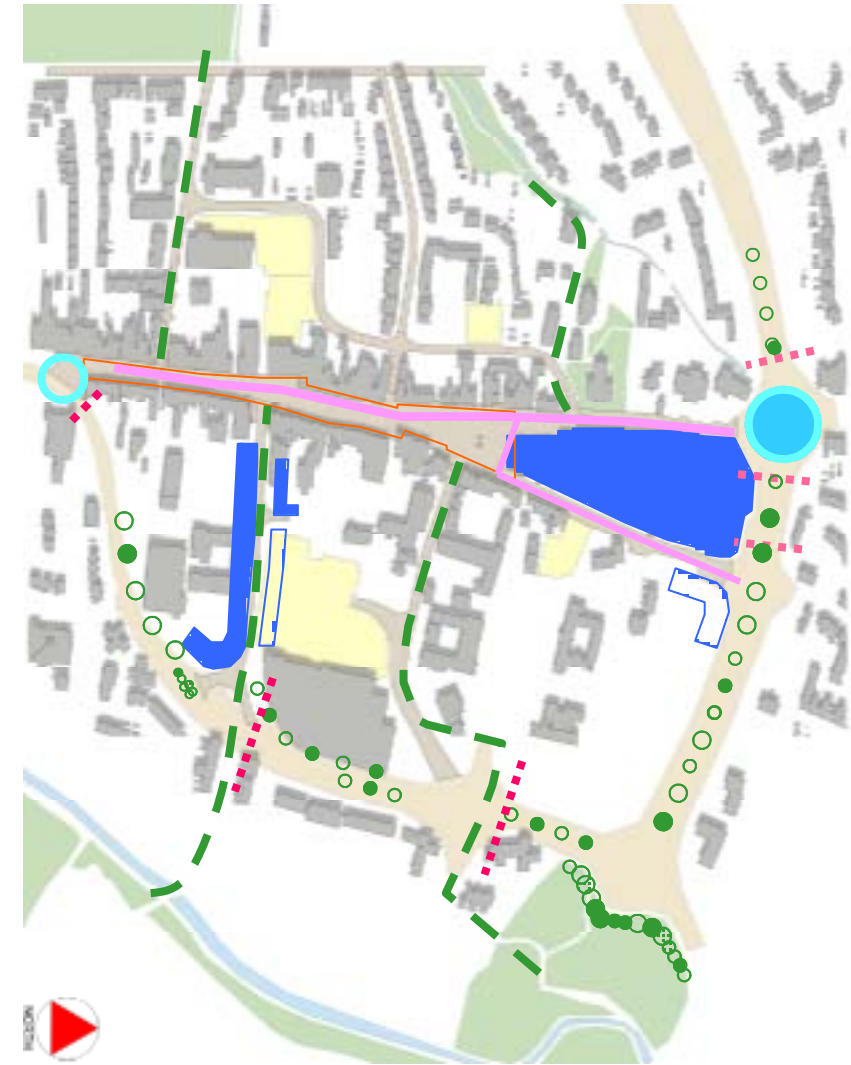
Phase 1

- Provide gateway signage to town centre
- Install new heritage trail signage
- Install new Samaritan Women in Market Square
- De-clutter, add new street furniture & lighting
- Landscaping and streetscape along bypass



Phase 2

- Reinstated original route of High Street
- Reposition Brewery Road, create taxi rank
- New on street parking bays
- New road junctions
- New trees on High Street
- Move bandstand to junction of Lord Street and the High Street



