

# **Farnham Conservation Area Management Plan**

**Consultation Statement  
September 2012**

## Introduction

When preparing documents that will be adopted as a material consideration when determining planning applications, it is deemed best practice to undertake a robust consultation, seeking the views of local residents and key stakeholders.

To support this Consultation Statement be prepared setting out who was consulted in connection with the preparation of the draft document, how they were consulted, a summary of the main issues raised in those consultations and how those issues have been addressed in the document.

The draft Farnham Conservation Area Management Plan (FCAMP) was approved for consultation by Waverley Borough Council's Executive Committee on 27 March 2012.

The draft document has evolved from the adopted Farnham Conservation Area Appraisal (2005) and more recent guidance supporting the need to undertake Conservation Area Management Plans (produced by English Heritage)

The proposed FCAMP document aims to set a clear programme for future environmental enhancements, and sets out what is needed to be done to ensure that the conservation area is both preserved and enhanced.

## Consultation Process

The draft FCAMP document was subject to a consultation between Tuesday 8 May 2012 and Monday 9 July 2012.

The document was available to view in the following locations:

- to read or download from the Council's website (via [www.waverley.gov.uk/fcamp](http://www.waverley.gov.uk/fcamp)),
- to view at Planning Reception, Godalming,
- to view at Farnham Town Council, and
- upon request from Planning Policy.

A variety of key stakeholders were invited to participate and each was contacted by letter. These stakeholders included:

- English Heritage
- Natural England
- Environment Agency
- Design Council (previously CABE)
- Surrey County Council (Rights of Way and Highways)
- Local MP
- Borough Councillors
- Farnham Chamber of Commerce
- Farnham Castle
- Farnham Society
- Farnham (Buildings Preservation) Trust
- Police Crime Reduction & Design Officer
- Relevant internal Waverley

- County Councillors

Officers

In addition over 760 local residential properties were sent a letter inviting them to participate and every business within the conservation area had a leaflet explaining the consultation hand delivered.

Whilst the notification was focused, this did not prevent any other interested parties from getting involved with the consultation.

Respondents were able to comment on the draft document in a variety of ways, including:

- using the online survey (SurveyMonkey), which was linked to from the main web page (this did not require registration),
- by email directly to Sarah Wells, or
- by letter.

Two key questions were asked of respondents:

1. Do you have any comments on the draft Farnham Conservation Area Management Plan?
2. Should the draft Farnham Conservation Area Management Plan include any other environmental or public realm improvements or cover any other issues?

Respondents were also given the opportunity to give any additional comments that they thought were relevant to the draft document.

## Consultation Response

29 responses were received to the consultation from key stakeholders, local organisations and local residents. The main issues raised by the consultation are outlined below:

- Public Art
- Traffic
- Shared Space
- Adverts
- Planning Policy
- Trees & Open Space
- Environmental Enhancements
- Retail (general comments)
- Funding
- Designations
- Celebration
- General Matters

Many of the issues raised are not within the remit of the FCAMP group; however they will be forwarded to the relevant Officers, Services or organisations. Those matters which are relevant have, where appropriate, been addressed in the document.

A full summary of the main issues raised is attached at **Appendix A**;

## **Next Steps**

Following the consultation and having given consideration to all the consultation responses, the draft Farnham Conservation Area Management Plan has been reviewed, amended and updated before being presented to Full Council in October 2012 for formal adoption.

