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Contact Officer:

Carrie Anderson
Senior Democratic Services Officer

17 May 2021

Dear Councillor

Your attendance is requested at a meeting of the Leader of the Council and other Executive councillors to be held on **TUESDAY, 25 MAY 2021** at 7.00 pm. The purpose of this meeting is to discuss matters that are being referred to the Leader of the Council for decision in accordance with Section 9E (2) (a) of the Local Government Act 2000.

The Leader will make a decision on each matter on the agenda after hearing representations from Executive and non-Executive members. This meeting can be accessed remotely via Microsoft Teams. If councillors lose their wi-fi connectivity to the meeting and are unable to re-join using the link on the Outlook calendar invitation, please re-join using the telephone number 020 3855 4748. You will be prompted to input a conference ID: 486 661 610#

Yours faithfully

James Whiteman
Managing Director

MEMBERS OF THE EXECUTIVE

Chairman:

Councillor Joss Bigmore (Leader of the Council and Lead Councillor for Service Delivery)

Vice-Chairman:

Councillor Jan Harwood (Deputy Leader of the Council and Lead Councillor for Climate Change)

Councillor Tim Anderson, (Lead Councillor for Resources)

Councillor Tom Hunt, (Lead Councillor for Development Management)

Councillor Julia McShane, (Lead Councillor for Community and Housing)

Councillor John Redpath, (Lead Councillor for Economy)

Councillor John Rigg, (Lead Councillor for Regeneration)

Councillor James Steel, (Lead Councillor for Environment)

WEBCASTING NOTICE

This meeting will be recorded for live and/or subsequent broadcast on the Council's website in accordance with the Council's capacity in performing a task in the public interest and in line with the Openness of Local Government Bodies Regulations 2014. The whole of the meeting will be recorded, except where there are confidential or exempt items, and the footage will be on the website for six months.

If you have any queries regarding webcasting of meetings, please contact Committee Services.

QUORUM 3



THE COUNCIL'S STRATEGIC FRAMEWORK

Vision – for the borough

For Guildford to be a town and rural borough that is the most desirable place to live, work and visit in South East England. A centre for education, healthcare, innovative cutting-edge businesses, high quality retail and wellbeing. A county town set in a vibrant rural environment, which balances the needs of urban and rural communities alike. Known for our outstanding urban planning and design, and with infrastructure that will properly cope with our needs.

Three fundamental themes and nine strategic priorities that support our vision:

- | | |
|---------------------|--|
| Place-making | Delivering the Guildford Borough Local Plan and providing the range of housing that people need, particularly affordable homes |
| | Making travel in Guildford and across the borough easier |
| | Regenerating and improving Guildford town centre and other urban areas |
| Community | Supporting older, more vulnerable and less advantaged people in our community |
| | Protecting our environment |
| | Enhancing sporting, cultural, community, and recreational facilities |
| Innovation | Encouraging sustainable and proportionate economic growth to help provide the prosperity and employment that people need |
| | Creating smart places infrastructure across Guildford |
| | Using innovation, technology and new ways of working to improve value for money and efficiency in Council services |

Values for our residents

- We will strive to be the best Council.
- We will deliver quality and value for money services.
- We will help the vulnerable members of our community.
- We will be open and accountable.
- We will deliver improvements and enable change across the borough.

AGENDA

ITEM NO.

1 APOLOGIES FOR ABSENCE

2 LOCAL CODE OF CONDUCT - DISCLOSABLE PECUNIARY INTEREST

In accordance with the local Code of Conduct, a councillor is required to disclose at the meeting any disclosable pecuniary interest (DPI) that they may have in respect of any matter for consideration on this agenda. Any councillor with a DPI must not participate in any discussion or vote regarding that matter and they must also withdraw from the meeting immediately before consideration of the matter.

If that DPI has not been registered, the councillor must notify the Monitoring Officer of the details of the DPI within 28 days of the date of the meeting.

Councillors are further invited to disclose any non-pecuniary interest which may be relevant to any matter on this agenda, in the interests of transparency, and to confirm that it will not affect their objectivity in relation to that matter.

3 MINUTES

The minutes of the meeting of the Executive held on 20 April 2021 will be considered by the Executive when it next meets as a committee.

4 LEADER'S ANNOUNCEMENTS

5 SURREY LEADERS' GROUP NOMINATIONS 2021-22 (Pages 5 - 18)

6 URGENT DECISION ON THE GRANT OF TWO LICENCES OVER THE FORMER STAFF RESTAURANT AND CIVIC SUITE AT MILLMEAD HOUSE, GUILDFORD, TO SURREY COUNTY COUNCIL FOR USE AS A LATERAL FLOW TEST CENTRE (Pages 19 - 28)

7 *GUILDFORD ECONOMIC REGENERATION PROGRAMME MASTER PLAN STRATEGY (Pages 29 - 434)

Key Decisions:

Any item on this agenda that is marked with an asterisk is a key decision. The Council's Constitution defines a key decision as an executive decision which is likely to result in expenditure or savings of at least £200,000 or which is likely to have a significant impact on two or more wards within the Borough.

Under Regulation 9 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, whenever the Executive intends to take a key decision, a document setting out prescribed information about the key decision including:

- the date on which it is to be made,
- details of the decision makers,
- a list of the documents to be submitted to the Executive in relation to the matter,
- how copies of such documents may be obtained

must be available for inspection by the public at the Council offices and on the Council's website at least 28 clear days before the key decision is to be made. The relevant notice in respect of the key decisions to be taken at this meeting was published as part of the Forward Plan on 27 April 2021.

Leader's Report

Ward(s) affected: n/a

Report of Strategic Services Director

Author: John Armstrong, Democratic Services and Elections Manager

Tel: 01483 444102

Email: john.armstrong@guildford.gov.uk

Lead Councillor responsible: Joss Bigmore

Tel: 07974 979369

Email: joss.bigmore@guildford.gov.uk

Date: 25 May 2021

Surrey Leaders' Group: Nominations for appointment 2020-21

Executive Summary

The Surrey Leaders' Group (SLG) is formed of the leaders of the twelve Surrey local authorities. It provides a political forum where leaders can come together to discuss strategic issues and act as a strong representative body for local government in Surrey.

Each year local authorities are invited to nominate Elected Members to positions available on outside bodies through the Surrey Leaders' Group. There will be positions available on the following outside bodies from 2021/22, each position for three years; these are:

1. The High Sheriff's Award
2. The SCC Pension Fund
3. The Active Surrey Sports Partner Forum
4. The Surrey Civilian Military Partnership

Details of the vacancies can be found in the appendices to this report.

The deadline for nominations is **Tuesday, 8 June 2020**.

Recommendation to the Leader of the Council:

To consider the submission of nominations to the Surrey Leaders' Group (SLG) in respect of the appointment of a district council representative to:

- a) The High Sheriff's Award. One position available for three years (2020/21 to 2022/23).
- b) The SCC Pension Fund. One position available for three years (2020/21 to 2022/23).
- c) The Active Surrey Sports Partner Forum. One position available for three years (2020/21 to 2022/23).

- d) The Surrey Civilian Military Partnership One position available for three years (2020/21 to 2022/23).

Reason for Recommendation:

To ensure that any nomination submitted by this Council is considered by the SLG

Is the report (or part of it) exempt from publication? No

1. Purpose of Report

- 1.1 To consider whether this Council should submit nominations to the SLG in respect of the appointment of a district/borough council representative on the following outside bodies in 2020-21:

1. The High Sheriff's Award
2. The SCC Pension Fund
3. The Active Surrey Sports Partner Forum
4. The Surrey Civilian Military Partnership

2. Strategic Priorities

- 2.1 The work of many of the external organisations to which the SLG makes appointments assists the Council in meeting its strategic priorities.

3. Background

- 3.1 The SLG is a partnership of all eleven borough and district councils in Surrey, together with Surrey County Council. It provides a forum where those councils can work together to provide better services for the people of Surrey. The SLG comprises the leaders (or equivalent) of all borough and district councils and the leader and deputy leader of Surrey County Council and is supported by the chief executives/managing directors from the twelve councils.
- 3.2 District/borough councillors represent the SLG on a number of external bodies and SLG seeks nominations each year to fill the various vacancies that arise. SLG normally makes appointments to these external bodies for a period of three years. A small working group appointed by the SLG will consider the nominations and make recommendations to it at its June meeting.
- 3.3 This year, SLG has invited nominations in respect of the external bodies described below.
1. The High Sheriff's Award (Appendix 1)
 2. The SCC Pension Fund (Appendix 2)
 3. The Active Surrey Sports Partner Forum (Appendix 3)
 4. The Surrey Civilian Military Partnership (Appendix 4)

4. Consultations

4.1 None

5. Key Risks

5.1 There are no key risks arising from this report.

6. Financial Implications

6.1 There are no financial implications arising from this report.

7. Legal Implications

7.1 There are no legal implications arising from this report.

8. Human Resource Implications

8.1 There are no human resource implications arising from this report.

9. Equality and Diversity Implications

9.1 Public authorities are required to have due regard to the aims of the Public Sector Equality Duty (Equality Act 2010) when making decisions and setting policies.

9.2 This duty has been considered in the context of this report and it has been concluded that there are no equality and diversity implications arising directly from this report.

10. Climate Change/Sustainability Implications

10.1 Both bodies are forums with partnership opportunities to consider matters of public interest and wellbeing.

11. Summary of Options

11.1 There is no obligation for the Council to submit nominations to the SLG, but they offer an opportunity for partnership working to benefit local communities and also an opportunity for individual councillor development.

12. Conclusion

12.1 The Leader is asked to consider nominations received in respect of the appointments described above.

12.2 Officers have asked political group leaders to submit nominations and details of any received will be reported at the meeting.

12.3 As mentioned above, a small working group of the SLG will consider all the nominations received in respect of these appointments and make a recommendation to the SLG at its meeting in June. The deadline for receipt of completed nomination forms by SLG secretariat is Tuesday 8 June 2021.

13. Background Papers

Email dated 16 March 2020 from Frank Jeffery on behalf of SLG, inviting the submission of nominations.

14. Appendices

Appendix 1 The High Sheriff's Award

Appendix 2 The SCC Pension Fund

Appendix 3 The Active Surrey Sports Partner Forum

Appendix 4 The Surrey Civilian Military Partnership

The High Sheriff Youth Awards Scheme

The High Sheriff Youth Awards Scheme gives grants to projects for young people in Surrey - with the aim of helping young people make Surrey safer.

Each year in Surrey, the High Sheriff Youth Awards distributes some £40,000 to projects that are actively helping to reduce crime and bad behaviour – and to make their communities stronger and safer.

Applications can be for any amount from £100 up to £2,000 or, in exceptional circumstances, up to £5,000. The scheme is particularly keen to support a project where young people, normally between the ages of 9 and 18, are actively involved in planning and running it.

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Surrey County Council Pension Fund

Surrey County Council is an administering authority for the Local Government Pension Scheme (LGPS) and has established a Pension Fund Committee with responsibility for the governance and administration of the Surrey County Council Pension Fund.

- a) To undertake statutory functions on behalf of the Local Government Pension Scheme and ensure compliance with legislation and best practice.
- b) To determine policy for the investment, funding and administration of the pension fund.
- c) To consider issues arising and make decisions to secure efficient and effective performance and service delivery.
- d) To appoint and monitor all relevant external service providers:
 - . fund managers;
 - . custodian;
 - . corporate advisors;
 - . independent advisors;
 - . actuaries;
 - . governance advisors;
 - . all other professional services associated with the pension fund.
- e) To monitor performance across all aspects of the service.
- f) To ensure that arrangements are in place for consultation with stakeholders as necessary
- g) To consider and approve the annual statement of pension fund accounts.
- h) To consider and approve the Surrey Pension Fund actuarial valuation and employer contributions.

The 'standard' Committee diary provides for four meetings a year and additional meetings are occasionally required for a specific purpose.

The Committee is made up of publicly elected Members as well as co-opted members who provide stakeholder membership. The co-opted members represent the members of the Fund (trade union representation), District and Borough Councils and other employers in

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Appendix 2

the Fund. Co-opted Members have the same rights on access to information and voting as elected Members



Role Description

Nominated Board Member (SSLOG Rep)

Title

Active Surrey Board Member.

Eligibility

As founding members and core funders of the Partnership, Surrey's local borough and district councils have one nominated position on the Board.

Board Members must currently work at a senior level for one of the eleven borough or district councils within Surrey (as defined by the Surrey County Council area).

They will be appointed following a vote by members of the Surrey Senior Leisure Officers Group (SSLOG).

Remuneration

These are non-salaried positions. Travel and other reasonable expenses will be reimbursed.

Location

Partnership meetings and events will be held throughout Surrey.

Term

Three years with the opportunity to be considered for reappointment for a second term.

Time commitment

As a minimum, attendance and preparation for:

- An induction training event.
- Four meetings of the Board annually.
- Two Partnership events annually.
- Chair, or represent the Partnership, on time limited working groups or at conferences



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and launch events, etc.

- Other appropriate contributions will be considered and agreed following appointment.

Purpose of role

The main duties of Board Members should include:

- Providing strategic leadership and being a visible role model for the Partnership.
- Contributing towards making the Board a high performing team.
- Championing a discrete portfolio, thematic area or aspect of the business plan.
- Contributing towards ensuring that the Partnership is fit for purpose and continuously improves.
- Supporting the Partnership's Chair, Director and management team.

Main responsibilities

The main responsibilities of the Board Members include:

- Strategy development: Actively and constructively contributing to and challenging development of the Partnership's strategy and business plans.
- Decision-making: Ensuring that, in reaching a decision, the Board takes into account any relevant guidance issued by regional and national agencies as well as recommendations from Partnership officers.
- Delegated authority: Ensuring that the Board operates within the limits of its delegated authority. Board members do not have any individual delegated authority.
- Financial scrutiny: Ensuring that administrative and other systems of financial control are rigorous and constantly maintained, monitored and developed.
- Risk management: Ensuring that risk management systems are robust and defensible so that major risks are identified and appropriately managed.
- Policy setting and endorsement: Setting policy and ensuring that operational management of the Partnership is carried out in accordance with the policies and procedures of the Partnership and its host agency.
- Overseeing results: Ensuring the delivery of planned results by monitoring and evaluating performance against agreed strategic objectives and targets.
- Contributing to the work of the Board: Providing effective leadership, contributing to the work of a high performing Board, and being an active team member.
- Supporting the Chair, other Board Members, Director and other management staff.
- Being an advocate for Active Surrey: encourage member agencies to support, and invest in, the Partnership.
- Planning and monitoring: Read and respond to the Partnership's policies, plans, reports and proposals.
- Code of conduct, duties and personal liability: Abide by the code of conduct for all Active Surrey Board Members.
- Sharing views: The SSLOG-nominated representative will also be responsible for



gathering views and intelligence from their SSLOG peers which can assist the Partnership develop its offer and services, and to also report back to SSLOG on the work of the Partnership.

Experience

- Proven track record (and currently active) in a senior management role in one of Surrey's borough or district councils.
- Proven track record of being involved in a multi-agency partnership or business.
- Involvement in the development of sport and physical activity.
- Networked with "movers and shakers" and capable and willing to use influence to benefit the Partnership.
- Experience of involvement with Board and committees and the governance role of non-executive directors.
- Experience of strategic and business planning and review mechanisms.
- Experience of generating income and business growth.
- Experience of directing operations and gaining consensus.
- Proven track record of working at a high level in one or more of the following:

Commercial / business development
Voluntary sector sport
Professional / performance sport
Marketing / communications
Ageing and living well
Education

Youth sector / children's services
Health / physical activity
Equity / social inclusion
HR / workforce development
Finance / sponsorship / fundraising
Governance / board development

Knowledge and Skills

- Ability to motivate and inspire others.
- Ability to build constructive relationships.
- Understanding of partnership working.
- Knowledge of the sport and physical activity sector.
- Understanding of public sector accountability.
- Skilled communicator and negotiator.
- Ability and willingness to act as an advocate for sport to a broad audience.
- Understanding and commitment to equal opportunities and valuing diversity.

Personal Qualities

Public respect.

- Passion for sport and physical activity.
- Independence.



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- Influence and personal acumen.
- Objectivity.
- Discretion.
- Well connected networks.

Surrey Civilian Military Partnership

The Surrey Civilian Military Partnership Board (SCMPB) support the commitment made in the Armed Forces Covenant to help ensure that the armed forces community in Surrey, made up of serving and ex-service personnel and veterans as well as their families are treated fairly and not disadvantaged by their service. The SCMPB fosters closer working relationships with the armed forces and is chaired by Surrey County Council. It comprises 11 Infantry Brigade, the Lord-Lieutenant, SERFCA, Police and Crime Commissioner, borough and district councils, Surrey Fire and Rescue, Service Charities, the Diocese of Guildford and partners in health, education and business.

The SCMPB meets twice a year usually in March/April and September/October. In addition the Board hosts an annual conference, usually held in March each year. The board is supported in its work by the Recognise and Remember Task Group which looks at commemoration events including VE Day, VJ Day, Armed Forces Day and Remembrance Sunday as well as helping to support veteran hubs across the county.

The appointed councillor would be asked to represent the Surrey Leaders at the meetings of the SCMPB to represent their views as well as feeding back any issues. In addition they would be invited to attend the annual conference.

The district and borough councillors who have been appointed as Armed Forces Champions for their authority are invited to attend the Recognise and Remember Task Group. If the Leaders nominee is also an Armed Forces Champion (as has been the case previously) they will also be invited to attend the Recognise and Remember Task Group which meets 3 times a year, usually in March, June and September.

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Leader's report

Ward(s) affected: Friary & St Nicolas

Report of Director of Strategic Services

Author: Mark Appleton – Asset and Property Manager

Tel: 01483 444364

Email: mark.appleton@guildford.gov.uk

Lead Councillor responsible: Tim Anderson

Tel: 07710 328560

Email: tim.anderson@guildford.gov.uk

Date: 25 May 2021

Urgent decision on the Grant of two licences over the former staff restaurant and Civic Suite at Millmead House, Guildford, to Surrey County Council for use as a Lateral Flow Test Centre

Executive Summary

Guildford Borough Council have been approached by Surrey County Council as the County Council wish to set up a Lateral Flow Test Centre to test people in the fight against Covid-19.

Surrey County Council have identified the former staff restaurant and Civic Suite at Millmead House as suitable locations to set up this facility.

Guildford Borough Council would like to support this scheme and as such wish to grant a licence for use of the former restaurant area and have agreed a nil consideration for the licence to run from 19 April to 10 May 2021.

As the former restaurant is not ideal for this scheme, it is proposed that Surrey County Council will be granted a further licence at nil consideration over the Civic Suite area of Millmead House from 10 May to the 30 June 2021.

An urgent decision has been taken to grant these licences to Surrey County Council for the terms confirmed above at nil consideration, to support Surrey County Council in this facility.

Recommendation to the Leader of the Council

That the Leader notes that the Managing Director, in consultation with the Leader of the Council and the Monitoring Officer, used his urgent decision powers to grant two licences at nil consideration to Surrey County Council for use of the former staff restaurant and subsequently the Civic Suite, at Millmead House, for use as a Lateral Flow Test Facility.

Reason for Recommendation:

The approval of the new licences to Surrey County Council will provide support to the County Council in the fight against the ongoing Covid Pandemic.

Is the report (or part of it) exempt from publication?

No

1. Purpose of Report

- 1.1 To report to the Executive the urgent decision taken on 14 April 2021 to agree the grant of two licences to Surrey County Council for a short period lease to facilitate a Lateral Flow Testing Centre at Millmead House.

2. Strategic Priorities

- 2.1 The grant of these licences to Surrey County Council will secure the use of the two areas for a Lateral Flow Test Facility and will allow the testing of the wider community within Guildford Borough. This supports the Council's strategic priority of "Supporting older, more vulnerable and less advantaged people in our community" (Corporate Plan 2018-2023).

3. Background

- 3.1 Surrey County Council wish to establish a Lateral Flow Test facility in Guildford.
- 3.2 Urgent approval has been given by the Managing Director in consultation with the Leader of the Council and the Monitoring Officer for two licences to be granted to Surrey County Council for term, to run between 19 April and 30 June to allow a Lateral Flow Test facility to be set-up at Millmead House.
- 3.3 A copy of the Delegated Authority is provided within the Appendix 1.
- 3.4 There is an immediate need to agree terms for these licences as soon as possible as Surrey County Council wished to open the lateral flow testing facility on 19 April, which is prior to the next Executive meeting, where consent for this matter would normally be sought.
- 3.5 To expedite the matter, the Managing Director provided approval for the licences, using his powers to act in relation to matters of urgency, with the decision being reported to the next meeting of the Executive.

4. Consultations

- 4.1 The Lead Councillor and Monitoring Officer have been consulted on the urgent Delegated Authority Decision. The local ward councillors have been informed of the decision.

5 Key Risks

- 5.1 The risks with the decision would be to delay the start of the Lateral Flow Testing facility, which could impact on the spread of Covid-19.

5. Financial Implications

- 6.1 The Financial implications are minimal; A licence fee could have been charged but this may have prevented the facility being put in place. Surrey County Council are funding the centre – therefore no cost to GBC.

7. Legal Implications

- 7.1 Urgent approval has been given by the Managing Director to expedite the matter. Heads of Terms have been agreed with Surrey County Council and the licence have been put in place.
- 7.2 It is understood that a risk assessment of Council employees has been undertaken and suitable precautions have been put in place. It is also understood that tenants at Millmead have been notified of the plans and the areas that would be out of use and no objections have been raised.
- 7.3 A licence has been put in place however the Council should ensure that Surrey County Council do not have exclusive possession of the areas, otherwise it could be interpreted that they have a lease which comes with the risk that they may accrue rights of security of tenure.

8. Human Resource Implications

- 8.1 There are no HR implications.

9. Equality and Diversity Implications

- 9.1 This duty has been considered in the context of this report and it has been concluded that there are no equality and diversity implications arising directly from it.

10. Climate Change/Sustainability Implications

- 10.1 There will be no climate change / sustainability implications.

11. Summary of Options

- 11.1 Under the circumstances there was no alternative option.

12. Conclusion

- 12.1 The grant of two licences at nil consideration to Surrey County Council over the former staff restaurant and subsequent Civic Suite area will allow Surrey County Council to set-up and establish the Lateral Flow Testing facility for the benefit of the Borough community, in the fight against Covid-19.


13. Background Papers

None

14. Appendices

Appendix 1: Record of Decision taken under Delegated Authority by the Managing Director

Appendix 1

 <p>GUILD FORD B O R O U G H</p>	<p>RECORD OF DECISION TAKEN UNDER DELEGATED AUTHORITY</p>
<p>SUBJECT / ISSUE:</p>	<p>Urgent decision on the Grant of Licence of the former canteen at Millmead House, Guildford to Surrey County Council for use at a Lateral Flow Test Centre</p>
<p>KEY DECISION* Yes/No</p>	<p>No</p>
<p>Ward(s) affected:</p>	<p>Friary & St Nicolas</p>
<p>NAME AND DESIGNATION OF LEAD COUNCILLOR TAKING DECISION:</p>	<p>James Whiteman – Managing Director</p>
<p>SOURCE OF AUTHORITY TO TAKE DECISION: Either: Decision by Executive to delegate to a lead councillor (please include date of meeting) Or: Scheme of Delegation to Lead Councillors</p>	<p>Council's 05/01/2021 Constitution Part 3, Page 3-44, Para 2, the Managing Director "In consultation with the Leader where practicable and the Monitoring Officer, to act in an emergency or in relation to matters of urgency in relation to any functions of the Council, subject to the use of this power being reported to the next meeting of the Council, Executive or committee concerned".</p>
<p>CONSULTATIONS: (a) Relevant Lead Councillor(s): Comments: (b) Local Ward Councillor(s): Comments: (c) Officer (state names): Comments:</p>	<p>(a) Leader of the Council – Joss Bigmore – Email 13/04/2021 at 11:12 agrees with proposal with no further comments being made. (b) Councillors Goodwin & Hunt – informed of decision on 13/04/2021 (c) Monitoring Officer – Diane Owens - Email 13/04/2021 at 13:48 with the comment "I am happy agree to the proposal as drafted in the DA, subject to a risk assessment of GBC staff and confirmation our other tenants have been consulted".</p>
<p>DETAILS OF DECISION: (attach additional sheets if required)</p>	<p>To grant a licence to Surrey County Council (SCC) over the former canteen at Millmead House, Guildford, so that SCC can set up a lateral flow test centre, in connection with the Covid pandemic. The licence period will be for a term of 22 days from 19 April to 10 May 2021. The licence fee will be a peppercorn. There is no delegated authority that can allow Officers to approve this matter, so this would normally become a decision to be taken by the Executive, however, this licence needs to be in place by 19 April, so there is not an</p>

	<p>Executive meeting before then.</p> <p>Therefore, to expediate the matter, the Managing Director is requested to approve this using his powers to act in an emergency or in relation to matters of urgency, with his decision being reported to the next meeting of the Executive at 25 May 2021.</p>
Reasons for Decision:	To assist in the Covid pandemic response.
Details of any alternative options considered and rejected when making the decision:	No alternative available
Details of any conflict of interest declared by any executive councillor who is consulted in relation to this decision:	None
Contact Officer: Service: Direct Line: File Ref:	<p>Mark Appleton Asset Manager</p> <p>01483 444364</p>
<p>I hereby take the decision referred to above, for the reason(s) stated.</p> <p>Signed: James Whiteman (signature removed for publication)</p> <p>James Whiteman - Managing Director</p> <p>Date decision taken: 14 April 2021</p> <p>Date decision may be implemented, subject to call-in provisions**: five working days after the day of publication of the decision</p>	
<p>IMPORTANT NOTES (PLEASE READ):</p> <p>ACCESS TO INFORMATION PROCEDURE RULES</p> <p>Unless the details of this decision or any accompanying report or background paper contains confidential or exempt information (see note below), you <u>MUST</u> ensure that, as soon as reasonably practicable after making this decision,</p> <ol style="list-style-type: none"> (1) send a copy of this record of decision, together with any relevant report or background paper referred to therein, to Committee Services so that it may be uploaded to the website; and (2) make a copy of this record of decision, together with any relevant report or background paper referred to therein, available for inspection by the public at the Council offices. <p>This record, together with any relevant report or background paper, must be retained for six years following the date of the decision.</p>	

***KEY DECISION**

a “key decision” is an *executive* decision which is likely to:

- (i) result in significant expenditure or savings (of at least £200,000) having regard to the budget for the service or function to which the decision relates; or
- (ii) have a significant impact on two or more wards within the Borough.

Please note that before a key decision can be taken lawfully, public notice of intention to make it must appear in the published Forward Plan for at least 28 days before the date on which the key decision is proposed to be made. If the decision is more urgent, it will become subject to urgency provisions, in which case please contact Committee Services.


****CALL-IN**

Any executive decision made by a lead councillor under delegated authority may only be implemented on the expiry of five working days after the day of publication of the decision. During this time, the decision may be called in by councillors for review by the Overview and Scrutiny Committee. You will be informed by Committee Services if this happens.

CONFIDENTIAL / EXEMPT INFORMATION¹

If this record or any document (or part of a document) referred to herein contains confidential or exempt information, the requirement to make this record or any such document available for inspection by the public is removed. In such circumstances, you must still retain the record for six years for audit trail purposes.

¹ If you are unsure as to what constitutes confidential or exempt information, please contact Committee Services

 GUILDFORD BOROUGH	RECORD OF DECISION TAKEN UNDER DELEGATED AUTHORITY
SUBJECT / ISSUE:	Urgent decision on the Grant of Licence of the Civic Suite at Millmead House, Guildford to Surrey County Council for use at a Lateral Flow Test Centre
KEY DECISION* Yes/No	No
Ward(s) affected:	Friary & St Nicolas
NAME AND DESIGNATION OF LEAD COUNCILLOR TAKING DECISION:	James Whiteman – Managing Director
SOURCE OF AUTHORITY TO TAKE DECISION: Either: Decision by Executive to delegate to a lead councillor (please include date of meeting) Or: Scheme of Delegation to Lead Councillors	Council's 05/01/2021 Constitution Part 3, Page 3-44, Para 2, the Managing Director "In consultation with the Leader where practicable and the Monitoring Officer, to act in an emergency or in relation to matters of urgency in relation to any functions of the Council, subject to the use of this power being reported to the next meeting of the Council, Executive or committee concerned".
CONSULTATIONS: (d) Relevant Lead Councillor(s): Comments: (e) Local Ward Councillor(s): Comments: (f) Officer (state names): Comments:	<p>(d) Leader of the Council – Joss Bigmore – Email 30.4.21 at 15.57 agrees with proposal with no further comments being made</p> <p>(e) Councillors Goodwin & Hunt – informed of decision on 30.4.2021.</p> <p>(f) Monitoring Officer – Diane Owens - Email 30.4.21 at 11.35 with no further comments</p>
DETAILS OF DECISION: (attach additional sheets if required)	<p>To grant a licence to Surrey County Council (SCC) over the Civic Suite at Millmead House, Guildford, so that SCC can set up a lateral flow test centre, in connection with the Covid pandemic. The licence period will be for a term will run from 10 May 2021 to 30 June 2021. The licence fee will be a peppercorn.</p> <p>There is no delegated authority that can allow Officers to approve this matter, so this would normally become a decision to be taken by the Executive, however, this licence needs to be in place by 10 May, so there is not an Executive meeting before then.</p> <p>Therefore, to expediate the matter, the Managing Director is requested to approve this using his powers to act in an</p>

	emergency or in relation to matters of urgency, with his decision being reported to the next meeting of the Executive at 25 May 2021.
Reasons for Decision:	To assist in the Covid pandemic response.
Details of any alternative options considered and rejected when making the decision:	No alternative available
Details of any conflict of interest declared by any executive councillor who is consulted in relation to this decision:	None
Contact Officer: Service: Direct Line: File Ref:	Mark Appleton Asset Manager 01483 444364

I hereby take the decision referred to above, for the reason(s) stated.

