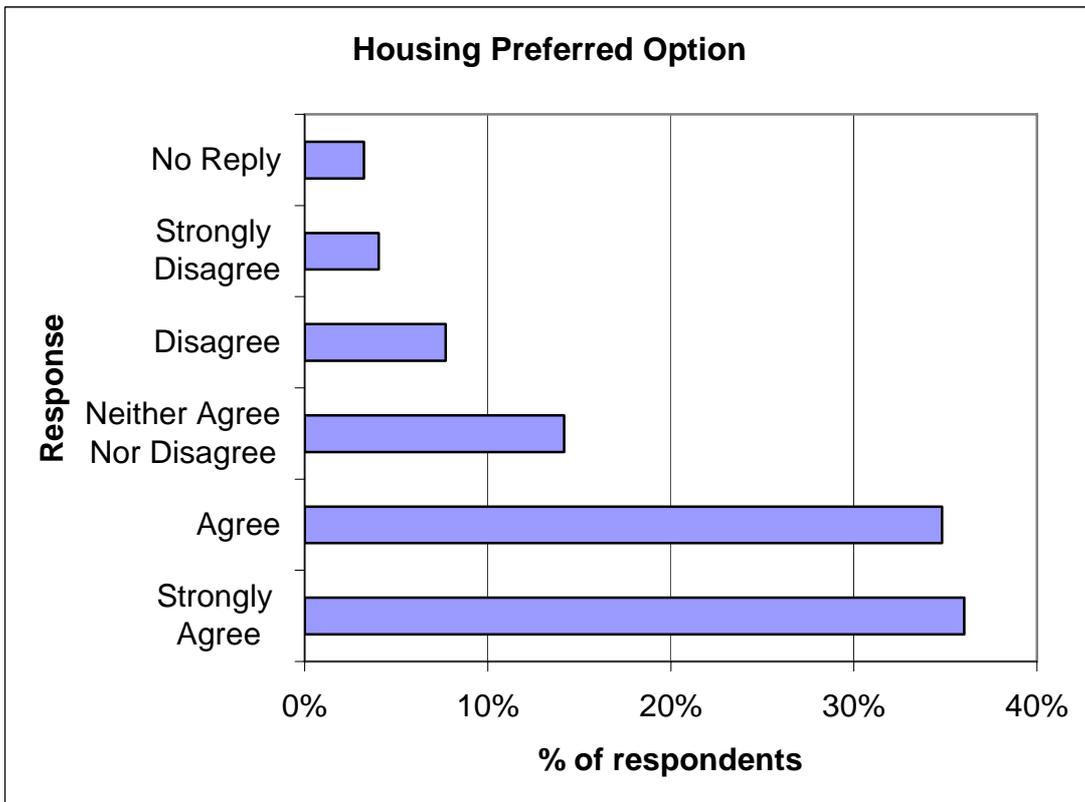


**A Summary of the Responses to the Town Centre Area Action Plan Preferred Options Consultation (June/July 2006)**

**Housing**



1. Respondents were asked to rate the extent to which they agreed with the Preferred Option for Housing: 1a- Provide more high density, high quality housing in the Town Centre, respecting existing character.



71% of respondents either strongly agreed or agreed with this option for housing. 12% of respondents disagreed.

Respondents were then given a list of ways in which the option could be delivered and were asked to state the extent to which they agreed with each.

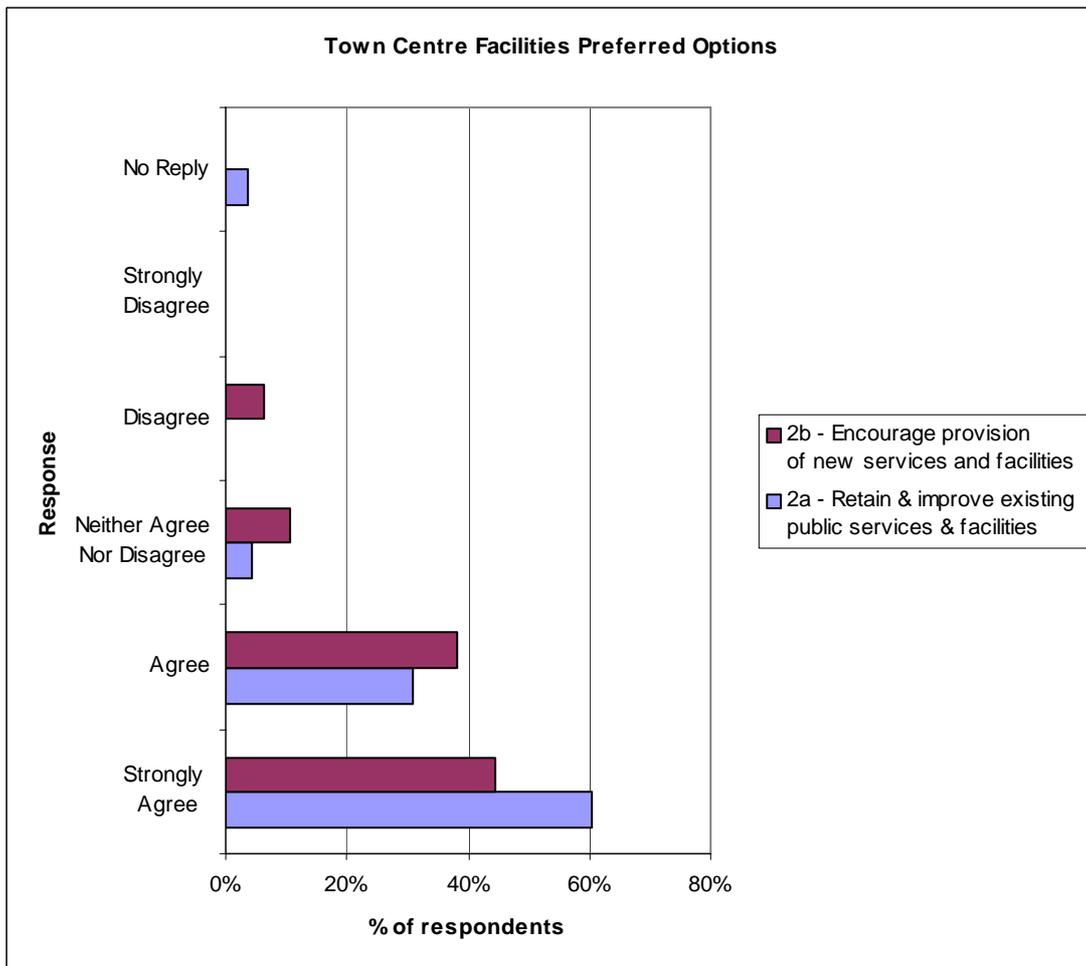
		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
Q1b	Identifying redevelopment sites	42%	41%	8%	2%	1%	6%
Q1c	Mainly flatted schemes, appropriate mix of dwelling types and sizes, more houses in mixed use schemes	27%	43%	19%	5%	2%	4%
Q1d	Deliver 35% affordable housing	34%	34%	17%	9%	2%	3%

83% of respondents either strongly agreed or agreed with method 1b. 70% agreed with method 1c and 68% preferred method 1d. Of those who disagreed, option 1d was of most concern.

