

## 9.0 Guildford Town Redevelopment Sites

### Introduction

9.1 Guildford is an important sub-regional centre containing Surrey's most extensive range of shopping facilities and is the focus of activity within Guildford Borough. It has an extensive range of shopping facilities, an attractive environment and a wide range of other supporting uses, including educational facilities, leisure, arts and entertainment facilities, residential and employment uses. The Town Centre contains the main railway and bus stations and is the most accessible part of the Borough to public transport. With its range of services, facilities and focus, Guildford Town Centre provides a significant contribution to the quality of life of local residents, workers and visitors.

9.2 In recent years there have been considerable environmental improvements. These include physical improvements such as the ongoing scheme of environmental initiatives, enhancements of car parks, shopmobility and improvements to safety through the introduction of CCTV. These and other initiatives, such as the introduction of Town Centre Management and a Town Centre Action Plan, have helped to retain Guildford's position in the shopping hierarchy, which is reflected in the fact that Guildford won the British Council of Shopping Centres Town Centre Environment Award in 1996. A recent survey<sup>12</sup> also placed Guildford in the top 20 UK retail centres.

9.3 A boundary has been drawn around the Town Centre to define the area where a reduced car parking standard will apply. Traffic congestion, with its attendant pollution, is one of the main problems the Town Centre experiences. The County Council, as highway authority, and the

Borough Council are examining measures to combat this problem. This is closely related to the main aim of this Plan that is to provide sustainable forms of development offering an alternative to the use of the private car. Detailed policies relating to movement issues are included in the Movement Chapter.

9.4 Sites, within the Town Centre and the surrounding area, have been identified where it is considered they have potential for redevelopment. Three different categories have been used to define sites. These are shown on the Proposals Map and are as follows:

1. Proposal sites - these are sites which have been identified for redevelopment and should be implemented during the Plan period (up to 2006);
2. Opportunity sites - these are sites where redevelopment is considered appropriate but the timescales are unknown;
3. Major approved development sites - these are sites where planning permission has been granted but not implemented.

9.5 The Borough Council intends to prepare development briefs for the proposals sites. The Borough Council will consider the preparation of development briefs for the opportunity sites, if these sites come forward during this Plan period.

9.6 Whilst the majority of the redevelopment sites identified are within the Town Centre, some are located outside the Town Centre car parking boundary shown on the Proposals Map.

9.7 There is a perceived need for hotels, preferably with conference facilities, which should be provided within the Town. A number of possible sites have been identified.

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<sup>12</sup> Experian's Retail Ranking Survey 2001

### Objectives

9.8 The strategy for the Town Centre has been expressed in the form of a list of key objectives. These reflect the aims and objectives contained in other chapters but are specific to the Town Centre:

1. To maintain the vitality and viability of Guildford Town Centre;
2. To direct major travel generating development to the Town Centre;
3. To improve movement within the Town Centre, particularly for pedestrians and cyclists;
4. To manage the availability of car parking provision to discourage reliance on the car, especially for work;
5. To enhance the central retail area and conserve its historic character through environmental and pedestrian improvements;
6. To maintain an efficient, competitive and innovative retail sector.

### Supporting Measures

9.9 The objectives will be achieved through the implementation of the policies and proposals of the Plan and through the following supporting measures:

1. The continued utilisation of a Town Centre Manager, appointed in partnership with the Town Centre business community to act as a point of contact, and co-ordinator between businesses, the public, statutory undertakers, the Borough Council and Surrey County Council concerning the management, promotion and improvement of the Town Centre;
2. Implementation of a continuing programme of environmental improvements.

### Proposals Sites

9.10 These are sites that have been identified for redevelopment and should be implemented during the Plan period (up to 2006).

#### **Proposal GT1 LAND AT BEDFORD ROAD OPPOSITE THE ODEON CINEMA**

Planning permission will be granted for either a mixture or one of the following uses:

1. Residential
2. Hotel, preferably with conference facilities
3. Offices
4. Retail
5. Cultural
6. Leisure
7. Entertainment

On land shown on the Proposals Map, there should be a comprehensive redevelopment of the site, which should also make provision for public open spaces complementary to the river. Improved access to Bridge Street / Onslow Street will be encouraged.

