

Haslemere Town Centre Conservation Area Appraisal

Contents

	Page	
1	Conservation Areas	3
1.1	Definition of Conservation Area Appraisal	3
1.2	Status of the CAA	4
1.3	Sources and Guidance for the Appraisal	4
1.4	Methodology	4
1.5	Community Involvement	4
PART 1 – Haslemere Town Centre Conservation Area Appraisal		
2	Definition of Special Interest	5
2.1	Summary of Special Interest of Haslemere Town Centre Conservation Area	5
3	Assessing Special Interest	6
3.1	Location and Setting	6
3.1.1	General Character	6
3.1.2	Economic Profile and Potential forces for change	7
3.1.3	Vistas	8
3.2	Historic Development	8
3.3	Architectural Quality and Built Form	10
3.3.1	Scale and Height of Buildings	10
3.3.2	Frontages and Passageways	10
3.3.3	Details	11
3.3.4	Materials	11
3.3.5	Footpaths / Public Realm	11
3.3.6	Period and Style	12
3.4	Listed Buildings	12
3.5	Buildings of Local Merit	13
3.6	Heritage Features	13
3.7	Heritage at Risk	14
3.8	Open Space and Landscape	14
3.9	Assessment of Condition	15
3.10	CA extensions	15

PART 2 – Management Plan	17
4 Management plan	
4.1 Managing change	17
4.2 Designation	17
4.2.1 Buildings of Local Merit (BLMs)	18
4.3 Celebration	18
4.3.1 Waverley Design Awards	18
4.3.2 Celebratory Schemes	18
4.4 Enhancement Schemes	19
4.4.1 Shop Fronts	19
4.4.2 Advertisements	20
4.4.3 Standardisation of street furniture & decluttering	20
4.4.4 Pedestrian Guardrails	21
4.4.5 Public Art	21
4.4.6 Poorly maintained private land	21
4.4.7 Utility Companies	21
4.5 Public Realm Enhancements	23
4.5.1 The public realm surrounding the horse chestnut tree at the Georgian House Hotel	23
4.5.2 Outside 42 High Street (currently Costa)	24
4.5.3 Tall planters and public space on the High Street and Petworth Road	24
4.5.4 Public realm at the bottom of College Hill and the High Street and at the junction of Shepherds Hill and Lower Street.	24
4.5.5 Pedestrian Links	24
4.5.6 Benches	24
4.6 Trees Open space & Green Infrastructure Strategy	25
Appendix 1 Extracts from Waverley BC Local Plan 2002	26
Appendix 2 Character Areas map	27
Appendix 3 CA Extension map [to follow]	28
Appendix 4 Glossary of terms	29
Appendix 5 Historical Maps	32
Appendix 6 Shop front survey [to follow]	34

1. Conservation Areas

Conservation areas (CA) are defined as areas of special architectural and historical interest, the character of which is desirable to preserve and enhance. The character and appearance may be expressed through the buildings, layout and relationship to the landscape of the area.

The National Planning Policy Framework (NPPF) and “saved” Policy HE8 in the Waverley Borough Local Plan 2002 also detail the importance of protecting heritage assets (both designated and undesignated). Attached as Appendix 1 is the relevant extract from the Waverley Borough Local Plan 2002.

CA designation gives a degree of protection against the demolition of buildings and walls and should ensure that new development is of high architectural quality and in keeping with the area’s existing character. The Haslemere Town Centre was designated a CA in March 1974 and extended in January 1975, July 1985 and 25th October 2005. Historic maps of the CA can be found in Appendix 3 (to follow).

1.1 Definition of Conservation Area Appraisal (CAA)

CAAs are undertaken to identify and explain the character of the CA. This document will identify the specific qualities of the Haslemere CA and thereby help to manage change within the CA. It is not enough for a LPA to just designate an area as a CA, Section 71 of the 1990 act¹ explains that “it shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas”. Policy HE8 in the Local Plan states that “the Council will seek to preserve or enhance the character of conservation areas by.....(e) carrying out conservation area appraisals”. It is therefore considered pertinent for Waverley to undertake CAAs with the aim to appraise the character of each CA; identify the qualities which should be preserved and enhanced; and produce a management plan to include proposals for enhancement where necessary. There is also an opportunity to review the CA boundaries as part of the process.