## Town Centre Facilities



2. Respondents were asked to rate the extent to which they agreed with the Preferred Options for Town Centre Facilities.



92% of respondents agreed with option 2a and 83% supported option 2b. Of those respondents who disagreed, the majority (6.4%) were against option 2b.

Respondents were then given a list of ways through which the options could be delivered and were asked to indicate the extent to which they agreed with each option.

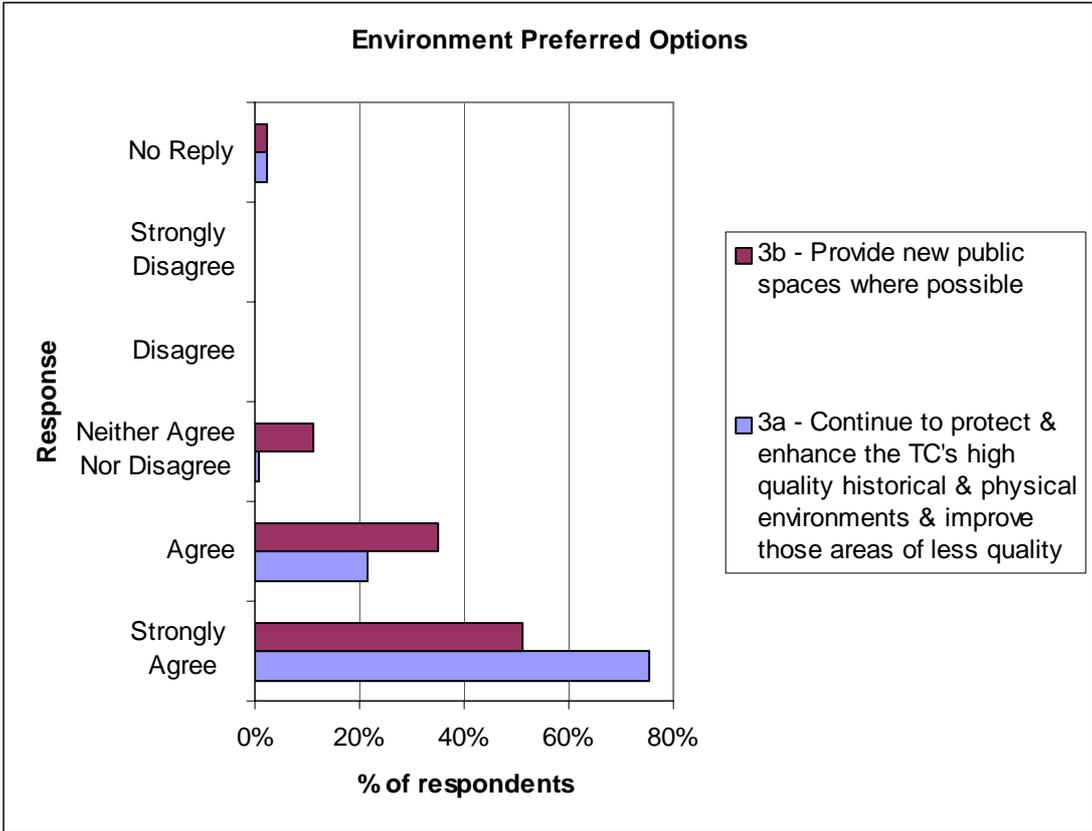
	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
2c. Support new or improved facilities, including open space	48%	44%	6%	1%	0%	0%
2d. Uses that contribute to the night time economy but do not encourage crime and anti social behaviour	41%	31%	14%	8%	4%	2%
2e. Environmental improvements	57%	35%	5%	0%	0%	3%

92% of respondents agreed with methods 2c and 2e. However a larger percentage strongly agreed with method 2e and 12% disagreed with method 2d.

# Environment



3. Respondents were asked to rate the extent to which they agreed with the Preferred Options for the Environment.



97% of respondents agreed with option 3a, 86% supported option 3b. Interestingly no respondent disagreed with any of the preferred options for the Environment.

Respondents were provided with a list of ways the options could be delivered and were asked to state the extent to which they agreed with each option.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
3c. Safeguarding important views	64%	26%	7%	0%	0%	2%
3d. Ensuring a high standard of development design, reflecting local context, scale & character	70%	24%	3%	0%	0%	4%
3e. Making best use of redevelopment opportunities	56%	33%	6%	1%	0%	4%
3f. Coordinating redevelopment opportunities to maximise benefits including CHP	49%	38%	13%	0%	0%	0%
3g. Implementing the Sustainable Checklist process	36%	37%	20%	1%	0%	6%
3h. Environmental improvements with new developments	52%	36%	7%	1%	0%	4%
3i. Resistance to development in the flood plain	66%	19%	9%	3%	0%	2%

94% of respondents either agreed strongly or agreed with method 3d, whilst 90% agreed with 3c and 87% with 3f. No respondents disagreed with any of these three methods.

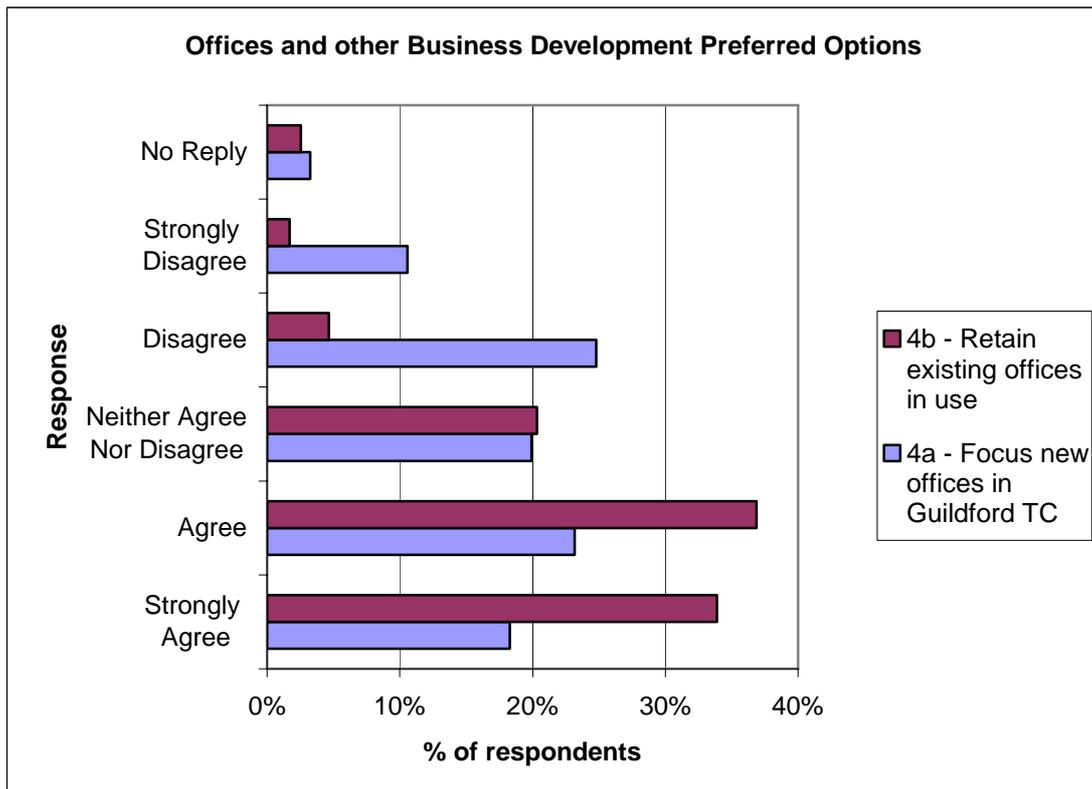
89% of respondents agreed with method 3e, 88% with 3h, 85% with method 3i, and 73% of respondents agreed with 3g.

