

# Introduction

## What is the identity of Waltham Cross

Eleanor Cross is historic



Interesting Buildings



Redeveloped footpath

Fishpools– Landmark of town

## Waltham Cross Renaissance



# 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

# Introduction

## Historic Mapping of Waltham Cross



1900s



1940s



1970s– Pre Abbey Way



1980s– Pre Cheshunt Link Road (1994)

1291– Original Eleanor Cross erected

1840– Waltham Cross Railway Station opens

1899– Earnest Fishpool establishes business in town centre, where it has expanded and remained ever since

1968-73– Construction of Pavilion Shopping Centre

1981-1984: Construction of Holmesdale Tunnel

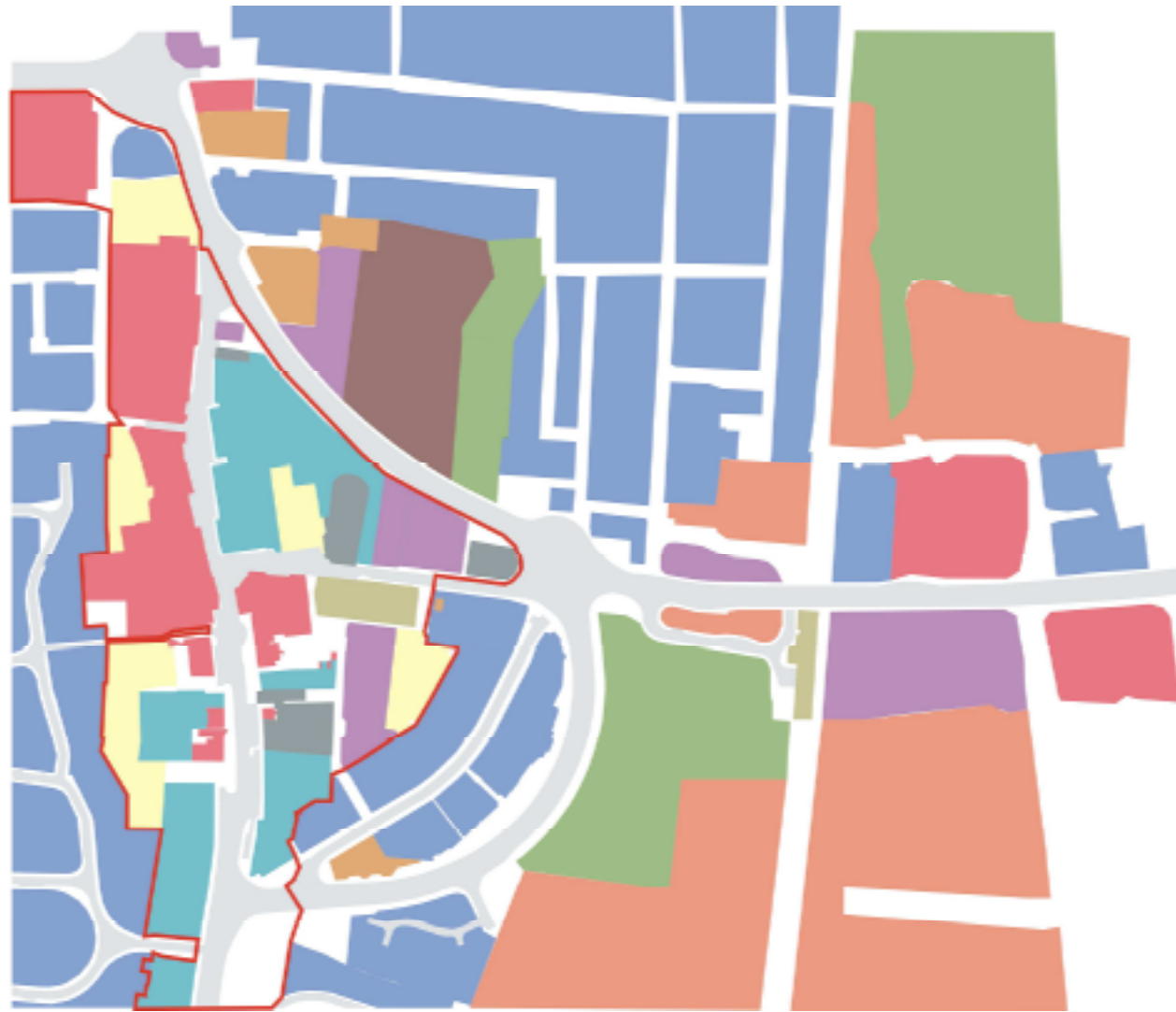
1994: Cheshunt Link Road Opened

**Waltham Cross**  
Renaissance



# Urban Design Analysis












## Uses



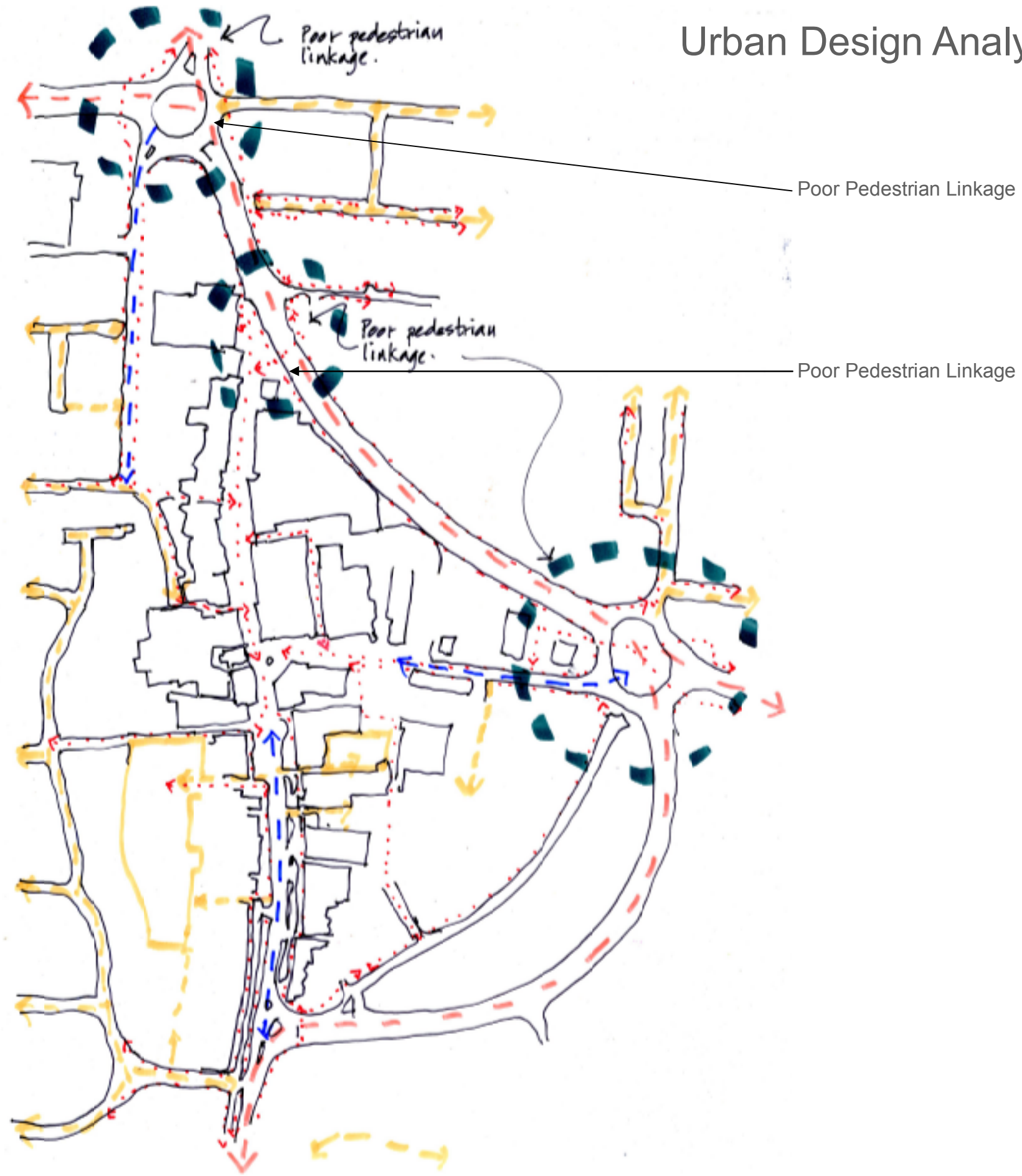
The uses plan indicates that the town has been broken down into zones of uses. The central business district of Waltham Cross is largely low grade retail or a mix of uses. The mix uses tend to be shops at ground level and residential units above. Although the Pavilion Centre includes offices, retail 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

