



Waltham Cross

Olympic Vision

Towards an urban strategy for the Olympic Corridor between Waltham Cross Town Centre and the White Water Canoe Centre

DRAFT





Contents

Introduction

Zones of Improvement

Views of Route

Urban Design Analysis

Vehicle Movement

Pedestrian Movement

Spaces and Frontages

Constraints

Opportunities

Initial Proposals

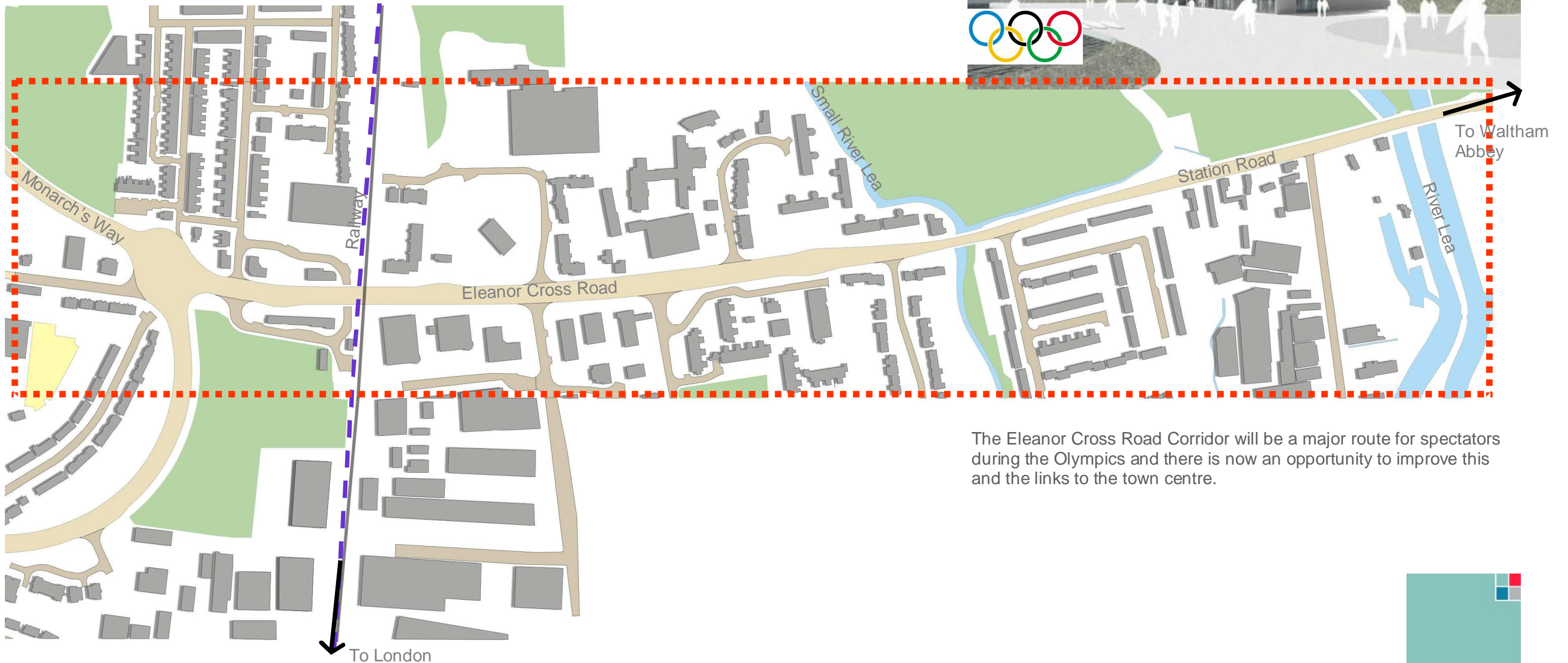
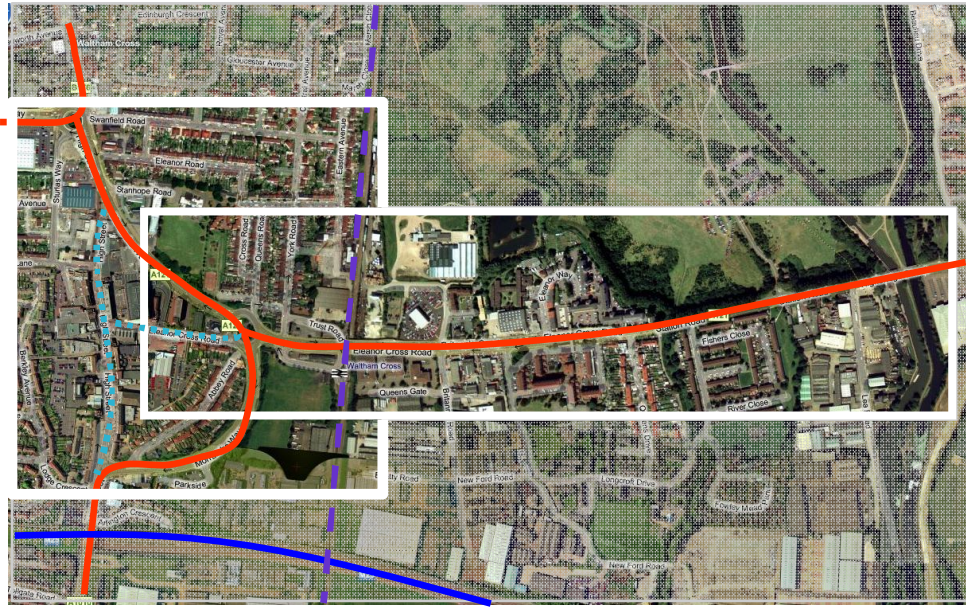
Concept Ideas

