

9. HODDESDON TOWN CENTRE PROGRESS SCHEDULE

Head of Planning and Development
on behalf of the Cabinet Member for
Planning and Regeneration

Purpose

To seek Cabinet's approval for an updated schedule of projects proposed to be implemented in Hoddesdon Town Centre over the next five years.

For Members' information Appendix A relates to this item.

Introduction

The Hoddesdon Town Centre Strategy, published in 2010, set out a number of objectives to ensure that the centre remains an attractive place to live, work and visit. It was accompanied by an Action Plan setting out specific projects to deliver these objectives. This Action Plan is reviewed and updated on an annual basis and reported to Cabinet for approval.

Recent Progress

Since the last review in October 2013, the following projects have been or are being delivered:

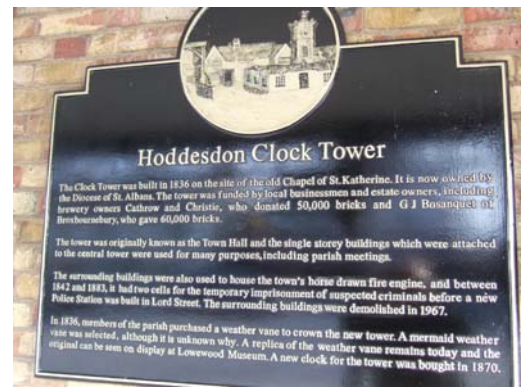
- Redevelopment of the Tower Centre for a new Morrison's Supermarket which opened at the end of 2013.



- Redevelopment of the former Snooker Club site in Conduit Lane for 17 flats with retail units and a dentist on the ground floor.
- Development is underway on the former Co-op store to provide 13 flats and retail/leisure facilities.



- Work on Stanboroughs Conservative Club was completed to provide a new bar, restaurant and social club. Restoration of the former club building is still underway and 42 apartments are also still to be built.
- Conversion of the Salisbury Arms into a Wetherspoons.
- Public realm improvements were implemented around the Clock Tower, Burford Street and Amwell Street including new surfacing materials, street furniture and landscaping.



- New shop fronts have been installed at Fawkon Walk and most units are now occupied.
- Installation of a pedestrian crossing in Conduit Lane to provide a safe pedestrian link between the Asda store and Sainsbury's.
- A Love Hoddesdon brand has been created, including a website and other promotional material.
- An enhanced programme of town centre events has been organised throughout the year including a 'Give Your Town The Run Around' fun run event and specialist market days.

An Updated Schedule of Projects

The 2015 project schedule is set out in *Appendix 'A'*. It is divided into the following categories:

1) Priority Development Projects – this category includes a number of redevelopment opportunities with the intention of creating new homes, providing new retail uses and introducing new community facilities. The Council is currently looking to support several new building projects including redevelopment and refurbishment of the Woodside units at Brewery Road and development of the fire station site for an hotel.

2) Public Realm Improvements – the projects contained within this category aim to improve the appearance of the town centre through public realm improvements, the enhancement of buildings, the improvement of pedestrian connections and traffic management and through the introduction of public art work and features. It is the intention that a Public Realm Improvement Strategy be prepared setting out a phased programme of further town centre improvements.

3) Management and Promotion – On-going actions include an annual event programme, regular Traders Forum meetings and website promotion. Over the next five years the Council will continue to hold an independent retailer forum, further develop a shop local

campaign and intends to create a town guide. It will also support the 'Love Hoddesdon Promotion' team which aims to find new ways to promote the town centre with the support of the retailers.

Review of the Town Centre Strategy

The Hoddesdon Town Centre Strategy will have been published for five years in May 2015 and many of its short term projects as well as some medium term projects are either well underway or have been completed. These include re-opening the High Street to traffic, redevelopment of the Tower Centre, implementation of the public realm improvements around the Clock Tower and the delivery of a number of retail and residential sites.

It is therefore proposed to prepare a formal review of the Town Centre Strategy later in 2015. This will provide the opportunity to discuss the identification of new projects and schemes through the Council's Town Centre Management Group and the Hoddesdon Business Forum.

Alternative Options Considered and Rejected

Many of the projects within the schedule have been subject to consideration of options that have been discussed with all relevant parties. They will be reviewed through the formal review of the Town Centre Strategy.

Contribution to the Council's Objectives

This report will support the borough's existing town centres.

Financial, Legal and Risk Management Implications

Although this report does not commit the Council to any additional expenditure, officers and councillors in consultation with the public, should determine what the priorities are for Hoddesdon Town Centre in order to ensure that resources are appropriately allocated.

The attached schedule will be the basis for negotiating Section 106 agreements with developers where contributions are being sought towards town centre improvements until an updated Town Centre Strategy is adopted.

All projects contain an inherent degree of risk. This can be managed by good project management practice.