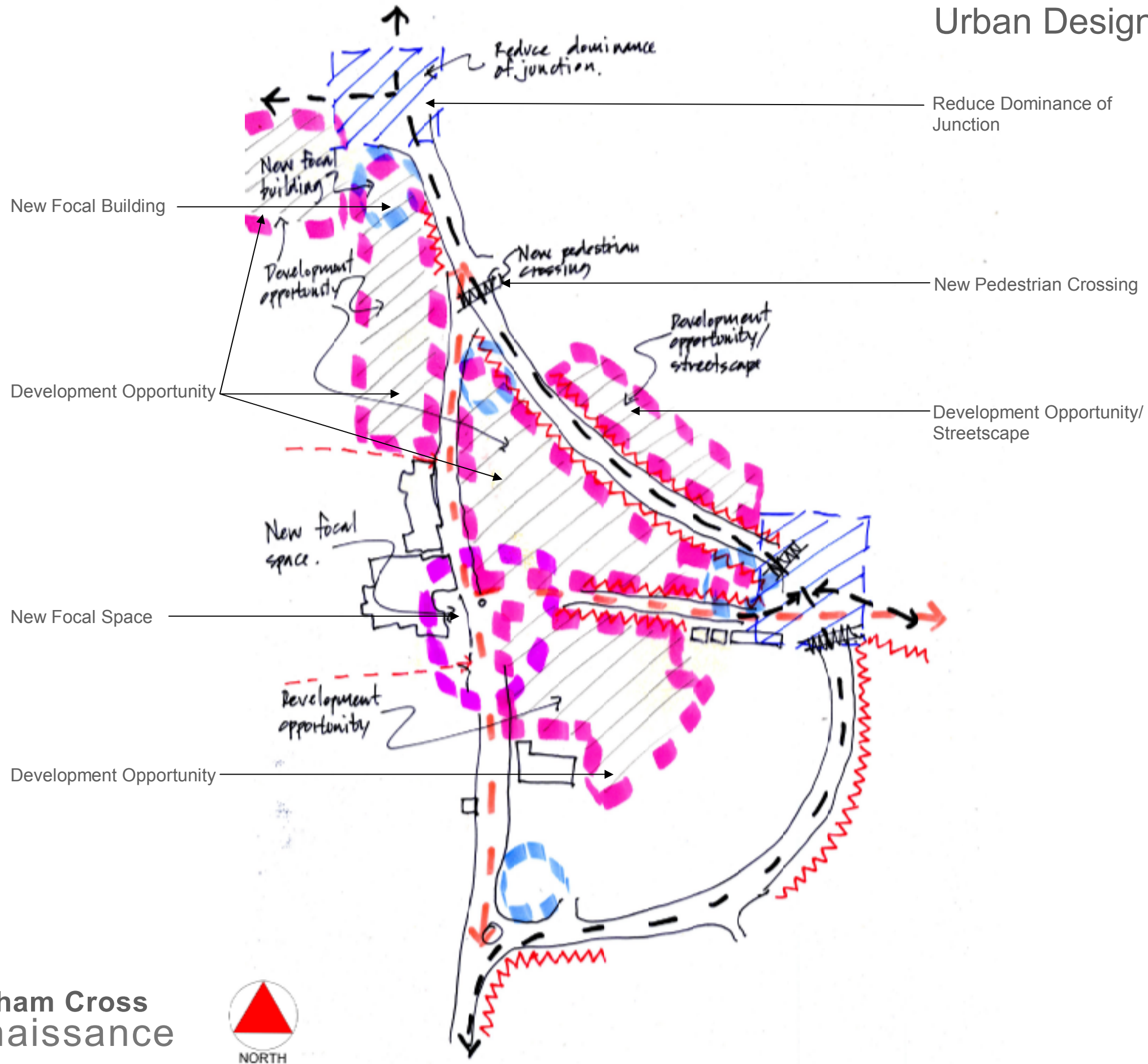
# Urban Design Analysis



Waltham Cross Renaissance



# Urban Design Analysis



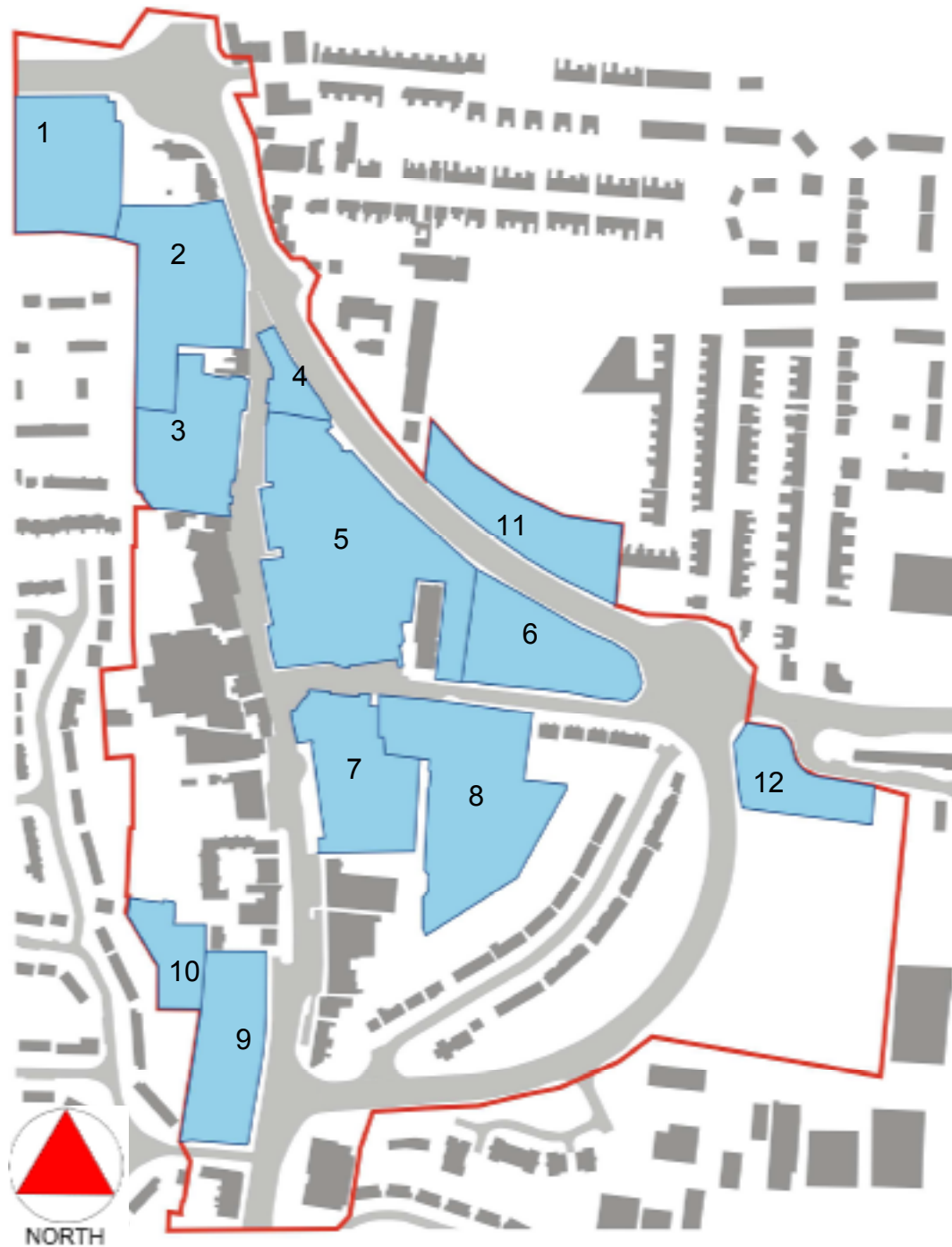
Waltham Cross Renaissance





# 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.



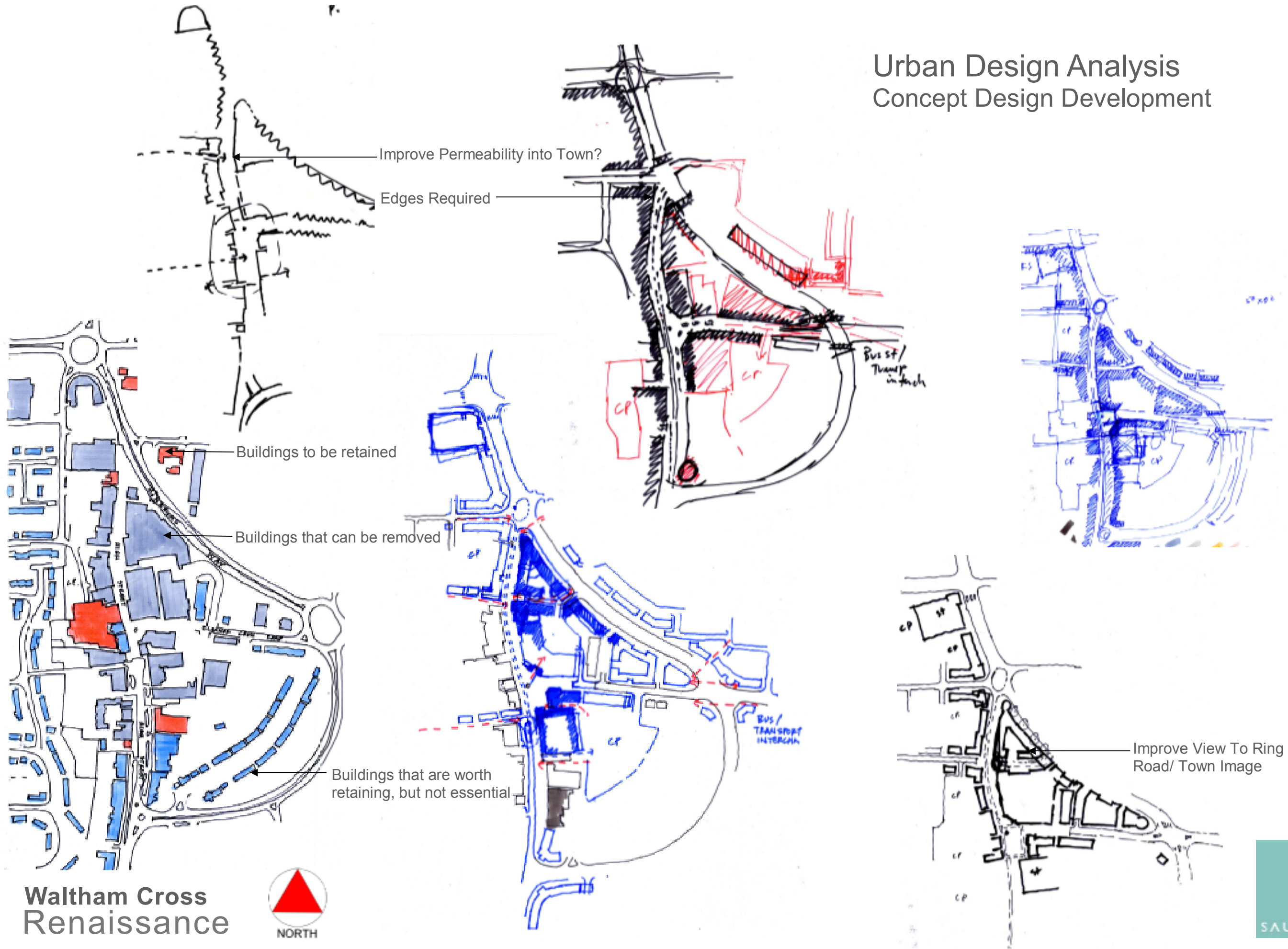
1. Homebase
2. Wickes
3. 133-147 The High Street
4. Land including 162 The Hi
5. Pavilions Centre
6. 33-55 Eleanor Cross Road
7. Royal Mail and TFL site
8. 104-122 High Street & 1-6 Eleanor Cross Road
9. 35-71 High Street
10. Car park at r/o 35-71 High Street
11. School and recreation ground
12. Northern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