Signed: James Whiteman (signature removed for publication)

James Whiteman - Managing Director

Date decision taken: 6 May 2021

Date decision may be implemented, subject to call-in provisions**:

IMPORTANT NOTES (PLEASE READ):

ACCESS TO INFORMATION PROCEDURE RULES

Unless the details of this decision or any accompanying report or background paper contains confidential or exempt information (see note below), you MUST ensure that, as soon as reasonably practicable after making this decision,

- (3) send a copy of this record of decision, together with any relevant report or background paper referred to therein, to Committee Services so that it may be uploaded to the website; and
- (4) make a copy of this record of decision, together with any relevant report or background paper referred to therein, available for inspection by the public at the Council offices.

This record, together with any relevant report or background paper, must be retained for six years following the date of the decision.

***KEY DECISION**

a “key decision” is an *executive* decision which is likely to:

- (iii) result in significant expenditure or savings (of at least £200,000) having regard to the budget for

the service or function to which the decision relates; or

(iv) have a significant impact on two or more wards within the Borough.

Please note that before a key decision can be taken lawfully, public notice of intention to make it must appear in the published Forward Plan for at least 28 days before the date on which the key decision is proposed to be made. If the decision is more urgent, it will become subject to urgency provisions, in which case please contact Committee Services.

****CALL-IN**

Any executive decision made by a lead councillor under delegated authority may only be implemented on the expiry of five working days after the day of publication of the decision. During this time, the decision may be called in by councillors for review by the Overview and Scrutiny Committee. You will be informed by Committee Services if this happens.

CONFIDENTIAL / EXEMPT INFORMATION²

If this record or any document (or part of a document) referred to herein contains confidential or exempt information, the requirement to make this record or any such document available for inspection by the public is removed. In such circumstances, you must still retain the record for six years for audit trail purposes.

² If you are unsure as to what constitutes confidential or exempt information, please contact Committee Services

Executive Report

Ward(s) affected: Friary & St Nicolas and Holy Trinity

Report of Director of Strategic Services

Author: Michael Lee-Dickson

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Lead Councillor responsible: John Rigg

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Date: 25 May 2021

Guildford Economic Regeneration Programme Master Plan Strategy

Executive Summary

In July 2019, the Council resolved *“That the process for bringing forward, within the term of the Council, a sustainable Town Centre Master Plan Development Plan Document be commenced immediately, and the Director of Planning and Regeneration be authorised to engage external master-planning consultancy advice to assist in this process”*.

At its meeting on 21 July 2020, the Executive agreed to the setting up of a Master Plan Board and appointment of specialist advisor to brief and scope the appointment of an external professional team to contribute to the delivery of a proactive strategy for the comprehensive regeneration of Guildford town centre. Endorsement was given to the Regeneration Strategy and organisational plan.

The continued retail down-turn, that is likely to have been extenuated by the COVID19 pandemic, and the economic impact it has had on the town centre will require the Council to review and question the priority of and requirement for schemes to be brought forward from the adopted Local Plan.

Through this report, the Leader of the Council is asked to approve a capital budget of £1.1m to enable Stage 2 of the Guildford Economic Regeneration Programme to progress.

Recommendations to Leader of the Council

The Leader is asked:

- (1) To endorse the Stage 1 report and approve proceeding to Stage 2.
- (2) To transfer a capital sum of £1.1 million from provisional to the approved capital programme to enable the Council to fund fees and surveys and deliver stage 2 of the programme.

Reasons for Recommendation:

- (1) This programme has major benefits for Guildford's community and businesses by delivering a pro-active strategy to address the economic and physical constraints facing the town, including the retail downturn and the impact of the COVID19 situation.
- (2) To support resolution C029 of the Council made 23 July 2019 (Notice of Motion: Town Centre Masterplanning).

Is the report (or part of it) exempt from publication? Yes appendices 1, 4-10 are exempt for the following reasons:

- i. The content is to be treated as exempt from the Access to Information publication rules because the proposed transaction is commercially sensitive and is therefore exempt by virtue of paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 as follows: "Information relating to the financial or business affairs of any particular person (including the authority holding that information)".
- ii. The content is restricted to all councillors.
- iii. The exempt information in the appendices are not expected to be made public because the reasons for the exemption will remain live for the duration of the project. This decision will be reviewed at the end of the project.
- iv. The decision to maintain the exemption may be challenged by any person at the point at which the Leader is invited to pass a resolution to exclude the public from the meeting to consider the exempt information.

1.0 Purpose of Report

- 1.1 The purpose of this report is to seek endorsement of Stage 1 Report of the Guildford Economic Regeneration Master Plan Strategy as attached as Appendix 1.
- 1.2 To seek approval to proceed to Stage 2 with a budget in the sum of £1.1m.
- 1.3 The approved revenue budget of £500,000 for the financial year 2020-21 has funded Stage 1 of the Programme. The Leader and the Council may decide not to progress any further / implement recommendations at this milestone stage.

2.0 Strategic Priorities

- 2.1 The formation of the Programme will lead to a positive impact on the supply of housing and quality of retail and commercial space in the town centre leading to economic regeneration.
- 2.2 The implementation of the Programme supports the delivery of a range of housing needs, particularly affordable homes as prioritised in the Corporate Plan 2018-2023.

2.3 The Council declared a Climate Emergency on 23 July 2019 and the Programme will prioritise environmental impact throughout the process.

3.0 **Background**

3.1 In July 2019 the Council resolved *“That the process for bringing forward, within the term of this Council, a sustainable Town Centre Master Plan Development Plan Document be commenced immediately, and the Director of Planning and Regeneration be authorised to engage external master-planning consultancy advice to assist in this process”*.

3.2 Following the motion at Full Council, Corporate Programmes submitted a revenue bid in the 2020-21 budget for funding to undertake and procure a delivery led Master Plan for the town centre. This was approved by Full Council on 5 February 2020 in the sum of £500,000. Further budget allocation of £125,000 for both 2021-22 and 2022-23 was also provisionally approved.

3.3 The approved Strategy sets out a timetable for taking forward a deliverable Economic Regeneration Programme for Guildford incorporating three stages of presentation to Council for approval at each gateway as shown in Table 1 below:

Table 1 – Gateway Stages

Stage 1	<ul style="list-style-type: none"> • Preparation of detailed scope & briefs. • Procurement of Consultant team. • High Level Strategic Appraisal including constraint analysis. • Planning Strategy • December 2020 to May 2021.
Stage 2	<ul style="list-style-type: none"> • Development of concept Master Plan • Stakeholder consultation • Data collection • Preparation of Business case. • Preparation of Grant applications. • June 2021 to July 2022.
Stage 3	<ul style="list-style-type: none"> • Grant Funding Award & Agreement. • Infrastructure planning submissions. • Budget to be agreed: no provision in the MTFS. • August 2022 to September 2023.

3.4 The Guildford Economic Regeneration Programme covers the issues and opportunities for regeneration along the river corridor through the town centre. It currently does not include Guildford’s historic core within the established town centre and a separate study with its own funding stream is under consideration.

4.0 **Stage 1 progress to date**

- 4.1 A constraint informed Master Plan needs to be fully informed and validated by infrastructure solutions, strategies relevant to current prevailing conditions (current traffic, climate change, sustainable communities, retail downturn economic resilience) and land ownerships. For an Economic Regeneration Programme to be considered deliverable all the above aspects and interdependencies need to be addressed with a flexible approach to adapt to future impacts and circumstances.
- 4.2 The Council will be required to review and question the changing nature of retail, COVID19 pandemic and the likely impact it has had on the high street and town centre.
- 4.3 The Council's Procurement Team has advised on the most appropriate routes to market for the procurement of the external professional team to ensure compliance and value for money. Table 2 below shows the appointed professional team:

Table 2 – External Professional Team

Discipline	Appointed Company
Master Planner	Leonard Design Architects
Development Advisor	Jones Lang LaSalle (JLL)
Planning Consultant	Carter Jonas
Strategic Transport	Markides
Project Manager	Gleeds
Highways Engineer	Arup
Infrastructure Consultant	Aecom
Cost Consultant	Gardiner & Theobald
Legal Advisors	Trowers & Hamlins
Communications	Instinctif Partnership

- 4.4 A land based initial spatial Master Plan informed by constraint considerations and infrastructure strategies has been developed and is utilised to establish the need for financial grant type funding as pre-requisite to creating a delivery model. Design information from this study is planned to be used as the basis for development of a Vision and collateral for stakeholder and public consultation in stage 2.
- 4.5 Planning advice in support of the development of the spatial Master Plan has been provided and a Planning Strategy to support the Vision and stakeholder consultation has been developed.
- 4.6 Identification of Transportation related issues as part of a site wide constraints study has been undertaken along with consideration of strategic options to deliver transportation transformation. Transportation interventions have been outlined to inform the extent of infrastructure required to support options in respect of the gyratory.

- 4.7 Identification of flood related issues as part of a site wide constraints study has been undertaken and options for strategic solutions to resolve the effect of the flooding constraint developed alongside the spatial Master Plan. Identification of related capacity and existing infrastructure issues has been undertaken, together with desktop assessment of land based environmental issues.
- 4.8 Assessment of demographic and demand led economic statistics has been carried out and evidence for the range and extent of uses within the spatial Master Plan undertaken. Development of a high level financial model to support the grant funding requirements has been created.
- 5.0 **Proposed Stage 2**
- 5.1 Undertake stakeholder consultation and engagement to inform the development of a concept stage Master Plan.
- 5.2 The Master Plan work will develop a fixed concept within the project area to address the Strategic Objectives and to form a backdrop for future planning policy consultation and representation. The concept Master Plan will enable costs and viability appraisals to support a Strategic Business Case (HMT5¹) and Grant Applications, incorporating delivery strategy and phasing.
- 5.3 Consultation and Representations to the Council's Planning Team and Stakeholders in respect of Planning Policy.
- 5.4 Scoping and undertaking engineering and transport data collection studies, to enable development of concept level Transportation Strategy and technical engineering solutions. Negotiation of in principle agreements with Highways England and Surrey County Council. An assessment and evaluation in respect of transportation strategy for economic consideration of Strategic Business Case.
- 5.5 Development of flood defence solutions and stakeholder consultation with Environment Agency and Surrey County Council to enable negotiation of in principle agreements. Development of strategies for infrastructure and environmental solutions, with consultation with stakeholders.
- 5.6 Development of infrastructure concepts for drainage, utilities, fibre and environmental/ground conditions to inform the Concept Master Plan and the Strategic Business Case.
- 5.7 Preparation of a Sustainability Strategy for stakeholder consultation to support concept design in coordination with Master Plan in order to inform the Strategic Business Case.
- 5.8 Development consultancy advice on emerging Concept Master Plan and financial modelling to support the preparation of the Strategic Business Case and grant

¹ The Five Case Model is the approach for developing business cases recommended by HM Treasury, the Welsh Government and the UK Office of Government Commerce.

applications. Development of Legal Property Strategy and consideration of delivery vehicle options.

5.9 Preparation and development of cost plans, procurement strategy and phasing programme to enable preparation of Strategic Business Case.

6.0 Consultations

6.1 Councillor John Rigg, Lead Councillor for Regeneration, recommends approval.

6.2 An Options presentation to all councillors was presented by the professional team on 8 April 2021.

6.3 The Strategic Services Director has presented a Stage 1 high level programme outline to the Executive Advisory Board, Guildford Vision Group and Guildford Town Centre Forum.

6.4 No public consultation has taken place. A Stakeholder matrix and a detailed programme of consultation with stakeholder groups will be established as part of stage 2.

7.0 Financial Implications

7.1 As highlighted in paragraph 3.2, an original budget approval of £500,000 had been set aside for delivering Stage 1 and a further £250,000 of revenue funding for further feasibility relating to Stage 2. Subsequently, at its meeting on 10 February 2021, Full Council approved a capital bid for additional GERP funding (revenue of £150,000 and capital of £1.099 million), increasing the total cost of the project to £1.999m, as summarised in table 3 below:

Table 3 – GERP Financial Approval

		Original Approval	Revised Profile	Capital Bid	Stage 1 & 2 Requirement
2020/21	Stage 1 Feasibility	500,000	420,000	0	420,000
2021/22	Stage 2 Feasibility	125,000	330,000	150,000	480,000
	Capital	0	0	1,099,000	1,099,000
2022/23	Stage 2 Feasibility	125,000	0	0	
	TOTAL	750,000	750,000	1,249,000	1,999,000

7.2 In order to progress the project, it is now requested that the sum held within the provisional programme of £1.1m, be transferred into the approved programme to ensure that stages 1 and 2 of the GER Programme can be completed.

8.0 Legal Implications

8.1 The Council's internal Legal and procurement functions have been instructed in relation to the procurement of consultancy services to ensure compliance with the Council's legal duties including the Public Contract Regulations 2015 and the Council's Procurement Procedure Rules.

8.2 The Legal team are instructed to deal with appropriate contract terms for the consultancy services and are managing the relationship with the appointed external Legal Advisor, Trowers and Hamblins. Legal review and advice will be required in relation to any Infrastructure and Funding Agreements to ensure the Council is appropriately protected, including advice relating to subsidy control.

8.3 The Council will need to undertake Equalities Impact Assessments, Environmental Impact Assessments and public consultation at the relevant stages of the Master Plan process.

8.4 Separate 'handling arrangements' need to be put in place to ensure the appropriate separation of roles are in place between the Council as 'developer' and the Council as the Local Planning Authority.

8.5 Specific advice will need to be provided in relation to the impact on the Council's Local Plan as well as specific land ownership constraints, compulsory purchase, and planning law advice.

9.0 Human Resource Implications

9.1 There are no human resource implications arising from this report.

10.0 Equality and Diversity Implications

10.1 A preliminary assessment of the proposal has taken place and it is considered that these duties are not engaged at this stage.

11.0 Climate Change/Sustainability Implications

11.1 The Council declared a Climate Emergency on 23 July 2019. Environmental impact will be considered throughout the programme including:

- Carbon emissions
- Energy use
- Waste/recycling

- Air quality
- Water supply/conservation
- Flood/climate resilience
- Economic, social and environmental, community well-being
- Biodiversity
- Public health of communities
- Collaboration with statutory partners or agencies and businesses in tackling climate change

12.0 **Summary of Options**

- 12.1 To endorse Stage 1 and continue with Stage 2 of the Master Plan Strategy, up to the next Gateway. This will enable the delivery of the regeneration programme for Guildford's town centre and help in achieving the objectives identified in the Corporate Plan 2018-2023.
- 12.2 To not endorse the programme and cease work thereby delaying the delivery of a strategy for the Economic Regeneration of Guildford town centre.

13.0 **Conclusion**

- 13.1 This programme has major benefits for Guildford's community and businesses by delivering a pro-active regeneration strategy to address the economic and physical constraints facing the town, including the retail downturn and the impact of the Covid 19 pandemic.
- 13.2 It is therefore recommended that the Leader of the Council:
- a) endorses the Stage 1 report and approve proceeding to Stage 2; and
 - b) agrees to transfer a capital sum of £1.1 million from provisional to the approved capital programme to enable the Council to fund fees and surveys and deliver stage 2 of the programme.

14.0 **Background Papers**

- 14.1 [23 July Full Council Minute CO29: Town Centre Master Planning](#)
- 14.2 [24 March 2020 Executive Committee Report: Town Centre Master Plan](#)
- 14.3 [21 July 2020 Executive Committee Report: Guildford Economic Regeneration Programme Master Plan Strategy](#)

15.0 **Appendices**

- Appendix 1 – Stage 2 Budget – Part 2 (NOT FOR PUBLICATION)
Appendix 2 – Stage 1 Summary Report – Part 1

- Appendix 3 – Strategic Spatial Masterplan Report – Part 1
- Appendix 4 – Infrastructure Report - Part 2 (NOT FOR PUBLICATION) (to follow)
- Appendix 5 – Flood Study Report - Part 2 (NOT FOR PUBLICATION)
- Appendix 6 – Planning Strategy Report - Part 2 (NOT FOR PUBLICATION)
- Appendix 7 – Strategic Level Programme Report - Part 2 (NOT FOR PUBLICATION)
- Appendix 8 – Competitive Position Report - Part 2 (NOT FOR PUBLICATION)
- Appendix 9 – Strategic Spatial Masterplan Report – Part 2 (NOT FOR PUBLICATION)
- Appendix 10 – Guildford Movement Strategy Report – Part 2 (NOT FOR PUBLICATION)
- Appendix 11 – University of Surrey Positioning Paper – Part 2 (NOT FOR PUBLICATION)
(to follow)

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Agenda item number: 7
Appendix 1

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Guildford Economic Regeneration Programme

Stage 1 Executive Summary Report

17th May 2021

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Introduction

Stage 1 of the Guildford Economic Regeneration Programme covers the review of constraints and opportunities to address the strategic objectives set out by the Council in July 2020.

This report summaries the considerations of the Councils team for Stage 1 and is supplemented with more detailed subject based studies in separate appendices.

It is intended that a comprehensive programme of consultation with the community and all stakeholders will be undertaken in stage 2 as part of the evolution from the studies to date into a plan for deliverable economic regeneration for the town.

This report covers considerations for regeneration along the riverside through the town centre and currently excludes Guildford's historic core. An additional report will consider and propose a separate study with its own funding for the historic core.

Background

Guildford is a highly desirable and successful town but over time there has been decline which needs to be addressed to re-establish its standing. With changing economic patterns in retail and the increasing demands for affordable housing Guildford needs a "resilience and growth" plan to defend against further decline and economic seepage to competitor towns. This is the primary objective of the Guildford Economic Regeneration programme

High level economic research has been undertaken to determine the drivers for both employment space and the requirements for attracting and retaining employees. Core to these needs is housing in all forms and the provision of an attractive town that provides quality amenity to its communities as set out in the Councils Strategic Objectives.

Deliverability is key to any plans for economic regeneration. Identifying a plan that addresses the reality of the constraints to development and thereby making regeneration fundable is critical to both the planning and delivery stages.

The satisfactory development of a strategy for the alleviation of the flooding issues in the town centre is key to making land for regeneration available and for it to be considered as deliverable in the context of planning policy.

Traffic congestion and pollution are two of the key negative forces on the current town centre economy. The predominance of the car, its contribution to poor environmental conditions as well as the conflicts with pedestrians and cyclists in the town centre are all challenges that need to be overcome to create an attractive infrastructure base for economic resilience and revival.

The spatial masterplan in this report is a framework designed to capture the towns opportunities for areas of potential development aligned with the objectives of the economic regeneration plan. It identifies potential capacities for built form and environment informed by strategic infrastructure constraint considerations.

Developed on a holistic basis the plan provides for opening the riverside, cycle and pedestrian routes, public spaces, greening and other community assets in a series of phased development zones.

Regeneration is a desire within the current local plan, but policy is subject to addressing a wide range of infrastructure and use tests. It is proposed that the Guildford Economic Regeneration Programme develop sustainable solutions that overcome the planning challenges in order to inform the evidence base for the next update of the Local Plan in respect of the town centre.

Stage 1 Objectives

The Council followed a compliant procurement process to appoint a best class in professional team to deliver studies to achieve the Strategic Objectives which formed the basis of its brief. The brief has been developed into the following themes for issues to be considered and addressed.

Economy

Guildford's position in the hierarchy of towns has been slipping for in recent times (Guildford is now outside the Lambert Smith Vitality Index top 10 from a high of 6th) but the town is at risk of further slippage if steps to address the drivers for this slippage are not undertaken.

The town is a popular destination but not achieving its full potential especially in the light of changing retail pattern and emerging consideration of good quality urban town environment. To maintain its economic position and grow upon this resilience needs to be built into the economic model for the town.

Employment patterns are good however, the composition of employment is and will continue to change as new economic sectors mature and develop.

Guildford need to recognise these changes and provide a physical and social infrastructure for the town to meet the needs of the transforming workforce being both the existing and expanded communities.

The nature of the emerging employment uses in the town and the changes in work life balance which have started to be experienced by the COVID-19 pandemic make it essential that Guildford has an effective digital platform to function upon.

There is a wide mix of retail space that is now progressively underperforming and needs to be supplemented by other related uses to maintain and enhance the attractiveness of the town as a location and destination in the geography of Surrey, the South East and Europe.

Guildford's attraction as a town for leisure and tourism is not reflective of the historic assets and attraction of the town and its location. Enhancement of the towns cultural and leisure offer, and setting could help stimulate more vigour and cultural activity.

Transport

Issues related to the volume of traffic moving through the gyratory system are widely considered detrimental to vitality of the economy of the town centre

Arrival by public transport and car is a mixed experience but generally considered as negative and a significant issue in respect of attractiveness of the town to users. There is a desire from GBC for a more balanced transport solution with more opportunity for cycling / walking, better public transport and improved inter modal links and across town connectivity.

The scale and volume of the gyratory is considered a significant contributor to the negative perspective of transportation within Guildford but strategies to change the current situation must not come at the detriment of other parts of the town.

Housing

Guildford has relatively low levels of truly affordable housing which is considered a negative influence on retaining and attracting future workforce for employment and service activities of the economy. Further the location of new settlements is mainly at the edge of town exacerbating the pressure on transport to the town centre, GBC have defined an objective for the prioritisation of affordable housing in the Corporate Plan

Environment

The historic town centre is effectively separated from its most significant environmental asset – The Wey Navigation – by highways infrastructure which prevents its utilisation as natural interface as part of a green / blue contribution to the environment of the town. This lack of connectivity also prevents the historic north south routing of the Wey Navigation from being used and a green movement corridor for outlying areas of the town.

The pedestrian environment is poor - marginalised by car with significant issues in respect of air quality, noise and safety due to the nature of the limited points of effective car / pedestrian / cycle interface.

Although the Wey Navigation is an underutilised asset it is also the source of the most significant constraint to regeneration – the strategic flood scenario in the town centre. Developing a flood protection and strategic flood plan that enables urbanisation including housing is a key consideration for the economic regeneration programme.

The project team have been challenged to address all of the above objectives through firstly identifying the extent and magnitude of the town's constraints for regeneration and then by developing strategic options for development opportunities that can collectively be addressed and delivered to create a viable regeneration plan.

The team have developed their thoughts through a series of coordinated studies within a structure of themed workstreams. The summaries below provide an overview of considerations at stage 1.

1. Economic Research and Market Assessment

Establishing the economic outlook and opportunity for Guildford is a key consideration in determining the needs and opportunities for various forms of built environment within the regeneration programme. This evidence base needs to be informed by research that considers the existing scenario, looks at weaknesses and strengths then establishes what the range of deliverable opportunity is.

This work has been undertaken by the University of Surrey and Jones Lang LaSalle

Economic Research

The University of Surrey have undertaken research which summaries the current and future considerations for the town with summary observations as follows.

Guildford is at cross-roads. In many ways, Guildford is a fantastic place to live, boasting all the key ingredients to be a hugely successful town. In others, complacency regarding opportunities and innovation in the town, and more broadly across the county, have permitted and produced decline and contraction (University of Surrey 2020). Spurred on by various opportunities, from national and local governmental agendas to post-Brexit, post-Covid rebuilding, neighbouring towns and cities in and beyond Surrey are carving out new and ambitious visions. Guildford can and must compete.

In order to establish its own path, to invest innovatively, and build sustainably, Guildford needs to swiftly consider both the key constraints that have historically hindered development whilst grasping clear opportunities that now present themselves. The University of Surrey report aims to support the various decisions facing Guildford Borough Council (GBC) in their plans for local regeneration.

As consequence of the coronavirus there have been areas in which decline, contraction and redundancies have fundamentally altered current and future working and living trends. Taken together, the pandemic has accelerated unforeseen opportunities in terms of growth, as well as acting as something of a catalyst for medium and long-term planning. From radical shifts in working spaces to new attitudes regarding transport, Covid has produced major (and possibly

irreversible) changes. These include ‘working from home’ (WFH) and ‘de-urbanisation’ from densely populated cities including London, with individuals, families and businesses relocating to quieter, more rural and village/town locales including Guildford.

Both families and businesses however need to remain fundamentally connected, both in terms of local infrastructure, and digital connectivity. In addition, an enhanced focus on wellbeing, ‘green growth’ (including climate-friendly planning) and sustainability, means that place-based growth is a key part of the special, unique ways in which a location like Guildford, becomes and remains home. From areas of significant strength that illustrate Guildford’s current crop of opportunities, to the very real constraints that represent its challenges, the insights below highlight the central areas of planning, investment, change, and collaboration required to transform Guildford in the short, medium, and long-term plans.

Guildford faces several severe housing issues, from low overall housing stock, constrained planning and building rates for new housing, to above-average prices and demographic pressures. Guildford is one of the most expensive locations to live in the UK (Zoopla, 2020). Coupled with high value land rates and a high cost of living, this makes Guildford a difficult prospect for newcomers, especially young individuals, families and new companies. The current housing deficit, driven by its intrinsic unaffordability has produced an observable ‘brain-drain’, in which Guildford’s various skills and talents are steadily relocating to other towns and cities, including London, but also to the Midlands and the North. This plight will likely further accelerate as working from home becomes the norm through hybrid working patterns.

Other research available from the M3 LEP – “Economic Strategy 2013 -31” provides good indication of the potential for growth within Guildford in respect of existing established and emerging uses but notes the need for the Town to be able to attract young urban residents with the challenge of affordable housing.

The most recent vitality index from Lambert Smith Hampton (Feb 21) indicates that Guildford, which historically ranked as high as 6, has now dropped outside of the top 10 list of towns.

Competitive Positioning

Jones Lang LaSalle have undertaken competitive positioning review analysing strength weaknesses and opportunities for the Town with the following headline findings.

Life Satisfaction

Guildford rates 7.62 /10 compared to a Surrey score of 7.73 and a UK average of 7.66. This represents a 0.14 decrease since in life satisfaction since 2015.

Guildford's Strengths include its relative affluence and employment opportunities but there is a significant weakness – in the lack of affordable housing and in town amenity space.

As a consequence of the above a threat of migration to more affordable locations exist which it is considered could be addressed by increase in quantum and quality of affordable housing, a widened retail experience, and an increase in useable quality open space within the town centre spatial masterplan area

Population

A significant proportion of Guildford's community are at working age (approximately 50%), with a lower than average older population and an above average younger age population (5-24yrs)

The forecast population expectation for short term 2030 is.

- Continued growth in the younger age population
- Decline in the working population.
- Increase in the older population.

Currently Guildford has a strong working population which is attractive to corporates and retains talent within the town however the town tends to cater for affluence and needs to diversify to avoid migration which could occur if opportunities for living, study and work not created.

Town Gap – Peripheral Affluence

Across almost all real estate sectors Guildford performs better at its periphery than it does at its centre, it has above average affluence but does suffer from leakage to other locations that are more accessible and have better amenities, culture and experiences. Migration to towns attracting residents and businesses is a threat but provision of opportunity for all socio-economic groups through high quality development in the town to encourage people to live more central could mitigate this situation.

Town Gap - Urban Living

Shifts in demographics and macro trends are making all forms of residential accommodation important to towns/cities who are looking to secure diversity at a scale. Guildford has an under supply of affordable housing but also demand for Care, Retirement and Private Rented sectors

Education provision is good at school and higher education levels.

Town Centre commercial space has an anticipated demand for new accommodation for growing gaming and associated business sectors.

Town Gap - Retail

Guildford is characterized by its reputation for mid-high-end retailers, suited to an older and affluent population. There is a lack of quality independent local retailers and pop-ups which are attractive to younger population.

Town Gap - Hotel

Few quality hotels in the Town however JLL have indicated that there is demand for this type of accommodation. Potential that hotels will emerge as local 'hot desk' / 'collaborate' places for colleagues to meet outside of the traditional office as an alternative to commuting to the usual office.

Sustainable Regeneration

Sustainability and Net Zero Carbon is a significant consideration for the talent of tomorrow.

Ensuring climate resilience and accelerating the net zero carbon transition, enabling healthy people and environment's and creating a fair, inclusive and resilient society will be key regeneration consideration.

Similarly, the opportunity exists for new development and buildings to exceed minimum sustainability standards and set higher standards. Net Zero Carbon should be the backbone of decision criteria.