Topic	Comment	Response
Public art	Need to look at how public art is commissioned.	Agreed, however this is a wider issue than just for Farnham. The FCAMP document can include a comment about including local art organisations in the commissioning of public art (by the Local Authority).
	Need to set up a local group to be involved in the commissioning of public art.	
	Need something to commemorate William Cobbett. There is a fund, but so far nothing has materialised.	Planning permission was granted in November 2011 for a statue to be erected in the Gostrey Meadows. It is understood that the Farnham public Art Trust are continuing to fund raise.
	Need an 'empty plinth' so that a piece of art could be temporarily displayed and changed on a rolling basis.	This is a great idea, but careful consideration would need to be given to its location. The FCAMP document will be updated.
	Farnham is a major arts and crafts town and this should be celebrated in Farnham – Farnham is a real hub. This uniqueness should be celebrated (including supporting the various organisations throughout the town).	Agreed.
	Areas should be identified for public art enhancements. There should be a recommendation.	It would be the ideal solution to identify areas for public art within FCAMP, but it is considered more appropriate to leave this flexible, given that an installation could range from some guerrilla knitting (as in Downing Street) through to a life size statue. But taking a more flexible approach discussions and consultations undertaken at a later stage when more firm plans come forward.
	River Wey railings an opportunity for public art and improvement of an important gateway area into Farnham.	Agreed and included in FCAMP.
	Need a cigarette butt holder at the end of Upper Church Lane.	This will be investigated with FTC but is not an 'enhancement project' as such.
	Some guardrails are unsightly, but their removal should be subject to a careful safety analysis.	Agreed. No guardrail would be removed without SCC input and agreement.
	Pleased to see something being done with the Bishops Steps.	The Bishops Steps are being upgraded in two phases. Phase 1 has seen SCC undertake the repair and maintenance of the steps. Phase 2 (for which funding has been secured) will include the installation of lights, replace the litter bin, improve the landscaping and install an interpretation panel.
	De-cluttering essential.	Agreed.
	Support for the Robert Dyas yard to be upgraded.	Agreed.
	Repairs to the pavements should be done using appropriate materials. Tarmac in cobbled areas is unacceptable.	Agreed.
	The cobbles along Lion and Lamb are delightful but impossible for those with mobility issues to walk along (including those with pushchairs).	Agreed. As this is a private area, it is for the owner to undertake the work. Support of any such scheme would be forthcoming if appropriate materials were to be used.
	The footbridge from The Maltings towards the town centre can be very slippery in wet and freezing conditions. Should include a non-slip enhancement.	This is an improvement scheme that will be added to the document. It will also be taken up with the owners.
	Should be a map/notice board of arts activities throughout the town.	There are many notice boards throughout the town, it may be more appropriate to utilise these rather than add unnecessarily to additional street clutter.

Topic	Comment	Response
Environmental enhancements	Signage should be improved from the railway station to key arts locations within the town.	This falls outside the scope of the FCAMP document, but one that can be taken up with SCC.
	Should take a consistent approach to kerbs with the logical use of dropped kerbs at the end of each pavement section – this is an issue for those with mobility problems.	Agreed
	Crossings should have rumble strips for those with visual impairments.	Noted. This should be considered on a case by case basis in conjunction with Surrey County Council.
	River Wey railings should be a recommendation.	This forms part of the action plan, it is not necessary to include each enhancement scheme as a recommendation.
	Refuse – there needs to be a co-ordinated approach and more appropriate locations for existing bins.	Agreed, this is a big problem within the CA given limited provision of bin storage. Encouragement should be given to get landowners to work together to move bins from public area/footpaths which then undermine the experience of walking into the town from the car parks.
	Should be a Code of Conduct for utility companies operating within the CA, including the table of street furniture and surfacing.	Agreed, but this would only work if the utility companies and their contractors signed up to it. There also needs to be a formal or publicised method of enforcement of existing powers when companies do not comply with the existing requirements.
	Middle Church Lane should be resurfaced in the same way as the connecting lanes.	This is a possibility and FCAMP can be updated to reflect this ambition. However, the cost of this approach would be significantly more and this may mean it is prohibitive.
	Car parks are not included in the enhancement schemes and should be given that they add little to the CA.	Agreed. There are likely to be limited improvements that could be made to the car parks given that they perform a very functional service. However, they will be added to the environmental enhancement schemes for consideration.
	Faded printed signs found on the sides of historic buildings need to be preserved and if appropriate repaired/repainted.	Agreed. This will be added to the document, however this will involve discussions (and funding) from the land/building owners.
	Need to consider plaques to mark buildings with historic importance.	This is already considered within the document.
	Some yards have no name plates (or have lost them) including: * Goats Head Passage * Unnamed yard next to Evitavonni (possibly Caxton Yard?) * Unnamed yard off of the upper end of Downing Street (possibly Fishy Stevens Yard?)	This will be added to the enhancement programme.
	Issues around Crondall lane and West Street including: * Utilities digging across the grassed area and just replacing with spoils (not seeded). * Steel guardrail damaged. * Tree removed, but stump left. * Low boundary wall allowed to fall down and lime mortar replaced with concrete. * Areas of grass adjacent to Martins used as car parking therefore leaving areas of mud and ruts * Flint wall top removed (possibly not within the CA)	These matters will be investigated and where possible actions taken to make the work good.
	New walls should be appropriate to the location	Agreed, however many do not require permission and therefore fall outside planning control.

