

## **Town Centre Masterplan early engagement responses 23 June – 8 July 2011**

60 people (excluding council officers) attended the public event on the morning of 23 June at the main Council offices.

### These included –

- Ward councillors
- Parish councillors
- Alderman
- Representatives of the Guildford Society
- Representatives of Holy Trinity Amenity Group
- Scott Brownrigg, architects/urban designers
- MD of The House Group
- Surrey County Council, Estates Service
- Lyons and Sleeman and Hoare Ltd Architects (for clients)
- HML Architects
- Vail Williams, property advisors
- Alliance Planning, planning consultants
- CB Richard Ellis (CBRE), property advisors (for clients)
- Philip Commercial
- Excel First Ltd
- Navigation Manager of the National Trust
- A local landowner
- Representative of “Casino” club
- House of Fraser
- Job Centre Plus
- Abbotswood Women in Touch
- St Catherine’s Village Association
- Representative of Council for the Protection of Rural England, Guildford branch (CPRE)
- Representatives of Guildford Business Forum, Chairman, Professional and Service Sector Group, Property and Transport Group, Town Centre Management Group
- 16 interested individuals



**All comments (over 450) noted down at public event morning of 23 June 2011  
(this excludes comments on specific sites, reported in separate "site comments" table)**

	<b>Key Issues and challenges</b>
<b>getting around</b>	Good to see the river included in Arriving and Getting Around board.
	Improve the approaches to the town centre with roundabouts, etc, and more tree planting
	Reduce traffic - better and cheaper public transport, more walking & cycling facilities. More park & ride
	Encourage bus operator to price fares to encourage use. Many residents (older) of Burpham - Merrow <u>would rather drive</u> in now than pay £4.80 or so for two each way for the 9.25am bus. - Change cut off time from 9.30 - Change timetable
	Central to all this is the traffic system. Get through traffic out of town centre (dual exits on A3, another bridge over railway to Uni/Cathedral, reduce one-ways, get "Green Wave" traffic lights so stop constant start stop . . . Etc) then investment, employment + retail will follow.
	The Post Office is now far away at the top of North Street. Why then was the Shuttle Bus taken off which would have enabled elderly + walking wounded to get there?
	Park & ride should be more screened / reduce light pollution. Subsidise public transport to deter private car use.
	Traffic is a real problem. Is there a solution to the central gyratory, and the way it links with the A3 roundabout to come almighty jams?
	When will the bus station be improved? All the comments in the Surrey Ad don't get any results. We need improvements if people are to be encouraged to leave their cars at home.
	Really unpleasant walking from Station to town; needs improvement. Open up riverside. Improved roads for cyclists.
	Bring back the shuttle bus. It is sorely missed especially by the 'walking wounded' who find the High Street hill a challenge.
	Free up centre town congestion. Yes to Shuttle bus service in town.
	Not in favour of increased parking in town centre. Why not go underground - take up value town space
	Economic issues - increased parking charges have generated considerable concern from the residents. Although it generates additional income increased charges can also be a major disincentive to visiting Guildford Town centre
	Amenities? - Worcester Park - small but improved attractiveness without changing character of buildings. More colour + ability to pull up for short periods. Disabled cannot make the hill so short term convenience parking for them.
	Economic issues: Parking charges for the Town centre are a key issue and will determine whether people outside Guildford will travel here to shop.
	Traffic congestion is main problem - Do not encourage more traffic.
	A link for pedestrians between the Railway station and the bus station (assuming it remains in its present position) is needed. But maybe the bus station should be next to the railway station
	Car Parking - We need far more car parking in the Town Centre. Bedford road with a capacity of 1033 is in itself insufficient. The other little car parks only gives 1.5k spaces in the actual shopping area.
	Pavements - poor condition congested. Too many metal rails / restricting movement look at new Regent Street / Oxford Circus pedestrian transport model
Establish a River Taxi from Guildford town centre to the north within Park & ride facilities	
Car parking charges to be more competitive - currently very expensive	

	Your bus station is disgraceful. Its like a wind tunnel & the smoke from the doorways blows back in. Why are there buses going past the railway station?
	Car parks - more make a day of it
	Encourage bus operator to price fares to encourage use. <b>Yes</b> Many residents (older) of Burpham - Merrow <u>would rather drive</u> in now than pay £4.80 or so for 2 each way for the 9.25am <u>bus</u> . - Change cut off time from 9.30 - Change timetable
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	Traffic is a real problem. Is there a solution to the central gyratory, and the way it links with the A3 roundabout to come almighty jams?
	When will the bus station be improved? All the comments in the Surrey Advertiser don't need to get any results. We need improvements if people are to be encouraged to leave their cars at home.
	Improve movement between station and primary zone
	Bus station is not marked on the Arriving and Getting around map.
	Key Issues are transport - ease of access; Park & Ride - ease of parking at competitive rates comparable with competition, ease of access by public transport, train and bus; frequency of public transport connections
	Parking
	Not enough town centre parking and what there is, is far too expensive. Please see example of Kingston: John Lewis and Bentalls
	Suggestion! No bus station. Bus hubs in North Street and Railway station. Western and eastern out of town depot at Park & ride. Allowing and intermeshing of routes through the hub in the centre.
	Make the gyratory 2 way
	New direct attractive pedestrian route from station to North Street
<b>boundary</b>	Push the town centre boundary north as far as railway bridge and include Dapdune Wharf and Cricket ground and associated light industrial area.
	Town Boundary should not include the residential roads built by Henry Peak (Brodie, Cheselden roads etc) Jenner Road with its Victorian / Edwardian houses, The adult Education centre (most probably a Peak building, the basket works, on example of a fine industrial building in Guildford
	Extend town boundary to north of Walnut Tree Close - housing where present industrial sites are.
	I support the existing local plan parking boundary. Extending it will not gain, as parking charges are a huge deterrent now, and park & ride is no good for a heavy "shop"
<b>design and streetscape</b>	A major issue is Design. Whatever use is made of any particular site, it is vital for the design and build quality to be right. G-Live will do the job, but the look of it is a big disappointment. There should have been an architects' competition.
	Need more flagship architecture that reflects & compliments existing.

Learn from Freiburg on paving, Townscape etc.
Please name the historic assets and include Sam's - Tread Wheel
It is vital that sufficient importance is given to the historical aspects of Guildford, to the views, to the sense of space . . . Glimpses of the hills beyond. Guildford is unique but its ambience could be destroyed by insensitive development
New developments should be family friendly - build around a communal garden / playground as in Europe
Old bus station could be turned into an attractive market square - European style
green urban living - ' needs open space / communal gardens.
High Rise in the Town Centre is good architecture
No more modern buildings please! Guildford is so lovely. Why ruin it with ugly modern architecture.
Modern building must be quality + integrate with existing heritage
Introduction of more renewable energy.
Guildford made up of views in & out of town rising up, over river and all around. Keep views up sides of river.
Keep long distance views from Bright Hill
Re-develop existing offices to provide 'green/ecological' facilities to meet both ecological & social responsibilities
We must ensure Guildford develops in a way consistent with environmental sustainability and tackling climate change. Learn from our twin city Freiburg.
Topography prevents physical expansion off town centre. Unless thru' traffic has an alternative route Guildford will become permanently grid locked. Tunnel / bypass is essential in long term.
More plants along Millbrook
Priority issues - More outdoor social areas for restaurants/café's that allow / encourage more people into the town rest and socialise in between shopping. Encourages people to stay longer
Create Debenhams square (area at the bottom of the High st. created by the closure of the pedestrian tunnel) into a plaza
A key issue is sustainability - climate change etc, "One-plant living" Learn from Freiburg
There are not enough benches in the town shopping area.
Abolish most roadside railings
Town centre buildings need modernising, especially along North Street, which looks very run down. Not a top town centre look.
Guildford protected by strong links / views as rural aspect.
The river walk is lovely & well maintained too
Upper floors of High Street are just as important and need maintaining and protecting. What responsibilities do owners have?
It is vital that sufficient importance is given to the historical aspects of Guildford, to the views, to the sense of space . . . . Glimpses of the hills beyond. Guildford is unique but its ambience could be destroyed by insensitive development
Desperately short of play space (kids) in town centre. Pocket space for flats/homes with children in town centre areas. Include Friary!
Debenhams is a block to continuing the river frontage area through the town. Commercial or housing development would be acceptable if it enhances the river frontage.
No more modern buildings please! Guildford is so lovely. Why ruin it with ugly modern architecture.
High Rise in the town centre is good architecture

	Modern building must be quality + integrate with existing heritage
	To improve North Street get rid of these horrific 1960 - buildings - ! Try to convince market holders to modernise their stalls. See on the continent (Belgium-France)
<b>uses and the economy</b>	Riverside should have shops, bars topped by residential accommodation.
	One Line shopping, so less retail needed. Re-use North St upper High Street for improved shopping.
	Friary mixed use - limited commercial / retail use town centre housing to support profitable uses e.g. Surrey uni.
	Law courts - increasing housing in this area, above? Car parks underground
	Guildford is a retail Hub, and has great competition form other towns. A priority has to be to maintain & enhance this as a core objective. (KGC of Guildford Business Forum)
	Keep the night-time economy and develop to provide quality facilities & entertainment
	Facilities for/opportunities for Small and Medium Enterprises and start-up new business to develop and thrive in our economy to create employment and wealth
	Local and artisan retailers/markets always create a buzz
	Retail, with the 25000 sqm allowed at Westfield is too much.
	Support / expand Surrey University. Give economic priority to export enterprise
	The Bridge Street area is fast becoming a no-go area for the not so young. It would be good to have some suitable entertainment at the "top" end
	What is Guildford council doing to manage our nightlife industries, are they safe (all on the main roads/one way system)? Do they provide interesting and diverse opportunities for a range of people and generations? What can we do to support Guildford nighttime economy.
	Old bus station could be turned into an attractive market square, European style
	Guildford is a retail Hub, and has great competition form other towns. A priority has to be to maintain & enhance this as a core objective.
	Guildford used to be a place where you could do really interesting shopping in independent shops. This is now a thing of the past. Many chain stores have more than one branch in the town. What can we do to support local, independent shops?
	Guildford night life is far too concentrated around the clubs at the bottom of the town (which present a danger to drives and pedestrians). We need more leisure (evening) activities throughout the town centre.
	The town centre works fine. Best experience is High St on Saturday mornings, families out, and <u>music</u> World Class tourist attraction. Nightclubs should close earlier; policing into the small hours is <u>very</u> expensive.
	Economic Issues - Westfield plans on hold - this is unfortunate as they are major economic driver of attracting retailers to the town centre. Maybe GBC needs to re-engage with Westfield to persuade them to re-prioritise their commitment to Guildford Town Centre
	Rents too expensive!
	We really do not need more shops - especially duplicate ones
Great opportunities in the areas on the periphery of the primary retail zone: Riverside, station, Bedford road car park. To improve vitality/viability - Range of uses: Office, leisure, Hotel etc. Scope To integrate/co-ordinate these	
Is it a good idea to have the drinking areas in one place? A no go area after an evening at the theatre	
Apart from the Institute, Guildford Town has few attractions at the top of High Street and North Street and the Odeon is 'the other end'	
Danger that diversity will be squeezed out by economic optimisation in the short term. Future success will depend on wide diversity of things	

	going on now. At the same time as capitalising on current performance, Guildford needs to support & provide context for all sorts of non-fringe things to happen in technology culture & the arts.
	No casino!!
	What will happen to the market if North Street is re-developed? We don't like Tesco or Sainsbury's.
	Too many chain stores, not enough opportunity for independent retailers. Please see examples in Bath and Brighton
<b>culture</b>	Do more to avoid Guildford becoming a "clone town". Need more distinctive shops. Reduce the emphasis on consumerism to increase the emphasis on culture, leisure etc.
	As shops are closing down, no need for more. Please lets' have a cinema at 170 High Street
	Economic Issues: Town centre management team to be pro-active in attracting key retailers to the town centre
	Why can't we have the cinema back at the old Constitution Hall? Something cultural at the top end off town, walking distance for many residents.
	Why has 170 High St. stood empty for so long? The Picture Palace would be good
	Lewis Carroll house as promotion for 'World' interest
	Arts Cinema needed - Art exhibition area
	Realise the value to the town of place like the guildhall, Guildford house as community spaces. Use them more
	Best experience of community in Guildford: Guildford Institute, Guildford House Gallery, Café, Craft Shop
	How can we make Guildford a more cultural place, with much more of a variety of art, music, theatre, cinema on offer? There are so many young and aspiring creative people in Guildford and no. opportunities for them - they all leave to London or elsewhere!
	Why can't we have the cinema back at the old Constitution Hall? Something cultural at the top end off town, walking distance for many residents
	As shops are closing down, no need for more. Please lets' have a cinema at 170 High Street
	Why has 170 High St. stood empty for so long? The Picture Palace would be good
	Lewis Carroll house as promotion for 'World' interest
	Why can we not have the Picture Palace open on The High St?
	At night the High St is completely empty - need other evening venues especially 170 High St.
	Guildford need on Arts Cinema especially at 170 High Street. This would spread out the leisure & activities, i.e. Civic Hall at one end and other entertainment venues at the other end of town & arts cinema in the middle
	Planning emphasis needs to take into account cultural demand / value and not just retail opportunities
<b>housing and community</b>	More 'affordable' housing, not expensive flats, to promote families supporting each other, to plan for more social care of young-old.
	Build some nice mid-range housing (flats) in the town centre for older and wealthier (40+) people and use some of money then to build affordable housing further out of town with very good transport links.
	Guildford is already a well connected community e.g. St. Saviours Sydenham road adult education centre, The Spike, Church Wells
	Desperately short of play space (kids) in town centre. Pocket space for flats/homes with children in town centre areas. Include Friary!
	So many empty properties and boarded up buildings. How must this make the homeless feel? Affordable housing is a must.
	More affordable attractive housing (low rise) needed around town centre & attractive recreation/planting to enhance the areas.
	Sustainable housing targets in the town. Retain Green belt

	More luxury housing in town centre, which can pay for affordable housing
	Are there inspiring places to play? I would say definitely not. The town centre is calling out for provision of play areas, There are a lot of children living in the town centre under of 5 with no playground on the doorstep.
	Bring upper floors of buildings into use in High Street 'live above the shop'
	The playground in Stoke Park is fabulous but one cannot park there.
	In order to retain the unique (projecting/windows) feature of the High Street commercial properties, where & possible these upper floor should be converted into <u>living</u> accommodation; When used for storage, as many are, they risk decay.
	In Town Centre - Build some nice housing/flats in mid-range for older/wealthier (40+) people and use some of money then to build affordable housing further out of town with <u>very</u> good transport links.
	Guildford is already a well connected community e.g. St. Saviours Sydenham road adult education centre, The Spike, Church Wells
	More 'affordable' housing, not expensive flats, to promote families supporting each other, to plan for more social care of young-old.
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	New developments should be family friendly - build around a communal garden / playground as in Europe
	green urban living' needs open space and communal gardens.
<b>general</b>	Build on <u>strengths</u> ; including 1. River location - Take every opportunity to enhance. 2. Yvonne Arnaud - lock area is superb. 3. High Street - continue to preserve. <u>Weaknesses</u> ; 1. Can something be done to enhance stretch from Electric Theatre to Odeon Cinema? 2. North Street & other nearby streets. The market is very important, but is not pulling weight, 3. Control one-way system is very off putting
	Impossible to comment on individual sites without an overall strategy re: retail / cultural activities / transport / parking. Everything needs to be considered as a whole
	Is the master plan really going to be implemented, over what time-scale. After all, the Friary & its surroundings have been in limbo for 25 years.
	Do not believe Guildford is a 'world class'. Nice' place to see but not on tourist trail like Bath/Oxford. Needs something else to attract.
	The need to compete economically with Reading, Basingstoke is questionable. These argument were used to justify the 170 shops in the original Friary plan. We haven't had them, but has the town suffered?
	Not enough public conveniences in Guildford & why do they shut? The stainless steel ones are pretty vandal proof. The should be open 24 hours to help the street cleaning
	It is a disgrace that the public WCs close at night. Have you seen the ones in Salisbury? Brilliant <u>and</u> spotless - no wonder there is vomit in the streets
	Improve the environment and vitality and viability all times of day
	The river is a special area that could sell our town.
	Why are building left to rot, while decisions take years to be made e.g. Green Man. Burpham
	<b>Vision</b>
	Idea - update on vacant sites on our website i.e. Green man site
	We should learn from our twin city of Freiburg - an attractive, traffic-free, environmentally-friendly place.
	Riverside path - some bits you cannot get access to. Planning condition should include 2 metre space along river frontage for a public park.



Can we have a discussion forum on our Website
Home/work units, studio spaces, we have many artists living and working in the town.
I don't see Guildford in the same company as Bath, York, Oxford, Cambridge, although on the other hand, this might be a very galvanising aspiration which could drive a real inspirational vision. Do you (we) have the breadth of ambition? Or do we just want to stay safe?
Make more of area in front of Odeon down to river. Cafes must keep it clean. Perhaps a voluntary litter-picker group can be set up. With shops closing down, no point in setting up more shops, so please restore use of 170 High St, Constitutional Hall as a Cinema. - Yes, definitely.
Street Cafes are wonderful and encourage shoppers and visitors to relax and to stay and to come back again. Sociable Vision.
Are there plans to include Stoke Road in the plan? Lots of good pubs, comedy occurs in these places
How does one easily climb the High street if slightly disabled?
Bring back a Shuttle bus - also connect to Station
Protect this at all costs! This view of the Mount can also be seen from other vantage points throughout Guildford and it is a joy - Diverse Vision
A coherent vision will only emerge within a shared understanding of what purpose Guildford seeks to serve - related strongly to its longer term sense of its identity. This is not clear to me at the moment.
Guildford is a lovely town & I hope it will remain so. However the villages around also need help. Why does the council not provide the 30 extra gypsy sites which are needed. We already have 4 illegal sites, one legal and Woking site.
Pavements need improving, no modern developments in the High Street
Can we get rid of these tower blocks? - Connected Vision
Protect the green spaces - Relaxing Vision
Cultural?
Need to alter the night club area in Guildford - Driving through at night it seems like a war zone.
Creative industries? Cultural Quarters? Spaces of independent retailers & providers?
Access to the post office from the bus station. Location of amenities.
"G live" - concern about the name
Keep or enhance the historic nature of Guildford
Unique architecture, need diversity a variety of providers, want independent criteria
Area for creative play, artists studios, etc - Could some of budget be set aside to help
Atrocious traffic management. Guildford at rush hour is ghastly!
Need to link the river with the town. The road between river and High Street is a barrier.
Rates too high for small independent shops - look to Brighton
Guildford is a clone town. Issue is rents are too high, only national chains can afford High Street and North Street. Need more individual stores, like Dorking. Many restaurants, varying views on whether this is too many.
We need a central square / space like in European cities. North Street improvements could include this. Create a market place between the bus station and North Street. Space for street entertainment
Please make the model for Guildford the historic towns like Bath, Exeter, Oxford, Cambridge rather than economic ones like Reading, Woking, etc.
Former Development Plan policies sought to maintain through new development the crusty roofscape "to retain" character. What a pity that

policy has been lost. Recent development has been too high & too "anywhere" architecture. This needs to be reversed.
A major opportunity to reduce traffic would be to create a cycle / pedestrian route from the Cathedral Hill industrial / office area to the University, the railway station & the town centre (See responses made to site allocation consultation)
Need a reduction of traffic in the town centre (north of High Street). Compare the extent of pedestrianisation in other historic towns - like Canterbury, Chichester. And now the council is promoting a supermarket (which will bring in more customer traffic and service vehicles - Contrary to my 'vision')
Everybody agrees (see consultation on the Station) that a good pedestrian route (free from traffic) needs to be achieved between the Railway Station and the town centre. The council-owned Bedford Road site is key. The present route used by pedestrian down Bridge Street and across Onslow Street is a disgrace!! Abandon the major roads, Gyrotory & Onslow Street to the (inevitable) used to deal with North / South traffic and create a high land rolling across, using the topography
Need clearer agreement on where the shopping district is. This then needs focus on pavements / car / parking / signage
Protect and do more to restore / keep up and preserve the Green public places
John Lewis is not the solution. Home retail is contracting, and the Town Centre already has strong others Heals, House of Fraser. Retailers like M&S, River Island, GAP and Next all need bigger sites to compete.
Attraction, retention & growth of Headquarter of companies to Guildford, possibly Specialising in I.T / electronic games / technology. Surrey's silicon valley
We need to have "Street Car" (or similar car share scheme) across the whole town centre. It will reduce car ownership, help with parking on residential streets.
The River - need to really utilise public access - create / restaurants / shops etc
High Street - currently cluttered - signs / placard people markets mixed quality. Not premium or clean / tidy / easy to navigate
Vital to get right: Traffic flow, Pedestrian flow. Easily - accessible large underground car parks are preferable to park n ride.
Vision - "Famous for Its town centre", rather than - 'not quite there'
Retail - Proposition needs to give Guildford space for far more fashion retailers to make it a true destination - above suggestion and comparative to Oxford /Regent St
No new development without adequate underground parking
Need to get retail offer to change to later opening (7 to 8pm). Business closes 5.30. Its like a ghost town unless you want dinner.
Vision - To be come a 'contemporary' town. Modern approach and forward thinking retail offer.
The High Street should be retained as the paramount shopping location of the town centre. Development of North Street / Friary extension/ Station sould not be allowed to undermine the existing retailers. Physically the development should be consistent with "street" shopping, small / medium scale, shops accessible from outside, with streets and passages. Existing Friary centre type design is not a suitable model.
To enhance North Street and its potential, particularly as its link between the High Street and the new Leapale Road food retail centre.
North Street needs to be pedestrianised like the High Street. There should be more and different markets there (inc Farmer market) and an open air entertainment area.
Very little Public art
Congratulations on organising the Master plan (or Mistress Plan!) It is a start not a solution. Essential to realise there is only one approach which will continue to be successful. It is to recognise constant change. Our Master plan must evolve and must reflect worldwide experience