RECOMMENDED that:

- (a) progress on the implementation of the Hoddesdon Town Centre Strategy be noted;**
- (b) the 2015 schedule of projects for the on-going improvement of Hoddesdon Town Centre, as set out in Appendix A, be approved subject to obtaining the necessary funding; and**
- (c) a formal review of the town centre strategy in 2015/16 be brought forward.**


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List of Background Papers:
Hoddesdon Town Centre Strategy

APPENDIX A

HODDESDON TOWN CENTRE SCHEDULE OF PROJECTS

ACTION	PHASING	LEAD	COST	SUPPORTING INFORMATION and PROGRESS TO DATE
PRIORITY DEVELOPMENT PROJECTS				
1. Fire Station site	2015+	Planning Service and Herts CC to seek new fire station site and developer to bring site forward	Officer time	Possibility of redeveloping the fire station site for an hotel. Development is dependent on relocating the fire station to an appropriate new location. No action until an alternative site is found for fire station.
2. Burford Street car park	2015+	Planning Service Town Centre Team & Parking Section	Loss of car park income, Capital Receipt	There is potential for redevelopment of the car park once an assessment of parking requirements in the town centre is undertaken in 2015/16 (see item 22). If this concludes that the car park is no longer required, a development brief will be prepared.
3. Brewery Road buildings	2015/16	Developer	N/A	Planning permission granted for demolition of existing commercial units and construction of a new building consisting of 2 commercial units (which could be used for a shop, financial use or a restaurant) and 14 apartments.
4. Former Co-op site	2015/16	Developer	N/A	Work is nearing completion on the site which will provide retail and leisure facilities and 13 flats with parking and amenity area.
5. Snooker Club Conduit Lane	2015	Developer	N/A	Development is nearing completion on the development of two retail units and a dentist, 17 flats with offices above. Planning permission remains outstanding.
6. Fawkon Walk	2015/16	Economic Development	Rental income	Over half of the units are occupied. Work on the doctor's surgery programmed for completion in autumn 2015.
7. Squash Club Conduit Lane	2015+	Developer	N/A	Opportunity to convert or redevelop squash club for residential and office use.
8. Conservative Club	2015	Developer	N/A	Consent granted for restoration, alteration and conversion of Conservative Club to form a bar and restaurant building, erection of a new social club building including ancillary offices and 42 residential units. New club building completed and residential element expected completion in 2015.

ACTION	PHASING	LEAD	COST	SUPPORTING INFORMATION and PROGRESS TO DATE
PUBLIC REALM IMPROVEMENTS				
9. Public Realm Improvement Strategy	Ongoing	Planning Service and Economic Development	Officer time	Phased strategy for improvement of Hoddesdon High Street
10. Phase 1c: Northern Gateway	2015	Economic Development	£140k plus £2k for clock tower	Continuing with footpath repaving works between Lord Street and the new Wetherspoons pub. Installation of a history board and refurbished notice board in the Clock Tower area.
11. Phase 2: Southern Gateway	2016/17	Planning Service and Economic Development	£500,000 (indicative)	Public realm improvement scheme.
12. Phase 3: Middle High Street (War Memorial to Bocket Road)	2017-18+	Planning Service and Economic Development	£1,000,000 (indicative)	Public realm improvement scheme (s)
13. Access improvements to the town centre	2015+	HCC via Urban Transport Plan & Economic Development	1x crossing - £400,000 - £500,000	Improve access into the town centre from surrounding residential areas by providing new toucan/puffin crossings across Charlton Way; Improve the appearance of existing underpasses with artwork, re-painting etc; improve rear elevations of units and improve link roads around town centre to improve outlook. Improve gateway and walkway from Sainsbury's to the town centre
14. Town Scheme	2015+	Planning Service	Staff costs & printing costs etc	Enhancement of town centre buildings. Interactive webpages to provide design guidance on shop fronts and advertisements is being prepared.
MANAGEMENT AND PROMOTION				
15. Traders Forum	Short term actions 2015 onwards	Corporate Projects and Town Centres Team	Staff costs & printing costs etc	Traders' forum established to discuss the management and future of Hoddesdon and its businesses/retailers as well as Hoddesdon E-biz newsletter circulated to businesses. Secured £10,000 of Portas Pilot funding to assist with marketing/promotion of town centre.
16. 'Love Hoddesdon Promotion' & Shop Local campaign.	Ongoing actions 2015+	Retailers with support from Town Centres Team	Costs were initially funded by Portas Pilot.	Various retailers have now signed up to the 'Love Hoddesdon' promotion which markets the town centre by encouraging new ideas through retailers (Facebook page and website set up at www.lovehoddesdon.co.uk). 