9.11 The site lies on the north west edge of the Town Centre and is close to the shopping area, railway station and bus station. The western boundary is formed by the River Wey Navigation, owned by the National Trust, to the north is the multi screen cinema and restaurant and to the south and east the site is contained by the rear of properties fronting onto Bridge Street and Onslow Street.

9.12 The site lies within the River Wey Flood Plain. In accordance with Policy G1(6), any development must not exacerbate flooding or put additional people or property at risk. The Borough Council will

consult the Environment Agency and have regard to information and advice given by them.

- 9.13 The Borough Council will expect any redevelopment to include a riverside walk and an area of open space adjacent to the River.
- 9.14 Parking provision should be in accordance with the Council's approved standards.
- 9.15 The Borough Council considers that there should be a comprehensive redevelopment of the site. Development should comprise a high quality architectural solution that responds positively to the complex character of the surrounding townscape context, so as to enhance the area and to integrate within the Town Centre.
- 9.16 Policy H11 - Affordable Housing refers to negotiations with developers on all housing developments of 15 or more dwellings, or residential sites of 0.5 hectares or more irrespective of the number of dwellings. Whilst this site is only 0.41 hectares the number of units may be above 15, in which case the Borough Council will negotiate for the provision of some affordable housing.
- 9.17 The site lies within an area of high archaeological potential. Any development will have to be accompanied by an assessment of the archaeological value of the site. The site lies within the Corridor of the River Wey and the Guildford and Godalming Navigations where new development will be expected to protect and enhance views, improve public access and protect and enhance the character of the townscape and landscape. Any development should also have regard to the River Wey Conservation Area.

**Proposal GT2**  
**FORMER FARNHAM ROAD BUS**  
**DEPOT**

Planning permission will be granted for either a mixture or one of the following uses:

1. Residential
2. Hotel, preferably with conference facilities
3. Retail
4. Office
5. Open space

On land shown on the Proposals Map.

- 9.18 The site is located to the west of the High Street and is bounded by the River Wey to the east, Park Street to the west, High Street to the south and Friary Bridge to the north. The south and west boundaries abut the Millmead and Portsmouth Road Conservation Area and any development will be required to have due regard to this designation and the impact it may have on the setting of the Conservation Area. The site is currently used as a temporary car park.
- 9.19 The site lies within the River Wey Flood Plain. In accordance with Policy G1 (6), any development must not exacerbate flooding or put additional people or property at risk. The Borough Council will consult the Environment Agency and have regard to information and advice given by them.
- 9.20 The Borough Council will expect any redevelopment to include a riverside walk and a usable area of open space adjacent to the river.
- 9.21 Parking provision should be in accordance with the Council's approved standards.

- 9.22 The site lies within the Corridor of the River Wey and the Guildford and Godalming Navigations where new development will be expected to protect and enhance views, improve public access and protect and enhance the character of the townscape and landscape. Any development should also have regard to the River Wey Conservation Area.
- 9.23 Policy H11 - Affordable Housing refers to negotiations with developers of all housing developments of 15 or more dwellings, or residential sites of 0.5 hectares or more irrespective of the number of dwellings. Whilst this site is only 0.31 hectares the number of units may be above 15, in which case the Borough Council will negotiate for the provision of some affordable housing.
- 9.24 The site lies within an area of high archaeological potential. Any development will have to be accompanied by an assessment of the archaeological value of the site.
- 9.25 The Borough Council considers there should be a comprehensive redevelopment of the site. Development should be in scale with the surrounding environment.
- 9.26 The site is bounded by housing to the north, Haydon Place to the east, Leapale Lane and College Road to the west. The site is currently occupied by a mixture of uses including the Bellerby Theatre, Youth and Community Centre, car parking, the "Live and Let Live" Public House and a small workshop.
- 9.27 Part of the site contains community buildings. Any redevelopment should be in compliance with Policy CF2 - Loss of Community Facilities.
- 9.28 The site is located close to existing dwellings in College Road and Haydon Place. Any redevelopment of the site should not have a detrimental effect on the amenities of the occupiers of surrounding properties.
- 9.29 Parking provision should be in accordance with the Council's approved standards.
- 9.30 Policy H11 - Affordable Housing refers to negotiations with developers on all housing developments of 15 or more dwellings, or residential sites of 0.5 hectares or more irrespective of the number of dwellings. The total site area is 0.51 hectares.

