

- 6.32 As a traditional element of street scene, projecting and hanging signs should be simple, proportionate and hung either at fascia level or between the first-floor window sill and fascia.
- 6.33 Illumination of shopfronts and signs can make a positive contribution to the street scene if it is in keeping with the character of the area. Small spot lights, halo lighting or a compact strip light is considered most appropriate for external illumination but must be subtle.
- 6.34 Advertisement Boards (A-Boards) should not clutter up the street scene, and should be sympathetic in terms of colour and materials to the character of the area. All A-Boards should follow Surrey County Council guidance which specifies conditions on when A-Boards will be permitted on a highway. Projecting and hanging signs, subject to advertisement consent, are preferred to A-Boards.

POLICY GOD7: SHOPFRONTS, SIGNAGE AND ADVERTISING BOARDS

- A. Development proposals for shopfronts and/or signage are expected to demonstrate a high quality of design that is in keeping with the character of the area and keep the 'rhythm' of the street scene. This particularly applies to Godalming High Street and other frontages that are within a conservation area.**
- B. In particular, a high quality of design will be expected to address the following:**
- a. Use of high quality materials in muted and traditional colours. Materials such as plastic, aluminium, marble and granite as well as reflective materials are generally not considered to be appropriate.**
 - b. Signage should not be overbearing in terms of size.**
 - c. Original features, such as recessed doorways, stall risers, mullions, transoms and pilasters, should, where possible, be restored rather than replaced.**
 - d. 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 are of an appropriate height. Retractable awnings and canopies are preferred.**
 - e. Fascias should:**
 - i. be proportionate to the building;**
 - ii. not hide architectural detailing of the building; and**
 - iii. not obscure first-floor window sills.**
 - f. Projecting and hanging signs should be simple, proportionate and hung either at fascia level or between the first-floor window sill and fascia.**
 - g. Illumination of shopfronts and signs should be in keeping with the character of the area, using small spot lights, halo lighting or a compact strip light.**

Protected Views

- 6.35 One aspect raised by the community through the Godalming and Farncombe Neighbourhood Plan engagement process was the importance of protecting valued landmark views from any negative impact that could be caused, directly or indirectly, by proposed development, whether residential or commercial.
- 6.36 Public consultation showed particular support for the view from Chalk Road/Bridge Road across the Lammas Lands towards the Parish Church, framed by the wooded hillsides. Whilst the Lammas

Lands themselves are protected from development by Waverley Local Plan Saved Policy C5, this does not protect against inappropriate development on the other side of this iconic vista.



