

DESIGN AND DEVELOPMENT BRIEF

NORTH STREET COMMERCIAL ROAD LEAPALE ROAD GUILDFORD



INTRODUCTION

This brief lays down development principles and guidelines for the redevelopment of the area in Guildford town centre located immediately to the east of the Friary Shopping Centre and bordered by the Friary Shopping Centre, Leapale Road and North Street. It also deals with the improvement of pedestrian links from the area towards the High Street, the north, the east and towards the railway station, and with improvements to the existing blank frontages of the Friary Shopping Centre.

This brief is being prepared as Supplementary Planning Guidance to the Guildford Borough Local Plan 2003, and on adoption by the Council will become a material consideration when determining proposals for the area. It replaces the Development Brief for North Street, Commercial Road and Leapale Road approved by the Council on the 4th October 1995.

This brief will apply to comprehensive development of the area concerned, but will apply equally to any other form of development of the area.

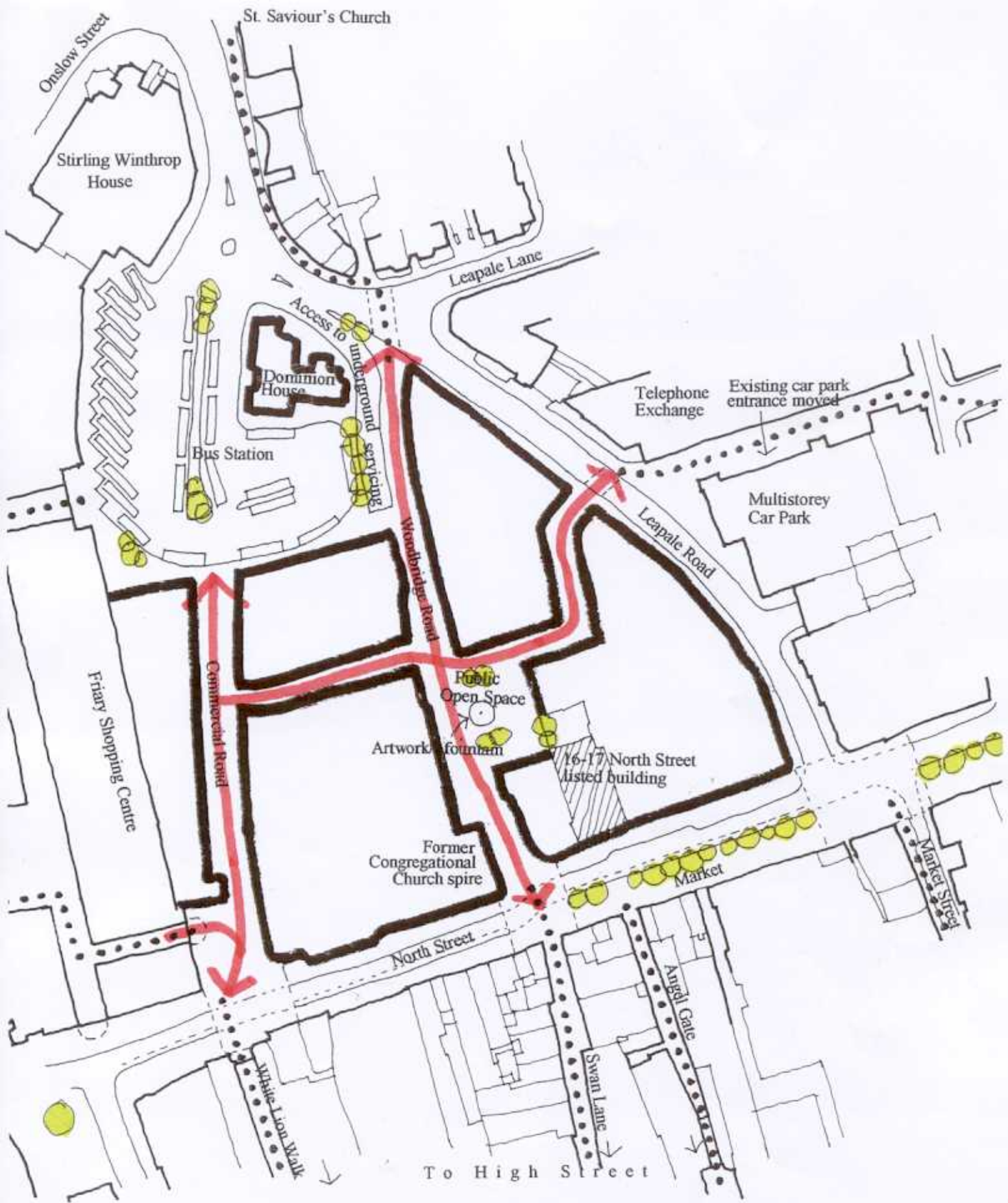
The broad objectives of the Council for development of the area as stated in the 1995 Brief still hold good, namely:-

