

HODDESDON TOWN CENTRE STRATEGY

Draft for public consultation, October 2022



**BOROUGH OF
BROXBORNE**
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EXECUTIVE SUMMARY

Following the implementation of the 2010 Hoddesdon Town Centre Strategy, this document seeks to ensure that the town centre can continue to meet current and future challenges and become an even more vibrant destination for visitors from the local area and further afield. The strategy seeks to capitalise on Hoddesdon's unique strengths as a historic market town to differentiate the role of the town centre from that of other centres within and beyond the Borough.

Developments in Hoddesdon are collectively expected to contribute around £2million to invest in the town centre (of which £500,000 is available as of summer 2022). To implement all the projects in the Strategy would cost around £3-4million. Therefore, it is proposed to target the first phase of investment into the southern town centre gateway (section 3.1.1) and Fawkon Walk public realm project (section 3.1.4). The remainder of the available funds will be prioritised in accordance with the criteria in section 3.7.5. The Strategy will also be used as a basis for applying for government grants or other funding to implement the remainder of the projects in the longer term.

Along with Waltham Cross, Hoddesdon town centre is one of the main retail and leisure destinations in the Borough of Broxbourne.

The Strategy includes a number of components, as follows:

Public realm: To more clearly define and improve the main town centre gateways, particularly at the southern gateway and at Fawkon Walk and Conduit Lane, to renew street furniture and paving at key locations in the town centre, to contribute to urban greening through the introduction of strategically placed trees, a new pocket park at Bell Lane, installation of planters at key locations, and enhancements to green verges. These proposals allow for the creation of high-quality spaces in which residents and visitors can meet and enjoy, as well as facilities for play for children. They connect to strategic routes into the town centre and tie in with development opportunities and key town centre locations, thus strengthening its sense of place.

Movement: To improve the accessibility of the town centre for all users through improvements to the often-flooded pedestrian underpasses at Dinant Link Road and Charlton Way; a better connection between the town centre and the New River, a new bus service from High Leigh to the town centre, evening bus services to the railway stations, a pedestrian enhancement scheme on Brocket Road, improved signage and wayfinding, cycle parking and electric cycle charging points, an additional taxi rank at Brocket Road adjacent to Barclays Bank to serve the southern area of the High Street, and better compliance with existing traffic control. These proposals aim to make sustainable modes of transport safe and convenient alternatives to driving when travelling to and within Hoddesdon Town Centre.

Historic environment: To maximise the contribution of the historic assets to the sense of place, identity, and desirability of the town centre as a destination, by: controlling modern clutter through 'Article 4 Directions' to protect the Conservation Area, installing a plaque to reference 17th Century Samaritan statue at its former location in Conduit Lane, implementation of a shop front improvement scheme, renewing and improving the siting of heritage information boards and walking trails, and promoting events that maximise appreciation of historic assets, such as the Peace Cottage Community Hub project at the former Quaker Meeting House in Lord Street.

Climate change: To assist the town centre in adapting to the effects of heating through initiatives to make the area greener (including the planting of trees in appropriate locations), provide sustainable urban drainage to collect surface-water runoff, and measures such as solar canopies to create electricity and provide shade at the extensive car parks, and to increase provision of electric vehicle charging points in public and private car parks and at new, dedicated sites.

Economy: Hoddesdon has an opportunity to differentiate its offering by emphasising the distinct qualities of its historic environment and market town character, improving the 'experience' economy by emphasising the quality of the historic town centre, improving the market infrastructure, promoting outdoor dining, and boosting the evening economy through improved lighting and evening bus connections. In the event that vacancies rise, support will be given to 'meanwhile uses' for temporary uses to ensure ongoing activity in all the High Street frontages. Through these measures, the strategy aims to ensure that the town centre is resilient to changing circumstances, both within the Borough and regarding large-scale events and trends, like the COVID-19 pandemic and shifting consumer preferences.

In order to increase footfall to local shops and facilities, contribute to the evening economy and maximise the opportunities for improvements to the fabric of the town centre, three development opportunity areas are identified as follows: a **northern opportunity zone** at Scania House and the Burford Street car park (representing an opportunity to achieve more attractive gateways to the town centre), and the potential for a new hotel, a **central opportunity zone** with the potential to achieve a mixed-use redevelopment of Limes Court and Fawkon Walk, as well as a residential scheme at Linbury Court, and **other opportunities** including the Brewery Road industrial units.

A list of projects is provided at Appendix A, together with corresponding section references within the document for more information.

The document will be subject to a public consultation prior to its adoption by the Council.

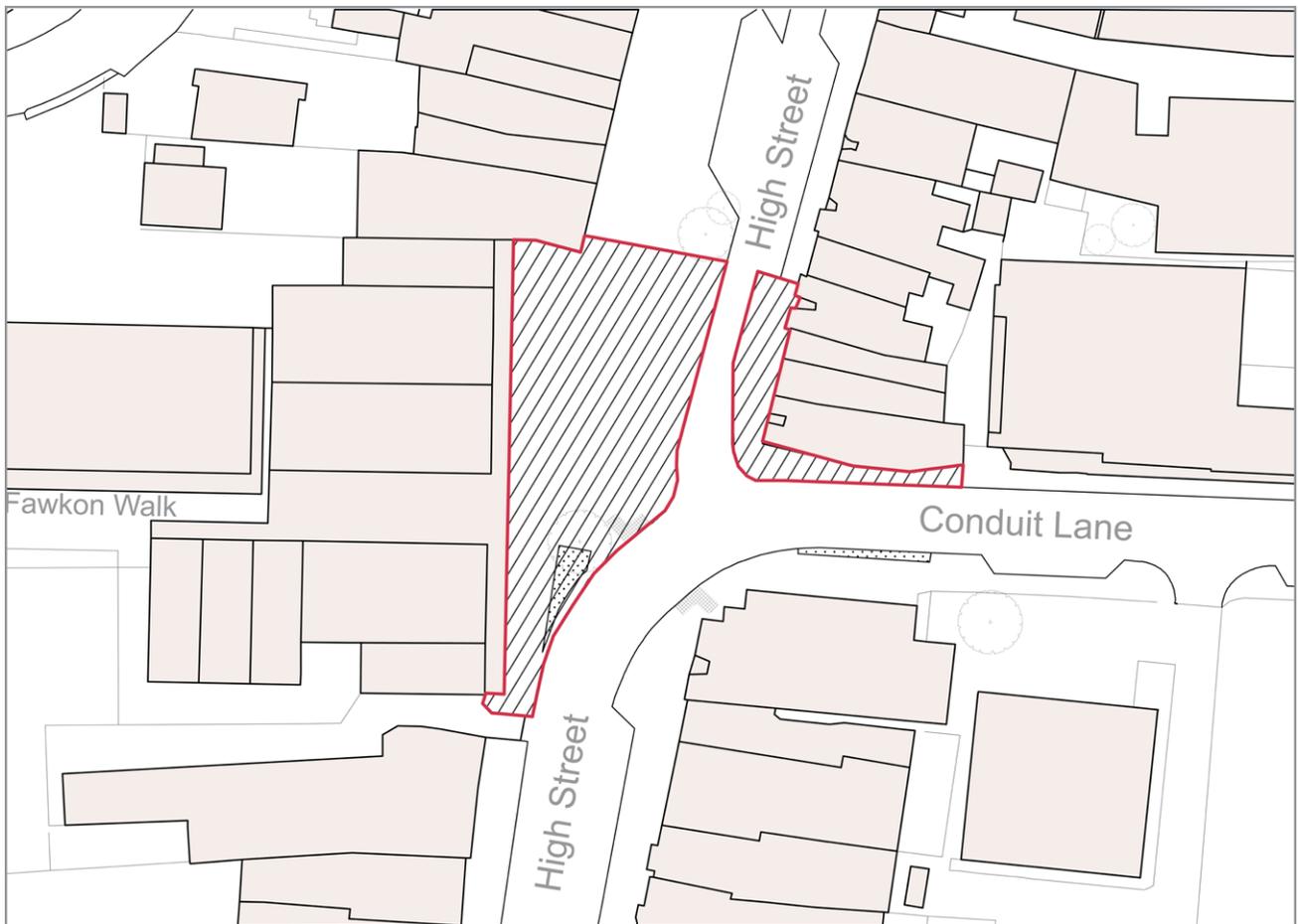
PRIORITY PROJECTS

Central Town Centre/Fawkon Walk

The central area of the town centre extends along the northern High Street between Conduit Lane and the Hoddesdon War Memorial. While this is the heart of the town centre, with many historic buildings, shops, and some public seating opportunities and planting, several public realm interventions are required to provide a more modern, attractive, and safer environment to residents and visitors.



The poor quality paving around Fawkon Walk arcade where it joins Conduit Lane has been identified as a priority area for investment. Updating the paving and public realm in this area will enhance a major point of arrival into the town centre. New planters, selected for their year-round design and placed in front of diagonal parking bays, could reinforce this effect and create an attractive environment while improving the perception of pedestrian safety. Coupled with the removal and replacement of redundant and dated street furniture and an assessment of opportunities for additional tree planting, these interventions aim to ensure that the core of the town centre remains inviting and vibrant.



Area of the High Street prioritised for new paving

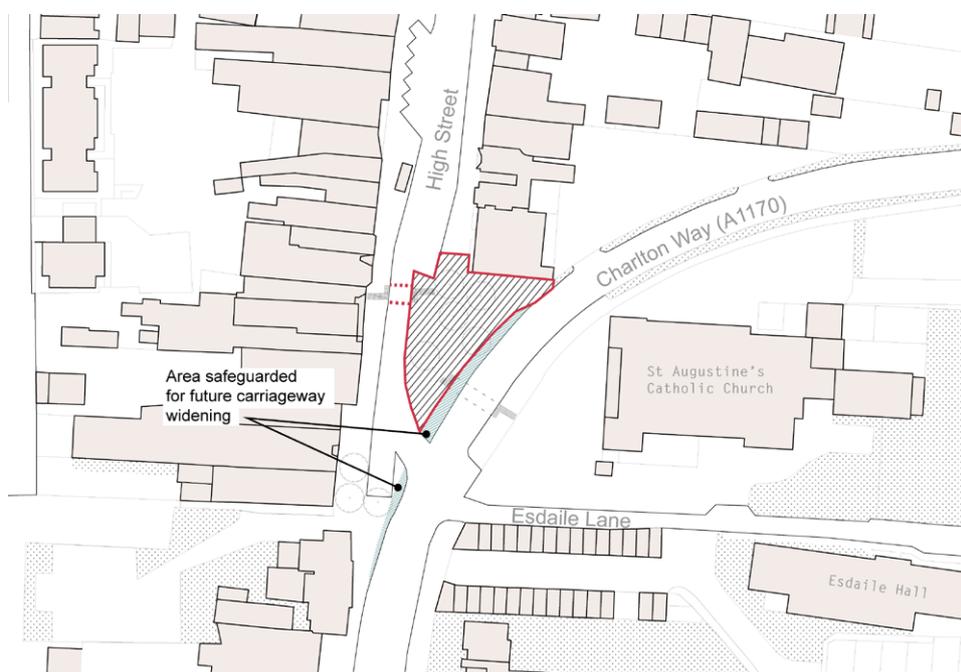
Southern Town Centre Gateway

The intersection of High Street and Charlton Way forms the town centre's southern gateway. Currently, the area benefits from a square with several prominent plane trees, some public seating opportunities, and outdoor dining areas. However, this important approach to the town centre has the potential to provide a safer, more inviting, and better-connected environment.



View of the southern town centre gateway, where public realm improvements are proposed

Achieving this outcome requires comprehensively planned public realm improvements. In the first instance, the Council plans to declutter the area by removing redundant safety fencing and street furniture. These are to be replaced by planters and stainless steel bollards, which open up the square, contribute to greening efforts, and bring the street furniture in line with the recently updated Clock Tower area. Functional public art in the form of seating opportunities and hanging tree lights above the existing outdoor dining area will further create a focal point. These measures will increase the importance of the square's relationship with St Augustine's Church, where the Council will seek to encourage an improved, greener frontage. At the pedestrian crossing adjacent to Marconato's restaurant, the benefits of bringing the carriageway to the same level as the pavement and implementing block paving or a zebra crossing will be investigated. The paving on the square itself, which is uneven, will need to be improved, and the possibility of using block paving will be explored. In combination with new cycle parking on the square itself, these proposals foster a more accessible and connected town centre, as they create linkages to the proposed old A10 walking and cycling corridor, which is set out in the Broxbourne Transport Strategy 2017. The above proposals also build on the recommendations set out in the Hoddesdon Conservation Area Appraisal (CAA) and improve the setting of the outdoor dining area that has been established on the square.



Area of the southern town centre gateway prioritised for improvements

1. INTRODUCTION

1.1. HODDESDON TOWN CENTRE TODAY

Hoddesdon town centre is located centrally in the northern half of the Borough of Broxbourne in Hertfordshire. It serves as the premier shopping destination for residents in the surrounding area and offers an attractive historic core. The town centre encompasses a wide selection of supermarkets, which provide convenient free parking for access to the town centre itself. A semi-pedestrianised High Street houses a variety of national retailers and independent shops as well as pubs, restaurants, and cafés.

As a traditional market town, the area is cohesive and well-arranged. The Hoddesdon Clock Tower, surrounded by high-quality public realm, represents a focal point for events. A street market introduces additional activity on Wednesdays and Fridays. The Hoddesdon High Street, which runs through much of the town centre area, is characterised by many attractive historic buildings and provides ample space for pedestrians. Initiatives led by the Love Hoddesdon Business Improvement District (BID), an active and close-knit business community, have continually breathed life into the town centre over the last 5 years. Projects such as marketing campaigns, support for local business owners, and physical improvements to the streetscape have been undertaken – often in collaboration with Broxbourne Borough Council.



Due to this solid foundation, vacancy rates and mixes of use have been encouraging in recent years. The figure hovers around 5%, with a mix of retail and service offerings inspiring footfall and activity throughout the day. However, the COVID-19 pandemic has undoubtedly impacted businesses, and its long-term effects are still coming to the fore. While recovery from the pandemic represents the point of departure for this strategy, the long-term focus is on ensuring that Hoddesdon town centre strengthens its role as an inviting and convenient destination. To do so, it will need to adapt to changing circumstances, ranging from the pandemic to ongoing processes like climate change and shifting consumer habits. Further, the town centre must respond to growth both within Hoddesdon and the wider Borough. To this end, this strategy aims to guide investment and policy decisions over the next 10-15 years by identifying issues and opportunities, establishing clear goals, and setting in motion specific projects. It thereby plays a crucial role in achieving the objectives set out in the Broxbourne Local Plan 2018-2033.



Town Centre Area

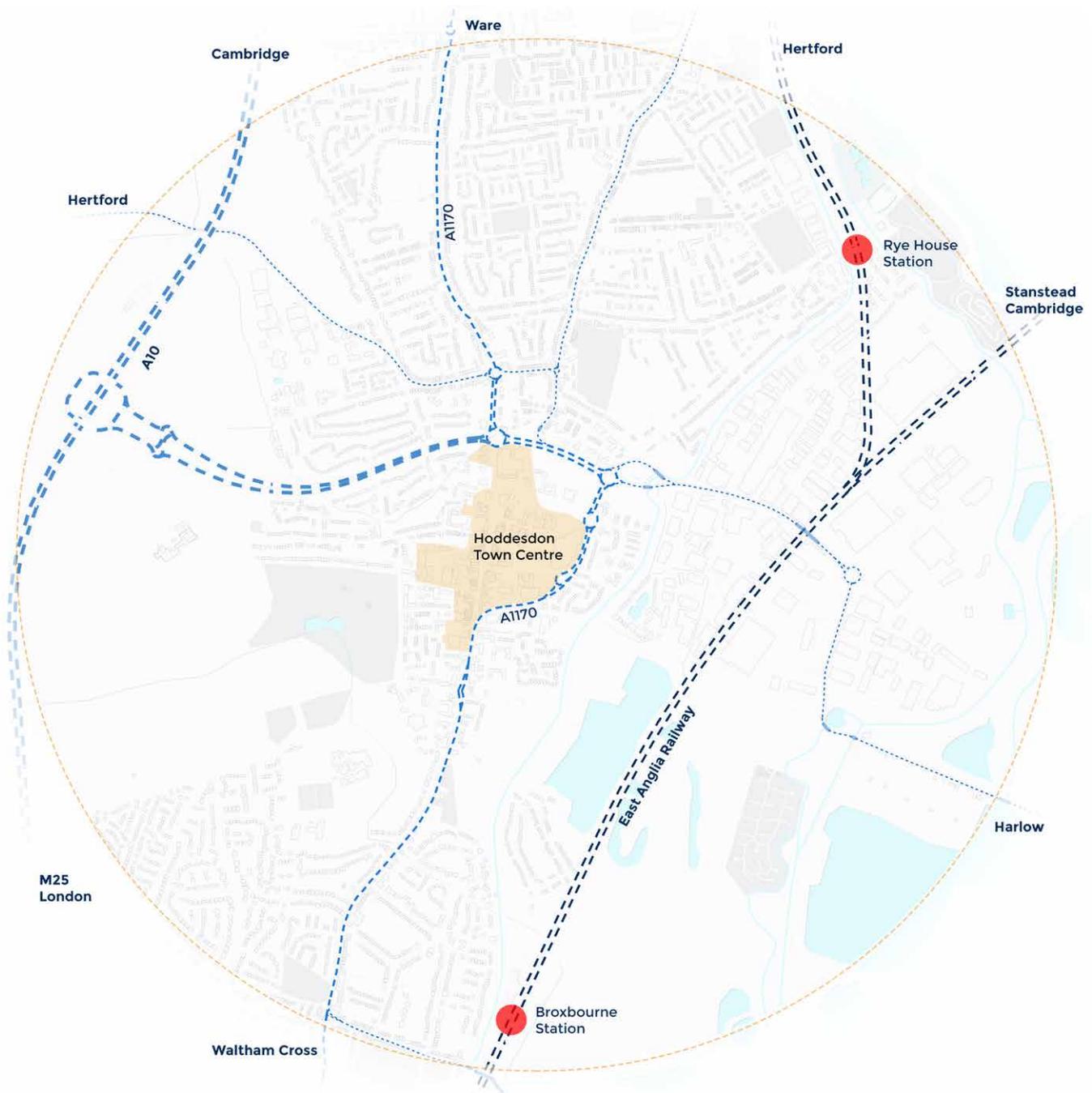
The area of Hoddesdon covered by this strategy is roughly bounded by Charlton Way and Haslewood Avenue to the west and Taverners Way to the east. To the north, the Sun pub roundabout represents the gateway to the town centre, while the intersection of Hoddesdon High Street and Charlton Way demarcates the southern entrance.



Map 1. Hoddesdon town centre boundary. © Crown copyright and database rights 2021 OS LA100023526

Like the rest of the Borough of Broxbourne, Hoddesdon sits amidst green belt land, with attractive and valued open spaces and nature reserves in its vicinity. To the east, the Lee River and the Lee Valley Regional Park provide informal recreation opportunities and cycle connections to London and Ware. The western edge is defined by the A10, providing accessible and far-reaching road connections before opening up to the countryside. Rye House and Broxbourne Stations are located some distance from the town centre.

Around 500 metres to the west of the town centre, Barclay Park offers a valued green space for recreation. The 18-acre area includes facilities such as walking routes, a children's play area, and an ornamental lake. Over the last decade, the Friends of Barclay Park initiated a successful Heritage Lottery Fund project to restore the Green Flag accredited park.



Map 2. Regional transport connections. © Mapbox, © OpenStreetMap

In the South, Waltham Cross town centre currently functions as the other main hub for the Borough. Centrally, a new town centre is proposed at Brookfield Riverside as part of a modern and ambitious garden village development. The new town centre will complement the existing ones by addressing the unmet needs of residents and visitors within a larger catchment area.

Hoddesdon, meanwhile, has an opportunity to emphasise its distinct offer as a historic market town. New housing at High Leigh Garden Village and elsewhere in the town will increase the number of town centre users, and better connections and provision of a range of travel choices between the periphery and the town centre will become increasingly important. These developments will need to be supported by an improved and well-connected town centre in Hoddesdon, with a strengthened and highlighted identity and heritage.