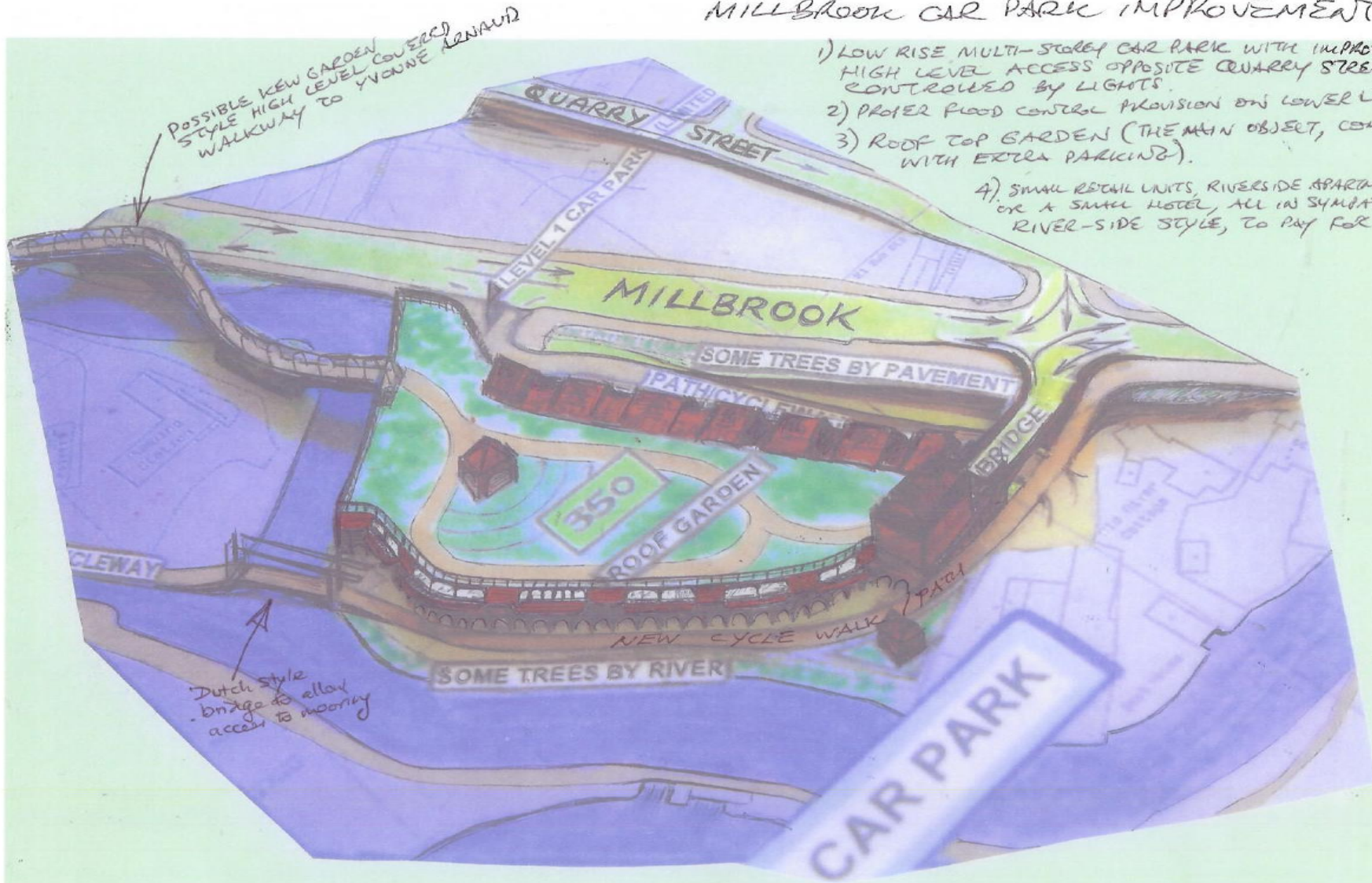
	and our place in a worldwide scene
	The River - so much more can and should be done. But use natural materials rather than metal and concrete. Encourage boating and canoeing. Engage with National Trust
	Need to turn late evening centre from students on a binge atmosphere. Make it a place for different types of people to come. Family and friends. Its not currently.
	Guildford uniqueness lies in its historic centre, its cobbled high street (please repair the seats), it connecting alleyways & lanes, its hill topology, its open spaces & river frontage. This must be protected or you will destroy the reason why people come to Guildford.
	Vision - Sociable, relaxing, fun (greater use of open spaces for cultural activities)
	Get rid of the Upper High Street Car park and create a sense of place
	The future of retail is hugely uncertain in an internet world. Guildford has already seen a huge collapse of its retail diversity into much fewer categories. This plan must vision of a future which is much less dependent on a purely "£ per sqft" retail model. What will be the economic engine a the heart of Guildford in 2030? Maybe we need to start thinking about building it now, e.g. education, technology, leisure, culture etc.
	Vision - More premium / accessible / able to deal with capacity' catchment requires for retail, living, and transport
	"G Live" has No public art
	Every European city has a plaza! Regenerate North Street, build and develop a central plaza to bring in more economic wealth. Move market into plaza to encourage people to shop there. Shoppers to come in from bus station. Central area to encourage a communal centre, street entertainers to play there, local traders and farmers market to locate to the plaza. Bring North Street up to profile of teh High Street, and encourage greater wealth and a pleasant environment for this side of Guildford.
	All new building should incorporate renewable energy
	Need to plan for cycle routes through the centre e.g. how to cycle from Epsom Rd to Millmead (without having to follow car traffic on the one way system). At present "no entry" signs / one way sections make cycling into town centre quite difficult.
	Remove the two flats and office buildings bridge over Millbrook.
	Retain & support distinctive' stores. Don't want the same stores as in Woking, etc (elsewhere)
	<b>Placemaking</b>
	Start a group of voluntary "litter-pickers" to keep Town-centre, parks and riverside clean - tourists put off by litter
	Travel into Guildford TC less by car - improve journey from train
	Streets full of life
	Traffic in North Street. Through traffic less dominant
	Please have some kind of meeting spot / tea / coffee / papers etc for senior citizens
	When you arrive at station you need to walk miles to find Town Centre - No bus!!
	Nicer to walk from station, via bus station by river
	Flag up the Heritage Town aspect more
	Live in Guildford but don't shop here
	Me neither only posh or cheap chain shops, no individual ones - except Guildford House Craft shop - which needs, better promotion.
	Quality of new buildings. Adapting old ones needs architects with vision

Start walk from station - need it more pedestrianised
Bad roads to cross to get to town centre
Struggle to suggest where to meet friends
Small Lanes for festivals with character and community, eg. Brighton and Bath
Please yes - more small, locally - owned shops. People come to Guildford because of the beauty of the High Street. They complain about the dearth of individual non-chain shops.
Seek out independent retailers
Alternative v. mainstream
Not just about economies. Need opportunities for small independents and community
River as an asset
Young community
Think of Guildford
Think grey
Scope for small improvements
Traffic management cycling
Attract people back to inner city
First impressions count. Train station, bars and music for youth. But not inclusive, not cultural.
Guildford travels up to London for culture
Markets are very important
High Street - more like this
Street performers and restaurants
Retail units on ground floor and residential over.
Sustainability - roads not really green
Not enough cultural venues. Music - young artists need support from Council for start ups.
sketch of station in relation to the Friary with note 'remove taxi, improve fountain/grass'
Temporary trees in North Street
Quicker parking. Less traffic
Scope for underground car parking - traffic reduction
Better paving in a variety of styles throughout (as in Freiburg and other continental towns).More attention to producing good townscape (again as in Freiburg)
Restore connection from town centre to town bridge, as in Oxford Circus
Learn from our twin city of Freiburg
Quality of environment draw in bad weather - i.e. Copenhagen
Bus depot out of town, bus hubs in town. Turn up in nice place where people want to visit.
Scale - difficult must be intimate.

<b>Townscape Types</b>
<b>Townscape types - Historic remnants</b>
River mentioned as an underused resource. What good practice can be learned from UK / European locations where they have got it right. It isn't all about money.
New river crossings - for what type of traffic use? How will these impact on the conservation area?
<b>Townscape types - Historic area</b>
Historic Area - surely the River Wey Navigation (1653 should be included within this?)
Millbrook car park Improvement. 1)Low rise multi-storey car park with improved high Level access opposite Quarry Street controlled by lights 2) Proper flood control provision on lower level 3) Roof top garden (the main object, combined with extra parking 4) Small retail units Riverside apartments or a small hotel, all in sympathetic river-side style to pay for it - Possible Kew garden style high level covered walkway to Yvonne Arnaud.
The four masterplanning sketches below were given as comments at the event by an interested individual – 1. Millbrook car park, 2. gyratory, 3. new vehicle route across town, 4. Debenhams pedestrian crossing



# MILLBROOK CAR PARK IMPROVEMENT.

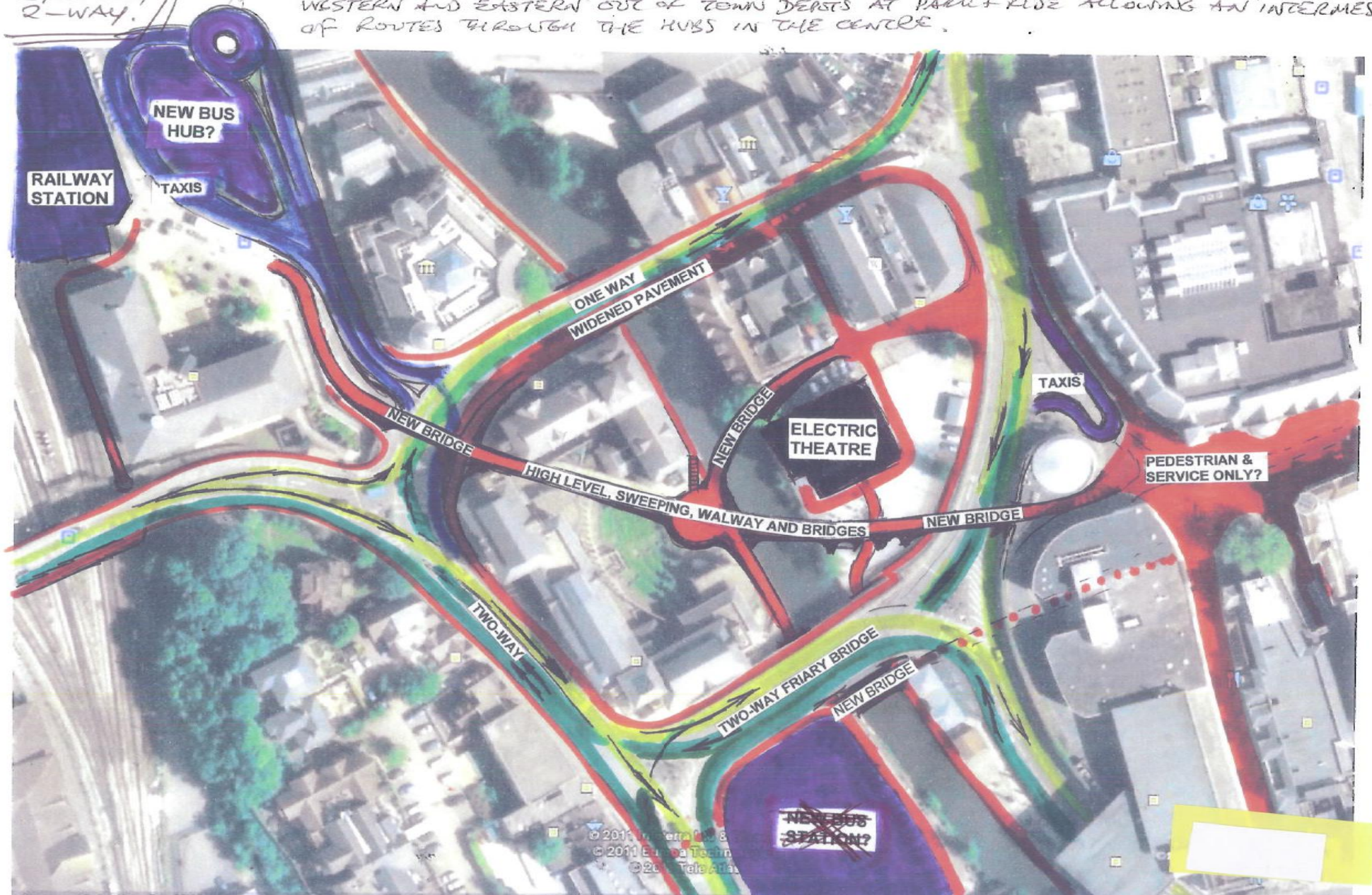


- 1) LOW RISE MULTI-STORY CAR PARK WITH IMPROVED HIGH LEVEL ACCESS OPPOSITE QUARRY STREET, CONTROLLED BY LIGHTS.
- 2) PROPER FLOOD CONTROL PROVISION ON LOWER LEVEL
- 3) ROOF TOP GARDEN (THE MAIN OBJECT, COMBINED WITH EXTRA PARKING).
- 4) SMALL RETAIL UNITS, RIVERSIDE APARTMENTS OR A SMALL HOTEL, ALL IN SYMPATHETIC RIVER-SIDE STYLE, TO PAY FOR IT.



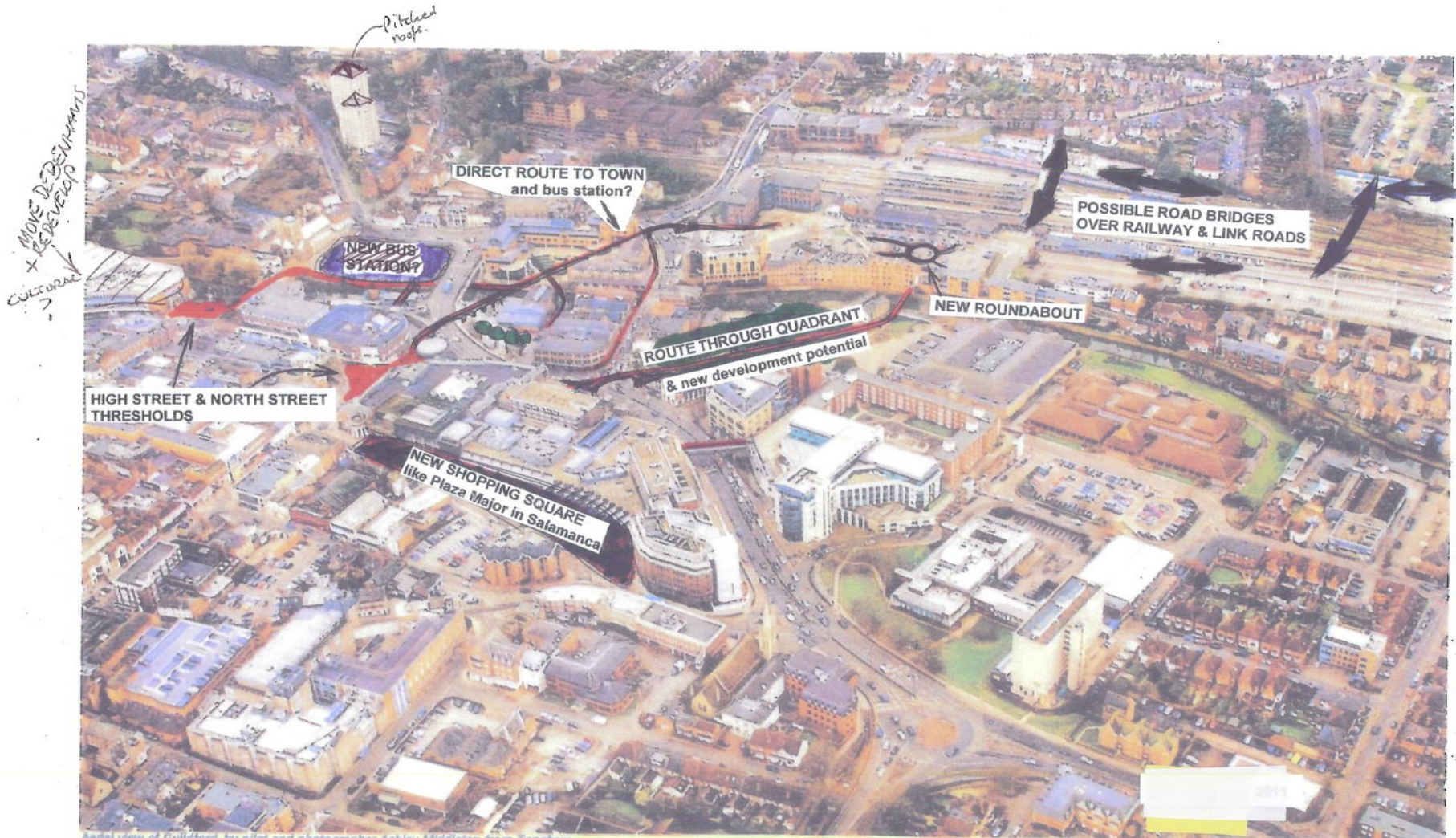
MAKE THE  
GYRATORY  
2-WAY.

SUGGESTION: NO BUS STATION, BUS HUBS IN NORTH STREET AND RAILWAY STATION.  
WESTERN AND EASTERN OUT OF TOWN DEPARTS AT PARK+RIDE ALLOWING AN INTERMESH  
OF ROUTES THROUGH THE HUBS IN THE CENTRE.



NEW DIRECT ATTRACTIVE PEDESTRIAN ROUTE FROM STATION TO NORTH STREET





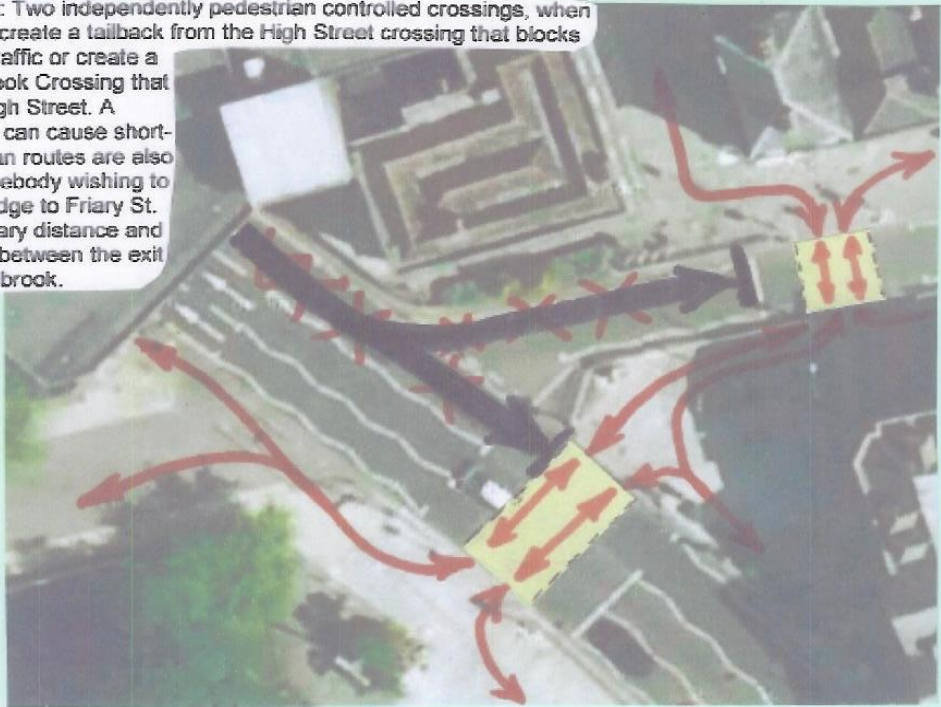
Aerial view of Guildford by pilot and photographer Ashley Middleton from Tongham.

THE MOST AMBITIOUS WOULD BE A NEW PROCESSIONAL WAY FROM THE RAILWAY STATION ACROSS THE NEW BRIDGE TO THE NORTH OF THE RAILWAY STATION LINKING TO THE CATHEDRAL AND THENCE TO THE AS THIS WOULD PROVIDE A NEW N-S ROUTE THROUGH THE TOWN, RELIEVING WOODBRIDGE ROAD, WALNUT TREE CLOSE AND GUILDFORD PARK ROAD. THE NEW BRIDGE COULD BE A FIRST STEP AND ALSO BE CONFIGURED SO AS TO RELIEVE PRESSURE ON THE GYRATORY (AND GET READY FOR THE INEVITABLE EVENTUAL REPLACEMENT OF FARNHAM ROAD BRIDGE.



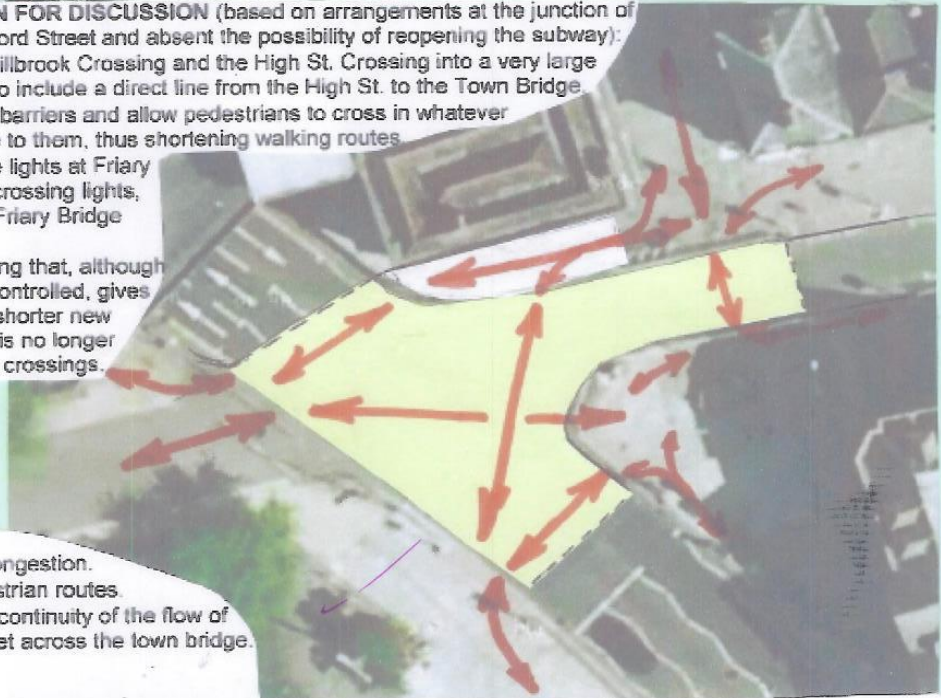
**DEBENHAMS PEDESTRIAN CROSSING (GSocDebehamsCrossingTJL100624)**

**EXISTING SITUATION:** Two independently pedestrian controlled crossings, when operated out of phase, create a tailback from the High Street crossing that blocks southbound Millbrook traffic or create a tailback from the Millbrook Crossing that blocks entry into the High Street. A sequential combination can cause short-term gridlock. Pedestrian routes are also diverted, such that somebody wishing to walk from the Town Bridge to Friary St. walks twice the necessary distance and a dead area is created between the exit of Friary Street and Millbrook.



**POSSIBLE SOLUTION FOR DISCUSSION** (based on arrangements at the junction of Regent Street and Oxford Street and absent the possibility of reopening the subway):

- Combine the Millbrook Crossing and the High St. Crossing into a very large crossing, extending it to include a direct line from the High St. to the Town Bridge.
- Remove street barriers and allow pedestrians to cross in whatever direction is appropriate to them, thus shortening walking routes.
- Co-ordinate the lights at Friary Bridge with the super crossing lights, such that Millbrook to Friary Bridge traffic moves together.
- Aim for a phasing that, although no longer pedestrian-controlled, gives a walking time for the shorter new pedestrian routes that is no longer than that involving two crossings.



**Advantages**

- Less traffic congestion.
- Shorter pedestrian routes.
- Restores the continuity of the flow of the High Street across the town bridge.