- (i) an enhancement of the town centre shopping facilities.
- (ii) a refurbishment of the bus station.
- (iii) a positive contribution to, and improvement of, the visual quality of the area.
- (iv) related planning benefits and improvements.

The area is described, and relevant government and Local Plan policies enumerated, in Appendix A.

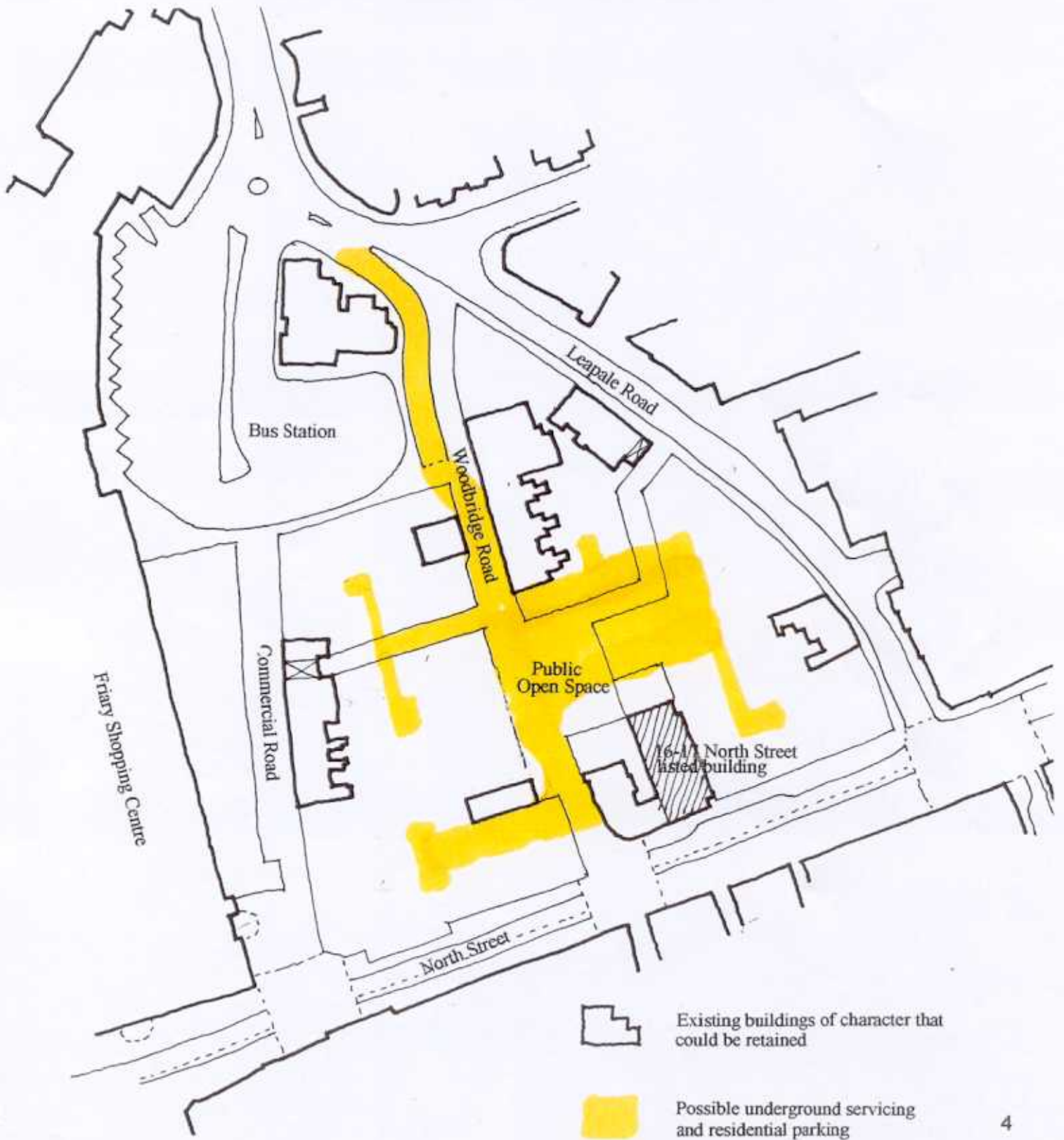
URBAN DESIGN OBJECTIVES

- Perpetuation of the scale, style and character of the best parts of the town centre on this site.
- A departure from the scale, bulk and appearance of the Friary Centre and an attempt to integrate the Friary Centre into the town centre.
- The use of traditional open streets as the basis for development of this site rather than enclosed malls.
- Use of the opportunity presented by what is the last major development opportunity in the town centre to secure benefits and positively shape the future character of the town centre.
- To add diversity and vitality to the town centre.
- The improvement of North Street as proposed in the North Street Improvements Brief 1999.
- The restriction in size of block to that typical of this part of Guildford town centre, and the avoidance of large, inward-looking monolithic type structures.



- To create a new public open space and pedestrian links both north-south and east-west through the area.
- To provide a new bus station and improve links between it and the town centre.
- To improve links between the Friary Centre, the Bedford Road and Leapale Road car parks and the town centre.

- Respect for the existing urban grain by (a) using existing street alignments within the site where possible and (b) restricting frontage widths of units to those of historic plot divisions typical of the area, i.e. between 4m and 10m. Where larger units occur their structure is to be broken down into elements between 4m and 10m wide. This will have the effect of creating a roofscape compatible with that of the adjacent town centre. This does not necessarily mean copying historic architectural styles, as on some frontages traditional design will be appropriate whilst on others modern design will be encouraged. The Brief allows both for comprehensive development and for development in a less comprehensive manner, in which case some existing buildings could be retained. The listed building at 16-17 North Street will have to be retained in any case. It is important that all rooftop plant and equipment is contained within roof structures away from view.



- Good pedestrian permeability across the area, with 24-hour access. No dead-ends.
- Pedestrian priority and safety both within the site and at road crossings which are important links to other parts of the town centre.
- Streets and frontages generally to be at existing ground level, following the slope of the ground. Large, level decks cutting across the topography should be avoided, although there may be the opportunity of basement levels.
