

# Godalming Town Centre Conservation Area Appraisal

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Front page: Church Street, Godalming.

Right: River Wey,  
Godalming.



## 1. Conservation Areas

Conservation areas (CA) are defined as areas of special architectural and historical interest, the character of which is desirable to preserve and enhance. The character and appearance may be expressed through the buildings, layout and relationship to the landscape of the area.

The National Planning Policy Framework (NPPF) and “saved” Policy HE8 in the Waverley Borough Local Plan 2002 also detail the importance of protecting heritage assets (both designated and undesignated). Attached as Appendix 1 is the relevant extract from the Waverley Borough Local Plan 2002.

CA designation gives a degree of protection against the demolition of buildings and walls and should ensure that new development is of high architectural quality and in keeping with the area’s existing character. Godalming was designated a CA in March 1974 and extended in October 1984 and December 1989. Historic maps of the CA can be found in Appendix 3.

### 1.1 Definition of Conservation Area Appraisal (CAA)

CAAs are undertaken to identify and explain the character of the CA. This document will identify the specific qualities of the Godalming CA and thereby help to manage change within the CA. It is not enough for a LPA to just designate an area as a CA, Section 71 of the 1990 act<sup>1</sup> explains that “it shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas”. Policy HE8 in the Local Plan states that “the Council will seek to preserve or enhance the character of conservation areas by..... (e) carrying out conservation area appraisals”. It is therefore considered pertinent for Waverley to undertake CAAs with the aim to appraise the character of each CA; identify the qualities which should be preserved and enhanced; and produce a management plan to include proposals for enhancement where necessary. There is also an opportunity to review the CA boundaries as part of the process.

### 1.2 Status of the CAA

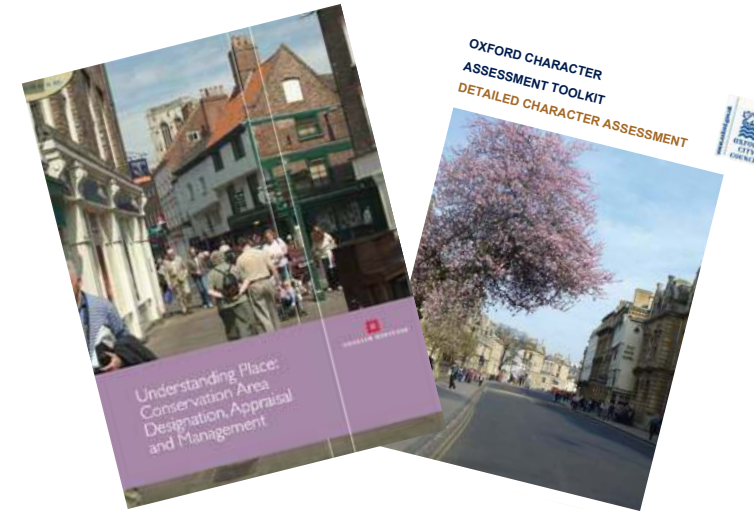
The intention is for the CAA to be adopted by the Council as a material consideration and used in the determination of any application for planning permission, listed building consent and CA consent within the CA. It will also be used to influence enhancement schemes for the long term management of the CA.

The document should be read in conjunction with Waverley’s Local Plan, the emerging Core Strategy and other relevant documents, including supplementary planning documents and Town/ Village Design Statements.

<sup>1</sup> Planning (Listed Buildings and Conservation Areas) Act 1990

## 1.3 Sources and Guidance for the Appraisal

This appraisal was compiled with the assistance of English Heritage’s guidance “Understanding Place: Conservation Area Designation, Appraisal and Management” (March 2011)<sup>2</sup>. English Heritage has also published guidance called “Knowing Your Place” (March 2011) and has funded the development of a (Character Assessment) toolkit used by Oxford City Council<sup>3</sup> to evaluate the heritage within their area.



### 1.4 Methodology

The conservation area was surveyed by visiting the site, noting the features as highlighted by English Heritage guidelines, conducting a photographic study and undertaking a desk top study using the internal mapping system to understand change over time. The survey data has been used to develop a draft CAA.

A steering group was also set up with members from Surrey County Council, Waverley Borough Council, Godalming Town Council, local amenity groups, local business group and officers from Waverley Borough Council and Surrey County Council. This group meets to discuss the appraisal and bring forward recommendations in the Management Plan.

### 1.5 Community Involvement

An early draft appraisal was shared with the Godalming CAA Steering Group. In addition a formal (6 week) consultation on the draft CAA was undertaken with the Town Council, local residents and businesses and other relevant stakeholders to ensure that this is a robust document. The amendments received during the consultation have been considered and informed the preparation of the final document.

<sup>2</sup> <http://www.english-heritage.org.uk/publications/understanding-place-conservation-area>  
<sup>3</sup> <http://www.oxford.gov.uk/PageRender/decP/CharacterAppraisalToolkit.htm>



# PART 1 – Godalming Conservation Area Appraisal

## 2 Definition of Special Interest

English Heritage defines special interest as the “special architectural or historic interest” of the area that warrants designation and the “character or appearance of which it is desirable to preserve or enhance”<sup>1</sup>.