Topic	Comment	Response
	Pavements along Castle Street should be widened to improve the pedestrian experience and encourage more street trading.	Whilst widening the pavements along Castle Street may improve the pedestrian experience, however it could have a significant impact on the character of the CA and in particular the special character of Castle Street - which is defined as much by the spaces and public realm as it is by the buildings.
	Iron stone pitched pavements critical to the uniqueness of Farnham. These need to be retained and preserved. When repairs are requires this needs to be done sympathetically. Suitably trained craftsmen should be employed to undertake this work.	Agreed, although the Planning Authority are unable to require landowners to employ skilled contractors (this can only be encouraged). The table in the main document will be updated to include a comment on this.
	Pavement resurfacing should be pedestrian friendly (smooth, non-slip)	Agreed, although areas of traditional ironstone would be required to be retained.
	Harts Yard (near the Scout Hut) and the Hop Blossom Pub merit some improvement as gateways into the CA.	This can be added to the environmental enhancement section, however there maybe difficulty bringing schemes forward given that the land is not in public ownership.
	Consideration should be given to putting overhead wires and telephone lines underground.	Agreed, this will be added as a potential enhancement scheme,
	Streetlights should be free of obstructions particularly in the alleys.	Agreed.
	Benches should be appropriately located throughout the CA.	Agreed, where possible and space allowed, benches should be provided.
	Rubbish, including cigarette ends should be regularly removed from Timber Close, this encourages graffiti and unsavoury behaviour.	This will be passed to those responsible for street cleaning in Farnham.
	The street light at the junction of Timber Close and West Street should be fixed.	This will be passed to SCC (they are currently undertaking a street light project which will eventually take in the Farnham Conservation Area.
	Support decluttering at both ends of Park Row:	Agreed.
	Would like to see the removal of the Scholars Greenway cycle sign and post removed and replaced with signage on the road surface.	On road signage can also create clutter and is not necessarily more appropriate than physical signage on a post. Discussions should take place with the various organisations to look at alternative solutions.
	On road signage is more effective and in keeping than vertical posts and signs.	On road signage can also create clutter and is not necessarily more appropriate than physical signage on a post.
Parking	Not much free parking and charges are too high. The first 30 minutes should be free.	Unfortunately this cannot be controlled through the FCAMP document, but the comment will be passed to the Parking Team at Waverley and at Surrey CC.
	The 9 parking bays in timber Close should be made resident parking only.	Unfortunately this cannot be controlled through the FCAMP document, but the comment will be passed to the Parking Team at Waverley and at Surrey CC.
	Issues with deliveries – as a retailer there is no other option but to have delivery vehicles park on Downing Street.	Given that Farnham is a historic town, it is (in the main) difficult to service the business premises from the rear. This leads to deliveries taking place on the main road, which in turn causes traffic congestion. There are various projects considering traffic around Farnham and this comment will be passed onto them.

