



GUILDFORD ON THE WAY:

A VISION FOR GUILDFORD IN 2030 & BEYOND

Prepared by the Guildford Vision Group

October 2013

TO THE RESIDENTS, STUDENTS AND BUSINESS PEOPLE OF GUILDFORD

Encouraged by Council initiatives, Guildford is about to embark on an unprecedented period of change and development. The latter has the ability to significantly alter the future character of Our Town for either good or bad.

Our Town must seize these exciting opportunities while preserving the vital character that has sustained its success over many generations. The development opportunities are unparalleled in the South East of England. But the benefits may easily be lost if not appropriately managed.

Guildford Vision Group has set out a Vision of how OurTown might be in 2030 when the development work has been successfully completed. This is part of its Master Plan ambition to ensure Guildford gets high quality development on North Street and elsewhere. This Vision is also endorsed by The Guildford Society.

At key points during the rest of 2013, the Council will be consulting on a new Local Plan for Guildford Borough. This will be the primary document for Borough planning that will shape development of Our Town over the next decade.

We believe it is vital for the future success and vitality of Our Town that a high quality plan emerges. To be successful, this plan must

John Rigg

Chairman, Guildford Vision Group
vision@guildfordvisiongroup.com

meet the needs of residents, students, businesses and visitors alike. However such a plan will only emerge if the people of Our Town get actively involved in the consultation process that accompanies its preparation.

In response to the Council's call for all people to be involved in determining the future shape of Our Town, we have included a series of postcards sent by current residents of Guildford as if from Guildford of the future, illustrating what has made it successful. These postcards are summarised in our 'To Do' key actions on Page 6 that will underpin the bright future we all seek for Our Town.

We strongly encourage you to respond to the Council's call to make your views known too. One way is to send us your postcard where you set out what you want to see as the principal components of a successful Guildford in the future. Send it to either of the email addresses below and we will collate them all and publish a summary. The deadline is 22nd November 2013. We will then deliver the summary to the Council.

Thank you in advance for your commitment to the future success of Our Town and for sharing your vision

Bill Stokoe

Chairman, The Guildford Society
vision@guildfordsociety.org.uk

OUR VISION

Guildford in 2030 and beyond is the location of choice in the South East for people of all ages and talents to live, study, work and play.

It is a vibrant, sustainable community; an attractive destination for visitors; and an economically dynamic, global hub for knowledge businesses that create more and better employment opportunities.

It is a special place that has built successfully on its heritage and embraces future opportunities.

EXPANDING ON OUR VISION

Guildford in 2030 works extremely well and is very attractive to residents and visitors. It is economically dynamic and attracts new, high-value businesses. It has first class education facilities and offers great employment opportunities.

Four strands define its attraction and make it a magnet:

- The town centre is beautiful. Good modern County Town architecture, green spaces and pleasant public areas abound. Pavement cafés and restaurants, great entertainment facilities, historic buildings, heritage sites and a high quality retail experience all deliver an experience without parallel in the region. Attractive town centre residential developments help create a town that lives.
- Residents, visitors, employees and students enjoy the freedom of a town centre where pedestrians and cyclists move easily and safely between the High Street, Station, University and Cathedral along pleasant dedicated pathways. Traffic is routed away from the centre and any central parking is underground. Transport modes are well co-ordinated and respect the environment.
- The town celebrates its river setting and the soothing ambience. Open, welcoming spaces let people meet, sit and chat, enjoy regular outdoor concerts, and take part in a range of leisure and sporting activities.
- Set in glorious countryside, it is the perfect regional hub; it enjoys easy access to the motorway network and excellent rail links to London, its airports and the coast.