Guildford Town Centre suffers from few good quality, open public spaces and green spaces. Dapdune Wharf the National Trust estate fronting the River Wey is a valuable asset, providing green space but does not provide free unrestricted access to the public. The provision of good quality public and green space will be a significant requirement within regeneration proposals.

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2. Planning Policy and Development Strategy

Carter Jonas have been appointed to provide independent Planning Consultancy advice to the regeneration project. Their scope for Stage 1 covers consideration of existing Planning Policy and proposals for a planning strategy to enable the masterplan and the envisaged infrastructure enabling works to come forward.

Planning Background

This report outlines a strategy for Guildford Borough Council (GBC) to achieve comprehensive regeneration of Guildford Town Centre based on the results of the Guildford Town Centre Masterplan (GTCM) produced by Leonard Design Architects (LDA). The GTCM spatially illustrates the potential for the development of upto 4,000 homes in the GTCM subject to technical assessment, evidence base and studies, planning policy and viability. In order to achieve this, GBC will have selected the most appropriate flood defence measures to protect a regenerated town centre from flooding of the River Wey.

Specifically, the report considers two matters, namely the extent to which the ambitions of the emerging GTCM is consistent with:

- (i) all relevant planning policy guidance in the recently adopted Guildford Borough Local Plan 2019 (GLP 2019), specifically, policies S3, D1 and P4, and
- (ii) all relevant national planning policy guidance relating to development in the floodplain, noting that a significant area within Guildford Town Centre is in the floodplain.

The Carter Jonas report offers guidance on options available to provide planning policy support for GTCM and to enable planning applications to be determined, including highlighting how GLP2019 might be revised to allow for this, potential timescales to achieve this and the evidence base that would be needed to support this. It is important to note that this report focuses on policy guidance relating to flooding, both nationally and locally, and does not address other policy considerations, such as heritage and transport. These will be considered separately.

This report is based on a review of background material provided by GBC and Arup's draft Flood Stage 1 Study and the latest iteration of LDA's GTCM.

Outline Strategy

The objective is for the GTCM to be used to inform the replacement development plan that updates GLP2019.

For this to happen, a flood alleviation strategy for GTC needs to be agreed with the Environment Agency (EA). The current programme assumes that agreement could be reached by Q2 2022.

With the benefit of the detail of the river defences in GTC being agreed with the EA, a Concept Stage of the GTCM can be concluded and the number of units that could be delivered from key sites would be confirmed. Once completed, the GTCM would be used to inform the preparation of an updated GLP2019 based on the net housing yield from sites in the town centre would have been confirmed. The intention is that the GTCM would be completed by Q2 2022 which aligns with completion of the feasibility stage of work on the flood alleviation strategy, although completion of all elements of the design of the flood alleviation strategy may not be completed by the end of Q2 2022.

GBC would submit a bid for grant funding (HIF or its replacement) in Q3 2022 A successful decision would be required by Q1 2023. Stakeholder engagement and planning policy changes would be completed by Q2 2025. The flood defences would be completed in phases from Q3 2026 dependant on phasing to be agreed with the EA.

It is assumed that the Development Management DPD would continue to adoption, probably by Q3 2022. It would sit alongside the GLP2019 as part of “the development plan for Guildford”. If the Government’s planned revisions to the development plan system come into force later in 2021 or the start of 2022, this may require GBC to update GLP2019. It is anticipated that GBC may not be required to start on its replacement plan until a provisional start of 2024 and may take around 30 months to complete the review i.e., Q3 2026. It is acknowledged that the start date and end date of this process are estimates.

The draft plan could be prepared during 2024 and potentially rely on a significant evidence base, although the Government has promised a streamlined process so some of the material needed to prepare GLP2019 may not be required again.

Under the proposals for the new style of plans, Guildford TC would be designated as a combination of Growth and Renewal areas. Existing land in the Green Belt would be designated as a Protected Area.

If the provisional timetable is to be met, it is critical that the design, approval and funding of the flood defences will have been approved at the start of the process of plan-making i.e., start of 2024. This will provide the certainty of delivery of the flood defences and thus the ability of the draft plan to progress with the sites proposed in the GTCM for residential development.

3. Strategic Transportation

Guildford's defined objectives to overcome issue of movement and traffic congestion are highly relevant as part of its Economic Regeneration programme and high on the agenda of National and International objectives to deliver a response to the climate challenge.

Markides Associates have been appointed to provide this advice to cover in Stage 1. A review of existing and identification of potential strategies for transport including highways, parking, pedestrian, cycle with the aim of achieving better connectivity within the town, minimising the impact of the highway infrastructure and improvement to inter modal balance.

The report prepared by Markides summarises:

Guildford, like so many other towns around the world, is at a crossroads. It wants (and has the potential) to grow and continue to be a successful place, but traffic congestion continues to thwart its efforts to do so. In particular, the gyratory imposes itself on the character and environment of the town and it crucially separates the town centre from both the river and the railway station.

The town centre has problems caused by the convergence of several busy radial routes approaching the centre, and particularly on the central gyratory system. This has resulted in a focus on the greatest provision of highway capacity and traffic volumes right in the heart of the centre, where they conflict the most with pedestrian and cycle movements. Congestion, traffic accidents and traffic pollution (both air and noise) are issues created by this. In 2019, Guildford was the 26th most congested town/city in the UK. (INRICS 2019) and last mile inner average speeds are as low as 14 mph.

There is a broadly equal split of traffic approaching the centre from Farnham Road, Portsmouth Road and Millbrook, there is more traffic from Onslow Street where there is more road capacity but despite growth in the population of Guildford over the last decade, traffic levels approaching the centre have not really grown over time – the town centre approach roads are effectively at capacity; and increasing this capacity in any way would just encourage more traffic.

The scale of the gyratory, the volumes it carries and its configuration leads to congestion, serious accidents, and air quality issues which also affects the attractiveness of the town itself and the health of its citizens.

Finding a solution to this unhealthy position is affected by various factors. Increases in traffic, more online shopping and deliveries, the arrival of battery-powered bicycles, electric scooters and inevitably, automated vehicles will all provide some solutions but may cause other issues. COVID has affected the way we use transport, with less public transport use and more walking and cycling, and different travel patterns.

The primary importance of citizens' health (both physical and mental) has at long last been recognised, with the result that Health is now becoming a central plank to the strategy of many towns aiming to revitalise themselves.

International treaties and legal obligations regarding carbon emissions, as well as the need for more energy efficiency will soon leave most of us without any choice but to follow a more sustainable way of living. Additionally, new policies¹ are steadily coming in to promote better place making and to encourage measures that reduce the dominance of cars.

In addition to these important considerations, and in order to ensure that a future town centre environment that prioritises health and placemaking is delivered in a sustainable way, the reuse of existing infrastructure where possible will reduce the masterplans carbon footprint.

Central Government policy, through its 'Construction Playbook'² and 'Decarbonising Transport'³ strategies place an emphasis on reducing carbon emissions through the construction of new places and infrastructure.

New infrastructure brings with it 'embodied carbon', i.e., there are negative environmental impacts throughout construction in the form of carbon emissions and other pollutants generated. By avoiding the need to build new bridges or underpasses, the consequential embodied carbon is also avoided, reducing the schemes impact on the environment.

¹ Decarbonising Transport: Setting the Challenge, Department for Transport, 2020

² The Construction Playbook, Government Guidance on sourcing and contracting public works projects and programmes, HM Government, 2020

³ Decarbonising Transport: Setting the Challenge, Department for Transport, 2020

Health and wellbeing have been proven to directly relate to the quality of both the environment and places that we create. These terms are intrinsically related but there is yet one more term that is completely dependent on Place and that is the Economy.

For a long time, the conventional wisdom used to be that creating a strong economy came first and that a higher quality of life would follow. The reverse is now true: creating a better place and a higher quality of life is the first step to attracting new residents and jobs (thereby growing the economy).

Therefore, Markides recommend that the question facing Guildford is not so much “how do we manage the traffic?” but more “what place do we want Guildford to be?” Adopting the 3 key pillars of Health, Sustainability and Quality, will not only provide the platform for the correct transport strategy to be followed, it will also enable Guildford to retain its place as one of the most successful towns in the UK.

Guildford has a high car mode share. However, its size and characteristics are similar to other towns and cities who have achieved much lower car use over a sustained period by (1) restricting vehicle use and (2) investing in sustainable modes of travel. These changes take time, but once started, they begin a ‘virtuous circle’ of more and more walking, cycling and bus use. Such an approach would not mean an anti-car strategy (as many people will still rely on their car for many different trips). Instead, it points to a more balanced strategy, and one that will have several different components.

Transformation will take time – not only to change and create infrastructure but changing people’s behaviour and their movement culture. In order to achieve real change, a multi-faceted approach will be needed to encourage use of more sustainable modes including active measures to reduce traffic numbers coming into the town, provision of dedicated, separated routes for pedestrians and cyclists, more efficient parking, park & ride and bus solutions and potentially financial disincentives such as an environmental charge for crossing the river in the town centre.

A transport strategy based on the 3 key words of Health, Placemaking and Sustainability has the potential to transform the town. In doing so, it will also meet important national and Council

commitments to the environment as well as embracing new technologies that a turbulent world is ushering upon us.

The strategy will not produce immediate results; it is a long-term strategy that will require both commitment and leadership. We believe that the result will be healthy citizens and a successful town.

Key Issues

Pedestrian Environment & Urban Form

In terms of pedestrians the current environment is poor in the Town Centre. These poor pedestrian conditions are a significant reason why so many people choose to travel by car instead. It is also the reason why there are so many accidents.

- A much more ‘humanised’ town centre road infrastructure is needed.
- Good Pedestrian Connectivity Requirements would include
 Sufficiently wide pavements
 Many more road crossing opportunities with minimal delays for pedestrians
 Minimising the need to traverse bridges, underpasses and street clutter
- Urban form is more important as is illustrated by this next figure.



Guildford gyratory – Onslow Street
 30,000 vehicles / day
 One-way traffic on four lanes
 Difficult to cross and narrow pavements
 Highway clutter
 (Many) unattractive frontages



High Street Kensington
 25,000 vehicles / day
 Two-way traffic on four lanes
 Easy to cross and spacious pavements
 Minimal highway clutter
 Attractive frontages

The comparison of these two locations highlights the importance of considering both urban form and connectivity, when determining how to make a town centre environment feel more pedestrian friendly.

Cycling

In terms of cycling, it is notable that a significant part of Guildford is within a 20-minute cycle of the town centre and yet cycling accounts for a negligible share of travel; this is due mainly to a real lack of cycling infrastructure.

Evidence from the UK and abroad is clear. Physically segregated bike tracks on main roads, including at junctions, are the most important thing we can do to promote cycle use. They give people the confidence to cycle and dramatically increase the numbers of people cycling.

Cycling measures need to address both those wanting to take trips into town for leisure and retail as well as commuters, who will have different needs to attract them from car to bike.

Many reasons are given as to why cycling modal shift is not possible in Guildford, but case studies show that shifts in mode share to active modes are real and achievable with the support of local authorities.

Yet with a concerted effort to improve cycle infrastructure there can be a transformation! A comprehensive cycle route assessment study for Guildford in May 2020 recommended:

- E-bikes and bike share scheme
- Coherent cycle network
- Way finding
- Increased cycle parking provision
- This, together with e-scooters could give us pictures such as this from Copenhagen.

The examples presented below are all less undulated than Guildford. However, the 'National Propensity to Cycle Tool' produced for the Department for Transport, which includes the impact of topography as a factor, demonstrates with 'Go Dutch' style infrastructure and e bikes common place, commuter cycling levels could reach 22% in Guildford Town Centre. Research for the tool found that hilliness was not a main deterrent compared to other factors such as safety and segregation and can be thought of in a similar way to distance. Therefore, the potential for change is high.

Comparison of UK and European Mode Share						
City	Year	Population	Walking	Cycling	Public Transport	Private Car
Oxford	2011	150,200	19%	19%	21%	41%
Cambridge	2017	123,900	5%	39%	10%	37%
Freiburg, Germany	2016	227,000	29%	34%	16%	24%
Odense, Denmark	2008	178,210	19%	27%	26%	28%
Delft, Netherlands	2013	99,737	27%	34%	8%	31%
Guildford	2011	137,183	13%	3%	16.3%	62%

Parking and Park & Ride

The Council commissioned a report by Systra in relation to car parking in the town centre which presents various scenarios for future parking.

In line with the strategic direction described above, we recommend the council move towards implementing the ‘Climate Emergency’ options in that report, which seek to gradually reduce central parking in favour of more and better park and ride and management of central parking.

Guildford’s town centre parking accounts for about 70% of its total parking stock, with 30% in park and ride. This is contrast to a city such as Oxford with similar constraints on road space, congestion in a where they have redesigned their town centre to be weighted heavily in favour of Park & Ride (P&R) spaces, with approximately 70% of the parking provision at P&R locations. This has been hugely successful in reducing traffic levels in the town centre.

The following table is telling:

	Town Centre Parking	P&R
Guildford	4,536 spaces	1,884 spaces
Oxford	484 spaces	3,241 spaces

We believe that park and ride is a significant component in reducing vehicle movement into the town which is one of the key planks of the strategy we propose, and over time moving to a situation where more than 50% of the parking is in park and ride sites would be a reasonable target to aim for.

To achieve this strategy the quality of Park and Ride also needs to be improved and this will need to be done in association with Surrey County Council

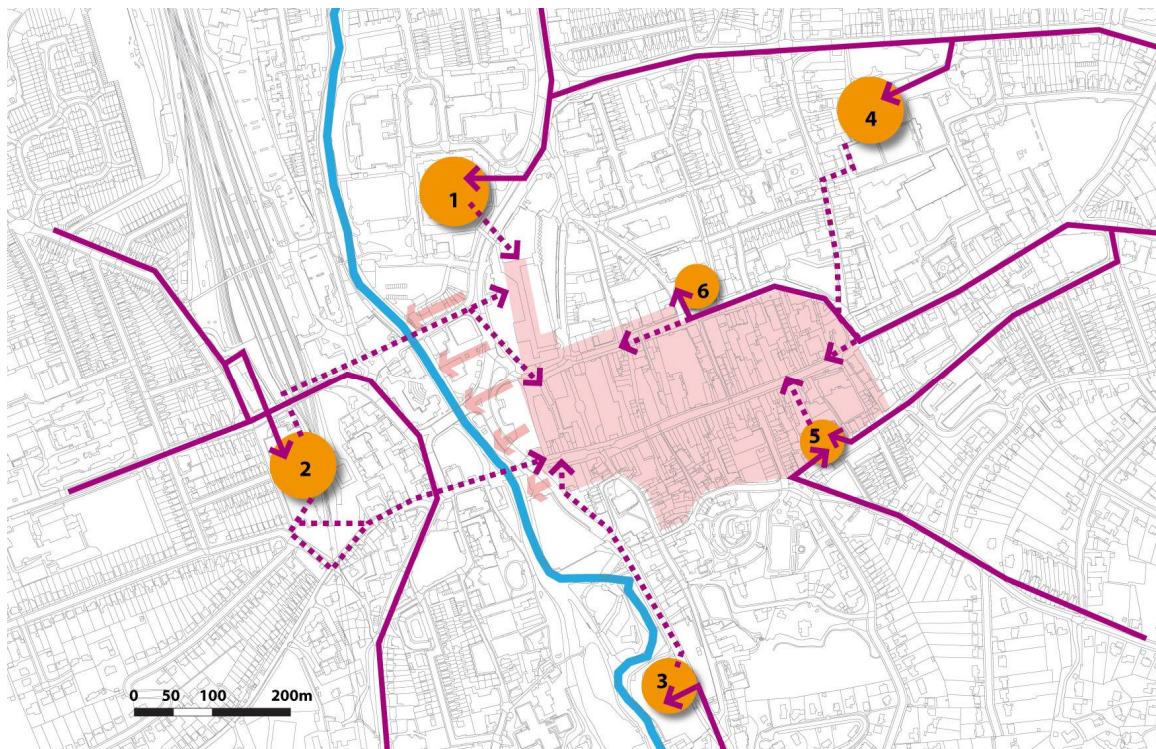
At the same time, changes in town centre parking can also encourage greater use of Park & Ride. Such changes would include:

- Easier access to the car parks.
- Improved facilities at each car park.
- Review of parking charges; and
- Better information on parking availability/choices.

We would recommend that above measures are adopted to lead to an outer and an inner ring of car parks, aimed at capturing capture a significant amount of the town-centre-bound car traffic.

In order to make this strategy work effectively there will need to be additional movement links introduced in the form of good and safe pedestrian routes between the inner ring car parks and the heart of the town centre.

Car Parking Ring



Buses

“A developed country is not a place where the poor have cars but where the rich use public transport”.

In terms of buses, government policy has very recently changed⁴ and proposes that local transport authorities become more involved in bus provision, either through a franchising or Enhanced Partnership model. This work will be led by Surrey County Council as the Local Transport Authority, but GBC can engage with this process to ensure future town centre access by bus is improved.

One significant matter for the future of buses will be the location of the bus station which has been the subject of separate studies in relation to the proposed North Street development. Our strategy is that extensive bus priority measures are introduced in order to extricate the buses from traffic congestion.

⁴ Bus Back Better, National Bus Strategy, DfT, 2021

Environment Led Traffic Charging

Another initiative that will have a major effect on traffic numbers and particularly air quality in the town centre would be the introduction of some form of congestion (or at the very least environmental) charging, possibly in the form of a Low Emission Zone. Guildford would not be the first town to do so as Birmingham will be enforcing a clean air zone in June, followed by Bristol in October and Portsmouth in November. Greater Manchester is due to follow next Spring. Oxford will introduce a zero-emission zone in August. These towns will have different rules, but the common thread is that diesel cars will be charged.

Guildford could design and implement a pilot scheme which charged a nominal fee for cross river traffic.

Guildford could consider traffic charging to encourage more sustainable travel, reduce town centre traffic and to provide funding that can be used to support other sustainable transport, such as buses and park and ride.

Effect of proposed strategic changes

All of the above measures will enable a complete re-appraisal of the gyratory and in particular Onslow Street. Better linkages need to be provided and the detail of the strategic transport report has started to explore some possible options, even though substantially more work is required in order to identify the optimum solution.

These options are preliminarily modelled on historic traffic data which will need to be validated as we come out of the covid lockdown period, will need to be agreed with Surrey County Council as the highway authority. They target traffic reduction from the strategic measures outlined above and enable a range of the strategic spatial objectives to be met in respect of movement, access to the Wey Navigation and linking the historic town centre.

Whichever approach is taken forward, a gradual modal shift away from the car will be required to (at the very least) meet broader Council climate change policies and 'humanise' the road system.

Once a town has managed to reduce the traffic and reconfigure its flow then the opportunity to re balance exists - shared surfaces, less lanes, two-way roads, much better pedestrian, bus and cycle priority.

Movement Strategy key elements

The key elements of the Movement Strategy are therefore:

- A Town for Walking - designed around people walking, with reallocation of highway space from vehicles to pedestrians, and a 'humanised' road network.
- A Town for Cycling with safe and direct cycle routes
- A Town with Good Public Transport with more frequent and reliable bus services
- A Fit for Purpose Parking Strategy including an improved park and ride system promoting a 'park and walk' ring of car parks around the centre and very low parking standards for new central development,
- Reduction in cross-river and through traffic in the centre.

4. Flood

Arup have been appointed to undertake high level technical assessment of the issues relating to flood defences and alleviation strategies to enable riverside sites within the spatial masterplan to be brought forward and coordination on strategies for sustainable drainage. Their work has also included initial engagement with the Environment Agency.

The Study from Arup summaries:

Guildford town centre has suffered from significant flooding in recent years and flood protection of existing and proposed development is a key consideration for the regeneration masterplan.

Most of the potential development area alongside the river falls in Flood Zone 3 – Functional Floodplain and current national and local policy would suggest development in this zone is difficult but achievable. A flood alleviation scheme will provide an opportunity to protect existing properties and enable development along the river.

Several options have been identified for how a flood alleviation scheme could be achieved in the town centre, with opportunities identified to incorporate both town centre, and catchment wide interventions to lessen the impact within the town centre.

In collaboration with the Environment Agency, options for flood defences within the town centre are being explored with the aim that, when implemented, the town centre's flood zone will be altered to enable development to be permitted more easily. The defensive line within the town centre will take multiple forms to ensure it can be integrated within the proposed spatial masterplan, delivering benefits not only in the form of built development, but enhanced biodiversity, sustainability and carbon sequestration.

As a key stakeholder, collaboration with the Environment Agency is ongoing. The EA have undertaken an initial modelling exercise to establish an alignment of the defensive line within the town centre that would provide suitable protection within the town centre without causing detrimental impacts either upstream or downstream.

The initial alignment will be reviewed and developed with the design team to incorporate the flood defences within the proposed spatial masterplan, undertaking iterations until a preferred solution is found. Once all parties have settled on a preferred alignment, the EA will develop the outline business case to progress the Flood Alleviation Scheme through detailed design and planning in order to secure government funding.

Delivery of the flood alleviation scheme is expected to be through a partnership approach primarily between GBC and the EA, with plot developers responsible for delivery of the defensive line as appropriate.

For interventions beyond the town centre, such as flood plain storage compensation and natural flood management techniques, engagement and collaboration with local stakeholders will be promoted.

The key next step is to examine the initial defensive line developed by the EA and establish how it can be incorporated into the masterplan to bring the quantum of development aimed for.

5. Infrastructure and Ground Evaluation

Aecom have been appointed to advise the spatial masterplan in respect of constraints that the infrastructure of the town may impose on regeneration objectives. Their scope of consideration includes Utility Networks, Drainage, Data, Ground Conditions and Contamination

The Aecom Report summarises key findings from their study and the likely impact on the emerging masterplan are outlined below:

Electricity

The electrical supply to Guildford Town Centre is provided from the UKPN owned Guildford Primary substation, located on Woodbridge Road (A322). UKPN have advised in initial engagement that there is minimal capacity available at the Guildford Primary Substation for any early developments in the Town Centre

UKPN have advised that they have accepted an application from a developer for a significant electrical demand to supply a new datacentre, which will require extensive reinforcement works to Guildford Primary substation and their 'upstream' network. AECOM are liaising with UKPN to understand the impact that the datacentre and the future development of the Town Centre may have on their network, assets and any cost implications.

The key impact on the Masterplan is a cost / time risk that sufficient electrical supply capacity is not available from UKPN without extensive and costly reinforcement of their network. Any requirement for reinforcement may need to be forward funded and could also require extensive lead-in times to deliver.

The Masterplan will also need to allow for sufficient space within the development buildings / public realm area, to locate new secondary substations and the associated cable routes.

Clean (Potable) Water

Clean water is supplied to Guildford Town Centre by Thames Water. Thames Water have confirmed that they can supply potable water to the first 50 residential units for a number of the development opportunity sites however, they will need to undertake a capacity modelling study to confirm the available potable water supply within Guildford to support the full developments. This modelling could take up to 6 months to complete, and the costs to undertake this assessment will need to be covered by the promoter. Should reinforcement be required, the design and construction could take up to 18 months.

The key potable water impact on the Masterplan is a risk that sufficient supply is not available from Thames Water without extensive and costly reinforcement of their network. Any requirement for reinforcement may also require extensive lead-in times to deliver.

Thames Water acknowledge that their existing potable water supply infrastructure may require diverting within or adjacent to the development opportunity sites to facilitate the masterplan proposals. Costs for this work will be imposed in line with their charging arrangements, current at the time of application.

Changes in the water demand for firefighting purposes arising from the planned redevelopment have not be considered as part of this assessment, as this will require a specialist company to undertake hydrant testing.

Foul Water

Two main foul sewers are located within the Guildford Town Centre, the largest of these flows in a northerly direction to the west of the River Wey. The second is to the east of the River Wey and connects to the larger sewer.

The main foul sewer to the west of the River Wey is a 1050mmØ pipe, located at depth below the Walnut Tree Close highway however, when routing through the Woodbridge Meadows site, it is understood to be located below the existing industrial buildings and Travel Lodge hotel. This foul sewer will form a constraint to the future re-development.

of Woodbridge Meadows. Avoidance of over-building the sewer will be required, or alternatively, a build-over agreement will need to be secured with Thames Water.

The foul sewer to the east of the River Wey will pose less of a constraint however, it does route through the Bedford Wharf site, which the Masterplan will need to consider, or discussions held with Thames Water over diversion.

Surface Water

Most of the Guildford Town Centre discharges surface water to the River Wey, through a network of outfalls along the river edge. These outfalls will be surcharged during periods with high water levels within the river, potentially causing flooding to occur within the town centre.

There are opportunities to ensure the development opportunity sites maximise the full suite of SuDS features available, such as roof-based rainwater harvesting and reuse, above ground basins and ponds, and below ground retention systems.

Depending on the location of the development in relation to flooding from the River Wey, some features may be more appropriate than others, and further coordination with the river flooding consultant will be required to confirm the nature and extent of river flood defence schemes to determine the appropriateness of development ground-based SuDS features.

Surface water retention and discharge rates will need to be carefully managed, and the masterplan will need to ensure sufficient space is allowed within the development sites for a range of appropriate SuDS features.

Other Utilities

Several other utility providers have assets within the town centre, such as telecommunications and gas infrastructure. None of these are considered to form significant constraints to the masterplan.

The masterplan will need to allow space within the public realm areas to route utilities however, this is not expected to pose a key challenge and is considered standard within the design of new developments.

Sustainability - Heat Sources

Guildford Borough Council declared a Climate Emergency on 23 July 2019. The resolution requires the Council to evaluate and determine how and when Guildford Borough can become carbon neutral and work towards making the Council's activities net-zero carbon by 2030.

This study has explored the local low carbon energy resource technology that may be available in supporting the sustainable redevelopment of the Guildford Town Centre opportunity sites:

- Sewer heat recovery from the strategic main foul sewers routing through the town centre.
- Heat Sources
- Low carbon heat recovery from the River Wey;
- Open loop ground source energy systems, using extracted underground water from reserves, such as aquifers.
- Closed loop ground source thermal energy systems.
- Air source heat pumps.
- Industrial waste heat recovery; and
- Solar thermal systems.
- Renewable Electrical Sources – Solar Photovoltaics; and Wind turbine.
- Further investigation to verify the feasibility of low carbon technologies and the anticipated energy that could be obtained from these sources will need to be undertaken as the masterplan evolves however, the masterplan should start to consider the allocation of space within the development sites to allow for these technologies.
- There is likely to be competition for roof space from several uses, such as green / brown roofs, MEP plant and amenity space and therefore a balance will need to be struck to ensure the most efficient use of available space is delivered.
- Digital Technical Solutions

- Full Fibre

The default provision for new developments is a full fibre solution. This statement is based on a mixture of technical and political factors, summarised in the following key findings:

Broadband technologies are continually evolving to meet the ever-increasing user demands for performance. Traditional copper and hybrid fibre / copper solutions are no longer fit for purpose to meet these needs, as such Full Fibre solutions are the only viable means to achieve this.

The Government realise the importance of good digital connectivity to meet their ambition of having in place a world class digital infrastructure that would support current and future transport, business and lifestyle needs. To facilitate this ambition, Government initiatives and investment are available to assist in the rollout and delivery of full fibre networks.

For residential developments exceeding 20 properties, Openreach will currently install FFTP free of charge, including any reinforcement of their network that this will require. This technology currently supports speeds up to 1Gbps. 5.31 for commercial developments, Openreach will currently install FTTP subject to availability in the area. This technology supports speeds up to 1Gbps.

EM3 Digital Fibre Project

Enterprise M3 Local Enterprise Partnership (EM3) are currently in the early stages of developing a proposal for a “fibre spine” project which seeks to connect Basingstoke and Guildford via several towns and villages in Guildford and neighbouring Boroughs.

The Local Enterprise Partnership Board has agreed that the fibre spine will:

Enable access to fibre and gigabit capable services for many more business and domestic customers helping to close the digital divide across the area.

Encourage commercial operators to build digital infrastructure deeper in the area to improve resilience, stimulate economic growth and further close the digital divide.

Connect public service buildings including hospitals to support upgrading of public service networks, digitisation of public services and the development of smart systems.

Provide wholesale and open access services.

Ground Conditions

Historical Land Uses

Historical mapping shows that land use on-site has comprised predominantly urban development of Guildford since the earliest mapping edition of the 1870s. Gas works are indicated in the central part of the site between at least early 1870s and late 1890s; then a cattle market is shown at this location in 1913.

Summary Constraints – Site Wide

The following site wide constraints have been identified:

The site lies within inner (Zone 1) and outer (Zone II) groundwater SPZs for the protection of potable water supply abstractions. All groundworks should be designed in accordance with the Environment Agency guidance and with due regard to the proposed development setting.


Details on the surface water and aquifers at the site are indicated in the baseline conditions section above. Consideration should be given to Controlled Water (surface water and groundwater) as a receptor to any potential ground contamination.

Radon potential across the site is indicated in the baseline conditions section above.