### 2.1 Summary of Special Interest of Godalming Town Centre Conservation Area

The character of the CA relies on the many listed buildings in the compact historic core. The buildings are varied in age and scale; most are 2 storeys, but some are 3 storeys. The buildings date mainly from 17th – 19th centuries sometimes masking earlier frames. The streets are relatively narrow and have predominantly domestic scale buildings on either side offering a good sense of enclosure. The streets gently meander at certain locations. For example, Bridge Street is on a slight elevation and bends onto High Street, offering glimpses for the pedestrian to explore further.

The “Pepperpot” or Old Town Hall sits in a prominent position at the junction of Church Street with High Street. Church Street has arguably the most character in Godalming with many 17th century timber framed buildings. This street also meanders to reveal the 12th century Grade 1 listed Church of Saint Peter and Saint Paul. There are many “yards” off the main street that would have housed workshops in the past. Many have been converted into office, retail or residential uses. Some feel more private than others and some are in better condition than others. The open spaces: the Phillips Memorial Park, the allotments and the churchyard, are also important to note. In particular their relationship to the River Wey and the Lammas Lands beyond.

There are 125 listed buildings, 15 heritage features and 2 buildings of local merit in the CA. Overall the CA of Godalming appears to be in a good condition, but there are some buildings and locations within the CA which, due to condition, materials, street furniture and other factors, currently detract from the CA and where there may be opportunities for improvement in terms of preserving and enhancing the CA.

<sup>1</sup> <http://www.english-heritage.org.uk/publications/understanding-place-conservation-area/>



Church Street



Wharf Street

## 3 Assessing Special Interest

This section is the core of the Appraisal, aiming to give a more detailed analysis of the special interest of Godalming CA. This will consider its location and setting, historical development, architectural quality, open space and landscape, buildings of local merit and an assessment of condition.

### 3.1 Location and Setting

#### 3.1.1 General Character

Godalming CA is a large area of compact built form, centred on the High Street. It also contains an area of green space around the Phillips Memorial Cloister. There are 125 statutory listed buildings in the CA. These are principally concentrated in the High Street, Church Street and Mill Lane. The CA contains a mix of uses, including retail, office and residential. Church Street, the High Street and Bridge Street have the highest proportion of “mixed use” buildings, for example retail ground floor and residential or office above.



High Street

One of the key characteristics of the CA is the “yards” located behind the main streets of the CA. They are mainly in private ownership and in need of maintenance to the access roads, for example the cobbles in Wiggins Yard.

The buildings on the main streets are mainly 17th – 21st century and 2-3 storey in height; many are listed, with traditional built form, red brick or (cream /white) render, timber-framed with pitched roofs and clay tiles. The best examples have wooden casement, sash or iron frame windows, pitched roofs, clay tiles and traditional shop fronts. Some recent additions such as 2-12 High Street, presently occupying Halfords, are not particularly sympathetic to the CA or neighbouring listed buildings. However they are “of their time”.

Views are mainly limited to the main retail streets, rather than the landscape beyond, with the exception of the area surrounding the Phillips Memorial Cloister. The High Street and Church Street have characterful low scale historical buildings which do not overshadow the street, yet at the same time offer a sense of enclosure. The main streets in the CA contain a wide variety of uses at ground floor level, which adds another dimension to the



street scene including the fish and chip shop, the fish shop, grocers, restaurants, pubs, hairdressers, bookshops and bakeries some of which provide enticing smells.

At the time of the survey (September 2012), the most footfall in the CA tended to be between Waitrose and neighbouring retail units on Bridge Street (cafes, hairdressers, jewellers, grocers). However the number of pedestrians continued to be equal or slightly less around the Kings Arms and Royal Hotel, increasing again further along the High Street where the retail and commercial units such as hairdressers, opticians and banks are located. After Boots the Chemist, the footfall reduces. Church Street and the west end of the High Street appear to have the least number of pedestrians in the main town centre. Another busy node is around the train station which has consistent footfall from trains and taxi services.

The areas surrounding the Philips Memorial Cloister and the Church of Saint Peter and Saint Paul have the least amount of activity in the CA. There is a footpath/ shortcut to the train station which is used all day and there is also a children's playground, a band stand, a bowling green, allotments and a footpath along the River Wey which are also used to a lesser degree each day and are weather dependent.



Church of St. Peter & St. Paul

In the evening, pubs and restaurants are popular. There is higher activity during the day, in particular at lunch time and just after work, particularly around the shops on Bridge Street and the High Street, with people gravitating towards Waitrose on Bridge Street. Traffic is steady at the busiest times, but on the whole it is not an obvious problem within the CA, primarily due to Flambard Way relief road.