1.2. HISTORY OF HODDESDON

Hoddesdon town centre's rich historic environment represents one of its biggest assets and makes it a unique destination in the Borough of Broxbourne. From a small settlement at the time of the Domesday Book, Hoddesdon grew into a market town, with an annual fair, in the 13th century. Over the course of the following centuries, its proximity to London resulted in significant through traffic by traders and merchants. Consequently, many of the pubs and inns that are still found in the town today were built.

During the 16th century, the town's market became known for malted barley, and several breweries established themselves. Infrastructure investments followed, and the town began to take on much of its present character. For example, the New River, which was constructed between 1608 and 1613 to transport drinking water from Ware to London, runs south just a few hundred metres from the centre. By the 18th century, Hoddesdon had developed into a bustling coach town, being located on the route between Cambridge and London.



Figure 1. View South beyond the Clock Tower.

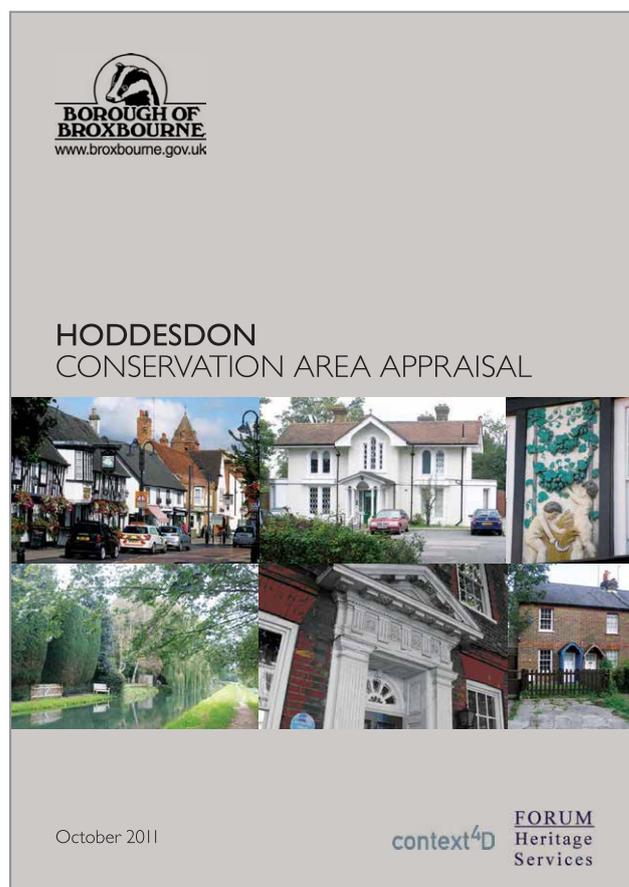
Since the 19th century, the town has seen rapid growth, with significant new roads and houses built. The centre's focal point and most important landmark, the Clock Tower, was built in 1835. It is Grade II listed and is the only surviving element of the town hall, which faced the historic marketplace. By the end of the century, the collapse of the coaching trade due to the introduction of railways and the decline of the milling and malt trade required an economic shift, and Hoddesdon became known for brewing, building, manufacturing, and the watercress business.

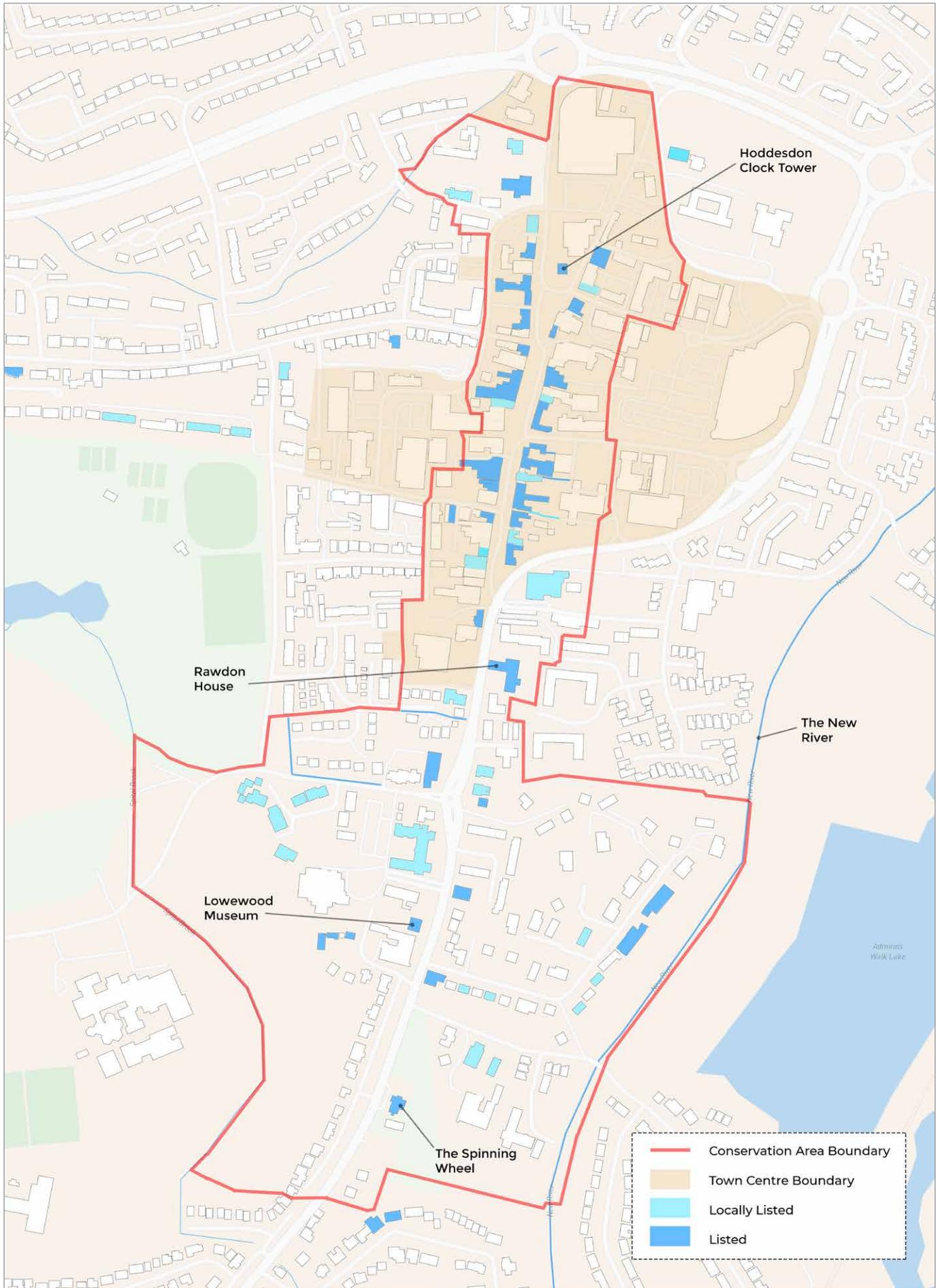


Figure 2. The War Memorial with historic buildings in the background. "Hoddesdon" (CC BY-NC-ND 2.0) by diamond geezer

After a period of relatively few changes to its layout, the town underwent a dramatic remodelling in the 1960s. All of the buildings between Amwell Street and Burford Street, as well as other medieval buildings on the High Street were demolished. This allowed for a shopping area and blocks of flats, as well as road building. The High Street was pedestrianised in the 1990s. However, this was followed by the partial re-introduction of vehicle traffic to the town centre in 2009 to benefit businesses and visitors.

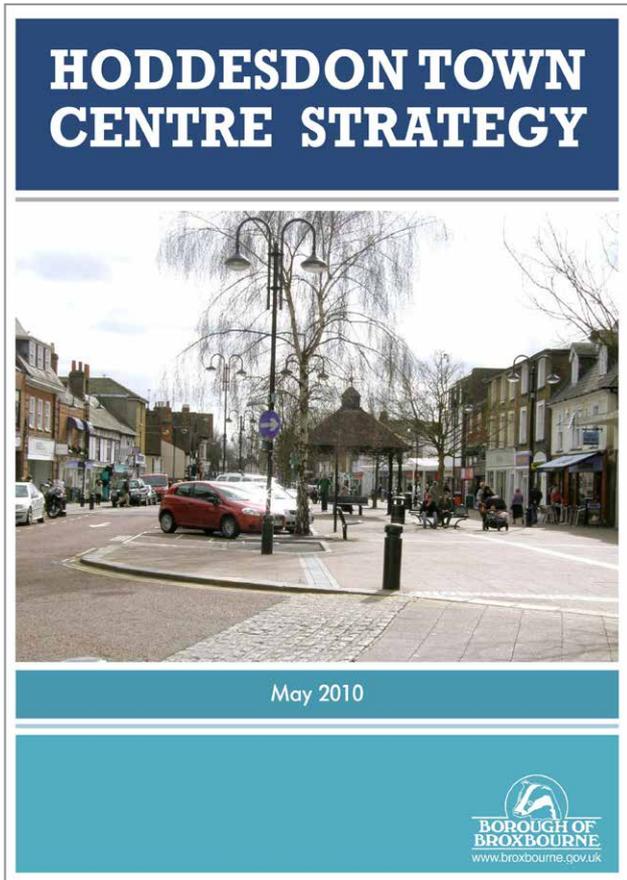
Much of the Town Centre Strategy area overlaps with the Hoddesdon Conservation Area, which was designated as one of the first in the country in 1968. The strategy therefore encompasses a large number of historical buildings and features. Several of the projects outlined in Section 3 will draw upon the 2011 Conservation Area Appraisal for Hoddesdon to enhance and protect these assets and their setting.





Map 3. Historic Environment overview. © Mapbox, © OpenStreetMap

1.3. 2010 TOWN CENTRE STRATEGY REVIEW



The 2010 strategy for Hoddesdon town centre succeeded in achieving many of its objectives, leading to the vibrant environment the town offers today. A number of specific ongoing and completed initiatives, projects, and developments have underpinned this positive progression. Some of the most significant completed projects are highlighted below.

Tower Centre re-development

In 2013, the redevelopment of the Tower Centre was completed. The shopping centre was unattractive to residents and businesses and was underused. The redevelopment was one of the main aspirations of the 2010 strategy and resulted in a new Morrisons supermarket, car parking, access, and public realm improvements. Revamping this large, central site has had a transformative effect on the town centre.



Figure 3. View of the Morrisons building from the Sun pub roundabout.

Conduit Lane Developments

Several developments have been completed in Conduit Lane since the publication of the 2010 strategy. These include the Stanboroughs social club and a mixed-use development opposite, which successfully extend the active High Street frontage into Conduit Lane. Just to the north, the redevelopment of the former Co-op building also improved the core of the town centre area. Further sites in and around Conduit Lane are progressing or coming forward, which is further discussed in Section 3.4.2 of this strategy.

Clock Tower Public Realm

At the same time as the Tower Centre redevelopment in 2013, significant enhancements were made to improve the public realm around the Clock Tower, extending into Burford Street and Amwell Street. This included resurfacing, updated street furniture, and landscaping. The Clock Tower façade and lighting was also improved. Cumulatively, these interventions integrated the new Morrisons development into the town centre and resulted in an attractive, modern environment. The design of the area should serve as a template for future public realm work, as outlined in Section 3.1.



Figure 4. Public realm around the Clock Tower. "Hoddesdon (3)" (CC BY 2.0) by Tuffbau/Steintec

Signage

Over the last decade, new and updated signage has been introduced in and around the town centre. This includes welcome, wayfinding and tourist signs. These represent important initial steps in making the town more accessible and highlighting its heritage.



Figure 5. Welcome sign at High Street.

1.4. LOVE HODDESDON BID

Since its inception in 2017, the Love Hoddesdon BID has been instrumental in ensuring that the town centre remains active and inviting. Especially during the COVID-19 pandemic, its guidance and support for businesses have been invaluable. The BID collects a levy from member businesses in order to organise and fund improvements and initiatives, generating an annual income of approximately £100,000.

Its strategic objectives are:

- **Managing the town:** Ensuring that the daily aspects relating to Hoddesdon town centre are met and dealt with effectively
- **Investing in the town:** Encouraging growth and development within the town centre by direct investment in a number of high profile schemes
- **Promoting the town:** Raising awareness of Hoddesdon throughout Hertfordshire and the local area and wider region.

Key achievements over the years include the strengthening of the 'Love Hoddesdon' brand, enabling businesses to take advantage of pavement licenses and enhancing the town centre environment through floral displays and lighting improvements. Further, the Hoddesdon BID has promoted the heritage of Hoddesdon, successfully implemented a CCTV system, and organised various popular events, awards, and training courses.

1.5. POLICY CONTEXT

The Broxbourne Local Plan 2018 – 2033

This town centre strategy is based on the visions, objectives and policies set out by the Local Plan, which was published in June 2020. The development strategy of the plan, covering the period of 2018-2033, underscores the need for the implementation of a new Hoddesdon Town Centre Strategy.

Policy RTC2 of the Local Plan establishes the status of this strategy as a material consideration in the determination of development proposals in the town centre, including changes of use, as well as guiding investment decisions by public bodies including the Borough and county councils.

The vision laid out in the Local Plan places significant weight on the Borough's town centres, including Hoddesdon, towards its goal of creating a strong sense of place, as well as popular destinations for shopping and services and a versatile local economy.

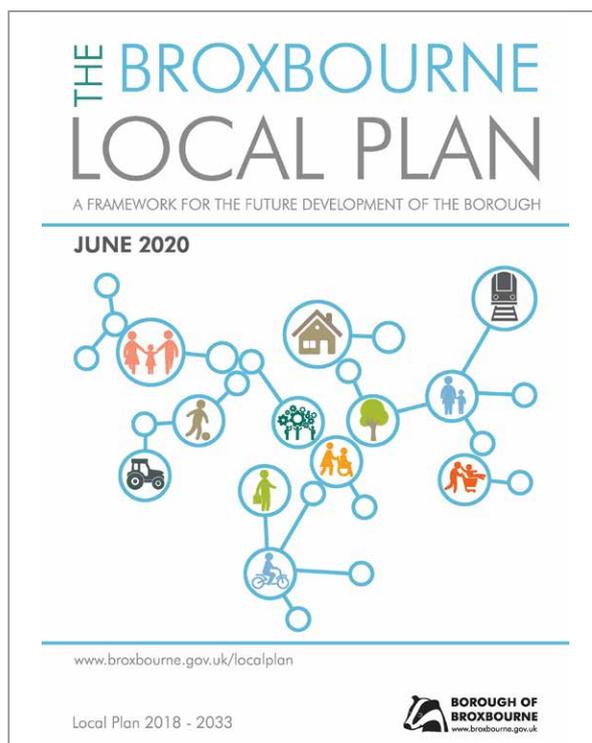
Further relevant focus is on fostering sustainable transport connections and enabling healthy communities in green environments, with appropriate and well-designed new developments. This strategy seeks to respond to this vision in a holistic manner and, in turn, achieve the Local Plan's objective of widening the range and quality of retail, leisure and civic facilities by continuing to improve the Borough's centres.

The Local Plan's policy pertaining specifically to Hoddesdon town centre is included below. Further relevant Local Plan policies are discussed in conjunction with individual points and projects in this strategy, as applicable.

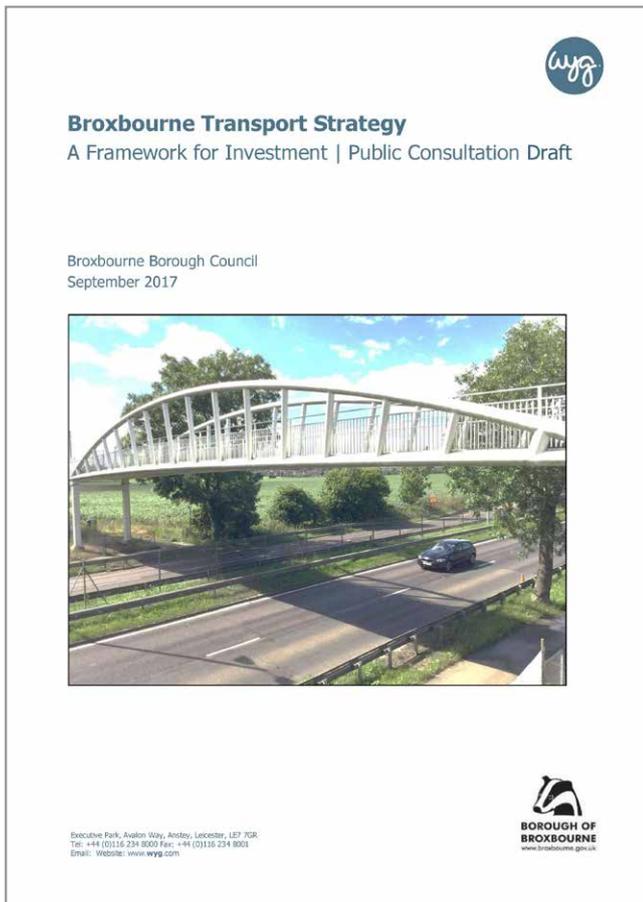
Local Plan Policy HOD1: Hoddesdon Town Centre

The Council will support proposals which accord with the following town centre priorities:

1. The completion of public realm improvements throughout Hoddesdon High Street and beyond, including the enhancement of historic buildings
2. The development of key sites, including a gateway development at and around Scania House to the north end of the High Street
3. The provision of a mix of day and evening activities
4. Access and parking improvements
5. An enhanced programme of events
6. Protection and enhancement of historic character.



Broxbourne Transport Strategy 2017

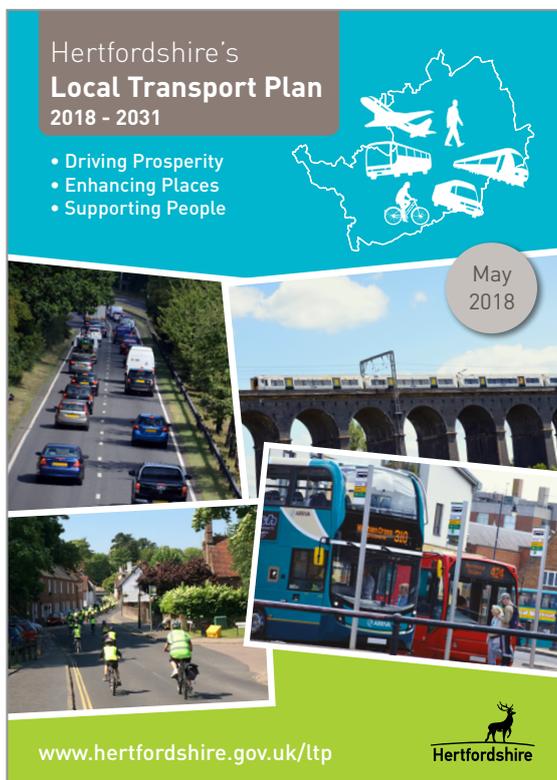


The Transport Strategy establishes a framework to guide investment in transport infrastructure and services over the Local Plan period. It aims to provide and improve travel choices in order to “stimulate sustainable, resilient, and equitable growth.” Regarding Hoddesdon town centre, much of the document’s focus is on creating linkages to the forthcoming High Leigh development. Measures include capacity improvements at Dinant Link Road roundabouts, as well as a new, frequent bus service linking the development to the town centre and Broxbourne Station to the south. Additionally, it sets out a series of improvements along Lord Street to form a pedestrian/cycle link. As far as the town centre itself is concerned, the document highlights the opportunity to build upon the existing public realm and pedestrian environments, provide electric vehicle charging points, and implement improved, accessible crossing points that include tactile paving. This Town Centre Strategy considers and incorporates these plans in its project proposals.

Local Cycling and Walking Infrastructure Plan (LCWIP)



The LCWIP sits alongside the overarching transport strategy and details a series of walking and cycling interventions in the Borough. Several of these are relevant to Hoddesdon town centre. These include new secure bicycle parking (including electric cycle charging points), lowering vehicular speeds, and introducing signage along cycle corridors into the town centre. In terms of walkability, signage to improve wayfinding in and around the town centre is proposed, as well as at-grade crossings at Charlton Way. The document highlights the need to address the underpasses around Hoddesdon and proposes general improvements, such as lighting at strategic routes and tactile paving at crossings. In terms of larger network improvements, plans to create a cycling corridor along the old A10 (A1170/B176) and develop a cycle route along the New River would impact Hoddesdon town centre positively.