View of the Parish Church of St Peter and St Paul from Chalk Road/ Bridge Road

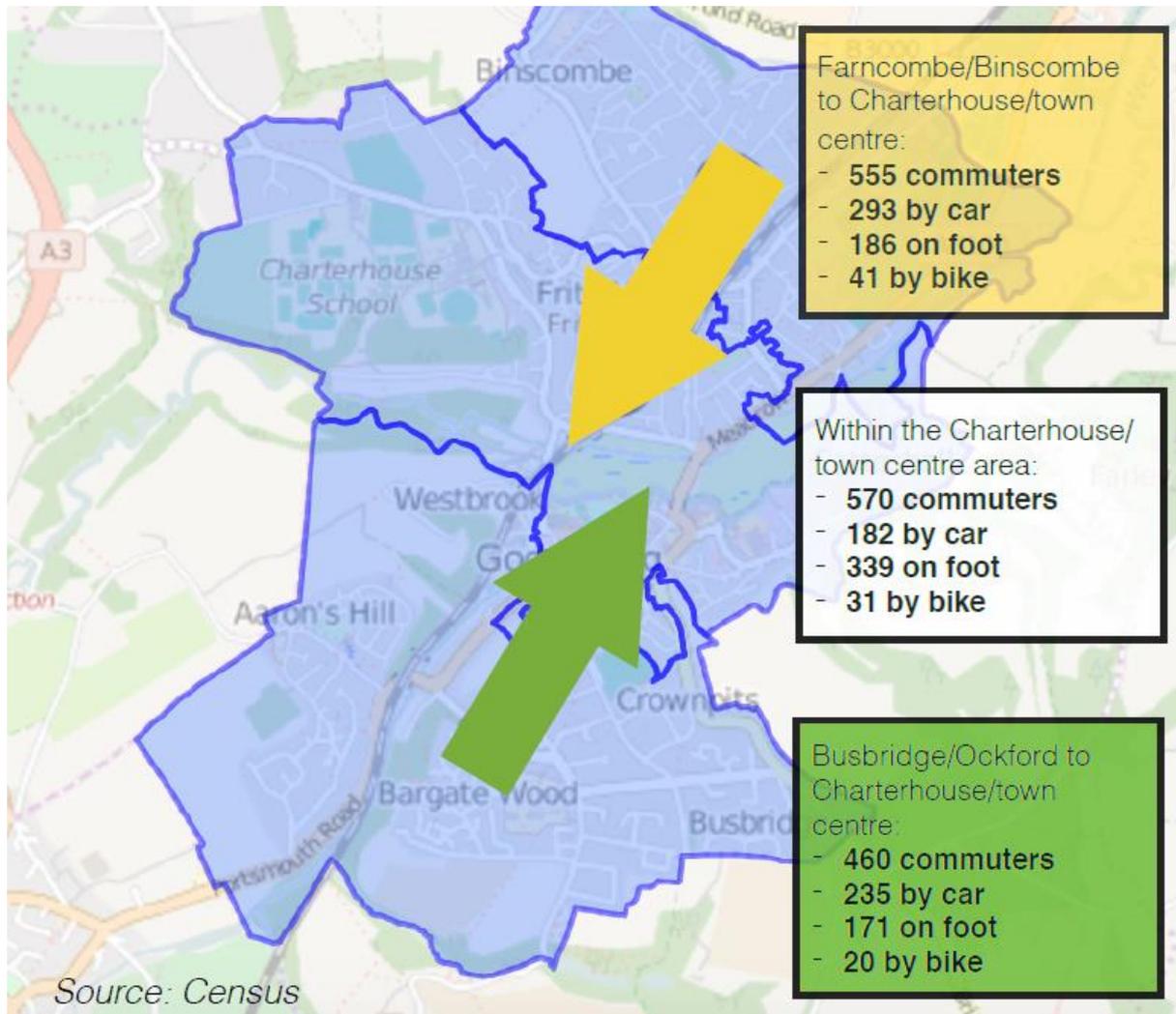
POLICY GOD8: VIEW FROM CHALK ROAD/ BRIDGE ROAD TO PARISH CHURCH

Development should preserve the historic setting of the panoramic view from Chalk Road/ Bridge Road towards the Parish Church of St Peter and St Paul, across the Lammas Lands as indicated on the policy map for Policy GOD8. Any development which has a detrimental impact on the setting of this panoramic view will be refused.

7 TRANSPORT AND MOVEMENT

- 7.1 Movement around, into and out of an historic but growing settlement such as Godalming and Farncombe, is an increasing issue. Specifically levels of vehicle congestion are high, particularly around the town centre and on most main routes at peak periods. Whilst many in the community wanted to see expansion of road provision for cars, this is not a feasible option given the limited amount of space in the town. In addition, with planned growth any such expansion of road capacity would be likely to fill quickly resulting in no improvement in conditions. Not only does congestion cause issues for the environment in terms of vehicular emissions, but also on human health as a result of air pollution. In this regard, there are considerable air pollution issues in Godalming, as demonstrated by the presence of an Air Quality Management Area (AQMA) along Ockford Road and Flambard Way since 2005. Growth will bring more people making more trips along these routes and others which may exceed legal limits of nitrogen dioxide (NO₂) as a result, so it is important that action is taken to address this threat. The matter of air pollution is specifically addressed in Section 9.
- 7.2 Equally however, there does need to be satisfactory provision of parking to help the town and local centres to thrive and to ensure high quality developments which keep as many cars from parking on the streets as possible (the latter issue was addressed in Section 6). In short, there is a balance to be struck between discouraging car use where possible but providing for needs where appropriate.
- 7.3 Transport is used principally for people to access services - education, healthcare, shopping, jobs and leisure. Enabling people to access these services as easily as possible, and preferably as close as possible to where they live, minimises cost, time and use of resources.
- 7.4 Analysis of the 2011 Census shows that:
- 15% of households in Godalming do not have access to a car, rising to 29% in some locations of Farncombe, but as low as 4% in the Charterhouse area, reflecting differing incomes and ability to access facilities locally.
 - There are 12,323 cars or vans owned by Godalming's 8,954 households - 1.38 per household. However, again, this ranges from a low of 1.07 cars per household in the Meadow area of Farncombe to 1.77 in Charterhouse.
 - In 2011, 7,395 residents of the town commuted to work, and 6,543 worked in the town, of whom 2,500 (38%) came from within Godalming.
 - 17% of Godalming's working residents commute by train, 14% on foot or by bike, 2% by bus, but the majority (60%) get to work by car or van. The remaining 7% work from home.
- 7.5 This illustrates that reliance on the car as a means of getting about is high, it being the predominant mode of travel for the community of Godalming and Farncombe. As many of these are short, local journeys within Godalming and Farncombe, they could potentially be replaced by walking or cycling, particularly through effective use of techniques that serve to change how road space is used and prioritised in terms of who uses it. Figure 7.1 shows that every working day, approximately 1,600 commuters travel within the Godalming and Farncombe Neighbourhood Plan area to get to work, 45% do so by car.