### 3.1.2 Sensory

The noises during the day are of people talking, walking, businesses unloading and passing traffic. Overall it is generally peaceful. The dimly lit streets in the evening do not appear threatening. It is relatively tranquil with some activity around local pubs and restaurants. It is recognised that activity around restaurants and pubs may be more

vibrant in the evening adding a different dimension to the CA. The types of restaurants include Thai, Indian, Italian and a fish n' chip shop, all providing a variety of smells.

### 3.1.3 Economic Profile and Potential forces for change

Waverley in general is an affluent area with a buoyant local economy and low level of unemployment. Godalming town centre is a mix of retail, office and residential. The majority of homes in this Ward are privately or social rented (55% - Apr 01 census data for Output area E00157618). The level of unoccupied retail units is quite low and the turnaround of new retail units is reasonably quick, although there are a few units which have been vacant long term. There is a strong presence of independent shops and other town centre uses including butchers, bakers, green grocers and cafes.

### 3.1.4 Vistas

There are many significant views in the CA. The main ones are:

1. Bridge Street looking towards the High Street features a characterful street frontage of 17th – 19th century buildings and yards. Buildings at the northern end of Bridge Street are low scale maximum 2 storeys; some are rendered and some are timber framed but closer to the High Street, buildings increase in height to 3-4 storeys and are primarily Victorian, some incorporate bargate stone.



Bridge Street

2. Looking into yards along the main streets, these buildings are less ornate and more utilitarian than those on the High Street. They still have definite character in terms of light industrial/ warehousing from 16th – 19th century. For example, Hart's Yard has a mixture of rendered timber framed buildings, white painted brick and painted bargate stone. The buildings in these yards are generally of lower scale than buildings on the High Street.



Hart's Yard

3. Crown Court, looking from High Street towards car park shows an attractive square surrounded by listed buildings with a walk through arch constructed in the early 1950s from the original materials of earlier buildings and flagstone paving. The view on the other side, looking into the CA from the car park towards the High Street is also important.



Crown Court

4. High Street looking west towards the Pepperpot shows the Pepperpot as a "proud symbol of the town's independence", built in 1814 on the site of an earlier market



hall. It is surrounded by 16th century timber framed and brick fronted 17th century buildings.

5. The view looking north on Church Street from the Pepperpot reveals a meandering street with timber framed 16th as well as 18 & 19th century buildings which guide the pedestrian to explore the street further. The Church of Saint Peter and Saint Paul with its tall spire reveals itself at the end of the street. The quality of the street scene appears better than the High Street primarily due to the quality of the materials used in the public realm.

6. The view from the Church of Saint Peter and Saint Paul looking up Church Street.

7. The grounds of the Church of Saint Peter and Saint Paul looking towards the bandstand and the Lammas Lands beyond.

8. The unfolding views from Station Road down Mill Lane, meeting the junction Mill Lane and Mint Street and then further down Mill Lane in the area surrounding The Old Granary, Tudor Cottage, the Old Mill and the mill race.

9. The view on Station Approach of the Auction Mart building (presently the Veterinary Surgery) and Deanery Place beyond.

10. The view of Deanery Place and the spire of the Church of Saint Peter and Saint Paul at the junction where Westbrook Road meets Station Road.

11. The view of the spire of the Church of Saint Peter and Saint Paul at the junction where Station Approach meets Station Road.

12. The view on Borough Road looking towards the Church of Saint Peter and Saint Paul and Deanery Place beyond.

13. The view off Church Street looking down Mint Street.

14. Frith Hill outside the CA provides the best view of the roofscape that is the pitched roofs, dominance of clay tiles on domestic scale historical buildings. There are also limited views from St Edmunds Steps off Croft Road. There are



Church Street



Church Street



Mint Street



Westbrook Road



Mint Street

better views of the roofscape in the winter rather than summer months.

15. Other important views from outside the CA include views from Meadow, Bridge Road and Chalk Road across the Lammas Lands towards the Church.

Focal points include the Kings Arms and Royal Hotel, Crown Court, the Pepperpot, the Church of Saint Peter and Saint Paul, the Philips Memorial Cloister and bandstand.

Overall, the views within the Godalming CA are urban, framed by historic buildings and strong vistas. More rural views are found around the Lammas Lands and Phillips Memorial Cloister adding variety and contrast to the CA.

There is strong physical enclosure throughout the core of the CA, which limits the views. However the Godalming hillsides provide a strong back drop to the CA, setting the context for the town centre.

### 3.2 Historic Development

There are several significant dates within Godalming's history which have helped shape the development of the town.

Godalming lies at the northern end of a series of Greensand hills through which runs the River Wey, which at Godalming is joined by the much smaller River Ock. The High Street is built on sandy Hythe Beds of the Lower Greensand, and the hills surrounding the town are capped with Bargate Beds. Bargate stone, comprising sand, pebbles and hard calcareous sandstone, was extensively used both within the town and the surroundings and its quarrying was an important element of the local economy until well into the 20th century. At the Bridge Street end are alluvial deposits of fine sand and silt, whilst at the other end of the town in Mill Lane and Mint Street are alluvial deposits of sand and flint gravel.

