

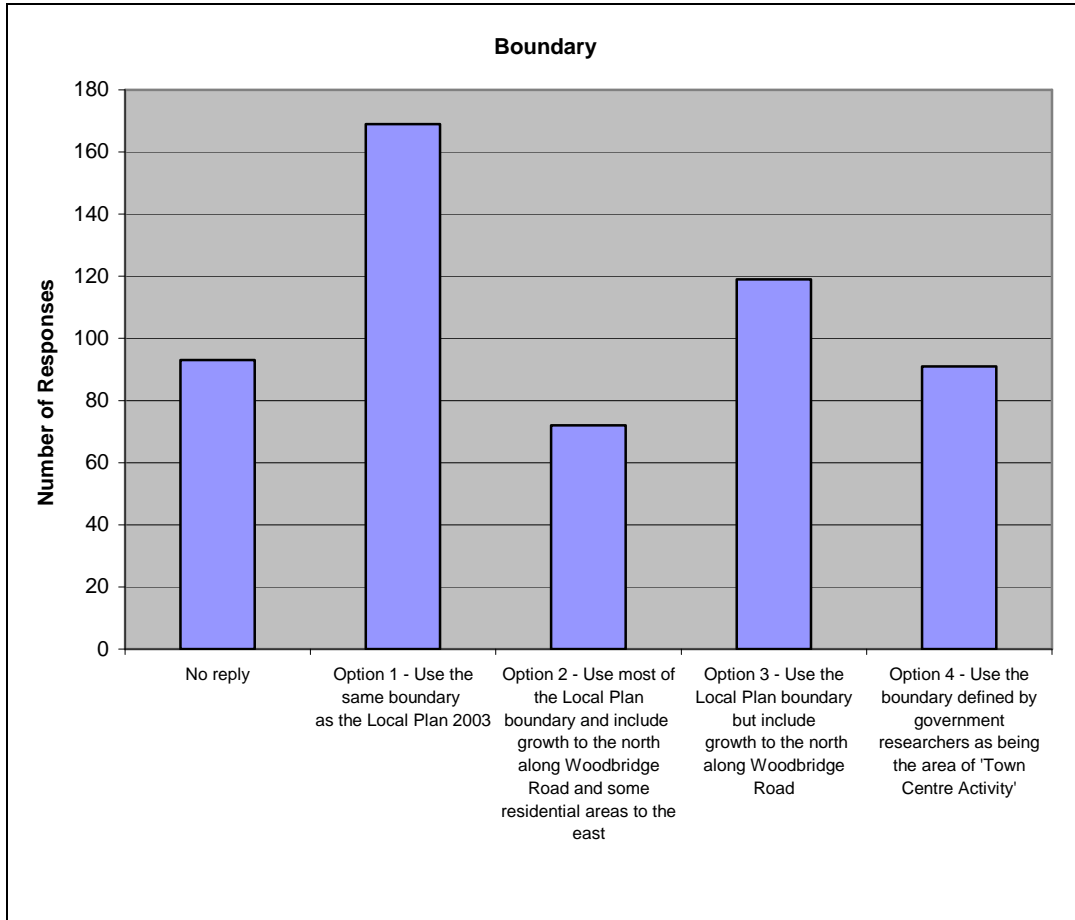
Boundary



The Town Centre Boundary

1. Respondents were presented with 4 possible Town Centre boundaries and were asked to select a preferred option:

Response



31% of respondents selected option 1. 22% of respondents preferred option 3. The least preferred option is option 2.

2. Respondents were asked to identify any areas they felt should be included or excluded from the Town Centre Area Action Plan (TCAAP):

Response

Many respondents raised concern about including residential areas in the boundary, as they felt that greater densities would then be approved and the character of these areas lost. However, some respondents preferred a wider boundary as they felt that any housing allocation for the Town Centre would then be spread over a greater area and offer more scope for family housing rather than high-density flats.

One respondent stated that they wish to see London Road Station included in the boundary, as this is currently in need of regeneration to make it a key entry point to

the town. They were also calls to keep the Town Centre compact and avoid retail activities sprawling out. Conflicting views are evident amongst the responses - areas that some respondents suggest should be included, others suggest should not be.