ENABLING OUR VISION

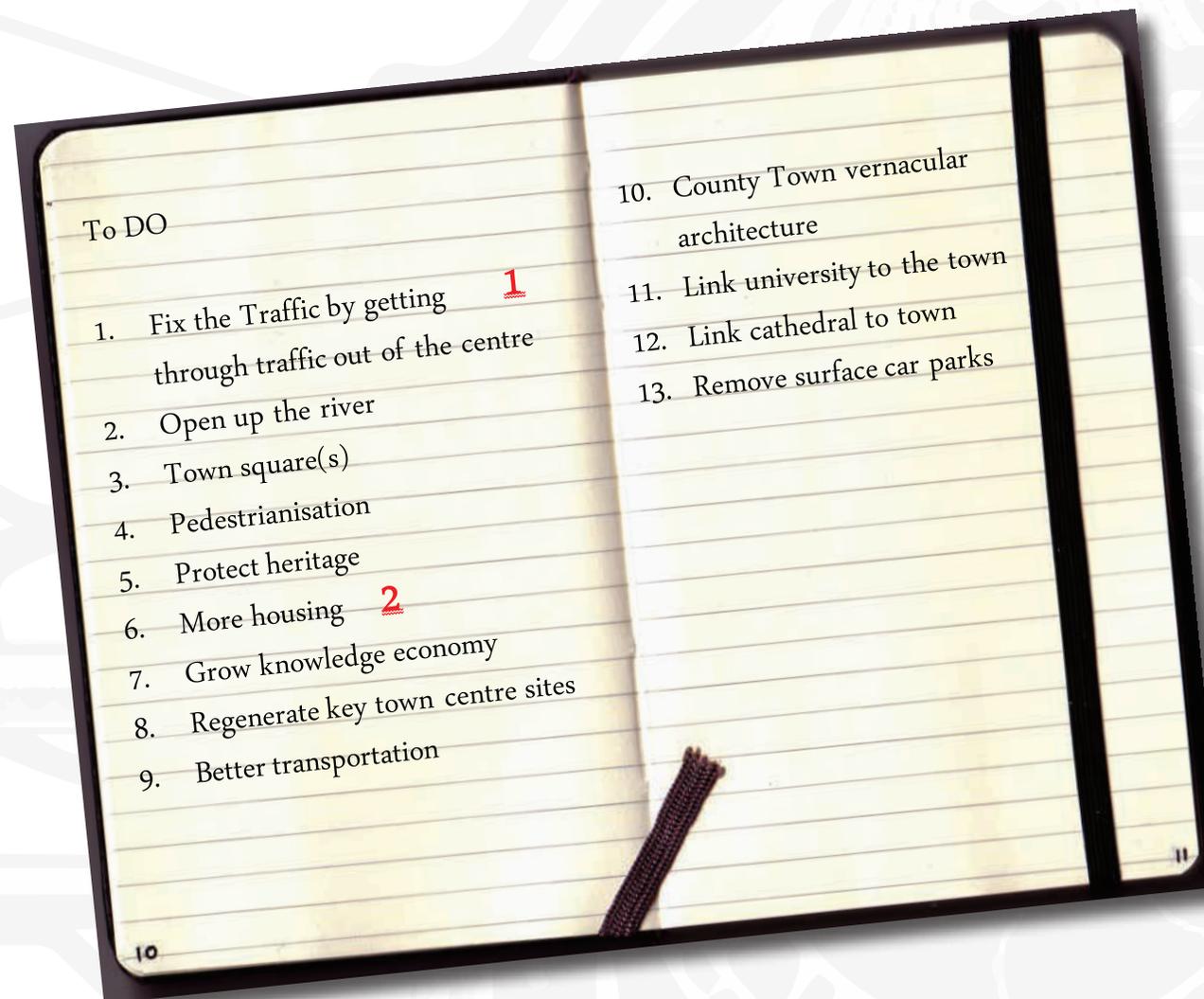
GBC is shortly to draft a new Local Plan for our town. This will have a profound impact on the future development of Our Town's economy, housing and urban landscape.

Critical to realising Our Vision for Guildford is the preparation of a well thought out masterplan for the town centre which is well integrated with the Local Plan.

On subsequent pages, we set out glimpses in the form of postcards from the future of how Our Town might be in 2030 were Our Vision to be implemented. These and other ideas need to be developed as part of a community engagement process and we welcome the additional thoughts and contributions of readers.

Further details of Our Vision for Guildford are provided in a separate Annex to this presentation which is available on request.

Every good Master Plan sets out to identify issues and priorities...