Area Around Railway Station

Corridor Improvements






Introduction

The presence of the Olympics at the Broxbourne White Water Centre gives the town of Waltham Cross the impetus to enhance the experience of visiting the market town.



The Eleanor Cross Road Corridor will be a major route for spectators during the Olympics and there is now an opportunity to improve this and the links to the town centre.

Introduction: Zones of Improvement

-  Town Centre
-  Railway Station
-  Residential Community
-  Cheshunt Marsh
-  White Water Centre for the Olympics and beyond



Waltham Cross
Olympic Vision

Introduction Views of the Route

Station Approach



Approach Road



Dominant Railings



Under Used Public Spaces Along Road



Waltham Cross
Olympic Vision

Introduction Views of the Route

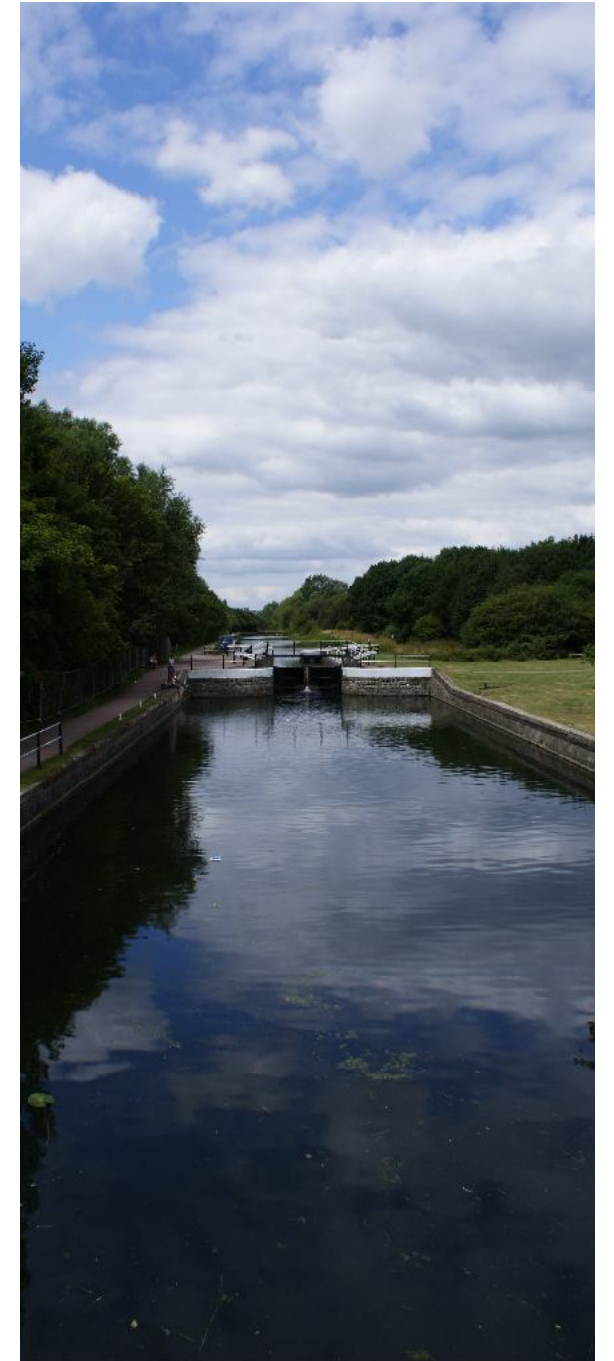
Views Along Road



Link to 2012 Site



Links to Lea Valley



Waltham Cross
Olympic Vision

Urban Design Analysis

Vehicle Movement



Waltham Cross
Olympic Vision

- Primary Route
- Secondary Route
- Tertiary Route
- Bus Stop
- Train Station
- Bus Station
- Railway Bridge