A few respondents suggested that it would have been easier to make a decision about an appropriate boundary if the pros and cons of each option had been listed. It was also mentioned that the policy implications of each option were not stated.

Conclusion

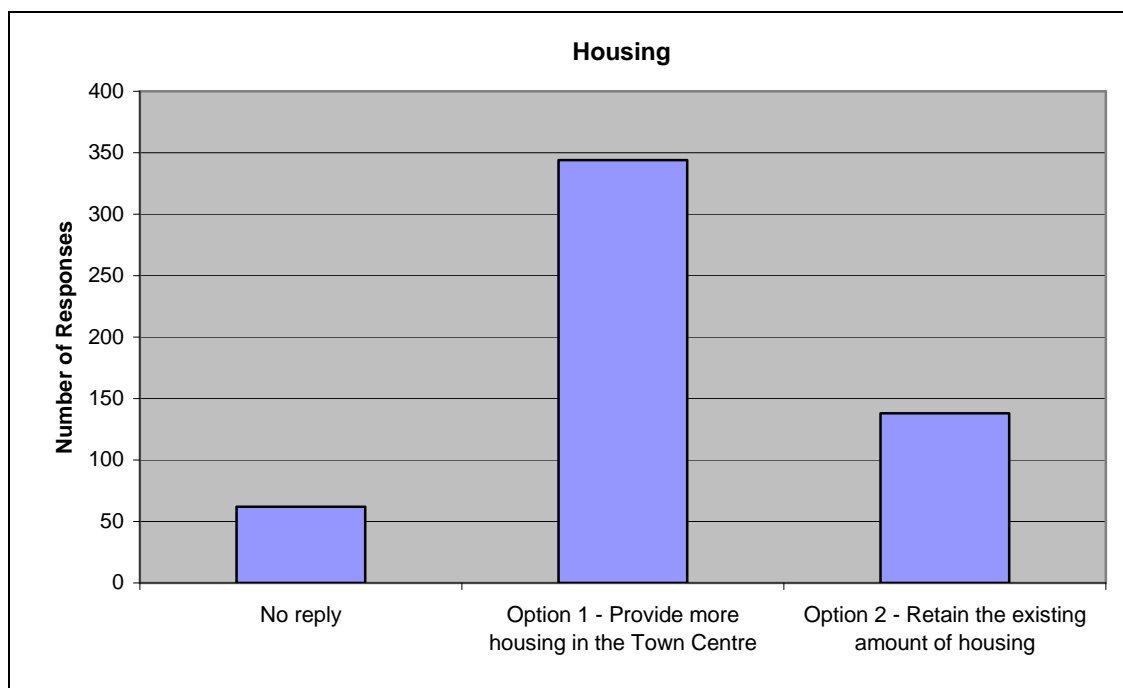
The majority of respondents would prefer to keep the Local Plan Boundary of the Town Centre, however, many felt they needed more information to make an informed decision.

Housing



1. Respondents were asked to choose between the option of providing more housing in the Town Centre or retaining the existing amount of housing:

Response



There is a clear preference for option 1 (63% of respondents selected option 1 - provide more housing in the Town Centre).

2. If respondents selected option 1, they were presented with various methods to achieve this, and were asked to state whether they agree with each or not:

Response

	Strongly Agree	Agree	No View	Disagree	Strongly Disagree
Deliver high density, high quality housing in the Town Centre	19%	24%	8%	10%	6%
Use existing Town Centre offices for housing	27%	28%	6%	6%	3%
Provide housing as part of mixed use schemes in the Town Centre	23%	34%	7%	2%	2%
Increase the proportion of affordable housing	29%	24%	7%	5%	5%

There is no clear preferable method for delivering the extra housing in the Town Centre, instead there seems to be general agreement with all methods. Although there is agreement with method 1 (high density, high quality housing), it is the least preferred method of the four options.

3. Respondents were offered the opportunity to make comments relating to this topic:

Response

Many respondents suggest using unused office buildings in the Town Centre for housing, however the University of Surrey believes it is important that the amount of employment land rises as well as the amount of housing, and would therefore prefer to see these sites used for mixed use development.