1.2 Status of the CAA

The intention is for the CAA to be adopted by the Council as a material consideration and used in the determination of any application for planning

¹ Planning (Listed Buildings and Conservation Areas) Act 1990

permission and listed building consent within the CA. It will also be used to influence enhancement schemes for the long term management of the CA.

The document should be read in conjunction with Waverley's Local Plan and other relevant documents, including supplementary planning documents and the Haslemere Design Statement.

1.3 Sources and Guidance for the Appraisal

This appraisal was compiled with the assistance of English Heritage's guidance "Understanding Place: Conservation Area Designation, Appraisal and Management" (March 2011)². English Heritage has also published guidance called "Knowing Your Place" (March 2011) and has funded the development of a (Character Assessment) toolkit used by Oxford City Council³ to evaluate the heritage within their area.

1.4 Methodology

The conservation area was surveyed by visiting the site, noting the features as highlighted by English Heritage guidelines, conducting a photographic study and undertaking a desk top study using Waverley's mapping system to understand change over time. The survey data has been used to develop a draft CAA.

A steering group was also set up with members from Surrey County Council, Waverley Borough Council, Haslemere Town Council, local amenity groups, local business group and officers from Waverley Borough Council and Surrey County Council. This group meets to discuss the appraisal and bring forward recommendations in the Management Plan.

1.5 Community Involvement

An early draft appraisal was shared with the Haslemere CAA Steering Group. In addition a formal (6 week) consultation on the draft CAA was undertaken with the Town Council, local residents and businesses and other relevant stakeholders. The amendments received during the consultation have been considered and informed the preparation of the final document.

² <http://www.english-heritage.org.uk/publications/understanding-place-conservation-area>

³ <http://www.oxford.gov.uk/PageRender/decP/CharacterAppraisalToolkit.htm>

PART 1 – Haslemere Town Centre Conservation Area Appraisal

2 Definition of Special Interest

English Heritage defines special interest as the “special architectural or historic interest” of the area that warrants designation and the “character or appearance of which it is desirable to preserve or enhance”⁴.

2.1 Summary of Special Interest of Haslemere Town Centre Conservation Area

The CA centres on the medieval T – shaped pattern of the High Street, Lower Street and Petworth Road. There are many historic and distinctive buildings of varying age and scale, with local vernacular details in small and irregularly shaped plots; for example, the Half Moon House. The buildings date from medieval to early 20th century and most are 2 storeys, but some are 3 storeys or more. The High Street is relatively straight and channelled when entering the CA from the north. It then bends to reveal several characteristics which are distinctive to Haslemere, such as the ancient horse chestnut in front of the Georgian House Hotel, the centre of the old town and the modest town hall and war memorial at the southern end of the High Street. The High Street and West Street are vibrant commercial areas with cafes, pubs and independent shops as well as a few national chains.

The green landscape in and surrounding the CA should also be noted, in particular the densely wooded hillside on Shepherds Hill and the area surrounding St. Bartholomew’s Church. There are also recreational green spaces within and on the edge of the CA, such as the town meadow on the edge of the old town centre at the junction of Lower Street and Tanner’s Lane. The National Trust Swan Barn meadows can be accessed from the High Street and also from Collards Lane off Petworth Road. These meadows are cloaked by a wooded valley and are also the starting point for the 64 mile Serpent Trail, designed to showcase some of the best views and countryside in the south east⁵.

There are also many footpaths throughout the CA, referred to by some locals as “snickets”. These provide shortcuts and tranquil routes away from traffic.

⁴ <http://www.english-heritage.org.uk/publications/understanding-place-conservation-area/>

⁵ <http://www.nationaltrust.org.uk/swan-barn-farm/>

There are 105 listed buildings, 9 heritage features and 8 Buildings of Local Merit (BLMs) in the CA. Overall the CA of Haslemere appears to be in a good condition, but there are some buildings and locations within the CA which, due to condition, materials, and street furniture, for example, currently detract from the CA although these offer opportunities for improvement.

3 Assessing Special Interest

This section is the core of the Appraisal, aiming to give a more detailed analysis of the special interest of Haslemere Town Centre CA. This will consider its location and setting, historical development, architectural quality, open space and landscape, BLMs and an assessment of condition.