All delivery options had a significant majority agreement.

## Offices and other Business Development



4. Respondents were asked to rate the extent to which they agreed with the Preferred Options for Offices and other Business Development.



71% of respondents either agreed strongly or agreed with option 4b. 41% supported option 4a. However, a significant proportion of respondents (36%) disagreed with option 4a of focusing new offices in Guildford Town Centre.

Respondents were then given a list of ways the options could be delivered and were asked to state whether they agreed with each or not.

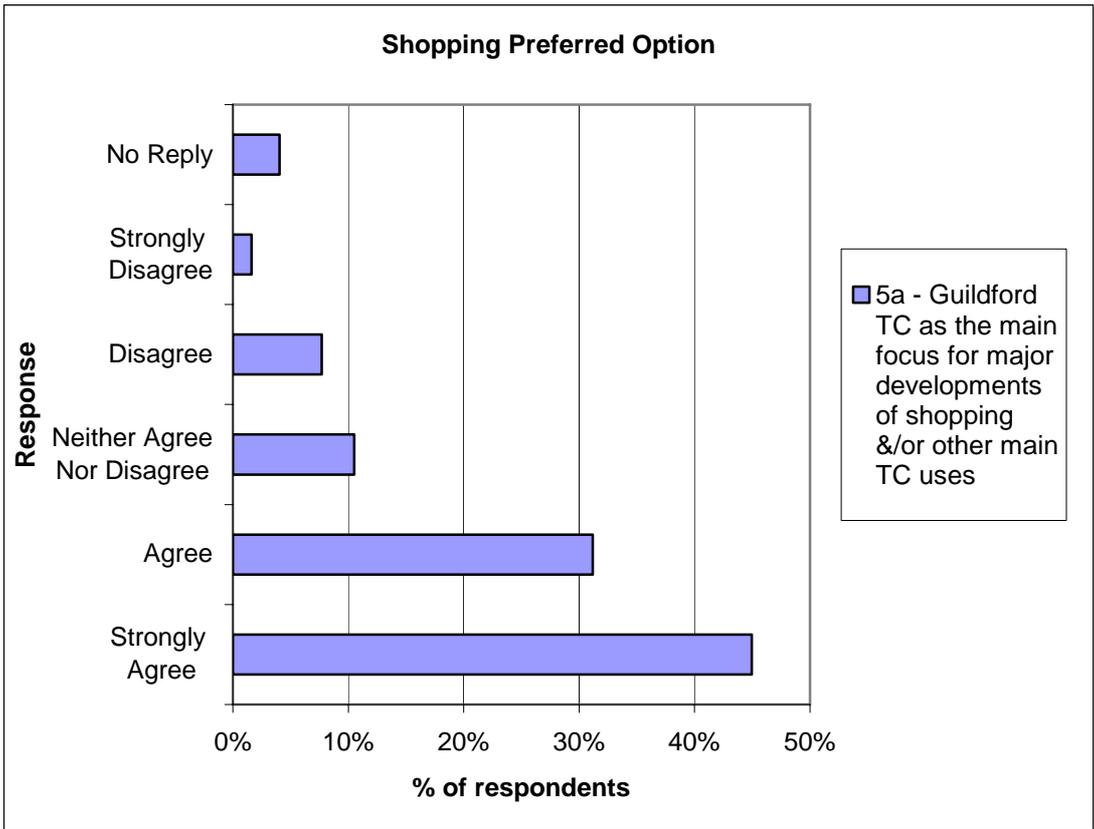
	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
4c - Directing offices to the TC	20%	23%	22%	23%	7%	4%
4d - Resist the loss of existing town centre offices	34%	30%	24%	7%	2%	4%

64% of respondents agreed with method 4d and 43% preferred method 4c. However a significant number of respondents (30%) strongly disagreed with method 4c of directing offices to the Town Centre.

# Shopping



5. Respondents were asked to rate the extent to which they agreed with the Preferred Option for Shopping: Guildford Town centre as the main focus for major developments of shopping and/or other main town centre uses.



76% of respondents agreed with this option for shopping. 10% of respondents disagreed.

Respondents were then given a list of ways the option could be delivered and were asked to state whether they agree with each or not.

