

Guildford:

Looking *Forward*

Planning the future of our **Town Centre**



artwork by students from Guildford College



With the help of the local community and the Local Strategic Partnership, Guildford Borough Council is developing a new Local Development Framework which will replace its existing Local Plan. Your views are already helping us to provide a planning framework and policies to guide future development of the Borough up to 2016. Following the Core Strategy Issues and Options consultation in March and April, we would now like your comments about Guildford Town Centre.

We are developing an area action plan which focuses on the future of the Town Centre. This will give a template to allocate land for new development opportunities and provide planning policies to control, guide and promote change in the Town Centre until 2016.

Several large-scale developments are already programmed for the Town Centre in the near future, such as the Friary extension. Another site for future development is the Guildford Railway Station area. The map below shows where these sites are. But this and future development needs to be co-ordinated to ensure the success of these developments and that there are maximum benefits for the town.

Help us plan for the future of the Town Centre by letting us know what you think of the initial options set out on this and the following pages and by giving us your suggestions for the best use of land and new and existing buildings in the Town Centre. You can make your comments by **completing and returning this FREEPOST questionnaire** or sending an email to **planningpolicy@guildford.gov.uk**

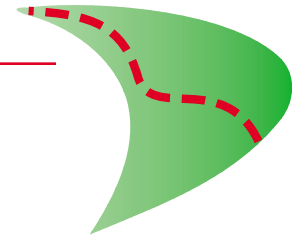


Options

We have put together the following initial options.

What do YOU think?

Boundary



The Town Centre boundary

Key Issues

We intend to make the Town Centre the focus for new development. As a starting point, we need to define the area to be covered by the Town Centre area action plan.

The following maps show four possible options for the boundary of the Town Centre. These will also be available on our website in May and June.

Option 1.

Use the same town centre boundary as in the current Guildford Borough Local Plan 2003, which is also that used in the Residential Design Guide



Option 2.

Use most of the Local Plan boundary and include growth to the north along Woodbridge Road and some residential areas to the east



Options

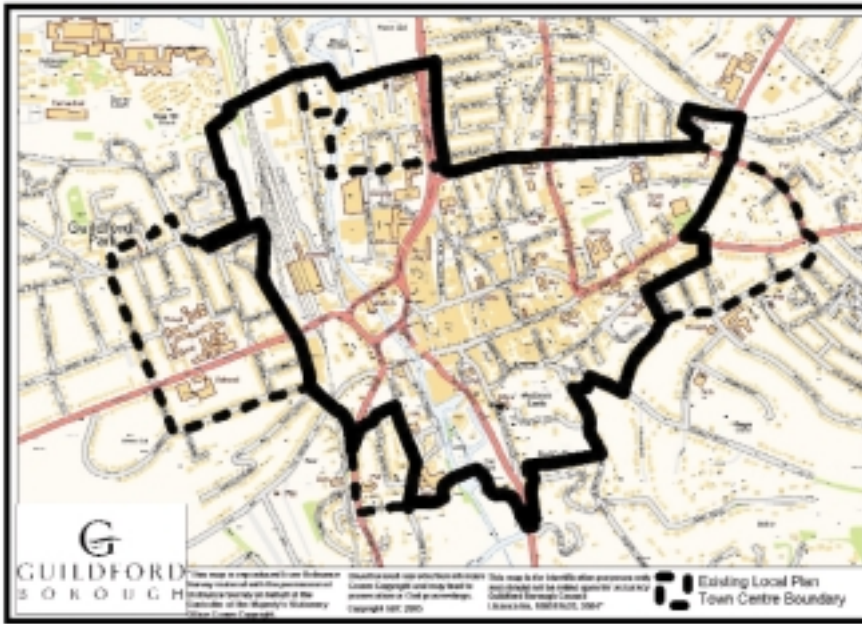
✓ Please tick against which you prefer

- 1. Use the same town centre boundary as in the current Guildford Borough Local Plan 2003, which is also that used in the Residential Design Guide
- 2. Use most of the Local Plan boundary and include growth to the north along Woodbridge Road and some residential areas to the east
- 3. Use the Local Plan boundary but include growth to the north along Woodbridge Road
- 4. Use the boundary defined by government researchers as being the area of 'Town Centre Activity'

continued overleaf...

Option 3.

Use the Local Plan boundary but include growth to the north along Woodbridge Road



Option 4.

Use the boundary defined by government researchers as being the area of 'Town Centre Activity'



Q. Are there any areas which you feel strongly should be included or excluded from the area action plan?

Comments

...more to say? Please continue on a separate page

Housing



The Government requires Guildford Borough to build 4,750 new homes between 2001 and 2016. These will be built within existing urban areas (or on previously developed sites), where local services are already in place, making Guildford Town Centre the Borough's main focus for housing growth in the future. The Government also requires local authorities to build at a density of between 30 and 50 homes per hectare and higher on sites with good public transport accessibility, such as Guildford Town Centre.

Affordable housing is identified as a priority in the Guildford Borough Community Plan. 70 affordable homes were built in the Town Centre in 2003-2004.