Hertfordshire Local Transport Plan 2018-2031

Hertfordshire County Council's Local Transport Plan has a strong focus on achieving a shift from private vehicle use to sustainable modes of transport (walking, cycling, and passenger transport). It thereby seeks to reduce traffic growth and environmental impacts while increasing physical activity and improving health, objectives which align with the Broxbourne Local Plan 2018-2033 and the Town Centre Strategy. While the transport plan takes a more high-level, regional approach, it informs the County Council's emerging South East Growth and Transport Plan. The latter includes a number of interventions relevant to Hoddesdon, including cycle parking in the town centre, particularly at Lord Street and other key routes, as well as wayfinding improvements. Further proposed interventions cover pedestrian and cycle facilities on the A1170, including at-grade crossings at Charlton Way

at Lampits, and foot and cycle improvements at Lord Street. The emerging document shows a general, welcomed focus on cycle, walking, and bus connectivity in and around the town centre, including High Leigh, which has been incorporated into this strategy.

1.6. ISSUES AND CHALLENGES

Despite the considerable progress made in and around Hoddesdon town centre during the last decade, there is still much work to do. Some long-term challenges remain, while others have recently emerged, as summarised below. The Vision and Objectives in Section 2 outline how the strategy seeks to respond to these issues

- The **COVID-19 pandemic** has impacted businesses directly through extended closures and lockdowns. **Shifting consumer habits** in favour of online shopping and **changing working arrangements** are also expected to present ongoing issues, decreasing footfall and the reliance on brick-and-mortar retail stores
- The **gateways** to the town centre are not visually distinct and could foster stronger connections to the surrounding areas and into the centre itself
- The town centre's **historic environment** has the potential to build upon the attractive environment and connectivity of the town centre to attract visitors from the Borough and beyond. Increased promotion and improved infrastructure are required to consistently attract a variety of traders
- Hoddesdon's **street market** has the potential to build upon the attractive environment and connectivity of the town centre to attract visitors from the Borough and beyond. Increased promotion and improved infrastructure are required to consistently attract a variety of traders
- There are a lack of opportunities for **leisure and play**. This is particularly the case for children and young people
- There are limited examples of **art, culture, and media** projects and institutions in the town centre
- New **development opportunities** are limited, with opportunity sites concentrated at the western and northern areas of the town centre or currently already undergoing development. Each site is thus instrumental to the identity of the town centre
- Over the last decade, the **evening economy** in the town centre has been strengthened, as it offers a wide range of eating and drinking establishments. However, this shift will need to be accommodated with improved public lighting and transport provisions
- **Cycle infrastructure** in and around the town centre is sparse. Existing parking opportunities, signage, and safely cyclable routes are not always located in optimal locations or encouraging to cyclists
- Although there are many areas with high-quality public realm and wide pavements in the town centre, **walkability** is often limited, with road layouts favouring vehicles and pavements lacking accessibility measures
- **Severance** created by Dinant Link Road/Charlton Way (A1170) represents an obstacle for pedestrians and cyclists. Several underpasses into the town centre fail to address this issue due to flooding, inherent lack of natural surveillance and lighting, and upkeep difficulties

- The town centre suffers from low levels of inter-connected, multi-functional **green infrastructure**, representing a missed opportunity to address climate change, improve amenity and sense of place, and make Hoddesdon town centre a healthier place to live, visit, and work
- The **public realm** along the High Street and in the north-eastern area of the town centre is dated and sometimes cluttered, leading to underused and uninviting public areas
- Improved **traffic management** measures are required to address current congestion, safety, and compliance issues in the town centre
- The ample **parking provisions** in Hoddesdon town centre are a great asset but require a careful balance to achieve the Local Plan objective of securing a modal shift and to ensure efficient use of space while accommodating significant new developments
- The forthcoming **High Leigh Garden Village** project, which will significantly increase the population making use of the town centre, requires the creation of new pedestrian linkages and infrastructure.



2. VISION & OBJECTIVES

2.1. VISION

Hoddesdon town centre will retain and build on its status as a vibrant and convenient destination in northern Broxbourne and the surrounding area; owing to an attractive, green, accessible environment, a wide array of social, leisure, shopping, service, and event offerings for residents and visitors, and well-maintained historic features and buildings.

A defined sense of place, where people want to spend time and come together in a variety of settings, will ensure that Hoddesdon town centre will be resilient and adapt to changing circumstances. Recognisable gateways will characterise the approaches to the area, where updated street furniture and green spaces will form an inviting, coherent hub of public life. The area will enable active and healthy lifestyles and be safely and comfortably accessible on foot and by bicycle while addressing the needs of people with disabilities.

Besides improved and accessible public spaces, the town centre will respond to the COVID-19 pandemic and the shift to online shopping and changing employment arrangements, by strengthening businesses and promoting varied uses of space and properties along the High Street. Markets and events will foster a lively community for all.

The rich heritage of Hoddesdon will be celebrated and maintained, and the upkeep of buildings will be secured through collaboration between the Council and local businesses. New developments will respond to the character and needs of the area and provide attractive opportunities for town centre living. Underused spaces will be reintegrated into the town centre, while valuable parking spaces will be retained and extended where possible.

Over the next decade, Hoddesdon town centre will become more versatile, accessible, and inviting, while strengthening its historic features and maintaining its convenience.

2.2 OBJECTIVES

The below objectives provide a framework for the delivery of the vision for Hoddesdon town centre. They are organised under the three core themes that constitute sustainable development, as set out in the National Planning Policy Framework (NPPF) and in the Local Plan.

Social

1. Strengthen the **sense of place** to enable residents and visitors to spend time, linger, and come together in a variety of settings
2. Improve the **accessibility and wayfinding** to, from, and within the town centre for those walking and cycling to reduce the need to travel by car
3. Provide a green, accessible, and safe environment to support the **health and wellbeing** of all people
4. Improve the setting of **public facilities and infrastructure** to ensure services and resources are readily available to residents and visitors
5. Deliver high quality, accessible, and sustainable **new homes** that respond to the needs and retain and enhance the character of the town centre
6. Increase opportunities for **leisure and play** to make the town centre a destination for diverse groups of people.

Economic

7. Achieve an appropriate **mix of uses**, including retail, employment, leisure, residential, recreation, cultural and tourist facilities to secure the resilience of the town centre
8. Invest in **shopfronts** along the High Street to support businesses and uplift the town centre's shopping environment
9. Improve and protect the **historic environment** to strengthen the identity of the town centre and attract investment
10. Improve the bi-weekly **street market** by increasing its value for traders and thereby expanding its offer
11. Implement creative and innovative ways to use or design **vacant properties**, where they arise and present a long-term issue, to benefit the local community and provide opportunities to test out business ideas and co-work
12. Strengthen the **visitor and night-time economy** to maintain an active and versatile town centre throughout the day

13. Provide businesses and market traders with **support and infrastructure** to make it easier to serve and accommodate customers
14. Support the **Love Hoddesdon BID** and work in **partnership** with local businesses, groups, and stakeholders to realise the right projects in the right places and manage the town centre effectively
15. Retain and enhance **valuable parking spaces** to respond to the needs of residents, visitors, and businesses in the town centre.

Environmental

16. Address **climate change** to ensure that the town centre remains comfortable and safe while contributing to efforts to reduce emissions
17. Implement **public realm improvements** to create a more attractive and usable town centre environment
18. Integrate the town centre into a multi-functional network of **green infrastructure** through urban greening and the creation of new green spaces
19. Achieve a good balance between retaining valuable parking spaces and making **efficient use of land** to improve the quality of the local environment and promote sustainable modes of transport
20. Promote **active travel** and carry out **traffic management** enhancements to improve air quality, safety, traffic flow and reduce congestion.

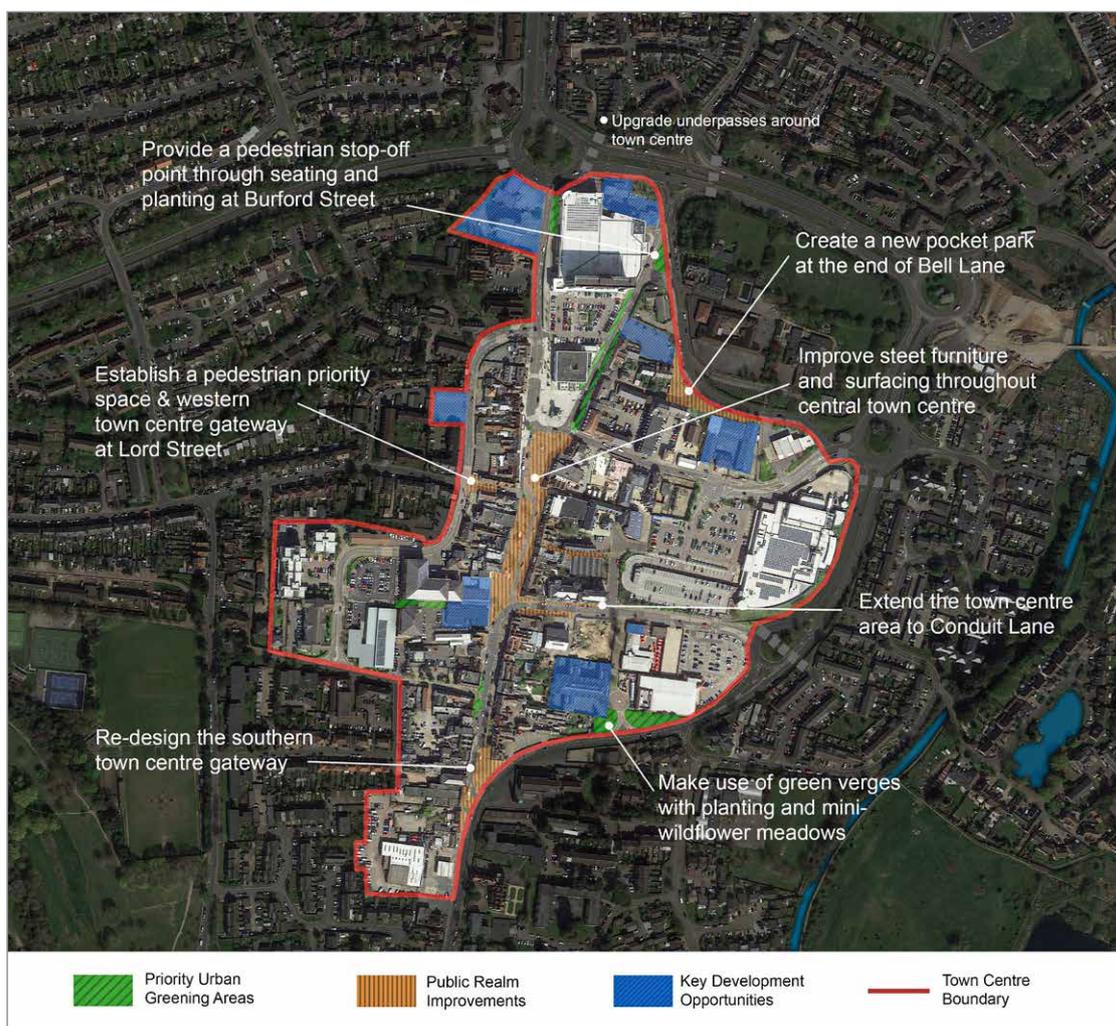


3. STRATEGY AND PROJECTS

The strategy for Hoddesdon town centre sets out measures to achieve the above objectives. It is comprised of six components focusing on the major opportunities for change and improvement. These are as follows:

- public realm
- development opportunities
- movement
- economy
- historic environment
- climate change

Each of the sections features an overarching strategy, followed by more detailed analysis and proposals, and include indicative plans, where available. The underlying strategy for Hoddesdon town centre informs the six components listed above. They are therefore intended to ensure that the town centre can continue to meet current and future challenges and become an even more vibrant destination for visitors from the local area and further afield.



Map 4. Major Projects and Intervention Areas. Maps Data: Google, ©2021

3.1. PUBLIC REALM

In the midst of changing consumer habits, working arrangements, and the increased importance of public meeting places, Hoddesdon town centre can function as an attractive, healthy, and comfortable destination in itself. The strategy envisages welcoming spaces, or gateways, at the main approaches to Hoddesdon town centre. These will define the area and provide arrival points for multiple modes of transport by providing additional public seating and meeting opportunities, a pleasant, shaded environment with trees, planters, public art, and cycle parking and transport connections to and from the town centre.

The locations of these gateways tie in with the borough's Transport Strategy and planned improvements to the wider network. A new pocket park is proposed at Bell Lane, which will introduce much-needed green space and opportunities for rest and children's play to the area. Tree planting and public seating will improve the public realm around Burford Street and help revitalise the north-eastern town centre area. At the same time, the High Street will benefit from greening, updated surfacing, and updated street furniture, which should be in keeping with the historic environment of the Conservation Area.

This improved town centre environment will be extended into Conduit Lane to tie in with a number of forthcoming developments there. In combination with aforementioned improvements of its gateways, this approach seeks to foster a coherent, inviting town centre.



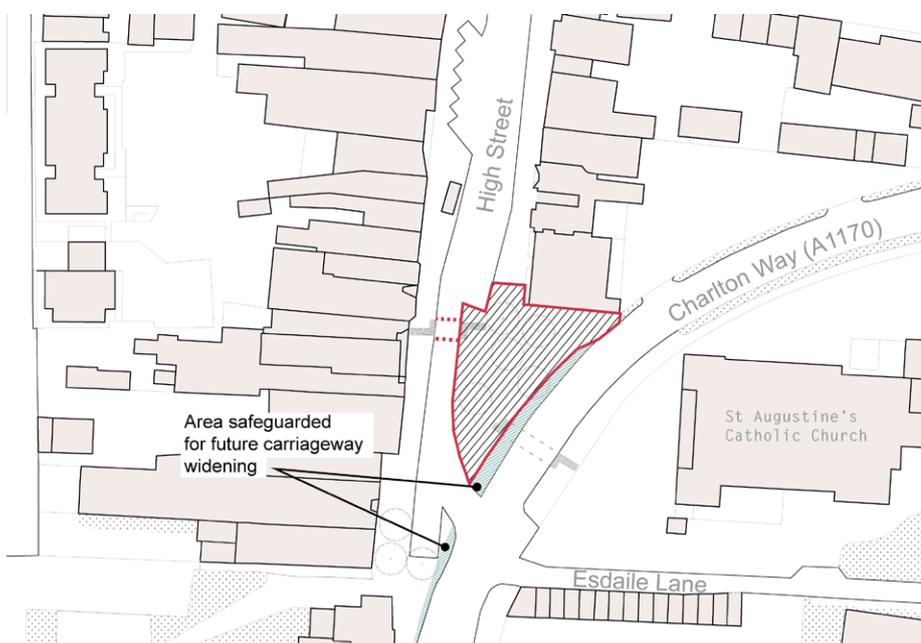
3.1.1. SOUTHERN TOWN CENTRE GATEWAY

The intersection of High Street and Charlton Way forms the town centre's southern gateway. Currently, the area benefits from a square with several prominent plane trees, some public seating opportunities, and outdoor dining areas. However, this important approach to the town centre has the potential to provide a safer, more inviting, and better-connected environment.



Figure 6. View of the southern town centre gateway, where public realm improvements are proposed

Achieving this outcome requires comprehensively planned public realm improvements. In the first instance, the Council plans to declutter the area by removing redundant safety fencing and street furniture. These are to be replaced by planters and stainless steel bollards, which open up the square, contribute to greening efforts, and bring the street furniture in line with the recently updated Clock Tower area. Functional public art in the form of seating opportunities and hanging tree lights above the existing outdoor dining area will further create a focal point. These measures will increase the importance of the square's relationship with St Augustine's Church, where the Council will seek to encourage an improved, greener frontage. At the pedestrian crossing adjacent to Marconato's restaurant, the benefits of bringing the carriageway to the same level as the pavement and implementing block paving or a zebra crossing will be investigated. The paving on the square itself, which is uneven, will need to be improved, and the possibility of using block paving will be explored. In combination with new cycle parking on the square itself, these proposals foster a more accessible and connected town centre, as they create linkages to the proposed old A10 walking and cycling corridor, which is set out in the Broxbourne Transport Strategy 2017. The above proposals also build on the recommendations set out in the Hoddesdon Conservation Area Appraisal (CAA) and improve the setting of the outdoor dining area that has been established on the square.



Work to the southern High Street should ensure that the potential for installation of a right-turn traffic lane into Esdaile Lane is safeguarded (see project 3.2.10). This will safeguard a small area of currently unused paving for potential use for road widening, as set out in Map 6

Map 6. Area of the southern town centre gateway prioritised for improvements

3.1.2. LORD STREET GATEWAY

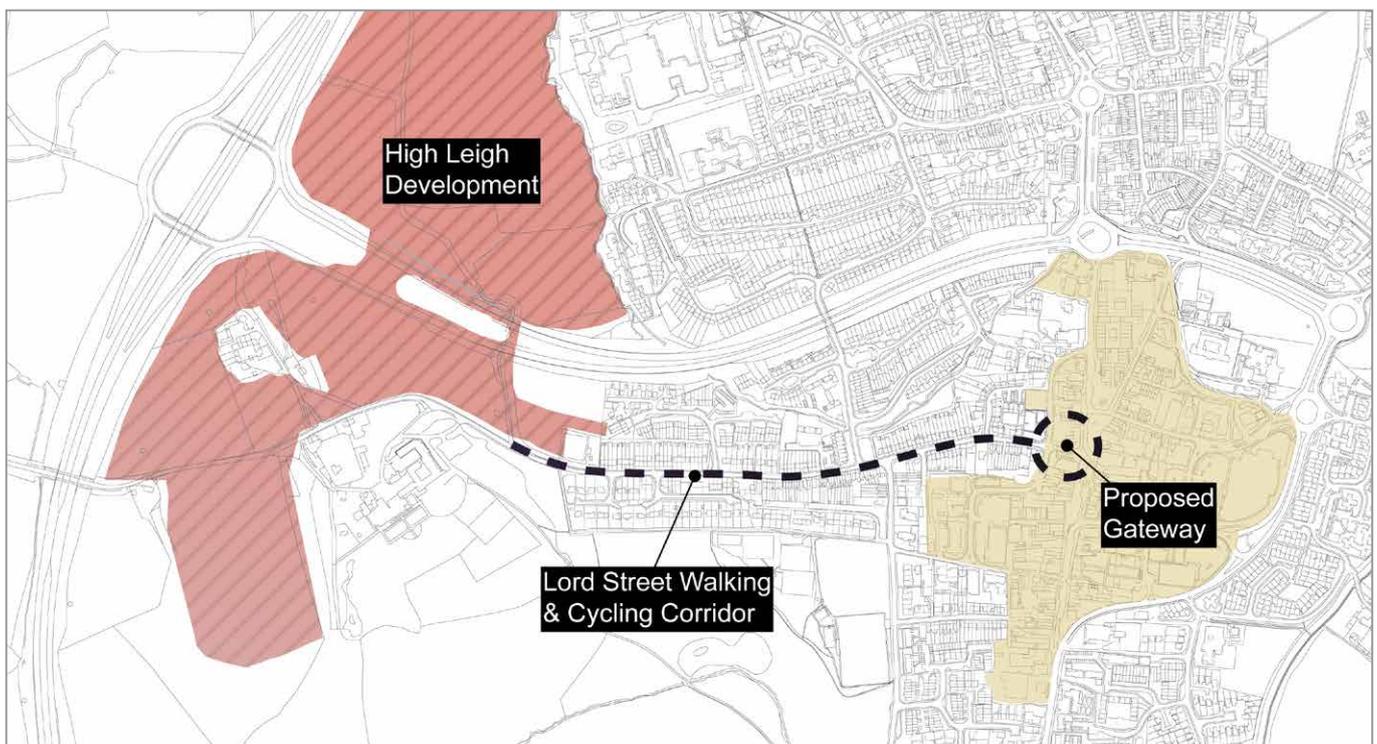
At the western approach to the town centre, Lord Street forms an important arrival point from the west connecting with the High Leigh Garden Village development. The Broxbourne Transport Strategy 2017, the Local Cycling and Walking Improvement Plan (LCWIP), and Hertfordshire County Council plans all identify Lord Street as an important walking and cycling corridor into the town centre.



Figure 7. Current view of the Lord Street gateway from Taverners' Way.

However, unclear parking arrangements and a pair of vehicle gates create a confusing and uninviting gateway. The Council will investigate the potential for alternative resident parking arrangements to invite, rather than deter, walkers and cyclists.