Figure 7.1: How and Where People Commute in Godalming and Farncombe



- 7.6 With Godalming and Farncombe being two of the closest stations to the anticipated strategic developments at Dunsfold Park and Milford, many of the new residents there will look to access these railway stations for commuting, many coming by car. There is a serious risk that this increase in people travelling to the stations by car will worsen significantly over the plan period. Experience suggests that the more car parking is provided then the more it will be filled, and so an entirely different approach is needed – one that encourages sustainable transportation and is in harmony with tackling the major issue of climate change.
- 7.7 The Godalming and Farncombe Neighbourhood Plan therefore seeks to focus local policy on measures that encourage alternatives to car use, such as walking and cycling and the use of public transport, all of which have a lower impact on the environment. The Godalming and Farncombe Neighbourhood Plan seeks to provide a clear strategy and policy framework for creating more space for walking and cycling on key routes and to encourage development to facilitate a shift away from reliance on the private car.
- 7.8 Bus services are also an important part of this strategy shift away from the private car. Bus routes need to serve key locations such as the town centre and the railway stations more frequently and more reliably in order to increase bus use. This will also help to reduce the number of rail commuters that occupy parking spaces which could serve the town centre during the working day.

Walking

- 7.9 Engagement with the community identified that more people would walk into the town if the routes for pedestrians were improved. Many key pedestrian routes lack safe crossing points – for instance, access to schools, railway stations and other facilities. There are places on busy roads without footways and there are places where repairs or slight changes to the footways would make use by pedestrians and wheelchair users much easier. Some footways are obstructed, for instance by parked cars.



Lack of pavement on the station side of the main route into Godalming Town Centre

Footway submerged under vegetation

- 7.10 A detailed survey of footway routes¹⁷ identified a series of actions that could be taken to improve facilities for pedestrians. This includes the following:

- More dropped kerbs in suitable locations
- Footway repair/renewal
- A balanced phasing of traffic lights between pedestrian and traffic flows
- Footway camber to remain level when dropped kerbs are installed
- Sections of non-continuous footway to be resolved
- Existing roads closed to motorised traffic, such as the route leading from Farncombe Hill onto the old Farncombe Hill, should be made fully accessible to pedestrians, wheelchair users and cyclists
- Facilitate safe crossing at wide junctions by pedestrians and wheelchair users
- Pedestrian lanes such as Broadwater Lanes and pedestrian alleyways should be improved and maintained
- Bridge Road is the main connecting link between Farncombe and Godalming, not only for motorised traffic, but also cyclists and pedestrians. This road should be re-engineered so as

¹⁷ Godalming & Farncombe Neighbourhood Plan (Spring 2016) *Report of the Footways Working Group*

not only provide pedestrian footpaths that allow for pushchairs and wheelchairs to pass at all points without having to encroach on the roadway, but also for a safe cycle route along its length.



Lack of adequate crossing or street lighting at Farncombe Station

No dropped kerb at crossing, The Oval/ Summers Road

- 7.11 Many of these issues can be dealt with outside the planning system. However, new development does offer to opportunity to address these matters and it is considered that greater weight should be given to considerations of both pedestrian and cycle access through new developments as well as movement along public routes which development adjoins. New development should demonstrate that desire lines for walking and cycling in relation to key destinations and existing routes have been considered.
- 7.12 In addition, the matters identified in the Footways Report could be addressed through use of Community Infrastructure Levy (CIL) funding raised from development within the Godalming and Farncombe Neighbourhood Plan area.

