

4.4.8 Historic Painted signs

There are also some good examples of painted signs such as Manchester House on the High Street and “The Skinners Arms” on 2 Church Street. Careful consideration should be given to their long term maintenance, preservation and enhancement.

4.4.9 Historic plaques

There are a number of historic plaques around the area identifying noteworthy events. Consideration needs to be given to long term maintenance. Additional plaques could also be placed on buildings associated with a well known local person or event. However, there needs to be a balance so that the building and general street scene is not cluttered.



High Street

4.4.10 Graffiti

Graffiti can significantly undermine the quality of the environment however it is not a significant problem within the CA. When the steering group undertook a walkabout of the CA, graffiti was found in the alley way between Angel Court and Moss Lane. This alleyway has no natural surveillance. It is used by businesses to access bins in the service area off Moss Lane as well as a shortcut to the nursery in Angel Court.

Recommendation:

Co-ordination with landowners and the Police may be necessary to come to a suitable solution to the graffiti. There is a need for this area to be checked regularly and cleaned. Waverley is responsible for cleaning graffiti in public areas (including around footpaths). All groups involved in this project should monitor graffiti within the CA and, where necessary, report using the online form at www.waverley.gov.uk.

4.4.11 Utility companies

Utility companies often carry out works on the highway within the CA (road or pavement). Utility companies (and their contractors) are required to ensure that the surface is made good, to the same standard that was originally there. In addition, it is understood that they can implement a temporary surface for a period of six months before making the area good. Within a CA unsatisfactory works by utility companies can undermine the character of the area and have a detrimental impact on the appearance of the street.

A Task Group at Surrey County Council (SCC) has produced a report: “Improving the Co-ordination and Quality of Work of Utilities Companies in Surrey”, 10 January 2013 which considered the views of residents, Councillors, utilities companies and officers. The conclusions were that SCC could undertake a number of actions to work more effectively with utilities companies to improve the quality of street works in Surrey, minimising the disruption caused to residents and road users by:

- Communication
- Monitoring and Reporting
- Adoption of a Permit Scheme
- Improved working in areas with special conditions (including Conservation Areas).

The Task Group’s report will be submitted to SCC Cabinet for consideration in February 2013.

Recommendation

Utility Companies should be made aware of the Conservation Area Appraisal document, and in particular be encouraged to ensure that their work is completed and ‘made-good’ as soon as practically possible. Where this has not happened (and within the existing guidance) the local authorities (Surrey, Waverley and Godalming TC) should work together to take appropriate enforcement action.



High Street

4.5 Public Realm Enhancements

There are a number of areas which could be considered for environmental enhancements. They include:

4.5.1 Angel Court

Angel Court is in private ownership and needs to sustain active uses to support the retail units in this area. One of the ways this could be achieved is by better integration with the High Street incorporating some simple design solutions.

There is an issue with recurring graffiti in the alleyway/ service area between Angel Court and Moss Lane.

In the longer term there is opportunity to increase the night time economy in Angel Court.



Angel Court

Not only would this be an active economic use but natural surveillance could reduce anti social behaviour such as graffiti.

The Steering Group highlighted problems with street furniture and bollards at the entrance of Angel Court from the High Street, for example the public bench is too big for the space and under-utilised. Opportunities to work with the landowner to improve the public realm could include:

- Relocating the bench (to Red Lion area) and place a more appropriate sized one further out onto the High Street.
- Public art in place of bollards.
- Public art and trees could also be installed in front of Burgess House.
- Consideration suitable “Design Out Crime” solutions, engaging with the Police, Environmental Services and landowners to prevent the graffiti. Sensory lighting and improved natural surveillance are likely to help reduce the recurrence of the problem.

4.5.2 “The Square”

5-13 High Street is a private area outside the old Doctor’s surgery. Enhancement of this space and its buildings could significantly improve the appearance of this area of the High Street.



High Street

4.5.3 Public Realm between “Red Lion” and 126-130 High Street

The public realm and legibility to and from the train station to the High Street in this area could be improved by,

- Inserting a crossing/ raised platform on Station Road
- Replacing the wall with a more transparent barrier
- Consider improved seating and trees outside 126-130 High Street (the old Post office) to give vibrancy to the area.

4.5.4 Small garden at the junction of Station Road and the High Street

A bin should be installed to reduce litter in this location.



Red Lion, High Street

4.5.5 Station Road/ Station Approach

The whole stretch of Station road would benefit from traffic calming measures to reduce

traffic speeds, improve the pedestrian experience and give safer crossing points. A feasibility study will follow from Surrey County Council and input from the Transport Work Group CIC.

4.5.6 Moss Lane

There is a small inset in the building (88-94 High Street) on the corner with Moss Lane which could contain a tree, a small seat and/or some public art.



Corner of Moss Lane

4.5.7 Crown Court

Crown Court is a key gateway into the High Street. It is well used but could be improved. There is an issue with the existing trees attracting wasps in the summer and some of the paving stones are being lifted by the roots. The ironstones also need restoring.