The area where Lord Street joins the High Street also forms an axis for pedestrian circulation. Surfacing improvements accompanied by seating in this area could enhance this circulation and better integrate the clock tower area to the north with Fawkon Walk to the south. Seating or other installations should not impede access to Lord Street for emergency vehicles or obstruct public events. Furthermore, new cycle parking and signage on the western side of the space will strengthen its gateway function. Signage should be of sufficient prominence to clearly signal arrival at the town centre.



Map 7. Linkage between High Leigh and the proposed Lord Street Gateway.

3.1.3. CONDUIT LANE

In recent years, several new developments have been completed in Conduit Lane, while others are currently in development. Future redevelopment of the Fawkon Walk shopping centre could offer the potential for a new landmark vista into the heart of the town centre from Conduit Lane, culminating in an improved public space (see Section 3.3.4 and 3.4.2). These circumstances present an opportunity to extend the character of the High Street to Conduit Lane, thereby strengthening the sense of place in the town centre and incorporating new active frontages.

The strategy envisages utilising the wider pavements and green verges to introduce tree planting and landscaping. Lastly, at its intersection with Brewery Road (south), the turning radius could be tightened to encourage and protect pedestrians (see Section 3.2.1). As a result, the area will function as a vibrant gateway to the west of the town centre, which suffers from severance caused by the A1170.

3.1.4. CENTRAL TOWN CENTRE /FAWKON WALK

The central area of the town centre extends along the northern High Street between Conduit Lane and the Hoddesdon War Memorial. While this is the heart of the town centre, with many historic buildings, shops, and some public seating opportunities and planting, several public realm interventions are required to provide a more modern, attractive, and safer environment to residents and visitors. The poor quality paving around Fawkon Walk arcade where it joins Conduit Lane has been identified as a priority area for investment. Updating the paving and public realm in this area will enhance a major point of arrival into the town centre. New planters, selected for their year-round design and placed in front of diagonal parking bays, could reinforce this effect and create an attractive environment while improving the perception of pedestrian safety. Coupled with the removal and replacement of redundant and dated street furniture and an assessment of opportunities for additional tree planting, these interventions aim to ensure that the core of the town centre remains inviting and vibrant.



Area of the High Street prioritised for improvements

3.1.5. BELL LANE POCKET PARK

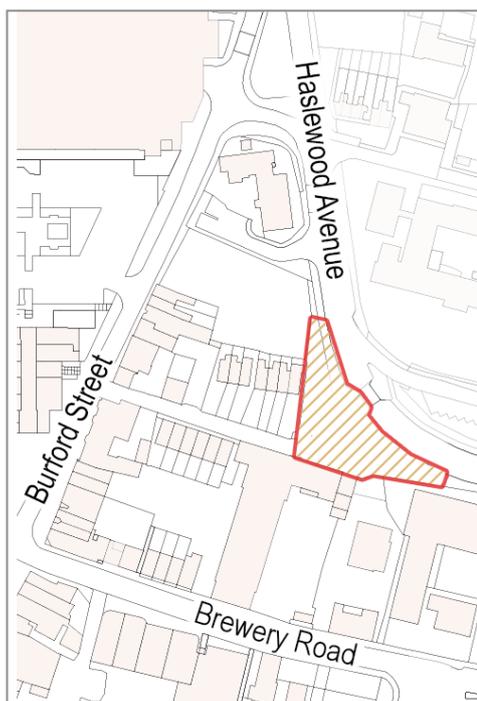
Proposals for a pocket park at the end of Bell Lane aim to address the shortage of play opportunities and green spaces in the town centre. Located between the town centre and several key development sites, the park could breathe life into an underused area of the town centre, where the arrangement of 6 parking bays currently leads to inefficient use of space. The pocket park will therefore incorporate several disjointed green verges that are already present at the site while retaining some of the parking bays by optimising the area's layout.



Figure 8. Current view west to Bell Lane.

The space is sufficient to provide opportunities for informal play through climbable and traversable objects such as boulders, logs, and trim trails. Further, seating opportunities and planting are envisaged to increase the attractiveness of the park. The proposals aim to take advantage of the existing trees and green spaces to tie the park into the surroundings.

Cycle parking at the eastern edge of the park will enable visitors to arrive by sustainable modes of transport and connect to a new 'quiet' cycle route planned by Hertfordshire County Council in the Growth and Transport Plan 2022. The route runs between Bell Lane and the A1170, and the pocket park project will therefore be able to integrate these proposals (see Section 3.2.5). Further, removing redundant safety fencing and updating its surfacing would reactivate the existing pedestrian crossing from the park across Haslewood Avenue.



Map 9. Context of Bell Lane Pocket Park proposals © Crown copyright and database rights 2021 OS LA100023526



Figure 9. Indicative sketch of Bell Lane Pocket Park.

The two retained parking spots shown on the indicative sketch, left, could be supplemented by reinstalling 3 previously removed on-street bays on Burford Street. This project is further outlined under Section 3.5.8.

3.1.6. BURFORD STREET PEDESTRIAN STOP-OFF

Just north of the proposed Bell Lane pocket park, the green verge at the junction of Burford Street and Haslewood Avenue presents opportunities to improve the sense of place and character of the area while introducing much-needed public seating and increasing biodiversity. The green space is located at an important pedestrian gateway into the town centre from the north.

The strategy therefore envisages planting (including an appropriate mix of trees and shrubs and a mini wildflower meadow) to increase biodiversity and provide an attractive environment and variety for year-round interest, including an information plaque regarding the species planted in the space. Additionally, the extensive blank wall of the Morrison's building opposite could be greened to create a cooled and multifunctional space that ties into the existing Green Infrastructure network in the area.

New public seating opportunities would benefit residents using the nearby underpass and at-grade crossing across the A1170/Dinant Link Road to access the town centre from northern Hoddesdon. Alongside improved lighting provisions, these could create an inviting stop-off on the way into the town centre. Improvements will need to cater for the safe passage of children to and from St Catherine's School. Finally, de-cluttering the area by removing safety fencing or replacing it with bollards would make the area more accessible.

These proposals build on the 2011 Hoddesdon Conservation Area Appraisal (CAA), which suggested implementing placemaking principles and extending the existing greenspace to give it an appropriate urban form. Further, Hoddesdon town centre is identified in the Local Cycling and Walking Infrastructure Plan (LCWIP) as one of the Borough's Core Walking Zones (CWZs), meaning such pedestrian infrastructure is deemed to be additionally important.

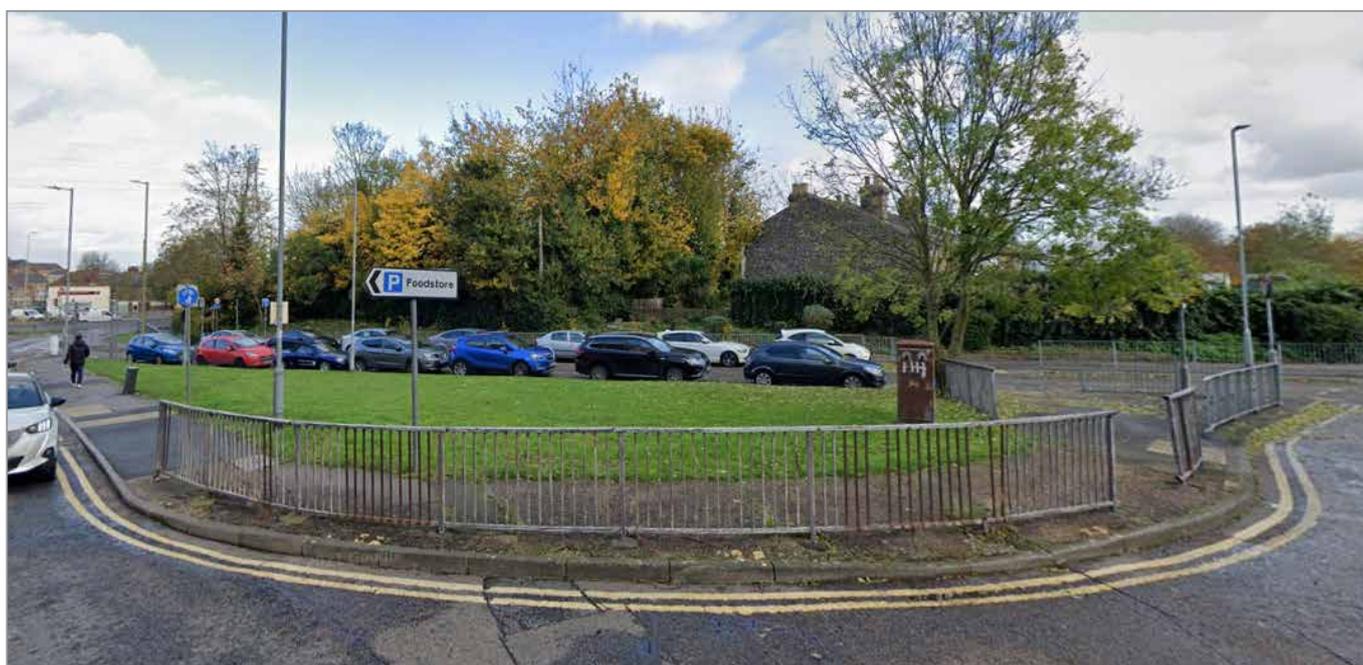


Figure 10. Current view of the Burford Street pedestrian stop-off. Image: Google, ©2021

3.1.7. LEGRA AVENUE WILDFLOWER MEADOW

Between Asda and Charlton Way/A1170, further underused green verges offer an opportunity for low-maintenance, biodiversity enhancing improvements. The strategy therefore proposes a mini-wildflower meadow here. This would create an attractive summer display next to Charlton Way. Further, its location away from any main walking routes is ideal for allowing a meadow to become established without detracting from the environment initially.

Wildflower meadows harbour multiple benefits, providing an attractive environment while supporting species and insects that usually have a hard time in an urban environment. Although continued maintenance is required to ensure year-round interest and a healthy wildflower meadow, the project could reduce maintenance requirements in the long term.

These proposals would work in conjunction with the projects and priorities established in Section 3.6 - Climate Change Strategy to make Hoddesdon town centre more sustainable and future-proof.



Figure 11. Proposed Legra Avenue Wildflower Meadow location. Image: Google, ©2021

3.1.8. URBAN GREENING

The strategy has identified several priority areas for urban greening. Specifically, tree planting on Burford and Amwell Street will contribute to efforts to re-invigorate the north-eastern town centre area while addressing the urban canyon formed by Morrisons. Similar opportunities exist at the intersection of Brocket Road and High Street. At Fawkon Walk, planters atop the air vents by Amwell Surgery could have a transformative effect in a busy area. The strategy proposes that all town centre greening efforts be supplemented with informational boards to involve and engage the local community. Additional details regarding greening are set out in Section 3.6 on Climate Change. CCTV sight lines and space required for markets and events must be considered in the implementation of greening projects.

3.2. MOVEMENT

While the location and profile of Hoddesdon Town centre require the retention of convenient private vehicle access and valuable parking spaces, the strategy also seeks to enable safe and comfortable travel by sustainable modes of transport. Walkability could be improved by decluttering pavements, providing accessible crossing opportunities, and calming traffic in strategic locations. Cycling will be encouraged by providing new infrastructure, and additional bus services and taxi ranks will increase the convenience of public transport. A decluttered public realm around the underpasses leading into the town centre will enable natural surveillance and combine with lighting improvements, public art projects, and signage for wayfinding to make connections to and from the town centre more convenient and safer.

3.2.1. CENTRAL TOWN CENTRE WALKABILITY



Map 10. Central walkability proposals and public realm improvements (excluding resurfacing) Maps Data: Google, ©2021

The strategy proposes several small-scale, targeted interventions that, as a whole, could dramatically improve the walkability and connectivity in the town centre. These measures are primarily focused around the core of the town centre, thus tying in with the proposed public realm improvements along the High Street.

Library Walk

In line with the Local Plan’s policy on Hoddesdon, access and parking will be improved by enhancing the alleyway locally known as Library Walk, which connects the High Street to the Sainsbury’s car park. As an initial measure to improve legibility, the alley will be officially named and fitted with nameplates.



Figure 12. View towards Sainsbury’s Car Park from Library Walk

Further proposals are to implement lighting improvements, which could take the form of uplighting or hanging lights strung across the alleyway. Due to the improved connection between the High Street and the Sainsbury’s Car Park, these would benefit the evening economy as outlined in Section 3.5.5. Resurfacing to even and lighten the pavement would improve accessibility. Lastly, a mural on the library’s extensive blank wall is proposed. These steps are expected to make Library Walk safer and more welcoming while improving access and parking provisions.

Coupled with a new zebra crossing in front of the library, the important linkage between Sainsbury’s car park and the High Street - as well as proposed public realm improvements at Lord Street - will be strengthened.



Figure 13. Wide turning radius at Brewery Road (south). Image: Google, ©2021

Tightening the turning radius at the intersection of Conduit Lane and Brewery Road (south) also fits in with the above enhancements. Sainsbury’s car park and the west of the town centre will thereby become more accessible from the improved Conduit Lane, as the crossing becomes safer and easier to navigate for pedestrians.

Conduit Lane, as the crossing becomes safer and

Central High Street Crossing

At the centre of the northern High Street, the crossing between the war memorial square and the wider pavement along the High Street is currently not clearly defined and lacks tactile paving. The strategy requires the crossing to be formalised as a zebra crossing, with a reduced carriageway width and tactile paving to improve pedestrian



Figure 14. Currently unclear crossing and wide carriageway at the central town centre area

safety and accessibility. This will link the proposed Lord Street Gateway space to the rest of the town centre while improving north-south connectivity for pedestrians.

Taverners Way

On Taverners Way, the turning radius at the intersection with Lord Street could be tightened, while the pavement in front of Taverners Way South Car Park is proposed to be widened and fitted with tactile paving. Cumulatively, these measures could improve connections between Fawkon Walk, the car park, and the proposed Lord Street Gateway.

3.2.2. BROCKET ROAD PEDESTRIAN ENHANCEMENT

At the western half of Brocket Road, narrow pavements make for a difficult route into the town centre for pedestrians. The pavements, which are as narrow as approximately 1 metre in certain stretches, combine with a small carriageway width for a two-way road to create a generally unsafe and inefficient traffic arrangement. While Brocket Road does not form a distinct gateway into the town centre, the route is important to local residents and can become busy. It connects to Barclay Park and represents the most direct route into the town centre from western Hoddesdon. The Council will therefore work with Hertfordshire County Council as highways authority to explore and devise a solution in consultation with local residents and other stakeholders.



Figure 15. The western half of Brocket Road, showing narrow pavements. Image: Google, ©2021

3.2.3. NEW RIVER CONNECTION

While the New River represents an important part of Broxbourne's history and has the potential to provide an attractive north-south connection in the region, it is currently difficult to access from Hoddesdon Town Centre.

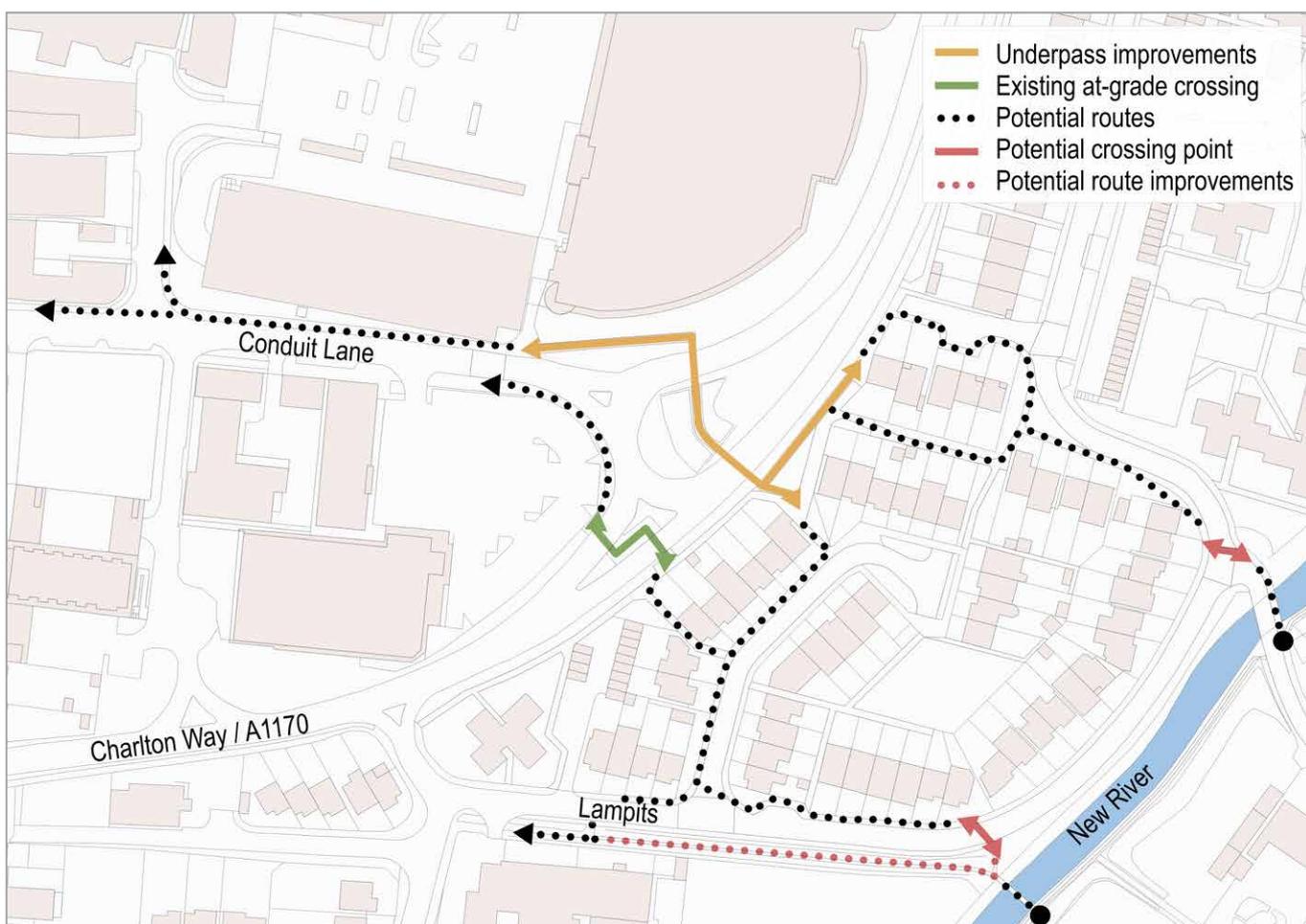
The strategy proposes to improve the connection between the town centre and the river by making better use of existing crossing opportunities at the eastern end of Conduit Lane and improving routes and crossing opportunities on Lampits.

The project therefore functions in tandem with project 3.2.7 Underpasses, which proposes measures to increase the safety and attractiveness of underpasses in the town centre, including at Conduit Lane. For example, barriers and double fencing at the eastern entrance to the underpass should be

removed and replaced through tree planting to improve perceptions of safety and allow for natural surveillance.

The routes shown on Map 9, below, will be clearly identified by new signage leading to the New River. In certain stretches, measures such as evening out and widening pavements are required to improve accessibility. These routes also supplement project 3.1.3, which proposes public realm improvements to create a more legible and greener gateway to the town centre at Conduit Lane.

Lastly, crossing points across Lampits are proposed to enable access to the river itself. Currently, residents frequently have to cross without any walkability infrastructure, as indicated by informal footpaths leading towards the river. The improved linkages have the potential to be particularly impactful once planned improvements along the length of the New River are implemented.