**Disadvantages**

- More possibility of jay walking, especially in the High Street (but also in Millbrook, which is not safe to cross, though the same can be said of London).
- Longer road crossing distances (up to twice as far) thus longer phasing between pedestrian movements
- Unless signalling to pedestrians is very clear, the end of the crossing phase may leave people still on the road.



**Summary of the 32 emails and letters received**  
**(this excludes comments on specific sites, that are reported in separate "sites" table)**

Guildford resident	I do notice that the "janitorial" aspect of the town has deteriorated (since my day!). Dustbin bags, A boards, cleaning up the mess outside shops (KFC in particular) - all of the small things that a previous town centre manager used to sort out when doing his frequent rounds do not seem to be attended to now that the Town Centre Manager is no longer based in the town centre, but is tucked away in the Council offices - probably too busy attending meetings! Such things do spoil one's impression of the town. The bus station, which of course was to have been transformed by Westfield more than a decade ago, is still an embarrassment and the Westfield development seems unlikely to happen in the foreseeable future - if in my lifetime! Perhaps SCC and GBC needs to bite the bullet?? The refuse collection system does seem to be working well.
Guildford resident	An improvement to the pavements is for me of the highest priority. I am visually impaired and find that walking in Guildford's High Street or North Street is like being on an unmade bed. Shared spaces would also be a disaster. I visit Guildford as infrequently as possible as I find it very tiring negotiating kerbs and uneven paving slabs. I always have a sighted guide .
Surrey resident	Please see my website for suggested improvements to the Gyratory and the railway Station area. It also includes suggested improvements to the A3 through Guildford which impact the local roads such as the Ladymead, the A320 and Clay Lane. I would like to hear your views about my proposals for a new road bridge across the tracks to connect land at Guildford Park Road and the Railway Station site. I am a retired structural engineer and I have spent most of 40 years of my career in the design, construction, maintenance and strengthening of bridges on motorway and trunk road network of the SE whilst working in the Dept. of Transport and latterly the Highways Agency office in Dorking. My ideas are detailed on my website 'Revamp Guildford Gyratory' <a href="http://www.spanglefish.com/revampguildfordgyratory/">http://www.spanglefish.com/revampguildfordgyratory/</a>
Onocology Postgraduate, Medical School, University of Surrey	I strongly believe that there should be accommodation and a day-care centre provided for the elderly community given the closure of the Haydn place old folks home and centre. There should be flexible parking solutions for town centre schools at drop off and pick up times.
Alderman	<b>Environmental Improvements</b> - I would urge that that we put more planters on each side of Millbrook, close to the pedestrian crossing, in order to make the paved areas more attractive, more pedestrian friendly and create a bit more of a visual separation from the road. The Guildford Society might help with more Millbrook planters. I would suggest the same for the entrance to the Friary building. Planters there could make it a more attractive area. Westfield's should really pay.

<p>County Archaeologist, Surrey County Council</p>	<p>From a heritage perspective this Masterplan is fundamentally flawed, due to the lack of anything apart from buildings appearing on the 'Heritage Map' and the 'Townscape Area - Historic Remnants Map'. I would suggest to GBC that a proper understanding of and due regard for all aspects of the historic environment be made a high priority for this Masterplan, since such heritage assets are so important in forging a distinctive sense of place and in building and maintaining a strong local identity, issues which are central to the emerging spirit of localism as informed by ongoing national planning reform.</p> <p>For advice on this, including what constitutes a heritage asset, I refer you to Planning Policy Statement 5: Planning for the Historic Environment (March 2010) as well as to numerous supporting documents of the Localism Bill.</p> <p>I note that such heritage assets are referred to in the 'Vision' document, including the Castle and Guildhall. The lack of any reference in these maps and their associated documents to Scheduled Monuments is especially worrying given the large number of such monuments within Guildford town centre. I have copied this to the English Heritage Inspector responsible for these monuments, who is himself based in the EH offices in Guildford.</p> <p>It is imperative that these Scheduled Monuments, protected under law under the terms of the Ancient Monuments and Archaeological Areas Act (1979), be included in the Masterplan.</p> <p>English Heritage would be able to provide the most accurate and detailed information as regards the precise layout of such sites around the town. In addition, there are numerous known and still preserved archaeological sites within Guildford town centre, sites that are not Scheduled Monuments but are which are still of at least regional if not national significance. The county Historic Environment Record, managed from within my team in the county council, can provide the most accurate and detailed information as regards the precise layout of such sites around the town. We would be happy to provide such information if requested.</p>
<p>Interested individual</p>	<p>Fix the bus station, friary centre, rotunda at bottom of north street, north street, traffic congestion, do something with empty shops. For instance the old Thorp's, at Constitution Hall has the flowery windows. Buses to run much earlier and go to Guildford Station, then commuters need not drive to the station all buses to run much earlier and much later some buses to go to the Station. Build many more homes which are actually 'affordable', not just saying they're affordable more places for under-18s to go. More and improved cycle/pedestrian paths, and clearly marked up, as half bikes and half pedestrians. Promote North Street market and Tunsgate stalls.</p> <p>Carry on taking care of conservation areas good parks and countryside preserve, care for, enhance and promote history and heritage keep on improving the riverside continue to welcome street entertainers</p>
<p>Resident</p>	<p>I am very interested in the idea of the coordinated long-term planning policy for Guildford. Is the building pictured in the TOWN leaflet due for redevelopment? It is the most ugly and intrusive piece of architecture possible. Is also very public and gives visitors quite the wrong impression of the town. I hope this nasty building is on its way out.</p>
<p>GBC Trees and Woodland Officer</p>	<p>The future of tree maintenance, planting and aftercare in the town centre must be considered. We all agree a framework of the future of the town centres arboriculture management? I wish to avoid situations for example where young trees</p>

	are planted with no funds apportioned to aftercare. It would be constructive to be involved with what's happening at the initial stages in the interest of working in partnership.
Planning Policy Officer, The Theatres Trust	<p>We have not used the response form as we are not local to the town and our remarks are therefore general rather than specific. The Theatres Trust is The National Advisory Public Body for Theatres. The Theatres Trust Act 1976 states that 'The Theatres Trust exists to promote the better protection of theatres. It currently delivers statutory planning advice on theatre buildings and theatre use through the Town and Country Planning (General Development Procedure) (England) Order 2010 (DMPO), Articles 16 and 17, Schedule 5, para.(w) that requires the Trust to be consulted by local authorities on planning applications which include 'development involving any land on which there is a theatre.'</p> <p>We suggest that one of the key issues could be the <b>evening economy</b> where evening and night-time activities are a fundamental part of urban life because they ensure the vitality of an area beyond normal working hours which is good for businesses. Guildford is fortunate in having a solid cultural base where your theatres provide a venue for meetings, social and cultural activities, particularly in the evening, which are important for people's quality of life but sometimes can come under pressure from higher land value uses, such as housing, and therefore need to be especially supported. Not forgetting that pubs can be transformed as additional venues in town centres to provide a further opportunity for performance spaces, for new plays and dance, or live music and comedy, to make a vibrant contribution to the evening economy. However a cut in funding could mean a theatre venue closes never to return, and future generations will not have access to theatres and cultural facilities in Guildford. We look forward to being consulted on the next stage of the Core Strategy and the Town Centre Masterplan, and to any planning applications regarding the Yvonne Arnaud Theatre and Electric Theatre.</p>
Guildford resident	My overall comments about the station sector of town relate to the need to provide a road crossing to take the pressure off the Farnham Road Bridge - ideally this would carry traffic west over the Farnham Road Bridge, north along Guildford Park Road and then, at the optimal point, cross over the railway to join Walnut Tree Close and return to the gyratory system - even better if Bridge Street could be closed to traffic in the process. Site 01, 02, 03, 04 and 05 should be viewed together and, if it is possible to bring the gyratory system across the River Wey onto Mary Road to link up with the slip road onto the one-way-system just before York Road, sites 06, 07 and 08 should be included in an overall plan to open up that side of Guildford.
Hon Secretary, Surrey Archaeological Society	The boundary of the Town Centre seems odd where it cuts through the Castle area. The Castle and the site of Guildford Palace should be seen as one so it would probably be more successful to include all this area within the Town Centre.
Guildford resident	Guildford is currently falling a long way below its potential, and the opportunity should be taken now to have an imaginative plan prepared that will raise its standing in the eyes of residents and the world. Guildford has great assets: it has a beautiful downland setting; its origins go back at least to Saxon times and it has many historic buildings and attractive quarters; it is the county town of Surrey. It is a prosperous town, and generally recognised as a good place to live. It hosts a number of global businesses; and was famously ranked 12th best place to live in the UK by a Channel 4



programme in 2007.

The problem is that the physical fabric of the town overall is uninspiring, and it lacks any significant profile beyond the local area. This is well illustrated by the images used by the Council as part of the consultation exercise: the sheet entitled "What are your priorities?" summarises in 20 images how surprisingly poor so much of the physical fabric is, and reminds the reader that most of the deficiencies are deep rooted, and not just superficial. Towns of comparable size such as Harrogate and Chester are known world-wide, and attract visitors to see their buildings, public realm and attractions. Guildford, by contrast, has little profile, and little to attract visitors. Perhaps it is no coincidence that the town has repeatedly been rebuffed in its attempts to secure city status. Guildford needs transformative change. This will not happen quickly, and is particularly difficult to contemplate in a time of economic stress. However, it will only happen at all if we have a plan to capitalise on the town's assets and provide us with a 10, 20 or 30 year vision, satisfying growth aspirations, sustainability, traffic management and other objectives in a way which enables both the public authorities and the private sector to pick up the reins and deliver over time.

**Why now?** Now is the ideal time to be defining a vision. The Coalition Government has made it clear that it is removing the top-down planning system of the past. Ministers have stressed repeatedly that now is the age of localism, and that this means empowering local Councils and communities to express their aspirations and to take control. Guildford Council, having long resisted regionally imposed targets, should seize this opportunity with enthusiasm, and produce a visionary plan that gives everyone something to aspire to and takes us away from the "same town" quality that has increasingly gripped Guildford in recent decades.

**The Way Forward** - Whilst I have every respect for our Council planners, I do not consider such a vision can be delivered by overworked local officials and even asking Joe Public to respond to surveys is uncertain in outcome. To inject new thinking, we need the Council to be bold and organise an international competition to select a leading town planner to produce new visions for the town. They can be briefed to celebrate the best of Guildford - the High Street, the Castle, the River Wey - but to conserve these assets within a much improved contemporary town centre of which we can all be proud. We still want Surrey Hills vernacular - clay tiles, brick, pitched roofs - but with squares, fountains, new paved footways (to the River Wey, the station and even to the Cathedral), as well as segregated and improved traffic circulation with easy access to transport and parking. We need to bring to bear the long experience of those who can identify what is the essence of a beautiful English market town, and can understand what it is that has been successful for instance in York, Bath, Winchester, Oxford and Cambridge - all of which leave Guildford (of which we are so proud) trailing behind with its increasing mediocrity. A similar approach has been adopted elsewhere, in places as disparate as Croydon and Barnsley, and is generally regarded as having worked well. If organised in the right way, it can be a great mechanism for bringing people together and achieving community consensus as well as producing a planning agenda for everyone to follow.

My inclination would be to give the masterplanners a free hand. However, they would doubtless quickly identify some of

Chairman, Guildford Business Forum

the key issues, for example: - the large areas of under-utilised land between the town centre and the A3, which have the potential to support mixed use development that could animate the town and make it much more sustainable and less car-reliant; - the opportunity presented by the train station, to enable high density mixed use development and a new west-east link; - the opportunity to secure John Lewis in the town centre and, if properly planned and managed, to use this as a catalyst to attract other quality retailers. We now have a great opportunity which I hope can be capitalised upon by council and elected officials to set a long term vision for our town.

First of all, may I commend you all for the energy and focus that you provided at the Guildford Town Centre Masterplan meeting on the morning of 23 June. It was excellent to see so many people there and to see the involvement that all were encouraged to take, subsequent to the opening remarks.

I know that you have started your two-week consultation period and are open to comments and suggestions and therefore, I am now writing as Chair of the Guildford Business Forum, to provide some views on the consultation process. Please be assured of my continued support of Guildford and its economy into the future.

As was noted by the Council's Chief Executive, Guildford is a thriving and economically prosperous part of the South-East and certainly of Surrey. As a businessman, I would like to see this continued and to maintain our competitive edge within the locality. I noted from the Head of Economic Development's comment that we enjoy many historic attributes in our location and I felt that the comparison with other historic towns across the UK was both fair and appropriate. I know that many would certainly like to see Guildford maintaining its historic environment, whilst also seeing economic growth being achieved into the future and certainly during the course of the next period to 2030. I also believe that Guildford faces significant challenges from other towns, such as Kingston, Camberley, Woking and other areas which are aware of our prosperity and the opportunities that this affords. Guildford will need to be keen to ensure that it maintains its economic position in light of this focused competition from other areas. We also have significant opportunity to grow as an economic area through the introduction of the new Local Enterprise Partnerships (LEPs) and I applaud Guildford Borough Council and their Economic Department, for the work that has been involved in this in the recent past.

Key areas that should be focused on are detailed below –

**1. Retail Space** It is clear that Guildford is noted as a significant retail hub and a shopping destination for many in the locality and for many in and around the local counties. I believe that this should be maintained at all times. Clearly the High Street, with its ability to achieve £300 per square-foot rental charges, is highly successful. There are other areas, such as North Street, which aren't so successful and I would certainly want to see development of North Street occurring, particularly as a "bridge" between the High Street and the new food retail outlet in the Leopold Road area. I hope that any future business improvement district (BID) could focus on this area to bring the High Street, the Friary Centre, Leopold Road and North Street together as one retail area that will enhance and grow the retail possibilities, economy and possibilities for Guildford.

**2. Office** It is clear that there is some office space available in Guildford. However, I believe that these remain un-let because of their original planning rather than focusing on new areas such as ecological/green issues which allow companies and their ethos to be matched as part of their corporate social responsibility. I am aware of one large local company who struggled to find a green and environmentally friendly office and have now been suited in the locality, but the opportunities were rather limited. I feel that a re-development of some of the existing sites to achieve the green credentials that are now becoming ever so more important to employers, should be addressed to ensure that we continue to maintain but also attract businesses into Guildford, and it would be good to see if we could increase the number of head offices that are available to incoming enterprises. Guildford has already attracted the likes of Electronic Arts and also has significant technology at the Research Park. It would be good to see Guildford becoming a form of Silicon Valley into the future, encouraging employment and technology in our area.

**3. Green Transport** One of the key areas noted at the meeting is the under-utilisation of the river. I do feel that this is a missed opportunity and it would be appropriate to at least study the opportunity to introduce some form of river taxi going out to the North side of Guildford to allow an additional transportation route to be made available into the heart of Guildford. This would be both ecologically friendly. and I believe relatively reasonably inexpensive to achieve in a short period of time. Remaining on this subject, it would also be encouraging to see more cycle parking facilities and electric car charging facilities as we move into alternative fuel methods.

**4. Night-Time Economy** Clearly there are two economics in Guildford. In the day-time retail and business, and in the evening the night-time economy, which is vital to the post overall prosperity of Guildford. I know that the new venue of G-Live and also the Radisson Hotel will add to and enhance the opportunities available to Guildford and these must be seized. I believe that we should continue in a programme of ensuring that the night-time economy is given every opportunity to thrive both in terms of eateries, bars but also to thrive in cultural exploits, such as the Guildford Shakespeare Company.

**5. Growth** I think it should be clear that no one wants to see Guildford concreted over in a programme of outright growth to achieve economic prosperity. However, with the competitive nature of other areas, including National and Worldwide areas, it is vital that Guildford continues to grow and to offer new retail and office facilities into the future. There are areas, as noted at the meeting, that could be utilised to offer greater facilities and improve the opportunities for new and existing business within Guildford, and I would wholeheartedly recommend that these be taken.

Secretary, the Guildford Society

We made a substantial submission on the Council's TCAAP preferred options paper, June 2006. Parts of the submission are relevant to the Town Centre Masterplan and to consultation material. We are most grateful that senior Council Officers have met with us on two occasions to discuss the major issues which will shape the Masterplan.

The focus of discussion at our recent meeting was the concern of the Council over maintaining Guildford's role as a major retail centre and, to that end, the desire to attract an anchor store. We agreed that it was important to maintain the commercial attractiveness of the town as a major retail centre but we also agreed that commercial attractiveness



depended not only on the retail offer but also on ease of accessibility for shoppers as well as for those who work in the town.

Given the physical constraints of the town centre Park and Ride provision, both existing and proposed, is a key element of facilitating accessibility and is therefore relevant to the Masterplan. Good provision for access by bus, both in terms of location and quality of provision, is also of key importance. Our view is that the present bus station is probably the optimum position, in terms of convenience for shoppers, but we recognised the concern that retaining a bus station in area of the Friary Extension has a major impact on space which might otherwise be used for retail development. With that issue in mind, we discussed alternative ideas for the provision of buses and the many complicating factors. Given the importance of good access by buses we consider it critical that no decision to remove the present requirement for a bus station on the area of the Friary Extension should be taken unless and until a satisfactory alternative proposal has been evaluated and agreed. We also reiterated our long standing objective of the need to secure a much improved pedestrian route between the mainline railway station and the town centre avoiding using Bridge Street and the need to cross, at grade, the busy Onslow Street.

In the context of 'Place Making' the Society is very supportive of the desirability of extending pedestrianisation within the town centre in particular by securing pedestrianisation, partial or total, of North Street provided measures are taken to ensure that traffic congestion elsewhere is not increased. The Society has also long campaigned for the town to recognise the potential of the River Wey as a distinctive and attractive feature of the town and, to that end, we would like to see clear policies and proposals to secure enhancement by securing additional areas of river side open space, provision of planting and increased public access.

Finally, the Society considers that the Town Centre Masterplan should set clear directions to achieve the above interlinked commercial, environmental and transport objectives. Preferred facilities for buses and for pedestrian routes should be set out, together with a strategy for achieving them. This strategy should precede any development decisions by the Council on any of the major individual sites – both in its role as Planning Authority and as landowner - because decisions taken in the absence of an agreed strategy might give away too much to developers or might be so contrary to the strategy that they prejudice or prevent its successful implementation.

This submission has been prepared by the Planning Group of the Society and will be reported, for ratification, to the Executive of the Society at its meeting on the 27th July. I will advise you of any modifications to this submission after the meeting of the Executive. We look forward to further consultations as the Town Centre Masterplan is developed and assume that if we wish to make further written submissions they will be welcome.

<p>English Heritage</p>	<p>At this stage the masterplan appears as a number of discrete documents that lack the necessary blend of policy and proposals that add up to a coherent plan, but we accept that this is an early stage in its preparation.</p> <p>A particular concern is the absence of an up to date local strategic development plan against which to consider the evolving proposals, with the Guildford Local Plan adopted in 2003 and the Council’s Local Development Scheme indicating adoption of the Core Strategy in the period February to June 2014. The Council’s website suggests that it is anticipated that the masterplan will be adopted in May 2012. The status of the masterplan is neither DPD nor SPD, but it will be a consideration in determining planning proposals as they come forward in the meantime.</p> <p>We await the outcome of the Government’s review of the planning system and in particular the application of revised sustainable development principles where an up to date statutory plan is absent. Against this uncertain background we stress the need for a sound evidence base against which to assess proposals and note that earlier consultations on the AAP have helped inform the masterplan as it stands.</p> <p>The Background Paper sets out three outcomes of the proposed masterplan including ‘enhancement of the town centre’s individual historic environment, integrating complementary new development whilst protecting its fine historic fabric which contributes to its unique character’. We welcome this and note that the 2009/10 AMR states that ‘Through extensive consultation for the GDF, many of you told us that you are concerned about the protection of the borough’s Green Belt, environment and heritage. Although we have to plan to meet future needs, we highly value these qualities of the borough too. We need to consider all options when balancing the protection of the environment with the significant housing need to find the most sustainable development options. We will engage with you to see how we can do more through our policies to ensure we protect and enhance the outstanding landscapes and heritage of our borough for future generations whilst meeting the identified needs.’</p> <p>The masterplan page on the Council’s website refers to all supporting documents at the bottom of the page. The ‘Heritage Map’ purports to identify town centre heritage assets [grade I,II* and II listed buildings and conservation areas]. Clearly this does not represent all statutory heritage designations, let alone locally listed buildings and those that make an important contribution to townscape. Similarly, the individual site forms provide a limited presentation of such assets, which must take account of their settings which may extend some considerable distance from within and outside the plan area.</p> <p>We note that the Town Centre Vitality and Viability Report 2010 states ‘Despite a predominance of national multiple retailers, Guildford Town Centre has avoided being identified solely as a clone town, i.e. a town where national multiple retailers occupy the majority of a Town Centre. It retains a strong local identity, in part due to its focus around historic buildings, and its picturesque part-pedestrianised lower High Street with cobbled setts and views out to the hills. The lower High Street has one of the highest concentration of Grade I and Grade II* buildings of any UK High Street, with 10 such buildings. Most of the remaining buildings on the lower High Street are listed Grade II. Independent stores are</p>
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	<p>particularly concentrated in the small streets, known as Gates that link the High Street with North Street and the High Street to the Castle. These are designated secondary and specialist frontages, where rents are lower and units smaller than in the prime shopping area. They also provide an attractive environment for small independent shops and cafes.'</p> <p>The key views out and across the town centre, the characteristic street pattern and historic scale of buildings are features that must be safeguarded if the masterplan is to play its part in securing the retention of the particular qualities that make Guildford special. We await the impending National Planning Policy Framework and in particular how it covers heritage and design issues, but masterplan policies will need to ensure that particular attention is given to the context of development and the need for sympathetic design if the Council's and public's aspirations for the town centre and its heritage are to be delivered. In dealing with the areas of lesser quality, the potential for impacts (direct and indirect) on the historic core and other heritage features need to be taken into consideration.</p> <p>A number of sites are in close proximity to the River Wey which presents an important opportunity to enhance this unique feature while increasing accessibility to the town centre. This suggests the need to look at this corridor as a whole in an integrated way, ensuring consistency in design and a scale/type of development appropriate to site context and having regard to the conservation area status of the Wey.</p> <p>In progressing the masterplan, there is a need to address issues identified in relevant conservation area character appraisals. For example, the Town Centre Conservation Area Character Appraisal identifies at sections 4 and 5 various threats and opportunities including evidence of past developments being out of scale, poorly sited and too bulky for their situation. Lessons need to be learnt from this. Maintenance of the public realm has been identified as a issue in earlier consultations, and the appearance of both North Street and in particular the High Street, will no doubt play an important part in the continuing success of Guildford as a successful historic centre, irrespective of whether or not the label of Primary Regional Centre/Centre for Significant Change survives with the anticipated passing of the South East Plan.</p>
<p>GVA (property advisors) on behalf of Regional Investments (Guildford) Limited with interest in land at 1 and 2 Station View</p>	<p>On behalf of our client, Regional Investments (Guildford) Limited, we welcome the opportunity to comment on the emerging Town Centre Masterplan. We note that the document is in the early stages of its production and that consultation at this stage is therefore focused on the supporting information which was presented at the public engagement morning on 23 June 2011. Unfortunately, we were unable to attend this event. Our client's interest relates to land at 1 and 2 Station View which is identified in the emerging masterplan as Site 4.</p> <p>We understand from discussion with Officers that the masterplan document will not form part of the Local Development Framework for Guildford. The emerging draft should therefore clarify the document's status and identify any weight that might be attached to it for decision making purposes. This is not clear from the documents made available for consultation at the present time.</p> <p>We also understand that further consultation on the Draft Masterplan is scheduled for November/December 2011. We</p>