- Mixed uses above ground floor retail, in order to provide variety of activity at all hours and informal surveillance of the street. There is a required residential content for the site – see 'Elements to be Included'.
- Building heights of 3-4 storeys, with occasional small 4-5 storey elements where required to give design emphasis. The use of basement levels will be encouraged in order to avoid bulky appearance at street level.
- A range of different sizes of unit, including the provision of small shops.
- The creation of lively frontages throughout, with windows, doors and openings presenting a welcoming aspect and activities spilling out into public spaces where appropriate. Conversely the avoidance of blank frontages even on those roads, such as Leapale Road, which will have a continuing traffic role. Also the avoidance of ground level service yards, car parks and accesses, the consequence of which may well be an underground servicing and parking system.
- The creation of a gateway from the new bus station to the town centre, with a lively frontage of uses and activities fronting the bus station and informal surveillance from upper storey accommodation.





- The creation of a new public open space within the site to act as a focal point. The space to be fronted by lively ground floor uses, to be approximately 25m in any dimension, and enclosed by buildings of 4 or 5 full storey height to eaves or parapet. It is also to focus on a central feature which could be a work of art or water feature that will encourage constructive public involvement and children's play.
- The creation of nodal points where routes from the High Street cross North Street into the area, i.e. from White Lion Walk to Commercial Road, from Swan Lane to Woodbridge Road and from Market Street to Leapale Road. These nodal points to be emphasised by pedestrian-friendly paving over the whole of the street width, so that pedestrians have priority over traffic, and also by eye-catching corner buildings.
- The creation of a new outer 'skin' of street-level uses and activities on the present blank facades of the Friary Centre facing Commercial Road to be serviced from the existing service corridors of the Friary Centre or any new internal service arrangements.
- The elevational treatment of the façade and entrance to the Friary shopping centre on the Onslow Street frontage to reduce the impression of it as a dark, bulky and dominant structure and make it appear livelier and more interesting e.g. by the application of areas of light-coloured rendering and/or architectural illumination.
- The improvement of the pedestrian route from the railway station to the town centre by (a) taking advantage of Surrey County Council's proposal to widen footways and reduce carriageway width on Bridge Street and (b) pedestrian-friendly paving over the taxi-rank area at the junction of North Street and Onslow Street. Consideration should also be given to the improvement of the elevational treatment of the bridge from the Friary over Onslow Street.