Key Issues

- Should new housing be provided in the Town Centre? If so where is the best location for this new housing to go?
- How can we achieve more affordable housing in the Town Centre?
- How can we integrate higher density living in the Town Centre without harming its character?

Options Please tick against which you prefer

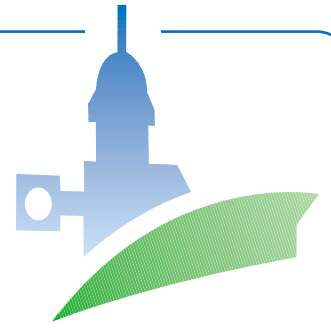
1. Provide more housing in the Town Centre
2. Retain the existing amount of housing

If you selected **Option 1**, how can we provide more housing?

	STRONGLY AGREE	AGREE	NO VIEW	DISAGREE	STRONGLY DISAGREE
3. Deliver high density, high quality housing in the Town Centre					
4. Use existing Town Centre offices for housing					
5. Provide housing as part of mixed use schemes in the Town Centre					
6. Increase the proportion of affordable housing					

Comments

Town Centre Facilities



Residents, workers and visitors all require services and facilities to support their quality of life. These include health, education, leisure, community, recreation and cultural facilities. It is important to maintain a balance of these uses in addition to houses, offices and shops, to ensure the town is viable and vibrant. The night time economy must also be considered as part of this need; the past decade has seen a significant growth in the numbers of restaurants, bars and other night time venues. Supporting facilities such as street lighting, signage and recycling facilities also contribute to the quality of the Town Centre. New development can provide the opportunity to improve these.

Key Issues

- Are any additional facilities needed in the Town Centre and if so, what are they and where should they be located?
- Should we try to keep existing facilities of this type, particularly in the Town Centre?
- Should the night time economy be developed further or discouraged from expanding?

Options

✓ Please tick against which you prefer

- 1. Increase the existing level of services and facilities in the Town Centre
- 2. Resist the loss of services and facilities in the Town Centre but support new small-scale services and facilities in local centres elsewhere in the borough

If you selected **Option 1** which type of services and facilities do you think there should be more of in the Town Centre?

Please rank the three you think are the most important, by marking 1, 2 and 3 alongside three of the options below (put 1 by the most important option, 2 by the second most important, and so on)

3. Health and welfare e.g. doctors' surgeries, hospitals	
4. Education e.g. schools, colleges	
5. Recreation e.g. sport facilities, gyms	
6. Leisure facilities e.g. parks, open spaces	
7. Cultural facilities e.g. theatres, art galleries, museums	
8. Other community facilities e.g. places of worship, youth centres, halls, libraries	
9. Evening economy e.g. restaurants, cafes, bars, night clubs, cinemas	
10. Other - please specify:	

Comments

...more to say? Please continue on a separate page



Environment

Protecting and improving the Town Centre environment

Guildford Town Centre is an extremely attractive place in which to live and work. It has a very distinctive and highly recognised historic centre, much with conservation area status, and many listed buildings. The River Wey is an important natural feature which contributes to its character. Substantial development proposals will impact on this environment but can also provide future opportunity for improvement and enhancement.

The Council will continue to implement its building design and conservation policies and will also carry out studies of the conservation area, important views and open spaces.

Safety in the Town Centre is an important issue, particularly as the night-time economy has developed in recent years.

Key Issues

- Is there adequate good quality open space and greenery in the Town Centre?
- Do any parts of the Town Centre environment require greater protection or improvement?
- How can we balance the need for new development with protection of the existing environment?
- How can we ensure that new development proposals are considered jointly and are co-ordinated to avoid considering each site in isolation?
- How can opportunities from development be managed to ensure the maximum benefits are achieved from them for the town as a whole?
- Community Safety

Options Please tick against which you prefer

- 1. Increase protection of the Town Centre’s historical and physical environment, including important views
- 2. Continue to protect the Town Centre’s historical and physical environment, including important views

If you ticked **Option 1** how could we achieve this?

	STRONGLY AGREE	AGREE	NO VIEW	DISAGREE	STRONGLY DISAGREE
3. Promote high quality building design and maintain Guildford’s distinctive character					
4. Ensure co-ordination of developments and maximise all possible benefits from them, including opportunities such as combined heat and power projects					
5. Prepare planning and design guidance for the larger development sites					
6. Promote more energy efficient buildings and use of recycled materials in construction					
7. Encourage more tree planting and street improvements in association with new development					
8. Maintain and upgrade CCTV and lighting					

Comments

Offices



The Town Centre is a prime location for offices, which add to the vibrancy and economic prosperity of the Borough. Although the local economy is buoyant, some remain vacant and some sites with planning permission for new offices have not been developed. Some employers are finding it difficult to recruit and retain staff.

Key Issues

- Are the amount and type of offices in the Town Centre adequate?
- Where could new offices be located?

Options Please tick against which you prefer

- 1. Provide more office space in the Town Centre
- 2. Retain existing amount of offices
- 3. Reduce the amount by releasing some existing office space for housing and other uses

Shopping



Guildford has the largest shopping centre in Surrey and is ranked in the top ten in the South East of England. The extension of The Friary shopping centre will provide a mix of 60 new shops, cafés, 170 apartments, a new bus station and community facility, together with a new open square. A successful market operates weekly in North Street and a Farmers' Market once a month in the High Street. The impact of Guildford Town Centre on the Borough's local shopping centres must also be considered.