	<p>look forward to providing more detailed comment at this time and we would therefore be grateful if we can be kept informed of the timescales for the publication of the draft and any further consultation events which will be run in parallel.</p>
<p>GVA (property advisors) on behalf of client with interest in land at the Jewsons Warehouse site</p>	<p>Our client's interest relates to land at the Jewsons Warehouse site, Walnut Tree Close, which is identified in the emerging masterplan as Site 3. We welcome the recognition in the draft site form that residential, or a combination of residential and offices are potential appropriate re-uses for the site.</p> <p>Notwithstanding this, the site may also be appropriate for a range of other uses which may include stand alone office development, and other alternative town centre uses, subject to appropriate national and local policy requirements relating to the development of such uses being addressed. As such, the emerging masterplan should recognise this by maintaining flexibility for the potential future use of the site.</p> <p>Whilst we welcome the acknowledgement that flood risk does not restrict the potential development of the site, we would query the identification of noise/vibration as a possible constraint on development. The site is in close proximity to the adjacent railway line, however, the inclusion of suitable design and quality measures as part of any redevelopment proposal should enable potentially harmful impacts to be suitably mitigated against.</p>
<p>GVA (property advisors) on behalf of Hermes Real Estate with interest in Riverside Business Centre, Walnut Tree Close</p>	<p>On behalf of our client, we welcome the opportunity to comment on the emerging Town Centre Masterplan. We note that the document is in the early stages of its production and that consultation at this stage is concerned with the supporting information which was presented at the public engagement event held on 23 June 2011. Unfortunately, we were unable to attend this event. Our client's interest relates to land at the Riverside Business Centre, Walnut Tree Close, which currently comprises a number of industrial/warehouse units. A site plan is attached for reference.</p> <p>We welcome the proposed amendments to the town centre boundary which will bring this site within the town centre. We consider that this may create opportunities for the site to contribute to the future development of Guildford town centre. We note that a number of sites have been specifically identified as having redevelopment potential, however, it is not clear at this stage as to how these sites have been shortlisted. We would therefore welcome the opportunity to discuss and explore with you the potential for our site to be added to this shortlist of potential development sites.</p>
<p>Spatial Planning Team Manager, Surrey County Council</p>	<p>Guildford Town Centre Masterplan: Early Public Engagement Comments by Surrey County Council. We have the following informal officer comments which we would like you to consider in producing the draft Masterplan for Guildford town centre. These relate primarily to the response form questions on key issues and future improvements and opportunity sites.</p> <p><b>Social and community infrastructure</b> - The need for sufficient education infrastructure should be a key issue. There is increasing pressure on primary places in the wider Guildford Town area and the only school within the proposed town centre boundary is Sandfield Primary, which has been oversubscribed for some years. Any increase in housing will</p>

increase unacceptable pressure on school places unless there is a commensurate increase in educational infrastructure.

**Transport**- We have no specific comments at this early stage, but will continue to work with the borough council on transport issues, including the 'Local Sustainable Transport Fund'

**Waste Management** - The next stage of the Masterplan should incorporate and build on principles of sustainable waste management to implement policies and guidance contained in PPS10, the Surrey Waste Plan, and the emerging Surrey Minerals Plan which is programmed to be adopted by the County Council on 19 July 2011.

In particular, it is important to:

- embrace opportunities to encourage sustainable construction and demolition techniques in new development (RSS Policy W2);
- promote Site Waste Management Plans (PPS10 and Site Waste Management Plan Regulations 2008);
- increase re-use and recycling and reduce the disposal of construction, demolition and excavation waste to landfill (RSS Policy W5);
- minimise waste production (Surrey Waste Plan Policy CW1) and the demand for primary aggregate extraction (South East Plan Policy M1 and emerging Surrey Minerals Plan Core Strategy Policy MC4);
- incorporate a proportion of recycled or secondary aggregate in new projects (emerging Surrey Minerals Plan Core Strategy Policy MC4); and
- make adequate provision for the storage and collection of segregated waste materials in new development to promote waste recycling (South East Plan Policy W2).

**Historic Environment** - Due regard for all aspects of the historic environment should be a high priority for the Masterplan, since such heritage assets are so important in forging a distinctive sense of place and in building and maintaining a strong local identity.

The lack of any reference in the 'Heritage Map' and the 'Townscape Area - Historic Remnants Map' and their associated documents to **Scheduled Monuments** is worrying given the large number of such monuments within Guildford town centre. It is imperative that these Scheduled Monuments, protected under law under the terms of the Ancient Monuments and Archaeological Areas Act (1979), be included in the Masterplan. English Heritage will be able to provide the most accurate and detailed information as regards the precise layout of such sites around the town. In addition, there are numerous known and still preserved archaeological sites within Guildford town centre, sites that are not Scheduled Monuments but are which are still of at least regional if not national significance. The county Historic Environment Record, managed from the archaeology team within the county council, can provide the most accurate and detailed information as regards the precise layout of such sites around the town. They would be happy to provide you with this information.

**Climate Change** - There may be potential for a district heating solution as part of any redevelopment plans and we would welcome working with you to interrogate the recent heat mapping study carried out for the county council and identifying any potential for further detailed work.

<p>Guildford Society Transport Group</p>	<p>Town centre boundary - Jenner Rd is an important part of Guildford's Victorian/Edwardian heritage. It is essential that its fine houses are kept. These would be put at risk of demolition and redevelopment if categorised within the Town Centre boundary and for this reason Jenner Rd should be excluded from the Town Centre.</p> <p>Guildford's historic character is not only its listed buildings but the character of its supporting fine buildings, many built over the last 100+ years. Any <b>vision</b> of Guildford should seek to preserve all that makes up and enhances Guildford's character. Redevelopment should concentrate on ugly or unsympathetic buildings. I hope that these points will feature in the next phase of the consultation.</p> <p>After reviewing a number of options for alternative locations for the bus station, we believe that any site west of Onslow Street would have serious consequences for the traffic flow in Onslow Street and/or the gyratory, bearing in mind that the current timetable has 70 buses per hour leaving the bus station during the pm rush period.</p> <p>A further consideration is the need to maintain bus services, including Park and Ride, as close to the town centre as possible. In order to deal with the current Friary development proposal, part of the Mouchel design, approved by the Guildford Local Committee in July 2005, with TROs in place, has Leapale Road widened for two-way traffic, allowing a flow northward from North Street.</p> <p>By having buses moving further eastwards along North Street and turning into Leapale Road, this could replace the current bus flow through the Commercial Road station, without the need to change any service routings. It would also provide an opportunity for public access to buses in the vicinity of the current Norwich House where modern waiting facilities could be provided very near to the centre of the Primary shopping area. As long as measures are taken to ensure that traffic congestion elsewhere is not increased, North Street could then be pedestrianised as far as Leapale Road, except for this single bus lane. The Placemaking priority conditions could then be largely satisfied. Suitable shuttle services to the railway station could also be considered.</p>
<p>General Manager, River Wey and Godalming Navigations, National Trust</p>	<p>The National Trust is pleased to have the opportunity to comment at this early stage in the preparation of the Master Plan. The Trust owns, manages, and is the responsible navigation authority for the River Wey and Godalming Navigations. This stretch of waterway passes directly through the heart of the Master Plan area. It is a highly significant heritage asset, of major townscape, recreation, amenity and biodiversity value. It is one of the most important features in the town centre with very significant potential to assist in the economic development and environmental enhancement of the area for the benefit of the community as a whole.</p> <p>We have previously responded to the consultation on the Town Centre Area Action Plan in July 2006. We have also commented on specific sites in the town centre in the Site Allocations Issues and Options document in December 2007 and on matters of design in the town centre in our response to the draft Landscape Character Assessment in December 2006. Our comments in these responses still remain valid. The Trust has a statutory duty under the National Trust Acts 'to</p>

promote the permanent preservation of places of natural beauty and historic interest for the benefit of the nation in the long term'. Our responses below are based on this fundamental principle and the protection and enhancement of the setting of property. This is fully in accordance with the principles set out in PPS5 and the principles set out in our Environmental Strategy 1997 and Policy Statement 2000 which have been adopted by the Borough Council and forms the basis for the current 'saved' Local Plan Policy G11. Our responses broadly follow the format of the consultation questionnaire.

**Town Centre Boundary** - The Trust broadly supports the proposed town centre boundary. However we believe that Dapdune Wharf should be included in the Master Plan area. This site meets the criteria set out for defining the boundary and is a significant heritage / cultural/leisure and community asset. The site is a focal point on the River Wey and its inclusion within the town centre would be in line with its potential role as the centre for the enhancement of the riverside in the town centre as a whole. In our view the railway bridge to the north of Dapdune Wharf would form a more appropriate boundary from the townscape perspective.

**Off-street car parking** - The Master Plan needs to consider the overall car parking strategy for the town centre. At present cars dominate the townscape in most areas and a large number of potential redevelopment sites, particularly along the River Wey, are car parks. Given the stated objective to enhance the riverside environment, and the overwhelming need to improve pedestrian amenity and safety (and the result of the previous public consultation expressing a preference for reducing car parking provision in the town centre) we believe there is a need to re-assess the overall car parking strategy. In our opinion overall provision should be reduced, car parks located primarily on the periphery of the town centre, provision for cyclists given higher priority and access to public transport improved.

**The Townscape Approach** - The Trust has reservations concerning this methodology and in particular the classification of different parts of the town centre into 'historic', 'historic remnants', 'commercial' and 'transition' areas. We do not believe this follows the principles set out in PPS5 which seek (a) to encourage the protection and enhancement of the historic environment as a whole and (b) recognise the role of heritage assets in regeneration and the economic development of towns and cities.

The '**Historic Area**' is very narrowly defined, being limited essentially to the High Street and areas immediately adjacent. It bears little relation to the plan of Heritage Assets which shows the broad range and distribution of historic features and areas within the town. In our view this approach is likely to result in a continued focus solely on the heritage of the High Street area and will not promote the much needed improvement, upgrading and enhancement of other parts of the town centre (particularly the conservation areas and including the River Wey).

We are particularly concerned about the use of the term '**historic remnants**' which tends to imply that these are 'the bits left over' and presents a rather negative image of these areas. The Trust believes that a more positive approach should be taken which recognises the historic potential of these areas and makes them priority areas for investment using innovative and creative design solutions.

Much can be achieved in these areas through de-cluttering of streets, improved lighting and signage, good quality street furniture and hard and soft landscaping. To improve the overall quality of design in the town centre it would be useful if the Master Plan contained design guidance, drawing on the Landscape Character Assessment for the Borough.

The Trust has a particular interest in the redevelopment of **Potential Opportunity Sites** immediately adjacent to the River



	<p>Wey and those within its setting (in particular some listed)</p> <p>We are pleased to see that the potential to enhance the riverside through development of these sites is recognised. However this needs to be followed through when proposals are being formulated. The Trust would welcome early involvement with the Borough Council and developers with regard to development schemes on the above sites. Opportunities should be taken through Infrastructure Contributions or the Community Infrastructure Levy to realise riverside enhancement through redevelopment of the above sites. Using our Environmental Strategy and Policy Statement, the Trust has established a number of principles to guide our responses to planning applications. The key principles for Guildford Town Centre include:</p> <ul style="list-style-type: none"> <li>• Seek to ensure that proposals for redevelopment on existing developed sites adjacent to the Navigations or within their visual setting are appropriate in terms of building height, bulk, scale, form and materials,</li> <li>• Resist proposals which bring buildings or other structures closer to the Navigations (unless historical precedent dictates otherwise) and support, in principle proposals which result in buildings being further set back from the Navigations,</li> <li>• Seek to ensure screening of moving vehicles, parking and loading areas on sites adjacent to the Navigations,</li> <li>• Resist proposals for development which include parking, loading areas and access roads adjacent to, or visible from, the Navigations, Seek to enhance pedestrian access to, and along, the Navigations and to improve amenity for pedestrians,</li> <li>• Resist proposals which are likely to result in an increased risk of flooding, an adverse impact on the water table, or destabilise the banks of the Navigations,</li> <li>• Seek to ensure that existing riverside trees are maintained and encourage new planting where appropriate,</li> <li>• Seek opportunities to unify visually the design, materials and colour of waterway I riverside furniture, fencing and structures,</li> <li>• Seek to prevent light and noise pollution in the waterway environment.</li> </ul> <p>We hope you will find the above useful in progressing the plan. If you wish to discuss further or require additional information we would be happy to assist. We look forward to commenting on the draft Master Plan in due course.</p>
<p>Group Director Architect and Urban Designer, Scott Brownrigg</p>	<p>The community in Guildford, whether those who live, work, play, learn or visit one of the leading towns in the UK, is faced with a real positive opportunity to add to the wealth and diversity that exists at the heart of the urban centre. Scott Brownrigg supports the masterplan vision and ideas for better place making that will drive a better economy, social infrastructure and improvements that have been, for many years, held back by a lack of holistic vision making and 'big' decisions that will unlock a potential wealth of opportunities and positive benefits.</p> <p>Scott Brownrigg submits considered views on a number of major sites highlighted at the Public Consultation opening event, which we attended to better understand the vision and sites, which contribute to the ingredients that make a town centre. Scott Brownrigg provides a series of diagrams outlining support and ideas for the town centre. We have concentrated on the 'showstoppers' that have prevented greater prosperity in Guildford, rather than the smaller, urban infill sites. These sites should come forward with local needs being addressed in a local contextual response through the planning process.</p> <p><b>Scott Brownrigg presents views on Guildford Town Centre (see three submitted masterplan sketches and four artist impressions) -</b></p> <ol style="list-style-type: none"> <li>1. Economic / retail growth and how this supports and enriches the position Guildford needs to have in the south east</li> </ol>



<p>region of the UK.</p> <p>2. Waterfront development and how the available sites can help reconnect Guildford with better crossing links between west and east Guildford.</p> <p>3. A view of the new municipal heart to Guildford that provides consolidation and rationalisation of GBC / SCC facilities and how this releases value elsewhere.</p> <p>4. Bedford Road Car Park and surrounding sites as a holistic development opportunity (see Site Comments table)</p> <p>Having reviewed the opportunities presented by other sites, locations and visions, we provide ideas for consideration.</p>
<p>The current <b>bus station</b> chokes up a central piece of real estate in a prime location that prevents economic growth of one of the single, most important drivers for Guildford being the retail expansion for the town centre. By relocating the bus station, to an equally accessible and legible location (former Farnham Road bus station / Portsmouth Rd car park), the land is freed up to contribute to a more comprehensive and complete expansion of the shopping centre.</p>
<p>This, in turn, will drive economic growth in the declining North Street retail frontage plus would link more directly as a circular route through from the High Street, through the White Lion Walk (and Friary Street) into the Phase One of Friary Centre, into Phase 2 of the Friary Centre (picking up the new retail store around Leapale Lane / Bellaby Theatre site - great addition to the town!), moving onto North Street / Market Street and back into the prime High street retail centre. Guildford Borough Council should commission a retail circuit study to emphasise this walking circuit and retail route that would revitalise important areas of the town centre. From this, some areas of North Street that cannot be adequately supported by the new circuit should be considered for alternative, mixed uses that supports town centre activity.</p>
<p>The <b>relocation of the Bus Station</b> allows for Debenhams to become a NEW ANCHOR tenant for Phase 2 Friary Centre expansion with their site coming forward as prime waterfront development (Debenhams is currently 'off pitch' and not appropriate as a major retail location). In addition, the relocation of the bus station allows for the Leas Road Bus Depot site to become a potentially fantastic, mixed use, residential led, waterfront development (by relocating the storage/repairs of buses to the former Farnham Road bus station / Portsmouth Rd car park site and consolidate the land use.) The Leas Road site should have a new bridge link from the new masterplan at Walnut Tree Close redevelopment proposals to better connect Guildford across the river - this will complement the actual desire lines for students at the University of Surrey, who cross from the student village on campus across the railway line existing bridge into Walnut Tree Close but then have a long walk to the Bedford Road Bridge link. Adding a bridge link between the Walnut Tree Close redevelopment of the industrial area across to the Leas Road is a real opportunity for Guildford to provide greater permeability within the town centre. The Diagram A submitted suggests this movement of uses will allow for greater prosperity for Guildford Town Centre.</p>
<p>The <b>relocation of the bus station</b> to a more appropriate location (former Farnham Road bus station / Portsmouth Rd car park) helps to deliver other development ideas across the town centre (Lea Road, Friary 2 and Debenhams, North Street Improvements and better connections to the new retail on Leapale Lane as a minimum) however, the consolidation of transport to this site should not be considered as a negative move - rather, the car park for many years has been underutilised and not used to drive prosperity for Guildford Town Centre. It is a very important, well connected site that sits at the very bottom of the important High Street and the direct connections to the High Street serve the new bus station / retail on the High Street better than the existing location. However, to make best use of the former Farnham</p>

Road bus station / Portsmouth Rd car park new bus location greater improvements across Millbrook will need to come forward, for instance:-
Buses / taxis should be able to use the Bridge across the river to directly access the station and high street.
There should be a feeder lane built from the former Farnham Road bus station / Portsmouth Rd car park gyratory bridge into the former Farnham Road bus station / Portsmouth Rd car park bus depot built at the road level for easier access to the station.
The station (with its maintenance! store) should be built at existing levels with three storeys of mixed commercial / retail and residential uses (a major affordable housing location in a highly sustainable location) as an air rights development - taking into account the views of the listed church but not being constrained by such views.
Improve direct public pedestrian! cycle connections across a new crossing point over Millmead into the High Street - using exemplar public realm crossing designs that prioritise pedestrian / cycle activity over car use, examples such as seen in Central London to great success (see picture attached of Gresham Street). This will contribute greatly to the permeability, legibility, use of streets for people and connect more directly into the High Street retail Circuit that is delivered by the above opportunities.
By developing a strategy to locate, consolidate and optimise the former Farnham Road bus station / Portsmouth Rd car park for a mixed use, transport and residential led opportunity, this can act as a spur and catalyst for Site 14 Guildford Plaza that has sat empty as an under used but vital site along Portsmouth Road.
Front of house services that support and provide access to facilities are a town centre function of the public sector. As such, when Scott Brownrigg reviewed the town centre masterplan, a 'municipal centre' is already in place along Bedford Road / Mary Road with such functions as, Surrey Police / Magistrates Court / Guildford Police Station, etc.
The opportunity is to relocate to the Mary Road Car Park with an interesting Air Rights development over existing car parking as a new FRONT of HOUSE council office facility. This would be a much more efficient, sustainable and environmentally BREEM "Excellent" facility as a marker for GBC environmental policy but would house the functions needing to interface with the public in a more accessible way.
<p><b>Priorities: Economic / Retail Growth</b></p> <p>Phase 2 - Friary CTR</p> <p>Retains and enhances premier shopping in Surrey and South East of UK</p> <p>Encourages economic trading</p> <p>Can deliver Debenhams new central shopping site as anchor tenant</p> <p>Enables Bus Station Relocation</p> <p>Bus Station relocates to former Farnham Road Bus Station - but new generous crossing to High Street required</p> <p>Frees up Lees Road Bus depot to become waterfront development</p> <p>Connects by bridge to new Walnut Tree Close development to improve permeability across river.</p> <p>Debenhams Site redeveloped as prime waterfront</p>
<b>Priorities: Waterfront Growth</b>

	<p>Waterfront values  Access and appreciate water  Maximise use of water  Enhance development potential  Promote greater cross river links</p>
<p>CB Richard Ellis (CBRE) on behalf of Merseyside Pension Fund, owner of Tunsgate shopping centre</p>	<p>Merseyside Pension Fund, owns the Tunsgate Square shopping centre located off High Street and Castle Street. We are currently reviewing a range of options for the future of Tunsgate Square are therefore keen to engage with officers in the preparation of the proposed masterplan for the town centre. To that end, members of our Real Estate Finance and Planning teams have met with Council officers to discuss opportunities at Tunsgate Square. We also attended the recent workshop designed to inform preparation of the town centre masterplan. At that workshop, officers invited comments on the initial ideas for the masterplan, proposals identified and issues raised. We set out our comments below.</p> <p><b>Overall Approach</b> - We welcome the Council’s commitment to prepare a masterplan for the town centre and the intention to set a clear <b>vision</b> for its future. This vision should, in our view, seek to secure the town centre’s character and distinctiveness. It is this character and distinctiveness that makes it attractive to shoppers, tourists and other town centre users. If the town centre is to provide for new floorspace, it is critical that this character is not lost. The aim should be to enhance the town centre’s distinct qualities through new development, and not necessarily to match other nearby town centres’ retail offer ‘multiple retailer for multiple retailer’.</p> <p>Moreover, the masterplan should encourage development across the town centre, including in the historic areas, in order to maintain the centre’s vitality and viability. To this end, a clear role for all parts of the centre is required. This might include developing the leisure and tourism offer in certain parts of the town centre.</p> <p><b>Approach to Development Opportunities</b> - We recognise that preparation of the masterplan is at an early stage, but we are concerned that it fails to take a coherent approach to development opportunities. Even where opportunity sites lie adjacent to one another, there appears to be no consideration of whether they could be combined to provide a larger plot size. Such a piecemeal approach will not secure overall improvements to deficient areas of the town. A more proactive and coherent approach is required which identifies clusters of adjacent or nearby sites. Not doing so will mean that the opportunity to secure a qualitative improvement to the town centre overall will be lost. Additionally, we note that the masterplan will run to 2030. During this period many 1960s/70s office buildings will become obsolete. The area around the river, for example, contains a number of these. The masterplan should identify these office buildings and consider the opportunities they present.</p> <p><b>Improving Links from the Primary Core to Areas Beyond</b> - Many peripheral areas of the town centre have been sacrificed to the needs of traffic over recent decades. As a result, their interface with adjoining neighbourhoods is incoherent, with ‘ragged edges’ and a poor public realm/pedestrian environment. This has a negative impact on vitality and viability and the character of the centre, with a consequent impact on economic potential. Castle Street and Sydenham Road are one such area. These need appropriate initiatives to meet what we hope will be the high aspirations of the vision.</p> <p><b>Opportunity for Clustering of Tourism and Leisure Facilities</b> - We understand that the Council wishes to encourage the role of the town centre in tourism and leisure. There is a strong case for a cluster (or clusters) of these uses, which would ensure a critical mass and exploit the character of parts of the town centre (which is attractive to tourists). We</p>

	<p>recommend that the masterplan investigates this further.</p> <p><b>Implementation Strategy</b> - Implementation of the development opportunities and improvements to the public realm to which the masterplan aspires will require action from a range of stakeholders. A clear and realistic implementation strategy is required to identify the necessary actions from each of the stakeholders, including who will be expected to fund different elements of the development envisaged by the masterplan. It should also identify timescales for implementation.</p> <p><b>Status of the Masterplan</b> - We understand that the masterplan is not expected to have any formal planning status, that is, it will be neither a DPD nor an SPD. As such, it will have very limited weight in the determination of planning applications. That will limit the extent to which the Council can use its planning powers to shape development. To address this we recommend that, as far as possible, the aims and aspirations of the masterplan are incorporated within the emerging Core Strategy and Site Allocations and Development Control Policies DPD. In the short term, prior to the masterplan aspirations being reflected in planning policy, it is essential that all stakeholders ‘buy in’ to the masterplan so that the potential for implementation is maximised.</p>
Guildford resident	<p><b>London Road train station</b> - The plan boundary falls just shy of London Road train station. London Road train station is a short walk from the town centre and a short walk to the main station, as such, its “catchment” area overlaps with that of the main station. It is not sited in a main residential area. The train line serving this station passes through the main residential areas of Burpham and Merrow, both of which do not have a train station and are more than a mile from London Road station. London Road station has a large car park at the front occupying a large amount of space.</p> <p>There is an opportunity to move London Road station out into Merrow and Burpham and release the current site for re-development. The current site is just off the town centre so would be premium land for commercial and residential development. As such, I believe moving of London Road station could be achieved “cost neutral” and provide benefit to the residents of Burpham and Merrow.</p> <p><b>Car parks</b> - There is too much land given over to street level, surface level car parks (not multi-storey). Nearly all of the sites are in premium spots where the land could better be used for commercial or housing development. (please see my letter to Solum copied to you) which explores this in more detail.</p> <p><b>Riverside</b> - The riverside needs to be enhanced. There are a number of very ugly buildings along the riverbank which detract from it (Odeon Cinema, Friary shopping centre, Debenhams, the rear of the shops along the A281) largely because they don’t have any windows in them. All you see is a wall of brick and concrete.</p> <p><b>Proposed redevelopment of Guildford Station</b> - I attended Solum’s Public Exhibition in the Guildhall on Friday 11th March and wish to respond with some comments (see copy of my letter to Solum). I appreciate that the proposal is at a very early stage with no definite plans/proposals in place. My comments largely fall into 4 categories, as follows.</p> <ol style="list-style-type: none"> <li>1. No part of the development should be <b>funded</b> by tax payers or train passengers. The land identified for redevelopment is premium town centre land and should be profitable to redevelop without requiring public funding or money from the fare box.</li> <li>2. The redevelopment should include an enhancement to the <b>station facilities</b>. Specific improvements that I would like to see are more secured cycle parking, a heated waiting room, lift access to all platforms, and additional platform capacity to take extra services and for the proposed Airtrack to Heathrow Airport.</li> </ol>

The trains timetabled to arrive/depart from the same platform all day long. So for example, all trains to London Waterloo via Woking to depart from platform 5 all day, at the moment, some of these depart from platform 3. This may require changes to the track/points layout to achieve this. This should be incorporated into the design.