Topic	Comment	Response
Traffic	Traffic no worse than anywhere else.	Noted.
	Need to improve traffic management around the town as this has a significant impact on the CA.	Agreed, however this is a wider issue than just within the CA and any possible solutions would have a knock on impact around the rest of the town. It is understood that there are other projects currently running which are looking at the traffic issues associated with Farnham and the Air Quality Management Area.
	Need long term traffic strategy but there are some quick wins: * Reclassifying the A325 so that it officially runs outside the town. * Discouraging HGV's from using the town centre as part of through journeys. * Enforcing the newly-updated loading restrictions on key roads in the centre.	These comments will be passed to the other projects considering traffic in Farnham and SCC who are the highways authority.
	Unloading should be allowed along the whole length of Downing Street (as delivery vehicles currently bunch up outside the restricted zone).	This would not something that the FCAMP document can facilitate. The comment will be passed to SCC for consideration.
	Restrict the size of vehicle which is allowed to unload in Downing Street.	This would not something that the FCAMP document can facilitate. The comment will be passed to SCC for consideration.
	Impose a maximum unloading time to prevent stays of over 30 minutes (which currently occur)	This would not something that the FCAMP document can facilitate. The comment will be passed to SCC for consideration.
	Unloading along Downing Street is puts off pedestrians and potential customers.	Agreed.
	Closing the town for special events such as the summer/autumn carnivals, fayre, food festival does not increase business but has a big effect on a delivery businesses.	This comment will be passed to Farnham Town Council and SCC for consideration.
	Crossing at the top of Downing Street very dangerous with poor visibility and cars travelling too fast.	Agreed. A shared space is proposed for this area (subject to safety checks and identifying funding).
	If there are any proposals related to the public rights of way within the CA, then please inform SCC	Noted.
	Consideration should be given to reducing the speed limit to 20mph and including traffic calming measures (whilst improving pedestrian facilities).	These comments will be passed to the other projects considering traffic in Farnham and SCC who are the highways authority.
	Traffic management needs to be taken outside the CA to positively impact on the CA (park and ride etc.)	These comments will be passed to the other projects considering traffic in Farnham and SCC who are the highways authority.
	general comments)	Issue with the number of 'non-shops' appearing on the high street including charity shops, estate agents, hairdressers and coffee shops. Need to encourage diversity in the types of shops provided.
The loss of Next and Fenn Wright Mason is unfortunate. A shop such as M&S Food will bring in more people.		Noted.
Need to retain Elphics at all costs.		Noted.
How about a community store next time a shop closes?		This is a good idea, but one that falls outside the remit of FCAMP. The proposal will be forwarded to Farnham Town Council and the relevant department in Waverley.



Topic	Comment	Response
Retail	Chuggers are problematic and put people off from coming into the town centre.	This comment will be passed to Farnham Town Council.
	Support the review of the Shop Front Design Guidance	Noted.
	The shop front guidance is included in the CAA – it just needs to be followed. This needs better referencing.	Noted.
Shared space	Support the pedestrianisation (full or partial) or shared space on Downing Street.	Noted. There is a group looking at pedestrianisation of Farnham Town Centre and should be considering the impacts this might have on the dispersal of traffic elsewhere in the town. There are also difficulties with servicing the retail units along the road as there are no facilities to the rear. Full (or partial pedestrianisation falls within the wider traffic management of Farnham rather than for FCAMP.
	Yes to shared spaces, especially if it leads to pedestrianisation.	Noted.
	Downing Street good example for a shared space, but not so sure about the junction outside the Police Station.	Each project is currently identified as having potential, but the more detailed analysis (including highway safety) would be undertaken when the project is cons
	Shared space should be considered for the junction between Castle Street and The Borough.	Agreed and will add to the environmental enhancement scheme section.
	The Farnham Greenways should be explicitly recorded and recognised within the FCAMP document as public realm improvement by reducing traffic in the town centre, providing health corridors and linking the main areas of green space in the town.	The purpose of FCAMP is to identify areas for improvement, not areas that have been improved. However a reference to the Farnham Greenways can be included in the document.
	Shared spaces should coincide with those proposed for the Farnham Greenways: * South Street and Long Bridge (associated with the Weyside Greenway). * West Street (linking the Scholars and Weyside Greenways between Mead Lane and Potters Gate)	The purpose for the shared spaces as proposed in the FCAMP document is to provide wider benefits to pedestrians in key areas that can be problematic (for example to top of Downing Street). The areas proposed, whilst supporting both the needs of pedestrians and cyclists are unlikely to provide the wider public realm benefits (as would be the case at the top of Downing Street or the bottom of Castle Street).
Funding	Additional funding sources include: * County Councillors local allocation. * SCC local transport funds (controlled through the Waverley Local Committee).	These will be added to the document.
	Public funding should be maximised through matched funding.	Agreed - this has happened with the Bishops Steps project.
	A-boards pose an unnecessary hazard especially within Downing Street.	Agreed. A separate projects about A-boards is being progress and this will cover the whole of Waverley. In addition SCC has also undertaken some work relating to A-boards on the public highway.