Urban Design Analysis

Pedestrian Movement



Waltham Cross
Olympic Vision



Urban Design Analysis

Spaces and Frontages



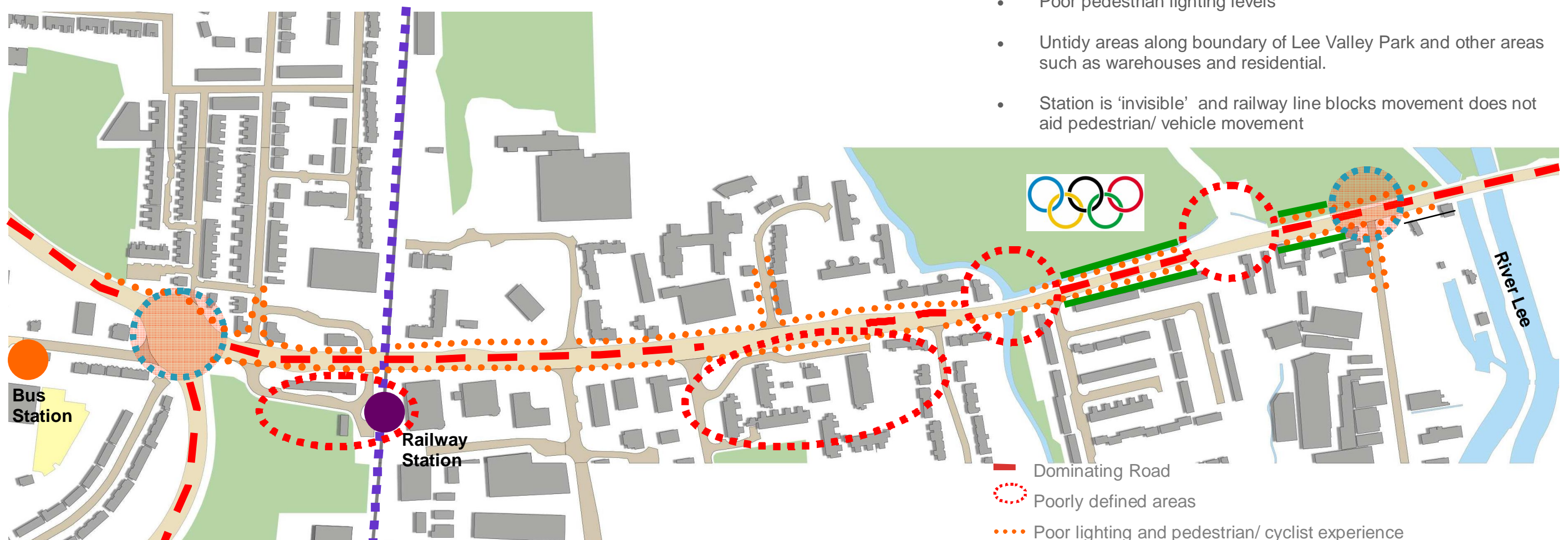
Waltham Cross
Olympic Vision



Urban Design Analysis

Constraints

- Route dominated by existing busy road, junctions and roundabouts
- There are areas along the road which are poorly defined and in need of improvements.
- Unwelcoming and unclear pedestrian/ cycle route to Olympic site/ town centre
- Poor pedestrian lighting levels
- Untidy areas along boundary of Lee Valley Park and other areas such as warehouses and residential.
- Station is 'invisible' and railway line blocks movement does not aid pedestrian/ vehicle movement

