



ENGLISH HERITAGE

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Date: 7th May 2013

Dear Sarah

Re: Godalming Conservation Area Appraisal

Thank you for consulting English Heritage on the first draft of the Godalming Conservation Area Appraisal. We would not wish to comment in detail but provide the following general observations.

The appraisal provides a very thorough assessment of the conservation area covering most of the key topic areas set out in the English Heritage guidance 'Understanding Place: Conservation Area Designation, Appraisal and Management March 2011.' The document clearly identifies what is special about the Godalming Conservation Area and what elements contribute to its distinctive character. The section on public realm enhancements is very comprehensive and especially good.

Your authority may wish to consider including a section on managing change in the conservation area in response to development or other pressures. This would enable Waverly Borough Council to proactively identify any threats or opportunities facing the area and suggest an appropriate management framework for future change. This

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might best be achieved by first identifying buildings or spaces that make a positive contribution to the conservation area but also those that currently detract from it and where well designed development could provide enhancement opportunities.

The appraisal could then refer to specific town centre issues such as development pressure, graffiti and refuse and then also consider if there is likely to be pressure for certain types of small scale change such as replacement windows and doors, solar panels, loss of boundary treatment etc. in commercial and residential areas.

The Management Plan should set out the ways in which the Local Planning Authority would wish to see such change accommodated to ensure that the conservation area retains the qualities which led to its designation. This could include information on urban grain, form, scale, and materials appropriate to the conservation area.

We hope these comments are useful and thank you for contacting us in the early stages of the preparation of the document and in advance of the formal public consultation stage.

Yours sincerely

Alma Howell

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