Protection measures should be required within new buildings across the site.

Unexploded bomb (UXO) risk across the site is indicated in the baseline conditions section above. The commissions a Detailed UXO Threat Assessment Desk Top Study in advance of any future intrusive site works or development is recommended.

Potential geotechnical hazards identified at the site, which could affect land stability, are indicated in the baseline conditions section above. Geotechnical assessment to assist with foundation design required.

Potential for aggressive ground conditions (sulphates) in the London Clay Formation have the potential to impact upon buried structures and services without appropriate design. Refer to Figure 3 (included in Appendix B). 

Opportunity – Site Wide

The following site-wide opportunities have been identified:

Development of strategic master planning and consideration of future land allocations so that less sensitive land use is planned in areas of higher potential ground risk. This may reduce the overall development cost due to less remediation being required.

Redevelopment provides the opportunity to bring unused land back into beneficial use which aligns with policy on use of Brownfield land.

Any remediation of land undertaken as part of the planning approval process will have a net benefit on the environment and communities associated with them through environmental improvement.

6. Spatial Matters and Vision

Leonard Design Architects have been appointed as master planner to undertake a land based spatial masterplan informed by constraints and emerging strategies from the team along with a capacity study that defines quantum of potential development space as part of stage 1 for the regeneration project.

As part of this study Leonard Design Architects have also developed potential character aspirations for the various areas within the plan and identified uses which are aligned with the strategic objectives of the Council and as supported by the high-level positioning research undertaken

Appendix 3 contains the outline considerations of the land based spatial masterplan. The Capacity studies carried out as options for the various sites has established the potential for up to 4000 homes across the study area subject to technical assessment, evidence base, studies, planning policy and viability.

7. Property

The study area for the spatial masterplan covers significant parts of Guildford Town centre where the freehold is owned by the Council.

Regeneration on the Guildford Borough Council freehold sites alone will not enable the Strategic Objectives to be fully met and the property interests of others will need to be considered through development of a Property Strategy as part of the scope for Stage 2 of GERP.

The regeneration strategy presumes that some of the identified sites in the spatial masterplan will be brought forward by the Private Sector if constraints to development such as planning policy, flood and infrastructure are positively addressed.

Trowers & Hamlins have recently been appointed and are undertaking investigation into title and ownerships to be used to develop the Property Strategy in Stage 2

8. Programme

An indicative master programme for the delivery of the Guildford Economic Regeneration Programme has been produced and can be seen in appendix 7. The project programme will need to be agile to adapt to changes in assumptions and issues as they develop through stage 2.

The summary of the target activity for the stage 2 timetable leads to a Grant Funding application in Q3 2022.

The sequence of activities for the Stage 2 programme would be commenced with extensive stakeholder engagement following inception of a communications plan following the Councils decision to commence this stage.

In tandem with the commencement of the stakeholder engagement, surveys and studies in the post covid 19 environment will be procured to support concept design for the masterplan, infrastructure considerations and technical dialogue

During the Stage 2 the considerations of net carbon neutral objectives and climate crisis will be developed as part of an overall sustainable strategy for regeneration to be included within the Concept Masterplan

9. Next Steps

Stakeholder Engagement Strategy and Communications

Once the council has launched its communications plan then stakeholder engagement will commence. The stakeholder engagement will inform the development of considerations that will then be developed as a concept masterplan to be used as the basis for business case evaluation and preparation of grant funding application(s)

Proposed approach to Sustainability and Climate Crisis

The Strategic Objectives and outcomes for success of the project are clear in the need to create built environment which is sustainable over time and addresses the needs of climate crisis and decarbonisation objectives.

Sustainability objectives also reach further into the needs of the existing social, economic and environmental aspects of the town and the work will bring forward proposals to improve the existing environment within the town holistically.

Business Case

The business Case will be developed on the HMT Green Book model 2020 update with appropriate consideration of the 5 case models to address the needs of an application for funding from the likes of the Housing Infrastructure Fund or its replacement.

Grant Application

It is currently envisaged that the project will have an infrastructure funding deficiency. During the first half of Stage 2 the potential sources for grant funding will be explored and preliminary contact made with providers to establish their objectives and delivery needs in relation to the regeneration project elements.

Governance and Gateways

The programme will be controlled through a Quarterly Portfolio Board and Monthly Programme Board, comprising Councillors and senior officers.

The programme incorporates Full Council sign off and approval at each gateway with milestone reporting into the Executive.

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Guildford Town Centre

Stage 1 Strategic Spatial Masterplan Report

May 2021

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“

An ambitious town centre masterplan with a strong vision can achieve so much more than piecemeal and un-coordinated development.





This Stage 1 Strategic Masterplan Study sets the direction and principles on which a future Guildford Masterplan can be developed

It will help deliver a highly desirable, joined up riverside town centre for the future, one which follows the principals of the ‘15 minute neighbourhood’.

Living, working, shopping, leisure and cultural pursuits, education, green space and public realm, walking, cycling and public transport can all thrive together in a green’ environment which positively addresses the climate change emergency.

It envisions a future where we will be living in a more sustainable manner with more and better local facilities and some fundamental changes to our lifestyles, such as use of the car, work/life balance and living healthier, more active and fulfilling lives.

Introduction

Introduction

0. Project Team

This report is to be read alongside detailed reports on the following aspects:

Development Consultancy	JLL
Flood Alleviation	ARUP
Strategic Transport	Markides Associates
Highways	ARUP
Infrastructure	AECOM
Planning	Carter Jonas

1. The Existing Town Centre

Guildford is a vibrant town hosting a thriving university and research park which add significant economic benefits to the UK economy. As a town it is situated in a gap in the North Downs that historically has created channelled transport corridors. The large area of the borough designated as Green Belt makes growth difficult. The Town Centre is dominated by a 1960s designed network of transport routes sited over the original Guildford crossing of the River Wey. The three and four lane carriageways carve through the town sitting in part on top of Guildford Wharf thus separating the historic Guildford core from its ancient riverside contributing to congestion pollution and accidents to the heart of the town.

The A31 corridor before it can join the gyratory system has to manage the major bottle neck being an ageing two lane bridge crossing the railway. This bridge is the only connection between east and west Guildford after construction of the railway canyon in 1845. Major repairs are due to this bridge.

The only major transport corridor away from the town centre is the A3 – effectively a by-pass of a by-pass running from the North East to the South West. The overloaded A3 also acts a local distributor road for some journeys within Guildford at peak periods. Traffic incidents on the A3 also tend to divert traffic onto the Gyratory system already overloaded at peak times. There have been high levels of

accidents, some serious and some fatal.

Guildford Railway Station was designed for 3 million passenger journeys and is currently coping with 8m. Pre-covid it is forecast to grow to 12 million and yet further with new rail services proposed. The station will attract more traffic of all types and from further afield as its sub-regional role expands.

There is an excellent bus network radiating from a centrally located bus station in the town centre although services are currently hampered by traffic congestion. The site is due for redevelopment with potential plans to relocate a temporary bus station to Portsmouth Road car park for a number of years before relocating back to Leapale Road.

The historic core is not part of this study but it may follow in a further piece of work.

2. What should the Town Look Like?

The town centre needs to be planned to provide an optimal mix of Housing, Commercial, and Social Development to ensure Guildford thrives economically and continues to act as an economic hub for the area. Any plan should guard against Guildford becoming just a commuter town, so accessibility to the centre and the co-location of commercial and housing allocation is of key importance. Patterns of demand will evolve over time, so space should be designed to be as flexible as possible. The town needs to be rescued from the traffic issues that afflicts it. The town centre needs to be reconnected to the banks of the river, unlocking prime land for potential redevelopment mostly owned by just three parties GBC, Network Rail and L&G.

We support the need to improve access by public and by active modes of transport to the high employment areas in the north-west: University of Surrey, research park and the county hospital.

Unlike many of the confined town centre approaches there is scope in the actual town centre, through forward looking masterplanning and planned delivery, adding and separating modes of transport to encourage modal shift, with wider pedestrianisation and use of bikes a key aim. Access to the town using park and ride facilities and the rail network also needs to be actively encouraged.

The advent of Automatic (AV) and Electric Vehicles (EV) will potentially change transport requirements and impact, e.g. less parking space, smaller and more frequent buses, more efficient use of road space, lower pollution. However, it is still desirable in busier corridors to separate out different modes of transport.

3. The unique aspects of the proposed plan

Most proposals for Guildford Town centre have kept the current transport infrastructure intact making limited impact on the challenges of safety and pollution that are necessary to make walking and cycling more attractive in the town centre.

This strategic spatial masterplan involves key changes in the town centre that can be summarised as:

- Safer and greater capacity infrastructure
- More and better quality town centre housing and commercial space.
- Replace much of the existing one-way road system with pedestrianised public realm
- Incorporate modal separation of pedestrians, cyclists and motor vehicles in the new arrangements.
- Pedestrianisation to reunite the core of town with the riverside and station.
- Configure the Wey Navigation and surroundings to open the riverside and mitigate flood risk.

4. Development and Redevelopment

This strategic spatial masterplan potentially opens up a considerable area for redevelopment especially along the Wey Navigation, train station and on sites currently occupied by the police station and law courts. The redeveloped area could provide:

- New, much needed housing.
- New town squares.
- New amenities.
- Civic centre, police station and courts.
- Commercial space.
- New community support infrastructure in the form of schools and health centres.

New development in the context of an adopted masterplan could provide:

- Architectural compliance to a set of design guidelines as to height and bulk, that integrate developments within the Guildford townscape
- Buildings built to be flexible for changing use demands
- Buildings built to latest environmental standards
- Flood protection and management built into buildings and infrastructure
- Combined heat and power infrastructure.
- Delivery recognising the Climate Emergency.

5. Housing

A benefit of a masterplanned approach is that the town centre could accommodate more housing than is proposed by the submitted Local Plan. This is advantageous in that it:

- Reduces pressure to build on Greenbelt land.
- Utilises existing town infrastructure.
- Minimises commuting and/or supports commuting via public transport by co-locating transport, commercial property

- and housing.
- Creates a more attractive town centre and revitalized riverside integrated with the high street, removing interruptions from road traffic.
- Supports the high street and economic growth, allowing Guildford and surrounding areas to continue to prosper, and allows for commercial and population growth in an imaginative and sustainable manner.

Note: Housing developments are subject to several levies e.g. SANG, CIL, and affordable housing quotas. Many sites in Guildford due to being near open space attract SANG payments, an advantage of using town centre brownfield sites is that SANG payments can be mitigated.

6. Retail

The strategic spatial masterplan suggests retail and food & beverage space distributed across the study area. In the existing climate with the rise of internet shopping and the reaction to the Covid-19 pandemic being a major challenge to conventional large retail stores, the focus should be on smaller shops which have flexibility to be repurposed as commercial space. The proposed capacities shown later in this report are flexible and can be adapted to suit market demands.

7. Commercial

This strategic spatial masterplan suggests an element of commercial space. It is anticipated that some of this space will be used by potentially relocating courts, police station and local authority to form a civic centre and new office cluster for the centre of Guildford to attract and retain talent. As discussed above there is an opportunity to add more commercial space vs. retail depending upon market demand. The infrastructure improvements by removing traffic issues will make existing and new commercial properties more attractive and accessible.

8. Transport Infrastructure

This strategic spatial masterplan is based on making the town centre more accessible to a larger number of people WITHOUT increasing road traffic. The aim is to have infrastructure that positively supports and enables modal shift to rail, bus, cycles and walking.

Current traffic levels are problematic. Modal shift will be encouraged to manage growth from new housing and commercial activity, building separate, appropriately sized corridors for different modes of transport.

This plan supports the current efforts by the council to establish Sustainable Movement Corridors (SMC) in the town. The introduction of modal separation in the town centre supports the establishment of other SMC's in time and tying in of existing pedestrian paths and cycleways e.g. the cycle path south to Shalford.

a. Road

The existing gyratory strangles the town centre. This strategic spatial masterplan aims to create a more pedestrian and cycle friendly town centre.

A deliverable option for creating a town centre fit for the 21st Century is to revise the main road links creating a main route via a new Town Bridge and an enhanced Onslow Bridge.

There are numerous potential options outlined in this report which balance the needs of vehicular traffic with pedestrian and cycles.

More detail on the possible traffic and road systems is provided by others.

b. Rail

The rail network will become more important both for commuting, airport access (Gatwick and Heathrow), local use along the lines radiating from Guildford and as part of the outer orbital network from Gatwick, via Guildford, Reading, Oxford to Cambridge.

c. Bus

The plan allows for the long term

redevelopment of the bus station on Commercial Road, potentially providing access from Onslow Street via a pedestrian shared space.

d. Cycling

This scheme seeks to provide for modal separation in the town centre, and links to the existing cycle ways in addition to proposed SMCs. The increasing availability of electric bikes allows hills to be easily tackled, currently a blocker to many people using cycles in Guildford.

In addition implementation of strategies will respond to findings and advice outlined in the Guildford Cycle Route Assessment.

e. Pedestrianisation

The potential aim is for pedestrianisation to expand from High Street/Tunsgate to encompass the riverside on east and west sides (which can be redeveloped to have attractive squares, Market etc) and the station. The pedestrianised areas could link to the SMC and footpaths leading south from the town centre into the Surrey Hills.

9. Flooding

The centre of Guildford is subject to a considerable flood threat. Flooding needs to be addressed through a holistic approach with interventions upstream of the town as well as a sequence of flood mitigations. The plan includes potentially raising the current Town Bridge which in extreme weather and can block the Wey Navigation flow. Potential buildings that are located in flood zones should be designed to mitigate flood issues by using undercrofts which in normal weather can be used for vehicle parking. Linear green parks on both sides of the river can provide vital flood storage.

10. Delivering the plan

The strategic spatial masterplan could

potentially be delivered through a series of phases and partnerships. Disruption caused by key infrastructural interventions can be balanced with immediate benefits for locals. The plan is ambitious and requires partnerships with a number of different groups. Alongside this report are a number of specific reports including: economic research, flood alleviation, strategic transport, highways, infrastructure and planning as well as a financial business case.

“

This section of the report describes the town centre and identifies the constraints within the study area such as historic views, heritage, traffic, flooding.

It also sets out the overall ambition for the master plan such as a comprehensive movement strategy, opportunities for development and potential uses. It identifies all the available and strategically important pieces of land and ownerships that should be considered for inclusion, and it identifies land that can be delivered early or is already under development.

This section also identifies a number of different character areas which could be developed as sites with their own unique identities, combination of potential uses and context etc.

It means that, over time, we will of course need to change some of our habits such as car usage.

Part 1: Review of Constraints & Opportunities

Part 1

Executive Summary

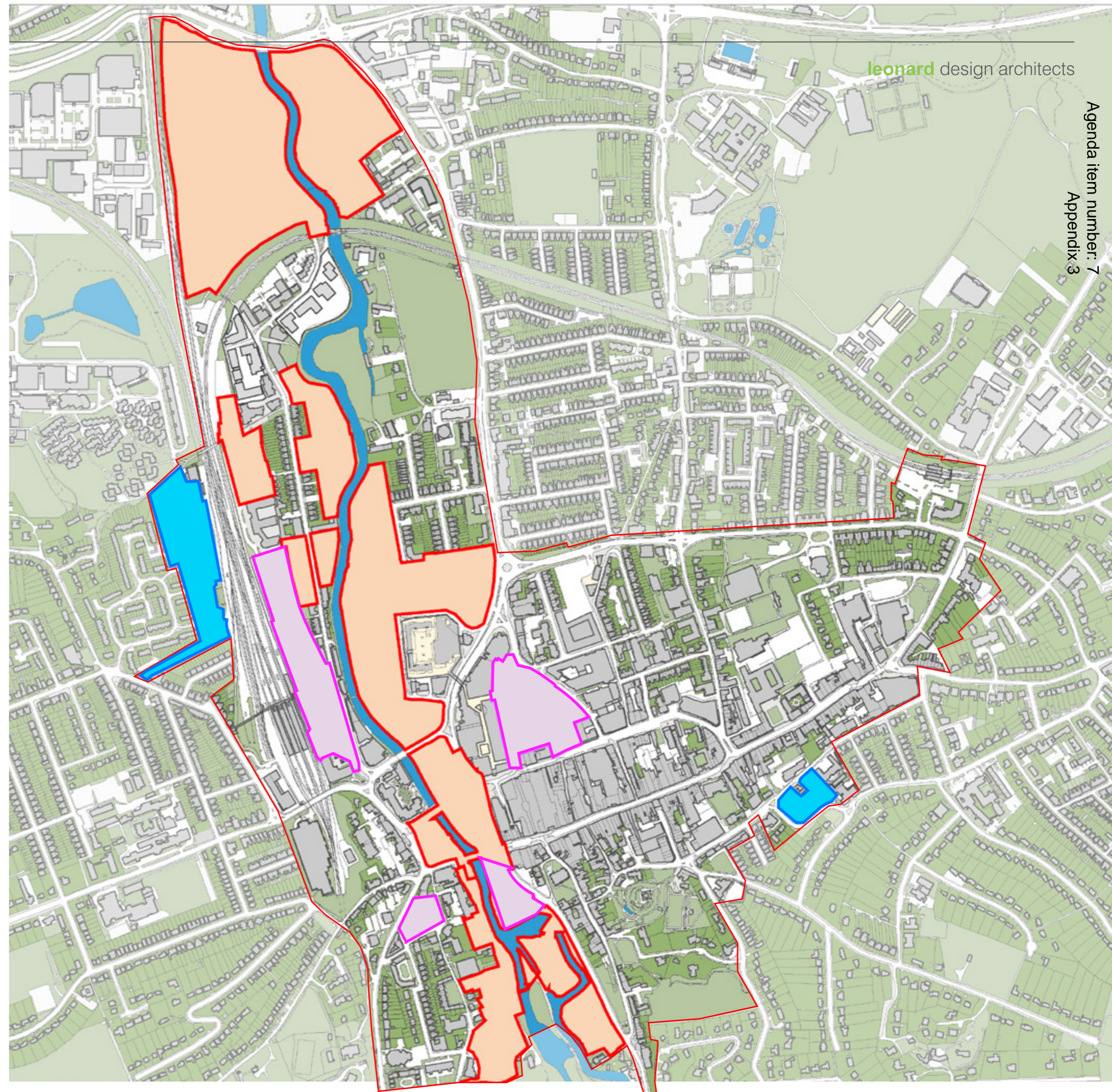
Part 1 sets out the constraints and opportunities highlighting the below factors to be key to delivering a successful masterplan:

1. Reduce traffic congestion within the town centre allowing people to walk and cycle safely,
2. Open up the riverside,
3. Create new public squares and routes,
4. Creating new uses,
5. Creating a new contemporary town centre to make Guildford an attractive place for residents, tourists and businesses,
6. A joined up approach to tackling Guildford's major traffic, flooding and connectivity issues,

This report is to be read alongside detailed reports on the following aspects:

Development Consultancy
 Flood Alleviation
 Strategic Transport
 Highways
 Infrastructure
 Planning

JLL
 ARUP
 Markides Associates
 ARUP
 AECOM
 Carter Jonas



- Masterplan Study Sites
- GBC Ownership Potential Early Delivery
- Being Developed by Others

01. A Future Vision for Guildford

Existing Town Centre

The study area boundary defines a varied area which contains a number of unique attributes and issues. The boundary incorporates a range of important locations including the following:

Northern River Corridor

Defined by its relationship with the River Wey, it encompasses the Woodbridge Meadows and Woodbridge Road sites to the North of the railway viaduct, the Walnut Tree Close area on the Western side and the Dapdune Wharf area on the eastern side.

Bedford Wharf and the Station

From the station, across the river via the new Walnut Tree Bridge and encompassing the existing Odeon, Courts and Constabulary buildings and the Bedford Wharf Car Park.

Historic Town Centre

The historic heart of Guildford has a well defined and much loved character. The masterplan seeks to protect and enhance this character whilst connecting the river into the town centre to create a sequence of beautiful public spaces.

Southern River Corridor

South from town bridge are a series of sites identified with development potential.

The strategic spatial masterplan also considers connections to the University of Surrey, hospital and Surrey Research Park which are key assets for the town.

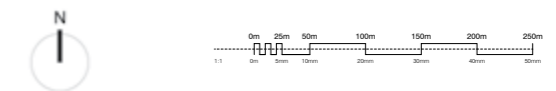
The established town centre and historic core are outside of this report and will be subject of a separate study.



Existing Town Centre GBC Freehold Ownerships

A series of key sites within the town centre boundary are controlled by Guildford Borough Council. These include the key locations such as (from North to South):

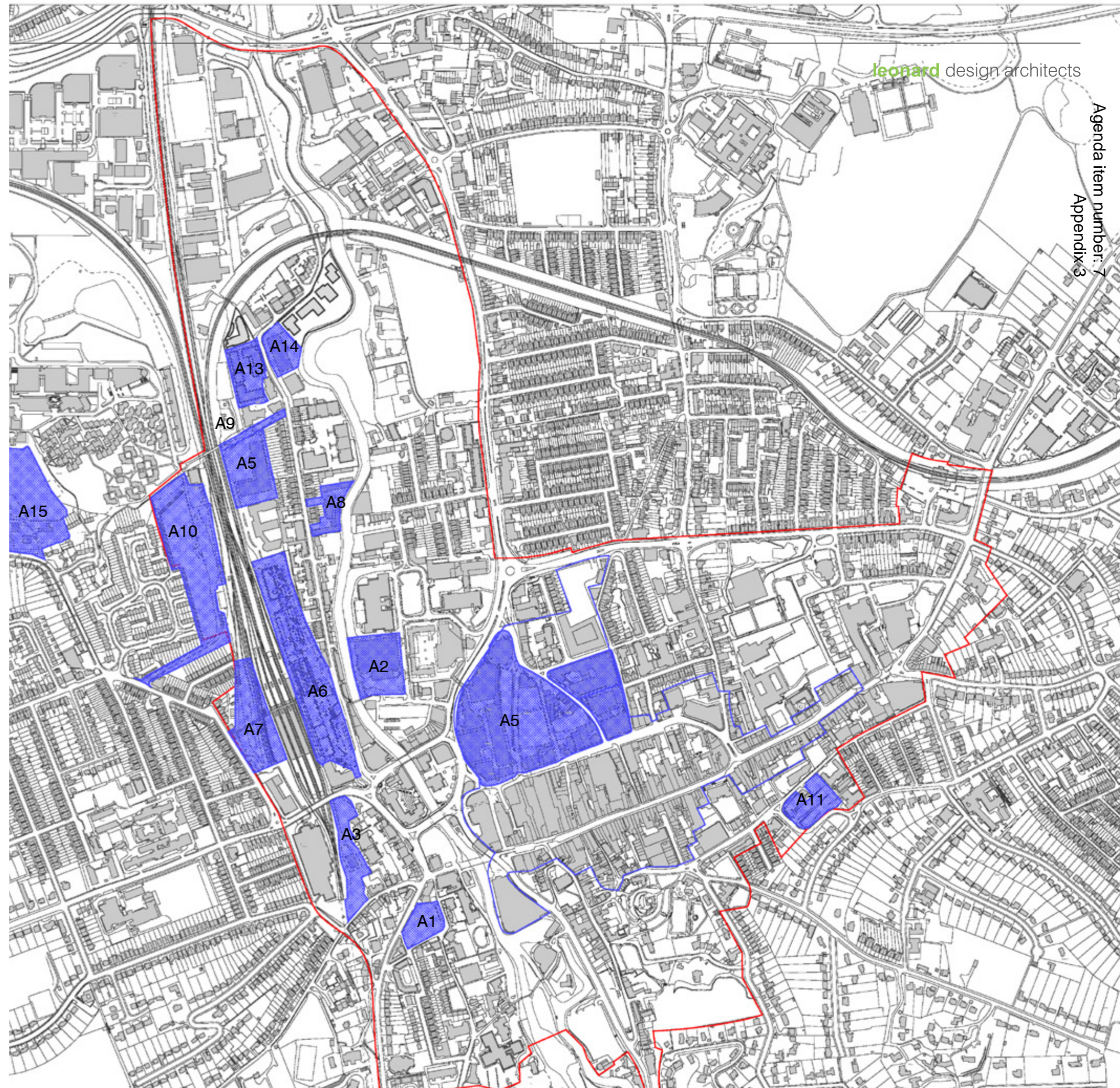
1. Woodbridge Meadows
2. Guildford Park Road
3. Walnut Tree Road housing sites
4. Bedford Wharf
5. Town Wharf
6. Millbrook car park
7. Bright Hill
8. Guildford Borough Council offices



Existing Town Centre 2019 Local Plan

The areas listed below and on the plan opposite represent Town Centre policy areas set out within the Guildford borough Proposed Submission Local Plan: strategy and sites, June 2019.

- A1** The Plaza, Portsmouth Road
- A2** Guildford Cinema, Bedford Road
- A3** Land between Farnham Road and the Mount
- A4** Jewsons, Walnut Tree Close
- A5** North Street redevelopment
- A6** Land and buildings at Guildford railway station
- A7** Land west of Guildford railway station, Guildford Park Road
- A8** 77 to 83 Walnut Tree Close
- A9** Land for Sustainable Movement Corridor
- A10** Guildford Park Car Park, Guildford Park Road
- A11** Bright Hill Car Park, Sydenham Road
- A13** Kernal Court, Walnut Tree Close
- A14** Wey Corner, Walnut Tree Close
- A15** Land at Guildford Cathedral, Alresford Road



The Masterplan Vision

Guildford - Ambition

Challenges:

Guildford is a popular destination but is not achieving its potential;

1. Traffic congestion has a detrimental impact on the vitality and economic success of the centre;
2. The pedestrian environment is poor; pedestrians are marginalised due to car dominance/priority, and pedestrian/cyclist safety is compromised;
3. 'Arrival' by car or public transport is a mixed experience;
4. The river is an under-exploited asset;
5. The town centre experiences low residential delivery rates; and
6. The centre has a wide mix of retail space in terms of size & cost, but North Street persistently underperforms.

Aims:

1. Flood Alleviation / Defence Solutions that enables developable land to be created within the existing flood zones within the town centre
2. Provision of significant affordable residential accommodation within the regeneration area
3. Transportation with more balance towards walking, cycling, bus, pedestrian and rail with good inter modal interconnection and hub(s)
4. Highways solutions for routing to minimise pedestrian interface, reduction in accidents and improvements in air and noise quality without creating traffic issues in other areas within the town
5. Mix of commercial and community uses in the town that include retail, employment, tourism, cultural and leisure to increase the attractiveness of the town as a destination
6. A digital platform that is fit for the first half of the 21st Century
7. Significant improvement in the Town Centre environmental quality for pedestrians and non car users



Electricity Works



Millmead Lock



Millmead Lock

leonard design architects



Dapdune Wharf



Abbots Hospital



The Billings



Guildford Castle



Guildford Cathedral



Guildford High Street



The River Wey



University of Surrey



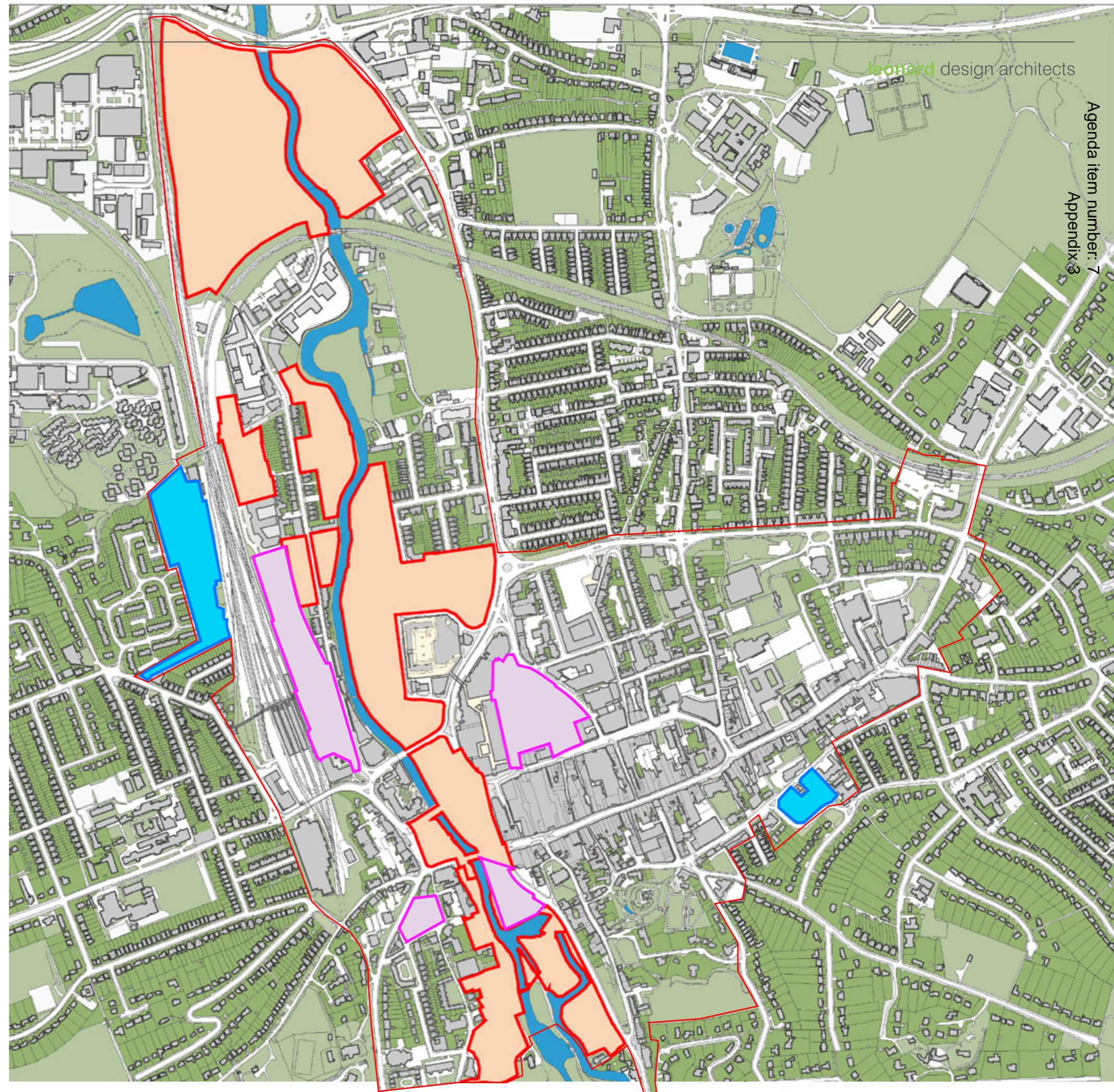
Yvonne Arnaud Theatre

The Masterplan Vision Potential

Building upon Guildford's existing assets, the masterplan vision intends to:

1. Create the sustainable 'town centre of the future'
2. Reduce Traffic accidents
3. Reduce Pollution
4. Improve Traffic issues
5. Retrieve our lost riverside and open it up to pedestrians and activities...plus tourism
6. The need for housing... All types for all income levels - affordable, key worker, starter and senior living
7. Student accommodation...and better integration
8. Business space
9. Flood prevention
10. Better traffic management
11. A great railway station...which is well connected to the town centre
12. Proper bus services and routes
13. Attractive cycle ways, footpaths, streets and squares
14. Social and community buildings
15. Need for access and parking
16. Arts and Education
17. Facilities for young people and children

The biggest obstacle to opening up the riverside and knitting our town together is our road system persistently underperforms.