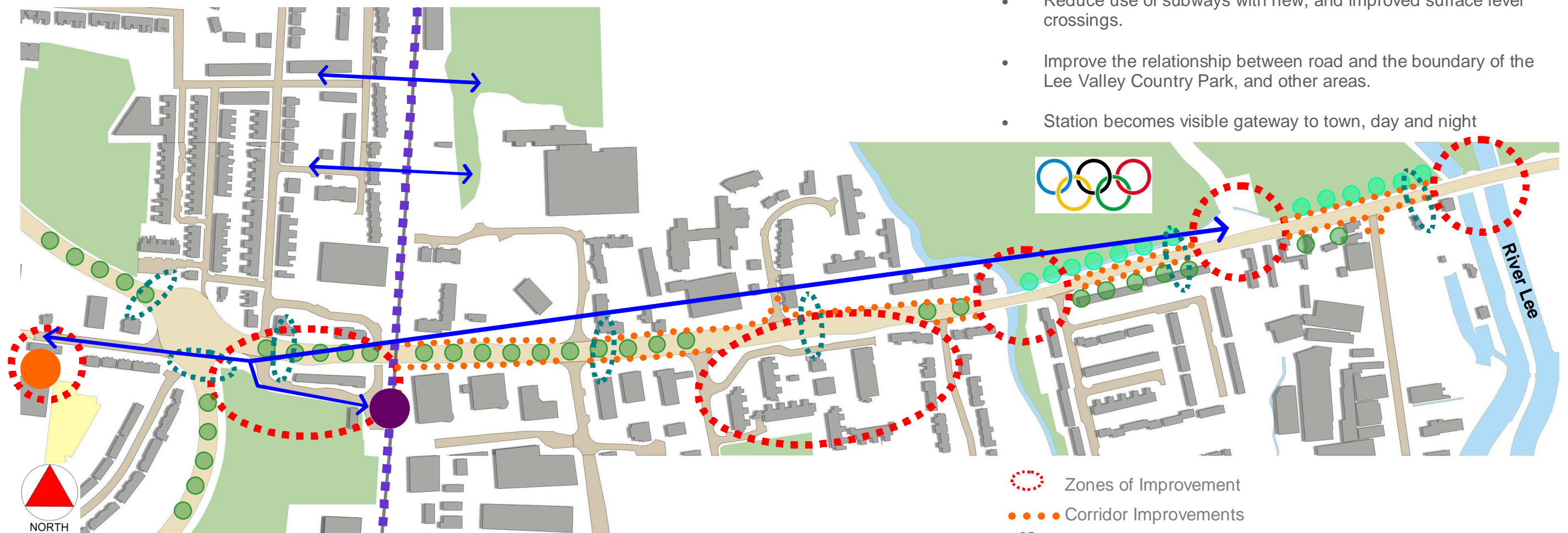


Waltham Cross
Olympic Vision

Urban Design Analysis

Opportunities

- Link spaces along the route creating nodes of activity. This includes the bus station, railway station, the Queens Way flats, Cheshunt Marshes and the Lee Valley Walk. See individual pages for design improvements.
- Corridor improvements to Eleanor Cross Road including improved pedestrian walkway, cycleway, improved pedestrian lighting and landscaping
- Reduce use of subways with new, and improved surface level crossings.
- Improve the relationship between road and the boundary of the Lee Valley Country Park, and other areas.
- Station becomes visible gateway to town, day and night