-  Area for Consideration
-  Opportunity Sites

### Waltham Cross Renaissance



# Urban Design Analysis Concept Design Development

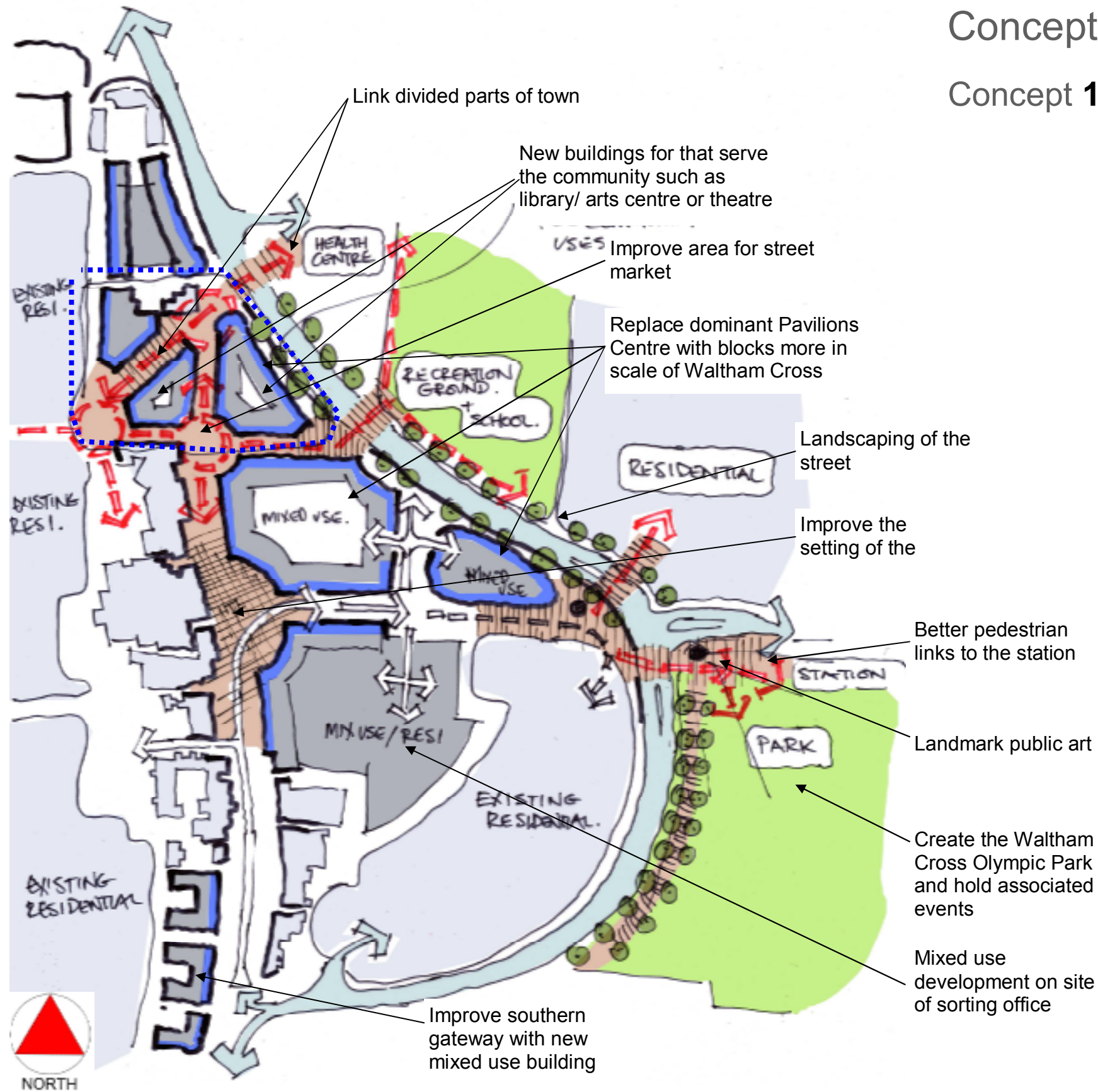


Waltham Cross  
Renaissance



# Concept ideas

## Concept 1 for Opportunity Sites



### Waltham Cross Renaissance

# 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

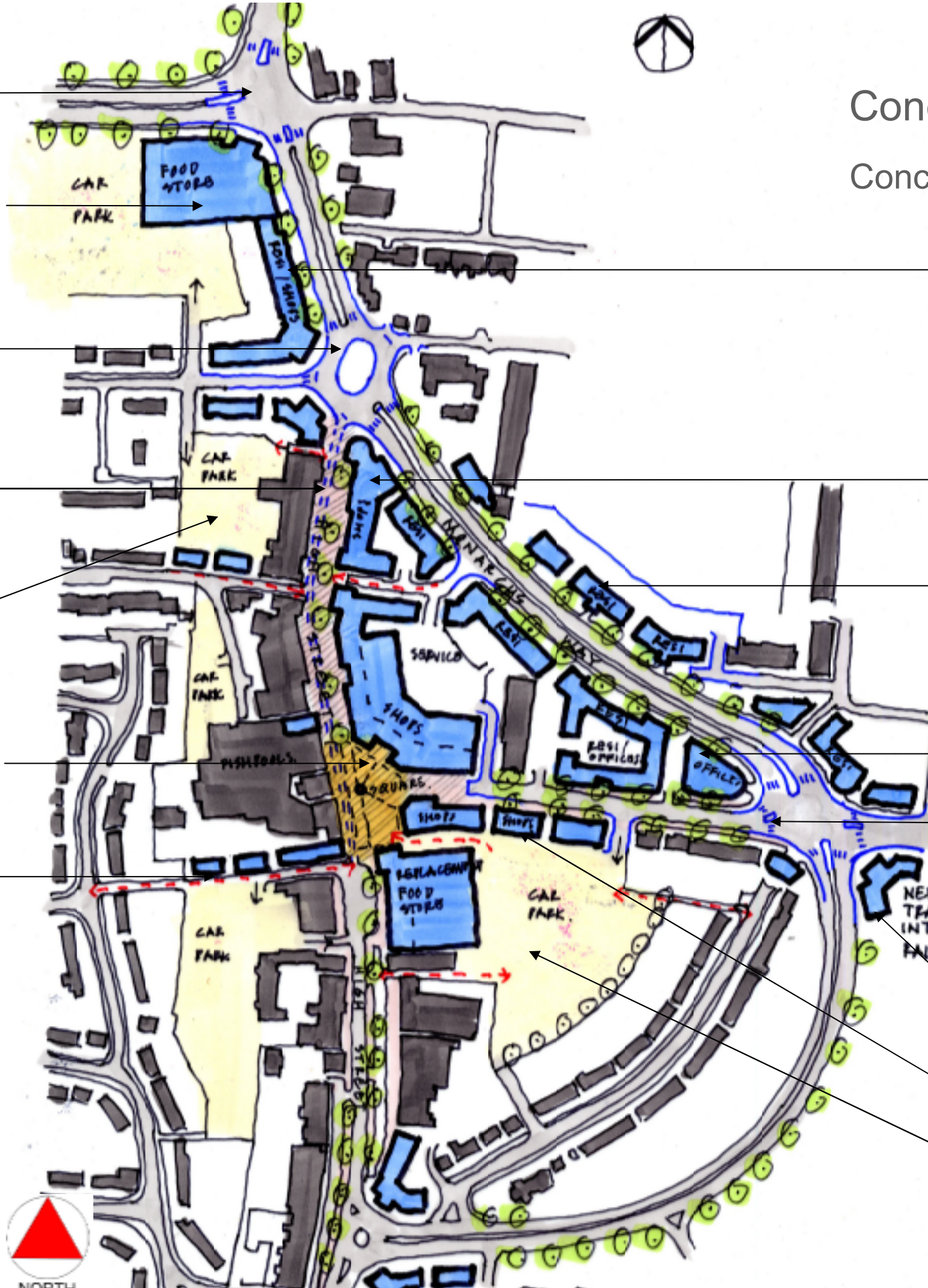
New pedestrian crossings to replace subways