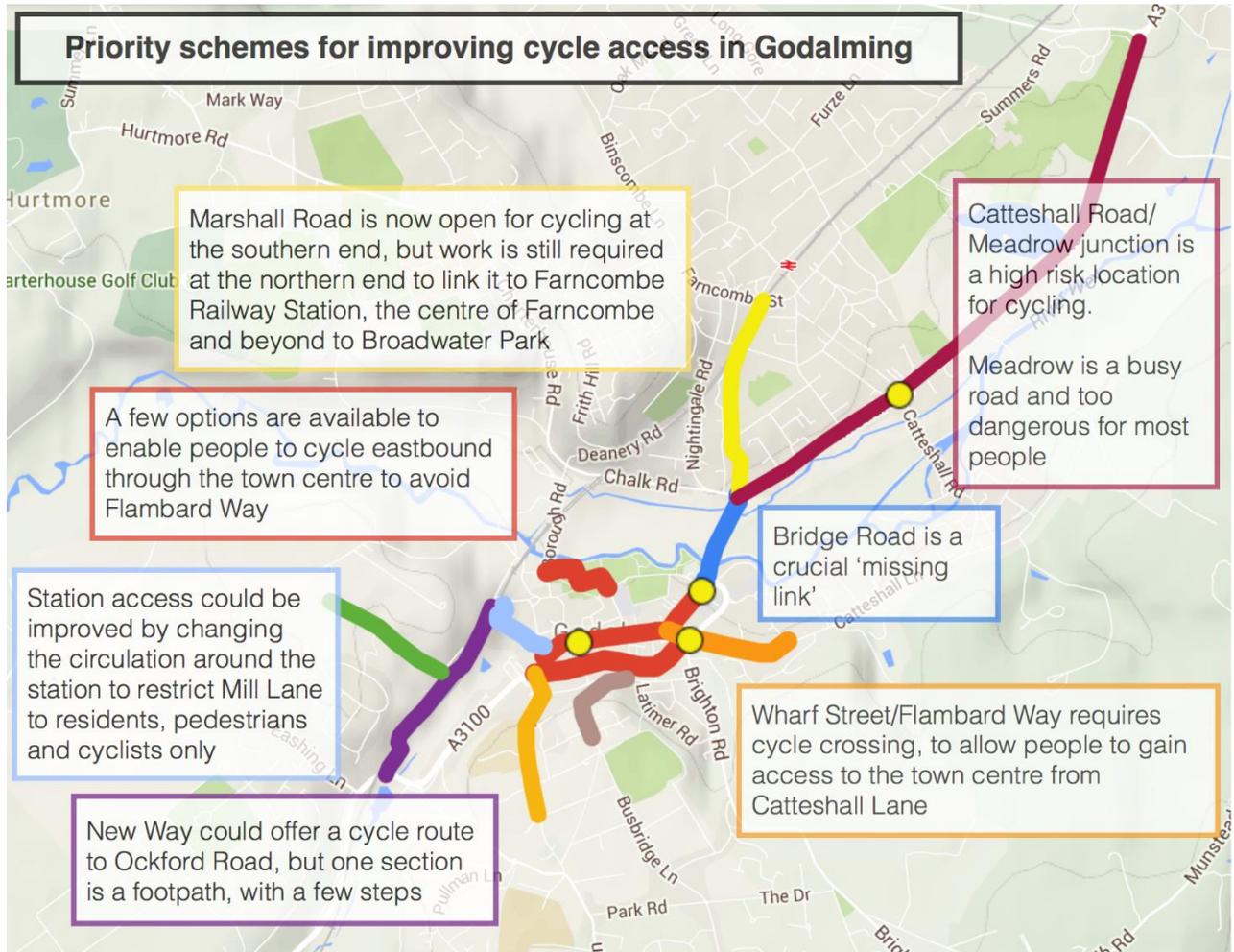
Cycling

- 7.13 Cycling in Godalming and Farncombe, as in many towns, is more hazardous than it need be. Many are put off from cycling by the perceived lack of safety, a point raised through the community engagement process informing the Godalming and Farncombe Neighbourhood Plan.
- 7.14 Locally, more people cycling would mean reduced pressure on parking in the town centre and reduce congestion on the roads at key times. This is particularly the case if cycling is used as a mode of travel to work, when the roads are busiest. For instance, around 1,000 vehicles travel into Godalming along Meadow/Bridge Road between 8am and 9am each weekday morning. Evidence gathered to inform the Godalming and Farncombe Neighbourhood Plan suggests that as much as a quarter of these cars may be coming from as close as Farncombe or Binscombe and travelling elsewhere in Godalming. Even if only a third of these trips could be shifted to bike (or walking) this would contribute greatly to improving traffic circulation and reducing the impact of traffic.