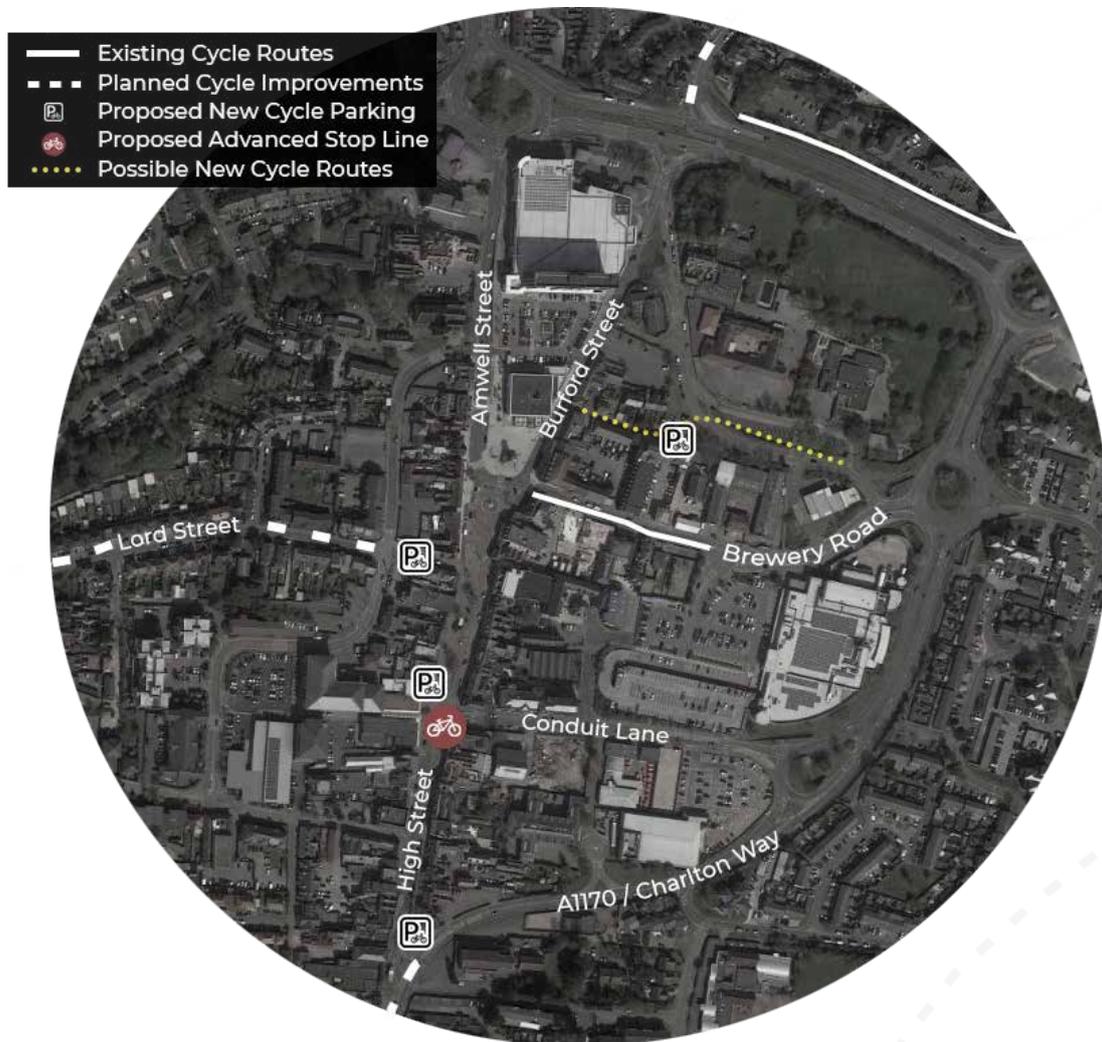
Map 11. New River Connections © Crown copyright and database rights 2021 OS LA100023526

3.2.4. ADDITIONAL WALKABILITY IMPROVEMENTS

Additional, small-scale proposals to improve walkability include the decluttering of pavements in the southern town centre, a new pedestrian crossing point by ALDI and Iceland on Brocket Road, and the introduction of tactile paving at strategic locations throughout the town centre. These are included in the project list in Appendix A. The improvement of the underpasses leading into the town centre is set out in a dedicated section under 3.2.7.

3.2.5. CYCLING

The town centre will benefit from several planned cycle route improvements in the Borough, which are set out in the Transport Strategies and County Council documents. These include routes west to the forthcoming High Leigh development, south along the A1170 to Turnford and beyond, and between the town centre and schools and sports centre in the northern half of Hoddesdon. Another planned route along the New River would significantly improve north-south connections between the town centre and the southern half of the Borough. However, the severance caused by the A1170/Dinant Link Road in Hoddesdon, alongside a lack of cycle parking and the generally car-centric design of the town, require additional measures to encourage cycling and improve safety and permeability through the town centre itself. Such measures will work towards the Local Plan objectives of providing safe, viable and attractive alternatives to driving and creating sustainable neighbourhoods.



Map 12. Cycling proposals. Maps Data: Google, ©2021

The gateways at Lord Street and the bottom of High Street represent a first step in achieving this objective by providing new cycle parking and signage while connecting to the planned cycle route improvements in the wider Borough. Additional cycle parking opportunities, including electric cycle charging points, are proposed centrally, at Fawkon Walk. In the same area, an Advanced Stop Line (ASL), also known as a Bike Box, could improve cycle safety at the traffic light at the intersection of High Street and Conduit Lane.

In the north of the town centre area, cycle parking at Bell Lane Pocket Park and the intersection of Burford Street and Haslewood Avenue will foster connections across the A1170/Charlton Way. These are integrated into a new 'quiet' cycle route planned by Hertfordshire County Council in the Growth and Transport Plan 2022. The route runs between Bell Lane and the A1170.

3.2.6. PUBLIC TRANSPORT

Bus

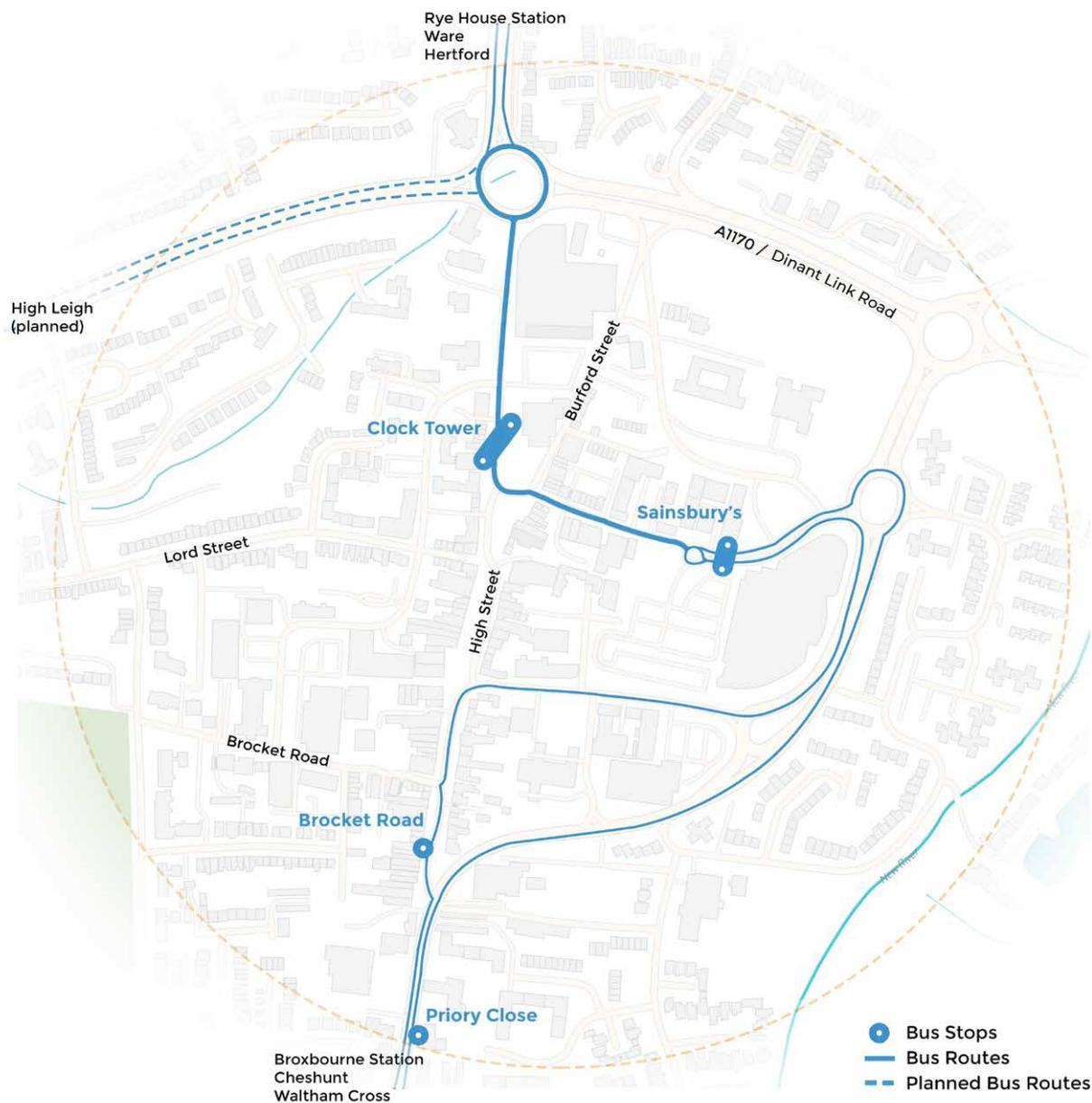
Public transport in Hoddesdon mainly consists of several bus routes that connect the town centre to surrounding train stations and towns. Town centre bus stops, which are served by all lines, are located at the Clock Tower, Sainsbury's, and Brocket Road/Priory Close.

A new bus line is planned between the forthcoming High Leigh development and the town centre/Broxbourne Station, which is anticipated to run every 30 minutes. This will be instrumental in enabling sustainable transport and reducing the need to travel by car.

As shown on the Map 11, below, bus stop locations in the town centre provide good coverage, and the Council will work with the County Council and stakeholders to deliver planned bus stop infrastructure and display improvements.



Figure 16. Town Centre Bus Stop. © Mike Cook 67



Map 13. Bus routes and stops in the town centre. © Mapbox, © OpenStreetMap

However, as evident from the table below, there is a need to ensure coverage later in the day to and from the railway stations to accommodate the town centre's growing evening economy. This is further examined in Section 3.5.5 of this strategy.

Destination	Frequency	Journey time	Latest
Broxbourne Station	40 minutes	10 minutes	18:26
Rye House Station	1 hour	15 minutes	17:23
Waltham Cross (via Old Pond)	20 minutes	35 minutes	21:58
Harlow	1 hour	35 minutes	17:23
Hertford	20 minutes	30 minutes	22:54
Ware	20 minutes	20 minutes	22:54

Taxi

In the town centre, a taxi rank is located on Amwell Street, by Morrisons. While an extended stacking area was provided here in 2009, the recent emergence of restaurants and cafes in the southern town centre area has introduced demand for additional provisions.

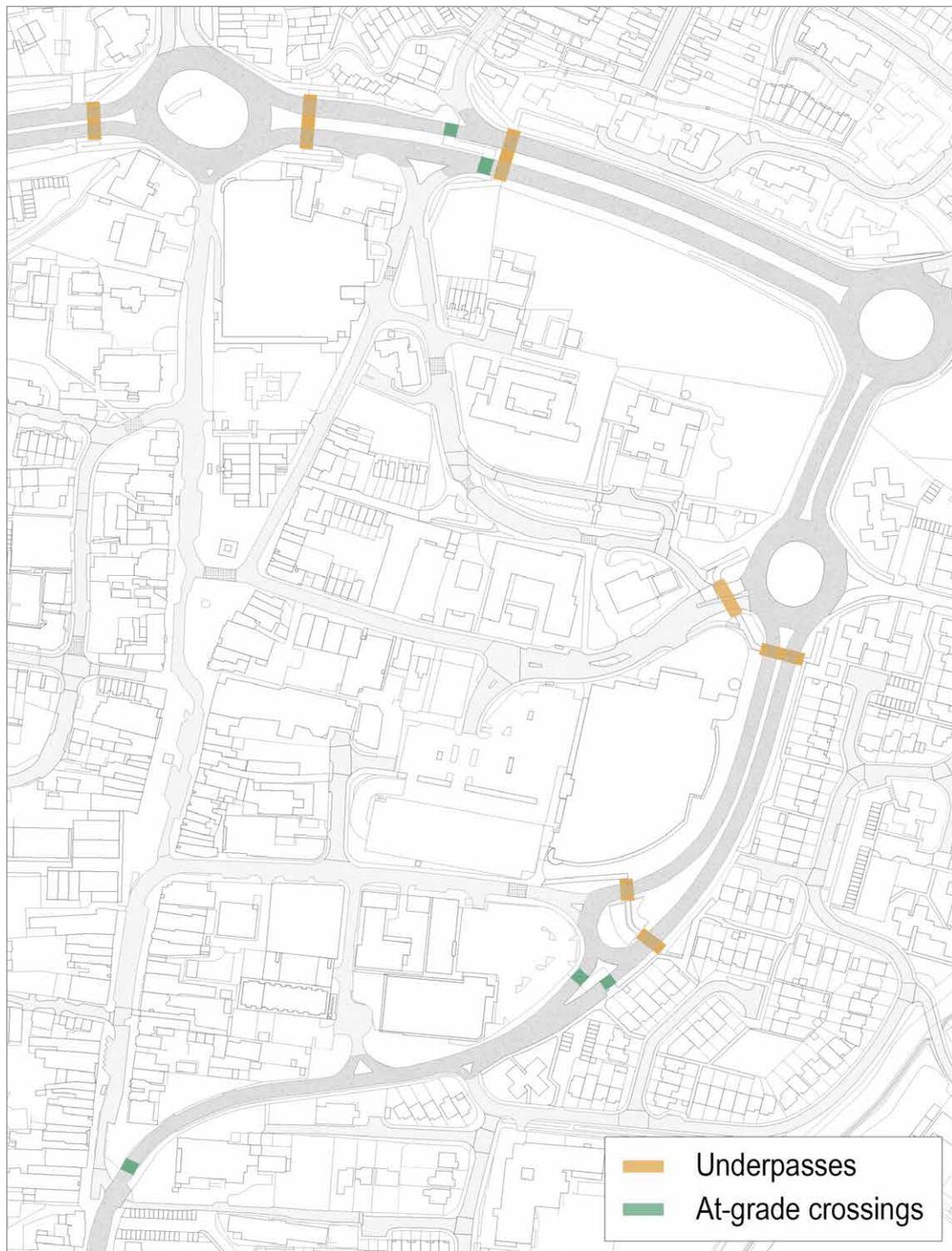
The strategy therefore proposes the introduction of an additional taxi rank to replace the existing loading bay on Brocket Road, by Barclays Bank. The loading bay currently appears to be underused. Any measures will be coordinated with adjacent businesses, as well as drivers and cab companies. The impact of improved public transport on the evening economy is further set out in Section 3.5.5 of this strategy.



Figure 17. The loading bay by Barclays Bank on Brocket Road

3.2.7. UNDERPASSES

Several underpasses have been built on the eastern and northern edges of Hoddesdon town centre in an attempt to address the severance caused by the A1170/Charlton Way and Dinant Link Road. Due to safety, access, maintenance, and flooding issues, these generally uninviting underpasses have been supplemented by at-grade crossings over recent years. While the possibility of some of the underpasses being filled in has been considered, they are principally valued by residents, and especially people with disabilities and cyclists. It is therefore considered that their improvement represents a preferred and better use of resources. Accordingly, the strategy requires a number of measures to be undertaken to address the issues posed by the underpasses. Consideration was also given to implementing a new at grade crossing at the Sun Roundabout on Dinant Link Road (see Map 12 below). However, improving the underpasses was identified as the preferred approach due to safety and feasibility concerns. However, the strategy proposes to continue to investigate with Hertfordshire County Council as highways authority the potential for an additional at-grade crossings in the vicinity of the Sun roundabout, as well as along the stretch of the A1170, in the long-term.



Map 14. A1170 crossing and underpasses into the town centre. © Crown copyright and database rights 2021 OS LA100023526

In the short-term, flooding issues, particularly at the northern underpasses, require assessment and improvement. Broxbourne Council will therefore work with Hertfordshire County Council and relevant stakeholders to implement fixes, where possible.

As the underpasses offer poor natural surveillance, the lighting and CCTV provisions will be reviewed. Opportunities for public seating to improving the walking routes for residents coming from northern Hoddesdon, particularly at the development opportunity site at 17-19 Amwell Street (see Section 3.4.1) should be assessed. Additionally, the strategy requires the decluttering of the public realm around the Conduit Lane underpass, on the western side of Charlton Way. Here, double-fencing further exacerbates the poor natural surveillance of the underpass itself, effectively extending the tunnel environment to the surface level.

Public art projects have elsewhere been used to improve the legibility and perception of underpasses, specifically through murals and the use of bright paints and designs. Given the prevalence of underpasses leading to Hoddesdon town centre, as well as their continued use, the Council will explore these options and support the work of the BID in involving the local community in such efforts. Such interventions represent an opportunity to reference Hoddesdon’s history through maps or illustrations and tie in with historic environment projects set out in Section 3.3.

3.2.8. WAYFINDING

Alongside the public realm and movement projects set out in the previous sections, the strategy proposes a package of wayfinding improvements. The proposed Bell Lane Pocket Park, electric bicycle charging points at Fawkon Walk, mini-wildflower meadows, and new walking and cycling routes will require signage in strategic locations to ensure they are integrated into the town centre. Additionally, the strategy requires the initiation of a review of existing wayfinding features in the town centre, to ensure that they are clearly legible and up to date.

3.2.9. TRAFFIC AND COMPLIANCE

Previous traffic management proposals for Hoddesdon town centre have examined the possibility of introducing new one-way systems, aimed at enabling, for example, wider pavements on the southern High Street, bicycle lanes on Burford Street, as well as addressing traffic compliance issues.

While such outcomes would generally be welcomed, the strategy takes the view that without a complete overhaul of the town centre’s layout, the proposed changes would not lead to a comprehensive traffic arrangement. Therefore, it is proposed that the current overall traffic system in the town centre should remain unchanged. However, the strategy does not preclude further studies of such proposals and encourages their implementation where significant benefits towards the objectives of the Town Centre Strategy are clearly demonstrated.

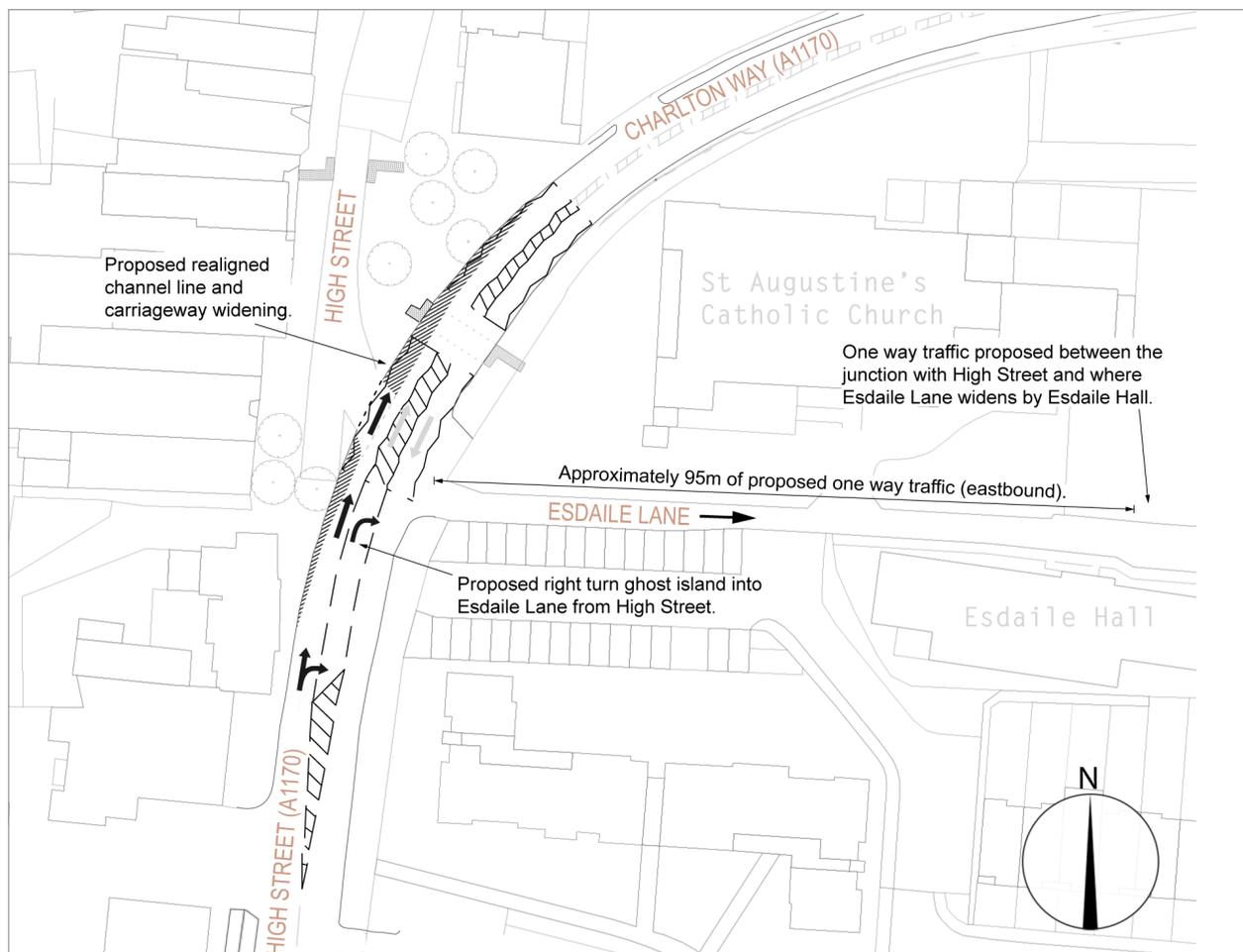
Current traffic and compliance issues will be examined as part of a separate forthcoming traffic management study commissioned by the Council. However, the strategy proposes addressing the following issues and recommends corresponding guidelines for the scope of any measures:

Identified traffic issue	Proposed measures
Speed compliance on northern High Street.	Reduce carriageway width Formalise pedestrian crossing as set out in Section 3.2.1.
HGVs turning onto the southern High Street from Conduit Lane and being unable to exit (sometimes causing problems with stuck vehicles, for example at Brocket Road).	Discourage HGVs from the area by introducing clear signage to inform HGV drivers. Should this fail to avoid further problems, physical intervention will be investigated.