- The creation of landmarks in the form of distinctive buildings at key points, e.g. the Barclays Bank corner of North Street and Woodbridge Road where the building line breaks forward and originally the Congregational Church spire was a feature in the view down North Street. Similarly the view of the spire of St. Saviour's Church from Commercial Road is a distinctive one that ought to be safeguarded, and a key building is needed in the view into the site from the north, a need currently fulfilled by Dominion House, which could either be retained or replaced by a building of similar dominance.



VIEWS TOWARDS THE SITE REQUIRING DESIGN CONSIDERATION

- Up and down North Street.
- Along Commercial Road towards the spire of St. Saviour's.
- Towards the site from White Lion Walk, Swan Lane and Angel Gate.
- Towards the site from the north (Onslow Street/Woodbridge Road junction).
- Towards the site from between the telephone exchange and the Leapale Road multistorey car park.
- Distant views particularly from the Farnham Road, Pewley Hill and the Downs.
- Distant view from the cathedral.

ELEMENTS TO BE INCLUDED

- Retail units in a variety of sizes. Applications for banks and financial service uses, restaurants and hot food takeaways at street level will be assessed as to whether they would create dead frontages or add to liveliness according to location.
- A minimum of 150 residential units on upper floors only, of which at least 30% to be affordable. Of the affordable accommodation, 70% to be 1-bedroom and at least 30% 2-bedroom. No distinction in design or location between affordable and market housing.
- Community facilities if a suitable use or activity can be found following public consultation, such facilities to comprise a minimum of 1,000 sq m
- A new bus station.
- Public toilets with baby feeding/changing areas and facilities for disabled people to be located at the bus station.
- Car parking:- A maximum of one space per dwelling to be provided on-site, preferably underground with safe pedestrian access. Access to Leapale Road multistorey car park to be improved for shoppers using this site. On street short stay disabled parking where space permits.
- Taxi rank at North Street – Onslow Street junction to be improved so that taxis can exit.
- The design of the scheme to minimise opportunities for crime and to maximise personal security in line with the recommendations of the Design out Crime initiative. CCTV to be provided throughout and the existing Alarmwatch scheme to be extended.
- Mature or semi-mature tree and shrub planting where space permits, e.g. North Street, new public open space, bus station in order to increase the effect of enclosure and soften the view.
- Cycle lane along North Street.
- Opportunities for shared delivery facilities for existing adjacent businesses e.g. a central depot for late night freight delivery with final delivery and distribution by small vehicles or trolleys during the day.

FURTHER DESIGN CONSIDERATIONS

- A mix of roof, elevational and ground surface materials of natural and hard-wearing quality will be required, sympathetic to the palette of materials found elsewhere in the most attractive parts of the town centre.
- The use of building details and projections, e.g. bay windows and projecting signs, changes in building height, that engage the eye and provide visual interest when walking along streets.
- Projecting and fascia signs and any other advertisements to conform to the Council's agreed sizes, materials, positioning and illumination.
- The design of signage and shopfronts that do not cut across the building form of upper storeys, but sit within natural structural openings and enable the building structure to be seen to continue down to the ground.
- The design of ground surfaces to emphasize the space enclosed by buildings and the use of the space, e.g. a place of repose or a place of movement.
- The minimisation of street furniture and the attachment of items such as lighting to buildings as much as possible.
- Access for disabled people to buildings and facilities in accordance with current regulations and codes of practice.
- The use of lighting not only for safety but to enhance buildings and spaces whilst limiting upward light pollution.