3.1 Location and Setting

3.1.1 General Character

The CA consists of three main areas:

- Character Area (ChA) 1: Town Meadow on Lower Street (including Shepherds Hill and Sandrock).
- Character Area 2: Medieval T – shaped pattern of the High Street, Lower Street and Petworth Road.
- Character Area 3: Church Lane and Church Green

[see map Appendix 2 – to follow]

ChA 1 consists mainly of open spaces (Town Meadow) and the Shepherds Hill woodland with small groups of cottages and individual houses (in the Surrey vernacular) on reasonably generous plots. The terraced cottages on Shepherds Hill are late 17th and 18th century. The vernacular style is one in which the lower parts of the wall are of brick and stonework and the upper parts are clad with hanging tiles, often with semi-circular or pointed ends. Courts Hill Road and Sandrock have a core of historical buildings, many of which have been modernised with sensitive extensions. The spine of the area, Sandrock, is a narrow ancient drove road⁶.

⁶ Haslemere Design Statement, Haslemere Initiative, 2012.

ChA 2 has the most concentrated area of buildings, primarily concerned with shopping and commercial activity. The High Street is wider than the average street in similar sized CAs in Waverley, for example, there is a greater sense of enclosure on Godalming High Street compared to Haslemere High Street. The High Street is generally open and straight offering good views of the CA.

The Georgian Town Hall (1814) sits at the southern end of the High Street and forms a traffic island. It is somewhat over-shadowed by buildings to the south, namely 10, 12 & 14 High Street including the Grade II listed Half Moon House (10), a bank (12) and a BLM (14) which are larger in scale and more impressive in historical character.

There are many listed buildings in the High Street including the timber framed Georgian House Hotel; the White Horse Hotel; 20 High Street (Kings House); and 18 High Street (The Old House), all Grade II listed. The Town House in the upper part of the High Street is a typical Georgian (18th century) building with a formal brick elevation with a top storey (19th century) addition in a classical style. It is especially interesting because the south flank wall has “mathematical” tile hanging. Internally the house also has a fine carved oak panelled staircase. The more modern buildings in the High Street reflect the style and character of the listed buildings. Some of these buildings are BLMs such as Lloyds Bank, 12 High Street and the group of buildings on the corner of the High Street and Lower Street, including the Swan Inn.

ChA 3 is St. Bartholomew’s Church and the church green. This area consists of narrow lanes with high hedgerows, mature trees and the attractive setting of the church and Church Hill House. St Bartholomew’s Church was rebuilt in 1870 and was designed by local architect JW Penfold FRIBA. It is made of mellowed stone with a tiled roof and contains a stained glass window by Sir E Burne-Jones. Church Hill House next door is a finely proportioned 18th century Queen Anne House of brick and tile with sash windows. Both the church and the house are enclosed by fine examples of low coursed rubble walls with a low wrought iron rail above. Both buildings face on an attractive green which provides a pleasant focal point for this particular area.

3.1.2 Economic Profile and Potential forces for change

Waverley in general is an affluent area with a buoyant local economy and low level of unemployment. 73% of people own their home in the Haslemere Town Centre CA and there is 4.4% unemployment⁷.

⁷ Haslemere CA Census 2011 data from <http://www.neighbourhood.statistics.gov.uk>

Haslemere town centre is a mix of retail, office and residential. The level of unoccupied retail units is quite low and the turnaround of new retail units is reasonably quick, although there are a few units which have been vacant long term. There is a strong presence of independent shops and Haslemere also has a monthly farmer's market.

3.1.3 Vistas

There are many significant views in the CA. The main ones are:

- Looking south on High Street from the Museum
- Town House
- The Georgian House Hotel and horse chestnut tree
- The Hillsides from the junction of West Street and High Street
- The War Memorial and Town Hall behind
- The view of the National Trust meadows from the edge of the CA, .e.g. Well Lane
- The post office buildings on West Street
- Near the railway bridge on Church Lane looking up at St Bartholomew's Church, Church House and green in the foreground.
- On Shepherds Hill looking down the road at curved row of listed terrace cottages (11-27 Shepherds Hill & Heath Cottage)
- Views of the woodland on Shepherds Hill
- Views across the town and Town Meadow from the viewing point on Shepherds Hill.

[INSERT ILLUSTRATION]

3.2 Historic Development

There has been a settlement in the vicinity of Haslemere for over 1000 years and over the centuries the street pattern has developed and the town has taken shape as we see it today.

There are several significant dates within Haslemere's history which have influenced the development of the town. The main period of development was the late 19th/early 20th century. This is reflected in the style of many of the buildings, although the street pattern of the historical core is medieval.