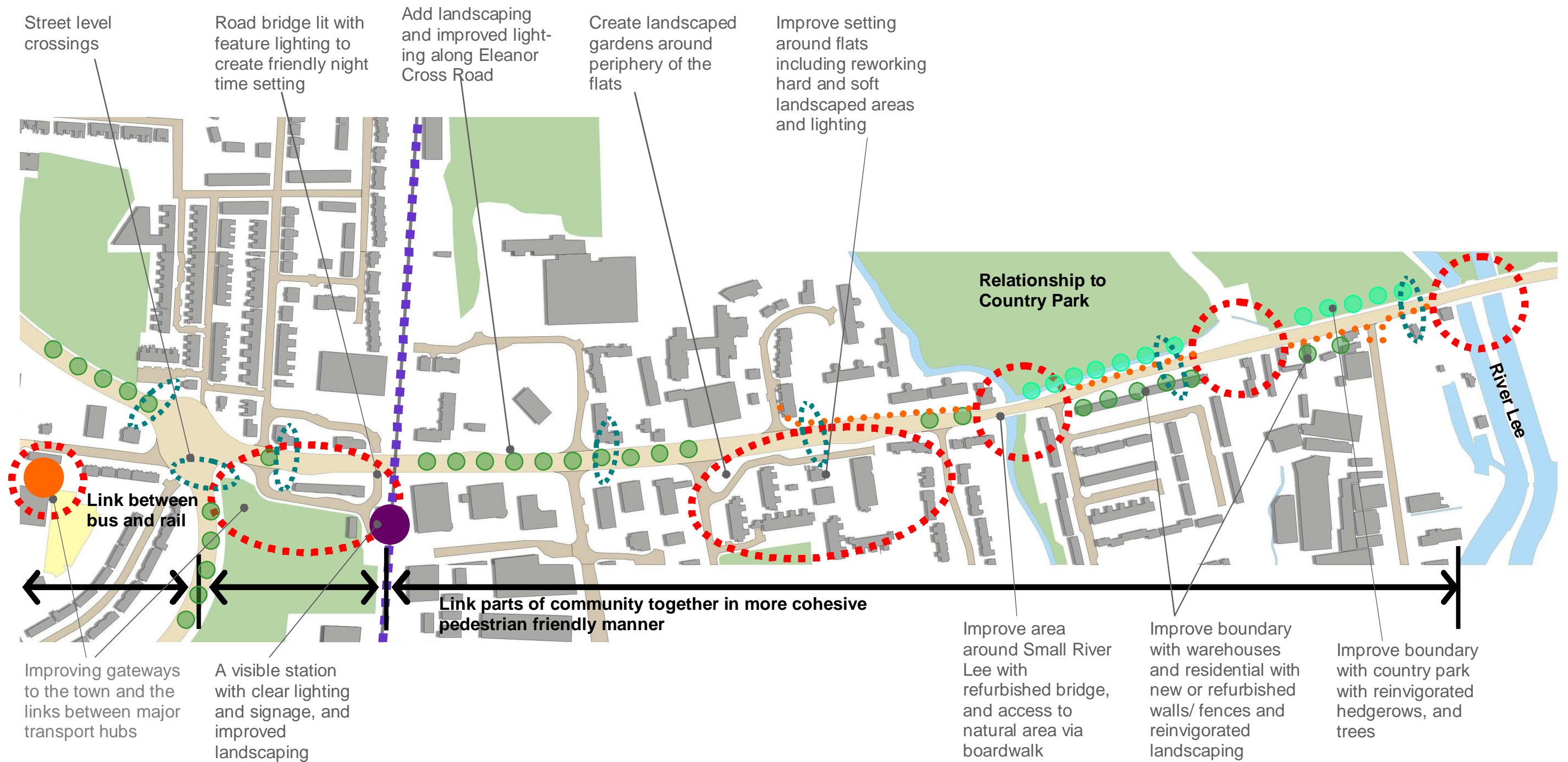
- Zones of Improvement
- Corridor Improvements
- Improve pedestrian crossing
- Improve boundary with Country Park
- Landscape the road
- Links to town centre between zones
- Improve visibility of station