This space could be improved by:

- more landscaping and potentially replacing the existing trees
- additional seating
- restoring the ironstone and paving
- The adjacent car park could also benefit from additional tree planting similar to the Waitrose car park.



Crown Court

4.5.8 Wiggins Yard

Wiggins Yard has a historic cobbled yard which is in need of preserving and enhancing. The road is privately owned however it is used by pedestrians as a link from Bridge Street to the Burys. The Steering group should work with the owner to improve the cobbled yard.



Wiggins Yard

4.5.9 The Friday Market

The Friday market is located in a private car park between Great George Street and Moss Lane. It is well used and adds activity to the area, however it is not well advertised or sign-posted from the High Street. The entrances to this area could be improved in terms of landscaping and offering some sense of place. If possible a direct link from the High Street should also be considered.

4.5.10 Public realm in front of 139 – 143 High Street

The public realm in front of 139 – 143 High Street could be a good enhancement area. Future development could include restaurants on the ground floor, therefore outside seating could be accommodated at this location.



139-143 High Street

4.5.11 Green pathways

Green pathways to the Phillips Memorial Park could be created from the High Street by placing more trees and landscaping in Crown Court, the car park, Crown Walk and the lay-by/ island next to car park behind 56 High Street.



Junction of Great George Street and High Street

4.6 Trees Open Space and Green infrastructure Strategy

Godalming Town Centre has limited opportunities for tree planting given the closeness of development, however this means that the trees that do exist are prominent, providing an important additional amenity value. Trees within a CA are protected as a result of the requirement to give prior notice of intended felling. This gives the Council the opportunity to make Tree Protection Orders as necessary.

Recommendation:

Investigate scope for additional tree planting in key visible locations within the CA.



View of Burys Fields from the edge of CA



Above and Right: Views beyond the CA, of River Wey and Lamas Lands.



Appendix 1

Extracts from Waverley BC Local Plan 2002

Local Plan Policy HE8 – Conservation Areas

The Council will seek to preserve or enhance the character of conservation areas by:

- (a) the retention of those buildings and other features, including trees, which make a significant contribution to the character of the conservation area;
- (b) requiring a high standard for any new development within or adjoining conservation areas, to ensure that the design is in harmony with the characteristic form of the area and surrounding buildings, in terms of scale, height, layout, design, building style and materials;
- (c) in exceptional circumstances, allowing the relaxation of planning policies and building regulations to secure the retention of a significant unlisted building;
- (d) protecting open spaces and views important to the character and setting of the area;
- (e) carrying out conservation area appraisals;
- (f) requiring a high standard and sympathetic design for advertisements. Internally illuminated signs will not be permitted;
- (g) encouraging the retention and restoration of shop fronts where much of the original detailing still remains. Alterations will take into account the upper floors in terms of scale, proportion, vertical alignment, architectural style and materials. Regard shall be paid to the appearance of neighbouring shop fronts, so that the proposal will blend in with the street scene.
- (h) encouraging the Highway Authority to have regard to environmental and conservation considerations in implementing works associated with its statutory duties, including the maintenance, repair and improvement of public highways and the provision of yellow lines, street direction signs and street lighting.

Extract from emerging draft Core Strategy (Pre-submission Aug 2012)



Right: High Street

Appendix 2 - Glossary of terms

IMPORTANT NOTE: This glossary does not provide legal definitions, but acts as a guide to key planning terms.

Building of Local Merit

BLM stands for Building of Local Merit. It is a building 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). In Waverley we chose the designation BLM because it is less likely to be confused with statutory listed buildings and also recognises that not all our valuable buildings are within towns.

Conservation Areas

Areas designated by the Local Planning Authority under the Planning (Listed Buildings and Conservation Areas) Act 1990 Section 69 as being of special architectural or historic interest, the character of which it is desirable to preserve and enhance.

Core Strategy

A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area. (See also: Development Plan Documents.)

Development

Development is defined under the 1990 Town and Country Planning Act as “the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land.”

Development Plan Documents (DPDs)

Development Plan Documents (DPDs) are prepared by local planning authorities and form an essential part of the Development Plan, outlining the key development goals. Once adopted, development control decisions (see definition above) must be made in accordance with them unless material considerations indicate otherwise. Development Plan Documents include the Core Strategy and, where needed, area action plans.

Heritage Assets

Parts of the historic environment which have significance because of their historic, archaeological, architectural or artistic interest.

Listed Building

A building of special architectural or historic interest. Listed buildings are graded I, II* or II. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures (e.g. walls within its curtilage). English Heritage is responsible for designating buildings for listing in England.

Local Plan

A development plan prepared by district and other local planning authorities.

NPPF (National Planning Policy Framework)

Issued by central government setting out its planning policies for England and how these are expected to be applied. It sets out the Government’s requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

Saved Policies

Policies within unitary development plans, local plans and structure plans that are ‘saved’ for a time period during the production of policies in Local Development Documents, which will eventually replace them.