Records of the historic area of Haslemere date back to 1200s, when the first charter was given for a market in 1221. A fair to celebrate this charter is held every two years; the next fair will be held in May 2016.

All that is known of its character from this period was that there was a small pond, a causeway and an old market house approximately on the site of what is now the Swan Inn. It was a small market town in the medieval period with a church in Chiddingfold, a chapel at Piperham (close to the existing church of St Bartholomew's) and it lay in the Manor of Godalming. It developed slowly but remained in the parish of Chiddingfold. The town at this time consisted of the existing T – shaped pattern of the High Street, Lower Street and Petworth Road. Industries such as glassmaking, iron ore smelting and leather tanning brought wealth and prosperity to Haslemere. During the 16th to 18th centuries Haslemere became an industrial centre for small scale iron-working and craft industries, but remained a rural town until the mid 19th century.

The first map of the street layout was made by William Morley in 1735⁸. It showed property on the High Street, Lower Street, Petworth Road and Shepherds Hill. The High Street frontage had a number of large properties, including Town House owned by General James Oglethorpe. He was MP for Haslemere and founded the American colony of Georgia.

The Tithe Map (1842) shows that Haslemere remained broadly the same size with a small scattering of properties in the Wey Hill area, demonstrating that it continued to retain its small market town character. In 1859 the railway came to Haslemere and changes began, albeit slowly. In the 1871 map, there were additional houses in the medieval centre.

By 1917 the maps show considerable change. The town had more than doubled its physical size since 1871. The population had increased from 840 in 1842 to 3864 in 1921. This was partly due to the arrival of the railway, but also because the town became a fashionable place to live. A small arts and crafts movement developed and more affluent people moved in, building Edwardian low density houses on the hills around the centre. At the same time small cottages were being built in Bridge Road. At the end of the 1890s West Street was constructed to give access to St Bartholomew's School and enable development of the area. The Bridge Road area was completed after the First World War.

The upper part of Museum Hill and Shepherds Hill areas were developed with low density large houses with fine views. The land on the east side of the High Street is

⁸ Haslemere Inset Plan SPG Consultation Draft Feb 1995, Waverley Borough Council.

wet and slopes to a stream. It became a National Trust property in 1954 called Swan Barn Valley. The west side was developed up to the railway line and the north was developed with larger houses.

3.3 Architectural Quality and Built Form

The density of the historical buildings on the main streets makes a significant contribution to the character of the area and many are listed. In general, these buildings vary in scale and age but are mostly 2 - 3 storeys and date from the 16th – 20th century.

3.3.1 Scale and Height of Buildings

Most buildings are 2 storeys, but the scale ranges widely from small 17th century cottages, for example 31-35 Lower Street, to large Victorian villas, for example 45-47 High Street. This variety of scales and styles makes the area interesting and contributes to the vitality of the town.

There are very few buildings which are three storeys or more. Some are modern:

- Redwood Manor, Tanner's Lane.
- 1-4 Hillcroft, Shepherds Hill

Some are from the 18th century:

- Town House
- Georgian House Hotel

Some are from the 17th century:

- 10 High Street

Notably, 10 High Street is four storeys in height, however its scale and form is more subtle than its neighbour 12 High Street (currently Lloyds bank) which is 3 storeys. No. 12 is a taller building, bulkier and more dominant on the street scene.

3.3.2 Frontages and Passageways

Buildings on the High Street are often separated by accesses and passageways which reduce the appearance of built form and results in individual buildings rather than terraces. In contrast Petworth Road & Lower Street are defined mainly as terraces which create more solid frontages and a more enclosed street scene.

3.3.3 Details

There are several important details which are prevalent in the CA. They include:

- Chimneys on commercial as well as domestic buildings, giving a domestic appearance to the High Street.
- Dormers on many buildings provide accommodation in the roof space. These range from small dormers on the White Horse Hotel to large dormers on 12 (Lloyds Bank) High Street.
- The roofscape when travelling from north to south of the CA. The High Street slopes down and up again at the junction with West Street and create an attractive view of different levels and pitches of roofs.
- Iron gateways, for example on the Swan Hotel, High Street.
- Cupolas, for example on the Town Hall.
- Weather vanes.
- Other heritage features (see Section 3.5).

3.3.4 Materials

Varied materials give a different appearance to buildings making the street interesting and distinctive. Key materials include:

- Red bricks
- Stone
- Stucco
- Tile hanging for walls
- Slate and tile for roofs, however tile dominates.