TRAFFIC CIRCULATION REQUIREMENTS

- Closure of Commercial Road and the southern end of Woodbridge Road to traffic.
- North Street carriageway to be narrowed to 8.5m maximum, including contra-flow cycle lane, and to be one-way from Onslow Street to Leapale Road and two-way beyond that, all for bus, taxi, service and security vehicles only. Pedestrian priority crossings at Commercial Road, Woodbridge Road and Leapale Road.
- Leapale Road to be widened to allow for two-way traffic for buses and access to multistorey car park only, and improved footway widths.
- Improvement to the Onslow Street/York Road and Onslow Street/Woodbridge Road junctions.
- Access to Onslow Street from the taxi rank at the west end of North Street.
- Implementation of the Surrey County Council scheme for Bridge Street as described under 'Urban Design Objectives' above.

SUSTAINABILITY

The location of retail, community and residential accommodation at high density in the town centre is inherently sustainable. However, it is desirable that sustainability targets also be set for such issues as energy consumption, embodied energy and recycling of water and waste. Developers must give consideration to inclusion of such facilities as:

- Combined heat and power
- Solar heating and/or power generation
- Water recycling
- Sustainable energy suppliers
- Opportunity for shared delivery facilities for existing adjacent businesses e.g. a central night freight delivery depot with final delivery and distribution by small vehicles or trolleys during the day.

Developers will also be expected to achieve the highest sustainability standards in the construction and operation of the scheme. In particular, the Council will require a BREEAM rating of 'excellent' in respect of the residential element of the scheme, and dependent on the criteria for commercial buildings due to be published in January 2004 to aim for the highest practical standard in respect of the non-residential elements.

SUPPORTING INFORMATION

The Council will require the following supporting information to any planning application for the comprehensive development of all or part of the area:-

- A supporting statement explaining the proposals in the context of this Brief and demonstrating impact on close and distant views.
- A transportation impact analysis covering highways and traffic, public transport, pedestrian and cycle movement and including proposals and their impact.
- A retail impact study.
- An archaeological study and assessment.
- An Environmental Impact Assessment.



LEGAL AGREEMENTS

The developer will be expected to enter into appropriate legal agreements with Guildford Borough Council and/or Surrey County Council which will include the consideration of the following items:-

- The funding and carrying out of off-site highway works required as a direct consequence of the development, particularly the Onslow Street/York Road and Onslow Street/Woodbridge Road junctions.
- The funding of an improved pedestrian crossing facility at the junction of Bridge Street and Onslow Street.

- Provision of affordable housing on site as required.
- Funding of Park and Ride facilities and services serving Guildford town, or towards alternative transport initiatives in the event that Park and Ride facilities and services are funded through other means, or if they are not to be built for any reason.
- Long- term maintenance and periodic refurbishment of the bus station.
- Financial contributions towards environmental improvements in North Street.
- Financial contributions towards improving pedestrian links between the town centre and the railway station.
- Archaeological excavation and recording on site.
- Preparation and monitoring of Sustainability Targets for the development.
- Provision of community accommodation on site as required.
- Provision of artwork/feature on site as required.
- Management of public pedestrian streets on site.
- Provision of facilities for cyclists on site.
- A commuted payment towards public open space provision and maintenance off site.
- Preparation and monitoring of a Travel Plan for the development.
- A contribution to a pay on foot scheme.
- Funding for education.





APPENDIX A to the Design and Development Brief for land adjoining the Friary in North Street, Commercial Road and Leapale Road.

The Guildford Borough Local Plan 2003 provides the planning framework for the proposal. Of particular relevance are the following:-

- G1 General standards of development
- G5 Design code
- G6 Planning benefits
- G13 Green Travel Plans
- H4 Housing in Urban areas
- H10 New residential development
- H11 Affordable housing
- M1 Parking provision
- M4 Provision for buses
- M6 Provision for cyclists and pedestrians
- S1 Major new retail development
- S2 Additional retail development in Guildford town centre
- S3 Provision of small retail units (Class A1)
- HE1 Proposals which affect listed buildings
- HE2 Changes of use of listed buildings
- HE3 The demolition of listed buildings
- HE4 New development which affects the setting of a listed building
- HE6 Locally listed buildings
- HE10 Development which affects the setting of a conservation area
- R4 Recreational open space in relation to new commercial developments
- T1 Arts and entertainment in urban areas and identified settlements
- CF1 Provision of new community facilities

The Local Plan recognises the existing planning permission relating to the site and as such it is committed as a major approved development site in the Local Plan (para 9.62)

NB The drawings in this document are illustrative only and are not intended to give a definitive indication of the eventual form of the development. They imply no approval of planning permission by the Council to any element or aspect of such proposals or development.