

Clarendon Road: linear space connecting the town centre to the station

EXISTING CONTEXT AND IDENTITY

The Clarendon Road character area is characterised by employment uses along its length with recently renovated quality paving and planting within the public realm.

The buildings consists of a mix of historic and contemporary buildings of approximately 4-6 stories. The buildings are also set back from the street to allow for a small parking or planting area at the interface of the building with the public realm.

The junction between Clarendon Road and the Town Centre at Beechen Grove is marked by the Beechen Grove Baptist Church, a historic building in the town. The crossing at this intersection has improved to include wider pavements and planting within the public realm.

CHALLENGES

- Haphazard parking in front of some buildings.
- Reduction in Professional, Scientific & Technical employment.
- High concentration of a mostly homogeneous commercial use.
- The connection to the town centre is severed by Beechen Grove.

ASPIRATIONS FOR THE AREA

Bolster the identity of Clarendon Road as a cohesive and mixed business district that has a clear character. The area has the potential to diversity its commercial offer to include smaller workspaces, such as co-working spaces, to accommodate independent businesses.

The active travel link between the area and the town centre and Watford Junction Station can be improved by reducing the impact of the severance caused by Beechen Grove. There is potential to diversify the mix of uses in the area.

POTENTIAL INTERVENTIONS

Character & Townscape

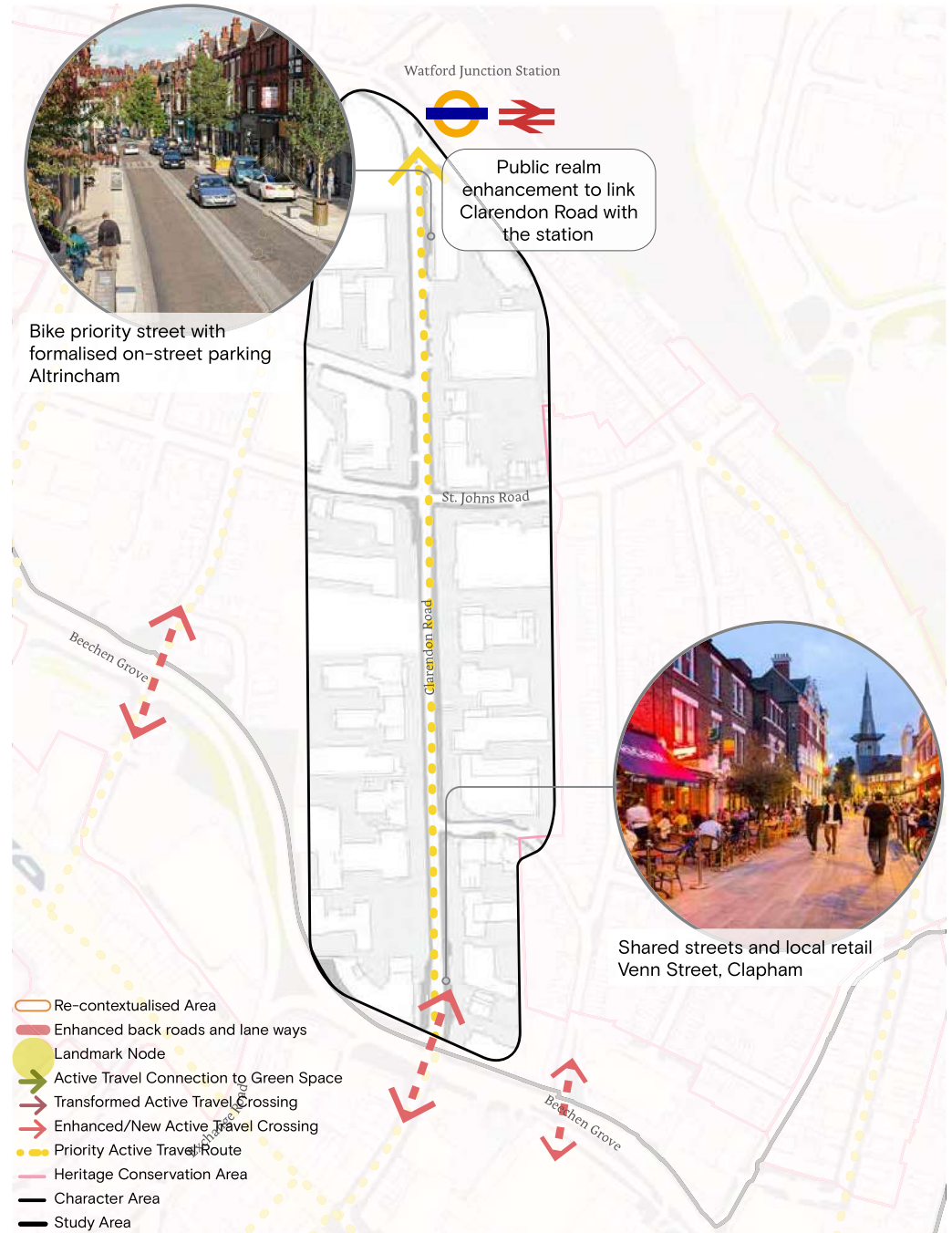
- Expand the offer of employment typologies.

Public Realm

- Improve the crossing across Beechen Grove with pedestrian and cycling priority.
- Create a more positive public space to link Clarendon Road with the station.

Movement

- Enhance active travel connection across Beechen Grove, connecting the two parts of Clarendon Road more closely and prioritising active travel.
- Create a continuous active travel route from the High Street, along Clarendon Road and towards Watford Junction Station.



Case Studies

STAMFORD NEW ROAD, ALTRINCHAM



<https://visitaltrincham.com>

Independent retail with a multi-modal street

This project aims to transform the vehicle-dominated streets and spaces of the town centre into pedestrian-friendly environments that encourage footfall, engagement, dwell time and interaction.

A key goal is to enhance pedestrianised areas in order to slow down pedestrian movement. Another will reduce vehicle movement through the town centre in order to transform vehicular dominated streets into pedestrian and cycle friendly streets.

Bike priority street with formalised on-street parking

Works to Altrincham's historic high street 'Stamford New Road' were undertaken as part of a range of public realm improvements intended to improve the economic vitality of the town centre. Located in a conservation area the works included introducing narrowed carriageways and courtesy crossings to slow traffic speeds and improve movement for pedestrians and cyclists. Wider foot ways include tree planting and street furniture and provide opportunities for retail frontages to utilise the space for café seating and tables making an active and lively street.