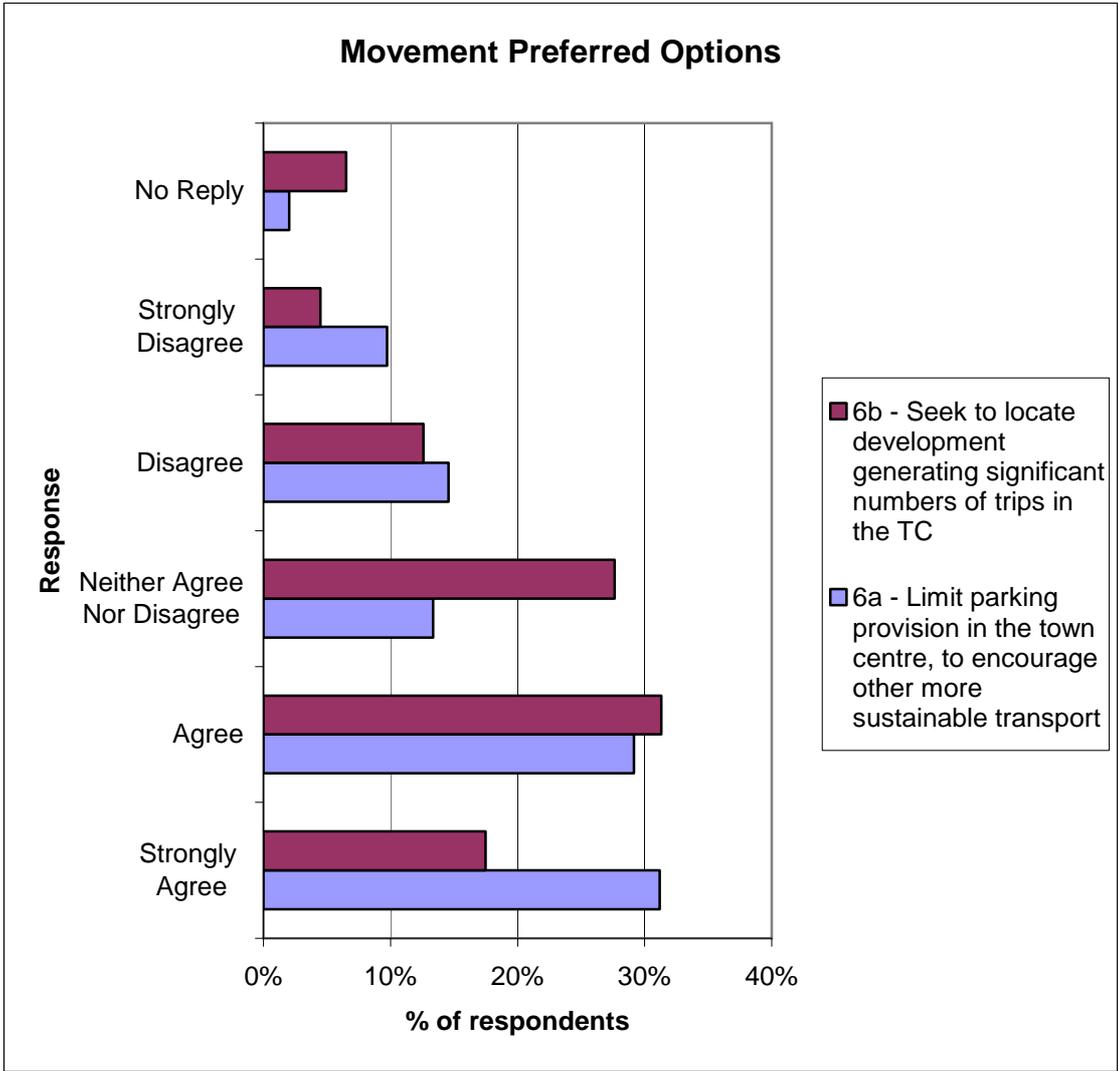
	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
5b. Providing more shopping facilities at the Friary Extension Development, to meet identified needs	34%	33%	15%	8%	5%	5%
5c. Reviewing shopping needs after 2011, to consider additional provision for 2018	28%	39%	23%	3%	3%	4%
5d. Revision of primary & secondary shopping frontages to retain more retail units	27%	32%	31%	4%	2%	4%

67% of respondents agreed with methods 5b and 5c but 13% disagreed with method 5b compared to 6% for 5c. 59% supported method 5d.

# Movement



6. Respondents were asked to rate the extent to which they agreed with the Preferred Options for Movement.



60% of respondents agreed with option 6a and 48% supported option 6b. However, 25% of respondents disagreed with option 6a and 17% disagreed with 6b.

Respondents were then given a list of ways the options could be delivered and were asked to state whether they agreed with each or not.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	No Reply
6c. Permitting TC proposals with no more than the maximum car parking standards	25%	33%	19%	11%	5%	7%
6d. Initiatives to reduce the need for car use & requirement for Green Travel Plans	41%	32%	13%	7%	2%	4%
6e. More Park & Ride facilities serving the TC	37%	34%	15%	6%	4%	3%
6f. Encourage additional visitor coach parking facilities	28%	29%	29%	8%	4%	3%
6g. Continue improvement of TC access for buses through SCC's bus lanes programme	32%	29%	17%	11%	8%	3%
6h. Improve pedestrian & cycle access & permeability	51%	30%	12%	3%	2%	3%

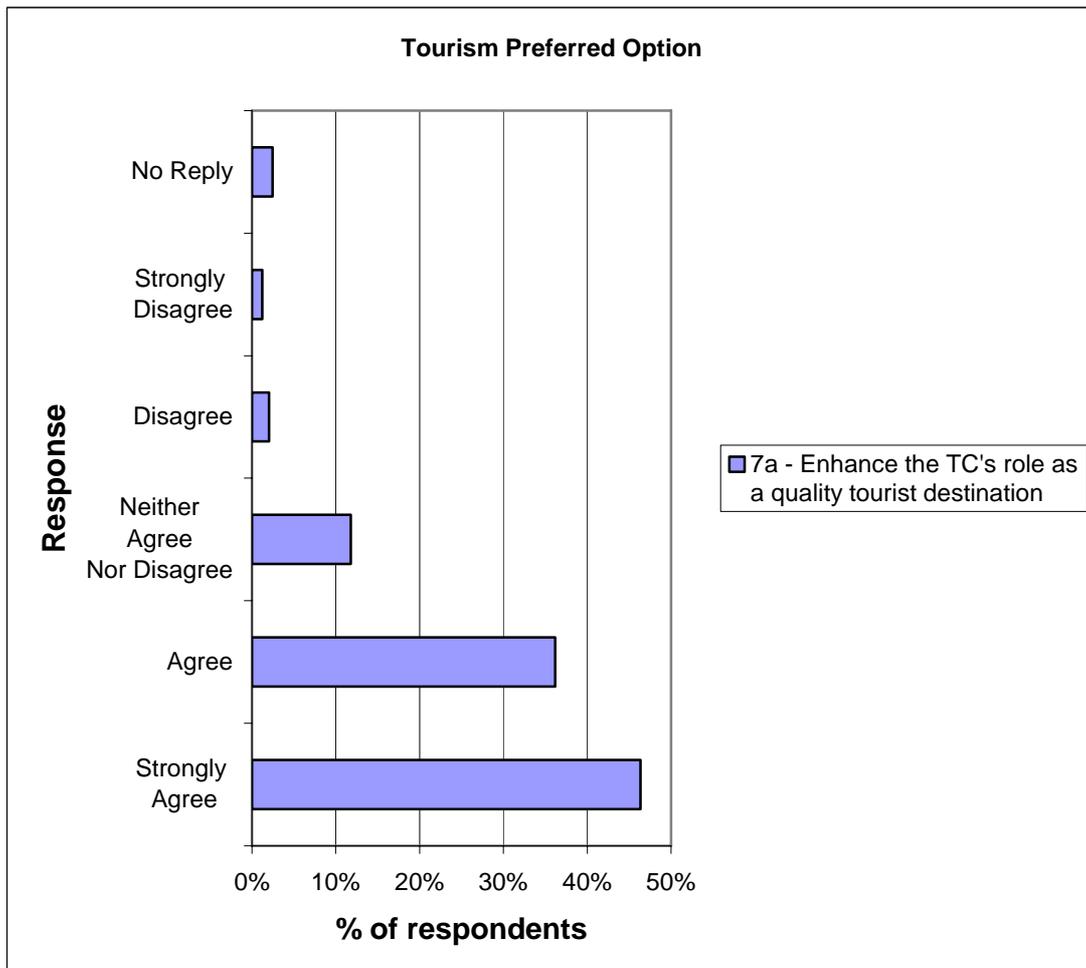
81% of respondents strongly agreed with method 6h, 73% agreed with 6d, 71% preferred method 6e. Methods 6f and 6c had 57% and 58% of respondents agreeing respectively.

The majority of respondents therefore supported the methods for delivering the 'movement' preferred options.

## Tourism



7. Respondents were asked to rate the extent to which they agreed with the Preferred Option for Tourism: Enhance the Town Centre's role as a quality tourist destination.