3.3.5 Footpaths/ Public Realm

Footpaths form an important feature throughout the CA ensuring good connectivity for pedestrians. Paving stones, iron stone and granite setts are laid in a particular style in ChA2. Iron stone and granite setts laid toward the road, acting as verges are distinctive to Haslemere. There are also iron stone and granite setts at the accesses and passageways off the High Street.

3.3.6 Period and Style

Over 50 buildings survive from before the 18th century though some are not obvious as they are partly concealed, for example, 30 High Street is hidden behind a shop front which extends across three gables of the 17th century building. 43 Lower Street dates from the 16th century, but is hidden altogether by the United Reform Church built in the 19th century. Other older buildings are more apparent such as Half Moon House, High Street, where the timber frame is clearly visible.

In contrast to Farnham, Haslemere's historic core has fewer Georgian buildings. It has more 17th than 18th century buildings and therefore lacks the formality of Georgian architecture and street scene found in Castle Street, Farnham. Town House and the Georgian House Hotel represent the grander style of this period. Some of the small scale terraced cottages of Lower Street, Shepherds Hill and Petworth Road also date from the 18th century.

The largest group of buildings date from the 19th century. In the beginning of the 1800s the Georgian style was still in evidence, but this was overtaken by the Victorian style of architecture and finally by the Arts and Crafts movement. This explains why, within one century, the style in Haslemere ranged from plain small scale cottages, e.g. 45-49 Lower Street, to Arts and Crafts style houses like Oliver's House (53 High Street) to grander late 19th century buildings like Lloyds Bank (12 High Street). Most of the 19th century buildings are not of national architectural or historical merit and therefore are not listed. There is evidence that many small older buildings were demolished at the end of the 19th century and replaced with larger more imposing late Victorian and Edwardian buildings.

20th century buildings include some Edwardian buildings like the National Westminster Bank, (24) High Street and 35-37 High Street which was built in the 1930s. Most of the 20th century buildings are in a period style, for example 12 (Barclays Bank) and 14 High Street. These blend very well with the older buildings. The more obvious modern buildings are 1-4 Hillcroft on Shepherds Hill.

On the whole, most of the buildings are in good condition.

3.4 Listed Buildings

There are 105 statutory listed buildings in the Conservation Area;

Examples of Grade II* listed buildings include:

- Town House, High Street

- Church Hill House, Church Green

Examples of Grade II listed buildings include:

- Half Moon House, High Street
- Georgian House Hotel, High Street
- The Town Hall
- 3 & 5 Petworth Road
- 13 Lower Street
- 15-17 Shepherds Hill

All listed buildings are available to view in detail on Waverley Borough Council's mapping system as well as the "National Heritage List for England"⁹.

3.5 Buildings of Local Merit

BLMs are buildings identified by Waverley as of local historic, architectural or townscape merit. Many local authorities have lists of such buildings, sometimes called the local list and sometimes Buildings of Townscape Merit (BTM).

There are 8 BLMs within the CA. Under the NPPF, BLMs are considered to be "Designated Heritage Assets".

3.6 Heritage Features

In 1986 Waverley Borough Council produced a list of heritage features in Waverley¹⁰. The list covers natural landmarks, archaeological sites, historic structures and historic trees, roads, trackways and gardens. The purpose of the list was to identify features which were a significant and valuable part of the character and history of the Borough but for the most part were not protected by legislation. The intention was that by recording them there would be more awareness of the value of preserving them. There are 9 heritage features in the Haslemere CA, this include features such as the war memorial, wells, drinking fountain and memorials within the church.

⁹ <http://list.english-heritage.org.uk/>

¹⁰ Heritage Features in Waverley (4 volumes) WBC 1986.

In accordance with National Planning Policy Framework (NPPF), Heritage Features are “Designated Heritage Assets”.

3.7 Heritage at Risk

There are no buildings within the CA on the Waverley BC & English Heritage “Heritage at Risk Register”.

It is important to ensure that any listed buildings that fall into disrepair are identified early, so that Waverley Borough Council can work with the owners to find appropriate solutions and bring the building into a productive use.

Whilst the main responsibility falls with Waverley and the owner, it is advantageous that others interested in the built heritage of Haslemere ‘keep an eye’ of the historic fabric and report anything of concern.