...it would be typical for this to flow from a wide discussion with the community and stakeholders. This would then be set out as a set of objectives for the Master Plan itself

TRANSPORT & CONNECTIVITY

AT THE HEART OF CREATING A REVITALISED TOWN

OUR VISION IN PRACTICE—TRANSPORT

Infrastructure is improved and vehicle traffic no longer dominates

- Each of Our Town's major nodes including the University and town centre are well connected.
- Re-engineered transport and communication are at the heart of creating a revitalised town.
- Re-modelled highways combined with a more sustainable car parking strategy have created better options for residents to travel within the town; for visiting motorists; and for those wishing to bypass the town.
- The beautiful town centre is no longer blighted by congestion, there is lower pollution and increased safety for pedestrians.
- Residents and visitors, employees and students enjoy the freedom to easily navigate the town centre.

Great to be back in Guildford.

It was easy to travel between the major town centre locations and outlying areas.

I took the tram to the Cathedral, University and Research Park - amazing how many world-class companies are based there!

Students used to only be seen in Guildford when everyone else had left the centre, but now they are fully integrated - some even live in the North Street development - and are a key part of Guildford.

Because it is now accessible, the Cathedral hosts more major events and there is a visitors' centre at the Research Park.

There are even walk-in healthcare and minor A&E facilities right in the town centre.

Awesome! It's become a really well-connected community.



To the community

Just visited Guildford and found the town centre has been bypassed and is traffic free.

I came straight off the A3 into a park and ride and got onto the driverless train which called at the Research Park, Hospital, Park Barn, University and Cathedral. It also stopped at the main station and connected with Heathrow and Gatwick!

The town centre was for buses only. A new bridge takes traffic over the railway and river and car parking is all under ground!

But I chose to walk. I loved the pedestrianised area from station to shops and High Street and better signposting and reduced traffic mean walking and cycling are now the norm!



To the community _____

ARCHITECTURE & OPEN SPACES

AT THE HEART OF CREATING A REVITALISED COMMUNITY

OUR VISION IN PRACTICE – ARCHITECTURE & OPEN SPACES

Best in class architecture creates a sustainable urban environment

- The existing town centre is more beautiful. New developments sit comfortably alongside historic buildings and heritage sites.
- Good modern architecture that minimises energy consumption and water usage, green spaces and pleasant public areas have replaced ugly, poor quality buildings, semi-derelict areas and surface car parks.
- Pavement cafés and restaurants, great entertainment facilities and a high quality retail experience contribute to a vibrant atmosphere.
- Attractive town centre residential developments have helped create a town that lives.
- Open spaces – squares, parks, boulevards define the successful town or city – often more than buildings. Our open spaces need to be spectacular
- Together they create an experience without parallel in the region.

Just back in Guildford - amazed to see how well the commercial heart of the town has been developed.

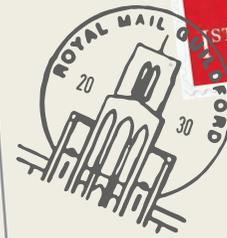
North Street has more shops, a square and interesting streets.

Boutiques on the High Street make it The Town's Regent Street.

The Debenhams site is now connected to the High Street and has apartments, cafés and a riverside walk.

Corporate headquarters have returned to the town.

The mix of people creates a "buzz" at day and night - fantastic place to live and work!



To workers and
shoppers.



When I was back in Guildford the other day, I visited all the Estate Agents and went and looked at houses and flats.

New homes have been developed in the town centre and along the riverside, and they look great - really complementing all the historic buildings and the riverside.

All the services I expect in the town centre such as basket supermarkets and cafes are thriving with the new homes.

The town centre feels safe and yet is lively throughout the waking hours.

There even seem to be plenty of affordable homes in the town centre for key workers and their families.



To residents

THE RIVERSIDE

AN UNDER-DEVELOPED COMMUNITY JEWEL

OUR VISION IN PRACTICE – THE RIVERSIDE

The regenerated riverside is a new destination in the heart of Our Town

- The riverside is an attractive place to be – no longer blighted by unsympathetic commercial buildings and surface car parks.
- Access to and from the town's other key heritage sites – High Street and the Castle – is at surface level without crossing busy roads and is a breathing space where people can meet, sit and socialise.
- Its waterside location helps frame the adjacent beautiful countryside and Guildford's commercial and industrial heritage while wildlife thrives, enabling it to meet the needs of Guildford's residents and visitors.
- It has become a key destination, hosting a dynamic range of leisure, sport and arts activities, complemented by ample and sympathetic waterfront dining and bars and long riverside footpaths into the countryside.