The origin of the town name is Saxon, generally thought to have derived from Godhelm's Ingas, the land of Godhelm's people. The Manor of Godalming, originally much larger than the present area, was owned by King Alfred the Great, King of Wessex and continued in royal ownership until 1221 when Henry III granted it to the Bishop of Salisbury. Godalming is recorded in the Domesday Book, which shows that the Manor was owned by King William and the Church held by Ranulph Flambard.

The medieval period was one of great prosperity for Godalming owing much to the wool trade and cloth-making industries and there were a number of mills on the rivers Wey



Church Street



High Street



and Ock. This, together with leather making, continued into the 20th century, and for much of its history Godalming resembled a northern manufacturing town more than the archetypal Surrey town of today.

The Manor of Godalming reverted to royal ownership in 1541 and was subsequently sold by Elizabeth I in 1601 to Sir George More of Losely. It remained in the More family ownership until 1871.

In 1764 the Godalming navigation was opened from the Wharf to Guildford where it joined the River Wey Navigation, providing a link to London. The Wharf covered a large area over what is now Waitrose's car park through to Sainsbury's petrol station. It employed many workers and was particularly important during the American and Napoleonic Wars, when naval supplies were shipped from London and taken by road from Godalming to the Navy's principal base at Portsmouth. Bulk goods shipped from the Wharf included timber, stone and corn.

The Pepperpot, which takes its name from its similarity to a Georgian silver pepper box, is situated at the site of a former market, on a triangle of land at the south western end of the High Street. In medieval times this area would have been considerably larger, but successive buildings in the surrounding area have encroached into the space. In 1881, this area also had international fame by having the world's first public electricity supply for street and private lighting. This was powered by a water-driven generator at Pullman's Leather Mills. However the scheme was short lived, as the river power was insufficient and there were too few customers. In 1884 the town reverted to gas light.

The wool trade was well established in Godalming in the early 18th century. Many of those involved in the trade worked from their homes and two of these characteristic cottages exist, one on Mint Street and another adjacent to the Rose and Crown in Mill Lane. They are three stories high with a long window just below the eaves where the knitter would sit making use of the light from dawn to dusk.

The River Wey played its part in the development of the woollen industries as a source of water and power and it was also the main factor for the growth of other industries, including leatherworking and paper making. The Old Bark Tannery existed in the area in 1808. It was powered by the River Ock, which joins the River Wey by the railway viaduct.



Pepperpot, High Street

The town also had one industry which had no need for a mill as a source of power, which was Bargate stone quarrying. This was extracted almost entirely by hand and there are examples of its use all around Godalming.

Throughout the 18th century, coaching inns flourished as Godalming was a stop off between London and Portsmouth. The most well known is "the Kings Arms". In 1698 it received Czar Peter the Great of Russia. The coaching inns suffered a sudden decline with the opening of the railway through to Portsmouth in January 1859. A direct result of this was the insertion of shops into the ground floor frontages of inns, such as banks, butchers, grocers and drapers. Similar independent shops exist on the High Street today.

In the early 19th century Godalming was a bustling, thriving industrial town. The buildings fronting the main thoroughfare from Bridge Street to the other end of the town hid dozens of small tenements and workshops which were reached through common entrances between shops and houses. Small yards like Harts Yard were both homes and workplaces of saddlers, carpenters, etc.

Much of the High Street and Church Street buildings of the early 1800s have survived to the present day and the general view of the town has not altered much.

A good short history of the Town is Godalming: A Short History, John Janaway, 1993.

### 3.3 Architectural Quality and Built Form

The density of the historical buildings on the main streets makes a significant contribution to the character of the area. In general these buildings vary in scale and age but are mostly 2 - 3 storeys from the 17th – 19th century. Some of the buildings are made with red brick or are red brick fronted with a timber frame underneath. Others have exposed timber frames and/ or painted render. Most buildings have pitched roofs and clay tiles. There are some distinctive buildings including the King's Arms and Royal Hotel which uses blue glazed headers in the brickwork. There are many buildings of local bargate stone with red brick dressing. 46 Bridge Street shows an excellent example of high quality moulded brickwork. It was formerly the Liberal Club, but currently it is used as offices. Windows in the CA are mostly traditional wooden casement and Victorian sashes. However, there are examples of unsympathetic PVCu windows in a few buildings.



High Street

The stone surround of a doorway to the Constitutional Club has been recently restored. However, the very ornate chimneys have long since been removed. The Constitutional Club is now in mixed use, with retail on the ground floor.

On the whole, most of the buildings are in fair to good condition. Some buildings have had poor alterations such as marble stall risers. Other newer buildings are not



sympathetic to surroundings such as 2-12 High Street, but they were “of their time”.