Waltham Cross
Olympic Vision



Urban Design Analysis

Initial Proposals

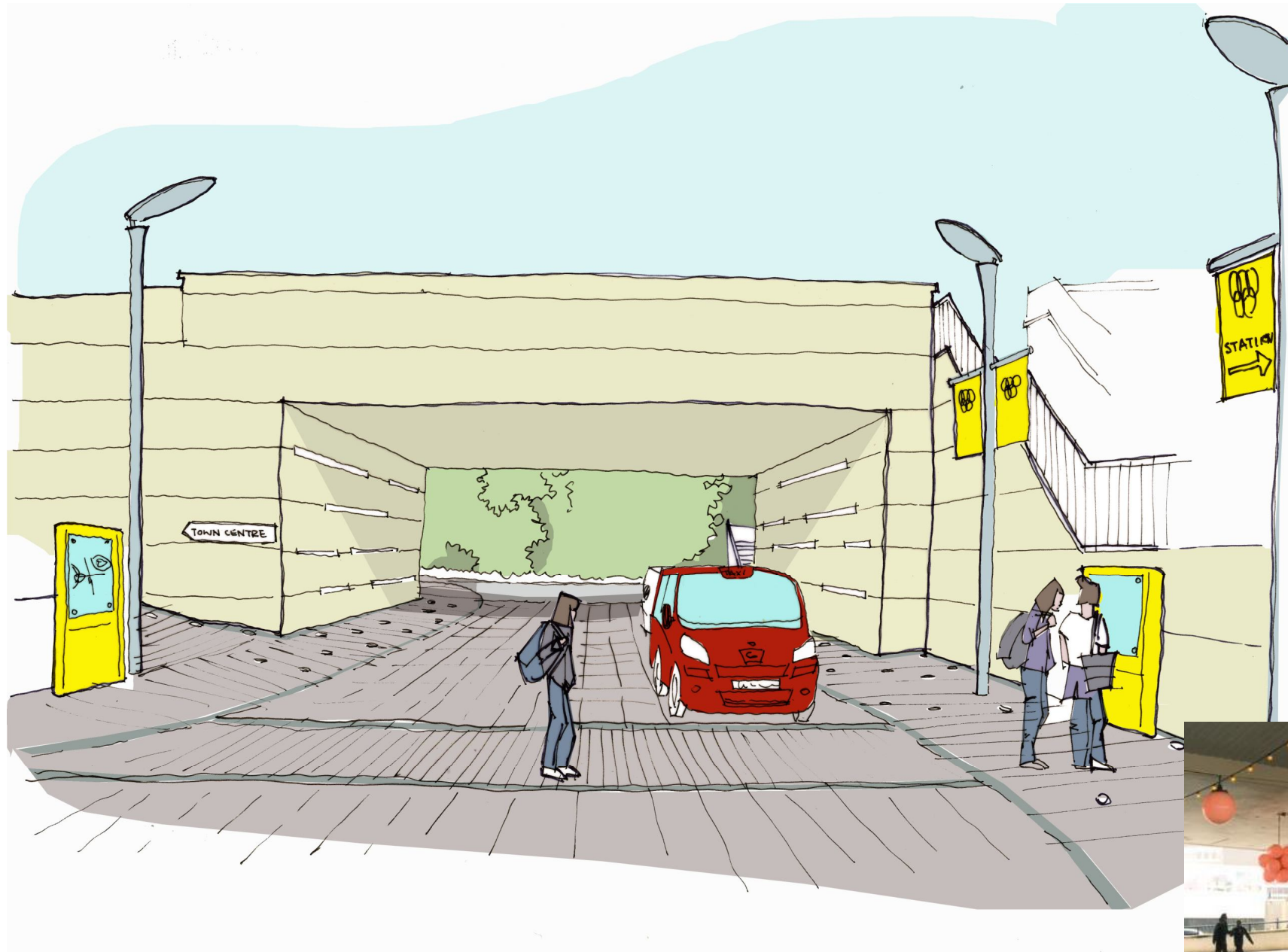


Waltham Cross
Olympic Vision

Concept Idea Area Around Railway Station

The station is a key gateway to Waltham Cross but at the moment it is cut off from the town centre. As the first area visitors will see the following improvements are suggested:

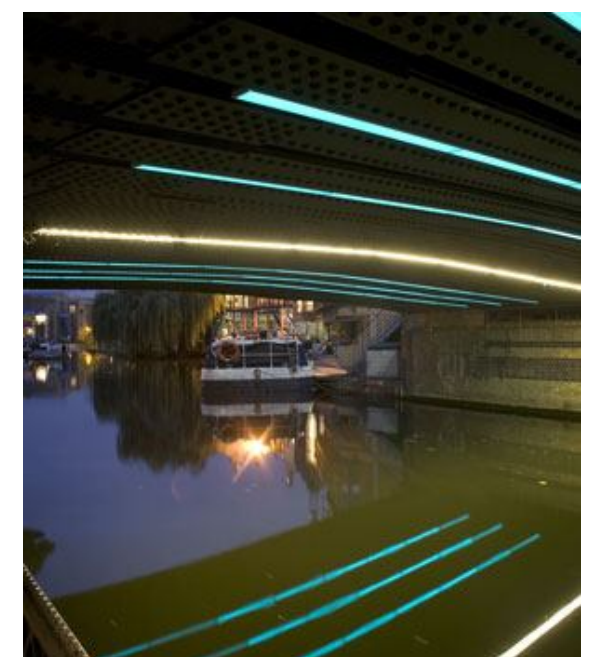
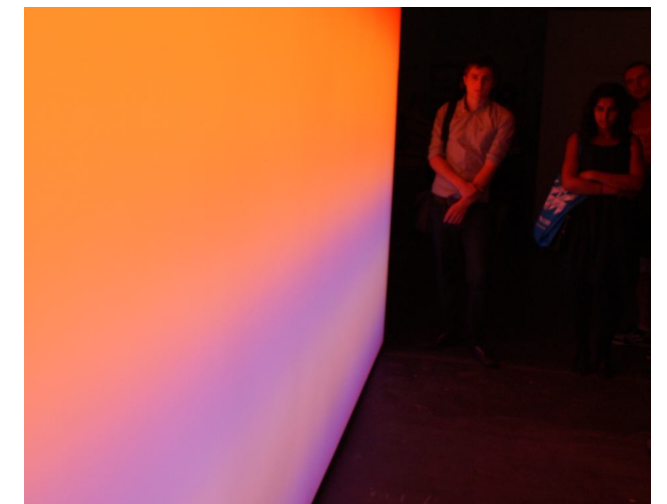
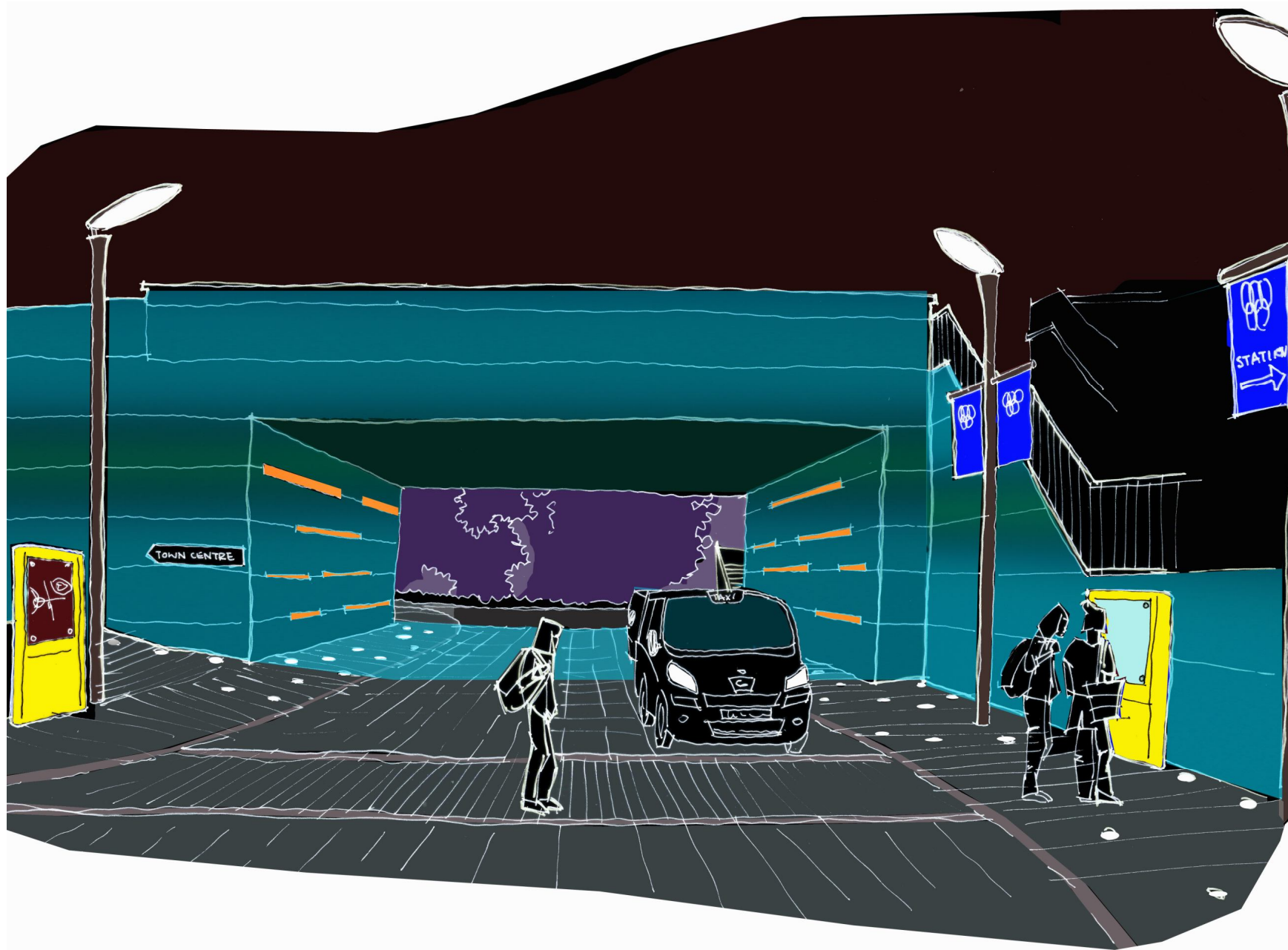
- Improve environment around station and bridge by removing litter, overgrown plants, and graffiti.
- Enclose hidden spaces such as under the void beneath the pedestrian stairs.
- Improve surface treatments around the station making it pleasant experience for pedestrian visitors accessing and leaving the station
- Install way finding signage and maps so that visitors can easily locate the town centre and White Water Centre.
- Improve taxi provision/ pickup
- Clad the bridge with new material with anti graffiti treatments



Concept Idea Area Around Railway Station

The station would also benefit from a night time lighting strategy to improve safety of visitors and the experience of visiting Waltham Cross.

- Install LEDs under the bridge to flood it with colour. Install strip LEDs



Waltham Cross
Olympic Vision

Concept Ideas Corridor Improvements



Waltham Cross Olympic Vision

- As part of the Corridor renewal the area will be reconsidered so that it is more inclusive for pedestrians/ cyclists.
- An appropriate selection of coherent products will be installed in a strategic manner that improves pedestrian movement and enhances the environment.
- Themed signage that refers to local history and the presence of the Olympics

Package includes:

- Lamp Standards to suit required pedestrian light levels
- Benches
- Way finding Signage
- Traffic Signage
- Bicycle Racks
- Bins
- Bollards
- Public art