- 7.15 A review¹⁸ of cycling conditions and the causes of low bicycle use by the local community identified a number of actions that could help to improve the number of people cycling. As with walking, many of these can be dealt with outside the planning system. In addition, the report identified a series of priority routes and schemes that will improve cycle access. As with walkway routes, the general principle should be that new development will create new cyclists and therefore should contribute towards the delivery of these schemes as a need arising from them.
- 7.16 The adopted Waverley Local Plan identified two priority schemes for Godalming in Policy M7:
- i. widening the public footpath between Marshall Road and Chalk Road to form a shared footpath and cycle route; and
 - ii. a new footpath and cycle route, with associated footbridges over the River Wey, between the Wey Inn roundabout and the road behind the Homebase store.
- 7.17 The first of these schemes has been completed but the second has yet to be considered in detail. The Godalming and Farncombe Neighbourhood Plan review work identified three options to achieve priority scheme (ii) above, although none are deliverable in the short term, either due to high costs or the need to narrow the existing vehicular route, which is unlikely to be acceptable to the community.
- 7.18 In addition to this identified need, a number of other schemes have been identified, as shown in Figure 7.2.

Figure 7.2: Priority Schemes for Improving Cycle Access in Godalming

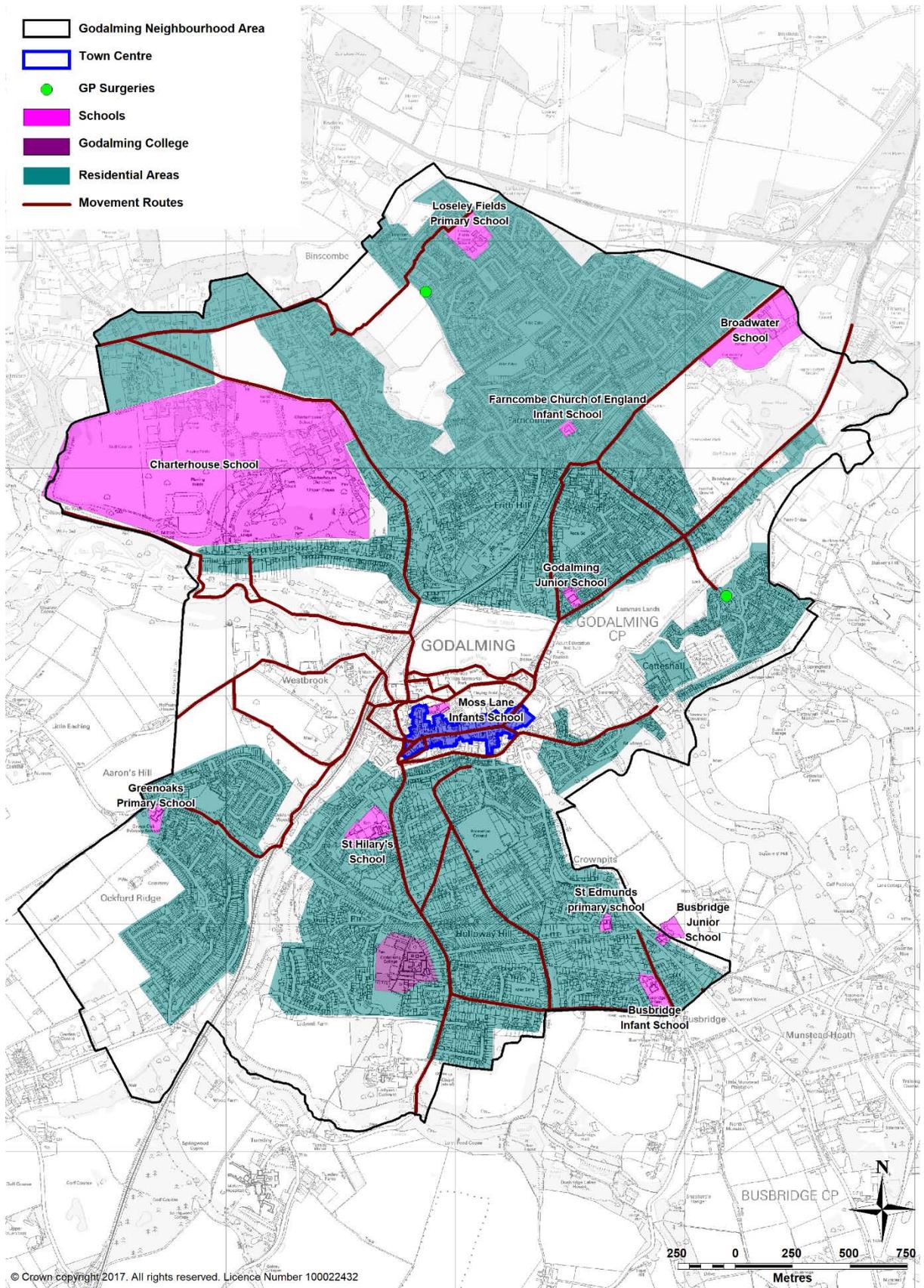
¹⁸ Godalming & Farncombe Neighbourhood Plan (2015) *Godalming: Cycling Issues and Proposals*