### 3.4 Listed Buildings

There are 125 statutory listed buildings in the Conservation Area; 122 are grade II listed and 3 Grade II\* and 1 is Grade I listed (the Church of St. Peter and St. Paul). The 3 Grade II\* buildings are:

- 99-103 High Street (formerly the White Hart Inn)
- 80 High Street (presently WH Smith)
- 74 High Street



74 High Street

All listed buildings are available to view in detail on Waverley Borough Council’s mapping system as well as the “National Heritage List for England”<sup>2</sup>.

### 3.5 Heritage Features

In 1986 Waverley Borough Council produced a list of heritage features in Waverley<sup>3</sup>. The list covers natural landmarks, archaeological sites, historic structures and historic trees, roads, trackways and gardens. The purpose of the list was to identify features which were a significant and valuable part of the character and history of the Borough but for the most part were not protected by legislation. The intention was that by recording them there would be more awareness of the value of preserving them. There are 15 heritage features in the Godalming CA.

The Phillips Memorial Cloister is both a Heritage Feature and Grade II Listed Building. It was designed by Hugh Thackeray Turner in 1913 and built in memory of John George (Jack) Phillips of



Phillips Memorial Gardens

Farncombe, the chief wirelessoperator of the SS Titanic, who drowned in 1912. It has recently been repaired and restored, with contributions from the Lottery Fund for the centenary of the sinking of the Titanic in April 2012. The gardens at the Phillips Memorial Cloister were created by Gertrude Jekyll. Whilst the original gardens no longer exist, Surrey Gardens Trust and Waverley Borough Council have recently restored the gardens sensitively, to include the types of plants which may have been present. Other heritage features in this area include a war memorial and a wooden footbridge over the River Wey. Closer to the station are heritage features such as concrete markers installed by utility companies in 1920-30s, a wrought iron gas light bracket and an iron boot scraper.



Phillips Memorial Cloister

The High Street has more heritage features in the form of tin signs from the 19th century. There is also a tall iron hand lever pump at the Pepperpot, which provided a communal water supply before mains water was laid on. The cobbled yards of Harts Yard and Wiggins Yard are the last remaining cobbled yards in the CA. Harts Yard is particularly distinctive because the cobbled yard is flanked by painted brick and stone houses with some timber frame detailing. They are possibly a converted coach-house and stables. There are other heritage features such as a lamp lantern in the yard of the Kings Arms and an iron bracket of a pawnbrokers sign above 3 Wharf Street, indicating the former use of the building.



Hart's Yard

According to the National Planning Policy Framework Heritage Features are considered to be “Designated Heritage Assets”.

### 3.6 Buildings of Local Merit

Buildings of Local Merit (BLMs) are buildings identified by Waverley as of local historic, architectural or townscape merit. Many local authorities have lists of such buildings, sometimes called the local list and sometimes Buildings of Townscape Merit (BTM).

There are only 2 buildings of local merit (BLMs) within the CA, at 96 and 117 High Street. Both are Georgian, 2 storey, red brick or rendered with original windows. They have retail/ restaurant use on the ground floor. They are well preserved and maintained and fit in well in the street scene. Under the NPPF, BLMs are considered to be designated heritage assets.



High Street

<sup>2</sup> <http://list.english-heritage.org.uk/>

<sup>3</sup> Heritage Features in Waverley (4 volumes) WBC 1986.



### 3.7 Heritage at Risk

There are no buildings within the CA on the Waverley BC & English Heritage “Heritage at Risk Register”.

It is important to ensure that any listed buildings that fall into disrepair are identified early, so that Waverley Borough Council can work with the owners to find appropriate solutions and bring the building into a productive use.

Whilst the main responsibility falls with Waverley and the owner, it is advantageous that others interested in the built heritage of Godalming ‘keep an eye’ of the historic fabric and report anything of concern.

### 3.8 Open Space and Landscape

The Phillips Memorial Park is the only open green space in the CA, next to the River Wey, with views of the Lammas Lands beyond. The Phillips Memorial Cloister itself is a quieter space and has been subject to vandalism in the past. This might be because the structure is less open and has limited natural surveillance. On the whole the park is well maintained and in the summer time many people sit on the grass. There are additional structures/ buildings such as the bandstand, the Church and the children’s playground which also add to the ambience of the area. An area of allotments also adds variety to this area.

The CA is primarily a built up area, with limited soft landscaping in the centre of the town. However this “urban” feel is softened by mature trees around the Church of Saint Peter and Saint Paul and towards the train station. These areas are important transitional zones away from the centre of town. The topography of the area is relatively flat. There are shifts in elevation between the church and the park and also at the western end of the High Street and around the train station. There are also changes in elevations from the High Street to Bridge Street and the High Street to Wharf Street. These shifts add interest to the townscape and landscape.

Slightly beyond the CA, the Godalming hillsides add a contrasting backdrop of woodland (interspersed with buildings) which is visible throughout the town.