A lot of respondents chose to comment on the provision of affordable housing in the Town Centre, stating that far too many developments provide luxury flats for those fortunate enough to have the financial means to purchase them. Instead, many would prefer to see more good quality affordable housing.

The issue of congestion was raised frequently by respondents, claiming that the situation in Guildford is already quite grave, without more cars being brought into the Town Centre through a rise in the number of houses.

Many respondents voiced concern about high density and especially high-rise developments. Many felt they could ruin the character of the Town Centre. There are also fears regarding inadequate infrastructure provision to cater for the growth of the Town Centre.

Conclusion

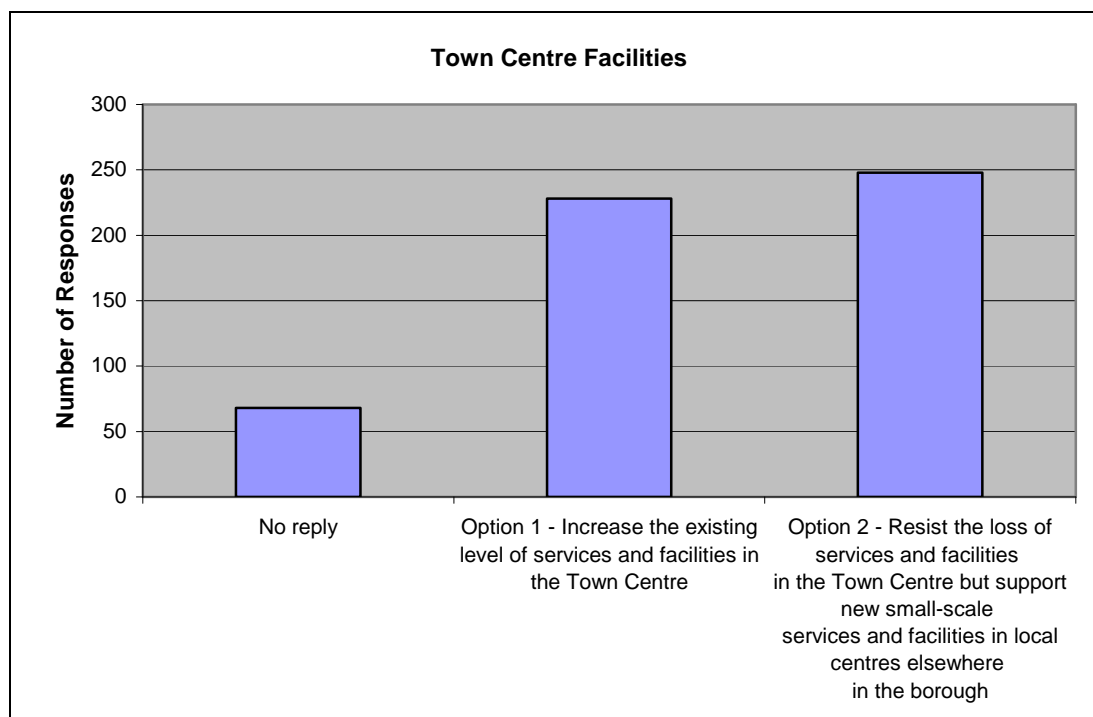
The majority of respondents stated that more housing should be provided in the Town Centre. There was general agreement with all methods of achieving this, however there was a slight preference for increasing the proportion of affordable housing and using existing Town Centre offices for housing. However, many of the comments made reflect unease about too high densities in the Town Centre, and a need to preserve the character of the area.

Town Centre Facilities



- Two options were presented relating to future policy towards the level of services and facilities in the Town Centre, from which respondents were asked to select which they preferred:

Response



There is no clear preference for either option, as 42% of respondents selected option 1 and 45% of respondents selected option 2.

- If option 1 was selected, respondents were then asked to select which types of services and facilities there should be more of in the Town Centre, and rate them in terms of importance:

Response

Options	Most Important
Health & welfare e.g. doctors surgeries, hospitals	12%
Education e.g. schools, colleges	1%
Recreation e.g. sport facilities	3%
Leisure facilities e.g. parks, open spaces	11%
Cultural facilities e.g. theatres, art galleries, museums	11%
Other community facilities e.g. places of worship, youth centres, halls, libraries	5%
Evening economy e.g. restaurants, cafes, bars, night clubs, cinemas	5%

It was considered that more health and welfare facilities should be provided in the Town Centre, closely followed by leisure facilities and cultural facilities. Most felt that more education and recreational facilities are not needed.