3. Guildford town centre contains a large amount of **land that is being used in a manner that is very inefficient**, nearly all of which is owned by Guildford Borough Council and Network Rail. All of this land is prime location for the town facilities. There is a fantastic opportunity here for both Network Rail and Guildford Borough Council to redevelop this land, to both the profit of Network Rail and Guildford Borough Council and to also improve the Town and Station facilities for the benefit of the community. (see submitted aerial photo with marked sites of Guildford Park Road site (A), Guildford Railway Station (C) and station depot (B), and the bus station D)). Areas A and C contain flat level car parks. Area D contains the Bus station, a flat level car park and some derelict buildings. Area B contains Network Rail depot. There are other areas of wasted land that I have not highlighted, near the Magistrates court, the George Abbot Pub and behind Harper's Nightclub.

What would be ideal is to move the bus station from area D to area 8 and use the rest of area B for a multi-storey car park. This frees up area A for housing, ideal for the University as it is right next to it, frees up area C for housing, hotels and leisure, frees up area D for shopping etc.

There is a golden opportunity here to move the bus station from the rear of the Friary Shopping Centre to next to Guildford train station to provide integrated transport interchanged. This would be a huge shame if this was not done, both Guildford Borough Council and Network Rail would receive a lot of brownie points if this could be done.

The use of area B as the bus station and multi-storey car park frees up a huge amount of land in Guildford town centre currently owned by Guildford Borough Council for redevelopment into housing, leisure and shopping facilities. To do this will require Network Rail and Guildford Borough Council to co-operate and determine a profit sharing arrangement. However, any development on any of this land must respect the character of the surrounding buildings, so this means a limit in the height of the buildings. their design and style.

**Facilities on the released land** - Guildford is lacking in a number of key facilities in and around the station and town centre areas namely: hotels, student accommodation, convenience shopping aimed at commuters, general housing, sport and leisure.

As a commuter, I would like to see more convenience shopping around Guildford station. Food shopping, dry cleaners, fast food/take away, newsagent,

I do not want to see luxury clothes shops - Guildford already has a lot of these, pubs and clubs - there is already a major problem with these on Bridge Street, office development, There is already a large amount of office space in Guildford, with currently, a large amount of this being vacant.

The use of public transport to commute to work outside of London is very low. There is a proposal to redevelop the Farnham Road hospital in Guildford, this being 3 minutes walk from the train station. As part of this proposal a transport study was conducted to identify how people were travelling to the Farnham Road Hospital. This found that no staff were using the bus to commute and less than 2% travelled by train. If any of the land around Guildford station is developed into office space, it is unlikely that many of the staff will choose to travel to work by train, instead they will commute by car. On the other hand, if the land were developed to provide housing. then this means a ready pool of customers to use

	the train services, Guildford being a commuter town into London.
	I do not want to see any further office developments in Guildford town centre.
	<b>Summary</b>
	<p>A high level summary of what I would like to see referenced from Figure 1:</p> <ul style="list-style-type: none"> <li>• All of the flat level car parks in Guildford town centre removed and replaced with a multi-storey car park in area B</li> <li>• Area A redeveloped to provide housing and student accommodation</li> <li>• Area B redeveloped to provide multi -storey car parking and move the bus station here if there is room (otherwise put it in area C)</li> <li>• Area C redeveloped to provide housing and convenience shopping for commuters (and bus station if it can't fit into area B)</li> <li>• Area D and the other flat level car parks redeveloped to provide housing, shopping and leisure facilities</li> <li>• The station buildings redeveloped to provide additional facilities to commuters</li> <li>• The station track capacity increased to cater for Airtracks to Heathrow Airport</li> </ul> <p>To get the best out of the available land in Guildford town centre requires Network Rail and Guildford Borough Council to work together. The suggestions in this letter require Network Rail to "write off" area B, which frees up masses of space owned by Guildford Borough Council.</p>
Planning Secretary, Holy Trinity Amenity Group	<p>We have submitted (with difficulty) an on-line completed questionnaire on behalf of HTAG, which we believe represents, as best can be achieved in questionnaire format, the consensus of our 500 or so household members. Our area is adjacent to, and includes some of the town centre. The centre is also where all our shopping and most of our local amenities are, so it is much used, and current problems are well understood. Plans for the centre are therefore of great importance to us. Many of our comments were covered at the event of 23rd June, but we wished to set our comments out in full. To supplement the questionnaire we would like to amplify and emphasise a few issues.</p> <p><b>1. Size and Detail of Plan</b> - We are somewhat concerned that the development of the Masterplan, and the plan itself, may become too large and time consuming. The process of producing policies is cumbersome, and often seems repetitive. Most of the comments we have made have been previously submitted, some several times and over many years, in relation to the TCAAP and other policy development. It is important that the end document is concise and easy to use. We suggest again that actual enforceable policy be separated from supporting arguments and information, to make the document easy for all to use.</p> <p><b>2. Prioritisation of Key Issues</b> - We have ranked five issues / challenges in order as requested. However we would support all the objectives, and implementation may have to depend more on opportunity and resources than perceived priority.</p> <p><b>3. Expansion of the Town Centre</b> - This is perhaps the most contentious issue for us. We do not support the objective of continuing retail expansion in order to keep up with neighbouring "retail centres". There is now committed major retail expansion with the Friary Expansion and Bellerby Theatre / North Place site; no more expansion should be contemplated until the effects of these schemes are known. The future of retail in Guildford lies in increasing the quality and diversity of shopping. This would best meet the needs of residents - particularly by restoring a proper provision of convenience shopping; the prime function of the centre is to meet the needs of Guildford Residents, and this must not be ignored. It</p>



would also ensure attraction of visitors, who will not come if all they are offered are the ubiquitous "High Street names" and chains. It is expansion of other sectors of the economy that must be encouraged, such as high value manufacturing and research - and these do not have to be located inside the town centre.

**4. Town Centre Conservation Area Appraisal** - We are extremely concerned that this does not appear to be mentioned anywhere. This was an extremely thorough and professional exercise, endorsed by the Council as a material consideration in determining planning applications. It is important that the Masterplan cites this and includes a firm commitment to its recommendations.

**5. Locally Listed Buildings** - The present Borough Plan requires that these be treated equally with those that have statutory listing. They need to be identified on the maps, as the statutory ones are, and the fact that there are buildings so designated on some selected development sites (e.g. Adult Education Centre) must be taken into consideration when future plans are considered.

**5. Placemaking** - We fully support the principles of this process. However clarification is needed of what powers the Council will have to actually implement such improvements. If they are merely aspirational this should be made clear.

**6. "Gateways" to the Centre** - These appear to be sited to match car entry points. With the commitment to Sustainability it is now important to make more welcoming the areas where those coming by public transport arrive, and the points where local residents walking to the centre enter it.

**7. Primary Shopping Area** - It is noted that most of the core area is now designated as primary shopping area, whereas previously a significant number of streets were designated secondary or tertiary areas. This is hopefully a useful simplification, removing unhelpful restrictions. We would like to see the restaurants and cafes less concentrated and spread into the cobbled High Street so that this becomes an attractive, active, and hopefully traffic free, street to enjoy in the evening.

**8. Scope for Implementation and Enforcement** - The Masterplan ought to encompass only those objectives that the Council have the power to bring about. It is appreciated that future planning procedures are in a state of flux, but some indication of what could reasonably be expected to be achieved, and the planning mechanism involved, would help in determining the scope of the Plan.

**Town Centre Boundary** - We question the need for any expansion of the Town Centre. The main need for new commercial development can best be met outside the centre where there is no competition for space with retail and essential Town Centre activities.

(Officer Note: the suggested town centre takes in slightly less land than the existing Local Plan Parking Boundary)

(1) Bright Hill Car Park. This has always been scheduled for replacement of housing. This must remain the priority, and the development needs to merge with the adjoining residential areas.

(2) SW side of Jenner Road. This comprises handsome Victorian houses, most of which are still in residential use (some as flat conversions), and four are locally listed. Demolition would spoil the character of this part of the town centre conservation area. Conversion of the buildings to Office use might be an option for keeping them in good order, but this might be easier to support if outside the Town Centre. The upper and opposite side of the road is in residential use.

(3) Nos. 1-5 Jenner Road. The redevelopment scheme for no. 1 (Turret House) is now being implemented. It is a primarily a residential development of 12 apartments (with a small office block), and a huge amount of effort went into

retaining the appearance of the Victorian house, which is a landmark building. Nos. 3 and 5 are houses that are currently in commercial use, but their domestic character is important to the entrance to this road; it would be feasible, and perhaps desirable, to return these buildings to residential use. To impose additional commercial development here would spoil the area and undermine the considerable work done by the Conservation Dept. in achieving an acceptable scheme for Turret House.

(4) Poyle Terrace. This is currently the subject of a residential planning application. It lies within an established residential area. There is no justification to encourage commercial development to intrude into this area.

**Provision for parking:** The present overall provision should not be increased. It is hoped that improved alternatives to car transport will allow provision to be reduced. Parking on commercial sites often causes problems. It can be unsightly and often creates a hazard for pedestrians by use of pavement crossovers to access business car parks.

### **Key Issues**

**1. Higher priority areas for pedestrians** - Needs extended pedestrianisation in area and time, with restricted access (delivery, pick up only) when the road is open together with low speed limit (10mph). Guildford compares badly with other towns in this respect. Zebra crossings, conspicuous by their absence in Guildford. Traffic Order to make parking on pavements illegal (also prevents damage to pavements). If North Street and the upper High Street are not pedestrianised (i.e. closed to traffic) make these pedestrian priority areas. Crossing to shops on the other side is presently dangerous, particularly at "raised tables". Instruction for drivers to give way to pedestrians when exiting the Castle Car Park. 20mph speed limit across the centre. Pedestrian priority route from station to centre. There is scope for some extra linking paths to fulfil the Walking Strategy requirement to provide direct routes, for example, Sydenham Road to High Street adjacent Kingdom Hall.

**2. Improved public transport** - "Round the centre" all day bus service, ideally at 10mins interval. Bus service stops at rail station, by relocating bus station or providing a shuttle between bus and rail stations, or routing services past the station, or a combination of these. Improved and welcoming bus station. Improved pedestrian route to the rail station. Promotion and improvement of Guildford's excellent rail connections e.g. press for restoration of through trains to NW, and Thameslink services to Bedford etc.

**3. More public areas** - Guildford centre is short of such areas. New developments must include green and paved open areas. Bright Hill needs an improved area to exploit its valuable viewpoint, which is the only one easily accessible from the town centre, (apart from climbing the Keep or vesting the roof garden at House of Frazer). Accessibility to Guildford House rear courtyard needs improving by opening the rear entrance. The area between the Y and Standard Life Buildings has great potential as an attractive open area; it is currently sterile and dismal. This should be a placemaking priority area. Improve the area around the Electric Theatre; any additional building should not result in significant loss of open space.

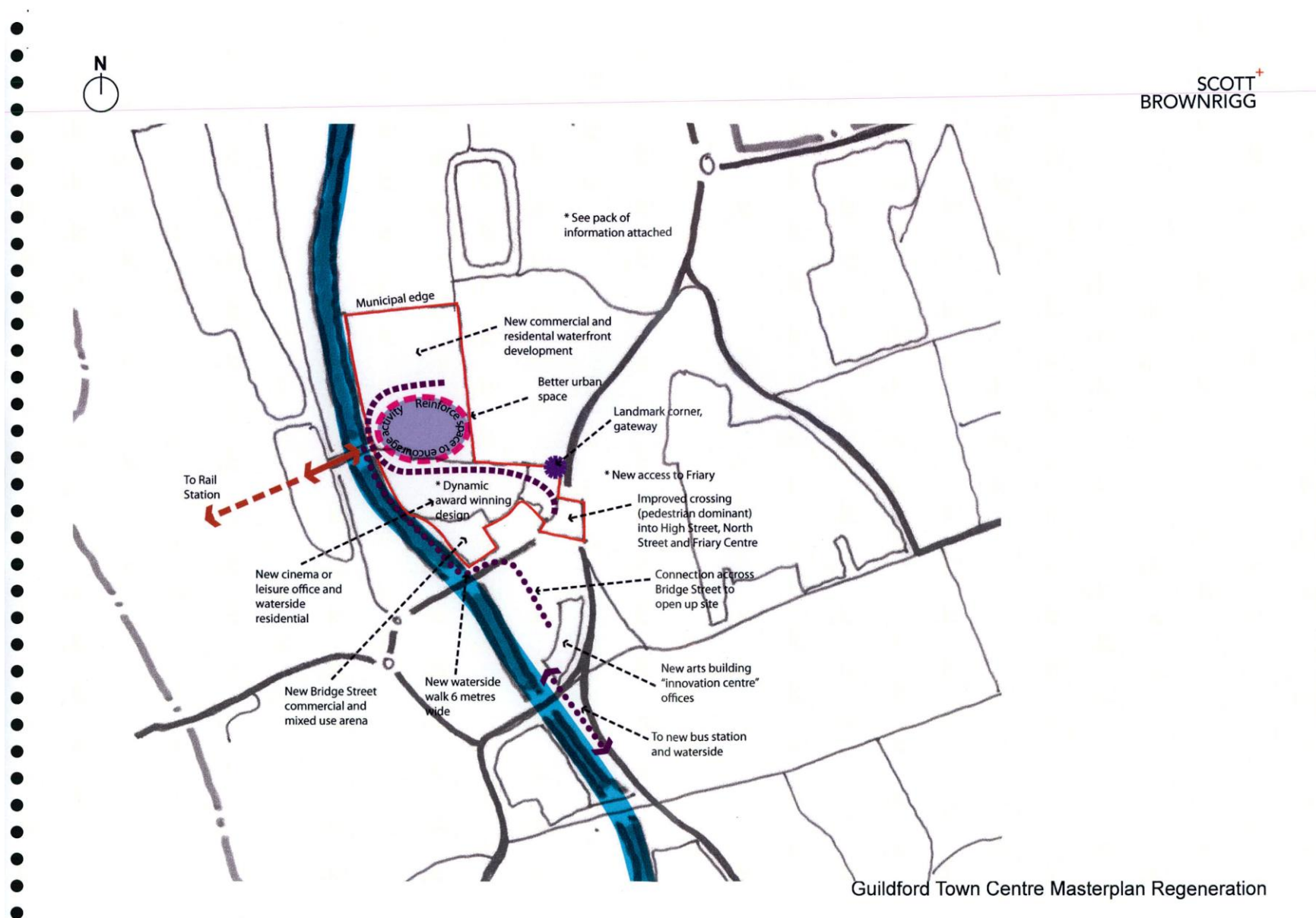
**4. Make the most of the riverside** - Continuous walkway along the side of Debenhams site, with bridge across to the Old Mill. Improve and exploit area adjacent to Y building, as 3 above. Obtain an open green border to river at Millbrook Car Park, beyond at Old River Cottage site, Debenhams and ex Farnham Road bus station.

**5. Declutter** - Clutter is not just signage. Parked cars create the most clutter. Ban parking in the cobbled High Street at all times, except for delivery / pick up. Impose an Advertisement Control Order on the Town centre. Ban projecting Sale

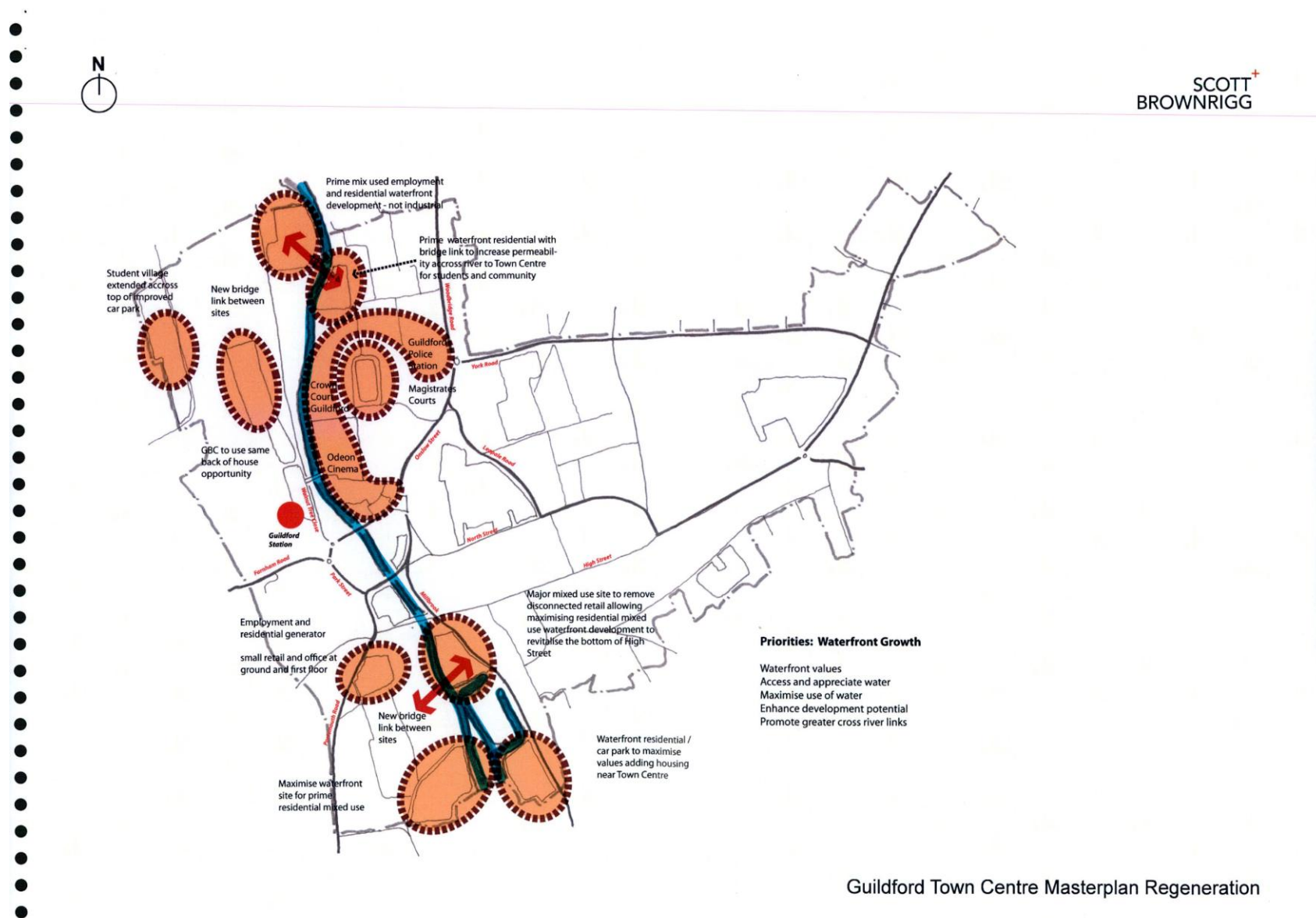


	<p>/ Let signs. Ban hand held lollipop signs. Ban amplified street performances so getting rid of the associated paraphernalia. More rigorous control of builder's enclosures and scaffolding. Quality and lasting maintenance of High Street sets to avoid patching, with associated need for enclosures. Remove Christmas light wires when not in use. Use tabbards rather than "across the street" banners. Make an absolute ban on "everyday" stalls / carts in the High Street. Stricter control of Utilities boxes. Less obtrusive siting of litter boxes.</p> <p><b>Other</b> - Cherish and exploit the historic buildings and their setting. Observe and implement the requirements of the Conservation Area Appraisal; this is an excellent and comprehensive review, but is currently ignored.</p>
	<p><b>A Vision for the Centre.</b></p> <p><b>(a) Most important aspects.</b></p> <p>It is essential to maintain and enhance Guildford's distinctive and special character, to give residents a sense of pride and ownership, and to attract visitors. The trend to become a clone of other centres must be halted.</p> <p>Aspects -</p> <p>Heritage and Historic character.</p> <p>Topographic character - enhance viewpoints, avoid tall buildings that remove awareness of topography.</p> <p>Walking amenities - town centre is compact, countryside within easy walk, and bus / rail services good. Guildford is ideally suited to become a "Welcome to Walkers" town.</p> <p><b>(b) Changes needed.</b></p> <p>Extended pedestrianisation of High Street and North Street. Enhancement of riverside. Restoration of proper provision of convenience shopping for residents. Increase diversity of shopping, with more smaller quality and specialist shops - rather than obsession with securing "High Street Names". We cannot for ever increase quantity - the future must lie with quality.</p> <p>Give attention to requirements of the Conservation Area Appraisal.</p> <p><b>Words to associate with the future of the centre:</b></p> <p>All the above but essentially welcoming, friendly, dominated by people and not traffic, a proper service to the residents of the town, and well kept.</p>
Interested individual	<p><b>Do you Support the townscape type approach?</b></p> <p>No. Delineating areas will make the masterplan too large and cumbersome, and could be restricting. We already have Residential Design Guide zones, Conservation Areas with their individual appraisals, River Wey Corridor etc.</p> <p>I would like GBC to consider making more of the River Wey. Millmead Car Park is a waste of an area which could be landscaped and developed to maximise the potential of a large piece of land by the river. Also the square in front of the Law Courts could make a lovely garden with benches.</p>