Identified traffic issue	Proposed measures
Private vehicles driving west on Brewery Road, which is intended for Bus and Cycle use only.	Road markings to make clear that usage is for bus and cycle usage only Additional enforcement in the area
Low visibility for cars turning at the intersection of Pauls Lane and Amwell Street.	Investigate opportunities to manage on-street parking arrangements on Amwell Street alongside re-configurations of the intersection.

3.2.10. ESDAILE LANE IMPROVEMENTS

A recent traffic study has indicated the potential to improve traffic flow on the north-bound section of the A1170/Charlton Way at the southern town centre gateway. Currently vehicles turning right into Esdaile Lane block northbound traffic. The proposal is to provide a dedicated right turning 'ghost island' lane, coupled with making the narrow western section of Esdaile Lane one way from west to east. It would entail widening the road and the loss of a small amount of the public realm at the southern gateway. The existing signal-controlled crossing would be retained. The eastern section is currently wide enough for two cars to pass each other, with give way road markings, and priority signage for eastbound vehicles.



Map 15. Esdaile Lane improvements

To compensate for the loss of right-turns at Esdaile Lane, this proposal would also entail adding a right-turn facility to Lampits where it joins onto the A1170/Charlton Way.

3.3 HISTORIC ENVIRONMENT

Hoddesdon's historic environment represents one of its strongest assets, and the strategy seeks to protect and enhance it. Doing so will, in turn, strengthen Hoddesdon's identity and set it apart from other borough and regional centres, positively impacting its economy and attractiveness. Accordingly, the proposals made in the Hoddesdon Conservation Area Appraisal (CAA) are incorporated into and inform this strategy, including public realm improvements (see Section 3.1), managing of permitted development rights, and enhanced pedestrian linkages (see Section 3.2.1). Previously, recommended Local List additions set out in the CAA have been implemented, but the measures outlined above are necessary to protect and enhance the historic environment in the long run.

A shop front improvement scheme will combine with building maintenance measures to improve the setting and condition of historic buildings and features. The strategy also proposes support for stakeholders, including the Love Hoddesdon BID, The Hoddesdon Society, and Lowewood Museum to implement signage, promotional materials, and events and initiatives to highlight the town's historic features.

3.3.1. SHOP FRONT IMPROVEMENT

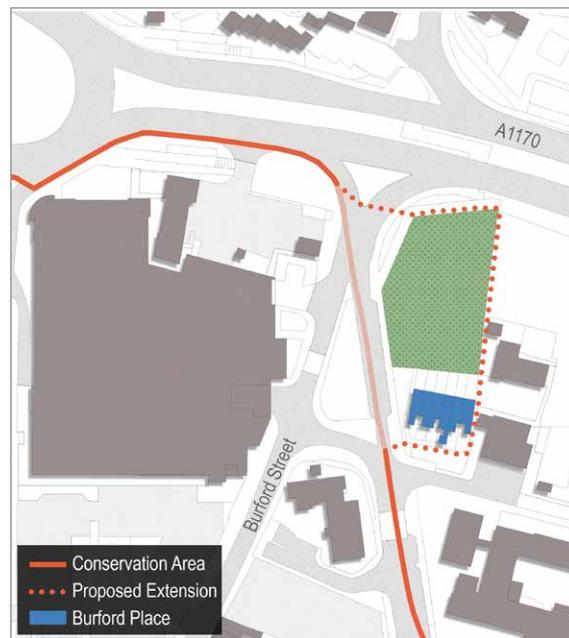
Although the town centre's historic environment is generally attractive and inviting, improvements to some of the shopfronts and facades on the High Street would dramatically improve its setting. Examples of aspects that could be improved include shop signage, stretches of blank walls and display windows, and the condition of entrances and exterior wall finishes. Often, these are located in otherwise attractive environments or tie in with public realm improvements proposed in this strategy.

These factors should be considered in any planning applications. The strategy further proposes the implementation of a shop front improvement scheme, whereby an application process will allow owners to take advantage of match-funded support for specific projects. Details regarding the required percentage contribution by the applicant will be determined as part of project delivery. The implementation of this scheme will be closely coordinated with the Love Hoddesdon BID and business owners.

3.3.2. CONSERVATION AREA BOUNDARY

The strategy proposes implementing the recommendations regarding the extension of the conservation area boundary set out in the 2011 Conservation Area Appraisal. This will allow relevant areas and buildings to be safeguarded by nature of the designation, while further allowing the inclusion of the areas in possible Article 4 Directions to limit certain permitted development rights.

Specifically, the boundary should be revised to include Burford Place on Haslewood Avenue, as well as the remnant woodland to the north, adjacent to Dinant Link Road. The Burford Place buildings have already been added to the Local List, and the incorporation into the conservation area would allow for a subsequent Article 4 Direction to protect specific features of said buildings, as detailed in Section 3.3.3, below.



Map 16. Conservation area extension. © Crown copyright and database rights 2021 OS LA100023526

3.3.3. ARTICLE 4 DIRECTION – HISTORIC ENVIRONMENT

Designated conservation areas allow for the subsequent implementation of targeted Article 4 Directions to prevent alterations that would negatively impact the historic environment. However, no such direction is currently in place in Hoddesdon. In line with the CAA recommendations, the Strategy therefore requires the making and confirming of such a direction once the conservation area boundary has been revised, as set out in Section 3.3.2, above.

The direction will specifically need to address permitted development rights pertaining to windows, roofs, doors, chimneys, and painting at Burford Place and the Terraced houses to the north side of Nos. 7 to 19, Bell Lane. Further recommendations set out in the CAA which are located outside of the town centre boundary should also be included when making the direction.

3.3.4. BUILDING MAINTENANCE

Several buildings in the town centre require a facelift, which would in turn positively impact the town centre environment and improve the setting of historic buildings and features. Fawkon Walk and the Hoddesdon Library building both have prominent and important roles in the town centre and are flanked by various listed buildings. However, they could be improved through updated signage, repairs to the façades, and green walls. They are owned by Broxbourne Council and Hertfordshire County Council, respectively, and the strategy envisages collaboration with stakeholders and leaseholders to deliver improvements.

For Fawkon Walk, the alternative option of a more extensive redevelopment is also considered and supported by the strategy (see Section 3.4.2)



Figure 18. Fawkon Walk entrance.

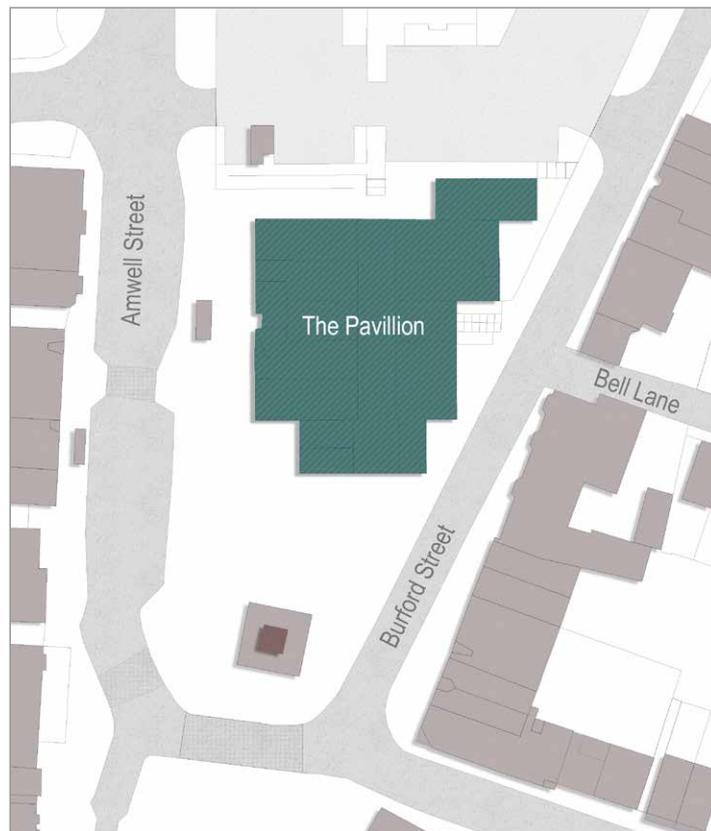


Figure 19. View of the Clocktower with the Pavillion and Tower Centre in the background. "Clock Tower, Hoddesdon" (CC BY-NC-ND 2.0) by diamond geezer

The Pavilion, located close to the Clock Tower, has significant potential for the town centre. The strategy proposes an assessment of possible improvements and the Council will work with stakeholders to deliver this.

Possible interventions include addressing the blank wall effect created by the building's reflective windows, softening the boundary wall and fencing with planting, implementing a green wall, and opening up the entrance to the building to improve wayfinding.

A possible long-term consideration is the addition of a storey on top of the existing building. Such an extension could improve the town centre environment and the setting of the Clock Tower by obstructing views onto the remaining Tower Centre apartment block (see Figure 19, above). The building could thereby also more strongly define the square around the clock tower. However, any alterations will have to be carefully considered regarding the impact on the landmark. Planning applications incorporating such proposals will be welcomed.



Map 17. The Pavillion. © Crown copyright and database rights 2021 OS LA100023526

3.3.5. SIGNAGE AND PROMOTION

In combination with the proposed steps outlined above, measures such as installing signage and plaques and promoting the town centre through heritage guides allow for a meaningful engagement with Hoddesdon's history and can inspire local investment and involvement.

Over the last few years, the Love Hoddesdon BID has been involved in a number of such projects, including creating and circulating a heritage guide and working with the Council to implement brown tourist signs along key routes in the area. The strategy envisages that such collaborations will continue, with proposed projects including an increased number of heritage trail boards throughout the town centre and exploring the delivery of a local blue plaque scheme.

The Town Centre Strategy requires that such promotional materials highlight the Lowewood Museum, and it is proposed that dedicated signage and the southern town centre gateway be implemented to point visitors there. The museum, although outside of the town centre boundary, is important to the Borough's and the town's histories, and is highly valued by residents. Since 2021, it has been managed by the Lowewood Museum Trust CIO, a new charitable organisation. The strategy envisages that, besides promotion, the Council will lend support with external funding bids and proactively consider opportunities and applications for direct support, where applicable.



Figure 20. Lowewood Museum.

3.3.6. EVENTS AND INITIATIVES

Local community involvement in celebrating the heritage of Hoddesdon represents the most sustainable and impactful approach to conserving and enhancing the historic environment. Examples include the Love Hoddesdon BID's poppy project, which successfully involved local schools, groups, and individuals, and the Hoddesdon Society's efforts to retain Lowewood museum, with the latter now able to offer family-friendly events that focus on local heritage. The Council welcomes these efforts and will continue to work with and provide support to the groups involved.

At Lord Street, just outside of the town centre boundary and the proposed new gateway, the Hoddesdon Quaker Meeting House represents another relevant example of such initiatives. Home to the Peace Cottage Community Hub, the venue has inspired extensive community involvement, both in order to repair and conserve the building itself and to serve as a hub and benefit the area for years to come.

The strategy recognises this as the ideal use for the important historic building, which contributes positively to the approach to the town centre on Lord Street. The Council will work with local groups to facilitate plans to make the meeting house viable and usable for the long term, and planning applications that benefit the community will be welcomed.



Figure 21. Hoddesdon Quaker Meeting House.

3.3.7. SAMARITAN WOMAN STATUE

The Samaritan Woman has an important place in Hoddesdon's history. The 17th-century limestone statue functioned as the town's first public water supply and was provided by Sir Marmaduke Rawdon, who also built the grade II listed Rawdon House south of the town centre boundary. The statue has been located in several parts of Hoddesdon Town Centre over the centuries and is currently within the grounds of Lowewood Museum.

A plaque at the statue's former location in Conduit Lane, alongside references to the statue on any new information boards, could strengthen and highlight the heritage of the town centre. These references would tie in with wider public realm proposals outlined in Section 3.1 and contribute to the new and improved public spaces and the sense of place in the town centre.



Figure 22. Samaritan Woman Statue.

3.4. DEVELOPMENT OPPORTUNITIES

Because development opportunities in Hoddesdon Town Centre are limited, sites that can be identified in the strategy gain additional importance. Recognising the increased role for housing within a thriving town centre, many of these sites are envisaged to accommodate high quality, accessible, and sustainable new homes. These will be expected to provide appropriate levels of affordable and inclusive housing to ensure that the town centre benefits residents across the social and age spectrum. At the same time, designs will need to respond to the historic character of the area to protect and enhance its identity. Where appropriate, the strategy seeks to achieve this by providing design guidance for identified sites, which serves as material considerations for planning applications.

3.4.1. NORTHERN TOWN CENTRE OPPORTUNITY AREA

In the northern town centre area, several development opportunity sites are located close to each other, while being connected by the public realm and greening proposals outlined in this strategy. The area is therefore identified as an opportunity area. The locations are detailed on Map 16, below. Each of the potential development sites is discussed in the following subsections.



Map 18. Northern Opportunity Area. © Crown copyright and database rights 2021 OS LA100023526

17 and 19 Amwell Street

The site at 17 and 19 Amwell Street has the potential to function as a distinctive northern gateway into the town centre. After redevelopment, it could therefore create a stronger relationship to the Morrisons building and frame the Sun Roundabout while creating an active frontage on Amwell Street. Additionally, the setting of listed buildings to the south of the site could be much improved, as the current buildings make little contribution to the character of the town centre.

Previous discussions and planning proposals had reached an advanced stage, indicating that new development at the site is deliverable, if certain constraints are taken into consideration. The strategy therefore sets out several matters that should be taken into account for future planning applications, and the Council will work with stakeholders, such as B3Living, to deliver these.



Figure 23. Amwell Street 17 and 19.

The site's main issues, which is also set out in the Hoddesdon Conservation Area Appraisal (CAA), relates to addressing the urban 'canyon' that a new development could create in relation to the Morrisons building opposite. While the CAA was considering the previous tower centre building, the Morrisons building has retained a similar relationship to Amwell Street, meaning the issue remains relevant and should be addressed in any proposals.

Accordingly, a sufficient step-back from the street should be provided to avoid the creation of an unwelcoming canyon, as well as urban greening to soften boundary walls and address the lack of green features on Amwell Street. An additional zebra crossing across to Morrisons would further be required to support an increased footfall in the area. In terms of uses, specialised housing or residential developments would be welcomed, as this would address shortfalls in the town centre and the wider Borough while introducing additional activity to the area and supporting the vitality of the town centre.

In line with the Local Plan (Policy HOD2), it is considered that the site could support approximately 60 dwellings, provided that the designs are of high quality and that the above issues are taken into account.

Burford Street Car Park

Burford Street Car Park is located opposite Morrisons and adjacent to the proposed Bell Lane Pocket Park. Redevelopment of the site has the potential to introduce increased activity into a currently underutilised area. Following the setting of its capital budget for 2022, the Council has allocated a total of £5.225m for the design, planning, and construction of a council-owned short stay accommodation on the site, subject to the creation and approval of a business case.

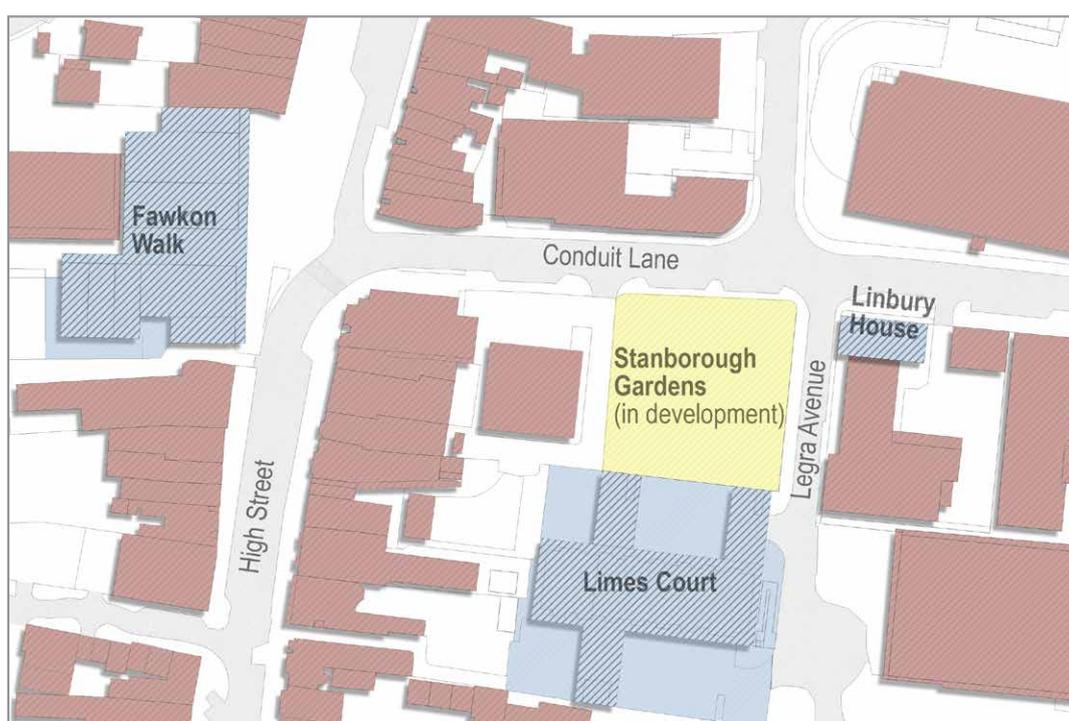


Figure 25. Burford Street Car Park.

The strategy supports redevelopment of the site. New buildings should create an active engagement with both Burford Street and Haslewood Avenue to retain a sense of openness and connect to public realm improvements in the area.

3.4.2. CENTRAL TOWN CENTRE OPPORTUNITY AREA

The area around Conduit Lane has seen a high number of development projects come forward over the last few years. Many of these have been completed or are currently undergoing development, however, some opportunities remain. Due to their location relative to the town centre, each of these sites has a large impact on the character and identity of the town centre, and proposals to extend the town centre area to Conduit Lane, as set out in Section 3.1.3, reflect this importance. Map 17, below, shows the locations of these sites. While new development opportunities in the town centre are limited, this is largely due to the amount of ongoing and recently completed projects. Due to the importance of the remaining sites, the strategy seeks to underscore recent government guidance relating to the encouraged use of compulsory purchase order powers in town centre locations, should the developments stall for extended periods of time.