- Being Developed by Others
- GBC Ownership Potential Early Delivery
- Masterplan Study Sites

02. Historic Guildford

Historic Guildford Origins

Guildford is the oldest and largest town in Surrey. The town is defined by the River Wey, and grew up in a gap in the chalk hills between the Hogsback to the West and Pewley Hill to the South-east.

The comb street pattern is typically Saxon with High Street running down to the bridge and narrow tributaries leading from it. Two roads developed parallel to High Street, Upper and Lower Backside (now North Street), and Castle Street to the South.

Guildford is the only town in Surrey to be listed in the Domesday Book of 1086. It soon became a high status town, with its own royal charter, a market and license to mint coins. The town's wealth was generated from the market, cloth weaving and finishing and chalk quarrying for building materials and lime.

The 12th century Norman Castle is positioned at a key vantage point on the Wey valley, and still commands a good view of the valley and roofscapes over the lower town.

Page 96 Quarry Street holds many of Guildford's key historic buildings, including St Mary's Church. The town's most venerable monument is the Tudor Grammar School which still exists on the high street.

Bishop Abbot Hospital was built in 1619 and founded by George Abbott, former archbishop of Canterbury.

The River Wey was canalised in 1653, one of the first rivers in Britain to be made navigable, and became the main source of commerce for the town to the Thames.

The Cattle Market was located in North Street until 1896. Granaries were built along the river, with associated activity at the flour mills, and breweries and the corn market.



9th June 1896 North Street Cattle Market



River Wey Canal

Historic Guildford

20th Century Guildford

The town continued to grow in the 20th Century, with the Cathedral (1936) positioned above the town on Stag Hill with a prominent view across the town to the castle. In the 1960's Surrey University grew up at the foot of the cathedral.

In the 1960's and 70's the town suffered from heavy traffic and thereafter severance effects of roads built to deal with it.

The Yvonne Arnaud theatre opened in 1965 at the Old Mill Pond to replace a previous theatre, lost to a fire.

Shopping centres and multi-storey car parks were built, and in some cases rebuilt, from 1960 to 1990, including The Friary and Tunsgate.

The High Street has a unique character with six grade I listed buildings and a host of grade II* and grade II listed buildings. four scheduled Ancient Monuments and a listed park and garden. These assets form an important legacy which requires a careful strategy of protection and enhancement. This is to be the subject of a subsequent report.



High Street, 1970's



Flooding at the foot of the High Street, 1968



High Street

Historic Guildford Development

1871

The spine of the High Street still defines the compact historic town. The London to Portsmouth railway arrived at the town in 1845.



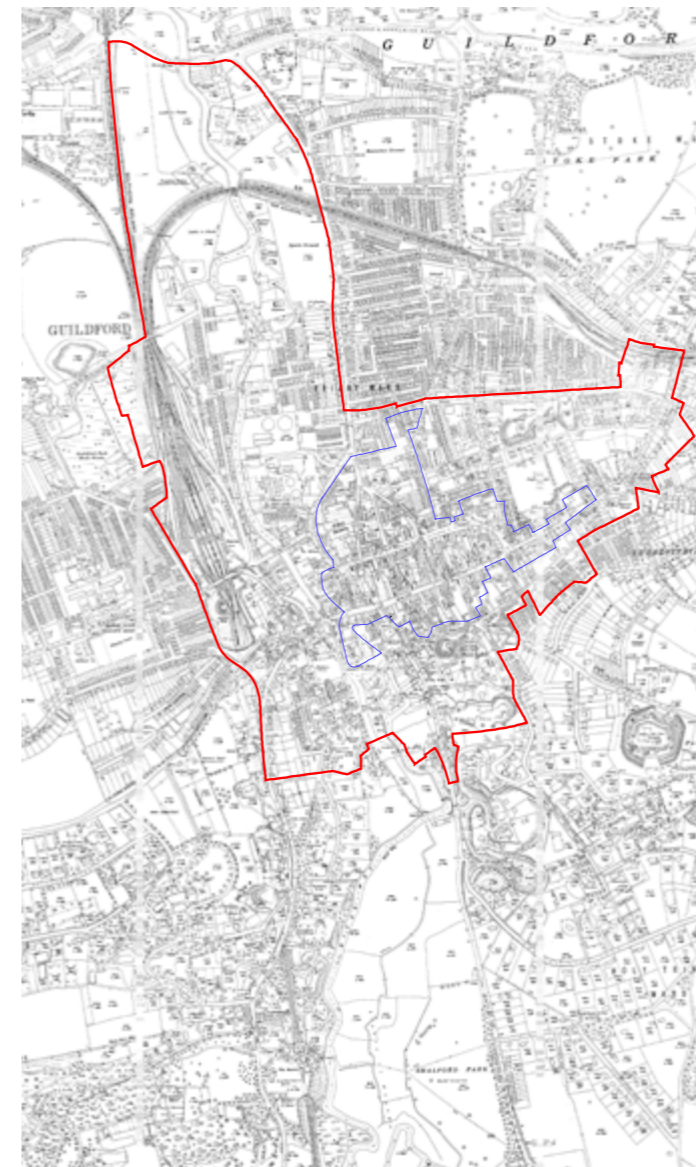
1896

The town has filled out noticeably, boosted by the South-west railway line. New development has begun around Stoke Fields and around the County Hospital, and Stoughton to the North.



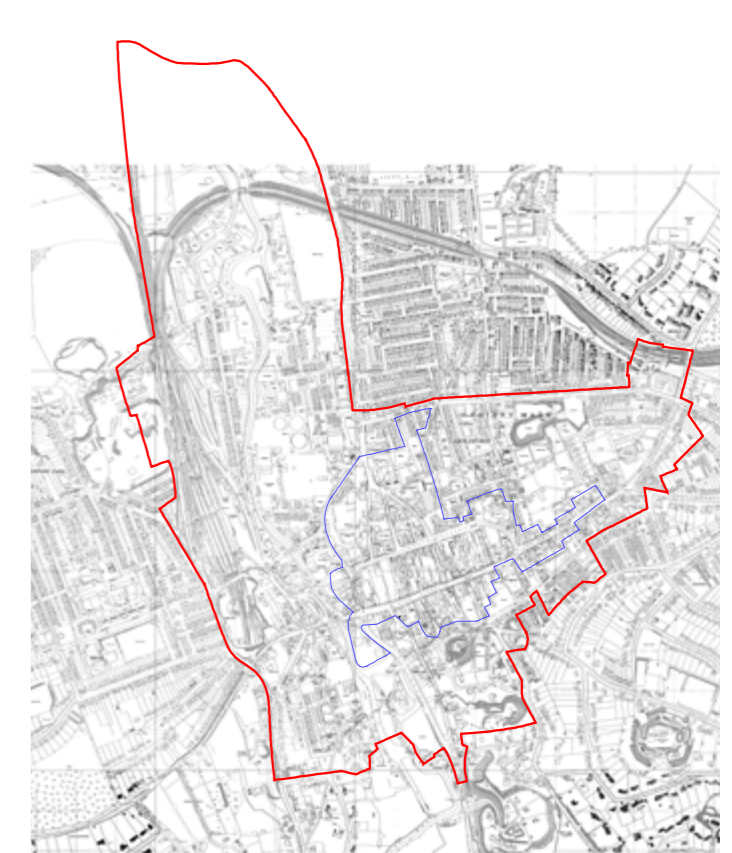
1935

The town continues to expand in all directions in the first few decades of the 20th Century. New development grows around Epsom Road, Pewley Hill, Stag Hill and Onslow Village.



1975

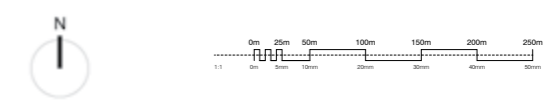
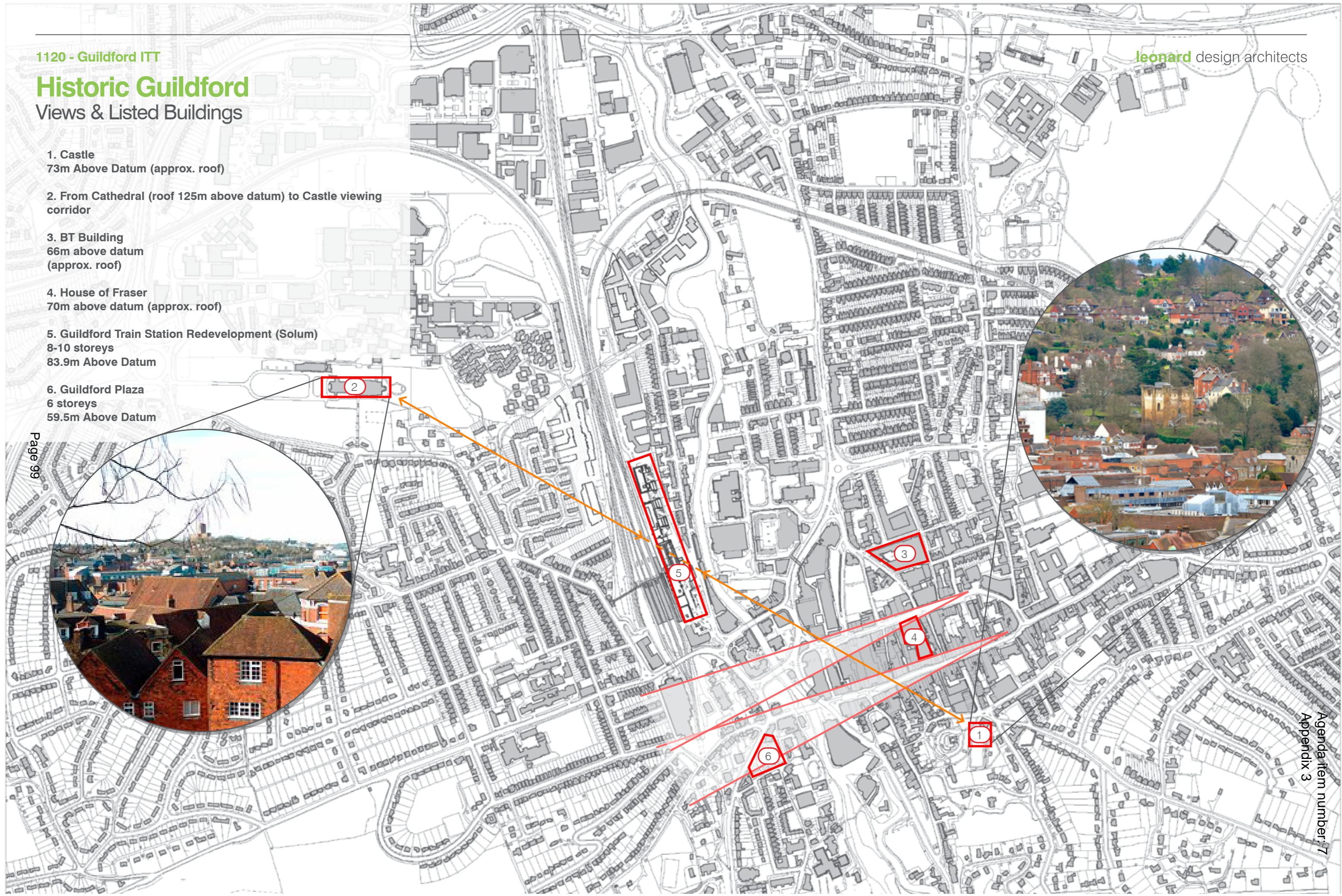
By 1975 the shape and character of modern Guildford can be seen. Malls, multi storey car parks and office blocks have proliferated in the town centre and the University of Surrey has formed around the Cathedral.



Historic Guildford

Views & Listed Buildings

- 1. Castle
73m Above Datum (approx. roof)
- 2. From Cathedral (roof 125m above datum) to Castle viewing corridor
- 3. BT Building
66m above datum (approx. roof)
- 4. House of Fraser
70m above datum (approx. roof)
- 5. Guildford Train Station Redevelopment (Solum)
8-10 storeys
83.9m Above Datum
- 6. Guildford Plaza
6 storeys
59.5m Above Datum



Historic Guildford

Key Messages

HISTORIC GUILDFORD KEY MESSAGES

Agenda item number: 7
Appendix 3

The historic core forms the cornerstone of the town centre strategic spatial masterplan. It aims to strengthen and re-align Guildford to celebrate its unique historic assets.

The major opportunity is to establish a landscape-led response to the River Wey to enhance the character and create a more coherent centre.

Scheduled Ancient Monuments:

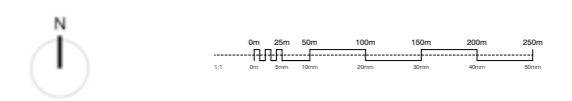
1. Guildford Castle
2. Medieval undercroft at 72/74 High Street
3. Medieval undercroft remains at 50/52 High street
4. The Treadwheel Crane

Listed parks and gardens

5. The Jellicoe Roof Garden



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Historic Guildford Opportunities

Guildford is denoted by the 'concrete collar' of the gyratory and surface car parks but continues to benefit from its historic setting and attractive green outlook, . However the town centre study area contains a number of opportunities for regeneration:

- 1. The journey from the train station to the historic core has a number of negative, inactive frontages , large footprint buildings and high volume road network.
- 2. Bedford Wharf - the courts, police and Odeon - lack patterns of frontage and an address to the riverside.
- 3. Improved access to green space across the masterplan.
- 4. The gyratory is a major issue for the central part of the River Wey where it meets the historic core of Guildford, constraining the growth of the town centre and preventing a link to the riverside.
- 5. Much of the riverside in the river corridor is inaccessible and lacks linkage.

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In the context of its historic setting, the masterplan focuses on fine grain opportunities for public realm enhancements to provide a more accessible centre for cyclists and pedestrians.



Friary Bridge



Bridge Street gyratory



Debenhams and the riverside



Portsmouth Road car park and the riverside



Rear of the Crown Courts

Agenda item number: 7
Appendix 3

03. The Road Issue

The Road Issue

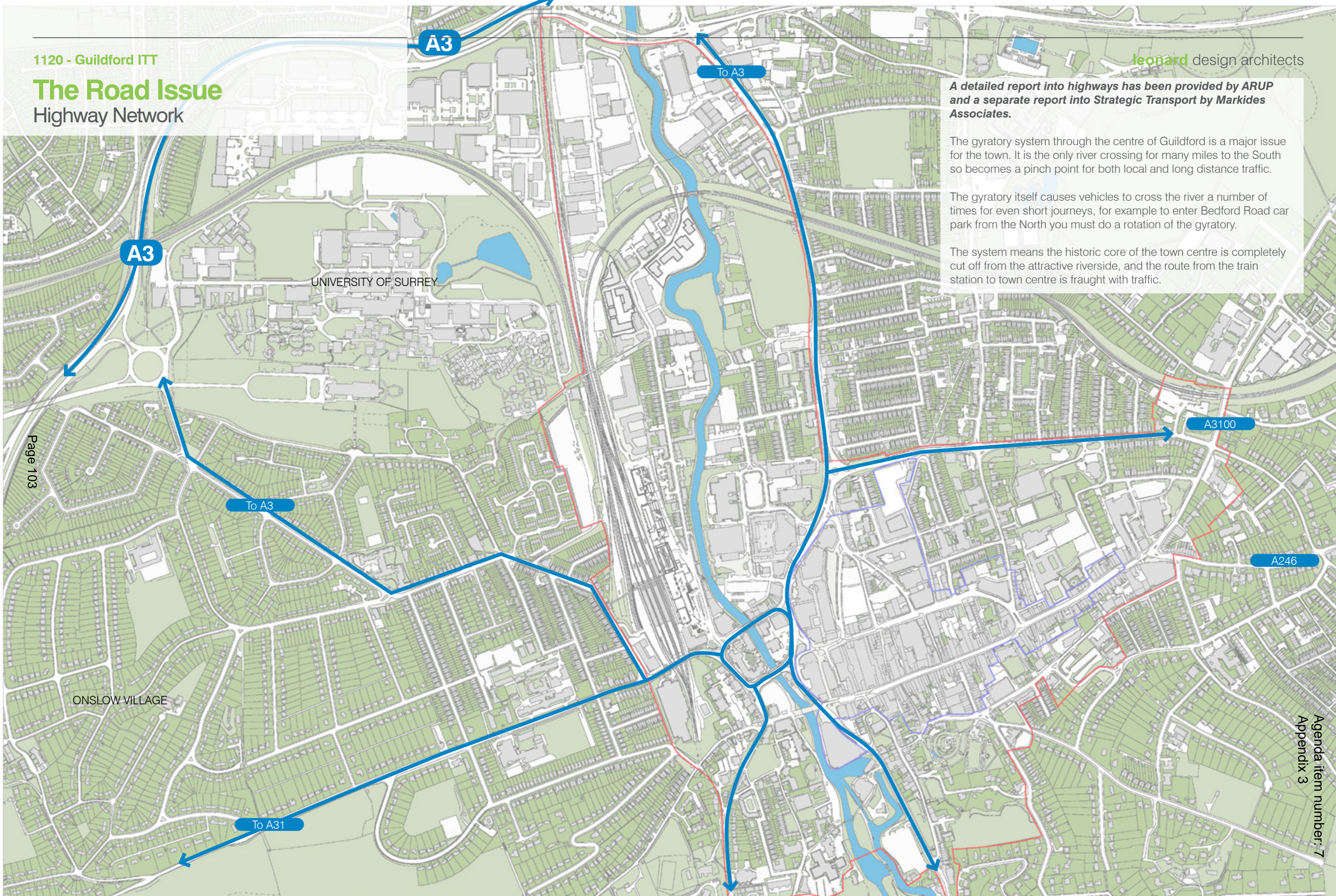
Highway Network

A detailed report into highways has been provided by ARUP and a separate report into Strategic Transport by Markides Associates.

The gyratory system through the centre of Guildford is a major issue for the town. It is the only river crossing for many miles to the South so becomes a pinch point for both local and long distance traffic.

The gyratory itself causes vehicles to cross the river a number of times for even short journeys, for example to enter Bedford Road car park from the North you must do a rotation of the gyratory.

The system means the historic core of the town centre is completely cut off from the attractive riverside, and the route from the train station to town centre is fraught with traffic.



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Agenda item number: 7
Appendix 3

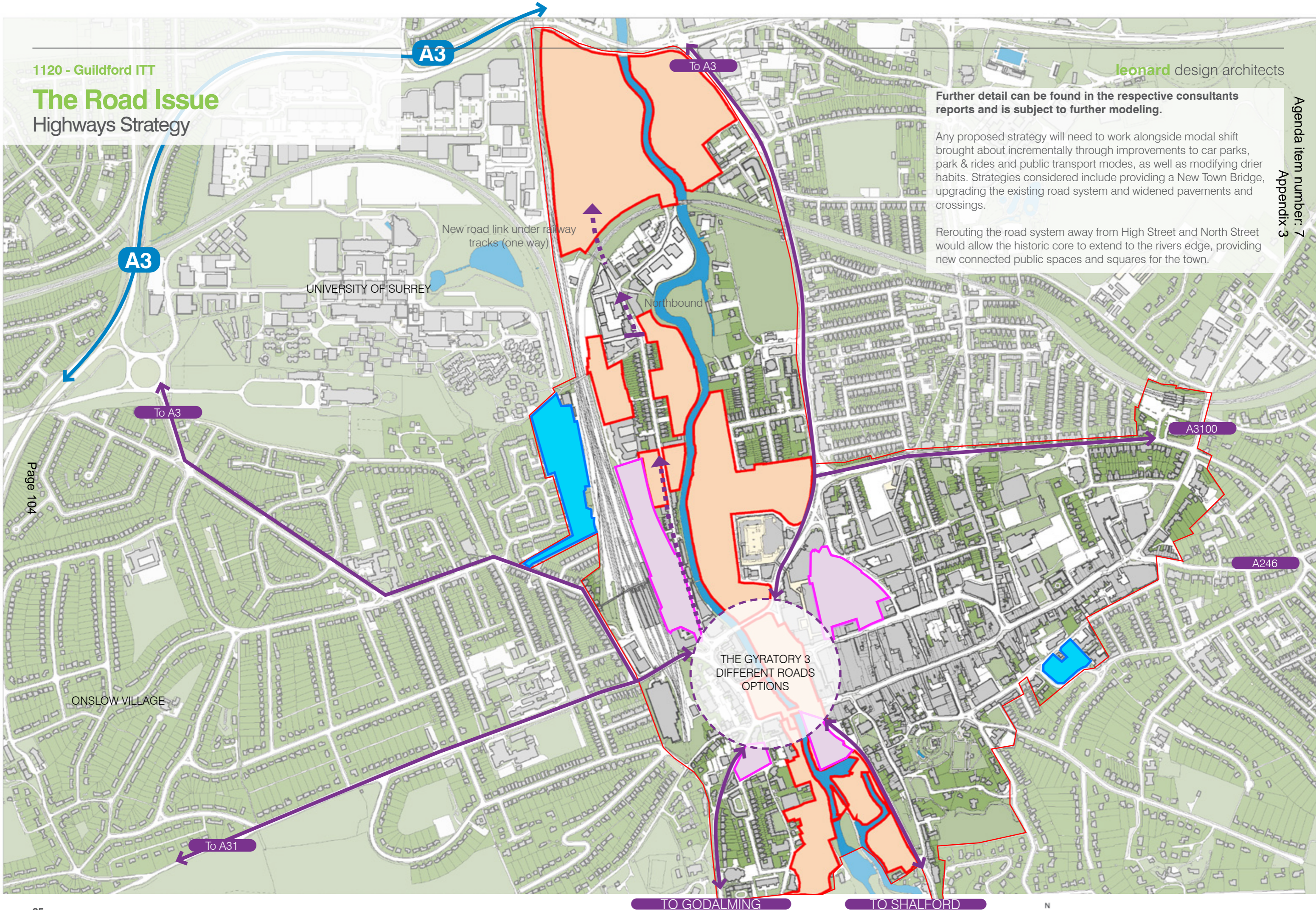
The Road Issue

Highways Strategy

Further detail can be found in the respective consultants reports and is subject to further modeling.

Any proposed strategy will need to work alongside modal shift brought about incrementally through improvements to car parks, park & rides and public transport modes, as well as modifying drier habits. Strategies considered include providing a New Town Bridge, upgrading the existing road system and widened pavements and crossings.

Rerouting the road system away from High Street and North Street would allow the historic core to extend to the rivers edge, providing new connected public spaces and squares for the town.



The Road Issue

The Gyratory

The gyratory system causes congestion, pollution and accidents between pedestrians, cyclists and vehicles. As demonstrated below there are a number of incidents in and around the roadway.

A comprehensive review is required to determine how to reduce congestion pollution and accidents. This is likely to take the form of several interventions under an overriding strategy.

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The existing road network



Existing Road Traffic Incident data

Agenda item number: 7
Appendix 3

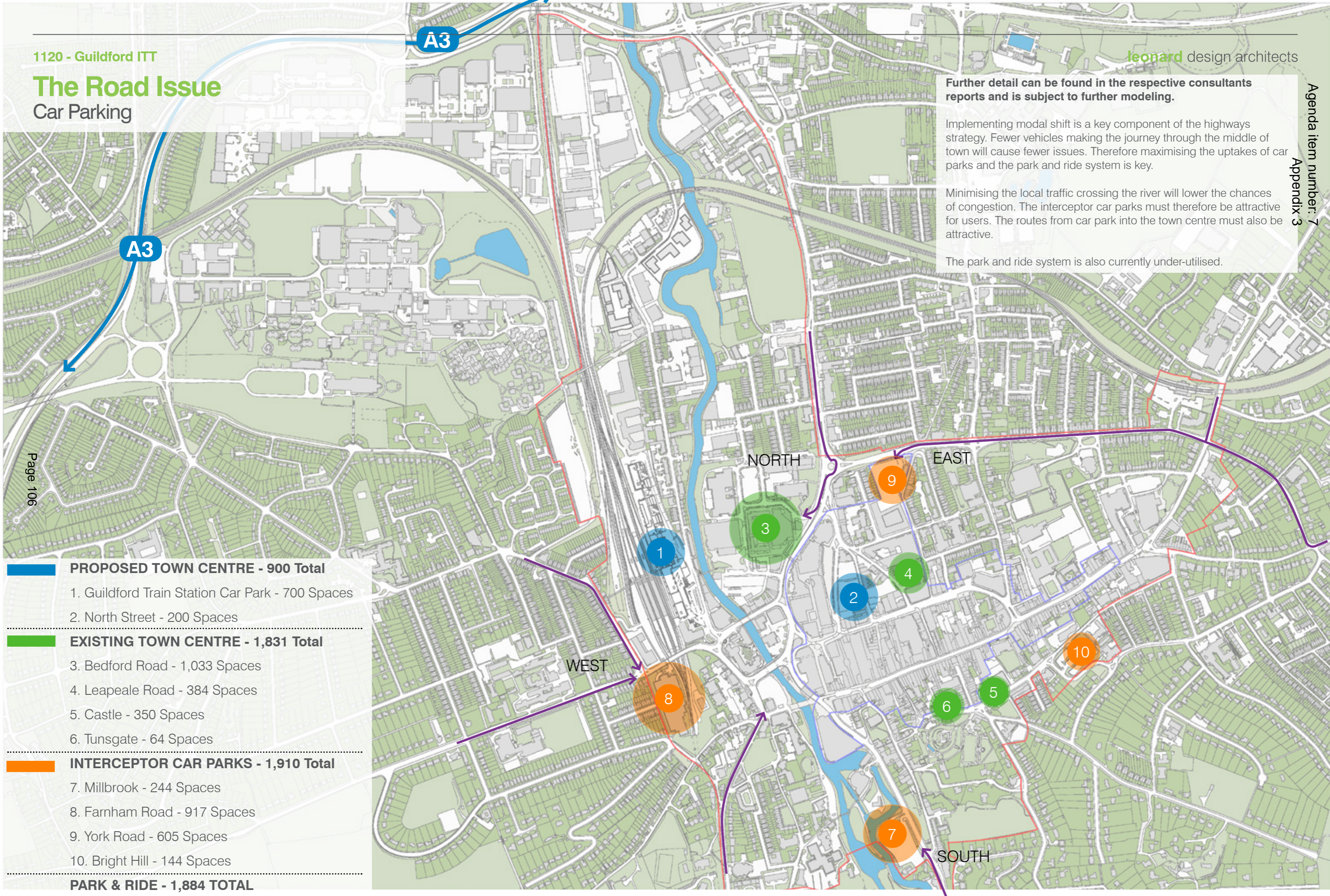
The Road Issue Car Parking

Further detail can be found in the respective consultants reports and is subject to further modeling.