3. Respondents were asked if there were any other facilities that were not listed, which are needed in the Town Centre:

Response

The most frequently mentioned facilities are small grocery stores, e.g. butchers and fishmongers and safe, clean public toilets. Many respondents stated that they would like to see more entertainment facilities for people aged 30+ (e.g. restaurants and wine bars rather than more clubs and pubs) and that they do not want more pubs and clubs in the Town Centre.

4. Respondents were asked if they had any other comments they wished to make on this subject:

Response

The key theme throughout all of the comments made is the unease about any more bars/clubs or casinos in Guildford. There is great concern about the degeneration of the Town Centre at night. Respondents stated that they would rather see good quality restaurants than pubs and nightclubs. Respondents noted that if more houses are provided in the Town Centre, then there is a clear need for more basic facilities, i.e. food provision rather than drinking establishments.

Respondents commented on the closed Civic Hall, suggesting that a replacement is urgently needed, as Guildford is currently losing a lot of entertainment to Woking Theatre. A few respondents also stated that they would like to see an arts centre/cinema in the Town Centre.

One respondent noted that increasing facilities should be considered alongside parking issues, as all facilities require parking provision.

Conclusion

The overall feeling from the responses to this section is that any more alcohol related facilities would not be welcome in the Town Centre, in order to preserve its character, and make the area liveable for residents. Other facilities were named as important and required in the Town Centre. These included small food shops, a replacement theatre, restaurants and an arts cinema.

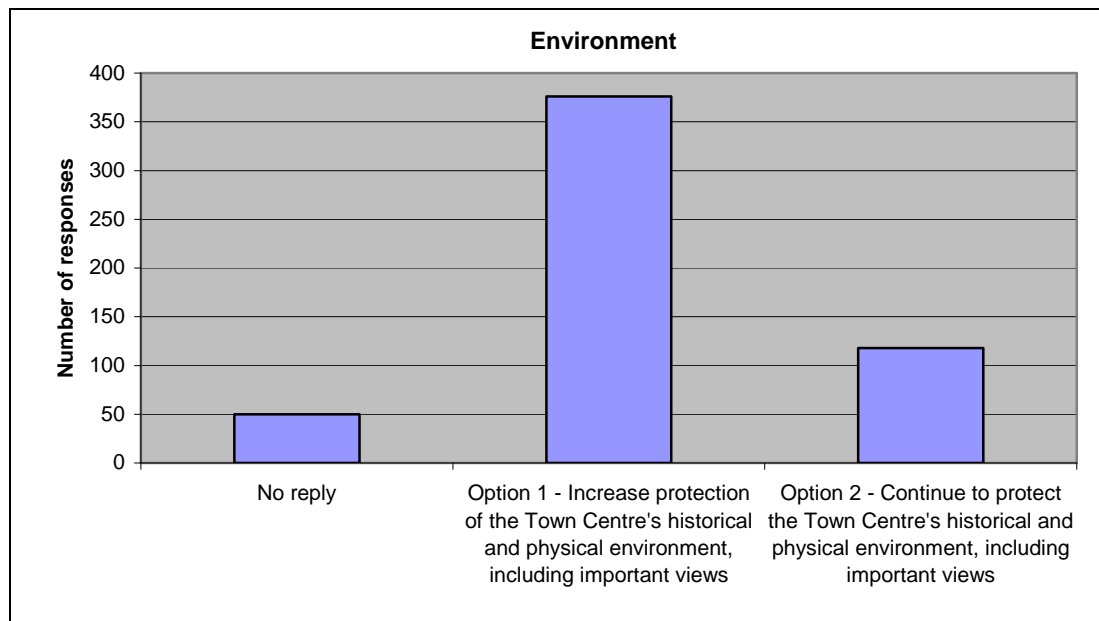
Environment



Protecting and improving the Town Centre environment

1. Respondents were presented with the option of either continuing the protection of the Town Centre's historical and physical environment or increasing the level of protection:

Response



69% of respondents selected option 1 and 22% selected option 2.