Topic	Comment	Response
Adverts	Contradictions – use of A-boards vs. large scale window signage.	These two issues are distinctly different and are considered differently in the advertisement regulations. Whilst A-boards can be useful directional tools, they can also have a significant impact on the width of a footpath which can be particularly problematic for those with visual or mobility issues (or indeed those with pushchairs). In comparison, large scale window signage can reduce visual interest into a building and significantly affect the character of the area. Both can be used appropriately, but can also be detrimental (hence the requirement for advert consent).
	Areas of special advertisement control should be considered for the CA.	This can be investigated, but would provide significant restrictions for the entire CA and may not control the aspects of adverts that are considered to be problematic. It will be added to the advertisement section for further consideration.
	Adverts need to be appropriate for the CA setting.	Agreed, and this is a consideration when looking at advertisement applications.
	Alternative ways of providing external illumination to adverts should be considered (as it is less obtrusive e.g. LEDs).	Agreed - however this would be down to the individual applicant to demonstrate that there is no unacceptable harm.
	Not enough done to clear the snow or grit the car parks over the winter. This is the time when local areas should thrive.	This comment will be passed to the Parking Team at WBC.
	Little things have a big impact.	Agreed.
	Should the document consider the East Street development?	No, this is outside the Conservation Area.
	Is Brightwells House not considered "at risk"?	Brightwells House is not within the Conservation Area and therefore does not form part of the FCAMP document. The official Buildings at Risk register held by English Heritage only relates to Grade II* and Grade I buildings. Brightwells House is currently unoccupied, but forms part of a wider regeneration project that has planning permission.
	Owners should be forced to maintain their rainwater gutters and fall pipes.	Whilst the sentiment is agreed with, the LPA cannot force an owner to undertake such works (except in exceptional circumstances).
	Good to have reduced business rates over the last couple of years.	Noted.

Topic	Comment	Response
General matters	Concern has been raised over the involvement of various stakeholders in the FCAMP process.	There are various stakeholders responsible or interested in the Farnham CA. It is critical that these partner organisations are all involved with the FCAMP project to ensure that the actions are taken forward and reviewed periodically.
	Need commitment to implement the plan.	Agreed, key organisations are represented on the FCAMP Steering Group and have committed to the recommendations included in the document.
	Programmes should be integrated to produce a single co-ordinated approach.	Agreed, but this will depend on funding opportunities.
	Need map to show proposals.	Agreed - this will be included in the final document
	Concern about low key nature of the consultation process.	Each residential property within the conservation area was sent a letter inviting them to participate in the consultation as were key stakeholders. In addition each commercial property (retail, restaurant, office etc.) was hand delivered a leaflet also inviting comment. Leaflets and a copy of the document were available from Waverley Borough Council and Farnham Town Council. The document had a dedicated website including all the relevant information ( <a href="http://www.waverley.gov.uk/fcamp">www.waverley.gov.uk/fcamp</a> ) and press releases were sent to the local newspapers. The consultation is therefore considered to be robust informing all those who live or work in the CA.
	The Bishops Palace is not Norman.	The document will be updated.
	Farnham needs a distinctive identity (arts and crafts roots).	Farnham Town Council have been doing some work around the identity of the town for the recent 'Portas' bid. This focused on the arts and crafts roots and is something that is likely to be progressed with or without the grant funding.
	Businesses should contribute to the preservation of the CA by actively discouraging littering.	Agreed.
	Allowing conversions from business use to residential should be discouraged.	This is a planning matter which would be considered on a case by case basis when a planning application to change the use was submitted. The FCAMP document cannot create new policy to prevent such proposals.
	Need to communicate the value of CA's to residents and local businesses.	Agreed. Both the Conservation Area Appraisal and the FCAMP document seek to do just that. As more enhancement projects come forward, this will also raise the profile of the area.
	Concerns raised over the loss of communal recycling facilities in the car parks, especially when not all residents have the space for recycling in their houses/flats.	This comment will be passed to Environmental Services at WBC.
	The CA includes a stretch of the River Wey and associated flood zones. There should be no encroachment closer to the river to help protect and enhance the river corridor, including the flood plain meadows.	Noted.
	Opportunities to improve the management of surface water should be considered.	Noted and will be passed to SCC.