Phillips Memorial Gardens

### 3.9 Street Scene and Streetscape

The presence of the “yards”, for example Fry’s & Wiggin’s yards, gives additional interest

to the main streets, offering more visual space as well as physical space for offices and retail units.

There is an informal space in front of 7-11 High Street, next to the bus stop. Although this is privately owned, it is unoccupied and un-gated, and has attracted people to sit in and reclaim the space. “The Pepperpot” at the intersection of Church Street and the High Street also provides some shelter with seating and is also a landmark/ meeting point. Additional vibrant spaces include Crown Court, a gateway building and space next to the car park with historical character and vibrant uses such as cafes with outside seating. The area around the 56 High Street, presently occupied by the Slug and Lettuce, is also quite vibrant with outside seating. However the building itself is quite modern and not in keeping with the other surrounding historic buildings. The Sun (public house), at the intersection of Bridge Street and Wharf Street, also provides outside seating for its customers, which adds to the vibrancy of the street scene. In contrast, the Red Lion pub at the west end of the High Street is adjacent to the larger expanse of public realm which seems under-utilised. Perhaps this is more symptomatic of lower footfall and surrounding uses.



High Street

Enclosure is a strong characteristic of the Godalming CA. Buildings are 2-3 storeys in height each side of the High Street, and the road between is a similar length. Where there are less buildings, such as around the railway station, there is still good enclosure with densely packed trees and landscape. The areas around the Phillips Memorial Park, and along Great George Street next to Crown Court car park, are the least enclosed and therefore more exposed to the extreme weather conditions.



Bridge Street

The gaps between buildings on the main roads – High Street, Bridge Street, Wharf Street, and Church Street, are quite small because the buildings are relatively densely packed. The yards break these continuous frontages and offer relief, interest and contrasting vistas off the High Street.

In general, building plots on the roads around the High Street are compact, with a limited amount of private space.

The main footpaths on the High Street were subject to an improvement scheme in the early 1990s. They have red brick paving, granite setts in certain parts and traditional kerbstones. There is a mixture of modern (plastic) signage as well as more traditional finger posts. On the High Street there are traditional style guard rails and bollards, but current best practice<sup>4</sup> questions the need for too much clutter.

There is a traditional (reproduction) three lantern lamp post at the intersection of Bridge Street, the High Street and Wharf Street. This represents the first electric light in Godalming. However it is arguably lost in the wider street scene.



Traffic is one way on the main roads: Bridge Street, Wharf Street, the High Street and Church Street. This, in addition to Flambard Way, has helped reduce traffic through the CA. Traffic calming, in the form of speed bumps and pedestrianisation of the High Street on Saturdays, has been implemented.

Most of the CA, including the yards, is accessible to the public. Some areas of the High Street have advertising boards and guard rails, which may hinder the disabled people or people with push chairs. The CA is reasonably permeable for pedestrians. The key gateways by foot into the centre include Crown Court car park, Wiggins Yard, Lower South Street, Queens Street, Wharf Street, Station Approach, Mill Lane and Pound Lane.



Crown Court carpark

### 3.10 Assessment of Condition

The condition of the Godalming CA in general is good. There are opportunities for improved public realm and connectivity to existing green spaces. Views are also important and these should be preserved. There is some evidence of deterioration of important buildings. For example 137 High Street, 46 Bridge Street and the plinth of listed building 39-40 Bridge Street. There is also evidence of unsympathetic development within the 20th Century.



Great George Street

## PART 2 – Management Plan

### 4 Management Plan

The Management Plan sets out specific actions/ projects aimed at preserving and enhancing the CA in the future. It builds on the early 1990s Godalming initiative, a traffic management and public realm improvement scheme which included traffic calming measures and shared spaces.

Materials were considered carefully such as granite sets used in the speed bumps however they need regular maintenance and should not be repaired using tarmac. Road markings are kept to a minimum and thin (conservation area) double yellow lines are used where necessary.



Philips Memorial Cloister

#### 4.1 Managing change

Sometimes the qualities that make CAs appealing might lead to further pressure for development.

Large development opportunities within the Godalming CA are limited primarily due to the historic development of the town. However, there have been a number of smaller residential developments over the last few years including to the rear of the Kings Arms Hotel and within Wiggins Yard. Planning permission has also recently been granted for the comprehensive redevelopment of 139-143 High Street (providing six apartments, a take away and a restaurant) and 14 affordable houses at Station Road. The impact on the CA was one of the key considerations when determining these applications.

The Godalming Key Site (adjacent to the CA) was identified in the Local Plan and has recently been granted planning permission for a comprehensive residential development. However, there are no other site allocations either within or adjacent to the CA identified within the current Local Plan.

Primarily, changes within the Godalming CA tend to be small and incremental. Where consent or planning permission is necessary, it is expected that the appraisal section of this document be taken into account when making the decision.

Various small scale enhancement opportunities within the CA have been identified throughout the remainder of the management plan.