3.8 Open Space and Landscape

The open space, woodland and the surrounding hillsides of the CA are as significant as the architecture and character of the built environment. The open space and landscape provides recreation as well as an aesthetic quality to the town’s character. Examples include the town meadow at the junction of Tanner’s Lane and Lower Street, the woodland open space on Shepherds Hill, the green space in front of St. Bartholomew’s Church and the surrounding landscape on Church Lane.

There are many trees in and adjacent to the CA which are protected by Tree Preservation Orders (TPOs). The most significant is the large horse chestnut (planted in 1792) in front of the Georgian House Hotel. This offers a significant landmark within the CA. There are many trees on the Hillside which can be viewed from within the CA. These exist in the gardens of many houses in the “Half Moon Estate”.

There are many footpaths or “snickets” within the CA offering well landscaped and picturesque shortcuts through the area. One of these includes the start of the “Greensand Way”, a long distance path which starts on the High Street just beyond the Georgian House Hotel and continues to the Devil’s Punchbowl and beyond¹¹. The “Serpent Trail” also commences just outside the CA, to the east of the High Street and passes through many National Trust sites.

¹¹ http://www.surreycc.gov.uk/__data/assets/pdf_file/0010/177994/Map-One.pdf

3.9 Assessment of Condition

There are opportunities for improved public realm and connectivity to existing green spaces. Views are also important and these should be preserved. There is some evidence of deterioration of important buildings and also some unsympathetic development has taken place in the 20th Century. However, the overall the condition of the CA is generally good.

3.10 CA extension [See map Appendix 3]

English Heritage guidance states that the first consideration when considering the designation of a CA is whether there is sufficient special interest to warrant designation. However, designation should never be undertaken solely in response to local pressure or to have more control over unlisted buildings. Conservation area designation is not generally an appropriate means of protecting the wider landscape. However, it might be appropriate for historic gardens and parkland associated with buildings.

The NPPF (paragraph 127) explains that the designation of conservation areas should only be considered where that area justifies such status because of its special architectural or historic interest. It goes on to clarify that the concept of conservation should not be devalued through the designation of areas that lack special interest. This second point is particularly relevant when considering extensions to existing conservation areas.

The *immediate* setting of the area also needs to be considered carefully and within reason included in the boundary, if protection is desirable¹². The test should be whether a wider area justifies the additional controls that result from designation or whether it is more a matter of adding appropriate policy and/ or applying normal development controls in a way that respects the character and appearance of the CA.

The northern side of West Street previously fell outside the Haslemere Town Centre CA, however it is considered worthy of inclusion. Whilst this area displays a variety of architectural forms, it does have a common thread which strongly relates it to the High Street and wider CA. In particular the shop fronts, many of which are original, strongly contribute to the character of the street at ground floor level.

¹² Mynors, C (2006) Listed Buildings, Conservation Areas and Monuments, 4th Edition, Sweet & Maxwell, London.

There are also two significant buildings in this area, namely the former police and former fire station. Both of which were constructed at a time when pride was taken in designing buildings which served a civic purpose – these positively contribute to the character and appearance of the area and again provide a narrative as to how the town has developed over time. The former police station has also recently been designated a BLM.

Overall this proposed extension fits comfortably into the wider CA and in particular ChA2.

PART 2 – Management Plan

4 Management Plan

The Management Plan sets out specific actions/projects aimed at preserving and enhancing the CA in the future.

4.1 Managing change

Sometimes the qualities that make CAs appealing might lead to further pressure for development. However, large development opportunities within the Haslemere Town Centre CA are limited primarily due to the historic development of the town. There have been a number of smaller residential developments over the last few years including Collards Gate, Penfold Manor and Bakehouse Yard. The impact on the CA was one of the key considerations when determining these planning applications.

The Haslemere Key Site (adjacent to the CA) was identified in the Local Plan 2002 in saved policy TC7 – Haslemere Key Site: Land between West Street and Lower Street. If the key site were to come forward as a development site, the content of this document alongside other adopted guidance should be taken into account. There are no other site allocations either within or adjacent to the CA identified within the current Local Plan.

Primarily, changes within the Haslemere Town Centre CA tend to be small and incremental. Where consent or planning permission is necessary, it is expected that the appraisal section of this document be taken into account when making the decision.

Various small scale enhancement opportunities within the CA have also been identified and form part of this management plan.