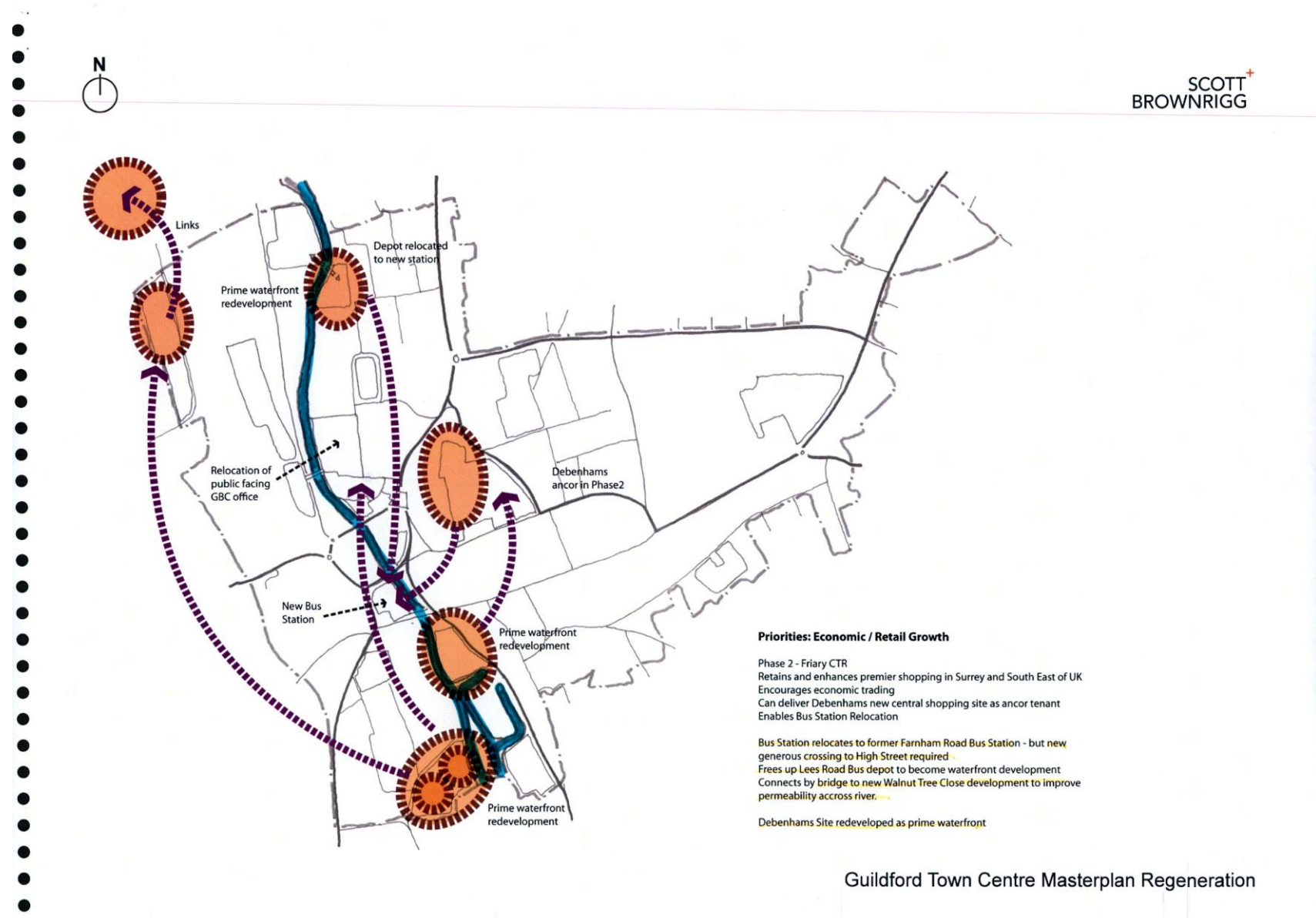
# Scott BrownRigg's Development Map of Town Centre



# Scott BrownRigg's Waterfront Growth



# Scott BrownRigg's Economic / Retail Growth



**Priorities: Economic / Retail Growth**

Phase 2 - Friary CTR  
 Retains and enhances premier shopping in Surrey and South East of UK  
 Encourages economic trading  
 Can deliver Debenhams new central shopping site as ancor tenant  
 Enables Bus Station Relocation

Bus Station relocates to former Farnham Road Bus Station - but new generous crossing to High Street required  
 Frees up Lees Road Bus depot to become waterfront development  
 Connects by bridge to new Walnut Tree Close development to improve permeability across river.

Debenhams Site redeveloped as prime waterfront

Guildford Town Centre Masterplan Regeneration



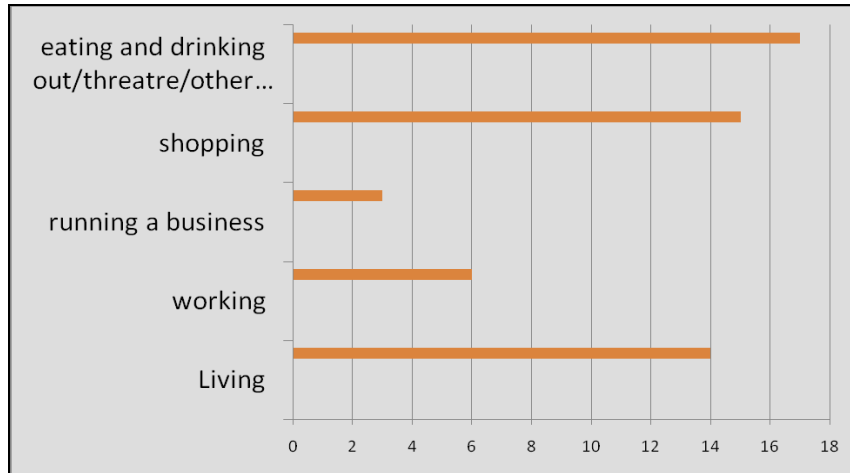
**Scott BrownRigg's artist impression for Redevelopment of Bedford Road car park and surrounding land**





**Summary of the 19 electronic response forms received  
(this excludes comments on specific sites, reported in separate "site comments" table)**

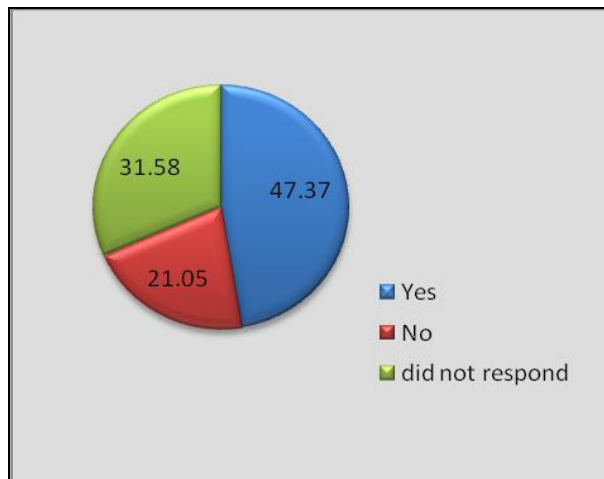
**1. Respondent's interest in the town centre**



**Fig 1: Respondent's use of the town centre**

All 19 respondents use the town for more than one function

**2. Town Centre Boundary**



**Fig 2: Do you agree with the suggested boundary for the town centre?**  
(this is the same as the boundary suggested in the draft Town Centre Area Action Plan 2006)

The 47% percent agree, compared with 50% of TCAAP Preferred Options 2006 respondents who agreed with it.

21% disagreed compared with 5% in 2006.

**If they did not agree, respondents were asked to explain which areas they would like to see included or excluded and why -**

1. There is no explanation as to what the significance of the boundary is. I will live 3 houses away from the new proposed boundary and would like it explained to me what changes I can expect to see as a result.
2. I would like to see the boundary extended to include London Road train station and car park (Officer Note: it is proposed to).
3. Romans flattened everything to create a grid system of arterial roads leading to central point.

Impracticable now but adopt this principle.

4. Holy Trinity Amenity Group (HTAG) –

- We question the need for any expansion of the Town Centre.

(Officer Note: the proposed town centre would be a smaller area than the Local Plan Town Centre Parking Boundary, with some areas being excluded and some new area included).

- The main need for new commercial development can best be met outside the centre where there is no competition for space with retail and essential Town Centre activities.

(Officer Note: current government planning policy dictates where town centre activities, including offices should be located. This is likely to change for offices with the introduction of the National Planning Policy Framework).

a. Bright Hill Car Park has always been scheduled for replacement of housing. This must remain the priority, and the development needs to merge with the adjoining residential areas.

b. SW side of Jenner Road. This comprises handsome Victorian houses, most of which are still in residential use (some as flat conversions), and four are locally listed. Demolition would spoil the character of this part of the town centre conservation area. Conversion of the buildings to Office use might be an option for keeping them in good order, but this might be easier to support if outside the Town Centre. The upper and opposite side of the road is in residential use.

c. Nos. 1-5 Jenner Road.

The redevelopment scheme for no. 1 (Turret House) is now being implemented. It is a primarily a residential development of 12 apartments (with a small office block), and a huge amount of effort went into retaining the appearance of the Victorian house, which is a landmark building.

Nos. 3 and 5 are houses that are currently in commercial use, but their domestic character is important to the entrance to this road; it would be feasible, and perhaps desirable, to return these buildings to residential use. To impose additional commercial development here would spoil the area and undermine the considerable work done by the Conservation Dept. in achieving an acceptable scheme for Turret House.

d. Poyle Terrace. This is currently the subject of a residential planning application. It lies within an established residential area. There is no justification to encourage commercial development to intrude into this area.

(Officer Note: this road is not proposed to be included in the town centre).

**3. Comments on the availability, location, and or cost of town centre parking.**

10 respondents commented, one resident noted that she does not own a car or drive.

- Adequate and affordable parking/park and ride facilities must be available to visitors to prevent encroachment of visitor parking in residential areas.
- Cost of visitors permits deter visitors to non car-owning residents' who live in and around the town centre, having the effect of penalising local residents, not in the interests of the community.
- Residents parking should apply during all shopping hours, including Sundays.
- Car parks should be cheaper and road made more expensive to clear the streets of cars.
- It is difficult to find parking spaces during weekend shopping peak hours.
- Ticketing should be changed from "Pay & Display" to "Pay on exit" wherever possible, as this reduces the anxiety of having to return to car park within the purchased time limit and the cost of checking of vehicles ticket limits by GBC staff.
- The cost of parking in Guildford is prohibitive and we are forced to use "Park and Ride".
- The flat fee for evenings inhibits short term shopping visits on late night opening hours (say option for 30 minutes) which put town centre shops at a disadvantage.

- Need short term free street parking in the Town Centre.
  - There are too many street level car parks - these should be removed and converted into multi-storey car parks.
  - The present overall provision should not be increased. It is hoped that improved alternatives to car transport will allow provision to be reduced.
- Parking on commercial sites often causes problems. It can be unsightly and often creates a hazard for pedestrians by use of pavement crossovers to access business car parks.

#### 4. What could be improved for pedestrians and cyclists?

- Make Guildford more cycle friendly by introducing north/south and east/west cycle paths
- The University of Surrey would urge any plans for the town centre include better than the current pedestrian and cycle routes from the University campus to the town centre, railway and bus stations.

#### 5. What are the most important issues/challenges for Guildford Town Centre

(ranked in order of importance)

##### joint first

- Reduce traffic congestion
- Improved public transport facilities and services
- Make the most of the riverside

##### fourth

- Promote redevelopment of buildings that detract from appearance of the area; if so, which buildings?
  - Bus station, Telephone Exchange, the Friary frontage, Debenhams, Pembroke House, Mary Road car park, Debenhams, Friary Shopping centre (x2) , Harpers night club, Odeon cinema complex, the buildings along the A281/Friary passage,
  - Find a way to remove the ugly tower blocks that were a "sixties mistake" in the centre of town.
  - Prevent the erection of any more such buildings!
  - A prime example is the two 1960s blocks of flats which spoil the view down the historic high street from certain angles.
  - The odd building which projects on stilts over the 281 at the bottom of the High Street is another example.
  - It's difficult to see how these can be effectively "re-developed" however; they actually want knocking down.
  - I am uneasy about giving blanket approval. I favour retaining Guildford's heritage but I do not think that all 'new' architecture detracts.
  - There appears to be a trend to allow taller and taller buildings. This clashes with the existing old buildings, and makes the small streets dark and windy. Some of the new buildings are hideous, and all of them are too tall.
  - The flats in Leapale Lane, for example, have only been up a few years but already look cheap and tatty. Their design is entirely inappropriate for their setting. I can't think how they were approved for such a key area, or how the developers got away with trashing the lovely Art Deco front of the old Surrey Ad building. These flats tower over the little Victorian terraces.

##### joint fifth

- Promote developments of buildings/land that could be better / more efficiently used; if so, which buildings?
  - Might any large and currently unused building be developed as an indoor market place providing

affordable leases to small retailers - fishmonger, butcher, baker etc.

- Need for more housing in Guildford, as older people cannot always drive into town. The idea of an "old age home" is not attractive, but a house within walking distance of the shops is. People like us will use the town centre rather than out of town supermarkets which are for people with cars.
- All street level car parks should be removed, only multi-storey car parks away from the town centre should be permitted.

- Higher priority for pedestrians (any particular areas? please provide details)

#### **joint seventh**

- Improve evening/night safety
- More public areas with seating to rest, relax and enjoy

#### **ninth**

- Clearer pedestrian routes across town

#### **tenth**

- De-clutter streets of unnecessary signage

#### **Any other priorities?**

- Fighting tall buildings. All the new stuff is about a storey too tall. The effect of tall, modern buildings in our narrow streets is to make them dark wind tunnels.
- I see a future in which the whole of the town centre is composed of tower blocks, clashing hideously with the few listed buildings that remain. There is a real danger that Guildford could lose all its charm and attraction.
- An independent cinema as a permanent alternative to the Odeon. Guildford is badly served in this respect. Every assistance should be given to find a permanent home for this project.
- Cycle routes
- Cherish and exploit the historic buildings and their setting. Observe and implement the requirements of the Conservation Area Appraisal; this is an excellent and comprehensive review, but is currently ignored.

## **6. Vision**

### **What words do you wish to associate with the future of the town centre?**

#### **(a tick list was provided along with space to add others)**

Safe (15), enhance River Wey and riverside land (15), culture and arts (15), improved public transport facilities (14), thriving shopping area (14), lively (11), mix of homes for balanced community (11), innovative design (10), "green" (10).

Other words suggested–

welcoming, friendly, dominated by people and not traffic, a proper service to the residents of the town, well kept. Recognise long-term residents are life-blood of a town.

### **What are the most important aspects of the town centre to protect and improve for the future?**

- Retaining links with the past town use, e.g. retaining the character of the High Street, improving connections with the river.
- Its historic buildings and environment. The quality of the spaces between buildings varies, and there is a need to enhance some of the dated pedestrian areas. The redevelopment of the Friary Centre and area north of North Street should be accelerated.

- Riverside and historic aspects
- Protect good architecture and make sure new developments are of high quality in design and in terms of their green credentials.
- Guildford has two main assets: the River Wey and its elevated views.
- Historic buildings, riverside, leisure facilities
- Protect the charm and little streets of Guildford centre, and the street market. When our family moved here, the main attractions were the street market and the pretty buildings.
- Maintain its historic core. Aim for town centre squares with trees and cafes.
- Make the Town Centre easily accessible on foot and by car (by increasing car parking capacity).
- Make the riverside developments attractive and include cultural & leisure facilities.
- The ancient, human nature of Guildford which developed before people became subservient to technology should be kept. People who live in a compatible environment are more competitive than people who don't.
- Attract good quality and varied retailers by providing retail accommodation to meet modern requirements
- All aspects of the High Street. Improve and extend the Friary. Decrease congestion in the town centre by offering more park and ride options and running these later than currently.
- The High St and the view of the Mount must be protected. We must make it easier for folk to cycle into the town using dedicated cycle paths.
- The historic areas, the stunning views & charming glimpses, the cobbled High Street, the cafes & street markets, the theatres & cinema (and we need an arts cinema too).
- It is essential to maintain and enhance Guildford's distinctive and special character, to give residents a sense of pride and ownership, and to attract visitors. The trend to become a clone of other centres must be halted.
- Heritage and historic character.
- Topographic character. Enhance viewpoints, avoid tall buildings that remove awareness of topography.
- Walking amenities - town centre is compact, countryside within easy walk, and bus / rail services good. Guildford is ideally suited to become a "Welcome to Walkers" town.

### **What changes are needed and where?**

- Non-car-owning residents badly served in town centre for household shopping - especially time-poor, who cannot use bus services to out-of-town locations. Affordable leases should be available for small businesses - perhaps a permanent indoor market place, within one large currently unused building, where small food retailers could trade?
- Main road approaches. As well as flower baskets, dancing figures or similar as on wall of Guildford Community Centre.
- Reduced or fixed rents for small retailers, especially those selling food. The whole town is far too full of chains. 20 years ago there were dozens of small shops. I remember one which sold nothing but cheese and pork products, bacon, etc. Now it's all bland chains. The rentals are far too greedy. No small shop can survive. We need that diversity back.  
In France they have a policy of fixing low rents for bakers, greengrocers, etc. Can't we do the same?
- A traffic solution is needed to stop the town centre being cut off from the river.
- Motorised traffic, pedestrian and cycle routes - all need improving. Consider reopening Town Bridge to a single lane of 'Ahead Only' eastbound traffic so as to reduce the need for traffic from the A281 and the A3100 to go round the gyratory to access High Street and thus reduce congestion. Redesign Debenhams and the High Street pedestrian crossings to accommodate this.
- I support the drawing up of a town master plan with a long term vision and I agree with the vision as stated. While I appreciate that the town has to earn its living and that all the good things which



Guildford has to offer do need funding, my concern is that the needs of commerce and business should not be allowed to over-ride the beauty and character of this unique place.

- The area by the bus station can be hugely improved. There is plenty of space for a very good bus station and more dwellings.
- The North St area needs sympathetic development. We cannot allow Westfield to slow things down.
- The bottom of North Street seems neglected and a bit seedy.
- More residential accommodation along the river frontage-notwithstanding the Environment Agency's cautious approach.
- Improve the frontage onto the river and add seats along west bank of from Council Offices to the YMCA. Create a pedestrian link from the station with the University and possibly the Cathedral.
- Reduce the amount of cars and ugly buildings in the town centre
- Extended pedestrianisation of High Street and North Street.
- Enhance riverside.
- Restore proper provision of convenience shopping for residents.
- Increase diversity of shopping, with more small quality and specialist shops, rather than obsession with securing "High Street Names". We cannot for ever increase quantity, the future must lie with quality.
- Give attention to requirements of the Conservation Area Appraisal.
- The University of Surrey supports the establishment of a vision for the town centre masterplan.
  - a. This Vision should be allied closely to the objectives of the Guildford Economic Strategy relating to diversity of the town centre economy, increasing the towns retail floorspace to accommodate modern requirements with neighbouring centres, and improvement of infrastructure, whilst also encompassing the protection and enhancement of the town centre many good environmental qualities, and provision of good quality housing and community facilities.
  - b. The delivery and maintenance of essential infrastructure is fundamental to the well being of the Borough, both today and in the future, with regards to supporting future growth and mitigating the impact of development.
  - c. Transport is a key issue facing the borough with congestion a significant problem. The provision of more park and ride sites in peripheral locations is supported if parking in the town centre is to be restricted by loss of capacity through redevelopment for other uses.
  - d. Although the University is providing a significant amount of student housing, and has more with planning permission in the pipeline, the University considers that recognition should also be given to the potential for more student housing in sustainable locations like the town centre, where high density development is appropriate and student accommodation might contribute to the vitality of the town centre out of normal business hours.
  - e. It is possible that other providers of purpose built and managed student accommodation might seek to provide for additional student housing in the town, which would help in taking pressure off the local housing market and reducing the problems, real or perceived, that often occur with the unintended "studentification" of local communities.

## **7. Any additional comments?**

Guildford resident -

- I attended GBC's very informative presentation & consultation session. When one speaker compared Guildford with Reading, Kingston, Basingstoke & Woking, a collective shudder went through the audience; the speaker then likened our town to Oxford, Cambridge, Bath & Winchester and this was much better received.

- The master plan for Guildford must take full account of what makes Guildford so special, even at the cost of it not becoming the biggest & best shopping centre in the non-metropolitan south-east.
- The cobbled High Street (in need of some repair & maintenance) with its views of green hills beyond is a priceless asset;
- Guildford's festivals and rich & varied cultural life provide enjoyment for locals as well as bringing visitors in;
- Only the traffic is a deterrent; need to tackle this problem.