## 4.2 Designation

### 4.2.1 Buildings of Local Merit

In addition to statutory listing, the NPPF has stated that Heritage Features and Buildings of Local Merit (BLM) are designated heritage assets. Waverley has recently set up a project to identify review and adopt additional BLM's. This is a community led project which includes a consultation process with owners and local amenity societies. The Parish or Town Council take the lead on the project with support given by Waverley.

#### Recommendation:

**That the Godalming Trust work with the Town Council to undertake a review of the BLMs to identify potential candidates to be designated as a BLM.**

## 4.3 Celebration

### 4.3.1 Waverley Design Awards

The Waverley Design Awards scheme was introduced in 1995, to encourage an interest in the quality of the built and natural environment of the borough. The scheme also promotes an awareness of the need for high standards in design including planning, architecture, sustainable development and landscaping.



The awards are made every two years and in 2007 the Church of Saint Peter and Saint Paul won the Best Building award for The Octagon extension. It is important to ensure that outstanding design is identified and promoted especially when it preserves and enhances the CA.

#### Recommendation:

**Godalming Town Council, Godalming Trust and Godalming Together are encouraged to nominate new, outstanding developments to the Waverley Design Awards.**

### 4.3.2 Godalming Trust Design Awards

In the alternate years to the Waverley Design Awards, the Godalming Trust runs a similar awards scheme. Awards are given for outstanding design and architecture in both the public and private realms. Categories include new build, conservation and restoration, and environmental improvements.

### 4.3.3 Godalming in Bloom

Every year, the Go Godalming Association brings Godalming in Bloom to the town centre.

The scheme focuses on the flora displays of private and public gardens including commercial and public buildings. Individuals and public organisations can apply. The scheme is designed to have a positive impact and to inspire a sense of place, together with community spirit and pride. As such this sits comfortably with the aims and objectives of the CAA.



### 4.3.4 Shop Front Awards

Godalming town centre contains many fine traditional and modern shop fronts that are an important element in the townscape. However, it was also concluded that there are still opportunities to improve some of the shops so that they make a positive contribution to the appearance, vitality and viability of the town centre.

A local best kept yard and shop front competition would encourage traders to have a sense of pride in their premises. This would celebrate the efforts and encourage others to participate. It is important that good quality shop fronts are recognised locally for their contribution to the street scene.

Whilst this would complement the Waverley Design and Godalming Trust Design Awards scheme, it is considered pertinent that this be administered at a local level on an annual basis by Godalming Town Council or the Godalming Trust.

In addition an existing “ad-hoc” shop window competition is held throughout the town and often revolves around a specific theme. This is run once or twice per year.

#### Recommendation:

**It is important that good quality shop fronts are recognised locally for their contribution to the street scene. As such they should be entered into local competitions such as the Waverley Design Awards. The Godalming Town Council or the Godalming Trust are also encouraged to set up an annual shop front award programme to celebrate the best shop fronts within the town centre. Alternatively a suitable category could be added to the Godalming Trust Design Awards scheme.**



## 4.4 Enhancement Schemes

### 4.4.1 Shop Fronts

A shop front photographic survey was undertaken in 2012 (see Appendix 3 - to follow). This found the majority of shop fronts to be acceptable to the CA setting although a few could be improved.

The majority of changes to shop fronts generally occur when a new proprietor wishes to implement their corporate style to ensure that their business is distinctive within the street scene and to draw in customers. This normally means that the colour of the shop front is changed and new signage installed – both of which may not be controlled through the planning system.

Waverley has design guidance related to shop fronts, produced in the early 1990's<sup>5</sup>. This document is a material planning consideration for use in the determination of planning applications. Whilst the number of shop front planning applications is relatively low, the guidance is useful and should be reviewed to ensure that it is up to date and relevant.

It is considered that the guidance should cover the whole of Waverley and not be specific to each individual town (or village) centre as the issues are similar.

#### Recommendation:

**The Waverley shop front design guidance should be reviewed, where necessary updated and considered for adoption as a supplementary planning document to be used when determining relevant planning applications borough wide.**

### 4.4.2 Advertisements & Fly posting

Advertisements play an important role within the street scene adding to the vibrancy of an area. However, adverts can also undermine an area, provide hazards to those with mobility issues and add to clutter. In addition, given the current economic climate a balance needs to be struck between supporting local businesses and controlling advertising to ensure that the amenity of the area is not unacceptably affected.

Advertisement boards (A-boards) have been identified by the Disability Forum as a particular concern in terms of mobility within Waverley's town and village centres. Surrey County



Bridge Street



High Street

Council (SCC) have published guidance on Advertising on the Highway<sup>6</sup> with the emphasis on its Highways Authority responsibilities. Waverley will work with SCC to address issues that these guidelines raise.

Flyposting has also been noted as an increasing concern. If posted on SCC land, the County are able to remove the sign; if on private land, the landowner is responsible. Any general advertising concerns can be directed to Waverley BC.

