



Examples of rhythm and street scene

- 6.29 The appearance of individual units should keep the 'rhythm' of the street scene (see the examples above, including the M&Co frontage). This additionally improves actual and perceived structural integrity of the building.
- 6.30 'Rhythm' is taken to mean the repetition or alternation of elements, often with defined intervals between them. It can create a sense of movement and can establish pattern and texture. A regular rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length. Examples are where shop frontages have been framed with smaller elements to fit in with the adjacent buildings.



Good examples of existing signs in the Town Centre that are of a similar size and do not dominate or obscure architectural features

- 6.31 Fascias should not hide architectural detailing of the building. They should not obscure the first-floor window sills and should be proportionate to the building.

- 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

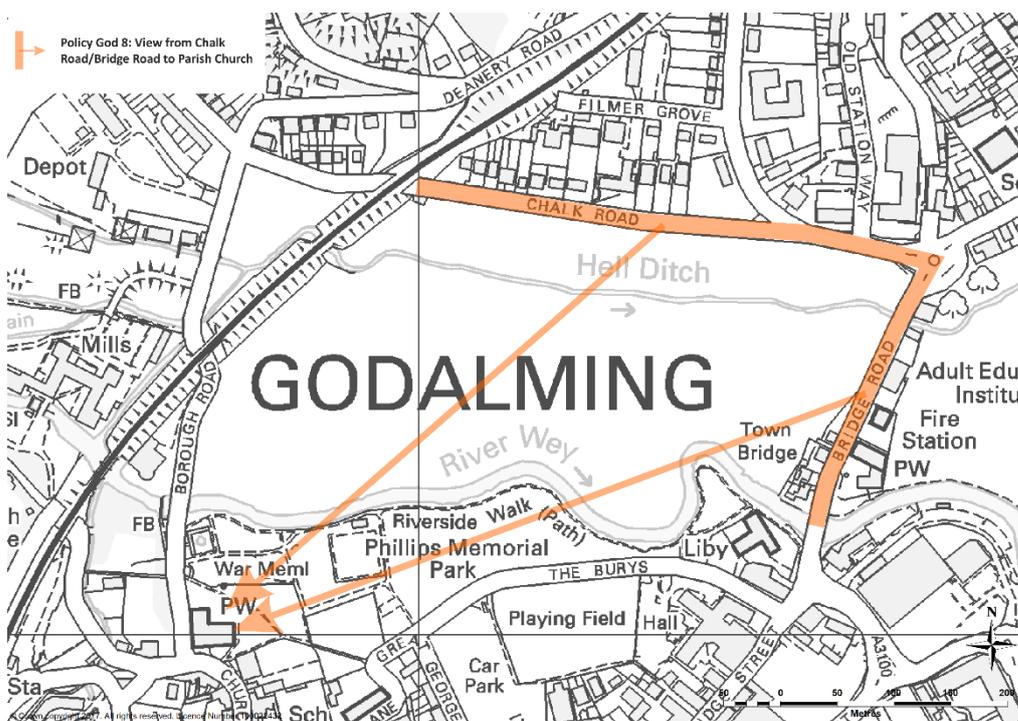
Lands themselves are protected from development by Waverley Local Plan Saved Policy C5, this does not protect against inappropriate development on the other side of this iconic vista.



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

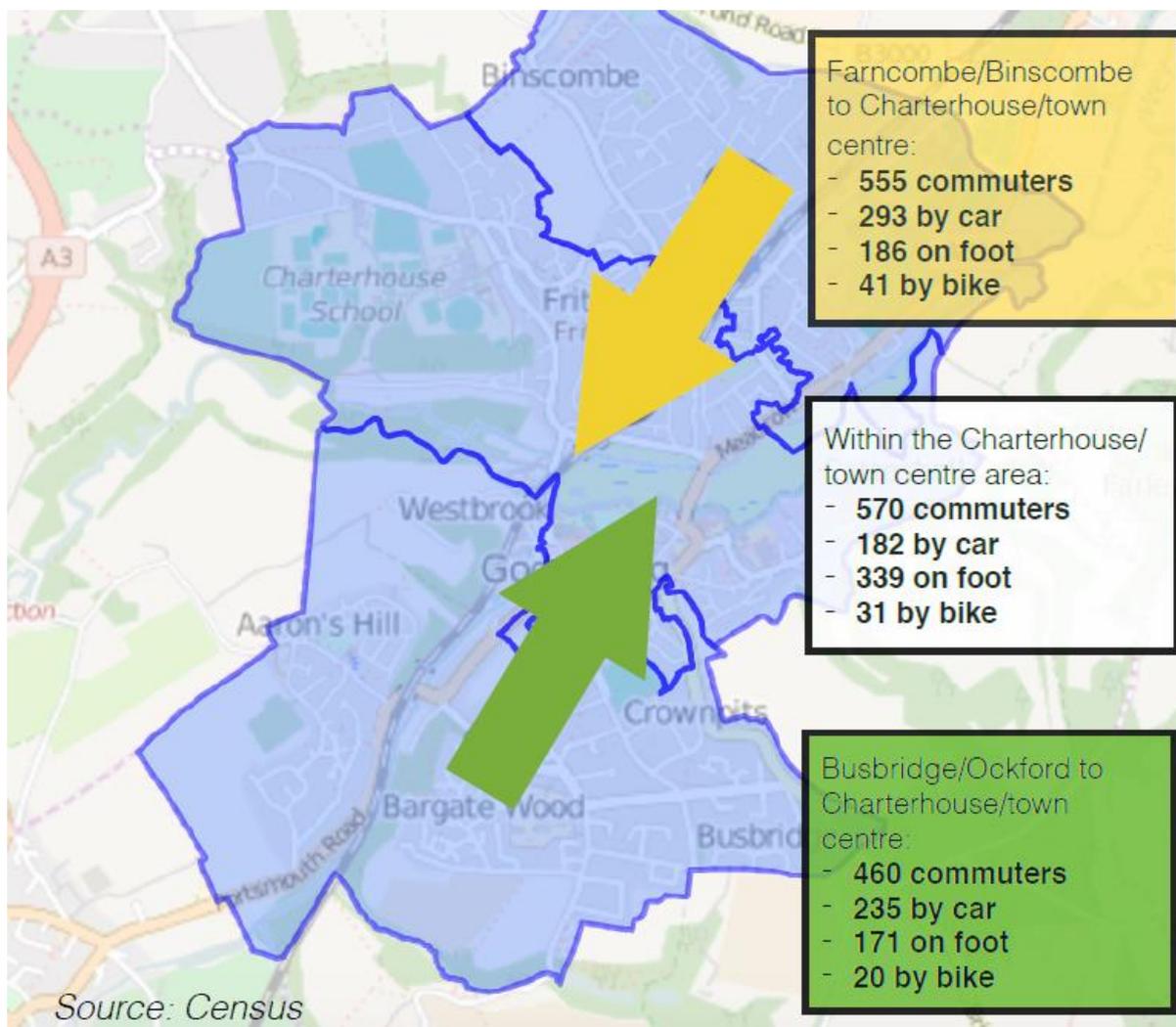
Development should preserve the historic setting of the panoramic view from Chalk Road/Bridge Road towards the Parish Church of St Peter and St Paul, across the Lammas Lands as indicated on the policy map for Policy GOD8. Any development which has a detrimental impact on the setting of this panoramic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