Implementing modal shift is a key component of the highways strategy. Fewer vehicles making the journey through the middle of town will cause fewer issues. Therefore maximising the uptakes of car parks and the park and ride system is key.

Minimising the local traffic crossing the river will lower the chances of congestion. The interceptor car parks must therefore be attractive for users. The routes from car park into the town centre must also be attractive.

The park and ride system is also currently under-utilised.



- PROPOSED TOWN CENTRE - 900 Total**
- 1. Guildford Train Station Car Park - 700 Spaces
- 2. North Street - 200 Spaces

- EXISTING TOWN CENTRE - 1,831 Total**
- 3. Bedford Road - 1,033 Spaces
- 4. Leapeale Road - 384 Spaces
- 5. Castle - 350 Spaces
- 6. Tunsgate - 64 Spaces

- INTERCEPTOR CAR PARKS - 1,910 Total**
- 7. Millbrook - 244 Spaces
- 8. Farnham Road - 917 Spaces
- 9. York Road - 605 Spaces
- 10. Bright Hill - 144 Spaces

- PARK & RIDE - 1,884 TOTAL**

The Road Issue

Car Parking

To capture local traffic and prevent it from needlessly crossing the river, the existing car parks must be attractive propositions to visitors.

Pedestrian access to and from the car parks must also be accessible and attractive, and can form strategies for early wins in the overall masterplan strategy.



Bedford Road Car Park



York Road Car Park



Leapale Road Car Park



Farnham Road Car Park

04. Movement Strategy

Movement Strategy

Walking Opportunities

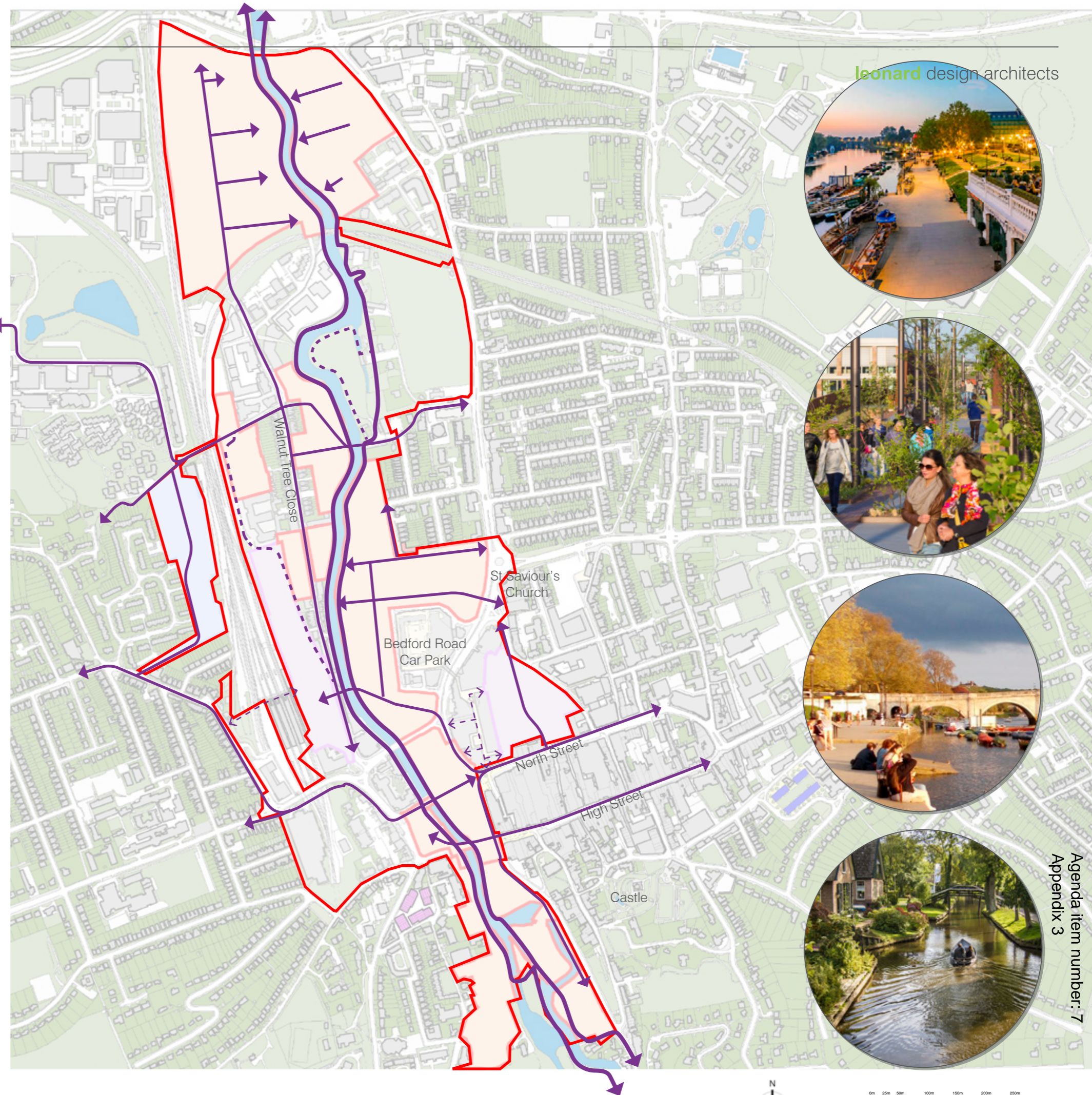
Connecting the historic core to the riverside and beyond. Potential opportunities are outlined below:

NORTH - SOUTH

1. To upgrade the existing towpath on the West side of the river to take pedestrians from Ladymead (and to the Weyside development beyond) to the town centre and South to Millmead and beyond.
2. Create a new towpath on the East side of the river, connecting North to South and provide a sequence of new green spaces to the town centre.
3. Two new bridges at Millmead to connect the Debenhams site to the theatre and the new development at Millbrook Car park.

EAST - WEST

1. Upgrade Yorkies Bridge to carry pedestrians, bicycles and a one way shuttle bus connection to the University and connect to, and extend, the Sustainable Movement Corridor across the train tracks.
2. Create a new pedestrian bridge connecting Farnham Road car park to the town centre.
3. The new raised Town Bridge will provide a large 5m wide green pavement to connect High Street across the river and maintain views west from High Street.
4. Friary Bridge is pedestrianised, creating a new piece of public realm at the town centre.
5. Walnut Tree Bridge connects to an attractive new Bedford Square to the train station.
6. New connections to the riverside are created through Bedford Wharf and Mary Road.
7. A new pedestrian bridge can connect Walnut Tree Close to Onslow Street and provide an extension to the East West cycle network & sustainable movement corridor. In addition to the findings of the Guildford Cycle Route Assessment.



Movement Strategy

Cycling Opportunities

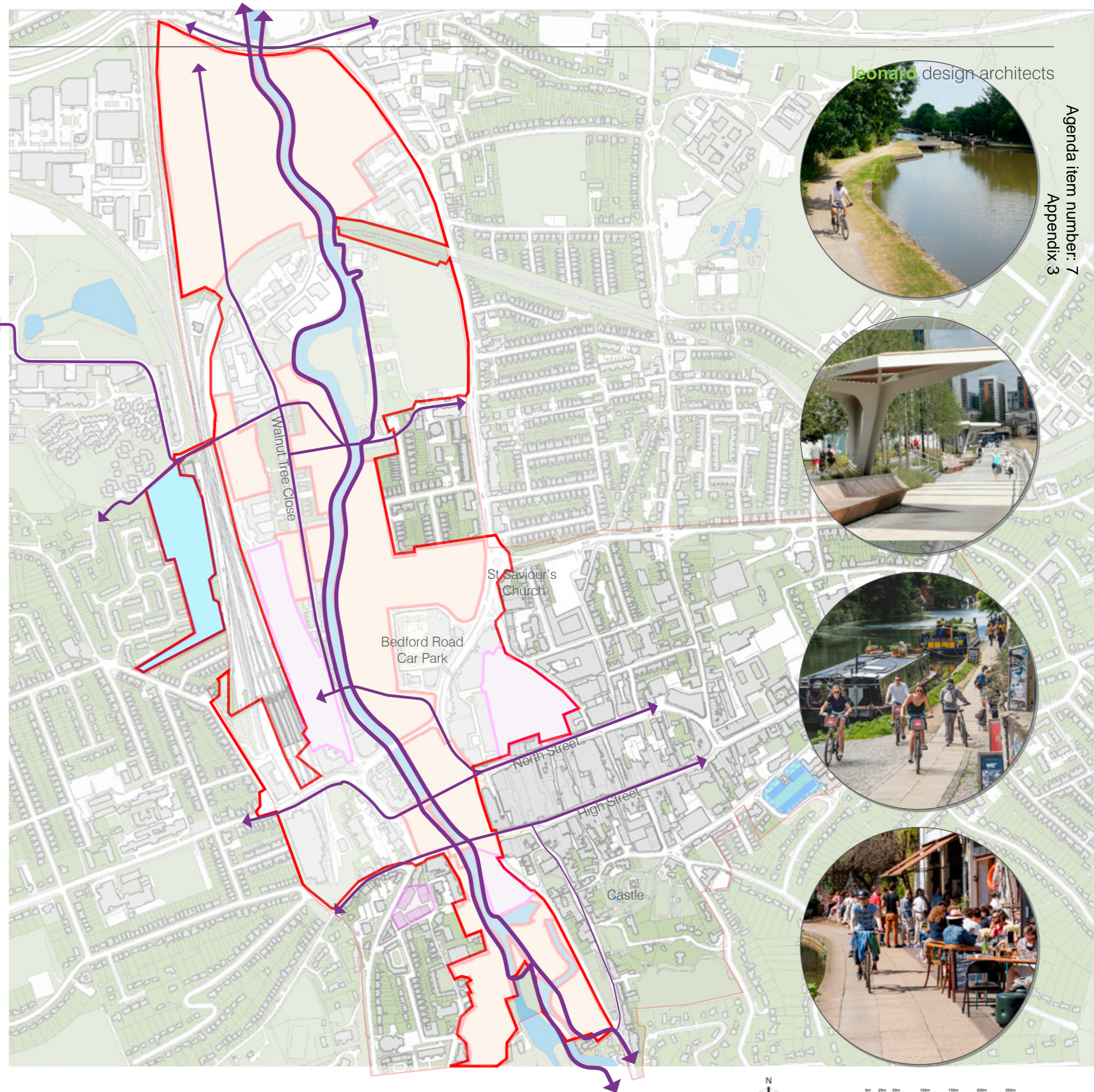
Connecting the historic core to the riverside and beyond. Potential opportunities are outlined below

NORTH - SOUTH

1. Upgrade the Towpath to connect Ladymead to Millbrook & beyond.
2. The new towpath on the Eastern bank of the river to include cycling paths.
3. Two new bridges at Millmead to connect the Debenhams site to the theatre and the new development at Millbrook Car park.

EAST - WEST

1. Connect to, and extend the Sustainable Movement Corridor across the train tracks & river.
2. The new pedestrian bridge at Farnham Road allows cycle lanes to be provided over the bridge.
3. The new raised Town Bridge provides an improved cycling connection between The Mount and High Street and the national cycle network.
4. Walnut Tree Bridge provides for bicycles and connects to an attractive new Bedford Square.
5. A new pedestrian bridge across the river can connect Walnut Tree Close to Onslow Street.



Movement Strategy Public - Parks & Squares

As well as improved connections the masterplan provides a network of new pieces of public realm. Potential opportunities are outlined below

MILLBROOK

A new park at Millmead car park as well as new bridge connections from Millbrook car park to Debenhams. New activities on the riverfront edge can take advantage of the beautiful southern outlook.

TOWN WHARF

With the road system rerouted, Town Wharf can become the new town square for Guildford. Hard and soft landscaping steps down to the riverside. Kiosks and seasonal events can take place on a pedestrianised and improved Friary Bridge and a new market can be located at the end of North Street.

BEDFORD WHARF

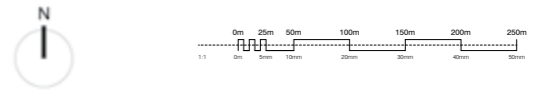
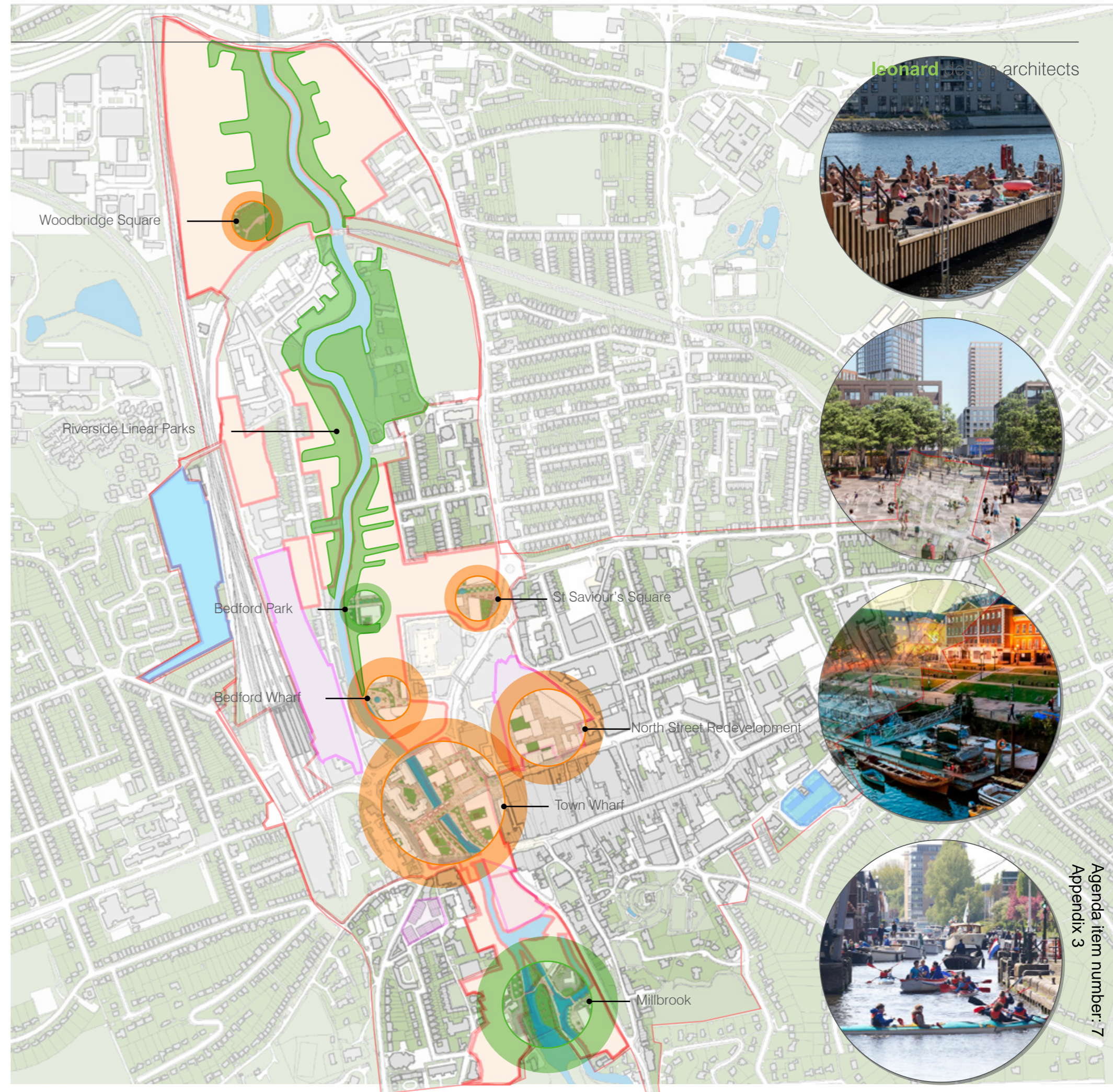
Three new squares are connected by two green boulevards providing new civic spaces. A linear green park also extends along the riverside towpath route.

WALNUT TREE CLOSE & DAPDUNE WHARF

The linear park widens to form green amenity space, accessible from the town centre. New East-West connections connect these spaces to Walnut Tree Close and the Sustainable Movement Corridor beyond.

WOODBIDGE MEADOWS & ROAD

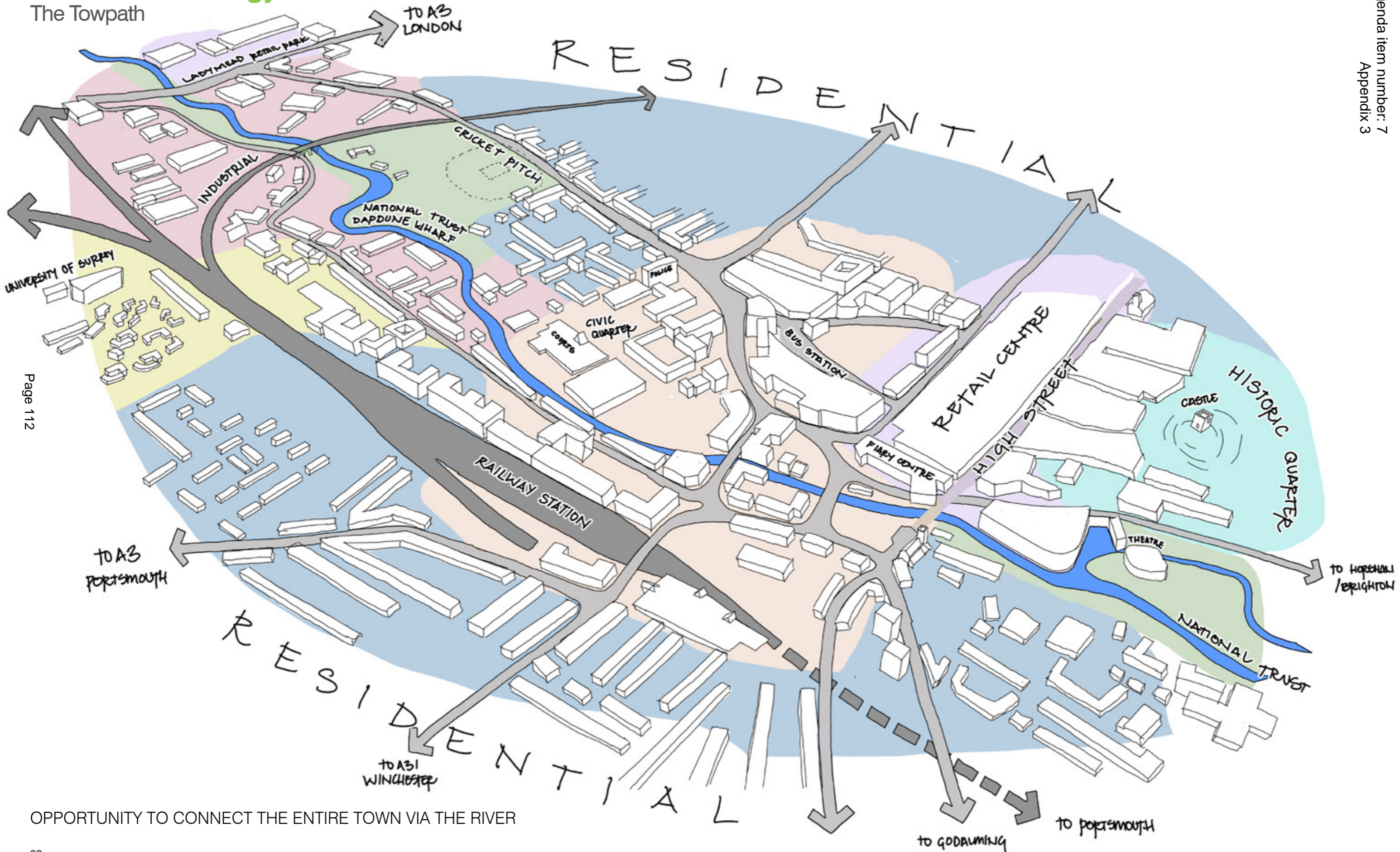
The green lung around the river expands further to provide sports pitches and meadow parklands.



Movement Strategy

The Towpath

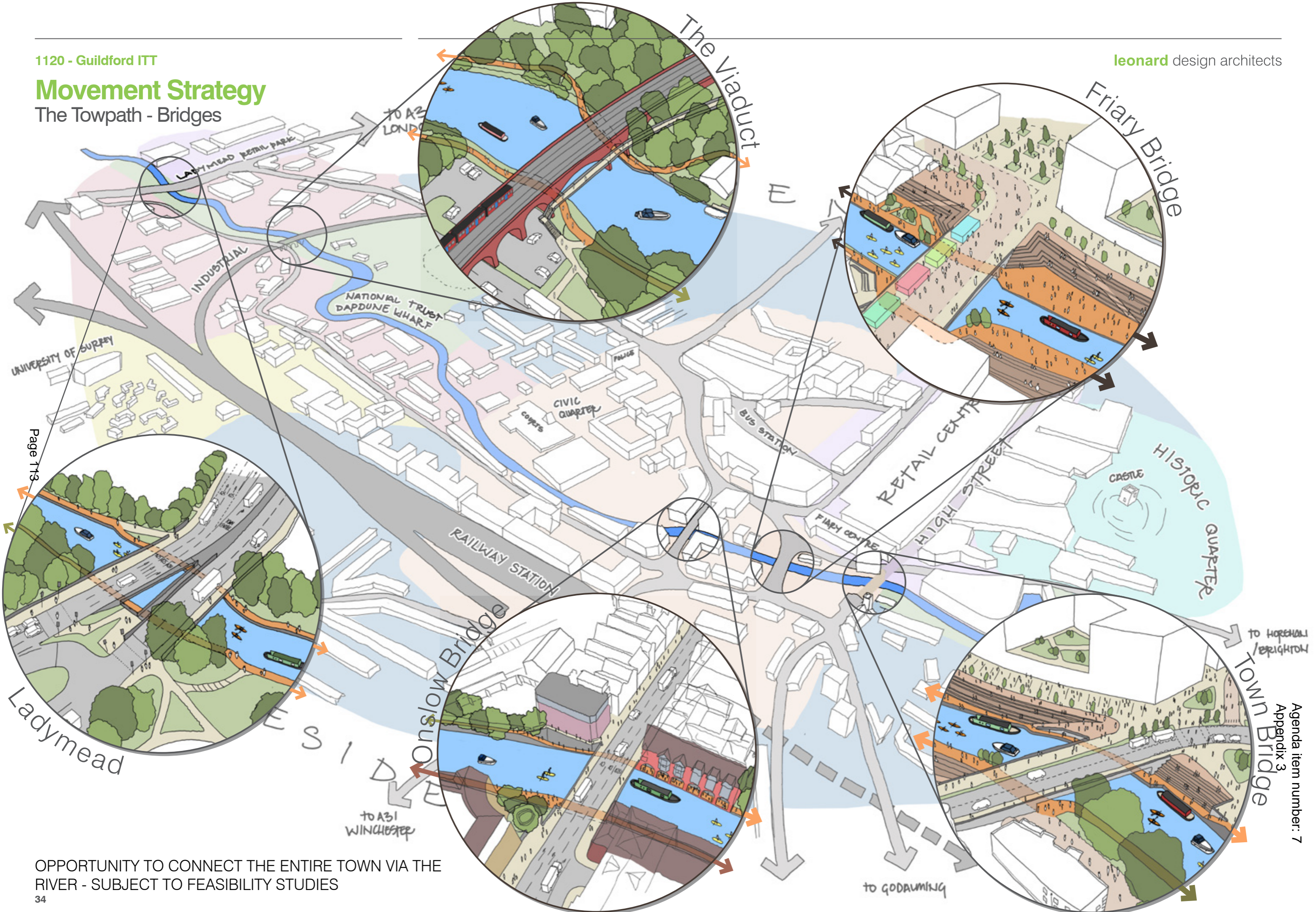
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OPPORTUNITY TO CONNECT THE ENTIRE TOWN VIA THE RIVER

Movement Strategy

The Towpath - Bridges



OPPORTUNITY TO CONNECT THE ENTIRE TOWN VIA THE RIVER - SUBJECT TO FEASIBILITY STUDIES

05. Flooding

Flooding Strategy

Flood Zones

Further detail can be found in the Flood Alleviation report compiled by ARUP and is subject to further modeling.

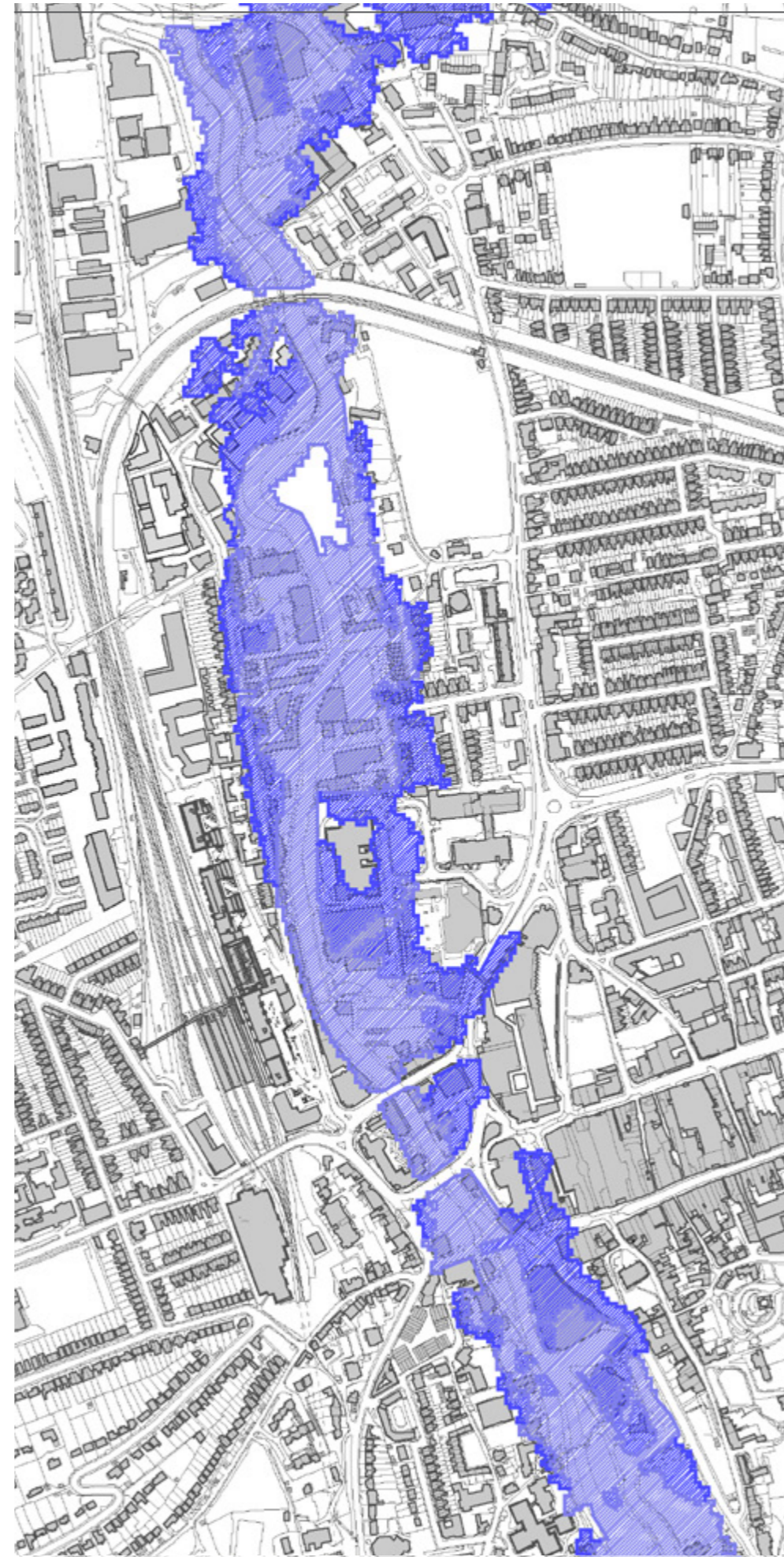
Flooding is a major issue for Guildford Town Centre. As the map shows, much of the river corridor is in flood zone 3B, the highest risk of fluvial flooding:

Areas within flood zone 3 are at a 1% probability of flooding, or a 1:100 chance.