2. If respondents selected option 1, they were presented with various methods to achieve this, and were asked to state whether they agree with it or not:

Response

	Strongly Agree	Agree	No View	Disagree	Strongly Disagree
Promote high quality building design and maintain Guildford's distinctive character	60%	14%	2%	1%	0%
Ensure co-ordination of developments and maximise all possible benefits from them, including opportunities such as CHP projects	44%	23%	6%	1%	0%
Prepare planning and design guidance for the larger development sites	43%	22%	8%	2%	1%
Promote more energy efficient buildings and use of recycled materials in construction	44%	23%	8%	1%	0%
Encourage more tree planting and street improvements in association with new development	59%	16%	1%	1%	0%
Maintain and upgrade CCTV and lighting	33%	30%	9%	3%	1%

There was general agreement with all methods of achieving option 1, however promoting high quality building design and maintenance of Guildford's distinctive character and encouraging more tree planting and street improvements in association with new developments were identified as the preferred methods.

3. Respondents were offered the opportunity to make any comments relating to this topic:

Response

The responses received reiterated the enthusiasm to preserve Guildford's distinctive character.

Respondents claimed that most of the High Street looks like any other high street and that shop fronts are no longer distinctive.

In reference to high quality housing, one respondent made the point that there is a real need for exciting 21st century design alongside the genuinely old and that opportunity should not be constricted.

An issues frequently raised was light pollution, with the suggestion that care should be taken to cut night glare.

Conclusion

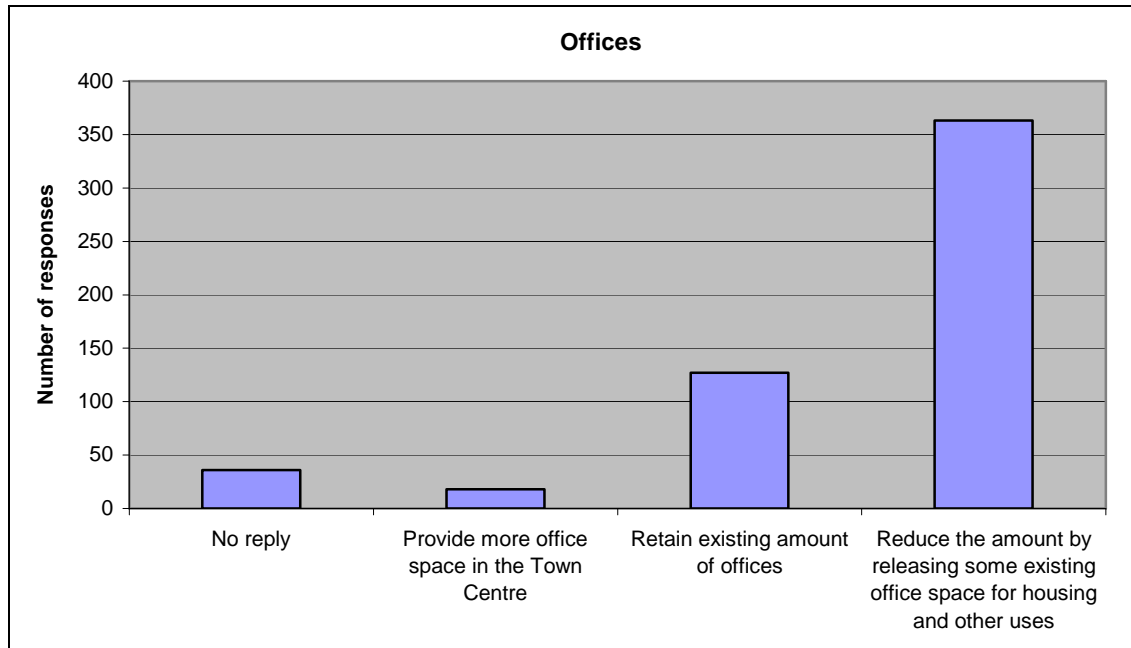
Respondents clearly wish to see an increase to the protection of the Town Centre's historical and physical environment and they believe that the most appropriate way to achieve this is by promoting high quality building design and encouraging more tree planting and street improvements.