Phase 3

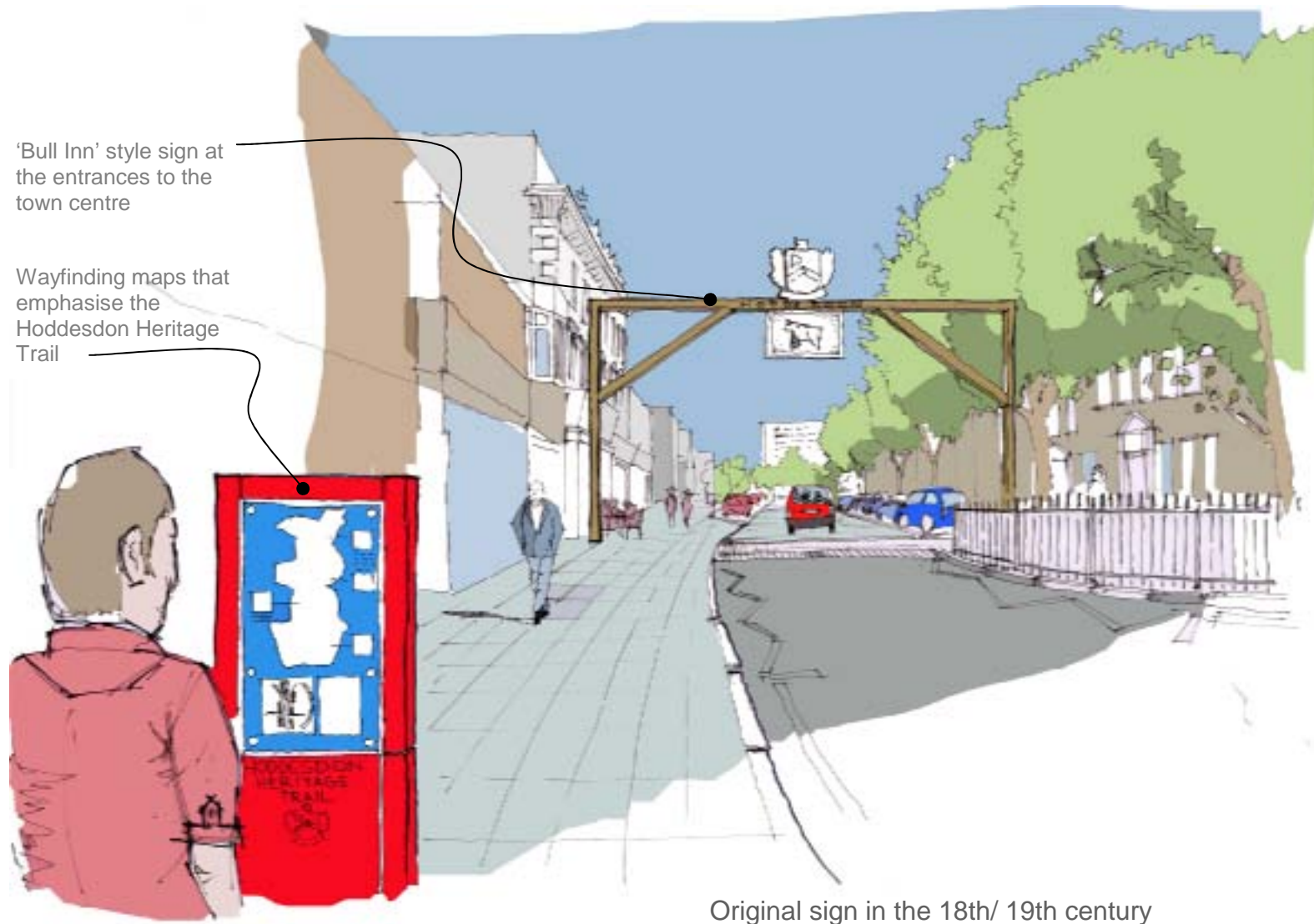
- Redevelop Tower Centre
- Potential to improve links to New River area and Barclay Park to strengthen integration of town
- Potential Redevelopment to Conduit Street

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Phase 1

Resurrect “Bull Inn” Style Signage

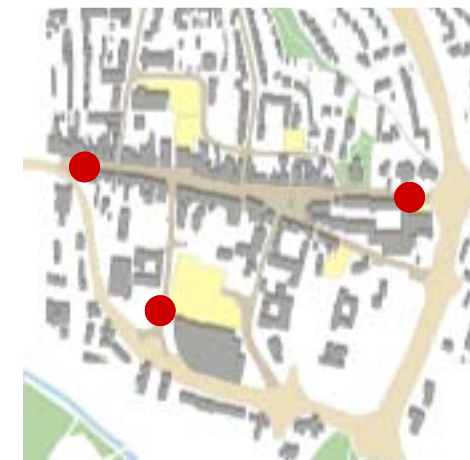
- A sign used to mark the centre of the High Street. It spanned the street between the old Bull Inn and the Market House in Hoddesdon.
- Our proposal seeks to reinstate the design image of the original signage at the top and bottom end of the High Street welcoming visitors to Hoddesdon.
- This will act as a reminder of the past and is a recognisable image for the town
- The sign will feature the town crest emphasising local pride.