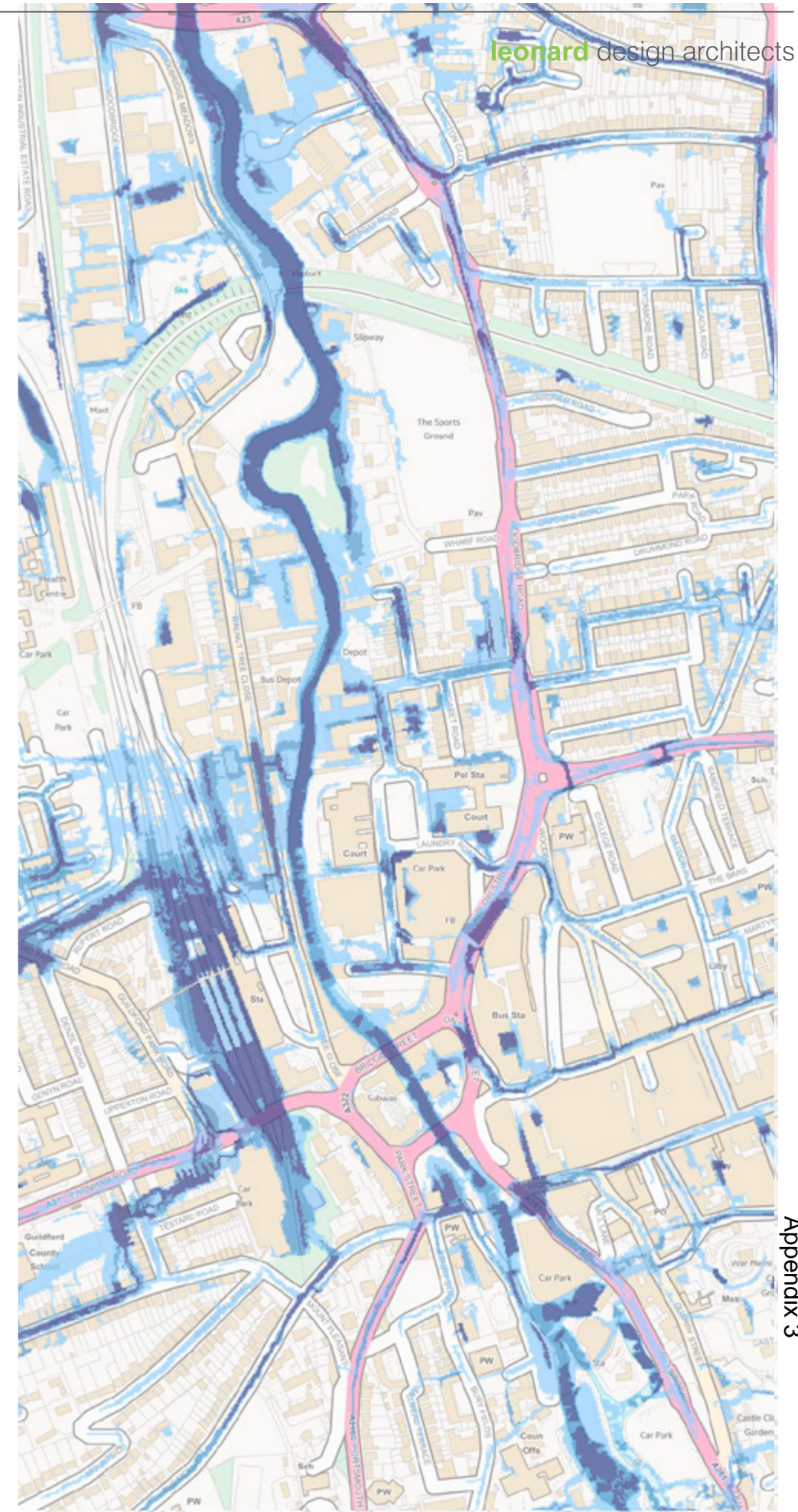
Flood zone 3B is classed as functional floodplain, which has a 5% probability of flooding, or a 1:20 chance.

In order to build development successfully in these areas sufficient flood attenuation strategies must be used. The outline of those strategies is shown overleaf.

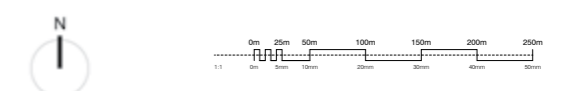
- Zone 2 - Medium Risk
- Zone 3A
- Zone 3B - Highest Risk



Fluvial Flooding



Surface water Flooding



Flooding Strategy

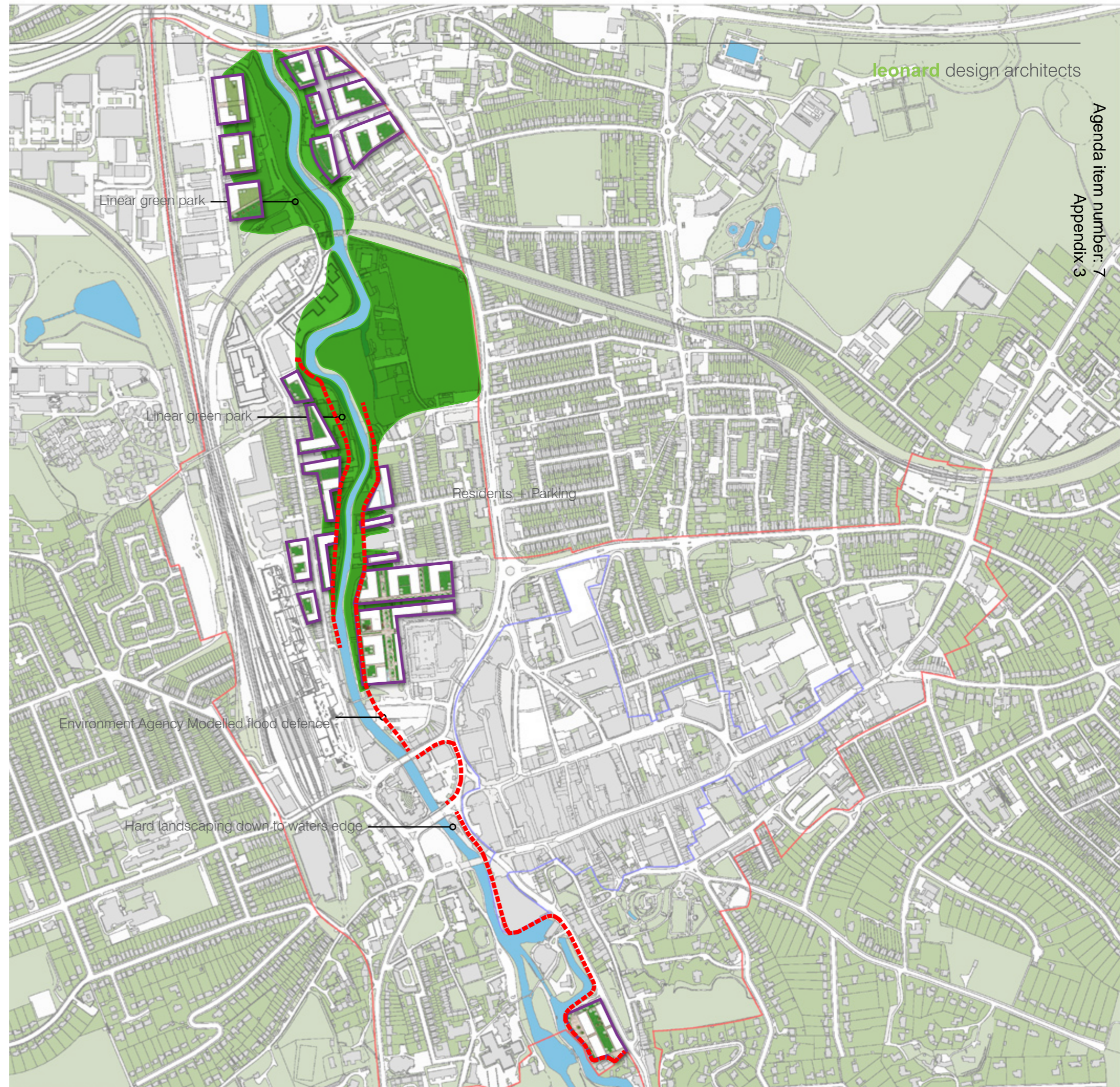
High Level Strategy

This high level strategy is to be read alongside the holistic flooding report which looks at the wider context of Guildford and any upstream interventions which can alleviate issues in the town centre (produced by ARUP). The aim is to retain as much functional flood plain as possible, thus ensuring no ill effects are caused outside this study zone.

These strategies include:

1. **A green linear park along rivers edge, with a 20m zone left for green flood storage with water detention ponds and soft landscaping.**
2. **New flood defenses to be constructed to enable development plots to come forwards. Environment Agency modelled flood defenses shown in red here.**
3. **These buildings raised above the floodplain to have safe egress to ground outside of the floodplain as well as access for emergency vehicles.**
4. **Multiple drainage channels running back to the green linear park & river.**
5. **Intensive greening throughout the public realm & roofscapes to slow down water flow back into the flood zone.**
6. **All hard landscaping and street furniture within flood zones resilient to inundation for easy clean up and recommission.**
7. **A combination of hard and soft landscaping used in the town centre (Bedford Wharf, train station and Town Wharf) for flood storage, attenuation and prevention.**
8. **The rebuilt Town Bridge will be slightly raised to clear the flood risk zone and connect riverside walks on both banks**

* Blocks shown are indicative to show flood defence strategies



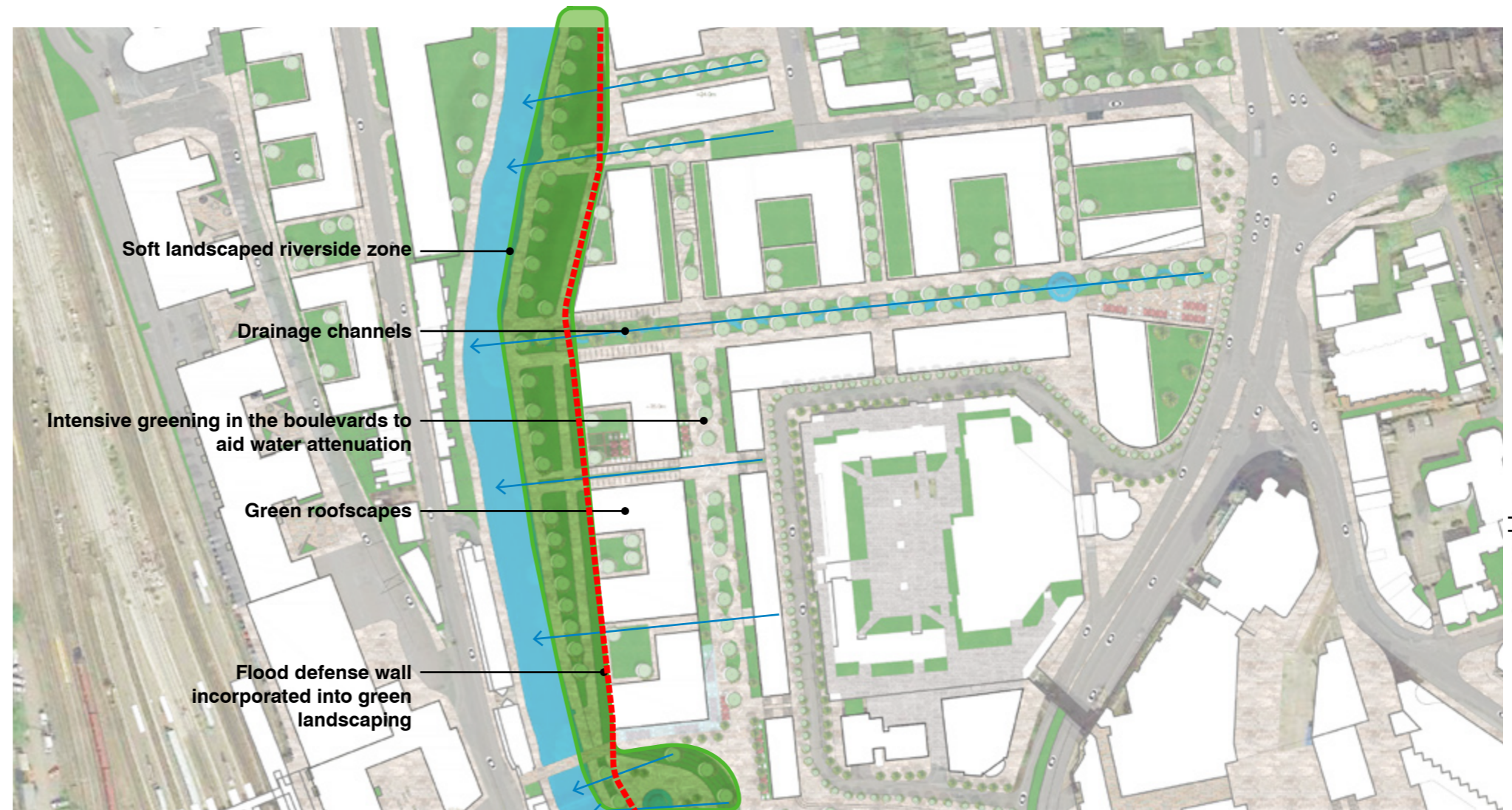
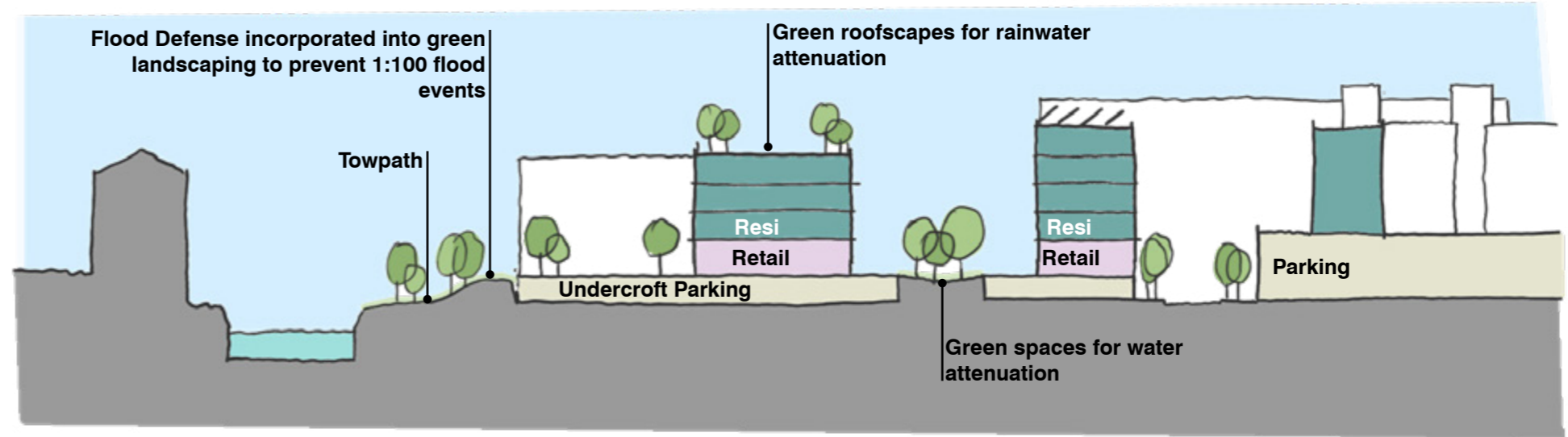
Flooding Strategy

River Repatriation

Where development lies in a floodplain mitigation will have to occur. The high level strategy attempts to reintegrate the riverside with the town centre, therefore a barrier free environment is created wherever possible.

The following strategies can be used:

1. Soft landscaping used in a 20m zone along the riverside for flood storage.
2. All hard landscaping & street furniture resilient to inundation for easy clean up and recommission.
3. Flood defense walls incorporated into the landscaping.
4. Undercroft car parks used in Zone 3B in the offices hub to the North.
5. Where active frontages are required flood mitigation measures used - such as raising all wiring & sockets above the flood plain level.
6. Drainage corridors in the form of swales planted with trees lead back to the river. Water detention ponds & soft landscaping are used to further slow the discharge back to the river.
7. Green roofs will be used to further slow discharge back into the river.



* Blocks shown are indicative to show flood defence strategies

06. Character Zones

Character Zones

Defining the Zones

Within the town centre area various sites have been outlined and assessed for their potential use and delivery. Some of these sites have already been developed or in development.

In order to build a fully comprehensive town masterplan these uses and capacities need to be factored in and will inevitably impact on future proposals.

These are highlighted on the plan showing sites within and outside of GBC ownership

Outside GBC Ownership

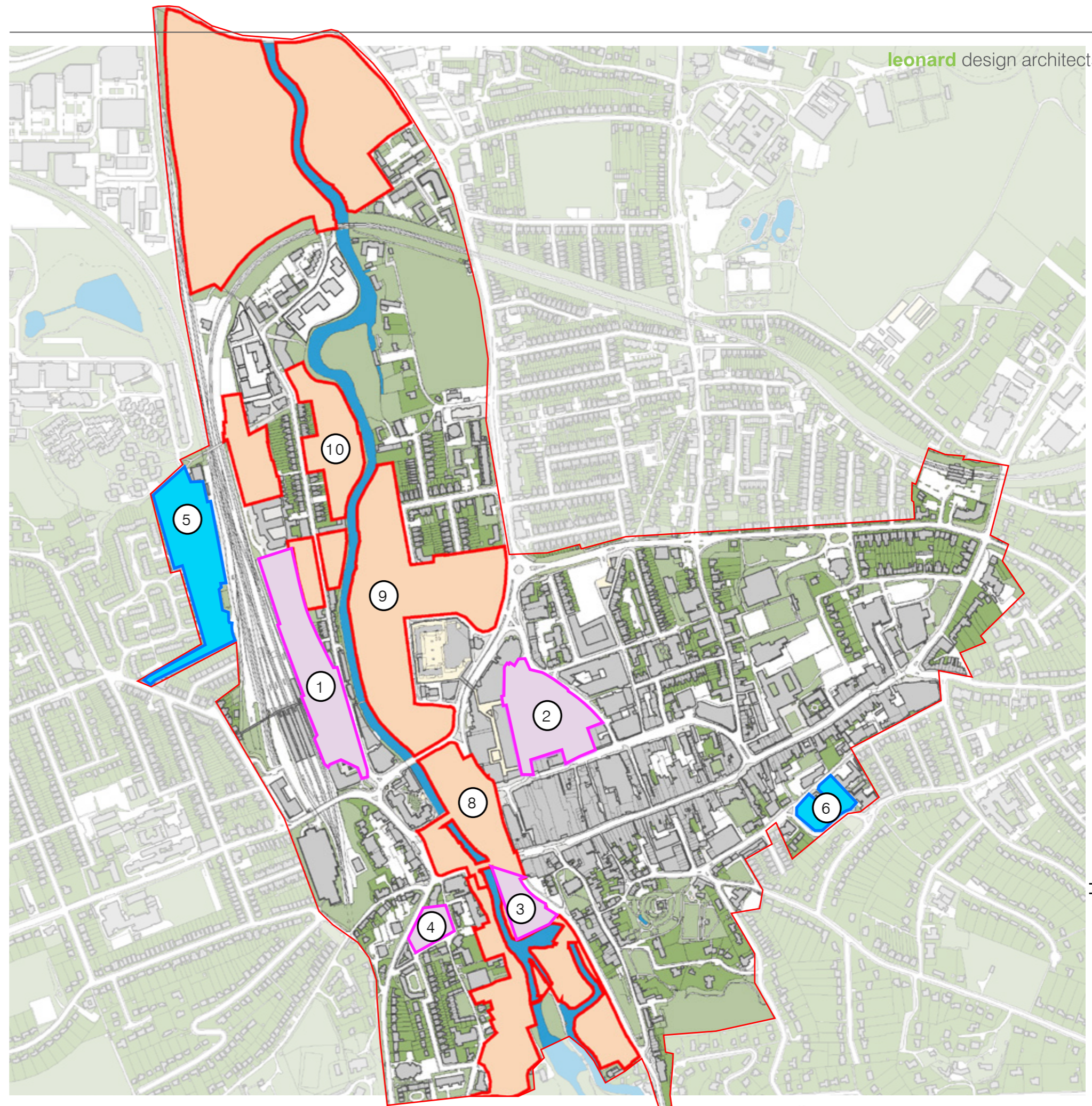
- 1. Solum
- 2. St Edwards - North Street
- 3. Debenhams - Native Land
- 4. Plaza Site

GBC Ownership - Early Delivery

- 5. Guildford Park Road
- 6. Bright Hill

Masterplan Study Sites

- 7. Millbrook Car park & Millmead
- 8. Town Wharf
- 9. Bedford Wharf
- 10. Walnut Tree Close
- 11. Woodbridge Meadows
- 12. Woodbridge Road



Character Zones

Sites Delivered by Others

1. SOLUM

UNDER CONSTRUCTION

Redevelopment of the existing train station with additional retail, office, residential, multistorey car park and landscaped public square.

- Residential: 438 units
- Retail/F&B: 3,642m²
- Office: 2.104m²
- MSCP: 644 spaces (inc. residential)

2. ST EDWARDS - NORTH STREET

PRE-APPLICATION

Redevelopment of last east of the existing bus station. Mainly residential with ground floor activation to include retail/commercial and F&B units.

3. DEBENHAMS

OUTLINE DESIGN STAGE

The existing debenhams building has recently been purchased by Native Land. Presumed development will be residential based with active ground floor on waterfront

4. GUILDFORD PLAZA

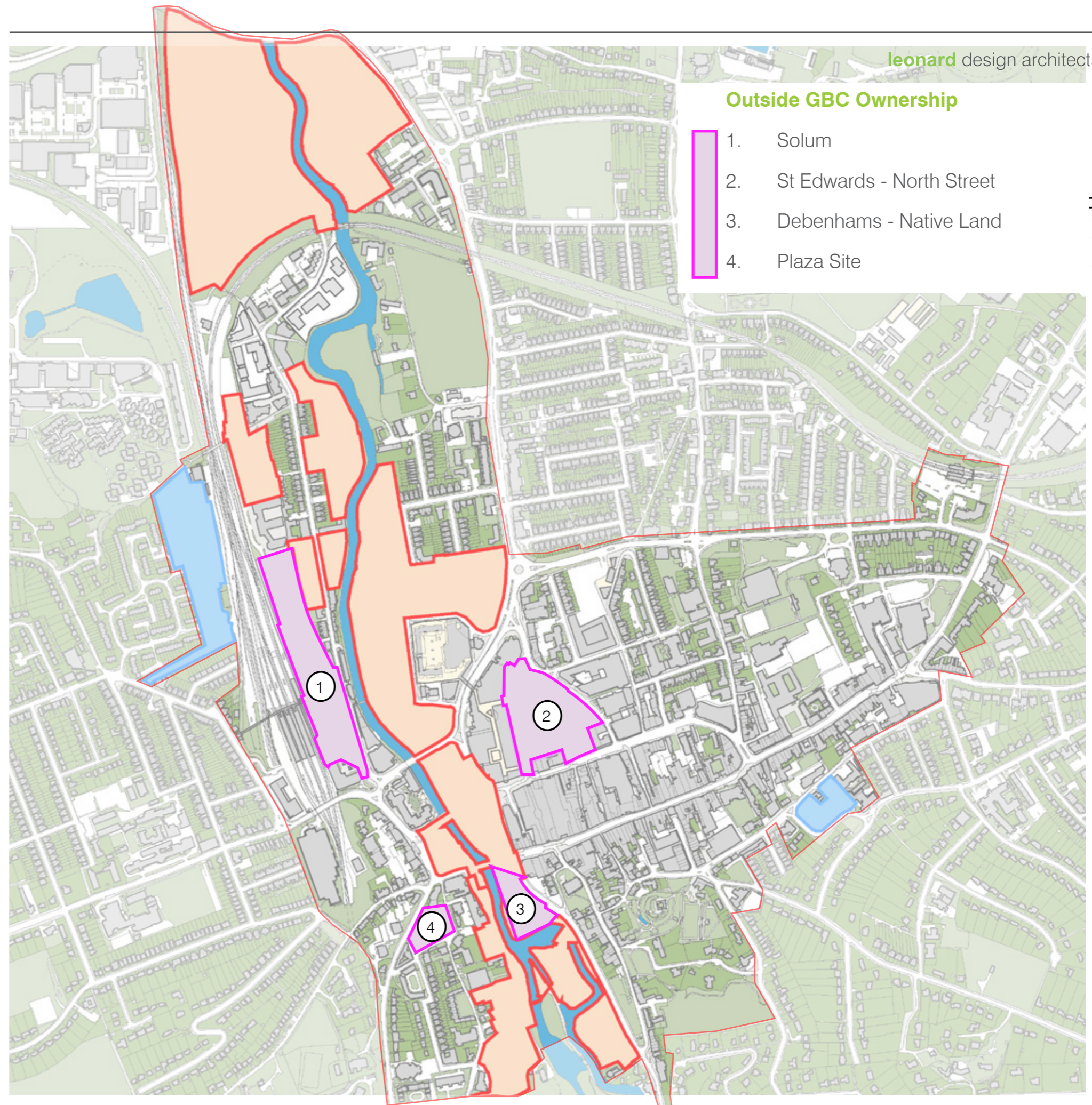
APPROVED

Existing brownfield site to have new 100 apartment assisted living scheme. Includes residents facilities and external gardens

- Residential: 100 units (assisted living)
- Parking: 57 spaces (residents)

Outside GBC Ownership

- 1. Solum
- 2. St Edwards - North Street
- 3. Debenhams - Native Land
- 4. Plaza Site



Character Zones

GBC Ownership - Early Delivery

5. GUILDFORD PARK ROAD

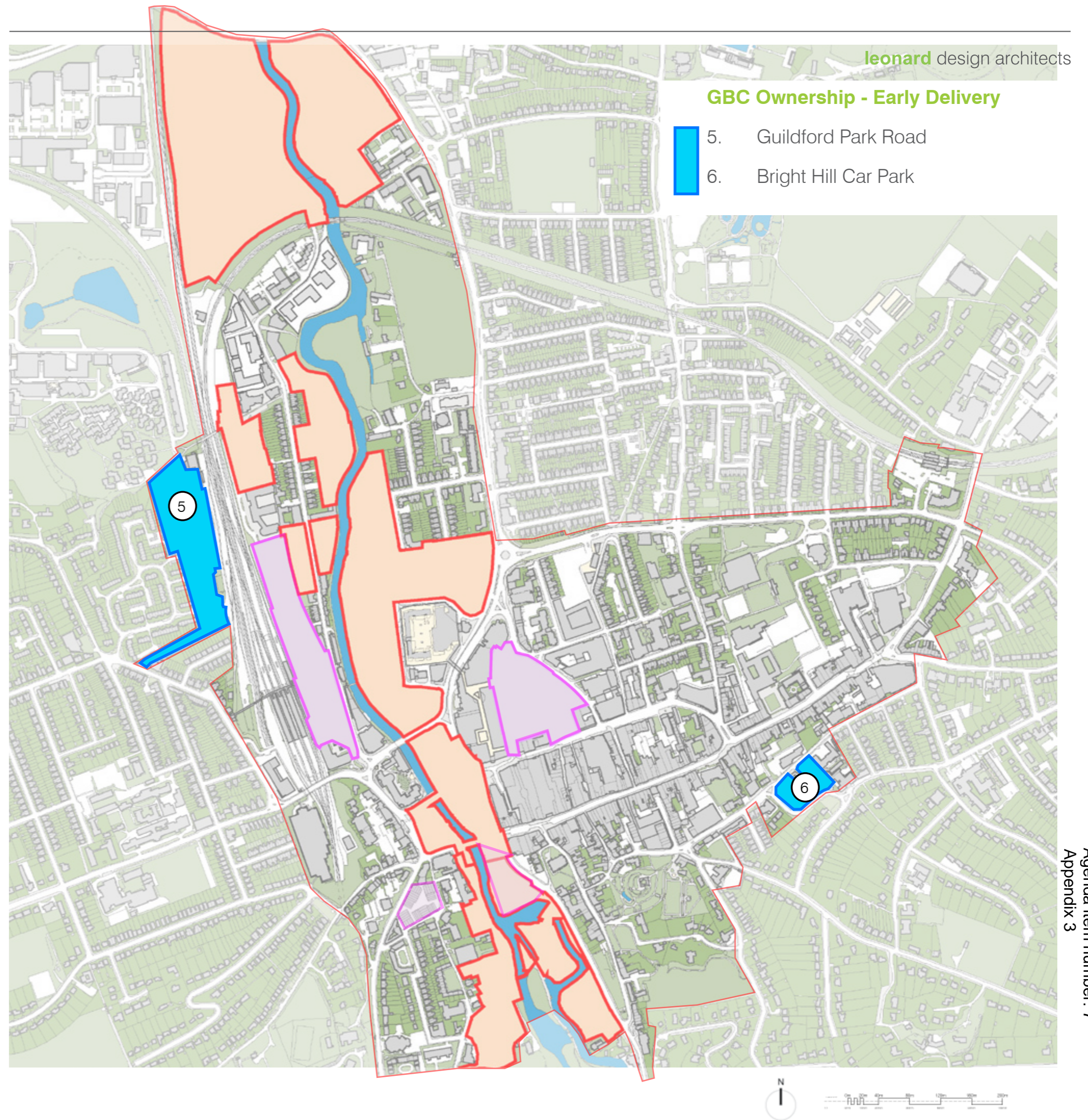
PLANNING

Existing car park site has planning permission approved for residential development (mix of apartments and townhouses) with multistorey car park and ground floor commercial space.