**Proposal GT3  
BELLERBY THEATRE, LEAPALE  
LANE**

Planning permission will be granted for a comprehensive mixed use development. Appropriate uses are the following:

1. Housing
2. Community
3. Public house
4. Leisure
5. Offices

On land shown on the Proposals Map.

- 9.31 The site lies within an area of high archaeological potential. Any development will have to be accompanied by an assessment of the archaeological value of the site.
- 9.32 The Borough Council consider there should be a comprehensive plan for the redevelopment of the site. Development should be in scale with the surrounding environment. In 2003 the Council adopted a Development Brief for this and adjoining land.

**Opportunity Sites**

- 9.33 The following are sites where redevelopment is considered appropriate but the timescales are unknown.

**Proposal GT4  
SEEBOARD SITE, WOODBRIDGE  
ROAD**

Planning permission will be granted for the redevelopment of the site for predominantly employment use with either residential or hotel use on land shown on the Proposals Map.

- 9.34 The site lies on the periphery of the Town Centre and is bounded by Woodbridge Road to the east, the railway line to the south, the River Wey to the west and existing employment uses to the north.
- 9.35 The Borough Council considers that the site would be best developed comprehensively, having regard to the potential development of the land to the north and taking advantage of the prominence of the site and the riverside location. Any residential or hotel use should be subsidiary uses, their extent to be determined in a planning brief. Each use should be within an appropriate setting within a predominantly employment development. Development should be in scale with the surrounding area. It will be expected that redevelopment will include a riverside walk and a useable area of open space adjacent to the river. The improvement of Woodbridge Road may affect the site.
- 9.36 The site lies within the River Wey Flood Plain. In compliance with Policy G1(6), any development must not exacerbate flooding or put additional people or property at risk. The Borough Council will consult the Environment Agency and have regard to information and advice given by them. The site lies within the Corridor of the River Wey and the Guildford and Godalming Navigations where new development will be expected to protect and enhance the character of the townscape and landscape. Any development should also have regard to the River Wey Conservation Area.
- 9.37 Policy H11 - Affordable Housing refers to negotiations with developers for the provision of affordable housing on all

housing developments of 15 or more dwellings, or residential sites of 0.5 hectares or more, irrespective of the number of dwellings. The total site area is 2.3 hectares and any residential development within the above threshold will be expected to comply with this Policy.

**Proposal GT5  
WOODBRIDGE PARK INDUSTRIAL  
ESTATE**

Planning permission will be granted for the redevelopment of the site for predominantly employment use with a hotel on land shown on the Proposals Map.

- 9.38 The site is on the periphery of the Town Centre and is bounded by the A25 to the north, Woodbridge Road to the east, existing employment buildings to the south and the River Wey to the west.
- 9.39 The Borough Council consider that the site would be best developed comprehensively, having regard to the potential development of the land on the south and taking advantage of the prominence of the site and the riverside location. Employment should be the predominant use but a hotel would be an acceptable subsidiary use, as might other uses, dependent on their scale and conformity to the policies of the Plan and the objective of sustainability. A planning brief will be prepared for the site and its neighbour. Development should be in scale with the surrounding area. It will be expected that redevelopment will include a riverside walk and a useable area of open space adjacent to the river. The site could be affected by proposals for the improvement of Woodbridge Road.
- 9.40 The site lies within the River Wey Flood Plain. In compliance with Policy G1(6) any development must not exacerbate flooding or put additional people or property at risk. The Borough Council will consult the Environment Agency and have regard to information and advice given by them.

9.41 The site lies within the Corridor of the River Wey and the Guildford and Godalming Navigations where new development will be expected to protect and enhance views, improve public access where appropriate and protect and enhance character of the townscape and landscape. Any development should also have regard to the River Wey and Conservation Area.

**Proposal GT6  
FARNHAM ROAD HOSPITAL**

Planning permission will be granted for the redevelopment of the site for either or one of the following uses:

1. Residential
2. Community
3. Hotel

On land shown on the Proposals Map.

9.42 The site is bounded by residential development to the north, east and west and Farnham Road to the south. The site contains two Grade II listed buildings and a number of buildings of local listable quality. The listed buildings must be retained within any redevelopment of the site and no new development should adversely affect their setting. The locally listed buildings should also be retained, only in exceptional cases should these buildings be considered for removal.

9.43 Any redevelopment of the site should not have any detrimental effect on the amenities of the occupiers of surrounding properties.