Map 19. Central Opportunity Area. © Crown copyright and database rights 2021 OS LA100023526

Limes Court

Limes Court on Legra Avenue is a well-situated 3-storey office building accessible from both Conduit Lane and Charlton Way, but also by a footpath from the High Street. While it houses a GP surgery that is integral to the public facility offering in the town centre, the building as a whole is recently seeing occupancy rates of approximately 50%. The layout of the site, including the building's permeability to facilitate additional car parking, make it difficult to access for pedestrians. Overall, Limes Court makes little contribution to the town centre environment and represents an opportunity for redevelopment.



Figure 26. View of Limes Court from Legra Avenue.

Proposals will need to ensure that the redevelopment responds to the historic environment in the area, as achieved by the recently completed Stanboroughs Conservative Club, just north of the site. Over the course of redevelopment, arrangements will need to be in place to retain a Hoddesdon town centre location for the GP surgery and pharmacy that are currently housed at Limes Court.

This strategy considers that a residential-led, mixed-use development, including commercial and office uses at the site would introduce welcome activity to the area. To accommodate this additional activity, especially in combination with close-by residential developments, proposals should include plans to improve the pedestrian environment on Legra Avenue by safeguarding space for a widened pavement. Part of the Legra Avenue is privately owned but the Council will seek opportunities to persuade the landowner to undertake improvements. Proposals should also be compatible with the planned creation of mini-wildflower meadows on the green verges between the site and Charlton Way.

Linbury House

Linbury House is a dated office block fronting onto Conduit Lane. It sits just north of the adjoining Royal Mail delivery office. In October 2019, an application to redevelop the site as a mixed-use, 4-storey block received planning permission. However, no works have been undertaken to date.



Figure 27. View of Linbury House from Conduit Lane. Image: Google, ©2021

Considering the site's town centre context and close-by forthcoming developments and proposed public realm projects, as well as the negative impact the current building would have on this improved environment, the Council considers that the redevelopment of the site is integral to the successful delivery of this strategy. The Council will therefore work with stakeholders to deliver or update proposals, where necessary.

Fawkon Walk

As discussed in Section 3.3.4, the buildings at Fawkon Walk are in a prominent town centre location – a high-quality redevelopment here could create a landmark with a strong relationship to the square and Conduit Lane. Initial surveys suggest that potential is probably limited to a single-storey residential upwards extension above the existing shops. With a sensitive design and selection of materials this could facilitate a facelift for the now somewhat dated block.

The Council is undertaking a review of its property assets and, subject to the outcome of that review, consideration could be given to the redevelopment potential of Fawkon Walk, whilst retaining its ground floor retail frontages (see map 6, page 25).

Ongoing Conduit Lane developments

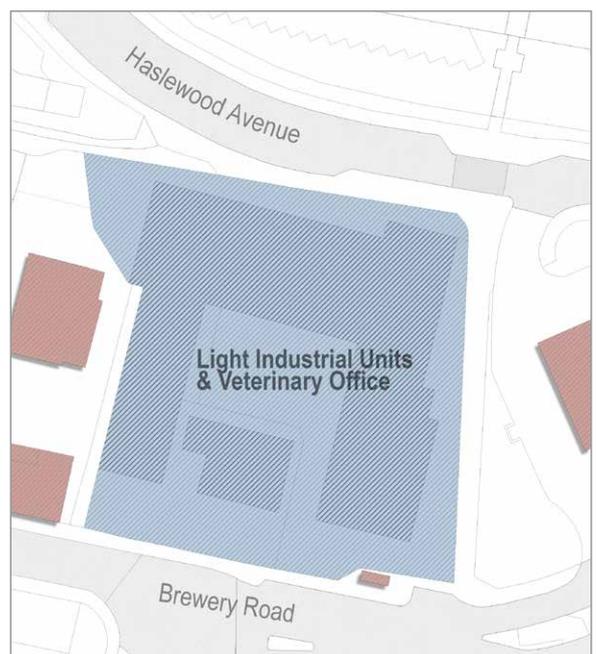
Also in Conduit Lane, the redevelopment of the former Hoddesdon Squash Club is nearing completion and will add a four-storey mixed-use development to the central town centre opportunity area. Similarly, just north of Limes Court, the erection of a three-storey residential building, which received planning permission in 2019, is set to commence shortly. The site is in a prominent town centre location and has the potential to contribute significantly to the overall transformation of the area.

These developments further illustrate the need for the public realm projects, set out in Section 3.1.3, as well as the active management of development opportunities in the area, as discussed in this section of the strategy.

3.4.3. OTHER POTENTIAL DEVELOPMENT OPPORTUNITIES

Brewery Road Industrial Units

The light industrial site on Brewery Road is located at an important approach to the town centre, but makes little contribution to its character. If proposals for Bell Lane Pocket Park (Section 3.1.5) and the new cycle route along Charlton Way (Section 3.2.5) are implemented, the site would gain additional importance, making it suitable for a residential-led, mixed-use redevelopment with ground-floor commercial units. Currently, some of the units are vacant, indicating that redevelopment may enable a more efficient use of the site. The site is therefore identified in this strategy as a development opportunity, subject to discussions with landowners and leaseholders. The Council will work with stakeholders to bring forward suitable developments.



Map 20. Brewery Road development opportunity.
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3.5 ECONOMY

Hoddesdon has an opportunity to differentiate its offering by emphasising the distinct qualities of its historic environment and market town character. While much of the short-term focus for Hoddesdon Town Centre is the recovery from the covid-19 pandemic, the strategy also seeks to enable businesses to thrive over the next 10-15 years by taking direct measures. These include encouraging a diverse and attractive food offering by lowering hurdles for outdoor entertainment and providing dedicated zones for outdoor dining where necessary, establishing a meanwhile use scheme to improve vacant spaces and allow opportunities to test out new business ideas, and protecting the business environment in the town centre by implementing a ground floor strategy to prevent inappropriate uses. Further, the town centre's evening and visitor economies will be bolstered by identifying potential sites for hotel development, and strategically improving lighting, access, bus services in the town centre, and where compatible with a high quality public realm and town centre user experience, additional on-street car parking.

3.5.1. OUTDOOR DINING

During the COVID-19 pandemic, the value of outdoor dining became especially apparent, as additional pavement licenses reintroduced activity to Hoddesdon town centre. Businesses were thereby able to safely serve customers and soften the impact of the extended closures necessitate by the public health emergency. The 2010 strategy already highlighted the importance of this topic, as it strived to promote an "outdoor eating and drinking café culture", to create a vibrant street scene and encourage additional visits.

This strategy seeks to increase these efforts by supporting applications for outdoor seating for town centre establishments, where it is safe and feasible to do so. Further, should there be no space immediately in front of a business, the Council will work to create a dedicated zone where suitable public space is close by. A successful example of this is Marconato restaurant on the southern High Street, where the Love Hoddesdon BID worked with the Council to create an outdoor area on the nearby square. These efforts align with the objectives of this strategy, and a project to formalise applications in similar situations is proposed.

3.5.2. HODDESDON OUTDOOR MARKET

Due to its attractive historic environment and convenient location, Hoddesdon town centre has the potential to offer a popular market in the Borough of Broxbourne. Outdoor markets are a great asset to the town centre, as small businesses can gain traction, additional footfall benefits brick-and-mortar stores, and an additional leisure offering is available to visitors.

The current bi-weekly market, which takes place on Wednesdays and Fridays, could be improved to take fuller advantage of this potential.

Improving the market infrastructure represents one opportunity to increase its value for traders, in turn creating a stronger offering and attracting more visitors.

Traders at the market are sometimes limited by a lack of suitably placed electrical points, affecting the location and positioning of stalls. The Council will therefore work with traders to determine where additional points would be most impactful and implement these accordingly.

Public Wi-Fi can be of great benefit to market traders for promoting their business and by providing a reliable connection when taking digital payments. The strategy proposes the drafting and consideration of a business case for installing public Wi-Fi throughout the central high street area.

Lastly, as part of the project to improve the Hoddesdon street market, the strategy proposes a review of existing promotion and information, as well as the organisation of the market itself. This could include permanent signage in the town centre itself, the incorporation of special events and themed days into the regular market schedule, increased social media advertisement, and a rearrangement of the current market schedule and timings. The Council will work with stakeholders and incorporate the feedback of traders in making any rearrangements.



Figure 28. View of Hoddesdon Outdoor Market.

3.5.3. MEANWHILE USES

Over the last half-decade, vacancy rates in Hoddesdon town centre have consistently remained low, hovering around 5%. While it seems that this trend will continue, despite the COVID-19 pandemic, factors such as consumer preferences shifting towards online shopping, as well as an increased number of people who will continue to work from home in some capacity require the strategy to address any potential long-term vacancies in the future. Doing so by encouraging 'meanwhile uses' can provide multiple benefits to the town centre and ensure it continues to be vibrant and inviting.

While the clearest benefit of meanwhile uses is that an office or retail space remains active instead of falling into disuse, in turn impacting the perception of the surrounding area, the meanwhile uses themselves can represent a great opportunity for the town centre. In Hoddesdon, with its active local community and a number of new developments, there is a distinct potential for co-working spaces to provide lively hubs and invite people into the town centre. Meanwhile uses represent the ideal platform on which to test the implantation of a new co-working space in Hoddesdon, as stakeholders can implement ideas with relatively little up-front investment. As such, proposals relating to arts and culture, start-up businesses, or diversifying the food offer of the town centre will also be welcomed.

The strategy proposes that, in the first instance, the Council will create and advertise a database to collect expressions of interests in a meanwhile use scheme in the town centre. Subsequently, potential locations should be identified, grant applications submitted, and stakeholders contacted and connected to deliver the meanwhile use scheme.

3.5.4. GROUND FLOOR STRATEGY

Creating new homes to provide opportunities for town centre living is an objective of this strategy. However, as set out in the Local Plan, the Council must ensure that the vitality and viability of town centres are not eroded by piecemeal development. In Hoddesdon Town Centre, this means that changes of use to residential, especially on ground floors, will be resisted. The Council has introduced an Article 4 Direction, removing relevant permitted development rights, and will continue to monitor threats to the core of the town centre.

Besides retail uses, the strategy supports a rising proportion of social, cultural, and leisure offerings in Hoddesdon town centre.



Map 21. Areas covered by the proposed Article 4 Direction. © Crown copyright and database rights 2021 OS LA100023526

3.5.5. EVENING ECONOMY

As set out in the Local Plan’s policy, the provision of a mix of day and evening activities is a priority for Hoddesdon town centre. Accordingly, the Council will ensure that such a mix is realised in considering planning applications as well as lettings procedures within the town centre area. However, this strategy additionally proposes projects that will strengthen the offering available in the evening, in order to achieve a healthy balance and retain a vibrant environment throughout the day. These projects are aimed at improving the convenience and safety of evening activities in Hoddesdon.

As explored in Section 3.2.6 of this strategy, there are few bus services from Hoddesdon town centre in the evening and for many important routes, the interval between departures doubles or triples after approximately 6 pm. The Council will therefore work with service providers and stakeholders to review bus timings, particularly on Fridays and Saturdays. In order to enable a vibrant night-time economy, regular services, including options coinciding with closing times around midnight, are crucial to facilitate the safe and convenient use of offerings in the town centre.

Similarly, the strategy proposes a project to review the lighting provisions in the town centre, reflecting the central town centre public realm improvements set out in Section 3.1.4, as well as underpass improvements in Section 3.2.7. As part of this review, popular locations and relevant travel routes will be identified and mapped and directly addressed through lighting improvements, including up-lighting and hanging lights, where feasible. This is to improve safety and enable more people to take part in the evening economy while making wayfinding easier and increasing the attractiveness of the town centre.

3.5.6. VISITOR ECONOMY

Strengthening Hoddesdon’s visitor economy represents an opportunity to build on its historic market town identity, which sets it apart from other centres in the Borough. It is expected that the economic measures set out in this section, in combination with improvements to the historic and built environments proposed in Sections 3.1 to 3.3, will increasingly attract visitors from beyond the north of the Borough of Broxbourne.



Figure 29. The Spotlight.

Further, while just outside of the town centre boundary, The Spotlight events venue functions as a theatre, cinema, gallery and café bar, while also offering various classes and event spaces. The Council-run venue is the largest of its kind in the Borough, is valued by the community, and consistently puts on popular shows and events. The Council will look to continue to strengthen these and other cultural offerings in and around Hoddesdon by continually improving venues, supporting funding bids, as well as assisting with promotion and related applications and requests for support.

3.5.7. PUBLIC AND HEALTHCARE FACILITIES

Public facilities in town centre locations are beneficial in that they introduce additional footfall while being easily accessible and providing essential services to residents and visitors. In Hoddesdon town centre, they are concentrated around the intersection of High Street, Conduit Lane, and Fawkon Walk. Two GP surgeries, one dentist, a post office and the Hoddesdon Library can be found within the town centre boundary. These are supplemented by several pharmacies and opticians.

An additional health centre and two dental practices can be found just 500 metres south of the town centre. A further dental surgery is located just to its north, on Amwell Street.



Map 22. Public facilities in the town centre. © Crown copyright and database rights 2021 OS LA100023526

The strategy supports proposals for additional or expanded public and health facilities in and around the town centre. These should be easily accessible by a range of transport modes and, where possible, be co-located with other community-related activities and facilities.

3.5.8. PARKING

Hoddesdon town centre benefits from ample parking provision. Due to its location and the Borough's profile, these often represent an important means of access to the town centre for shoppers and visitors. However, in line with the Local Plan policy on parking, it is important to achieve a good balance to encourage sustainable modes of transport and achieve efficient use of space.

On-street parking is evenly distributed throughout the area, especially following the partial re-introduction of vehicle traffic to the High Street in 2009. Several additional on-street parking bays have been designated since, such as on Brewery Road and Haslewood Avenue.

Off-street parking is currently available at three council-owned car parks, providing 155 bays. Further, there are a great number of parking bays available through the 5 local supermarkets. While some of these are limited to short time periods, Sainsbury's and Morrisons, for example, provide 3 hours of free customer parking. In total, Hoddesdon Town Centre has upwards of approximately 600 parking bays.

Due to this generous parking provision, it is considered that there is no requirement for new large-scale parking provisions beyond those included within development sites. However, due to the potential loss of 3-4 parking spots at Bell Lane (see 3.1.5), it is proposed that locations for additional on-street parking bays are identified. To this end, the introduction of parking bays at a former loading bay on Burford Street could directly offset any losses in the same area.

As discussed in Section 3.6.3, the strategy also proposes that electric vehicle charging point provisions be expanded at remaining car parks and at identified potential new sites.

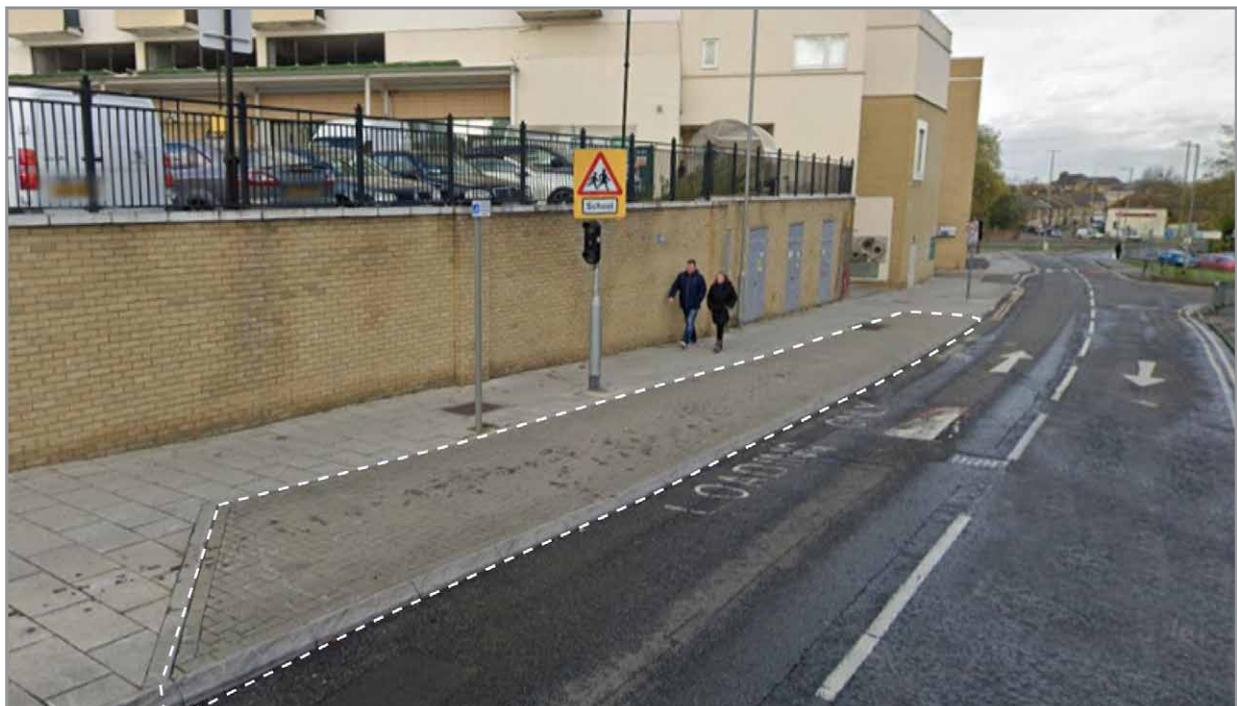
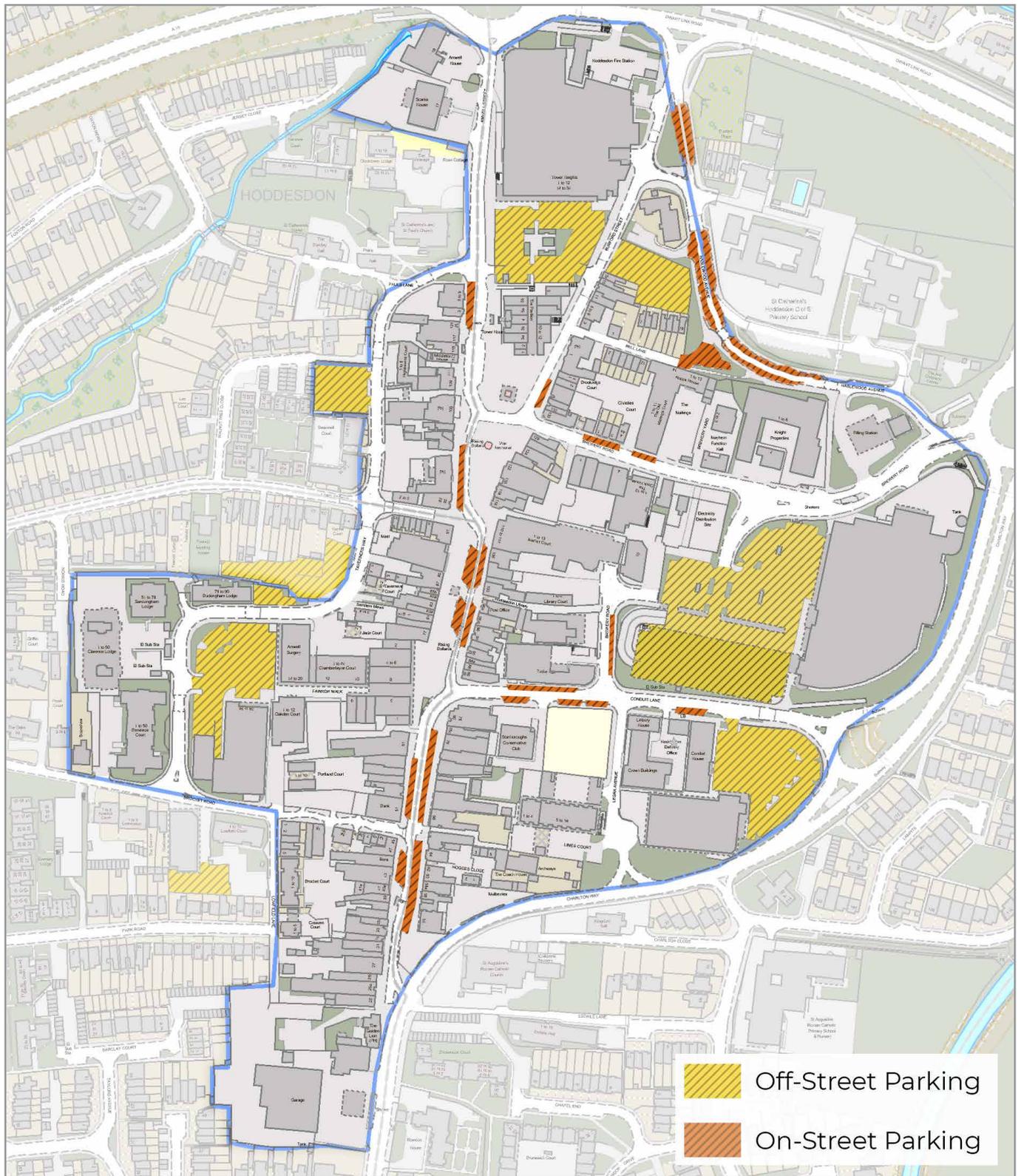


Figure 30: Potential on-street parking at Burford Street Image: Google, ©2021



Map 23. Hoddesdon Town Centre parking provisions. © Crown copyright and database rights 2021 OS LA100023526

3.6. CLIMATE CHANGE STRATEGY AND PROJECTS

The movement and place-making sections of the strategy will address climate change objectives by for example reducing emissions from a reliance on private vehicle use and providing increased shade. However, through specific guidance and projects, the strategy seeks to make these efforts explicit and effective. As such, a consideration of the urban heat island impact in the town centre will govern any greening, tree planting, and re-surfacing efforts. The use of green roofs and solar panels for new developments identified in the strategy will be promoted alongside electric vehicle charging points. The possibility of enhancing the ample number of car parks in the town centre by implementing solar canopies will be explored.