## Sites

### Comments on sites from the public event, the online response forms, and email and letter responses

organisation or individual	Site 1 Guildford Park Road car park
public event 23 June	Subject to improved access, a major opportunity for underground car park of substantial size
public event 23 June	Do we really need any more office space? The other suggestion seem better
public event 23 June	Housing please - very attractive to commuters who will pay and not mind station noises
public event 23 June	Make this a better entrance to the University
public event 23 June	No supermarket for this area!
public event 23 June	Guildford Park road car park A large supermarket here could serve many purposes - importantly it could help bond the town and knit in Cathedral and University. Underground parking?
<b>Three of the 19 electronic response forms commented on this site</b>	
Surrey resident	Affordable housing, stores and additional parking together with better road connection to the east possibly by means of a new road bridge over the railway.
University of Surrey	Keep town centre parking
Local resident	Land that is being used as a surface car park in a manner that is very inefficient and is owned by Guildford Borough Council. Redevelop this land for housing and student accommodation.
<b>Three of the 32 email and letter responses commented on this site</b>	
Surrey resident	I would like to stress the advantages of a new road bridge across the rail tracks to connect up developments on both sides, the intended development of Guildford Park Road Car Park site by the Borough Council and improved traffic flow around the Station area. I believe that increase in the value of the developments that would be brought about by this bridge for both Solum Regeneration and Guildford Borough Council would go a long way to fund the building of this bridge and the access viaduct.

Guildford resident	The site should be the gateway to the University and Cathedral from the town and station. It could accommodate at least as much car parking underground by excavating the site (spoil can be sustainably removed by train via the adjacent railway tracks. The site would then be capable of accommodating some residential, small scale retail and open space. It would make most sense for this site to be developed as part of the overall station redevelopment to ensure that the sites are integrated and to preserve accessibility between the University and the town.
Group Director Architect and Urban Designer, Scott Brownrigg	This excellent piece of forgotten space in Guildford that only provides open car parking for the Railway Station is an extremely important component for Guildford. It not only offers immediate access to railway transport by parking in close proximity to the station concourse but also is a piece of urban grain that could stitch together a range of uses and help deliver a more vibrant and economically beneficial solution. By retaining the existing car park the rail station is not compromised but security and the vibrancy of a hidden secluded site can be better addressed. The economic value of new air rights uses over the car park in closer proximity to the town centre high street is an opportunity not to be missed. In urban design terms - a use that allows access to the town centre along defined desire lines would add a use that could complement the surrounding uses and help release pressures on the surrounding community. The uses suggested by GBC are complementary to those uses Scott Brownrigg has already considered vital in regenerating this area of Guildford.
<b>Site 2 Guildford railway station</b>	
public event 23 June	Build a new road bridge to 1) Relieve gyratory traffic 2) Be ready or replacement of Farnham road Bridge 3) Create in due course a new N-S route through town, relieving Woodbridge Road and Guildford Park road and creating a processional way from Guildford to the Cathedral. Make sufficient use of the area to make the Railway station North a visit in its own right.
public event 23 June	Low-rise buildings please. Bus connection to Town Centre essential! ? Small (sub) Tourist Information Centre for arriving visitors
public event 23 June	Good - link to bus station essential - or maybe bus station adjacent to railway station or at least most buses calling there. Affordable housing please.
public event 23 June	Move bus station to here: hotels/accommodation
public event 23 June	Essential that rail service is national and integral - Heathrow link?
Surrey resident	<b>Five of the 19 electronic response forms commented on this site</b> Multi-storey parking, shops, restaurants, and other leisure facilities plus a road bridge connecting the developments on both side of the tracks.
University of Surrey	A bus bay for pulling off the road on the western entrance to the station would be helpful



Abbotswood Residents Association - Central Crescent	I would support development on top of the station. What happened to it?
town centre resident	Detailed comments on redevelopment of Guildford Railway Station and Depot, Guildford Park Road site, and the bus station, in copy of letter (20 March 2011) to Solum Regeneration.
Planning Secretary, Holy Trinity Amenity Group	Suitable mixed use redevelopment is desirable. It would have to include a much increased passenger ticketing area, and an arrangement to obtain genuine transport integration.
<b>Five of the 32 email and letter responses commented on this site</b>	
Surrey resident	I would like to stress the advantages of a new road bridge across the rail tracks to connect up developments on both sides, the intended development of Guildford Park Road Car Park site by the Borough Council and improved traffic flow around the Station area. I believe that increase in the value of the developments that would be brought about by this bridge for both Solum Regeneration and Guildford Borough Council would go a long way to fund the building of this bridge and the access viaduct.
Guildford resident	There should be a new road across the railway with bus stopping points giving immediate access to the station en route from or to the bus station. This will also provide a permanent right of way for pedestrian and open up access to the University. Further low rise development across the station could include the station itself allowing for access to all platforms and enabling more development on the existing station forecourt. Multilevel parking would make better use of the site.
Guildford Society Transport Group	We welcome the definition of both east and west sides of the station as <u>Placemaking priority areas</u> but we believe that serious transport implications for these areas need to be considered.
Planning Secretary, Holy Trinity Amenity Group	Suitable mixed use redevelopment is felt desirable. It would have to include a much increased passenger ticketing area, and an arrangement to obtain genuine transport integration.

Guildford Society Transport Group	<p>To be consistent with the “Parkway” concept now being ascribed to the proposed Manor Farm Park and Ride location, good bus facilities with proper lay-byes should be included on the west side, in addition to taxi and other requirements. The eastern side should also be improved to include convenient bus access for as many bus services as possible in order to reduce the need for car travel. This may not be necessary if a suitable bus station site can be identified sufficiently near the station.</p>
	<p>The intention to “signalise” the Guildford Park Road/Farnham Road mini-roundabout mainly for the benefit of future P and R buses is unlikely to eliminate the bottleneck caused by the restricted load-bearing capacity of the current road bridge. The reference to an improved connection across the railway from Guildford Park Road is noted but we believe that a serious feasibility study should be undertaken to assess the long-term benefits of a new road bridge at or near this location. This is a last opportunity to determine whether space should be reserved for such a project together with any consequent site allocations.</p> <p>A suitably elegant bridge design (Norman Foster or Santiago Calatrava style?) could become a distinguishing feature for Guildford in the 21st. century as well as improving the traffic flow in the area.</p>
<b>Site 3 Jewsons warehouse site, Walnut Tree Close</b>	
public event 23 June	Good for housing (vital to include parking)
public event 23 June	Housing - but must have parking
<b>Two of the 19 electronic response forms commented on this site</b>	
Surrey resident	Consider replacing the footbridge with a one-way road bridge to the west and make Walnut Tree Close one-way up to Jewsons northbound only.
University of Surrey	Could provide a good link to campus along this section.
<b>None of the 32 email and letter responses commented on this site</b>	
<b>Site 4 - 1 and 2 Station View</b>	
No comments made at the public event	
<b>One of the 19 electronic response forms commented on this site</b>	
Surrey resident	In cooperation with Solum Regeneration, consider constructing the new road bridge to improve east west traffic movements and increase the attractiveness of these sites to the developers.
<b>One of the 32 email and letter responses commented on this site</b>	

<p>GVA (property advisors) on behalf of Regional Investments (Guildford) Limited with interest in land at 1 and 2 Station View</p>	<p>We welcome the recognition in the emerging masterplan that there is an opportunity for redevelopment to make more effective use of the site. We welcome the recognition in the draft site form that standalone offices or residential, or a combination of both, are potentially appropriate re-uses for the site. Indeed, the site currently has planning permission for the development of a mixed use scheme comprising offices and 177 residential units.</p> <p>Notwithstanding this extant planning permission, the site could also be an appropriate location for a range of alternative town centre uses subject to the appropriate national and local policy requirements relating to the development of such uses being addressed. As such, the emerging masterplan should recognise this by maintaining flexibility for the potential future use of the site.</p> <p>Whilst we welcome the acknowledgement that flood risk does not restrict the potential development of the site, we would query the identification of noise/vibration as a possible constraint on development. The site is in close proximity to the adjacent railway line, however, the inclusion of suitable design and quality measures as part of any redevelopment proposal should enable potentially harmful impacts to be suitably mitigated against.</p>
	<p><b>Site 5 Land rear of 77-121 Walnut Tree Close</b></p>
<p>public event 23 June</p>	<p>What about residential development along the riverside - high quality set back <u>a little</u> from the tow path. What about another ground level car park - far from shops - but cheaper? (second person noted agreement)</p>
<p>public event 23 June</p>	<p>Landscape the part next to the river as green space - part of river wall</p>
<p>public event 23 June</p>	<p>Mixed USG commercial and resi?</p>
	<p><b>One of the 19 electronic response forms commented on this site</b></p>
<p>Surrey resident</p>	<p>Housing, Shops, multi-storey car parks, restaurants, hotel and leisure facilities. Accommodate access viaduct to the proposed new road bridge.</p>
	<p><b>Two of the 32 email and letter responses commented on this site</b></p>
<p>Guildford resident</p>	<p>Need to create a new traffic access across the River Wey to enable Bridge Street to be pedestrianised and to make it easier to link the station to the shopping centre</p>
<p>River Wey and Godalming Navigations, National Trust</p>	<p>The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.</p>

	<b>Site 6 Bus depot, Leas Road</b>
public event 23 June	Where else will the buses go at night
public event 23 June	Light industrial not suitable activity for riverside location
public event 23 June	Buses could be store more on out of town sites.
	<b>Three of the 19 electronic response forms commented on this site</b>
Guildford resident	In view of its location, this has the same opportunity for development as Site 5, the Bedford Road Car Park.
Surrey resident	Continue its use if Mary Road car park is used for relocating the Bus Station.
Abbotswood Residents Association - Central Crescent	Do we need bus depot in the town centre? This is a dull area.
	<b>One of the 32 email and letter responses commented on this site</b>
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
	<b>Site 7 Pembroke House, Mary Road</b>
public event 23 June	Yes - housing on upper floors
public event 23 June	Light industrial not suitable activity for riverside location
	<b>One of the 19 electronic response forms commented on this site</b>

Lyons, Sleeman, Hoare Ltd Architects	In visual amenity terms the need to redevelop this site is urgent. Previously the Environment Agency said that dry escape is required in order for no objection to be raised to residential use. This cannot be achieved and the Council should urge the EA to relax this onerous requirement, the maintenance of which is tantamount to saying that residents would not know how to behave in the event of a flood.
<b>One of the 32 email and letter responses commented on this site</b>	
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
<b>Site 8 Mary Road car park</b>	
public event 23 June	Please - not another ugly multi storey. (two other people noted their agreement
public event 23 June	Build by digging down! Large underground car park with housing above or maybe nice flats for older people - <u>Mustn't</u> <u>reduce</u> parking
public event 23 June	Underground the car park
<b>Two of the 19 electronic response forms commented on this site</b>	
Surrey resident	Potential for relocating the Bus Station and creating additional multi-storey car parking spaces.
University of Surrey	Keep town centre parking
<b>One of the 32 email and letter responses commented on this site</b>	
Guildford resident	Some remodelling of this site might be required if it were possible to bring the gyratory system across the river close to the law courts and/or bus depot.
<b>Site 9 Bedford Road surface car park</b>	
public event 23 June	High rise is good design. must be linked to station and town centre plenty of plazas
public event 23 June	Must be in scale

public event 23 June	The toilet is often vandalised . CCTV cameras, or close it at 11.00pm
public event 23 June	Yes. Small scale retail and cafes and enhances riverside
public event 23 June	Turn into multi storey increase capacity
public event 23 June	Keep pedestrian at same flow level to effect a pedestrian route between front view and town centre (see comments made on Site 10) (see Guildford submission)
	<b>Three of the 19 electronic response forms commented on this site</b>
Guildford resident	Bedford Road Car Park. Guildford has two assets: its elevated views and the River Wey. This site is an ideal chance to exploit both. An hotel, housing (including 35% affordable), maybe shops all on 2/3 floors, each floor with river-facing balcony areas, if possible able to accommodate buskers, cafe area. Bedford Road, Bridge Street, all roads leading from the bus station, car parks to be dressed as main arterial roads leading to and down from the Guildhall opposite the triumphal arch-in-waiting ie Tunsgate. Thus combining Guildford's two main assets. This site provides an ideal opportunity to encourage young families to this end of town.
Surrey resident	Develop along the lines already considered by the GBC.
Surrey University	Keep town centre parking
	<b>Three of the 32 email and letter responses commented on this site</b>
Guildford resident	If Bridge Street were to be pedestrianised (see earlier references) this site and Site 10 would be capable of development for a prime gateway development connecting the station and the town. The current combination of traffic congestion, narrow pavement and shoddy buildings does not give a good impression to visitors arriving from the station.
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.



Group Director Architect and Urban Designer, Scott Brownrigg	See joint response for this site and Site 10 (at end of this table)
<b>Site 10 Buildings north side of Bridge Street</b>	
public event 23 June	The increase in this sites boundary should include the car park to make this a comprehensive area of redevelopment. Where the river frontage is included as part of any scheme
public event 23 June	I think it is great to restrict late night noise and activities some find objectionable to one place. This is the right place.
public event 23 June	There is great potential to 'marry' this site with the council - owned Bedford road site. Abandoned Bridge (front ground floor frontage) to the traffic. With Bedford road to create a high level pedestrian route from the Railway station into Friary
public event 23 June	Present use meets a need. Deal with the attend problems. Don't just move them elsewhere.
public event 23 June	Really tatty nightclub stuff. No casino please! No pole-dancers
public event 23 June	No casino! Need to be improved in style!
public event 23 June	The whole area is similar to bad Greek resort at night!
public event 23 June	Reduce the width of the Bridge Street roadway and widen pavement
<b>One of the 19 electronic response forms commented on this site</b>	
Abbotswood Residents Association - Central Crescent	This is a dull area which needs more life.
<b>Two of the 32 email and letter responses commented on this site</b>	

River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
Group Director Architect and Urban Designer, Scott Brownrigg	See joint response for this site and Site 9 (at end of this table)
<b>Site 11 Land adjoining Electric Theatre</b>	
public event 23 June	Need to have open space, need a fountain
public event 23 June	Area is not underutilised. Open space in town centre is highly desirable, also provides necessary parking for operation of The Electric Theatre and access.
public event 23 June	It is not under used - attractive visitors from Electric Theatre and across to bridge and for strolling around during/after performances.
public event 23 June	Keep open perhaps with kiosks above Onslow St. More trees. Including replacing those that have died.
public event 23 June	Just improve the landscaping and sheltering from road. Otherwise OK
<b>Three of the 19 electronic response forms commented on this site</b>	
Surrey resident	Create a pleasant public place with picnic tables and toilet facilities.
Abbotswood Residents Association - Central Crescent	Excellent river frontage a little bit wasted. Could do with more life here.
Guildford resident	Whatever is done here should seek to enhance the already delightful outside cafe/bar of the Electric Theatre.

	<b>Two of the 32 email and letter responses commented on this site</b>
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
Interested individual	We are fortunate that the River Wey runs through the centre of Guildford and the Bedford Road site could be developed to allow the people of Guildford to enjoy the river front with cafes and restaurants. I am most concerned that the owner of buildings on north side of Bridge Street is still trying to get permission to build a hotel on the Bedford Road site.
	<b>Site 12 former Farnham Road bus station/Portsmouth Road car park</b>
public event 23 June	Riverside walk, please! Café, outdoor seating, Public Art. Planting/planter.
public event 23 June	Need free open space
public event 23 June	The riverside walk could be improved elsewhere, by making it continuous (i.e. under main roads) from burp ham to town centre
public event 23 June	Open space for walk please. Riverside area are hugely attractive
public event 23 June	A disgraceful waste of a valuable riverside space - needs a sensitive development, perhaps with some <u>community</u> uses and open space by the river.
public event 23 June	Community use / Café, Green bit and by the river - could be attractive
public event 23 June	This is a key site that has the potential to redefine Guildford town centre. Its focus towards river as defined in AAP is correct. Its outward facing nature is important too.
public event 23 June	The site is ideal for an iconic building set back from the river. It is a prime route to be viewed from the high street. Guildford arts had some ideas but they were shot down! (second person noted agreement)
public event 23 June	Use Jubilee gardens by London eye as a model - underground car parking with grassed area on top. Or follow more London - Offices mixed with leisure uses.

public event 23 June	Former Farnham Road bus station site is a waster riverside space given over to car-parking. It must be sensitively re-developed with some public space at the riverside.
public event 23 June	Farnham road 'Bus station' car park was supposed to be <u>temporary</u> it is an appalling use of a prime riverside site. Any plans for it must allow for a green open space along river frontage.
	<b>Three of the 19 electronic response forms commented on this site</b>
Surrey resident	Develop along the lines already outlined by GBC
Abbotswood Residents Association - Central Crescent	Again wasted space. Cars can be underground.
Planning Secretary, Holy Trinity Amenity Group	We strongly support the inclusion of a spacious open green area, with trees, along the river bank
	<b>One of the 32 email and letter responses commented on this site</b>
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
	<b>Site 13 The Annex / Riverside, Friary Street</b>
public event 23 June	Bring back some kind of use for senior citizens in here! (a second respondent agreed)
public event 23 June	No! make available for young people!
public event 23 June	Why not both? Oldies at certain times, young folk at others!
public event 23 June	Café with community use

public event 23 June	With frontage across the river
public event 23 June	Art/craft gallery managed by Electric Theatre
public event 23 June	Gallery
	<b>None of the 19 electronic response forms commented on this site</b>
	<b>Two of the 32 email and letter responses commented on this site</b>
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
Planning Secretary, Holy Trinity Amenity Group	We strongly support the inclusion of a spacious open green area, with trees, along the river bank
	<b>Site 14 Guildford Plaza</b>
public event 23 June	Housing with accompanying open space. Low level site - could make high - rise (but not too high) Open space important e.g. Wycliffe Buildings
public event 23 June	Low rise, please, think of the views above
public event 23 June	Need for housing for wealthy elderly - who could help pay for affordable housing. No more offices
public event 23 June	No ugly block building please. We have enough already. Playground needed.
public event 23 June	Yes - playground would be good. (a second person noted their agreement)
public event 23 June	Almost anything would be an improvement! But could be a key site.

public event 23 June	High density, low rise housing (affordable?) and open space
public event 23 June	Housing remove and replace the hideous tower blocks opposite
public event 23 June	High rise development = good design the key. Affordable housing - once completed demolish the two tower blocks and re develop.
public event 23 June	combine office/housing (as previous application)
public event 23 June	Plaza - No confidence it will happen - history reliance
	<b>One of the 19 electronic response forms commented on this site</b>
University of Surrey	Needs to be developed for - combination of housing and commercial or as a student residence
	<b>Three of the 32 email and letter responses commented on this site</b>
Vail Williams, property advisors	You identify this site as falling partly within an area at medium risk of flooding. A recent flood risk assessment prepared for the site owners in June 2010 in shows that all of the site falls within Flood Zone 2. Housing is not a "highly vulnerable" use in PPS25 but a "more vulnerable" use (with the exception of basement dwellings). OFFICER NOTE: correct site information on flood risk and housing potential.
Guildford resident	This would seem to be good site on which to relocate the Council office and free up the existing site (Site 16) for residential development. Alternatively this should be a residential site.
Group Director Architect and Urban Designer, Scott Brownrigg	With the improved connections to a new bus station centre, the current 'office only' single use for Guildford Plaza should be rethought and support for a mixed use development would contribute more effectively to the town centre, with residential and commercial uses dominating the site rather than a single use consent.  Commercial markets for Guildford may not deliver a central site for employment for many years (10+), whilst there is a need to offer good flexible commercial space in a smaller footprint. Guildford Plaza should contribute to a mixed use economy with basement car parking limited to the residential / office use only with ground / first floor retail / commercial space coming forward to promote active road frontages plus three additional floors of residential above, all of which contribute to improving the employment and residential ingredients across Guildford. This approach may also help release this site from being a vacant and visually poor entrance into the town centre from Portsmouth Road - an experience many see on a daily basis to the detriment of Guildford's quality urban setting.
	<b>Site 15 Debenhams</b>



public event 23 June	Yes please improve riverside access by Debenhams! Greening
public event 23 June	Hospitality by riverside sites always successful and attractive to local resident and visitors. Recruitment an issue. A training need for local unemployed.
public event 23 June	I rather like the store, especially the huge glass frontage.
public event 23 June	Planters needed along Millmead
public event 23 June	Yes bulky and totally uninteresting. Pull it down and start again
public event 23 June	Definitely agree and move dual carriageway away from shop area!
public event 23 June	Please improve visual aspect from river <- Absolutely!!
public event 23 June	John Lewis store and update with improved river frontage
public event 23 June	Pull down / move them into town centre - create flats / restaurants riverside access - Public plaza + pathways currently poor access and very grubby
public event 23 June	I like the Debenhams building. It reflects the period in which it was built. I think it needs sympathetic redevelopment, such as creating a riverside path in front of it, or copying from John Lewis on Oxford St.
public event 23 June	Encouraging dual retail use for this site, with extended links to access its river frontage, could provide a rich restaurant focused zone destination. Its extension upwards to provide flatted accommodation should be considered
public event 23 June	Get Debenhams to move to the Friary extension and redevelop into river-side cultural centre
public event 23 June	Debenhams. Ideally pull it down and redesign. This prime riverside town Centre site. The current riverside frontage is a disgrace and could temporarily be improved by planting either above by trailing leaves/plants from walkway or even planting in suspended planters.
public event 23 June	Debenhams - Abolish all railings along roadside frontage.
public event 23 June	Access along this side of river would be good!

public event 23 June	Debenhams is a block to continuing the river frontage area through the town. Commercial or housing development would be acceptable as being as it enhances the river frontage.
public event 23 June	Move Debenhams and redevelop
public event 23 June	Cultural centre
	<b>Two of the 19 electronic response forms commented on this site</b>
Guildford resident	In the long term the aim should be to remove Debenhams altogether and the road that cuts off the town from the river.
Lyons, Sleeman, Hoare Ltd Architects	Eyesore building in both the street scene and along the river frontage. Incentives to redevelop urgently needed. The EA should relax its over cautious approach to development in this area.
	<b>Four of the 32 email and letter responses commented on this site</b>
Resident	PLEASE Knock down Debenhams (ugliest building in Guildford?), keep the car park (extended into basement of shop), grass over the top, lovely riverside park for all to enjoy. Debenhams re sited as the main store of the new shopping centre in North Street/Friary/Leapale Road redevelopment. If you do... Thank you!
Guildford resident	If it were possible to persuade Debenhams to take an anchor store in the extension to the Friary Centre, this site would lend itself to restaurants or similar on the ground level, parking at basement level (freeing up Millbrook car park for development (Site 17) and residential above. If nothing is done about the gyratory system, the pedestrian crossing needs to be moved at least 50m further along Shalford Road.
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
Group Director Architect and Urban Designer,	The redevelopment of this site through the relocation of Debenhams into a central anchor of the Friary Centre Phase 2 expansion creates a perfect opportunity for non-major retail but mixed use, residential led redevelopment that contributes to the vitality, vibrancy and economic / social activity at the end of the High Street. Uses that can be served from the new bus station location and mixed uses above the station, all gel together to regenerate the lower part of the town centre Millbrook and Portsmouth Road connections.