4.2 Designation

4.2.1 Buildings of Local Merit

In addition to statutory listing, the NPPF has stated that Heritage Features and BLMs are designated heritage assets. Waverley has set up a project to identify review and adopt additional BLM. This is a community led project which includes a

consultation process with owners and local amenity societies. Normally the relevant town or parish council takes the lead on the project with support given by Waverley.

Recommendation:

That the Town Council works with the Haslemere Society to undertake a review of the BLMs to identify potential candidates to be designated as a BLM.

4.3 Celebration

4.3.1 Waverley Design Awards

The Waverley Design Awards scheme was introduced in 1995, to encourage an interest in the quality of the built and natural environment of the borough. The scheme also promotes an awareness of the need for high standards in design including planning, architecture, sustainable development and landscaping.

The awards are made every two years and the next one is due in 2015. It is important to ensure that outstanding design is identified and promoted especially when it preserves and enhances the CA.

Recommendation:

Haslemere Town Council and the Haslemere Society are encouraged to nominate new, outstanding developments to the Waverley Design Awards.

4.3.2 Celebratory Schemes

There are no celebratory schemes in Haslemere. The RHS Britain “In Bloom” scheme focuses on the flora displays of private and public gardens including commercial and public buildings. Individuals and public organisations can apply. The scheme is designed to have a positive impact and to inspire a sense of place, together with community spirit and pride. As such this sits comfortably with the aims and objectives of the CAA. Whilst there are two regular local planting schemes there is the opportunity for these to be recognised through the national scheme.

Haslemere town centre contains many fine traditional and modern shop fronts that are an important element in the townscape. It is important to preserve and enhance these as they make a positive contribution to the appearance, vitality and viability of the town centre. A local shop front competition would encourage traders to have a sense of pride in their premises. This would celebrate the efforts and encourage

others to participate. It is important that good quality shop fronts are recognised locally for their contribution to the street scene.

Whilst this would complement the Waverley Design Awards scheme, it is considered pertinent that this be administered at a local level on an annual basis by Haslemere Town Council or the Haslemere Society.

Recommendation:

It is important that good quality shop fronts and flora displays are recognised locally for their contribution to the street scene. As such local competitions should be encouraged. The Haslemere Town Council or the Haslemere Society are also encouraged to set up an annual shop front award and RHS Britain “in bloom” programme to celebrate the best shop fronts and flora displays within the town centre.

4.4 Enhancement Schemes

4.4.1 Shop Fronts

A shop front photographic survey was undertaken in 2014 (see Appendix 3 - to follow). This found the majority of shop fronts to be acceptable to the CA setting.

The majority of changes to shop fronts generally occur when a new proprietor wishes to implement their corporate style to ensure that their business is distinctive within the street scene and to draw in customers. This normally means that the colour of the shop front is changed and new signage installed – both of which may not be controlled through the planning system.

Waverley has design guidance related to shop fronts, produced in the early 1990's¹³. This document is a material planning consideration for use in the determination of planning applications. Whilst the number of shop front planning applications is relatively low, the guidance is useful and should be reviewed to ensure that it is up to date and relevant.

It is considered that the guidance should cover the whole of Waverley and not be specific to each individual town (or village) centre as the issues are similar.

¹³ http://www.waverley.gov.uk/downloads/file/3513/shopfronts_in_waverley

Recommendation:

The Waverley shop front design guidance should be reviewed, where necessary updated and considered for adoption as a supplementary planning document to be used when determining relevant planning applications borough wide.

4.4.2 Advertisements

Advertisements play an important role within the street scene adding to the vibrancy of an area. However, advertisements can also undermine an area, create hazards to those with mobility issues and add to clutter. In addition, given the current economic climate a balance needs to be struck between supporting local businesses and controlling advertising to ensure that the amenity of the area is not unacceptably affected.

Advertisement boards (A-boards) have been identified by the Disability Forum as a particular concern in terms of mobility within Waverley's town and village centres. Surrey County Council (SCC) has published guidance on Advertising on the Highway¹⁴ with the emphasis on its Highways Authority responsibilities. Waverley will work with SCC to address issues that these guidelines raise.

Recommendation:

Stakeholders support SCC and WBC in taking appropriate action to deal with A-boards that conflict with the published guidelines.

4.4.3 Standardisation of street furniture and de-cluttering

It is important to reinforce the distinctiveness of Haslemere through a clear and consolidated approach to street furniture, including bollards, lamp posts, benches and litter bins.