Topic	Comment	Response
Designations	A survey of the weather vanes should be undertaken and consideration should be given to their protection.	The weather vane at the bottom of Castle Street is part of a Grade II listed building (mentioned in the listing description) and a heritage feature in its own right. The second weather vane is located outside the CA on the Disability Challengers building - this is a Building of Local Merit so is afforded a level of protection, however and unfortunately, the vane cannot be protected in its own right.
	CA boundary should be extended to include Borelli Walk, Brightwell House, and Brightwell Gardens (proposed with supporting information).	The CA was reviewed and extended in 2005. In addition a Conservation Area Appraisal (CAA) was adopted. The FCAMP document supports the CAA and is not the tool to enable an extension to the conservation area.
	CA should be extended to the west at the end of West Street.	
	Designation should include no proposed changes to the extent of the CA.	No amendments are proposed.
	Buildings at Risk should be included in the Listed Buildings Section.	There are no buildings at risk on the published English Heritage register in the whole of Waverley (Grade I and II*).
	Heritage Features should be explained and examples given.	Agreed, although the entire list will not be published in this document as it is available elsewhere.
	Would be useful to explain what heritage features are.	See above.
	Welcome project to review, identify and adopt additional buildings of local merit.	Noted.
	Proposal for the Article 4 Direction relating to the repainting of shop fronts in an alternative colour appears draconian and it implies that the existing colours and only these colours are acceptable. It would be more appropriate to control repainting generally to ensure that an appropriate colour is used. (EH)	Agreed. The wording will be altered, but this proposal will require further consideration.
Planning Policy	Planning Policy section needs updating to include the NPPF and the emerging Core Strategy.	The document will be updated to reflect the NPPF and emerging Core Strategy.
	Need to emphasis the NPPF focus on planning positively and on the enhancement of the historic environment.	
	More reference needs to be given to the Conservation Area Appraisal.	The purpose of this document is to support the CAA and not repeat it. However, there are opportunities to provide some additional references (such as the shop front section).

Topic	Comment	Response
Celebration	Celebration should include the Farnham Society Amenity Awards.	Agreed - this will be added to the celebration section.
Trees & Open Space	Trees and open space – where trees are removed they should be replaced. Opportunities for tree planting should be sought in any development or enhancement scheme.	Where possible additional tree planting should be encouraged, however this can be difficult given the lack of space in more urban areas. It can be included in the relevant section.
	The removal of trees to improve views of the Castle should be carefully considered with only the minimum of trees being removed and being replaced elsewhere.	Agreed - this is a long term aspiration and dependant on the various landowners. However, but would require careful consideration and the relevant consents/notices to undertake the work.
	Open space is barely considered, but forms a significant part of the CA.	The open space is considered in greater detail within the Conservation Area Appraisal (CAA). No environmental enhancement schemes have been identified for the Bishops Meadows or the Gostrey Meadows either in the CAA or as a result of the surveys undertaken for FCAMP. This won't preclude projects from being brought forward (fro example for public art, new benches, litter bins etc.) and Section 106 money may be available to support such schemes as and when they are identified..
	Need to retain green space, including gardens within the CA.	This is a policy issue, FCAMP cannot create new policy. This comment will be passed to the Planning Policy Team at Waverley.