3.6.1. URBAN HEAT ISLAND

The Urban Heat Island (UHI) effect will gain increasing urgency as climate change occurs. The phenomenon, by which the temperature in built-up areas is significantly higher than in the surrounding countryside, has significant impacts on health, productivity, and infrastructure. While the Borough of Broxbourne benefits from the surrounding green belt land, heat risk has been identified as relevant in the Local Plan Sustainability Appraisal. Hoddesdon Town Centre, in particular, has a high proportion of sealed surfaces and relatively little green space, as well as street sections with few opportunities to remain in the shade.

The strategy therefore highlights the importance of greening and resurfacing projects in the town centre and proposes that any such projects incorporate UHI-specific best-practice guidance, as well as involving the Council's sustainability officer from initial planning phases.

3.6.2. SUSTAINABLE NEW DEVELOPMENTS

New developments play a large role in addressing the climate crisis. Local Plan Policy DSC1 on General Design Principles sets out that new development must mitigate against flooding and climate change through incorporation of various features, where possible, including trees and planting and green energy features. In Hoddesdon Town Centre, this policy gains additional relevance. Here, a concentration of people and activities takes place in an environment with a large number of sealed surfaces and few green spaces. New developments also set the tone for the evolving identity of an area, thus impacting on businesses and their ability to thrive. Further, urban areas, besides being especially impacted, also greatly contribute to the climate crisis, requiring that mitigation steps are implemented, where possible.

The strategy thus underscores the importance of new developments incorporating features such as green roofs and walls, planting, solar panels, sustainable urban drainage systems, and the sustainable use of materials.

3.6.3. ELECTRIC VEHICLE CHARGING POINTS

While generally, the reliance on personal vehicles should be reduced to address the climate crisis, a switch to electric vehicles (EVs) represents an important part of efforts to reduce emissions. The strategy therefore proposes the implementation of electric vehicle charging points at existing town centre car parks, where these are expected to remain in place long-term. For example, 6 new EV charging points have recently been installed at Taverners Way North car park.

Technology and needs relating to on-street EV charging will evolve during the lifetime of this strategy. It is therefore proposed to monitor the demand for on-street EV charging and if this indicates sufficient demand, appropriate infrastructure will be installed in suitable locations.

As outlined in Section 3.2.5, the implementation of new cycle parking should include electric bicycle charging provisions. These measures would be especially impactful at the central cycle parking area proposed at Fawkon Walk, as multiple arrival points would thus be covered.

3.6.4. SOLAR CANOPIES

There are a significant number of car parks in Hoddesdon Town Centre, which results in large areas of sealed surfaces. The strategy therefore proposes measures to increase the functionality and reduce the climate impact of these spaces. Solar canopies, when installed over car parks can represent one such option, as people, vehicles, and surfaces below are kept cool while electricity is generated.

The Council will explore possibilities of promoting the implementation of solar canopies at town centre car parks through the use of Local Development Orders, engagement with stakeholders, and support for funding applications.

3.7. FUNDING AND IMPLEMENTATION

Delivering the projects proposed by the town centre strategy requires significant investment. Actions

will therefore need to be prioritised and phased, as well as funded from a range of sources beyond the Council's operation budget. Further, the officer time required for project management represents another challenge to the delivery of the strategy, considering the Council's limited resources. To ensure proposals can be taken forward, the Council will therefore continue to work closely with partners and stakeholders, such as the Love Hoddesdon BID. Avenues for external funding and support will be continually explored.

3.7.1. DEVELOPER CONTRIBUTIONS

Contributions from developments in and around the town centre represent the main delivery mechanism for the outlined projects. Over the last years, significant Section 106 funding has accordingly been negotiated and allocated to fund Hoddesdon Town Centre improvements. Developments in Hoddesdon are collectively expected to contribute around £2 million to invest in the town centre (of which £500,000 is available as of summer 2022). The development sites identified in this strategy are expected to provide further resources in the future. In this regard, it is expected that the proposed improvements themselves will lead to increased private sector investment in the town centre. However, additional internal and external investment will be required to implement these projects, as discussed in Section 3.7.3 and 3.7.4.

3.7.2. LOVE HODDESDON BID



Figure 30. Love Hoddesdon BID logo

As evident throughout this strategy, the Love Hoddesdon BID has been instrumental in the town centre's regeneration. The direct involvement of the town centre's business community has increased its resistance to issues facing other high streets, and these benefits especially came to the fore during the COVID-19 pandemic. Its direct, on-the-ground knowledge and involvement is invaluable, leading to a great number of delivered projects and initiatives, as outlined in Section 1.4. These often involve the local community, such as school children being involved in mural and heritage projects, and the BID has therefore strengthened the fabric and identity of the town centre.

The Council will work to ensure the continued existence and functioning of the BID. Measures to this end include continued collaboration on projects, support for external funding or grant applications and joint promotion of events, initiatives, and announcements. Applications for direct funding or support from the Council through existing channels will also be welcomed.

3.7.3. PARTNERSHIPS

The Council will work in partnership with stakeholders who will benefit directly from an improved town centre environment, such as local property owners, the Love Hoddesdon BID and individual business owners. For specific projects, such as meanwhile uses and historic environment improvements, stakeholders and interested organisations can often be mobilised to support funding and implementation. Funding for many infrastructure, traffic, and public facility projects is expected to be covered by Hertfordshire County Council's existing operations budget, and the Council will work in partnership to plan and deliver these accordingly.

3.7.4. GRANTS

There are often external grants available for town centres and sustainability-focused projects, and the Council will identify and submit bids where such opportunities arise such opportunities.

3.7.5. PRIORITISATION

To implement all the projects in the Strategy would cost approximately £3-4million. As set out above, contributions from developments in Hoddesdon is anticipated to provide funding of only £2 million.

Therefore it is proposed to target investment into the Fawkon Walk public realm project (section 3.1.3) and the southern town centre gateway (section 3.1.1) in the first phase, and use the Strategy as a basis for applying for government grants or other funding to implement the remainder of the projects in the longer term.

In the event that developer contributions remain once the first phase of project delivery is complete, the following criteria will be applied to prioritise the remainder of the projects:

- Benefit to the maximum number of town centre users and stakeholders
- Degree of visibility of the outcome
- Potential for rapid project delivery
- Cost of the project
- Ease/cost of of maintenance.

Implementation of the Strategy will be reviewed on a regular basis.

APPENDIX A: PROJECTS, IMPLEMENTATION, AND MONITORING

Section	Project	Details	Project Lead	Project Costs £ - up to £100k ££ - £100- £500k £££ - £500,000+	Term (years) Short: 1-2 Medium: 3-4 Long: 5+
Public Realm					
3.1.1.	Southern Town centre Gateway	<ul style="list-style-type: none"> o Update street furniture o Improve pedestrian crossing in High Street o Install functional public art e.g., seating o Install cycle parking (see 3.2.5) 	BBC Community, Infrastructure and Regeneration	££	Short
3.1.2.	Lord Street Gateway	<ul style="list-style-type: none"> o Raise and update paving o Re-arrange resident parking o Create seating and informal play opportunities o Install cycle parking (see 3.2.5) 	BBC Community, Infrastructure and Regeneration	£	Medium
3.1.3.	Conduit Lane Public Realm	<ul style="list-style-type: none"> o Tree planting and landscaping o Install plaque to refer to the Samaritan Woman 	BBC Community, Infrastructure and Regeneration	£	Medium
3.1.4.	Central Town Centre Public Realm/ Fawkon Walk	<ul style="list-style-type: none"> o Update pavement surfacing to match that around the Clock Tower o Install planters in front of diagonal parking bays, assess opportunities for tree planting o Remove and/or update redundant and aged street furniture 	BBC Community, Infrastructure and Regeneration	£££	Short
3.1.5.	Bell Lane Pocket Park	<ul style="list-style-type: none"> o Detailed plans for a new pocket park are to include: retention of some parking bays, informal play opportunities, public art, cycle parking 	BBC Green Spaces	££	Medium
3.1.6.	Burford Street Pedestrian Stop-Off	<ul style="list-style-type: none"> o Upgrade of underused green verge to include: public seating, lighting, tree planting, decluttering redundant safety fencing, mini-wildflower meadow, greening of a blank wall at Morrisons 	BBC Green Spaces, BBC Community, Infrastructure and Regeneration	£	Medium

Section	Project	Details	Project Lead	Project Costs £ - up to £100k ££ - £100- £500k £££ - £500,000+	Term (years) Short: 1-2 Medium: 3-4 Long: 5+
3.1.7.	Legra Avenue Wildflower Meadow	<ul style="list-style-type: none"> o Implement mini-wildflower meadow at green verge behind ASDA 	BBC Green Spaces	£	Short
3.1.8.	LUrban Greening	<ul style="list-style-type: none"> o Create wildflower meadows at suitable green verges, including informational plaques o Assess opportunities for town centre tree planting particularly at: Burford Street, Amwell Street, High Street (see also 3.6.1) o Install planters on Fawkon Walk air vents 	BBC Green Spaces	£	Short - Medium
Movement					
3.2.1.	Walkability	<ul style="list-style-type: none"> o Enhance Library Walk o Implement a new zebra crossing across High Street, in front of Hoddesdon Library o Formalise and improve the High Street crossing to the War Memorial, including tactile paving and traffic calming through a reduced carriageway width o Assess possibilities to tighten the turning radius at Brewery Road (South) – Conduit Lane o Implement tactile paving in strategic locations, such as Taverners Way South Car Park 	HCC Highways, BBC Community, Infrastructure and Regeneration	££	Medium
3.2.2.	Brocket Road Pedestrian Enhancement	<ul style="list-style-type: none"> o Undertake assessments and consultations to determine how to address narrow pavements and unsafe/inefficient traffic arrangements at Brocket Road o Implement appropriate scheme 	HCC Highways	££	Short-medium
3.2.3.	New River Connection	<ul style="list-style-type: none"> o Improve connections between the town centre and the New River by making better use of existing crossings at Conduit Lane and implementing measures on Lampits to improve routes and crossings 	HCC Highways, BBC Community, Infrastructure and Regeneration	TBD	Medium
3.2.4	Additional Walkability Improvements	<ul style="list-style-type: none"> o Declutter pavements throughout, particularly at the southern High Street. This includes rubbish bins, lighting columns, and bollards at the centre of pavements 	HCC Highways, BBC Community, Infrastructure and Regeneration	£	Medium

Section	Project	Details	Project Lead	Project Costs £ - up to £100k ££ - £100- £500k £££ - £500,000+	Term (years) Short: 1-2 Medium: 3-4 Long: 5+
3.2.5.	Cycling	<ul style="list-style-type: none"> o Promote the delivery of previously planned cycling improvements around Hoddesdon o Install new bicycle parking in strategic locations o Investigate the benefits of an Advanced Stop Line at High Street/Conduit Lane 	HCC Sustainable Transport, HCC Highways, BBC Community, Infrastructure & Regeneration	££	Short - Medium
3.2.6.	Public Transport	<ul style="list-style-type: none"> o Work with stakeholders to review bus timings o Deliver planned bus route connecting High Leigh Garden Village to the town centre and Broxbourne Station o Assess feasibility of new Taxi rank location and work with stakeholders to deliver a new rank servicing the southern High Street 	HCC Sustainable Transport, BBC Environmental Health	£	Short - Medium
3.2.7.	Underpasses	<ul style="list-style-type: none"> o Declutter areas around underpasses, particularly east of the town centre. Remove double fencing o Address flooding issues o Improve lighting and CCTV coverage o Implement murals/repainting o Ensure continued underpass maintenance o Provide new public seating opportunities at and around underpasses o Assess opportunities to deliver at-grade crossing in conjunction with HCC 	HCC Highways, BBC Community, Infrastructure & Regeneration	££	Medium
3.2.8.	Wayfinding	<ul style="list-style-type: none"> o Introduce new signage to tie in forthcoming projects such as Bell Lane Pocket Park, new foot and cycle routes, and electric vehicle and bicycle charging points o Improve the legibility of Library Walk (see 3.2.1) o Review existing signage in the town centre and remove/update redundant and unclear features 	BBC Community, Infrastructure & Regeneration	£	Medium
3.2.9.	Traffic and Compliance	<ul style="list-style-type: none"> o Implement recommendations set out in traffic study o Consider small-scale interventions to improve traffic and compliance in the town centre as set out in Table 2, Section 3.2.9 	HCC Highways, BBC Community, Infrastructure & Regeneration	£	Long
3.2.10.	Esdaile Lane Improvements	<ul style="list-style-type: none"> o Proposed improvements to the intersection of Esdaile Lane and the A1170/Charlton Way 	HCC Highways, BBC Community, Infrastructure & Regeneration	£	Long

Section	Project	Details	Project Lead	Project Costs £ - up to £100k ££ - £100- £500k £££ - £500,000+	Term (years) Short: 1-2 Medium: 3-4 Long: 5+
Historic Environment					
3.3.1.	Shop Front Improvement	<ul style="list-style-type: none"> o Establish match-funded shop front improvement scheme 	BBC Economic Development & Projects	££	Short - Medium
3.3.2.	Conservation Area Boundary	<ul style="list-style-type: none"> o Extend the Hoddesdon Conservation Area boundary to incorporate Burford Place 	BBC Planning Policy	Officer time	Short
3.3.3.	Article 4 Direction - Historic Environment	<ul style="list-style-type: none"> o Implement an Article 4 Direction to protect the Historic Environment 	BBC Planning Policy	Officer time	Short
3.3.4.	Building Maintenance	<ul style="list-style-type: none"> o Improve council and county council owned town centre properties o Work with freeholders and business to improve The Pavillion 	BBC Facilities; BBC Planning Policy	££	Medium
3.3.5.	Signage and Promotion	<ul style="list-style-type: none"> o Work with the Love Hoddesdon BID to install and improve Heritage Trail Boards and implement a local Blue Plaque scheme o Work with Lowewood Museum to install dedicated promotional signage at the southern Town Centre gateway o Support Lowewood Museum external funding bids and encourage applications for direct funding 	BBC Communications, BBC Community, Infrastructure and Regeneration Team	£	Short
3.3.6.	Events and Initiatives	<ul style="list-style-type: none"> o Engage with local community and business groups and initiatives and identify opportunities for support and collaboration 	BBC Town Centres	£	Ongoing
3.3.7.	Samaritan Woman Statue	<ul style="list-style-type: none"> o Install a plaque at the statue's former location in Conduit Lane Reference the statue on new informational boards and promotional materials for the town centre 	BBC Community, Infrastructure and Regeneration Team	£	Medium

Section	Project	Details	Project Lead	Project Costs £ - up to £100k ££ - £100- £500k £££ - £500,000+	Term (years) Short: 1-2 Medium: 3-4 Long: 5+
Development Opportunities					
3.4.1.	Northern Town centre Opportunity Area	<ul style="list-style-type: none"> o Work with stakeholders to facilitate appropriate developments, as set out in the Strategy, Local Plan, and other relevant Council documents. 	BBC Place Directorate (general)	N/A	Medium - Long
3.4.2.	Central Town centre Opportunity Area	<ul style="list-style-type: none"> o Work with stakeholders to facilitate appropriate developments, as set out in the Strategy, Local Plan, and other relevant Council documents, in following locations: Limes Court, Linbury House o Ensure that sites that are currently forthcoming for development proceed in a timely fashion 	BBC Place Directorate (general)	N/A	Medium - Long
3.4.3.	Other Potential Development Opportunities	<ul style="list-style-type: none"> o Work with stakeholders to ascertain the potential for appropriate development, as set out in the Strategy, Local Plan, and other relevant Council documents, at the Brewery Road Industrial Units 	BBC Place Directorate (general)	N/A	Medium - Long
Economy					
3.5.1	Outdoor Dining	<ul style="list-style-type: none"> o Support and encourage pavement license applications o Create a framework and work with businesses to establish dedicated outdoor zones where space directly in front of businesses is unavailable 	BBC Planning Policy	Officer time	Short
3.5.2	Hoddesdon Outdoor Market	<ul style="list-style-type: none"> o Improve the market infrastructure, including additional electrical points and public Wi-Fi o Review market timings and undertake additional promotion 	BBC Communications, BBC Community, Infrastructure and Regeneration Team, BBC Markets	££	Medium
3.5.3	Meanwhile Uses	<ul style="list-style-type: none"> o Create and advertise a database to collect expressions of interest for meanwhile use projects in Hoddesdon o Identify potential locations for meanwhile uses o Submit funding applications, where applicable 	BBC Economic Development and Projects, BBC Planning Policy	Officer time	Medium
3.5.4	Ground Floor Strategy	<ul style="list-style-type: none"> o Continue to monitor potential threats to the core of the town centre and promote a healthy balance of uses, including by additional social, cultural, and leisure offerings in Hoddesdon town centre. 	BBC Planning Policy	Officer time	Ongoing - Short

Section	Project	Details	Project Lead	Project Costs £ - up to £100k ££ - £100- £500k £££ - £500,000+	Term (years) Short: 1-2 Medium: 3-4 Long: 5+
3.5.5	Evening Economy	<ul style="list-style-type: none"> o Identify and map establishments and transport locations linked to the evening economy o Review bus timings (see 3.2.6) o Improve lighting provisions along strategic routes 	BBC Planning Policy, BBC Community, Infrastructure and Regeneration Team	£-££	Short - Medium
3.5.6	Visitor Economy	<ul style="list-style-type: none"> o Facilitate Hotel development (see 3.4.1) o Continue to support The Spotlight 	BBC Place Directorate, BBC Economic Development & Projects	£	Ongoing - Long
3.5.7	Public and Healthcare Facilities	<ul style="list-style-type: none"> o Assess opportunities for and the feasibility of additional facilities within the town centre 	NHS; BBC Planning Policy	NA	Medium - Long
3.5.8	Parking	<ul style="list-style-type: none"> o Undertake a detailed assessment of parking provisions in the town centre 	BBC Planning Policy; BBC Parking	NA	Medium
Climate Change					
3.6.1	Urban Heat Island (UHI)	<ul style="list-style-type: none"> o Follow best practice guidance in undertaking any town centre greening and resurfacing projects to address the UHI o Assess the UHI impact on Hoddesdon Town Centre 	BBC Sustainability	NA	Short
3.6.2	Sustainable New Developments	<ul style="list-style-type: none"> o Work with developers to prioritise sustainability features as set out in the Strategy, the Local Plan, and other relevant council documents, such as solar panels, green roofs, sustainable urban drainage systems, and sustainable materials 	BBC Place Directorate (general)	NA	Short - Long
3.6.3	Electric Vehicle Charging Points	<ul style="list-style-type: none"> o Expand EV charging point provisions at car parks 	BBC Sustainability; BBC Parking	£	Short
3.6.4	Solar Canopies	<ul style="list-style-type: none"> o Assess possibilities to work towards the delivery of solar canopies at town centre car parks, including through measures such as LDOs, feasibility studies, and funding applications 	BBC Sustainability	£££	Long