Spending several days back in Guildford. I loved the riverside.
I went to the annual canal festival celebrating the town's river
and industrial heritage as a break from all the shopping
I then dined out in some of the fantastic bars and cafés that
have replaced the car parks and ugly buildings.
Tomorrow I'm walking the length of the river on great new
tracks before visiting the Castle! I hope to spot some of The
Town's resurgent wildlife in the conservation zones that have
been established
I love it so much I may even view a new riverside apartment!



To entrepreneurs and
job seekers

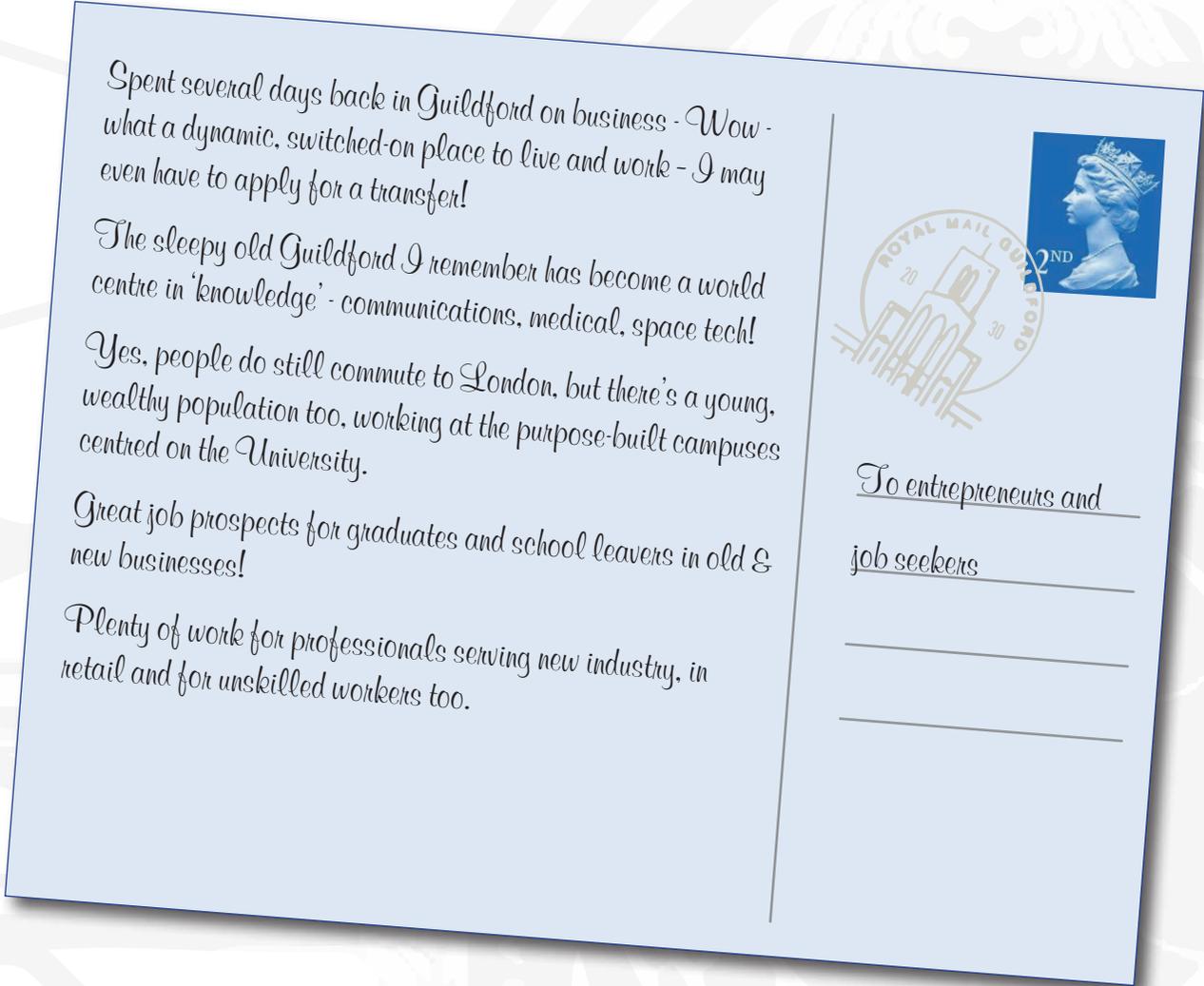
A DYNAMIC GLOBAL HUB

FOR KNOWLEDGE INDUSTRIES CREATING WEALTH AND JOBS

OUR VISION IN PRACTICE – OUR ECONOMY

Guildford is a globally recognised centre for knowledge industries creating wealth and jobs