NEW BUS/ TRANSIT INTERCHANGES/ PAUL.  
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

### Waltham Cross Renaissance



# Concept Ideas

## Concept 3 for Opportunity Sites

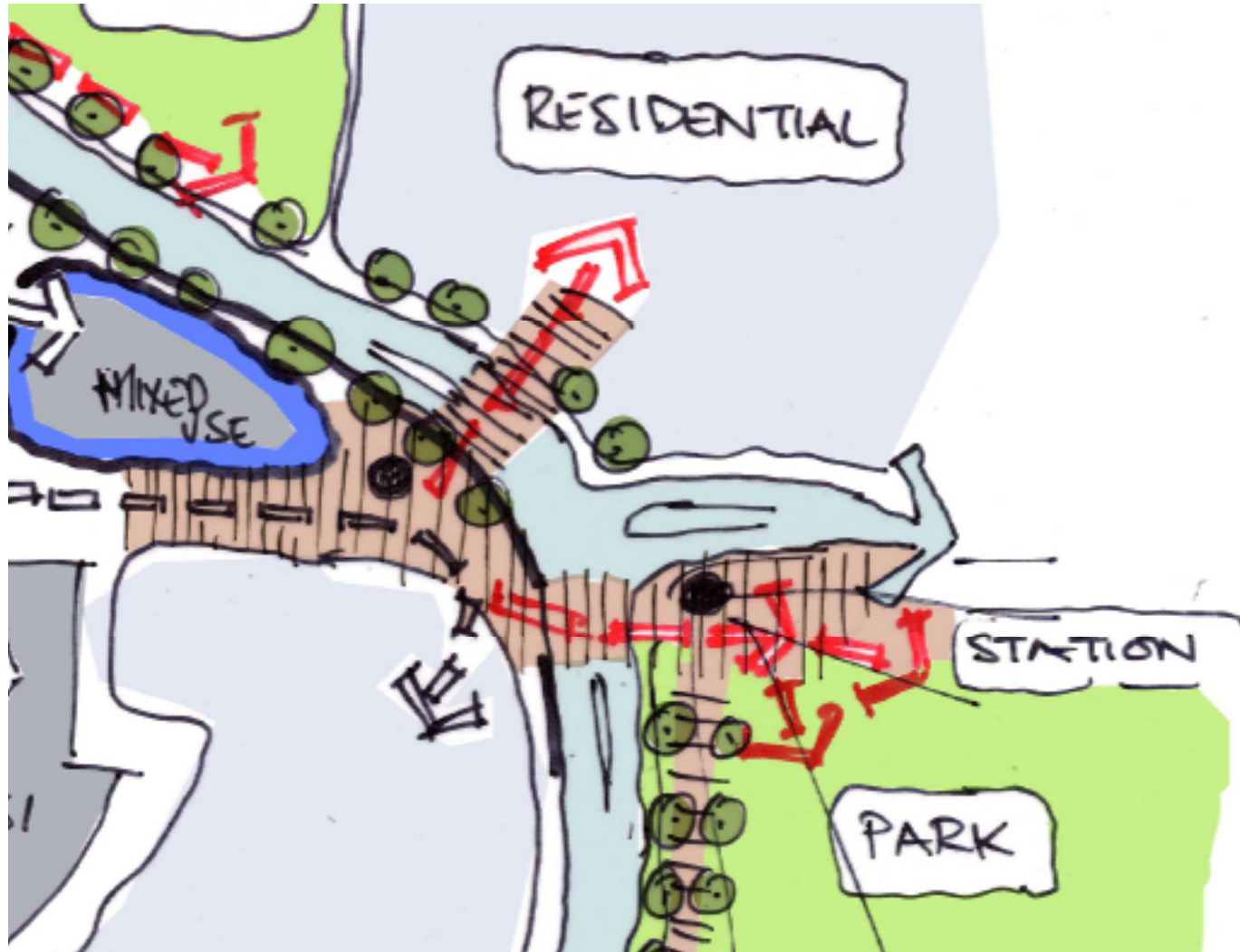


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# Concept ideas