#### Recommendation:

**Stakeholders support SCC and WBC in taking appropriate action to deal with A-boards that conflict with the published guidelines.**

### 4.4.3 Standardisation of street furniture and decluttering

It is important to reinforce the distinctiveness of Godalming through a clear and consolidated approach to street furniture, including bollards, lamp posts, benches and litter bins.



High Street

In order to ensure consistency throughout the Conservation Area, coordinated street furniture should be implemented throughout the town and within new public realm schemes. Where this is not possible, the commissioning authority (whether it be Waverley, Surrey or Godalming Town Council) should contact the Planning Projects Team to identify a suitable alternative.

Improving the CA does not just mean the installation of new coordinated street furniture, it also means rationalising what is already there and removing or repositioning signage and street furniture that is no longer required or used.

#### Recommendation:

**The Steering Group should conduct a survey with SCC to identify areas most in need, and specific signs to be removed. This could include:**

- **Redundant posts with no signage.**
- **Redundant signage no longer required.**
- **The rationalisation of signage and furniture where other, more appropriate signage/ furniture exists.**
- **The upgrade or replacement of signage in poor repair.**

<sup>5</sup> [http://www.waverley.gov.uk/downloads/file/3513/shopfronts\\_in\\_waverley](http://www.waverley.gov.uk/downloads/file/3513/shopfronts_in_waverley)

<sup>6</sup> <http://www.surreycc.gov.uk/?a=445816>



#### 4.4.4 Refuse & Littering

There is evidence that some commercial properties are having difficulty storing waste and refuse in their service areas away from view in the CA. However this can undermine the street scene and impact on users of the town centre.

Littering in the form of chewing gum on the street has also been highlighted as a continuing problem.

##### Recommendation:

**Overall there needs to be a considered and co-ordinated approach to refuse and recycling (both domestic and commercial) within the Conservation Area. Problem areas should be identified and in the first instance discussions should take place with the retailer to establish where the issues lie. Where it is possible appropriate solutions should be implemented with the involvement of Waverley Borough Council's Environmental Services, Chamber of Commerce, landowners, retailers and the Town Council.**

**Environmental Services at Waverley BC should also be informed about removing chewing gum off the street.**



Angel Court

#### 4.4.5 Traffic calming

Traffic calming can take the form of raised platforms, shared surfaces, speed bumps and kerb extensions. They can result in slower traffic speeds, and lower accident rates<sup>7</sup>. Subject to design, they can also significantly improve the public realm.

There are already shared spaces and traffic calming on the High Street, Bridge Street and Wharf Street. However there may be scope to introduce further traffic calming measures at other locations in the CA. There are a number of potential locations on Station Road, where pedestrian crossing could be improved such as the junction with Mill Lane, Mint Street, Station Approach, Westbrook Road and Borough Road. The junction at Westbrook Road is a popular crossing for people going to the town centre from the train station and vice versa.

In terms of pedestrian safety an additional footpath on Station Approach, on the left hand side walking towards the Church of Saint Peter and Saint Paul, would be of benefit.

##### Recommendation:

**SCC will shortly be conducting a feasibility study to analyse and potentially remodel Station Road. The Transport Work Group of the Community Interest Company (CIC), Godalming Together has also produced a document on pedestrian routes through the town centre. It has been suggested that these two pieces of**

<sup>7</sup> <http://www.homesandcommunities.co.uk/manual-streets-12>

**work will be combined to produce to consistent and coordinated approach to improved pedestrian routes in the CA. It is expected that the outcome of this work will improve the pedestrian experience in these areas. However before implementation the recommendations of the final report should be shared with the Steering Group.**

#### 4.4.6 Pedestrian Guardrails

Guardrails are usually installed where there is a risk, or perceived risk, that pedestrians will, in their absence, cross carriageways away from designated crossing points, or will otherwise wander into places where they can come into conflict with motor traffic.

Throughout the Conservation Area there are a number of examples of pedestrian guardrails.

On the High Street there are traditional forms which are small and blend well with the CA, however on Station Road (junction with Mint Street) the guardrails are more obviously barriers preventing pedestrians from walking their desired path. In terms of their appearance, these particular guardrails do not make a positive contribution to the CA.



Mint Street

##### Recommendation:

**The Steering Group should conduct a survey with SCC officers to identify areas where guard rails could be removed or improved. Whilst the long term ambition would be to remove all those that are not necessary from a highway safety perspective (following LTN 2/09<sup>8</sup>), it is more likely that the removal of the guardrails would happen in conjunction with other highway improvements (such as the shared spaces).**

#### 4.4.7 Public Art

There is a notable absence of public art within the Godalming CA. However there are a number of places where public art could add to the street scene, such as Crown Court, the public realm next to the Red Lion pub, the entrance of Angel Court (in place of the oversized public bench and bollards) or on the corner of Moss Lane and the High Street.

<sup>8</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/3806/ltm-2-09.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/3806/ltm-2-09.pdf)