Original sign in the 18th/ 19th century



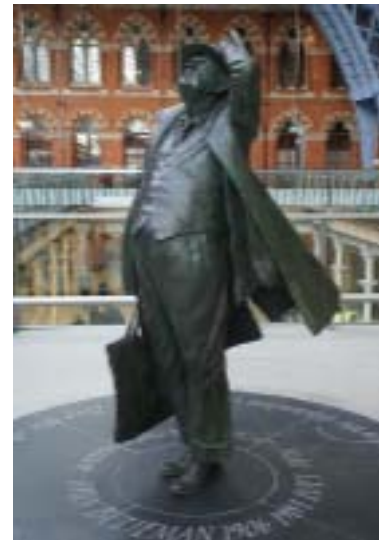
The Coat of Arms of the Borough



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Existing statue



Betjemen sculpture



LED lighting

Phase 1

Reinstate Samaritan Women & Poem in Pavement

- A reproduction of the Samaritan women should be returned to her former glory with pride of place on the High Street
- Water will flow from an urn into a pavement basin
- The sculpture will be lit at night by subtle LED lighting
- The sculpture will include an excerpt from poem by Matthew Prior, see below, around the base
- Further lines from poem to be displayed at key locations in the Market Square e.g war memorial and band stand

*Into an old inn did this equipage roll,
At a town they call Hodson, the sign of the Bull,
Near a nymph with an urn, that divides the highway,
And into a puddle throws mother of tea.*

Down Hall
Matthew Prior



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Phase 1

Emphasise Hoddesdon Heritage Trail Signage

- Hoddesdon is a very historic town emphasised by the built heritage in the High Street.
- The Hoddesdon Heritage Trail recounts this history and guides visitors to important locations around the town.
- New signs which are part of wider strategy to provide information maps in the town are proposed in visible locations
- Information maps could expand as far as Barclay Park, the Lynch, the New River and the Lampits emphasising links in and out of the town centre. This will improve connectivity and the look of the area.



New signage in Exeter



● Position of new signage

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Phase 1

Improvements to the link road

- Planting trees and shrubs in the central reservation will help to lessen the impact of the link road
- Hierarchy of heights of planting and boundary treatments softens road edges
- Opening up the sides of the road by removing fences, makes the appearance of the town more welcoming



Greening the link road



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Phase 1

De-clutter Town Centre

- As part of the Town Centre renewal the area will de-cluttered of existing street furniture
-
- An appropriate selection of coherent products will be installed in a strategic manner that will not inhibit pedestrian movement and enhances the environment.

Package includes:

- Lamp Standards
- Benches
- Way finding Signage
- Traffic Signage
- Bicycle Racks
- Bins
- Bollards



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Phase 1

Appendices



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Appendices

Precedent Studies

Devizes Market Square

Modern influences had eroded the distinctive form of the Devizes market square

The distinctive triangular market space was returned to its former glory using a variety of strategies including minimising highway clutter and integrating public lighting with the local architecture

The result is modest, robust, innovative solution whose success is marked by the positive response of the public.

Fakenham Market Square

An understated redevelopment of the market square that emphasised the character and history of the town was undertaken.

The result features new surfaces, improved lighting and public art.

New Road, Brighton

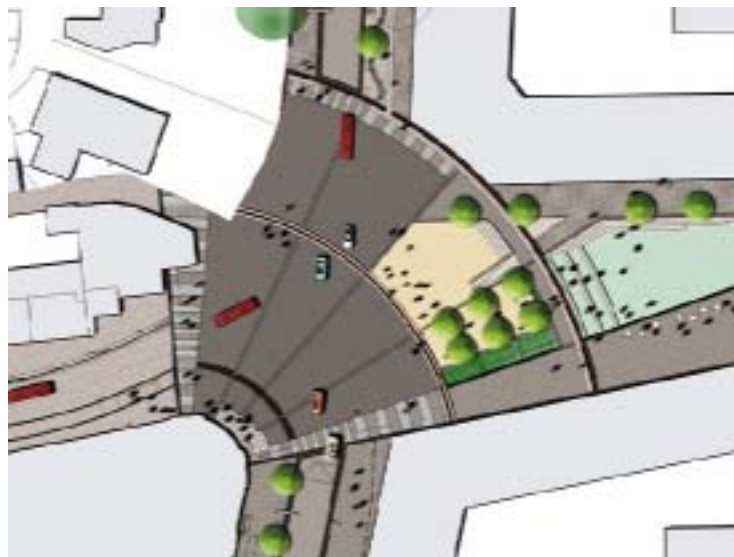
The redevelopment of the road has encouraged a mix of uses to encourage activity. Clutter has been eradicated and respectful floor finishes have been used.