Key Issues

- Should we provide more shopping facilities in addition to those planned for the Friary Centre extension? If so, what types are needed?
- Where should new retail development in the Town Centre, if any, be focused?
- Should the North Street market be expanded?
- How can we encourage local identity in the shopping area?

Options Please tick against which you prefer

- 1. Provide more shopping facilities in addition to those planned for the Friary Centre extension
- 2. Retain existing level of shopping facilities, allowing for the Friary extension
- 3. Reduce the amount of shopping facilities by allowing shops to change to non shopping uses but encourage a balance of small-scale shopping provision throughout the Borough's local centres.

If you ticked **Option 1** how could we achieve this?

	STRONGLY AGREE	AGREE	NO VIEW	DISAGREE	STRONGLY DISAGREE
4. Expansion of North Street market					
5. Increase the number of other markets					
6. Provide additional larger shops					
7. Encourage more independent small shops					

Comments

Movement



National and local transport policy discourages the use of the car and promotes the use of public transport and other alternatives, such as restricting additional town centre car parking. Our established car parking policy is to maintain the existing level of short-stay parking for shoppers, businesses, visitors and residents while carrying out phased reductions in long stay parking. Any increase in demand as a result of new retail or other commercial developments needs to be catered for by Park and Ride. This would avoid increasing congestion in the Town Centre, benefiting air quality and the economy.

A new bus station will be provided as part of the Friary extension. Surrey County Council is the Highway Authority and is increasing the priority network for buses. Other highway improvements will accompany major developments such as the Friary extension. Park and Ride facilities have been provided at Artington, Spectrum and Ladymead and further sites will be developed.

Key Issues

- Policies exist which aim to improve movement and reduce congestion in the Town Centre. What other actions can be taken to help?

continued overleaf...

Options

Which options would address this issue?

	STRONGLY AGREE	AGREE	NO VIEW	DISAGREE	STRONGLY DISAGREE
1. Provide more Park and Ride facilities					
2. Provide more cycle lanes					
3. Increase number of safer walking initiatives					
4. Encourage minimum on-site parking in new developments, supported by initiatives to reduce car use (e.g. car share clubs)					
5. Provide additional visitor coach-parking facilities					

Comments

...more to say? Please continue on a separate page

Tourism



Guildford attracts thousands of visitors each year. Tourism brings over £200m into the local economy and some 3,000 jobs across the Borough are supported by visitor spending.

There is potential to develop tourism further in the Town Centre and there is a perceived need for additional tourist accommodation within the Borough as a whole.

Key Issues

- Guildford Town Centre has further potential as a quality tourist destination and as a base from which to explore the South-East. Should this be encouraged?
- How can the needs of tourists be better catered for?
- Is the provision of hotel accommodation and conference facilities in the Town Centre adequate?

Options Please tick against which you prefer

1. Seek to enhance the Town Centre's role as a quality tourist destination
2. Retain the current level of tourism facilities and accommodation within the Town Centre, without providing additional facilities

If you ticked **Option 1**, how could we achieve this?

	STRONGLY AGREE	AGREE	NO VIEW	DISAGREE	STRONGLY DISAGREE
3. Provide more tourist attractions and facilities					
4. Provide more tourist accommodation					

Comments

...more to say? Please continue on a separate page

Other Issues

Q1. Are there any other Town Centre development issues and options that we should be addressing?

Comments

...more to say? Please continue on a separate page

Q2. The map on page one shows the major development sites we are already aware of. Are there any other sites that should be identified for development in the future? If so, please list them and tell us what type of use you would suggest.

Comments

...more to say? Please continue on a separate page

Q3. Are there any other comments you would like to make?

Comments

...more to say? Please continue on a separate page

Your details



Please use this section to give us your details, so we can keep you informed of progress on the Town Centre area action plan

Contact Details

Name

Address

Postcode

Company/Organisation and Job Title (if applicable)

Telephone

Email address

How would you prefer to be contacted? Letter Email

Sustainability Appraisal

The Council has carried out a Sustainability Appraisal of these issues and options, to make them more sustainable. If you would like more information, please contact us.

Want to find out more?

Please contact us by letter, fax, email **planningpolicy@guildford.gov.uk** or phone **01483 444 464**. You can talk to officers, look at displays and make your contribution to the Town Centre area action plan at our consultation events. Call us or visit the website for more information www.guildford.gov.uk, then go to [Environment\Consultations](#).

**Please complete and return the questionnaire to: Guildford Borough Council
Environmental Policy & Design Services, Millmead House, Millmead, GUILDFORD, GU2 4BB**

Copies of this document can be made available in different formats including different languages, Braille, large print and audio.

Data Protection Notice.

Personal information given on this form will be used by Guildford Borough Council to monitor responses. It will not be used for any other purpose.



Guildford Borough Council
Environmental Policy & Design Services
Millmead House
Millmead
GUILDFORD
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