

- 6.20 Waverley Borough Council's 2013 parking guidelines provide guidance on minimum standards of provision for car parking. It is considered necessary to bring this guidance into policy in the Godalming and Farncombe Neighbourhood Plan in order to ensure that it has greater weight in decision-making and that development is designed to fully take these matters into account.

POLICY GOD6: PROVISION AND DESIGN OF RESIDENTIAL PARKING

- A.** Development proposals that generate an increased need for residential parking should provide adequate and suitable off-street parking in order to minimise obstruction of the local road network in the interests of the safety of all road users, including pedestrians and cyclists.
- B.** In the case of residential development, the following minimum off-street parking provision is required:
- a) 1-bed units:
 - i. Within the Godalming Town Centre Area, 1 space per unit
 - ii. Outside the Godalming Town Centre Area, 1 space per unit
 - b) 2-bed units:
 - i. Within the Godalming Town Centre Area, 1 space per unit.
 - ii. Outside the Godalming Town Centre Area, 2 spaces per unit.
 - c) 3+ bed units:
 - i. Within the Godalming Town Centre Area, 1.5 space per unit.
 - ii. Outside the Godalming Town Area, 2.5 spaces per unit.
 - d) Where space permits additional parking provision is to be encouraged.

Note: The Town Centre Area is shown on the Policies Map.

- C.** The parking spaces required by Policy GOD6.B is considered to be the minimum required to support sustainable development within the Neighbourhood Plan area. A lower level of provision will only be permitted if it can be clearly demonstrated that a decreased requirement is justified. Evidence to support justification for a lower parking space provision is to be submitted with the planning application. This requirement applies to all parking provision standards
- D.** Parking spaces that take the form of open spaces or car port facilities, rather than garages, will be encouraged.
- E.** Development proposals that would reduce the existing level of off-street parking provision will be resisted unless it can be satisfactorily demonstrated that the amount of overall provision is adequate.
- F.** The design of new residential streets must demonstrate how on-street parking in excess of that required for residents and visitors will be minimised. Use of environmental and other visually attractive features including street furniture to manage on-street parking arrangements will be strongly encouraged, particularly in the Godalming Town Centre Area and along the identified Movement Routes (Policy GOD9).

Shopfront Design and Advertising

- 6.21 Godalming and Farncombe have historic retail centres which are important to local people. Godalming town centre is in a conservation area and has many listed buildings which should offer protection from inappropriate shop frontages. The retail areas in other parts of Godalming and Farncombe are also visually important and provide a community amenity.
- 6.22 The community wishes to protect and enhance these areas and, in particular, shop frontages are one important way that the unique ambience and attractiveness of the shopping experience in the area is enhanced.
- 6.23 There is widespread concern that excessive plastic and low quality shop frontage reduces the overall feel of the shopping areas. This is particularly important in the Town Centre Conservation Area where, due to the absence of any Article 4 Direction (see Glossary), changes can and have been made to unlisted buildings without needing planning permission. Whilst this cannot be addressed directly by the Godalming and Farncombe Neighbourhood Plan, it highlights the importance of ensuring that any proposed alterations to shop frontages follow appropriate design criteria.
- 6.24 Waverley Local Plan Saved Policy S7 (Shopfronts) requires a high standard of design, including the use of appropriate materials that blend in with the street scene. This has been complemented by the Waverley Shopfront Design Guide Supplementary Planning Document¹⁶ (SPD) and it is considered that this guidance should be integrated into policy for Godalming and Farncombe, with specific requirements in respect of materials and design.



¹⁶ Waverley Borough Council (2016) *Shopfront Design Guide Supplementary Planning Document*



Farncombe's main retail area of the village centre with old and new developments sitting side by side interspersed with residential property and close to the parish church

- 6.25 Design of shop frontages should be of a high quality and owners of shops and commercial properties should respond sensitively to the local area in the provision of an appropriate frontage. They should avoid plastic, aluminium and mosaic materials and the signage should not be overbearing in terms of size or design.



National retailer using appropriate materials and design in the Conservation Area

- 6.26 Generally, muted and traditional colours are preferred as they preserve the character of many of Waverley's shopping streets. The materials should reflect the architectural style of the building. Materials such as granite and marble, or modern highly reflective materials, are not usually characteristic of the area. Materials and colours should be carefully considered. The photograph above shows a national chain store with an appropriate frontage, reflecting the fact that many national retailers have logos and styles for conservation areas.



An example where the building's original features have not been spoilt by the shop front



The left half of this shop's frontage has generic branding which detracts from the adjoining part of the frontage

6.27 'Restore not replace' is an important principle. Godalming High Street has many traditional shop fronts which make up the character of the Conservation Area. Original features, such as recessed doorways, stall risers, mullions, transoms and pilasters, should, where possible, be restored rather than replaced.



The shop on the left has divided the frontage with wooden painted windows and risers which fits with the street scene



The one above has used glazed ceramic tiles and large plate glass which is a bland expanse out of character with the street

6.28 Care should be taken to ensure the size, shape and position of awnings and canopies are in keeping with the street scene and building and conform to Surrey County Council's clearance height recommendations. Retractable awnings and canopies are preferred as they allow for greater flexibility of use.