Offices



1. Respondents were presented with 3 possible options regarding office development in the Town Centre and were asked to select a preferred option:

Response



67% of respondents selected option 3, 23% selected option 2, and only 3% selected option 1.

Conclusion

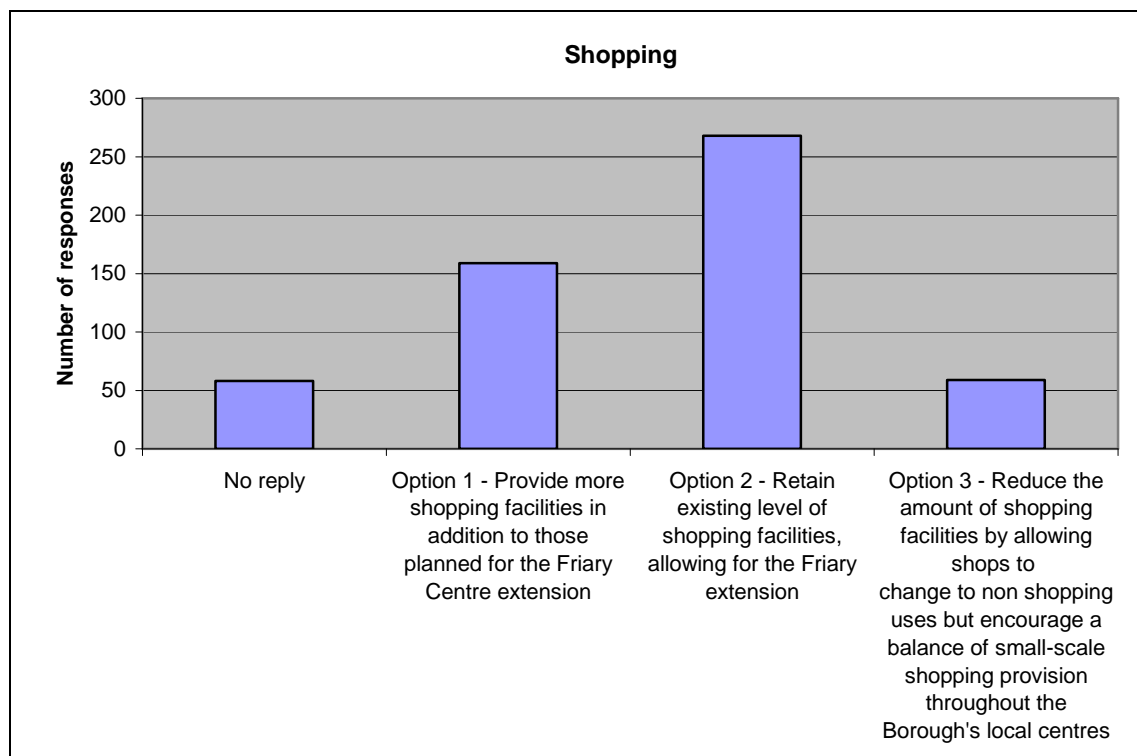
There is, therefore, a clear preference for reducing the amount of office space in the Town Centre by releasing some for housing and other uses. There is very little support for providing more office space.

Shopping



1. Respondents were presented with 3 options regarding retail development in the Town Centre:

Response



Nearly half of all the respondents selected option 2 (49%), 29% selected option 1 and 11% selected option 3.

2. If respondents selected option 1, they were presented with various methods to achieve this, and were asked to state whether they agree with it or not:

Response

	Strongly Agree	Agree	No View	Disagree	Strongly Disagree
Expansion of North Street market	17%	14%	6%	6%	2%
Increase the number of other markets	14%	19%	7%	5%	1%
Provide additional larger shops	5%	6%	6%	11%	15%
Encourage more independent small shops	32%	14%	1%	1%	1%

Respondents wish to provide more independent smaller shops in the Town Centre, rather than additional larger shops. There is general support for the expansion of North Street market and increasing the number of other markets.

3. Respondents were offered the opportunity to make any comments relating to this topic:

Response

Many respondents reiterated views regarding the encouragement of more independent small shops, stating that the high street is currently occupied by chain stores (especially women's fashion) and resembles any other high street. It is suggested that smaller stores (e.g. butchers and green grocers) are tempted back by lower rents.