<p>Scott Brownrigg</p>	<p>The waterfront alongside the Debenhams Site is one of the greatest hidden elements of Guildford and can be accessed by contributing to a new riverside walk from the Bedford Road Car Park site across to the new bus station, through to the Yvonne Arnaud Theatre and along Millbrook will be a real additional social/tourist benefit for Guildford. It also enables a design to deliver a mixed use development that benefit from a waterfront and a town centre location. This will develop a destination site and opportunity to create a really exciting, enviable piece of urban grain architecture.</p>
	<p>The redevelopment of this site should also contribute to the greater connectivity across the river (as with Scott Brownrigg's suggestion for Leas Road, Walnut Tree Close Industrial redevelopment sites), as a new pedestrian bridge should connect between the new Site 15 redevelopment and the redevelopment of Millmead House (current and inappropriate location for Council Offices / facilities.)</p>
<p><b>Site 16 Millmead House and Old Millmead, Millmead</b></p>	
<p>public event 23 June</p>	<p>Agree with suggested opportunities and suggested uses</p>
<p>public event 23 June</p>	<p>Old Millmead would benefit from converting to residential use - preferably not flats. It has a fine heritage house with its own garden. Turn the clock back!</p>
<p><b>Two of the 19 electronic response forms commented on this site</b></p>	
<p>Lyons, Sleeman, Hoare Ltd Architects</p>	<p>Would make an excellent residential site</p>
<p>Planning Secretary, Holy Trinity Amenity Group</p>	<p>This is currently a convenient location for Council Offices. Any alternative location would have to be equally accessible by walking, cycling and public transport. There is scope to increase utilisation of the present building, e.g by making changes so that the facilities could be used for evening entertainment/eating.</p>
<p><b>Two of the 32 email and letter responses commented on this site</b></p>	
<p>River Wey and Godalming Navigations, National Trust</p>	<p>The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.</p>

Group Director Architect and Urban Designer, Scott Brownrigg	The local authority sits on a highly valuable waterfront asset at the heart of Millmead / Buryfields but as a public sector body needing to realise best value / consolidation and rationalisation of a portfolio whilst serving the localism agenda with local front-of- house services being more accessible and deliverable. Guildford Borough Council has the immediate opportunity to re-provide a range of facilities but not at Millmead House.
	The functions of municipality collocating together offers improved interaction and may facilitate greater efficiencies from the adjoining functions including possible collocation of Surrey CC Police along Portsmouth Road into a comprehensive and efficient building.
	This releases what is a very high value waterfront site (Millmead House and adjoining council offices/facilities) to become a more vibrant residential led waterfront development linking across the river via new bridge along Millmead and linking to a new waterfront walk. The health facilities can be more effectively and efficiently provided in a TOTAL PLACES solution within the town centre, which addresses government objectives of efficient collocated and better services for the public.
	This then raises the opportunity for how GBC deliver less expensive back of house facilities that do not need to be centrally located - a number of opportunities exist. With Scott Brownrigg's commission to help deliver Guildford Borough Council's redevelopment of the exciting Slyfield site, a facility could be developed to provide back of house, low rent accommodation for the Council facilities that do not need to be public facing. Why pay an effective £24/ft2 for back of house uses in the centre of town when less expensive accommodation can be paid for out of the redevelopment of Slyfield land. Alternative edge of town commercial sites may also offer this efficient, less costly solution for GBC.
	<b>Site 17 Millbrook surface car park</b>
public event 23 June	Not suitable for decked parking - Location is an important first impression into the town coming from the south. Should be made more green and attractive visually
public event 23 June	Should be put underground
public event 23 June	What about flooding
public event 23 June	Create river shuttle to north
public event 23 June	Much more tree planting
public event 23 June	Provision to redevelop for further parking is a wasted opportunity. Parking is important, however its frontage onto the river and main road are opportunities for inclusive town development that responds to setting and people flow. Car park edges do not offer anything back to streetscape

public event 23 June	Millbrook car park Do not deck
public event 23 June	Agreed - no deck
public event 23 June	Roof garden on Millbrook with car park below. With development on perimeter - new riverside route along Millbrook - along. Look side to YA theatre
	<b>Two of the 19 electronic response forms commented on this site</b>
Surrey resident	Keep surface parking but build above it to include housing and additional parking for these as per suggestion in Guildford Society website. Improve riverside areas and provide cycle routes.
Planning Secretary, Holy Trinity Amenity Group	Whatever development is pursued it is essential that a wide green boundary is obtained at the riverside, there is good provision of trees, and any buildings are kept low and separated, so that views into the Wey Valley and Meadows are retained.
	<b>One of the 32 email and letter responses commented on this site</b>
River Wey and Godalming Navigations, National Trust	The Trust has a particular interest in the redevelopment of the potential opportunity sites immediately adjacent to the River Wey and those within its setting.
	<b>Site 18 Friary extension site</b>
public event 23 June	Desperate need for redevelopment / improvement
public event 23 June	When?!
public event 23 June	Should be regenerated for housing to help profitable businesses rather than retail
public event 23 June	no - it depletes High St + North St shops
public event 23 June	Not some huge monolithic over development but re-create Guildford lanes

public event 23 June	Redevelop
public event 23 June	If Westfield want to use the current bus station for their anchor buildings they should rebase land (GBC's?) at the corner of Leapale road and North Street for a new and better bus station with frontage on North Street. Leapale Road 2 way and widened would allow all buses to turn left from north Street into Leapale road (replacing the Commercial road route).
public event 23 June	Short term - given 1) Econ situation or 2) increase in e-retailing simply update / clean / tidy the bus station itself. Demolish and "plant / green" the rest - low cost
public event 23 June	Any destination retail offering will have to be self contained to provide a range of retail, residential, parking solutions. However its dominance could draw trade away from High St. An integrated solution offering small business incubator facilities and another arts offering could provide the important link to 24 hour success. Its street scope and urban form should respond to local connectivity routes and not turn its back on existing roads and streets.
public event 23 June	Re-develop site - but not with John Lewis as the silver bullet - Move Debenhams up into it or surrounding level and create bigger units for M+S / river / Island (Next) Gap other retailers that have far too small sites in Guildford currently
public event 23 June	Unless the Friary issue is resolved north street stays in limbo. What are the plans in westfields mind now? And is there to be a new bus station on the site? North street should be at least part pedestrianised and tree should be planted.
<b>Five of the 19 electronic response forms commented on this site</b>	
Guildford resident	Perhaps emulate Burlington Arcade's tradition (smaller shops) and dress up security guards.
Surrey resident	Architecture must be in keeping with the historic nature of the area. Use of bricks and arches, etc rather than concrete walls and industrial looks in construction must be avoided.
Lyons, Sleeman, Hoare Ltd Architects	Redevelopment a priority in street scene terms
Guildford resident	Bus station should be moved so that it is outside the train station
Planning Secretary, Holy Trinity Amenity Group	In general we considered that the scheme with extant planning permission was reasonable; we would have wished the public square to be larger and the pedestrian streets to have had guaranteed public use at all times by being adopted. As this scheme is unlikely to proceed we would favour a break up of the site into smaller parcels for separate and more diverse development.
<b>Three of the 32 email and letter responses commented on this site</b>	



Guildford resident	Retail and leisure with aim to have Debenhams relocate
Guildford Society Transport Group	If an alternative to the current approval for a new bus station with access only to and from Woodbridge Road is being sought, this needs to be established at an early stage of the Masterplan process.
Group Director Architect and Urban Designer, Scott Brownrigg	<p>Scott Brownrigg has been an economic / social contributor within Guildford for over 50 years and has seen the bus station location hinder the economic generating opportunity for the Friary Centre extension against rival local town centres and more regional town centres. At a time where retail is driving an economic advantage in towns and cities, the extension to the Friary Centre is holding back a better offer and catalytic expansion of the retail choice in Guildford including the improvement of North Street.</p> <p>Phase 2 Friary Centre opportunity should stitch together a fragmented group of streets and small scale buildings into a 'leading' comprehensive offer across the south east region and allows the redevelopment of other sites to come forward. There is a desire by Westfield to redevelop the Town Centre Friary Centre 2, which would deliver the stitching of these uses together. However other retail developers could also contribute to the expansion plans. Guildford Borough Council has the ability to release the land and relocate uses to enable this expansion to come forward as the land is in Guildford Borough Council's ownership and vision.</p>
	<b>Site 19 Bellerby theatre and North Place day centre</b>
public event 23 June	We already have 25000 sq metres retail for Westfield - more retail? Too much
public event 23 June	We need more theatres, not more retailers in Guildford!
public event 23 June	The idea of a supermarket-led development is revolting/crazy. It would have to have a car park and would drag cars into this part off the town centre
public event 23 June	Support Supermarket - especially if Waitrose!
	<b>None of the 19 electronic response forms commented on this site</b>
	<b>Two of the 32 email and letter responses commented on this site</b>

Alderman	Westfield Development - Having moved the proposals when a Councillor that this should integrate housing and retail I would resist any change to this mix - if they are being considered. If Westfield omit the housing element there would, in my opinion be huge opposition. There is a huge demand for town centre housing by elderly asset rich residents who can no longer manage in their large houses. They would easily pay £1m for a 2 or three bedroom luxury flat in the centre. Developers would be able to make a huge margin and thus meet policy targets of 30 % (?) affordable housing.
Planning Group, Guildford Society	Westfield Development - Luxury flats. There are currently such luxury flats being built at the top of the Radisson Hotel building. I popped into their sales office yesterday to enquire what they had to offer. I was horrified to learn that only 3 of them offered balconies. What is this thing in England that so few flats offer balconies. That would be impossible in Europe, a flat without a balcony would never sell nor attract tenants. And they are luxury with large floor plan flats too, not cheap small ones.
	<b>Site 20 BT Telephone Exchange</b>
public event 23 June	Redevelop that part of the building no longer in use to mixed use retail / housing above
public event 23 June	Housing the best bet
	<b>Two of the 19 electronic response forms commented on this site</b>
Guildford resident	An appropriate site for affordable housing.
University of Surrey	This is a no-mans land which needs to be made accessible and provide more small shops.
	<b>None of the 32 email and letter responses commented on this site</b>
	<b>Site 21 Leapale road car park North Street frontage and 15-17 Haydon Place</b>
public event 23 June	Keep the car park as it is - shopper need one <u>near</u> centre
public event 23 June	Need to retain car park
public event 23 June	Keep car park - Build multi storey car partition open car park opposite
public event 23 June	Make current car park much bigger - higher capacity

public event 23 June	More car parking encourages people to use their cars rather than using public transport or park and ride schemes
	<b>One of the 19 electronic response forms commented on this site</b>
Surrey resident	Retain
	<b>None of the 32 email and letter responses commented on this site</b>
	<b>Site 22 Dolphin House, 1 to 6 North Street</b>
public event 23 June	Yes, please replace with building more in keeping with Heritage centre. Small, locally owned shops please. (second person agreed)
public event 23 June	Agreed - the current building is extremely ugly
	<b>Two of the 19 electronic response forms commented on this site</b>
Surrey resident	Retain
Lyons, Sleeman, Hoare Ltd Architects	Redevelopment a priority in street scene terms
	<b>None of the 32 email and letter responses commented on this site</b>
	<b>Site 23 Former basket works site</b>
public event 23 June	This is an ageing building which should be retained and improved. Use as some sort of studio accommodation, or a modern market.
public event 23 June	An example of an industrial building in Guildford. Must be kept and used. (a second person noted their agreement)
public event 23 June	Independent cinema
public event 23 June	Residential seems most suitable for their location
public event 23 June	A piece of industrial heritage which needs to be re-used, with a modern refurb. Re-used in a way that's sympathetic with residential surroundings (no uses with late night noise and smells!)

public event 23 June	Indoor market at the basket works
	<b>One of the 19 electronic response forms commented on this site</b>
Planning Secretary, Holy Trinity Amenity Group	We wish the building to be retained. It is iconic and probably unique of its type in the Centre, and a reminder of the history of the area. It makes a major contribution to the historic roofscape of the area as seen from Bright Hill, and is sufficiently low to avoid obscuring the valuable roofscape of Trinity Churchyard. It could be put to various uses; we would favour use to provide a much needed indoor market, but other uses such as a studio, showroom, or conversion to residential could be acceptable.
	<b>One of the 32 email and letter responses commented on this site</b>
Town centre resident representing the freeholder of the former Basket Works site	We are in the process of developing a design for a planning application and have had meetings with Council planning and Conservation officers. We would suggest uses of residential, restaurant and offices be widened to include retail. It is thought by ourselves and a number of the local residents that a retail use in the form of a showroom would be a highly desirable improvement to the current B8 use and have no detrimental effect on the amenity of surrounding properties.
	<b>Site 24 Bright Hill car park</b>
public event 23 June	Needs underground car parking
public event 23 June	Loss of car parking needs to be accommodated elsewhere. Provision of a playground in this area is a must considering how many young children live in this area.
public event 23 June	Agree with housing
public event 23 June	Supporting housing
public event 23 June	good site for underground car parking
public event 23 June	Retain car park
public event 23 June	Under ground car parking

public event 23 June	Underground car parking for Bright Hill
public event 23 June	Bright Hill plan for housing should be implemented.
	<b>Two of the 19 electronic response forms commented on this site</b>
Surrey resident	Retain
Planning Secretary, Holy Trinity Amenity Group	<p>There is a good planning case to make this a green open / gardens space, with maximum exploitation of the viewpoint. However we have accepted that, at least in part, it should be returned to its former residential use. It is noted that the Borough Plan calls for 33 dwellings, which is equivalent to a density of 69dph. We consider that even this density would prevent the essential provision of a quality development with an attractive viewpoint, some public open space, and an enticing pedestrian route through the site.</p> <p>The subsequent proposal for an even higher number of dwellings of 70 to 80 (167dph) would be disastrous for the quality and sustainable nature of the area.</p> <p>The highest possible component of affordable housing should be included. This is also an ideal location for some accommodation for older people, some of which could be sheltered. This would encourage the elderly living in houses larger than their present needs to release them for family use. We note that the SE corner is marked as an "enhanced gateway". We would fully support this if it related to a pedestrian gateway. For many local residents this is the point where their walking route to the centre enters the central area; if made more welcoming, particularly by providing pedestrian priority here, more might walk rather than drive. We see no benefit in attempting to make "gateway" improvements for motorists.</p>
	<b>None of the 32 email and letter responses commented on this site</b>
	<b>Site 25 Adult education Institute, Sydenham Road</b>
public event 23 June	Building most likely a building designed by "Peak". Could be converted to housing. Must be kept. (three people noted their agreement with this comment)
public event 23 June	Keep for community use
public event 23 June	OK to use for housing
public event 23 June	We need adult ed and community provision! Also its! An attractive building. (another person noted their agreement with this comment)
public event 23 June	Convert to housing?

public event 23 June	Necessary to keep the building
	<b>Three of the 19 electronic response forms commented on this site</b>
Surrey resident	Retain but relocate if convenient.
Abbotswood Residents Association - Central Crescent	An attractive set of buildings. Retain.
Planning Secretary, Holy Trinity Amenity Group	We consider that the two main existing Victorian buildings, which are locally listed, must be retained. They make a major contribution to the public scene and have become land mark buildings. Some of the more recent buildings could be removed and new uses introduced, but it is vital that there is open space around the buildings, some of which could be made public: the existing right of way at the NE side could easily provide access to an open area, viewpoint and small garden, and a short link could join it the proposed Bright Hill development. The use as an AEC is important and should be maintained: it has a large local "pedestrian catchment" area, helping to fulfil the objective of provision of local facilities in order to minimise car use.
	<b>One of the 32 email and letter responses commented on this site</b>
Guildford resident	The Sydenham Rd Adult Education Centre and the Harvey Rd Gallery are also extremely fine buildings and are part of the Henry Peak Victorian area and should be preserved. The Harvey Rd Gallery has outstanding art facilities and is a community centre. Both the building and its use should be retained. The Adult Education Centre and Harvey Rd Gallery are much treasured by local residents as a landmark building.
	<b>Site 26 London Square, Cross Lane</b>
public event 23 June	If housing it needs to have lot of underground parking and some Café - attractive shops to create village atmosphere!! No 1/2 parking at least 1 full house!
public event 23 June	Not Tesco Express!! (another person noted agreement with this comment)
public event 23 June	Residential please. No shops needed. (another person noted agreement with this comment)
	<b>None of the 19 electronic response forms commented on this site</b>
	<b>None of the 32 email and letter responses commented on this site</b>
	<b>Site 27 Land and Building rear of 14-42 Chertsey Street</b>
	No comments from public event



	<b>One of the 19 electronic response forms commented on this site</b>
town centre resident	Opportunity to move London Road station out into Merrow and Burpham and release the current site for re-development for commercial and residential development.
	<b>One of the 32 email and letter responses commented on this site</b>
Guildford resident	Enable Royal Grammar School to grow onto this site if there is demand. The school is an excellent institution and growth would be better on this site than overdeveloping the older building across the High Street
	<b>Other Site Suggestions</b>
public event 23 June	What about the <b>library</b> and <b>police station</b> sites - both eyesores in key visual locations
Group Director Architect and Urban Designer, Scott Brownrigg	<p><b>Site 9 Bedford Road car park and Site 10 Buildings north side of Bridge Street -</b></p> <p>The Bedford Road Car Park is one of the most exciting, undeveloped locations in Guildford. An opportunity to stitch many missing pieces of the townscape together can be delivered by the comprehensive approach to this and adjoining sites. Scott Brownrigg is promoting a view that a more comprehensive approach is undertaken with existing landownership issues in the control of Guildford and adjoining land / building owners who are very willing to see a comprehensive development deliver a truly remarkable town centre / waterfront development.</p> <p>Bedford Road Car Park redeveloped as a 4-5 storey, mixed use development with a new waterfront walk that leads down through to Millmead and a visitor and community attraction missing for much of Guildford's history utilising the waters edge as a 6m wide new boulevard.</p> <p>A redevelopment of significant buildings in and around Bedford Road Car Park to contribute to the economic wealth and diversity of Guildford's Town Centre plans. To engage with very willing building owners to see the comprehensive redevelopment of uses to the benefit of the Guildford community. To replace redundant and /or inefficient and inappropriate buildings - such as the redundant office buildings on Bridge Street, small scale inappropriate retail along bridge street, small scale buildings of little merit along Bedford Road Car Park, potential proper redevelopment of the Cinema across into the Car Park site with a facility that is more appropriate to Guildford and one that competes with surrounding towns (the current cinema cannot continue to compete with Woking, Farnham, etc.)</p>
	To replace redundant and /or inefficient and inappropriate buildings - such as the redundant office buildings on Bridge Street, small scale inappropriate retail along bridge street, small scale buildings of little merit along Bedford Road Car Park, potential proper redevelopment of the Cinema across into the Car Park site with a facility that is more appropriate to Guildford and one that competes with surrounding towns (the current cinema cannot continue to compete with Woking, Farnham, etc.
	To combine the Guildford Casino and redevelop this site comprehensively with a unique development of mixed uses that combines to make far better use of land (no rights of light issues or access restrictions if a comprehensive approach is considered.)
	To see the Casino site redeveloped for better town centre uses, such as commercial and retail space that contributes to a Surrey community. With the delivery of the 'GLive' an excellent facility on the London Road redevelopment - opening later this year, the entertainment facility for Guildford could locate more appropriately to London Road releasing the need for substantial entertainment at Bedford Road Car Park, Bridge Street and

	Onslow Street.
	Complement the "commercial corridor" that is emerging with the Electronic Arts Facility a few hundred metres away and offer commercial space for the electronic gaming community to collocate in this area - a very important USP for Guildford that many do not realise exists - but could be even further expanded and improved to the benefit of the Guildford economy through the redevelopment of Bedford Road and adjoining properties.
	Create, through a comprehensive approach, a far better crossing over the traffic lights along Onslow Road accessing directly into the newly branded Friary Centre new entrance and towards North Street. The crossing is unattractive and vehicles dominant - the pedestrian priority should be a welcoming experience into the town centre rather than what exists at present.
	Bridge Street passage should be integrated into the comprehensive redesign of Bedford Road Car Park with a pedestrian dominant crossing from the new development into the Annex / Weatherspoons and a future 'arty' style development on site 13, which is currently cut off from most people.
	Allow this internal connection to continue onto the new bus station location at Park Street Car Park to create better connectivity, permeability and access to the hidden waterfront.
	Scott Brownrigg includes a pack of drawings for the redevelopment of the Bedford Road Car Park, which does reflect the aspirations for GBC in redeveloping comprehensively the car park, surrounding buildings and waterfront development. We believe this illustrates how a more comprehensive approach delivers against the vision for site 01, as suggested on the town centre masterplan boards, proposing mixed use, residential, commercial, car parking and retail uses with additional complementary additions suggested by Scott Brownrigg as waterfront retail / leisure and entertainment space and better connections to surrounding facilities.
	Scott Brownrigg submit these thoughts to complement the strong work already undertaken to support the town centre masterplan works already achieved by Guildford Borough Council and also highlight views and opinions of how uses and sites could holistically be considered, rather than a site-by-site piecemeal approach helping to deliver upon greater aspirations for the future socio-economic development of Guildford's community, town centre and regional competitiveness.
CB Richard Ellis (CBRE) on behalf of Merseyside Pension Fund, owner of Tunsgate shopping centre	Merseyside Pension Fund, owns the <b>Tunsgate Square shopping centre</b> located off High Street and Castle Street. We are currently reviewing a range of options for the future of Tunsgate Square are therefore keen to engage with officers in the preparation of the proposed masterplan for the town centre. To that end, members of our Real Estate Finance and Planning teams have met with Council officers to discuss opportunities at Tunsgate Square. We also attended the recent workshop designed to inform preparation of the town centre masterplan.
Spatial Planning Team	Potential Opportunity Sites - We welcome the proposals of the Masterplan through identification of the various sites, and we would welcome further discussion about <b>enhancing public sector provision</b> (including looking at the potential of <b>co-location of services</b> ) in terms of embracing the wider retail and economic opportunities for the town centre.

Manager, Surrey County Council	
Planning Secretary, Holy Trinity Amenity Group	<p><b>Cavendish House (Bathstore), Sydenham Road.</b> This is an ugly and inappropriate building for its position in the Conservation Area. We would like to see it replaced by an appropriate building of modest height, so that views of the historic roofscape of Trinity Churchyard is not obscured. Residential use would be suitable.</p> <p><b>Castle Square (Sydenham Road / Castle Street).</b> This is a valuable open space in the Conservation Area, but is dominated by traffic. Some transfer of carriageway area to pavement, traffic calming measures and pedestrian priority could make this more attractive - without significantly delaying traffic.</p>
D&M Planning Ltd	<b>1 Sydenham Road</b> is a relatively ugly 1960s building which needs to be redeveloped with a building that actually enhances the character and appearance of the Conservation Area.
GVA (property advisors) on behalf of Hermes Real Estate with interest in Riverside Business Centre, Walnut Tree Close	<p><b>Riverside Business Centre, Walnut Tree Road</b> Included in the town centre area.</p> <p>At this early stage in the process and in order to ensure that the site's future development potential can be optimised, we would suggest that the site is identified for a range of possible alternative future uses, including residential and town centre uses, subject to townscape, infrastructural and environmental capacity issues.</p>