## Concept 1 for Opportunity Sites: Transport

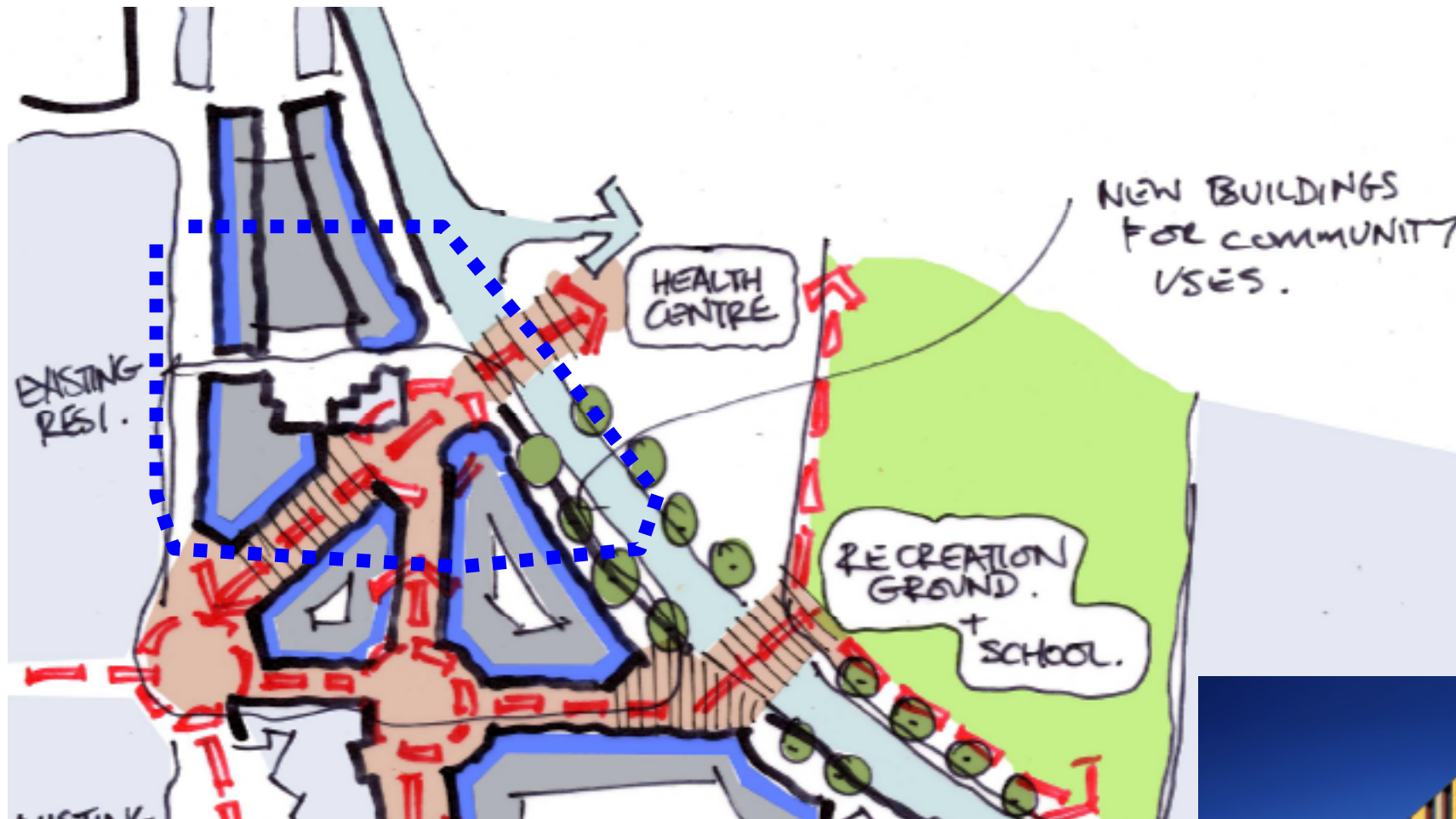


NORTH  
Waltham Cross  
Renaissance



# Concept ideas

Concept 1 for Opportunity Sites:  
Community and Market



NORTH  
Waltham Cross  
Renaissance



# Concept Ideas

## Concept 2 for Opportunity Sites

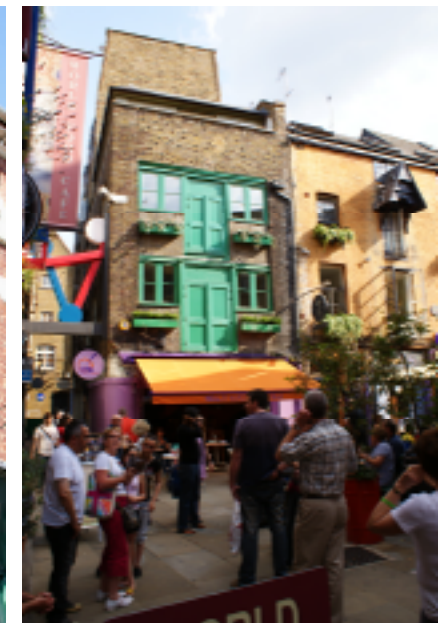
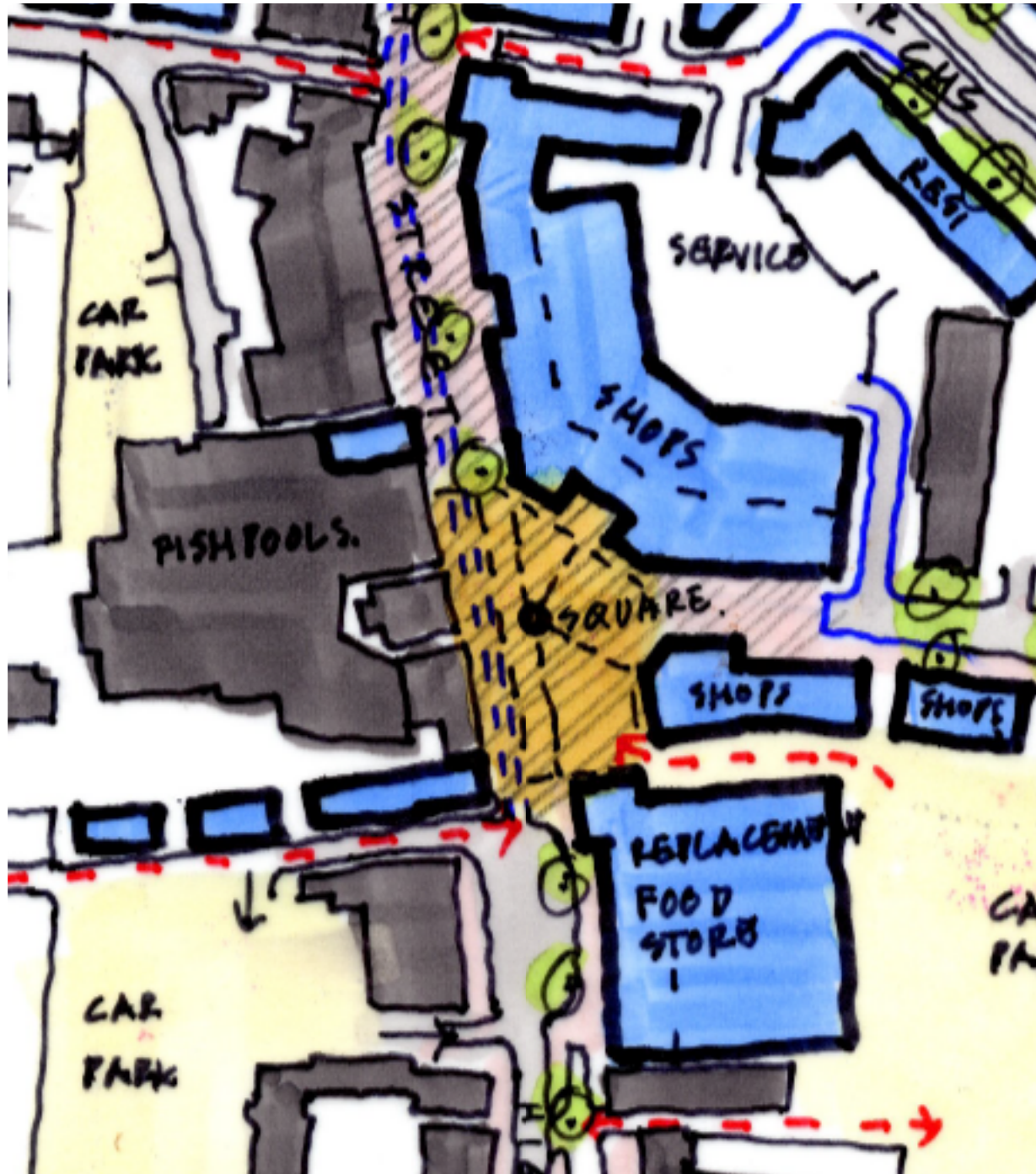