82% of respondents strongly agreed with this option for Tourism. 3% of respondents disagreed.

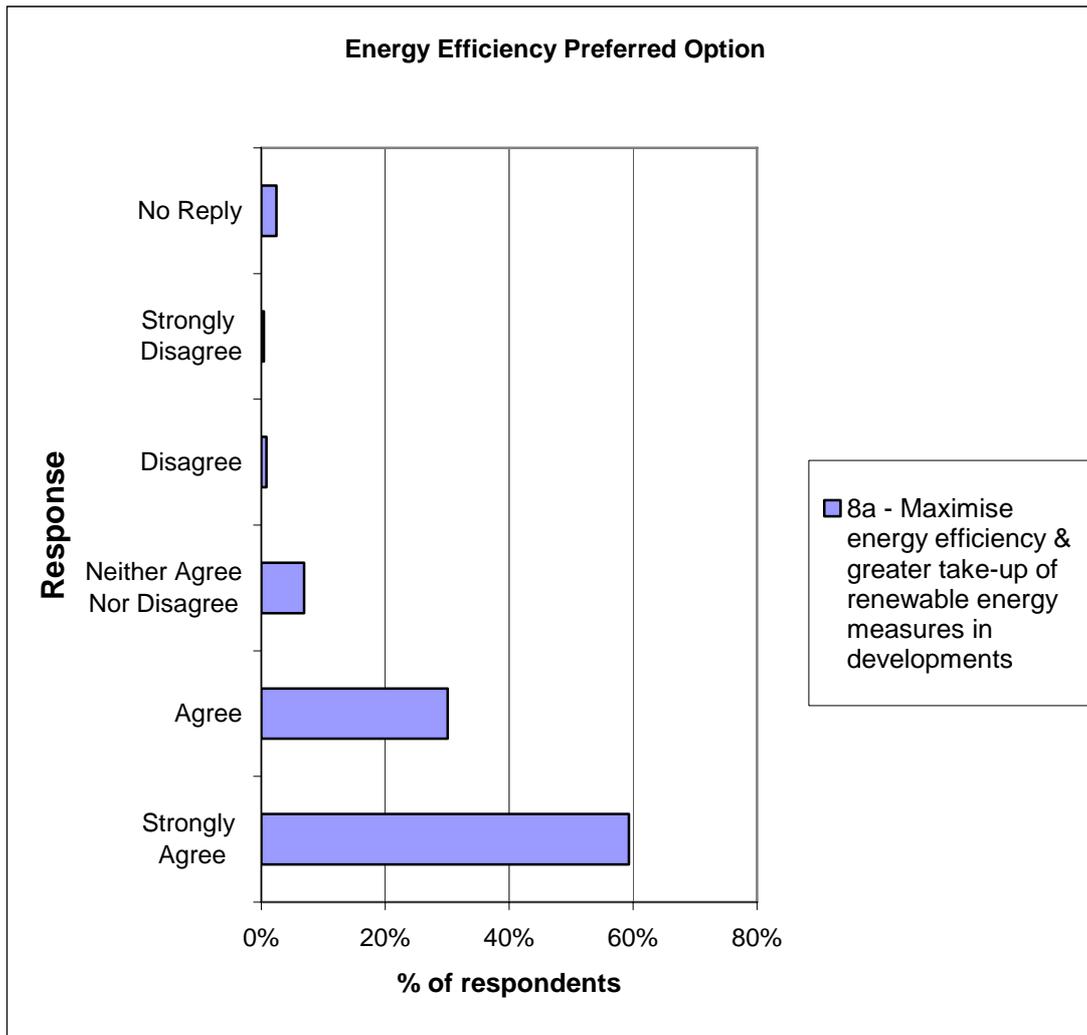
Respondents were then given a list of ways the option could be delivered and were asked to state whether they agreed with each or not.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
7b. Protection & enhancement of existing tourist attractions & facilities	49%	40%	8%	1%	0%	2%
7c. Provide new visitor accommodation through possible identification of site(s) for hotel development	24%	36%	26%	9%	3%	3%

89% of respondents agreed with method 7b compared to 60% of respondents agreeing with method 7c. 12% disagreed with method 7c of identifying sites for hotel development.

## Energy Efficiency

8. Respondents were asked to rate the extent to which they agreed with the Preferred Option for Energy Efficiency: maximise energy efficiency and greater take-up of renewable energy measures in development.



89% of respondents strongly agreed with this option for Energy Efficiency. 1.4% of respondents disagreed.

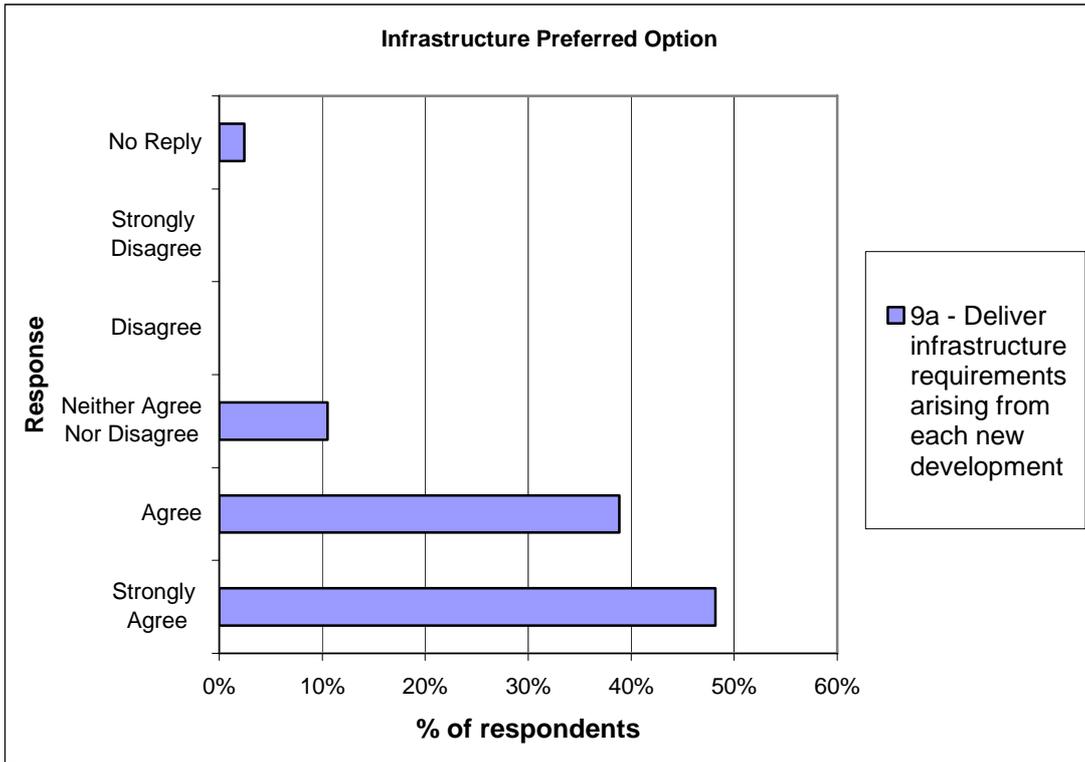
Respondents were then given a list of ways the option could be delivered and were asked to state whether they agreed with each or not.