Supplementary Planning Documents

A Supplementary Planning Document is a Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a ‘parent’ Development Plan Document.

Village Design Statements (VDS)

Village Design statements are produced by communities to identify local character and set out design guidance to help guide new development.

Appendix 3 - Historical Maps



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<p>Waverley Borough Council The Burs, Godalming, Surrey GU7 1HR Telephone: 01483 523333 Fax No: 01483 523118</p> <p>Waverley BOROUGH COUNCIL</p>	<p>1898</p> <p>© Crown Copyright and database right 2013. Ordnance Survey LA100025451.</p>	<p>Scale 1/3831 Date 24/9/2013</p> <p>Centre = 497056 E 143867 N</p> <p>N 1</p>
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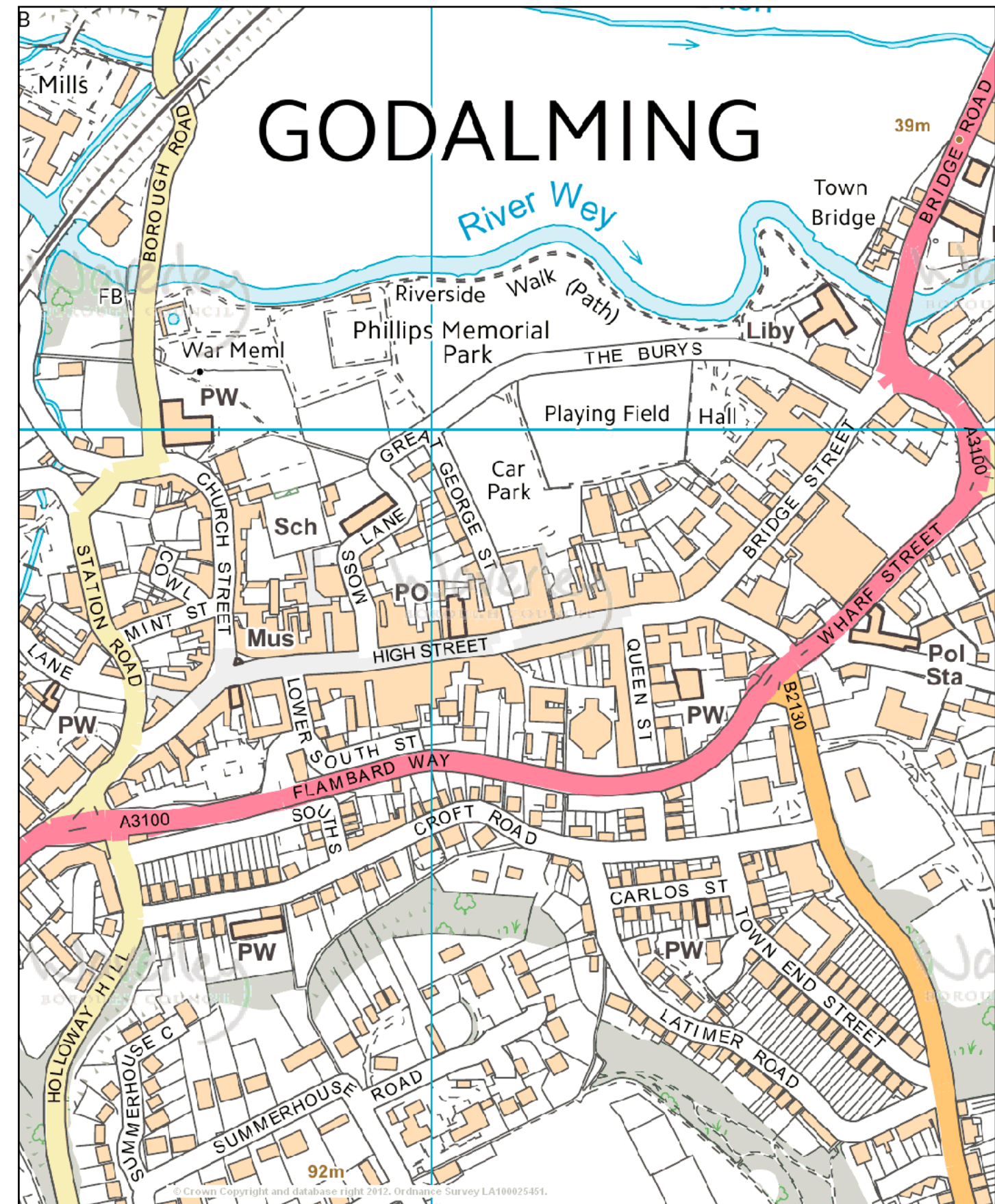


Godalming 1917

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Appendix 4

Shop Front Survey Nov 2012 - Part 1



Bridge Street



High Street



Wharf Street



Queen Street



High Street



High Street

Crown Court



Great George Street



Pound Street

High Street



Shop Front Survey Nov 2012 - Part 2



Shop Front Survey Nov 2012 - Part 3



Station Approach



Mill Lane



High Street