6. BRIGHT HILL CAR PARK

OUTLINE DESIGN STAGE

Existing Bright Hill and Robin Hill car parks identified as suitable for development. Proposals to be residential led with high proportion of affordable housing



Character Zones

Defining the Zones

The masterplan scope has been divided into different areas to assist in phasing, deliverability and defining character and use types.

Each zone will have its own best suited uses and massing depending on numerous factors. These are not set in stone and remain flexible at this stage. Factors include:

- location (in relation to town centre, train station etc.)
- existing infrastructure
- local requirements
- potential asset values
- potential capacity

Zones have been set out as below:

ZONE 1A - GUILDFORD PARK ROAD & BRIGHT HILL CAR PARKS

ZONE 1B - MILLBROOK & MILLMEAD

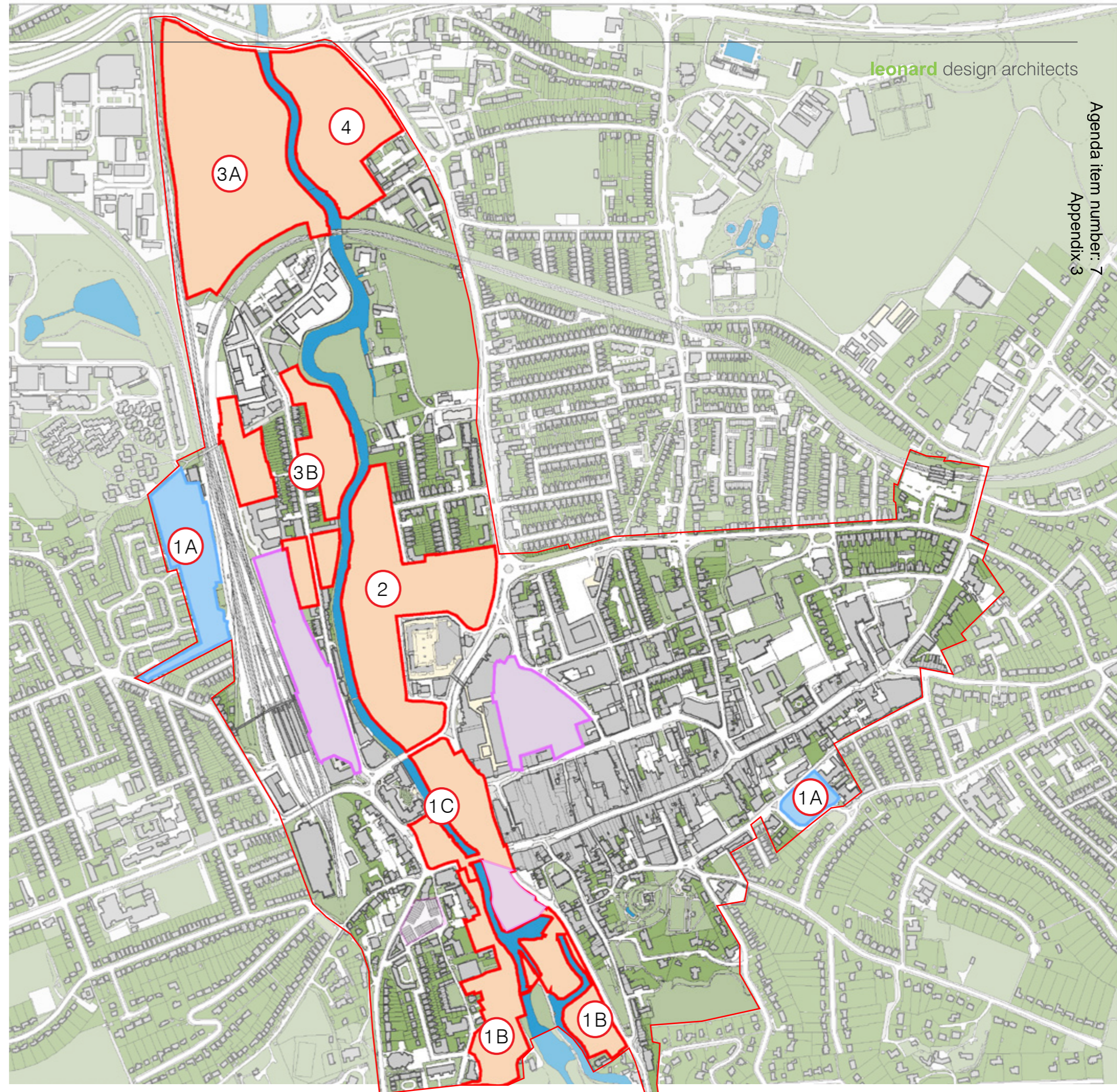
ZONE 1C - TOWN WHARF

ZONE 2 - BEDFORD WHARF

ZONE 3A - WOODBRIDGE MEADOWS

ZONE 3B - WALNUT TREE CLOSE

ZONE 4 - WOODBRIDGE ROAD



Character Zones

Zone 1A - Guildford Park Road & Bright Hill Car Parks

Proposed sites at Guildford Park Road and Bright Hill are both existing surface car parks highlighted to be suitable for early development.

Both sites, being car parks, are outside of the floodzone, already allocated and require minimal demolition. Being set to the periphery of the town centre opportunities to deliver should not impact the overall strategic spatial masterplan.

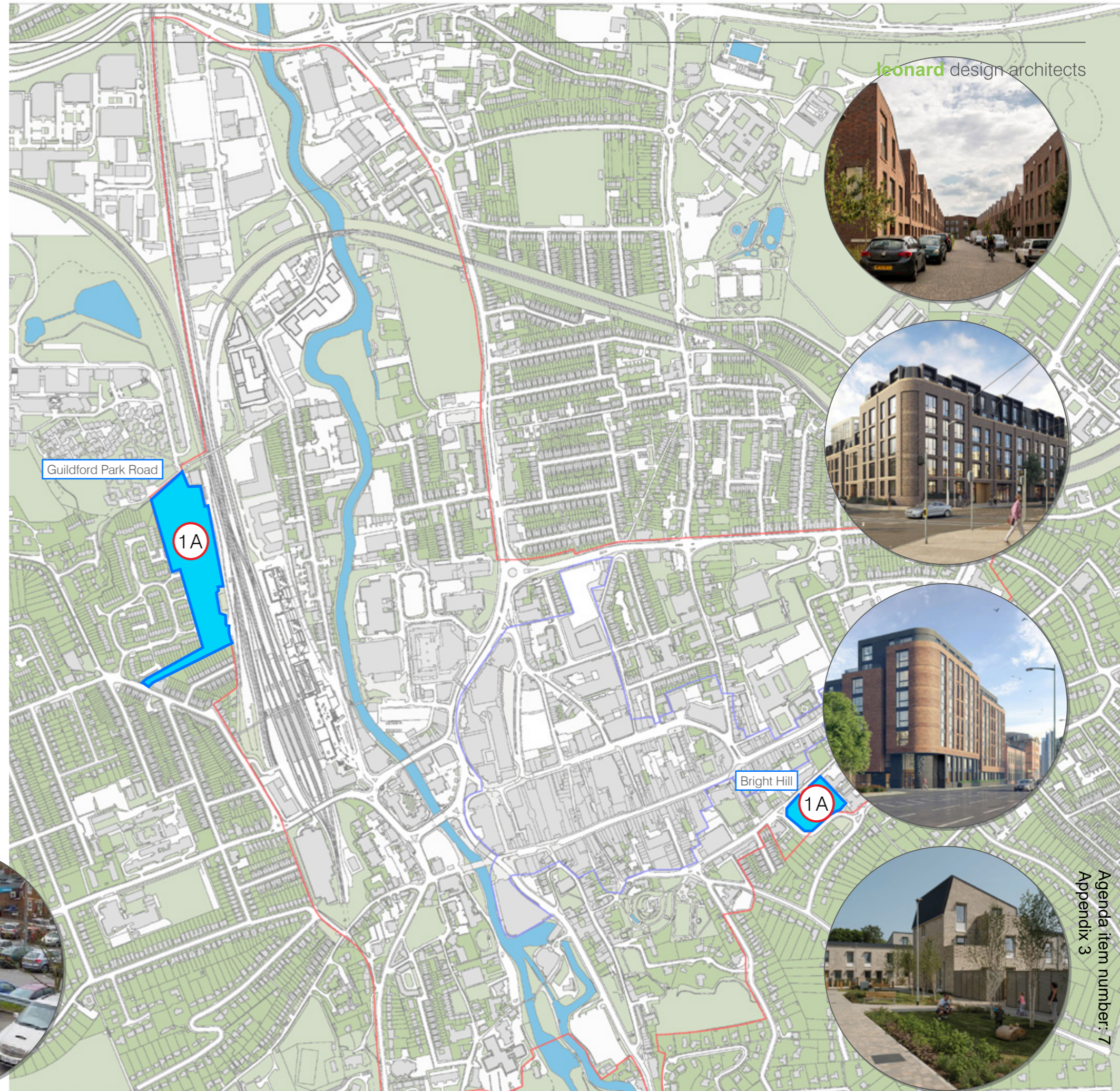
Given their respective locations both sites are suited to residential uses, perhaps with a degree of ground floor activation be it retail, grocery or community etc.

These sites are within GBC ownership and can offer an opportunity to demonstrate exemplar quality and set affordable housing standards for Guildford going forward

POTENTIAL USES:

EXEMPLAR MARKET AND AFFORDABLE HOUSING

GROUND FLOOR COMMERCIAL / COMMUNITY USES



Guildford Park Road

Bright Hill



Guildford Park Road
44



Bright Hill



Character Zones

Zone 1B - Millbrook & Millmead

Proposed sites are Millbrook surface car park and the current Guildford Borough Council offices, subject to their relocation.

Both sites are characterised by their proximity to the river and quality of landscaping. Future design should respond to this context and seek to maximise landscaped public realm and waterfront living.

New pedestrian and cycle links along the river to the town centre could reduce car reliance and make the car park more attractive to visitors, subsequently reducing town centre traffic.

High quality residential in an attractive and high value setting. The Millbrook car park may want to be retained and, if possible, capacity for public parking increased.

POTENTIAL USES:

- HIGH QUALITY WATERFRONT RESIDENTIAL**
- RETAINED/INCREASED PUBLIC PARKING - MILLBROOK**



Character Zones

Zone 1C - Town Wharf

Town Wharf sits at the base of North Street & High Street the main retail and F&B streets of Guildford. The existing layout is dictated by the busy roads cutting through up to the current gyratory.

The greatest opportunities could be found in reconnecting the town centre to the waterfront. This can form a vibrant public realm engaging the waterfront with the potential backdrop of an arts and culture building.

Inclusion of existing assets such as the Electric Theatre and Rodboro building could create an active environment with a mix of retail, leisure and F&B around an engaging public realm.

POTENTIAL USES:

EXPERIENTIAL RANGE OF RETAIL, CAFES, RESTAURANTS

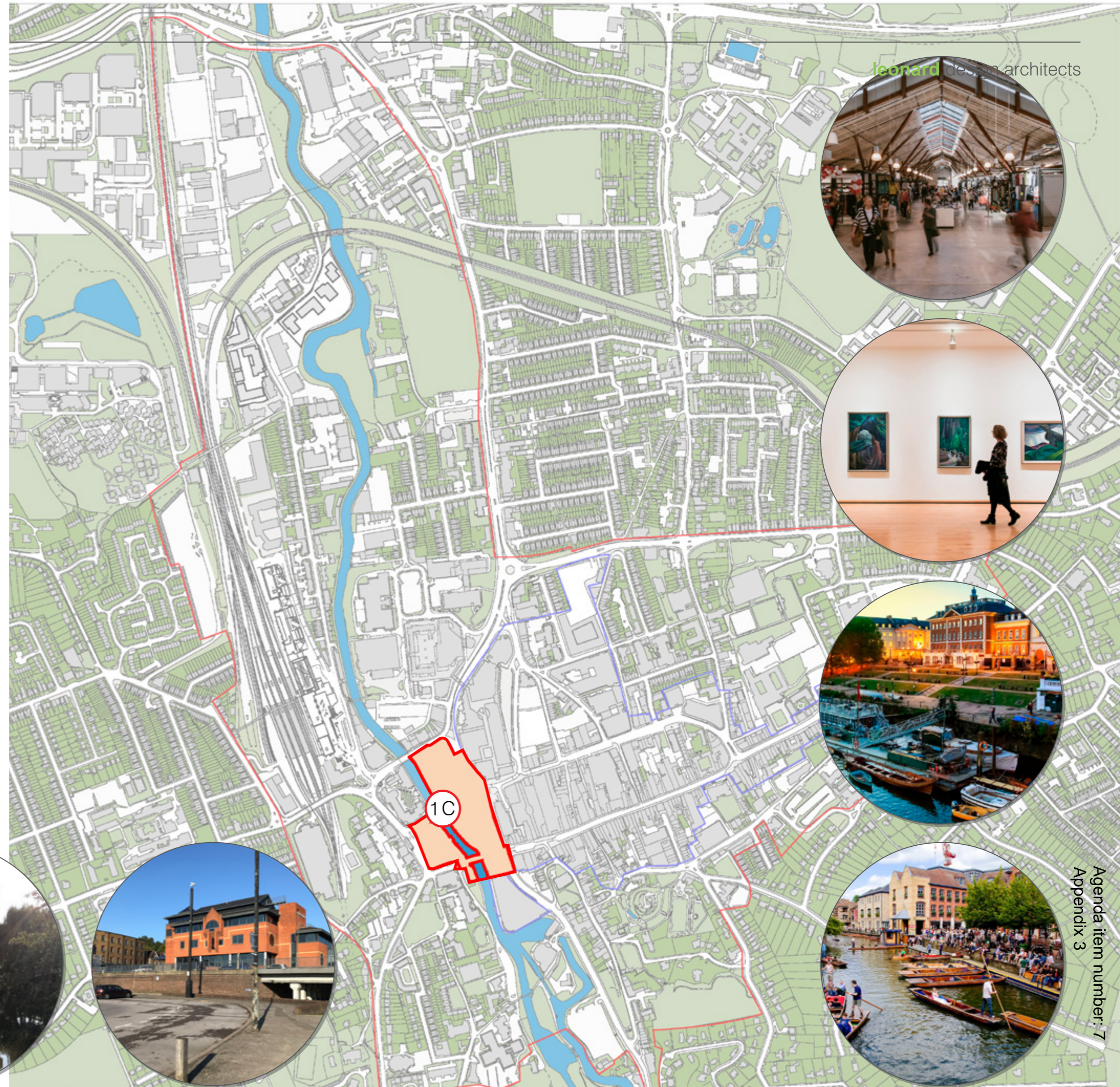
ARTS & CULTURE

LEISURE

VIBRANT GROUND FLOORS & PUBLIC REALM

URBAN LIVING

EXISTING EMPLOYMENT



Character Zones

Zone 2 - Bedford Wharf

The current tenants in Bedford Wharf include a mix of leisure (notably the Odeon Cinema), The One Estate, offices and residential.

There is the opportunity to relocate The One Estate, which includes the Crown Court, County Court and Police, to a new civic hub with additional offices. A new workspace and employment centre for Guildford

Potential inclusion of F&B and leisure uses with hotel can reactivate the underutilised waterfront and allow for high quality waterfront residential. The urban environment can potentially be landscaped with a strong public realm.

POTENTIAL USES:

HIGH QUALITY RIVERSIDE RESIDENTIAL

HOTEL

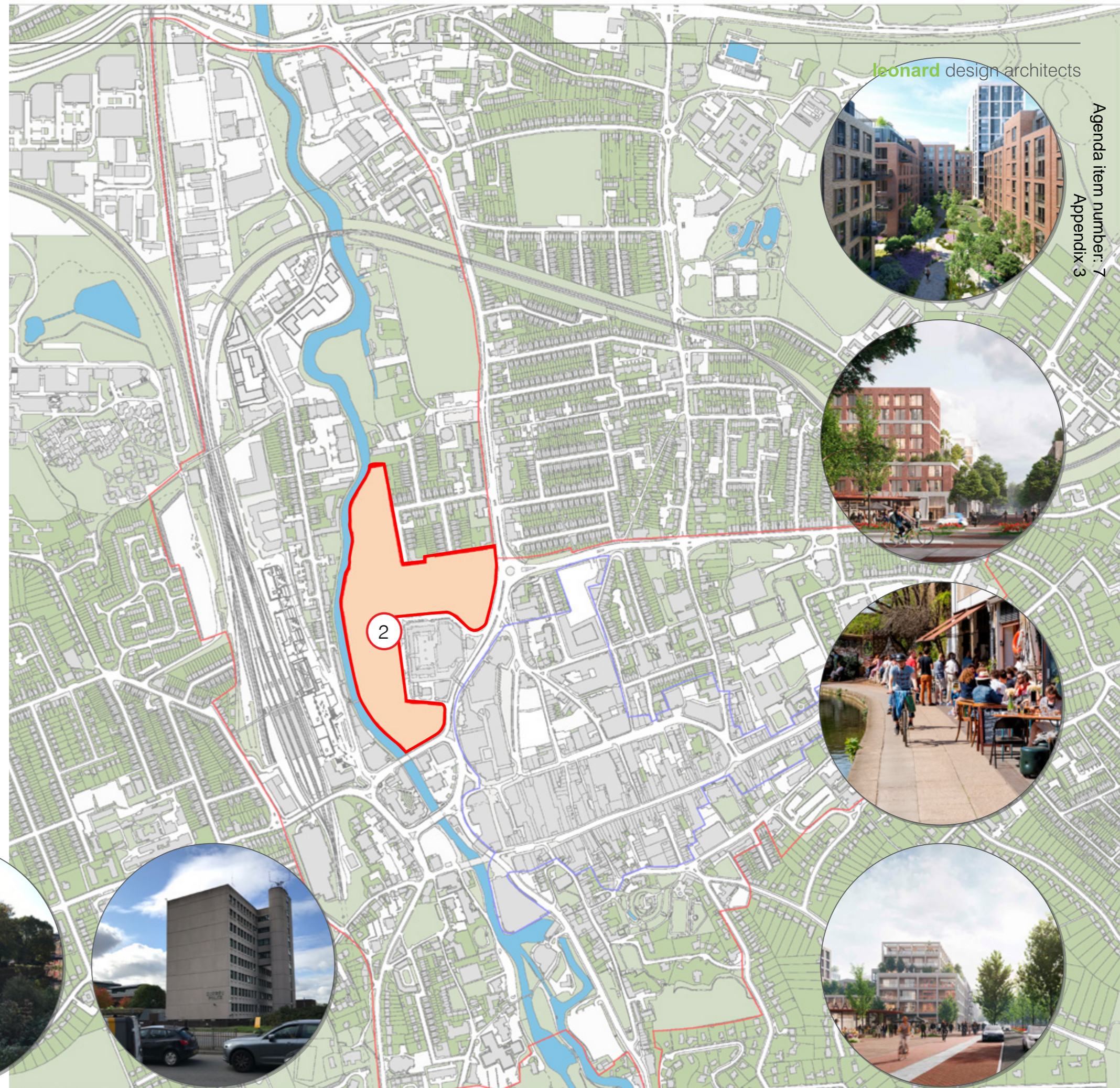
F&B & LEISURE OPPORTUNITIES

OFFICE CBD

CIVIC - COURTS & POLICE

COMMUNITY - MEDICAL, DENTIST, ETC

GREEN RIVERSIDE PUBLIC REALM



Character Zones

Zone 3A - Woodbridge Meadows

Woodbridge Meadows is predominantly made up of light industrial units, many of which are within the ownership of GBC.

Opportunities in this zone primarily appear to be residential due to its location away from the town centre. One manner in which this can be realised is the creation of a new 'urban village'.

As sites become available a residential neighbourhood can begin to develop with complimentary offers such as grocery and community uses. Retaining employment uses at ground and first floor can diversify offers to form a better mixed use 'urban village'. In addition the area would be suitable for a new school if appropriate land became available.

Location along the river can open opportunities for waterside amenity with a possible green buffer from the water to provide external amenity and leisure space.

POTENTIAL USES:

NEW URBAN VILLAGE

RESIDENTIAL

WORKSPACE / EMPLOYMENT

NURSERY / SCHOOL

LANDSCAPING & WATERSIDE AMENITY



Character Zones

Zone 3B - Walnut Tree Close

Land around Walnut Tree Close comprises of piecemeal plots under private ownership including a mix of residential, employment and light industrial.

Any opportunities for development will require external stakeholder involvement reducing the council's ability to bring development forward.

Residential uses can sit harmoniously within the context whilst improving connectivity to the riverside and towpath

POTENTIAL USES:

RESIDENTIAL

WORKSPACE / EMPLOYMENT

COMMUNITY - MEDICAL, DENTIST



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Character Zones

Zone 4 - Woodbridge Road

The current area is currently a mix of light industrial uses including a petrol station and substation. These are outside of GBC ownership reducing ability to bring through

As at Woodbridge Meadows, the zone is set away from the town centre. This would suggest that main use opportunities are primarily residential driven with landscaped public realm and complimentary community uses.

Workspaces and employment opportunities could diversify the offers with easier access for cars, as well as pedestrian and cycle links to the town centre and train station.

Activating the waterfront will provide riverside amenity and leisure offers.

POTENTIAL USES:

NEW URBAN VILLAGE

RESIDENTIAL

WORKPLACE/EMPLOYMENT

COMMUNITY

LANDSCAPING & WATERSIDE AMENITY



Character Zones

Building Heights

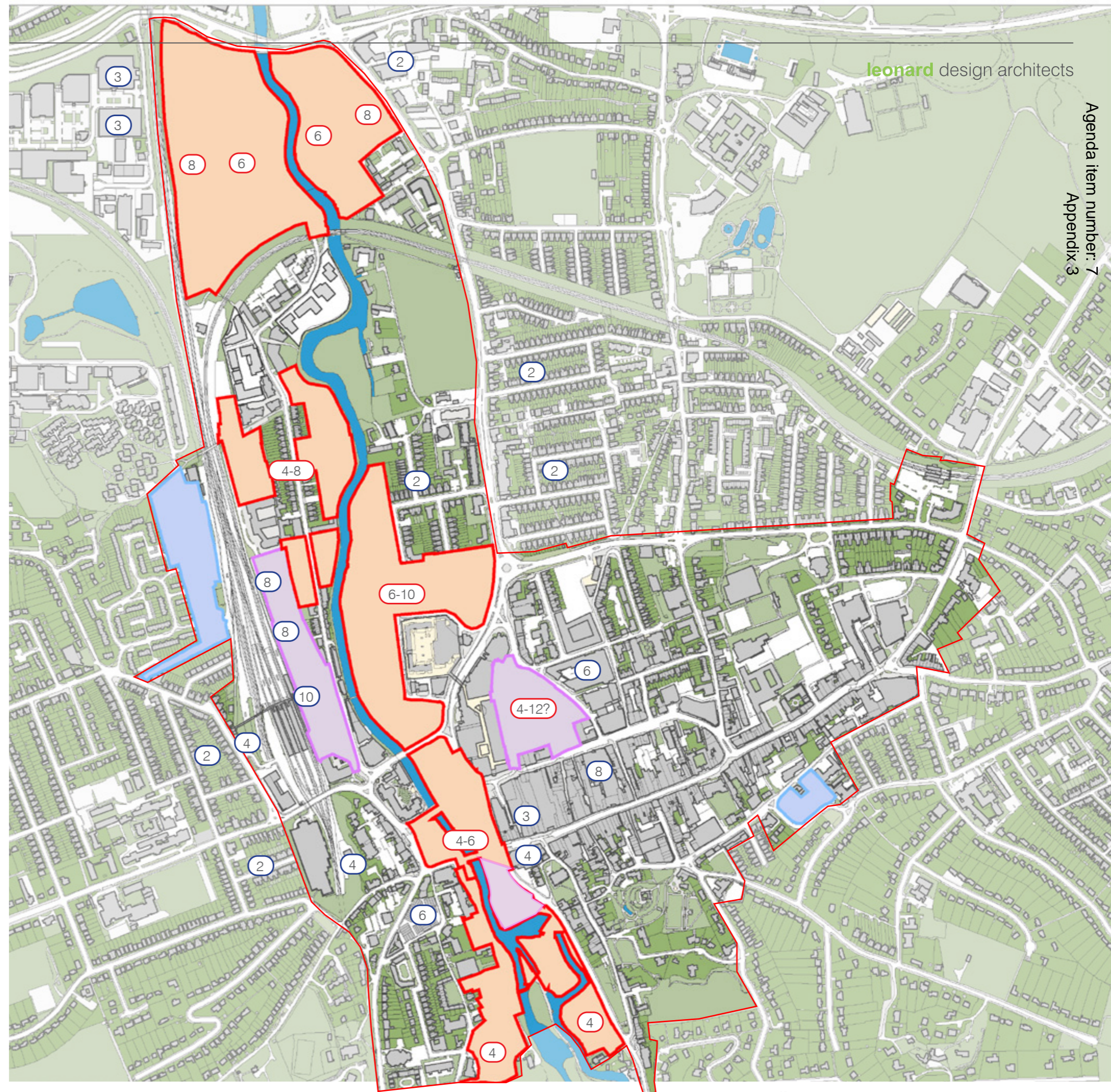
Guildford is defined by the River Wey and the basin it forms between the Castle and the Cathedral on Stag Hill. Existing buildings are generally low rise, with 3-4 storeys along the high street, rising to 6-8 at House of Fraser and the Telephone Exchange. The police tower at the Onslow Street to Woodbridge Road roundabout raises to 9 storeys.

The new developments at Guildford Station and the upcoming North Street Redevelopment are setting a new benchmark for building heights in Guildford Town Centre. They range up to 12 storeys.

Stepping down to the riverside, with a reduced massing and stepping of green garden spaces, provides a soft edge.

Building heights subject to further planning.

Character zones massing needs to fit within its local context with parameters set to inform future design



- (x) No. of storeys range
- (x) Context building storey heights

Summary

The report seeks to outline strategic aspirations based on data collected and evaluated by the design team. Key opportunities highlighted above include:

1. Reduce traffic congestion within the town centre allowing people to walk and cycle safely,
2. Open up the riverside,
3. Create new public squares,
4. Creating new uses,
5. Creating a new contemporary town centre to make Guildford an attractive place for residents, tourists and businesses,
6. A joined up approach to tackling Guildford's major traffic, flooding and connectivity issues,

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The design team have outlined strategies to overcome the constraints and potential opportunities above.

Residential uses are likely to be prevalent in most if not all masterplan zones. This can be a diverse mix of offers including apartments, townhouses and student accommodation, as well as the opportunity for retirement or other modes.

In addition there is an opportunity to form a new civic core and CBD with exemplar purpose built civic facilities. (crown court, county court and police) along with flexible office space, including traditional modes as well as coworking spaces to suit future working habits.

Other uses include community facilities, and residential amenities, medical centre, dentists, pharmacies, local retailers as well as social functions, leisure destinations national retail restaurants, kiosks, pop-ups, a market and arts and cultural venues.

This report is to be read alongside detailed reports on the following aspects:

Development Consultancy	JLL
Flood Alleviation	ARUP
Strategic Transport	Markides Associates
Highways	ARUP
Infrastructure	AECOM
Planning	Carter Jonas



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Summary Potential Uses

ZONE 1A - GUILDFORD PARK ROAD & BRIGHT HILL

- EXEMPLAR MARKET AND AFFORDABLE HOUSING
- GROUND FLOOR COMMERCIAL / COMMUNITY USES

ZONE 1B - MILLBROOK & MILLMEAD

- HIGH QUALITY WATERFRONT RESIDENTIAL
- RETAINED/INCREASED PUBLIC PARKING - MILLBROOK

ZONE 1C - TOWN WHARF

- EXPERIENTIAL RANGE OF RETAIL, CAFES, RESTAURANTS
- ARTS & CULTURE
- LEISURE
- VIBRANT GROUND FLOORS & PUBLIC REALM
- URBAN LIVING
- EXISTING EMPLOYMENT

ZONE 2 - BEDFORD WHARF

- HIGH QUALITY RIVERSIDE RESIDENTIAL
- HOTEL
- F&B & LEISURE OPPORTUNITIES
- OFFICE CBD
- CIVIC - COURTS & POLICE
- COMMUNITY - MEDICAL, DENTIST, ETC
- GREEN RIVERSIDE PUBLIC REALM

ZONE 3A - WOODBRIDGE MEADOWS

- NEW URBAN VILLAGE
- RESIDENTIAL
- WORKSPACE/EMPLOYMENT
- NURSERY
- SCHOOL
- LANDSCAPING & WATERSIDE AMENITY

ZONE 3B - WALNUT TREE CLOSE

- RESIDENTIAL
- WORKSPACE/EMPLOYMENT
- COMMUNITY
- LANDSCAPING & WATERSIDE AMENITY

ZONE 4 - WOODBRIDGE ROAD

- NEW URBAN VILLAGE
- RESIDENTIAL
- WORKSPACE/EMPLOYMENT
- COMMUNITY
- LANDSCAPING & WATERSIDE AMENITY



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