Safe street level crossings



De cluttered coordinated street furniture



High quality surfaces & respectful finishes

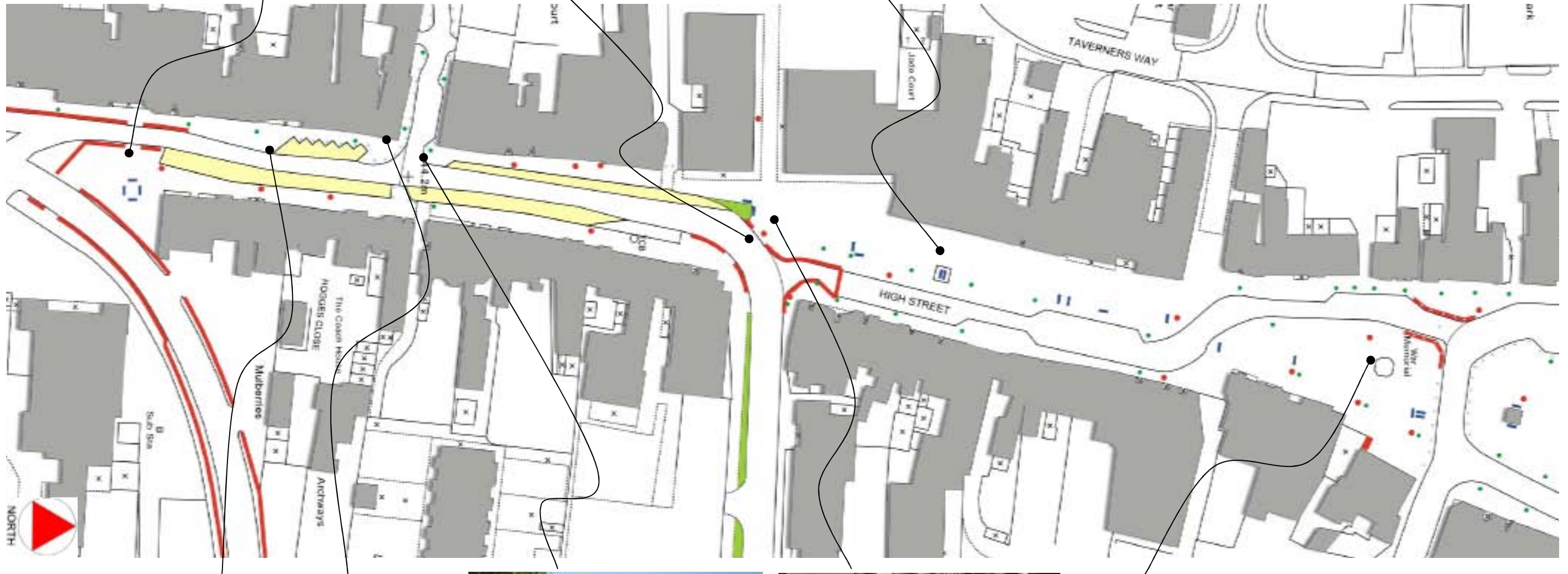


Pedestrians/ vehicles occupy the street with activities without problem

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Appendices

The Town Centre Survey



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- Barriers
- Bins
- Bollards
- Lamp standards
- Benches
- Planters
- On street Parking



Appendices

The Town Centre Tree Survey



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Appendices

Initial Proposals for Town Centre



Relocated Bandstand

Samaritan Woman

- Existing trees to retain
- Existing trees to remove
- New trees
- Existing street furniture to keep
- Existing street furniture to remove
- New furniture