Movement Routes

- 7.19 In terms of trying to positively influence future patterns of movement into and around the town, the Godalming and Farncombe Neighbourhood Plan seeks to focus on making improvements for pedestrians and cyclists in order to encourage more walking and cycling from all the residential areas. This will benefit not only local residents but will help to address and potentially limit the amount of traffic that comes into Godalming and Farncombe from the proposed major developments at Dunsfold Park and Milford.
- 7.20 Linking residential areas into the network of walkways is vital to encourage more walking and less use of the car but also to connect these areas and their residents to the main services in Godalming and Farncombe. The same principles apply to the provision of improved cycling routes, although this requires more physical improvements before a more comprehensive network is in place that can represent a credible alternative to the private car. Such improvements to walking and cycling have a range of benefits including:
- providing genuine alternatives to the private car as a means of accessing the town centre shops as well as other key shops and services, such as the GP surgery and local schools;
 - providing health benefits through increased walking and cycling;
 - facilitating less congestion at busy times by encouraging children walking to and from school and people walking to the station and shops rather than 'jumping in the car' for a short journey;
 - providing a safer environment for the community of Godalming and Farncombe, including for vulnerable users.
- 7.21 Access on foot and by bicycle into and around Godalming town centre and to key facilities such as local schools and Godalming and Farncombe railway stations requires improvement to existing walkways and cycle routes as well as the provision of some new walkways, pedestrian crossing points and cycle routes in order to encourage increases in usage. As shown earlier in this section, work by the Godalming and Farncombe Neighbourhood Plan Transport Working Group has identified and mapped the main footpaths and cycle routes in Godalming and Farncombe. From this, a number of Movement Routes have been identified that will enable access on foot and by bicycle to these key facilities. These are shown in Figure 7.3. It is vital that these Movement Routes are improved and that access to them from new housing development can be provided.
- 7.22 For any development which does come forward, it will be important that safe footpath and, where possible, cycle access is provided to link in with these movement routes. Without this, these new developments will be isolated from the footway and cycle network and will become car-dependent estates.
- 7.23 Where improvements are necessary and directly related to the proposed development, contributions will be sought through Section 106 agreements and will be used to part-fund these and lever in match funding from other sources.

Figure 7.3: Movement Routes



POLICY GOD9: MOVEMENT ROUTES

- A. To ensure that residents can walk safely to the town centre, public transport facilities, schools and other important facilities serving Godalming and Farncombe; all new developments should provide safe pedestrian and cycle access to link up with existing footways and cycle routes that, in turn, directly serve the Movement Routes shown on the Policies Map.**
- B. Proposals to enhance the identified Movement Routes and any other Movement Routes that are subsequently identified will be strongly encouraged.**
- C. Development will be expected to not have a severe residual impact on Movement Routes and to provide a strategy to mitigate the impact of additional traffic movements on the safety and flow of pedestrian access.**

- 7.24 All of these policies need to be supported by improved design of road space to give greater priority to users other than the private car. This could include 'filtered permeability' whereby roads are designed to still allow through-access for walking and cycling but remove it for motor traffic. This can be achieved either by a straightforward physical closure with bollards (or other engineering), or by the use of opposed one-way streets (with exemptions for cycling), or simply by signs. Once a road or street has been 'filtered', it remains accessible to motor vehicles, but is no longer usable as a through-route.
- 7.25 Alternatively, the use of 'shared spaces' may be appropriate in and around the town and local centres. Shared spaces are a design approach which seeks to minimise the segregation of pedestrians and vehicles. This is done by removing features such as kerbs, road surface markings, traffic signs, and traffic lights.
- 7.26 To assist with increased bus use, the development of dedicated bus lanes to replace certain through routes for traffic could be explored.
- 7.27 All of these issues should be properly addressed and considered through a detailed assessment.