ACTION	PHASING	LEAD	COST	SUPPORTING INFORMATION and PROGRESS TO DATE
17. Town Centre Event Programme	Annual events.	Town Centres Team and Member Services	£8,500 in budget for Hoddesdon and Waltham Cross town centres – but off-set by income generated	A suite of events in 2014 include the vintage and classic vehicle display, the May Fair, continental markets, the 'Give Your Town the Run Around', the Hoddesdon Home and Leisure Show, Hoddesdon Charter Fair and the Hoddesdon Loves Christmas event held. These events will continue into 2015. The inclusion of new events are being investigated for 2015..
18. Community Toilet Scheme	2015+	Environmental Services	Currently c. £2,000 pa	Community Toilet Scheme in place.
19. Website to promote town centre	On-going basis 2014/17	Communications	Staff time and costs	Additional information is now provided on the website and profile of Hoddesdon for potential investors published. Additional information will be added to the interactive mapping website in 2015. Love Hoddesdon now has a website at www.lovehoddesdon.co.uk .
20. Town Guide	2015+	Communications & Town Centres	Staff time and printing costs	Town guide to promote shops history and facilities. Discussions held with Love Hoddesdon with a view to publication by spring 2015.
21. Signage at A10 junction and other major approach roads (such as brown tourist signs).	2015+	Transport teams at Broxbourne and County in consultation with Planning Service.	Costs to be established. £10,000 - £20,000 depending on size/amount	 Options to be pursued through the Urban Transport Plan process.
22. Parking Strategy	Short term 2015/16	Town Centres Team & Parking Section	Staff time.	A parking review is currently being carried out. This will be the subject of early consultation at the Business Forum.
23. Business Watch Scheme	Short term 2015+	Town Centres Team	Staff time.	Working with police and the online OWL system, crime alerts or safety messages can be sent via phone, text, fax or email to businesses. Businesses can also inform each other of crimes. Approximately 25 businesses have joined the scheme.
24. Community Safety initiatives	Ongoing	Town Centres Team	£28,000	In response to Police/retailer concerns the Clock Tower area targeted with re-deployable CCTV system to address anti-social behaviour issues. Officers developing proposals for a town centre CCTV scheme.

Completed Projects

ACTION	PHASING	LEAD	COST	DETAILS of COMPLETED SCHEME/PROJECT
Redevelopment of the Tower Centre	Completed 2013	Developer/ Planning	c. £20million (developer funded)	Redevelopment of the Tower Centre into Morrisons with car parking, access and public realm improvements was completed in time for Christmas opening in 2013.
Phase 1 public realm improvements.	Completed in spring 2014	Projects/Urban Designer/HCC	£500k	Improved surfacing, street furniture and landscaping around the Clock Tower, connecting to Morrisons and down Amwell Street and Burford Street.
'Love Hoddesdon' website	Completed 2014	Council and traders	£3,000	Website set up to help promote the town centre and to discuss ideas with traders.
Removal of Brewery Road bus lane	Completed as part of Phase 1 public realm improvement	Projects/Urban Designer/HCC		New parking restrictions and signage implemented in order to improve access for buses and reduce congestion. Included provision of new short stay parking spaces.
Improvements to the Clock Tower lighting and façade.	Completed 2013	Construction/ Engineering	£11,000	Improvements and repairs to the Clock Tower including improved lighting, washing brickwork and re-painting.
Review existing parking restrictions	Completed 2011	Construction/ Engineering	£5,000	Completed. All on street spaces now ONE hour with no return within two hours.
Signage to green spaces from Rye House and Broxbourne railway stations.	Completed 2011	Corporate Projects	£12,000	New signs finger posts, welcome signs and information boards erected.
"You are here" signs, "Welcome to Hoddesdon" signs & upgrading existing signage	Completed 2011	Corporate Projects	See above	New signs erected
Improved lighting	Completed 2011	Community Safety	£110,000 of which BBC contributing £50,000	Comprehensive Scheme implemented which includes new lights in southern High Street and floodlighting of the Clock Tower.
Safety initiatives including shopwatch scheme, CCTV and Police Community Support Officer	Completed 2010/11	Community Safety	£28,500 per annum over 3 years for PCSO.	Deployment of mobile CCTV camera on as and when required basis in response to anti-social behaviour issues.
Free parking on Saturday in December.	Implemented 2009, 2010 and 2011.	Parking Service	£120,000	

Extension to Amwell Street taxi rank	Completed 2009	Construction/Engineering		Extended stacking area provided.
Re-open High Street to traffic to provide parking spaces and make shops/ services accessible. New parking spaces on High Street	Completed 2009	Construction/Engineering	£91,000	Completed.
<p>The following actions are undertaken regularly:</p> <ul style="list-style-type: none"> Hoddesdon Town Centre Business Forum meetings Hanging baskets and planters 	<p>Town Centre Teams</p> <p>Street Scene</p>	<p>Officer time</p> <p>On-going costs</p>	<p>Provides local businesses with an opportunity to express their views on issues</p> <p>Additional hanging and barrier baskets provided</p>	