Waltham Cross  
Renaissance



# Concept Ideas

## Concept 2 for Opportunity Sites

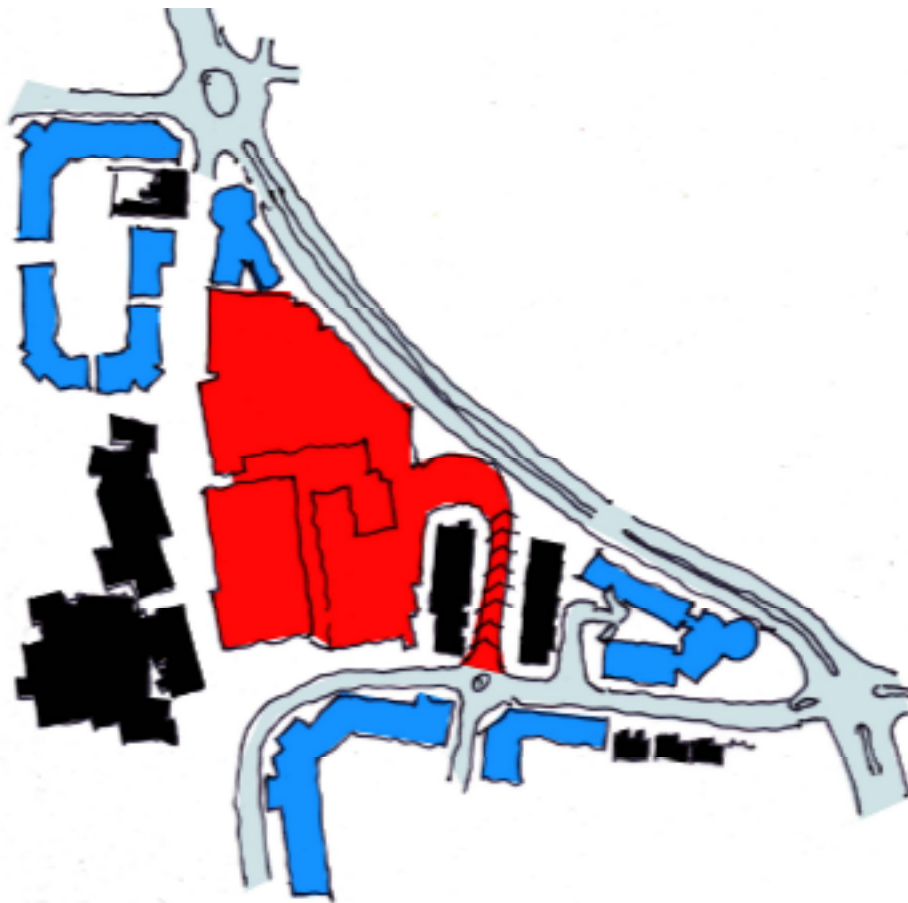


Waltham Cross Renaissance



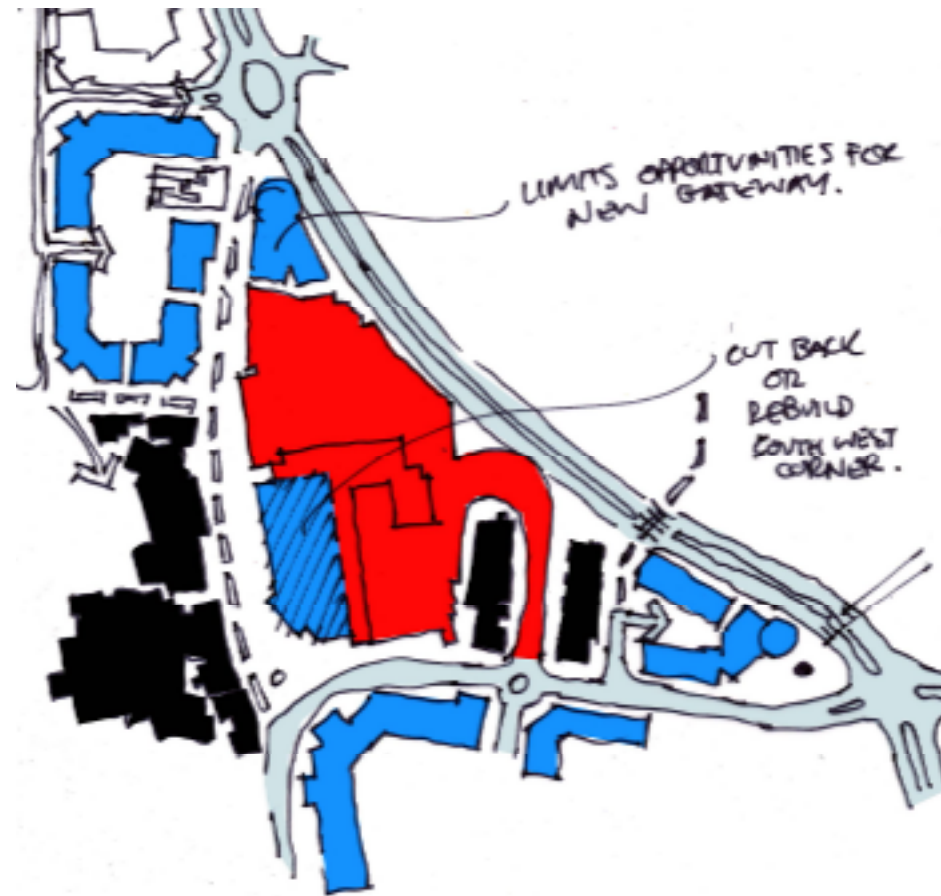
# Concept Ideas

## Adapting the Pavilion Centre



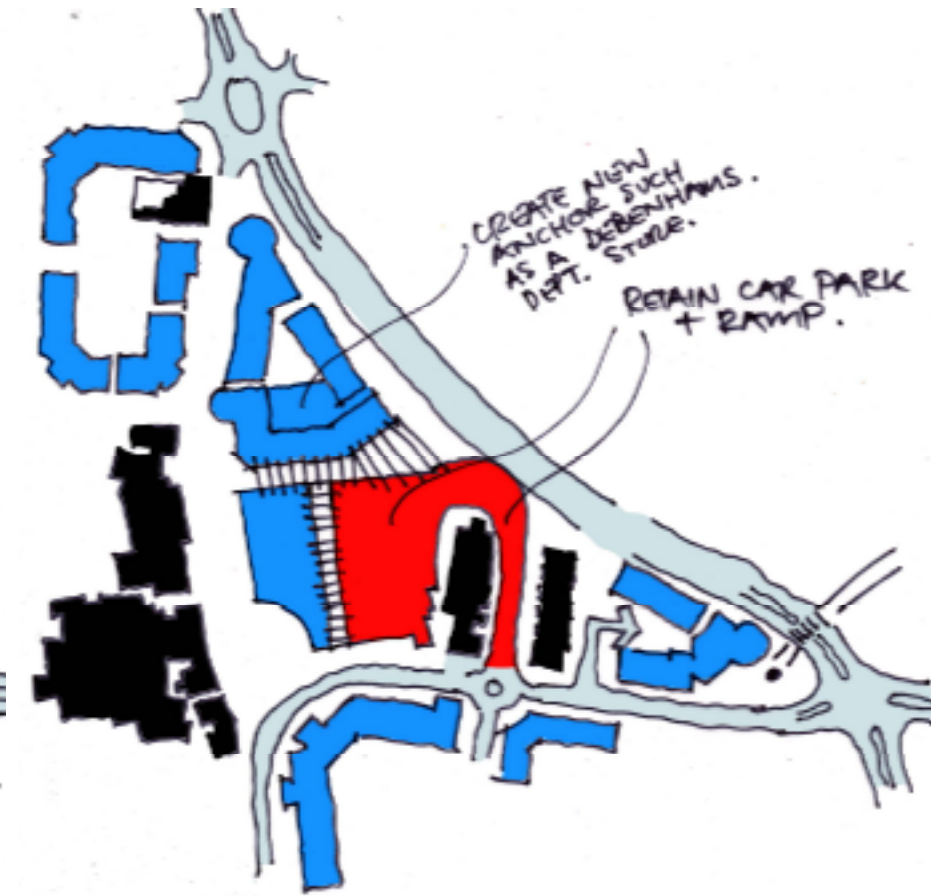
Option 1: Retain the Pavilion Centre and refurbish

- Limits development in town centre
- Retains corridor effect along Monarchs Way
- Dwarfs Eleanor Cross
- 



Option 2: Demolish South West corner and rebuild

- Limits development in town centre