Public Car Parking

- 7.28 Car parking is a sensitive and growing issue throughout Godalming and Farncombe and we have, therefore, provided separate guidelines below. This is not only residential on-street parking – which is addressed in Section 6 and Policy GOD6 (Provision and Design of Residential Parking) - but also commuter parking due to the presence of two railway stations in the town and parking to use the shops and services in Godalming town centre. The proposed strategic developments at Dunsfold Park and Milford are likely to increase the volumes of traffic coming into these areas each day, therefore the demands on public parking – as distinct from resident parking – will increase.
- 7.29 In Godalming parish, car ownership is slightly above the South East region average, at 1.38 cars per household, and well above the national average.
- 7.30 With the high levels of out-commuting by local residents exacerbated by the significant number of people driving to use the stations in Godalming and Farncombe, parking at these stations is insufficient to address needs. As a result, people parking in the surrounding streets causes congestion and difficulties for pedestrians and cyclists throughout the day. With Godalming and Farncombe being two of the closest stations to the anticipated strategic developments at Dunsfold Park and Milford, there is a serious risk that this situation will worsen over the plan period.

- 7.31 Accordingly, an approach is needed based on the principle of integrated transport. The recent improvements at Godalming station with the installation of lifts to benefit many people – especially wheelchair users – and the enhanced cycle park facilities, represent the beginnings of such a policy. A vision and approach is needed that encompasses all forms of transport to these stations, including on foot, and seeks to change the situation where neither station has any bus service stopping outside.
- 7.32 Creative solutions to these issues will therefore be strongly supported. However, parking still forms part of this strategy to increase rail usage and therefore proposals that seek to increase the capacity of car and bicycle parking at the stations in Godalming and Farncombe will be strongly supported. This could be targeted at specific users, for example only being for off-peak users to encourage use during the daytime when many people know that at present, all parking has been occupied by commuters.
- 7.33 A related parking issue is the need to provide more car parking in Godalming town centre. Currently a significant proportion of the parking in the town centre is occupied by commuters. Public parking to serve those coming to use the town centre is required, albeit that the levels of provision need to be carefully balanced; over-provision will encourage more car trips to the town centre when the overall strategy is focused on encouraging alternatives to the private car.

POLICY GOD10: PARKING AT GODALMING AND FARNCOMBE STATIONS AND GODALMING TOWN CENTRE CAR PARKS

Proposals that address the following will be supported:

- i. Increases in the capacity of car and bicycle parking that can serve the needs of passengers using Godalming or Farncombe railway stations.**
- ii. Redesign of the forecourts at Godalming and Farncombe railway stations so that buses can stop outside the entrance and so that it creates an environment suitable for all users.**
- iii. Increases in the capacity of car and bicycle parking which will demonstrably serve the needs of those using shops and services in the town centre.**

Electric Vehicles

- 7.34 With the significant issues relating to vehicle congestion on Godalming and Farncombe's roads, it is an important objective of the Godalming and Farncombe Neighbourhood Plan to bring about a lifestyle change so that all residents, workers and visitors become much less reliant upon fossil fuel vehicles. The Godalming and Farncombe Neighbourhood Plan has focused on improving cycling and walking, but the car will still play an important role for many in getting around. Reduction in the amount of fossil fuel powered vehicles in Godalming and Farncombe will help contribute to the health of the people and the environment. With the July 2017 Government announcement that by 2040, the sale of diesel and petrol cars will be banned, the focus will clearly be on the use of electric cars. Moreover, the share of all vehicles that electric vehicles will represent is expected to grow significantly over the plan period. It is therefore important that the Plan provides clear encouragement for the infrastructure needed to support this.
- 7.35 Where development does provide additional space for motor vehicles, associated provision for electric and plug-in hybrid vehicles should also be made. Such vehicles have zero tailpipe emissions unlike traditional vehicles and therefore have a far lower impact on the local environment