- Families have continued to move to Guildford from the hurly-burly of London, bringing wealth and skills.
- There is continued inward migration of skills to the South East of England drawn by the proximity to London and its high quality of life.
- Guildford's economic strength has arisen from it becoming a 21st C international technology centre.
- Guildford has built on existing successes and acquired the critical mass to act as an active commercial hub for niche high-tech industries, supported by an active internationally recognised, world class University.
- The local population benefits from Our Town's position as a regional retail and leisure destination.



STRONG SOCIAL INFRASTRUCTURE

THAT CREATES GOOD QUALITY OF LIFE FOR ALL

OUR VISION IN PRACTICE – SOCIAL INFRASTRUCTURE

Guildford offers a rewarding social environment for all

Our Town offers excellent services catering to the needs of all. Despite an ageing demographic, the growth of high-tech industries has retained a social balance.

Young people move safely around the town, enjoying some of the best sports and leisure facilities in the South East. Great new events celebrate the vibrancy of youth.

Our Town has an extensive arts programme, using new and existing facilities to create a balanced programme that caters to all ages and tastes throughout the year.



Guildford is such a great place for the arts.

There's a sparkling new centre for the arts in an iconic building on the riverside. It has an art gallery, art-house cinema, studio space and a central box office.

I enjoyed a glass of wine listening to live music on the piazza and then went to one of the regular open-air theatre productions

I followed the sculpture trail and saw the old and new parts of the town, stopping to attend fantastic arts events at the University and Cathedral and the weekly craft market!

I loved the 10-day festival in Shalford Meadows - it was better than Hampton Court!

It's clear that Guildford has championed the arts, as all venues enjoy capacity audiences



To entrepreneurs and

job seekers

DEFINITIONS

21stC – Twenty first century AD

Council or **GBC** – Guildford Borough Council

Merrist Wood – The Merrist Wood campus of Guildford College

Our Town is defined as the whole urban area including the University and Research Park to the west

Research Park – Surrey Research Park

Riverside – the banks of the River Wey and the Wey Navigation from Ladymead to St Catherine's Lock

Royal Surrey – The Royal Surrey County Hospital and its Trust

Slyfield – Slyfield Green Industrial Estate

SSTL – Surrey Satellite Technology Limited

Station – Guildford mainline railway station

University – The University of Surrey

ABOUT GUILDFORD VISION GROUP

- This vision document sets out the views of the steering group members of the *Guildford Vision Group* and does not seek to represent the views of any other parties.
- It has been prepared to support the preparation of a local plan for Guildford Borough and a masterplan for Our Town to inform the redevelopment of the North Street Station and other identified sites.
- The *Guildford Vision Group* was formed to campaign for the creation of a new and inspiring vision of the future of Guildford.
- *Guildford Vision Group* has one objective: to see a new process put in place in which the views and creativity of everyone who lives and works in Guildford can play a part in creating a new Vision that looks out 20 or more years into the future. This would be achieved through a framework of engagement supported, managed and informed by the best external facilitators and expert advisors. Ideally such a process would be led by the Borough Council and we very much hope they will take up this challenge, particularly in the light of changes to their planning responsibilities resulting from the new National Planning Policy Framework and recent Localism legislation.
- Further information on *Guildford Vision Group* and its activities can be found at www.guildfordvisiongroup.com

VISION FOR GUILDFORD LIMITED

www.guildfordvisiongroup.com

Vision for Guildford Limited, 6 Trinity Churchyard, Guildford, Surrey, United Kingdom, GU1 3RR

Company number: 07998876

© Vision for Guildford Limited. Published in the UK. All rights reserved.