- Retains corridor effect along Monarchs Way
- Removes flats.
- Creates improve setting around Eleanor Cross

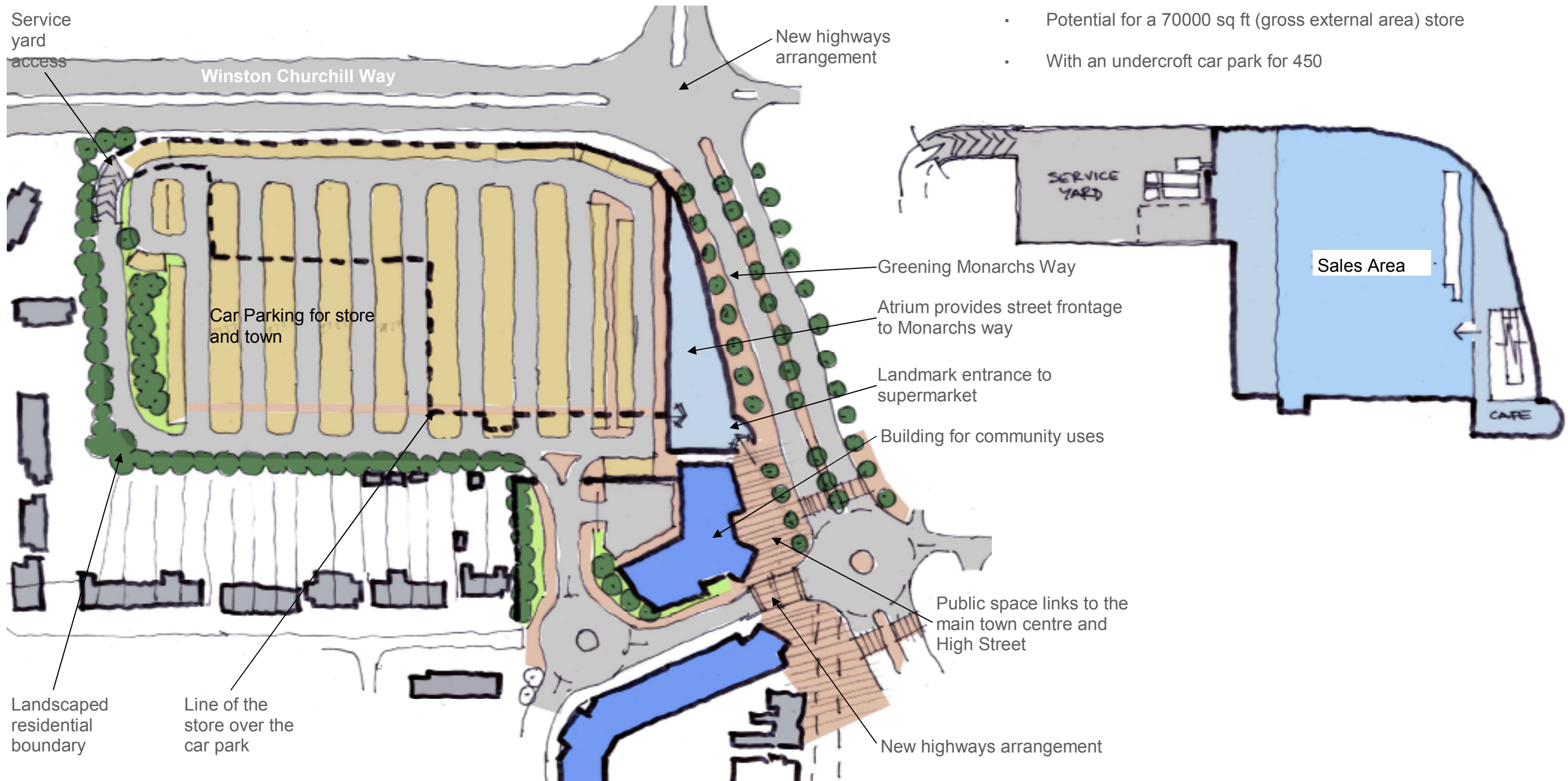


Option 3: Demolish South West and Northern sections.

- Retains the multi-storey and ramp
- Provides greater opportunity for town centre development
- More expensive to demolish existing buildings

# Concept Ideas

## Supermarket



- Potential for a 70000 sq ft (gross external area) store
- With an undercroft car park for 450

### Waltham Cross Renaissance