		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
Q8b	Requirement for CHP feasibility studies	47%	33%	16%	1%	0%	3%
Q8c	Co-ordination of major new developments to maximise all possible benefits	50%	37%	8%	0%	0%	4%
Q8d	Implementing the Sustainability Checklist process	38%	33%	21%	1%	1%	5%

87% of respondents agreed with method 8c, 80% supported method 8b and 71% supported method 8d. These methods for delivering energy efficiency therefore received a high level of support, with only 3% of respondents overall disagreeing.

**Infrastructure**

9. Respondents were asked to rate the extent to which they agreed with the Preferred Option for Infrastructure of: 'Deliver infrastructure requirements arising from each new development'.



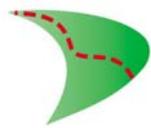
87% of respondents agreed with this option for Infrastructure. No one disagreed.

Respondents were then given a list of ways the option could be delivered and were asked to state whether they agree with each or not.

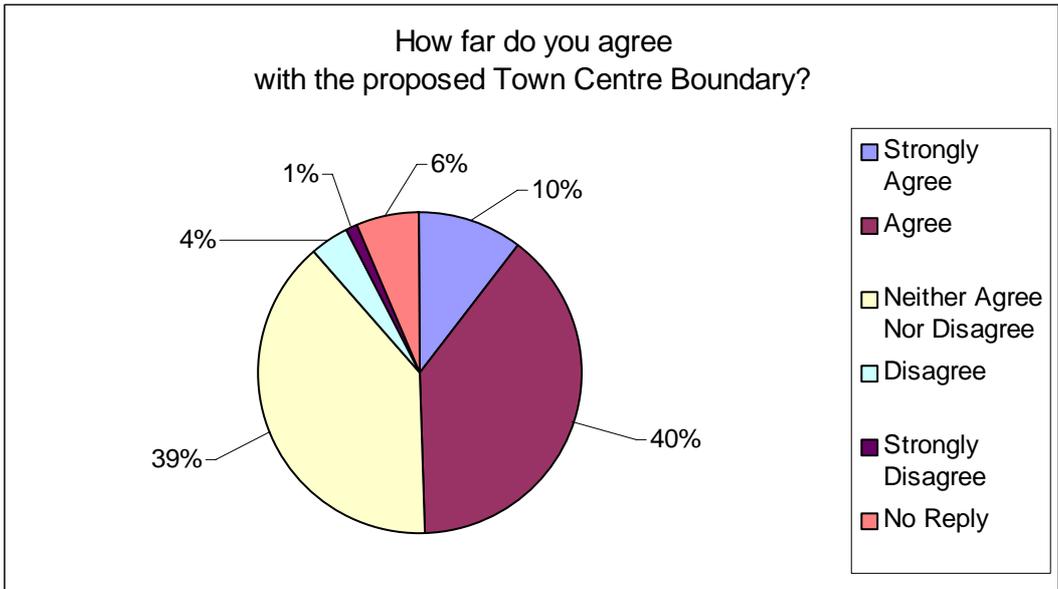
	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	No Reply
9b. Negotiating infrastructure requirements as part of the determination of planning applications	53%	32%	12%	0%	0%	3%

85% of respondents agreed with the above method to deliver the Infrastructure preferred option, no one disagreed.

# Boundary



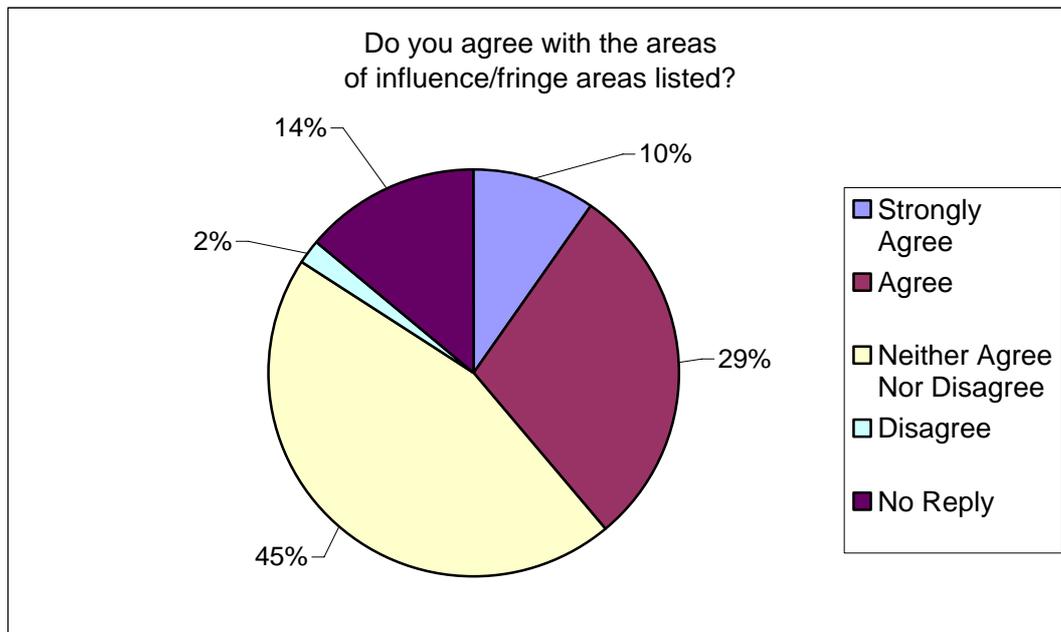
10. Respondents were asked if they agreed with the Town Centre Boundary:



51% of respondents agreed with the Town Centre Boundary. 4% of respondents disagreed.