There is clear support for the Guildford Farmers' Market, with many respondents asking for its frequency to be increased and for it to be at weekends. There was also the suggestion of an indoor permanent market.

Many respondents discussed shopping alongside parking issues, claiming that many people choose not to visit Guildford Town Centre because parking is often difficult and is more expensive than other shopping locations such as Woking and Aldershot.

Conclusion

Respondents wish to maintain the existing level of shopping facilities by encouraging small independent shops. There is concern about the character of the shopping area, with resistance against further large stores.

Movement



1. Respondents were asked which options they thought would improve movement and reduce congestion in the Town Centre:

Response

	Strongly Agree	Agree	No View	Disagree	Strongly Disagree
Provide more Park and Ride facilities	35%	31%	10%	8%	4%
Provide more cycle lanes	30%	21%	13%	15%	8%
Increase number of safer walking initiatives	40%	32%	12%	3%	1%
Encourage minimum on-site parking in new developments, supported by initiatives to reduce car use (e.g. car share clubs)	25%	22%	9%	14%	17%
Provide additional visitor coach parking facilities	14%	29%	24%	10%	6%

There is greatest agreement with increasing the number of safer walking initiatives as a method of reducing congestion in the Town Centre. There is also general agreement with more Park and Ride sites.

Respondents were cautious about providing more cycle lanes and minimum on-site parking in new developments.

2. Respondents were offered the opportunity to make any comments relating to this topic:

Response

There is concern about cycle lanes, claiming that at present cycling is dangerous as cyclists are thrust back into the main flow of traffic when a cycle lane ends.

There are mixed feelings about whether Park and Ride can help reduce congestion in the Town Centre. Some respondents suggest that Park and Ride services to where people actually work (e.g. Lady Mead, Cathedral Close) would reduce car use.

A significant amount of respondents identified the school run as the key cause of congestion in Guildford Town Centre, suggesting that there should be better bus provision to take children to school.

Bus services were also mentioned quite frequently, with many claiming they are inefficient and expensive. A more regular and cheap bus service is required, with a few respondents suggesting a shuttle service.

A few respondents raised the issue of access to the Town Centre for disabled people.

A key feeling amongst respondents was that people are extremely reluctant to give up their cars, and freedom of choice is required. It is unlikely peoples' habits will change, therefore, many suggest it would be better to 'deal' with the car, rather than try to find alternatives. It was also noted that it is often necessary to drive through the Town Centre to get to other places in the Borough.

Conclusion

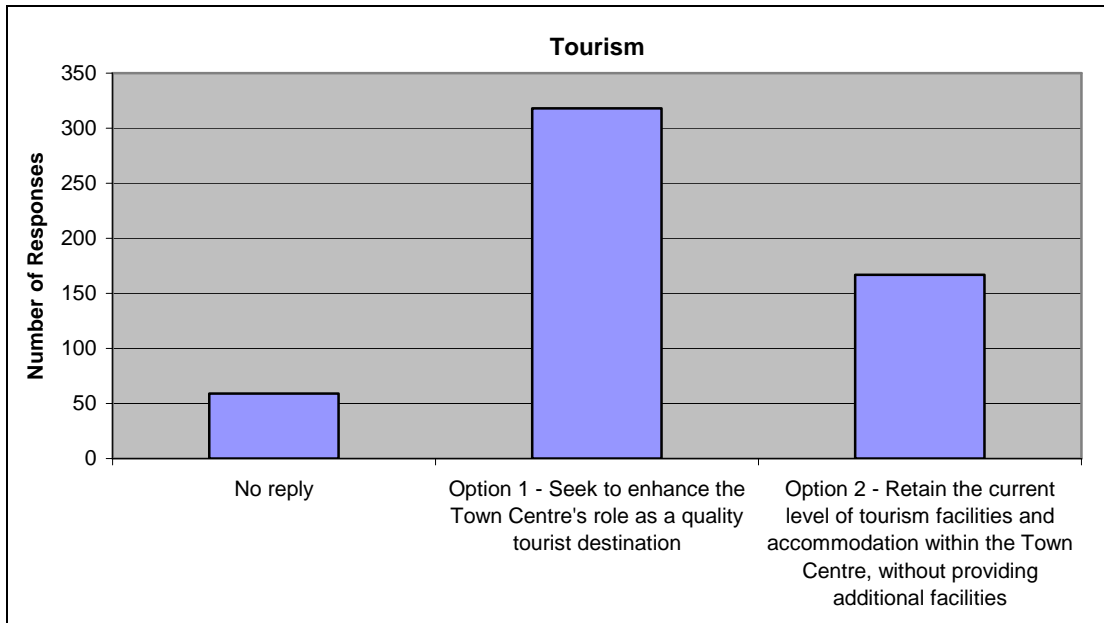
Respondents selected safer walking initiatives as their preferred method of tackling congestion in the Town Centre. This may be tied in with many comments relating to transporting children to school. However, there are many concerns regarding transport in the Town Centre, with calls for improved bus services and cycle lanes.