9.44 Policy H11 - Affordable Housing refers to negotiations with developers for the provision of affordable housing on all housing developments of 15 or more dwellings, or residential sites of 0.5 hectares or more, irrespective of the number of dwellings. The total site area is 2.59 hectares and any residential development within the above threshold will be expected to comply with this Policy.

9.45 Most of the site contains community buildings. Any redevelopment should be in compliance with Policy CF2 - Loss of Community Facilities.

9.46 The Borough Council consider there should be a comprehensive redevelopment of the site. Development should be in scale with the surrounding environment.

**Proposal GT7  
LADYMEAD FIRE STATION**

Planning permission will be granted for the redevelopment of the site for residential or hotel use on land shown on the Proposals Map.

9.47 The site is on the periphery of the Town Centre and is bounded by the A25 to the north, open land to the east and housing to the south and east.

9.48 Policy H11 - Affordable Housing refers to negotiations with developers for the provision of affordable housing on all housing developments of 15 or more dwellings, or residential sites of 0.5 hectares or more, irrespective of the number of dwellings. The total site area is 1.12 hectares and any residential development within the above threshold will be expected to comply with this Policy.

9.49 Part of the site contains community buildings. Any redevelopment should be in compliance with Policy CF2 - Loss of Community Facilities. Redevelopment of the existing Fire Station is not precluded by this proposal.

9.50 The Borough Council considers there should be a comprehensive redevelopment of the site and development should be in scale with the surrounding environment.

**Proposal GT8  
LAND AND BUILDINGS AT  
GUILDFORD RAILWAY STATION.**

Planning permission will be granted for a comprehensive mixed use development. Appropriate uses are the following:

1. Offices
2. Residential
3. Hotel
4. Leisure and retail;
5. Improved transport and interchange facilities to include existing levels of dedicated commuting parking.

9.51 Guildford Railway Station lies on the western edge of Guildford Town. The site is bounded by Farnham Road to the south, The Billings and Walnut Tree Close to the east and Guildford Park Road to the west.

9.52 The station itself is a strategic transport node and major development at this location is consistent with sustainability principles.

9.53 Parking provision will be assessed in line with the Council's adopted parking standards. It is acknowledged that the train operating companies would require existing levels of commuter parking to be retained.

9.54 The Borough Council will expect any proposals to accord with Policy M7 and safeguard the provision of an alternative road link from Walnut Tree Close to Guildford Railway Station. The Borough Council will require any proposals to incorporate improved pedestrian, cycling links between the station, Town Centre and surrounding residential areas to the west.

9.55 Development proposals will also be expected to introduce enhanced transport

interchange facilities at the railway station. In particular links between bus and train services should be improved, with better facilities for pedestrians and cyclists.

9.56 The site is located close to existing dwellings in Walnut Tree Close. Redevelopment of the site should not have a detrimental effect on the amenities of the occupiers of surrounding properties.

9.57 Policy H11 - Affordable Housing refers to negotiations with developers on all housing developments of 15 or more dwellings, or residential sites of 0.5 hectares or more irrespective of the number of dwellings.

9.58 The site edges the River Wey Flood Plain and in accordance with Policy G1(6) any development must not exacerbate flooding or put additional people at risk. The site is also partially within the corridor of the River Wey and Guildford and Godalming Navigations. Development will therefore have to comply with Policy G11 which promotes improvements to the townscape and landscape, enhancement of views and improvements to public access to the river.

9.59 The site is within an area of archaeological potential. Any development will have to be accompanied by an assessment of the archaeological value of the site.

9.60 The Borough Council considers there should be a comprehensive plan for the site. Development should be in scale with the surrounding environment.

9.61 Any proposal for retail development would need to demonstrate that there will be no detrimental impact on the vitality or viability of the Town Centre. The Council considers that development involving retail should be primarily food.

### Major Approved Development Site

9.62 Planning permission was granted in 1997 for a major redevelopment of the area bounded by the rear of properties in North Street, Commercial Road and Leapale Road (as shown on the Proposals Map and figure 9.1 below). A revised application was submitted in 2001 to provide 25,000sqm of net total retail floorspace. This was refused by the Borough Council in 2002.



*Fig 9.1 Major Approved Development Site; Land Bound by the rear of properties in North Street, Commercial Road and Leapale Road.*