# Areas of Influence/Fringe Areas

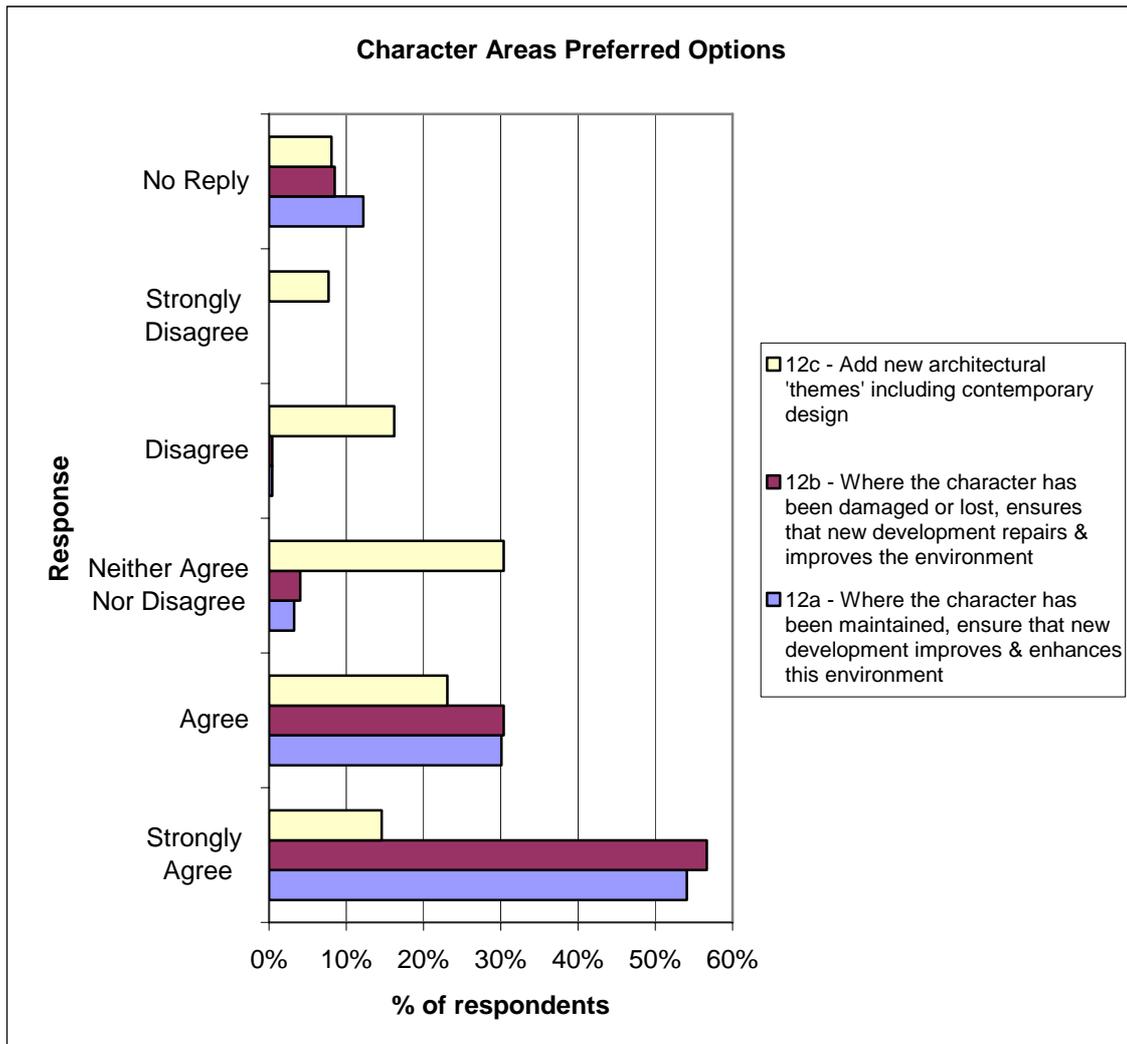
10. Respondents were asked if they agreed with the areas of influence/fringe areas listed.



39% of respondents agreed with the areas of influence, 2% of respondents disagreed.

## Character Areas

12. Respondents were asked to rate the extent to which they agreed with the Preferred Options for the Character Areas.



87% of respondents strongly agreed with option 12b (where the character has been damaged or lost, ensure that new development repairs and improves the environment). 84% of respondents agreed with option 12a (where the character has been maintained, ensure that new development improves and enhances this environment). A lower level of support was given for option 12c, with 38% of respondents agreeing with adding new architectural ‘themes’ including contemporary design.

Respondents were then given a list of ways the options could be delivered and were asked to state whether they agreed with each or not.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Reply</b>
12d. Meeting requirements of the Character Area Analysis and Guidelines	28%	41%	19%	0%	0%	12%
12e. Meeting requirements of adopted policy	20%	39%	25%	1%	0%	14%

69% of respondents agreed with method 12d. 59% of respondents supported method 12e.

13. Respondents were asked how satisfied they were with the details set out for each of the identified Character Areas.

		Percentage					
		1 (very satisfied)	2	3	4	5 (very dissatisfied)	No Reply
Q13	CHARACTER AREAS						
Q13a	Eastern Commercial Quarter	7%	22%	28%	3%	2%	38%
Q13b	Eastern Fringe	6%	22%	28%	4%	2%	39%
Q13c	Eastern Quarter	7%	22%	25%	6%	2%	39%
Q13d	Haydon Place & Martyr Road	8%	23%	24%	5%	2%	39%
Q13e	Northern Historic Fringe	11%	24%	20%	4%	1%	40%
Q13f	Historic Urban Core	16%	24%	19%	2%	1%	38%
Q13g	The Castle	24%	22%	15%	2%	1%	36%
Q13h	Northern Wey Corridor Riverfront	13%	21%	20%	6%	2%	38%
Q13i	Western Commercial Quarter	9%	20%	25%	4%	2%	40%
Q13j	Bridge Street	7%	20%	22%	7%	6%	37%
Q13k	Southern Fringe	7%	24%	25%	4%	1%	39%
Q13l	Southern Wey Corridor Riverfront	15%	23%	19%	4%	2%	38%

The majority of respondents were either satisfied with the details set out for all of the character areas or they did not reply.

The Character Area for The Castle (13g) received the most satisfaction with 46%, and the character area for Bridge Street received the highest level of dissatisfaction at 6%.

## Development Sites

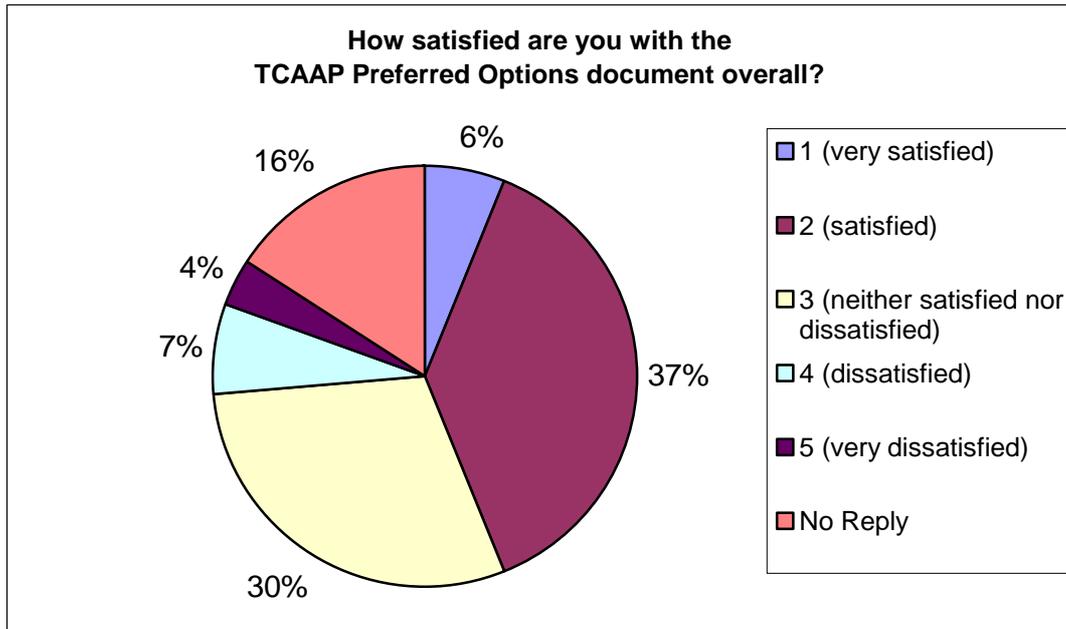
14. Respondents were asked how satisfied they were with the details set out for each of the Development Sites.