Tourism



1. Respondents were presented with 2 options regarding tourist development in the Town Centre:

Response



Over half of the respondents (58%) wish to enhance the Town Centre's role as a quality tourist destination. 31% selected option 2.

2. If respondents selected option 1, they were presented with two methods to achieve this, and were asked to state whether they agreed with it or not:

Response

	Strongly Agree	Agree	No View	Disagree	Strongly Disagree
Provide more tourist attractions and facilities	23%	28%	6%	5%	2%
Provide more tourist accommodation	24%	27%	9%	3%	1%

There is general support for both methods of achieving option 1.

3. Respondents were offered the opportunity to make any comments relating to this topic:

Response

Respondents are keen to express the qualities of Guildford Borough and their desire to preserve them. There is a feeling that Guildford Town Centre has historical value, and marketing it with new 'attractions' downgrades this aspect. Any 'new' attractions must be in keeping with the character of the town, however, many felt that Guildford is a relatively modest tourist attraction, unlike places such as Winchester, and therefore too much emphasis should not be placed on exploiting it.

Respondents suggested that there should be a review of and improvement to pedestrian signs to places of interest. There are also calls for an Arts Centre in the Town Centre and more disabled toilets.

Respondents raise the issue that most tourists will travel by car, therefore, increasing congestion in the Town Centre.

There is demand for more hotels with good business facilities and also cheap hotels/B&Bs in the Town Centre.

Conclusion

Although respondents wish to enhance Guildford Town Centre's role as a quality tourist destination, there is some concern over how far this can possibly go, due to congestion issues, relatively 'modest' tourist attractions and a lack of hotel accommodation.

Other Issues

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

Response

The majority of respondents state that public order at the weekends needs to be seriously addressed. Many claim that the character of Guildford has been damaged by the bars on Bridge Street, and wish to see alternative entertainment provided for the young people of Guildford.

North Street/High Street is identified as needing attention in terms of redevelopment and enhancement of the area.

Many respondents suggest that we need to move on with planned re-developments e.g. Friary and Civil Hall.

Other development issues raised include: cycle lanes need to be more integrated, the removal of 1960s eyesore, improvement of public access to the river and the exploration of the possibility of underground parking.

2. The map on page one of the consultation document showed 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?

Responses

- Sydenham Road at the bottom of Bright Hill on the “Old basket Works Site”
- York Road between London Road and Stoke Road
- Out of town e.g. Park Barn and Bellfields
- Area around Woolworths as it is devoid of any attraction
- George Abbott Car Park by the River Wey
- Debenhams sites
- MOD site on Epsom Road – use for housing
- Cricket ground on Woodbridge Road – use it for housing and move the cricket to Stoke Park
- Site at the bottom of Old Portsmouth Road near St. Nicholas Church should be for housing or at least mixed use with a car share scheme.
- Martyn Road/Telephone Complex – mixed use
- Walnut Tree Close

3. Any other comments:

Response

- Additional supermarkets needed in the Town Centre
- A model built to scale, where potential options could be over laid and displayed would be useful.
- Include private schools in the car reduction scheme

- Risk of people shopping elsewhere if parking is not adequate
- Lack of independent small shops in the Town Centre
- Car Parks where you pay on return
- Greater promotion of busses
- Greater facilities for young people
- High Street completely pedestrianized
- Consider Park and Ride at Slyfield