		1 (very satisfied)	2	3	4	5 (very dissatisfied)	No Reply
Q14	DEVELOPMENT SITES						
Q14a	Guildford Railway Station	14%	24%	20%	7%	4%	30%
Q14b	Guildford Park Road Car Park	11%	23%	23%	5%	4%	34%
Q14c	The Friary Extension	15%	21%	18%	9%	6%	31%
Q14d	Civic Hall	11%	19%	19%	9%	13%	30%
Q14e	Bedford Road Car Park	8%	21%	25%	6%	5%	34%
Q14f	Mary Road Car Park	8%	21%	27%	5%	4%	35%
Q14g	Land adjoining the electric theatre	8%	22%	24%	9%	4%	33%
Q14h	Former Farnham Road Bus Station	8%	22%	23%	9%	5%	34%
Q14i	Guildford 'Plaza'	6%	22%	24%	7%	5%	35%
Q14j	North Place Day Centre/ Bellerby Theatre	9%	20%	27%	7%	3%	35%
Q14k	Bright Hill Car Park	9%	20%	26%	6%	4%	35%

The majority of respondents were either satisfied with the details set out for all of the development or they did not reply. The Civic Hall development site details received the highest level of dissatisfaction at 13% of responses.

## General Comments

15. Respondents were asked how satisfied they were with the Town Centre Area Action Plan Preferred Options document overall.



3% of respondents were satisfied with the Town Centre Area Action Plan preferred Options document overall. 11% of respondents were dissatisfied.

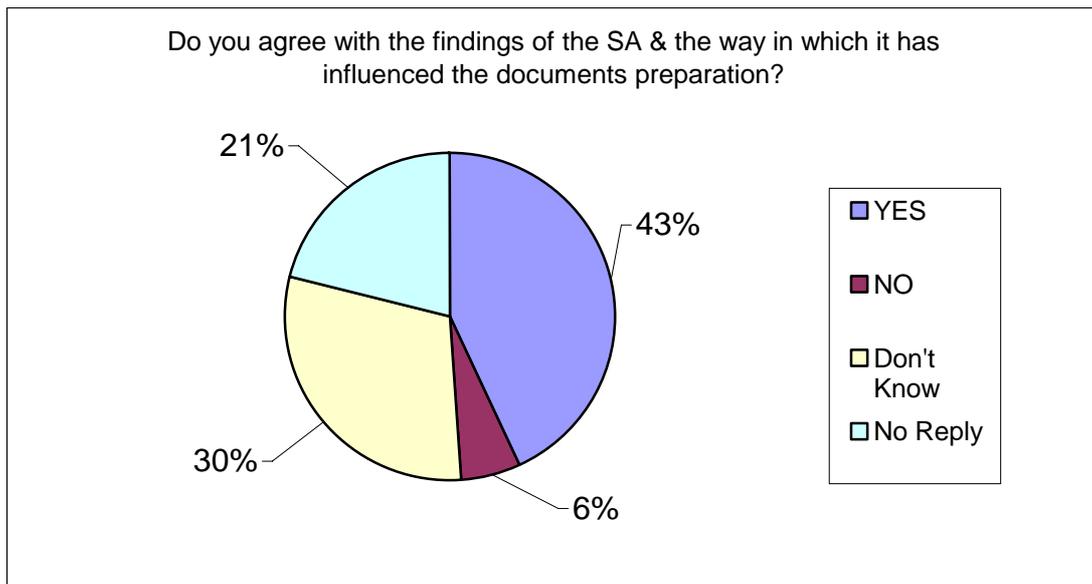
16. Respondents were asked how they felt the document performed against specific criteria:

How do you feel the document performs against the following criteria?	1 (very satisfied)	2	3	4	5 (very dissatisfied)	No Reply
Clarity of information	12%	39%	21%	11%	4%	13%
Layout & structure	14%	42%	22%	6%	3%	14%
Level of information	10%	38%	24%	9%	6%	13%
Presentation	14%	44%	20%	5%	3%	14%
Usefulness of information	10%	40%	23%	9%	5%	13%

The majority of respondents were satisfied that the document performed well against the above criteria.

## Sustainability Appraisal

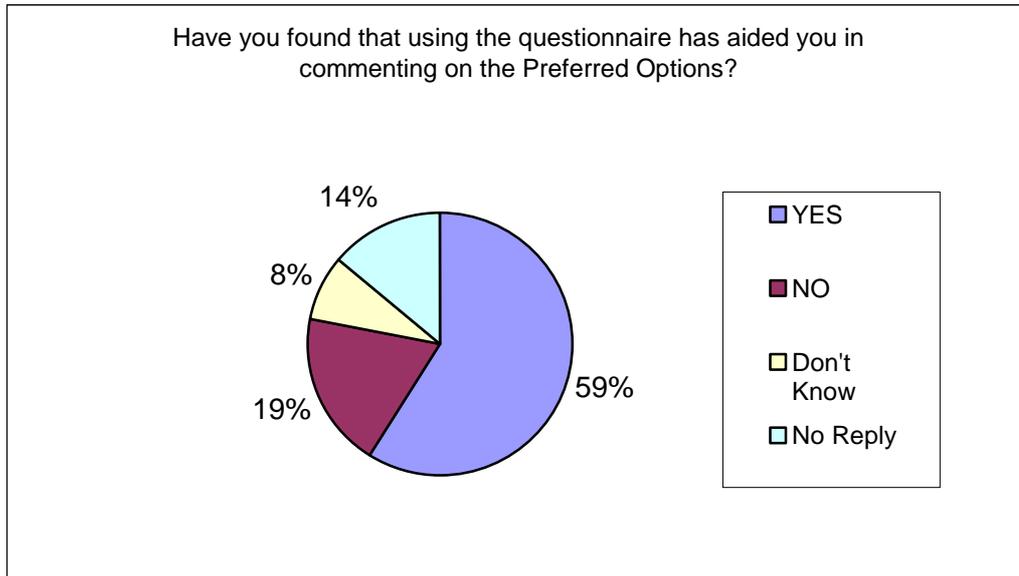
17. Respondents were asked if they agreed with the findings of the Sustainability Appraisal of the Town Centre Area Action Plan Preferred Options and the way in which it has influenced the documents preparation.



43% of respondents agreed with the findings of the Sustainability Appraisal and the way in which it has influenced the documents preparation. 6% of respondents were dissatisfied.

Questions 18 and 19 asked for any additional comments on the Sustainability Appraisal, or any part of the Town Centre Area Action Plan.

20. Respondents were asked if they found that using a questionnaire had aided them in commenting on the Preferred Options.



59% of respondents felt that using the questionnaire had aided them in commenting on the Preferred Options. 19% felt that it had not.