In order to ensure consistency throughout the Conservation Area, coordinated street furniture should be implemented throughout the town and within new public realm schemes. Where this is not possible, the commissioning authority (whether it is Waverley, Surrey or Haslemere Town Council) should contact the Planning Projects Team to discuss a suitable alternative.

¹⁴ <http://www.surreycc.gov.uk/?a=445816>

Road markings should be kept to a minimum and thin (conservation area) double yellow lines should be used where necessary.

Improving the CA does not just mean the installation of new coordinated street furniture, it also means rationalising what is already there and removing or repositioning signage and street furniture that is no longer required or used. It also involves cleaning road signs on a regular basis.

Recommendation:

The Steering Group should conduct a survey with SCC to identify areas most in need, and specific signs to be removed. This could include:

- **Redundant posts with no signage.**
- **Redundant signage no longer required.**
- **The rationalisation of signage and furniture where other, more appropriate signage/ furniture exists.**
- **Upgrade, clean or replace signage in poor repair.**

4.4.4 Pedestrian Guardrails

Guardrails are usually installed where there is a risk, or perceived risk, that pedestrians will, in their absence, cross carriageways away from designated crossing points, or will otherwise wander into places where they can come into conflict with motor traffic.

There are a number of pedestrian guardrails which do not make a positive contribution to the CA for example at the “top” of the High Street adjacent to the Town Hall. Whilst the removal of the guardrails could be subject to highway safety concerns, an alternative design could be considered to blend with the aesthetics of the CA whilst continuing to ensure highway safety.

Recommendation:

The Steering Group should conduct a survey with SCC officers to identify opportunities where guard rails could potentially be removed or improved. Whilst the long term ambition would be to remove all those that are not necessary, this will need to be balanced alongside highway safety concerns (following LTN 2/09¹⁵). The final decision in this instance would rest with SCC.

¹⁵ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/3806/ltn-2-09.pdf

4.4.5 Public Art

There is a notable absence of public art within the Haslemere Town Centre CA. However there are a number of places where public art could contribute to the street scene, such as the public space at the junction of College Hill and the High Street or at the junction of Shepherds Hill and Lower Street.

Recommendation:

Opportunities to install public art (in appropriate locations) should be considered. Prior to commissioning, discussions should take place between Waverley and Haslemere Town Council, and where necessary SCC, to ensure that the location, design, scale and materials are appropriate.

4.4.6 Poorly maintained private land

Poorly maintained private land can significantly undermine the quality of the environment and there are small pockets in the CA and suggested CA extension where this appears to be a problem.

Recommendation:

Work with landowners to come to a suitable solution to badly maintained properties. In certain circumstances the Planning Enforcement Team at Waverley BC may take appropriate action for example Section 215 notices.

4.4.7 Utility companies

Utility companies often carry out works on the highway within the CA (road or pavement). Utility companies (and their contractors) are required to ensure that the surface is made good, to the same standard that was originally there. In addition, it is understood that they can implement a temporary surface for a period of six months before making the area good. Within a CA unsatisfactory works by utility companies can undermine the character of the area and have a detrimental impact on the appearance of the street.

A Task Group at Surrey County Council (SCC) has produced a report: "Improving the Co-ordination and Quality of Work of Utilities Companies in Surrey", 10 January 2013 which considered the views of residents, Councillors, utilities companies and officers. The conclusions were that SCC could undertake a number of actions to work more effectively with utilities companies to improve the quality of street works in Surrey, minimising the disruption caused to residents and road users by:

- Communication
- Monitoring and Reporting
- Utility companies must apply for a permit from the Streetworks team at SCC.
- Improved working in areas with special conditions (*including Conservation Areas*).

Recommendation

Utility Companies should be made aware of the Conservation Area Appraisal document, and in particular be encouraged to ensure that their work is completed and 'made-good' as soon as practically possible. Where this has not happened (and within the existing guidance) the Streetworks team at SCC should be informed so that they can take appropriate action.

4.5 Public Realm Enhancements

There are a number of areas which could be considered for environmental enhancements. They include:

4.5.1 The public realm surrounding the horse chestnut tree at the Georgian House Hotel

There is opportunity to improve the public realm surrounding the horse chestnut tree at the Georgian House Hotel. There is already a public bench, but improvements could be made to the pavement in front of it. A night time feature could also be made of the tree with the addition of lights, for example. There is already mains electricity connected to the tree. This would improve the public space at this location as well as create a landmark feature for the hotel and the town in the evening.

4.5.2 Outside 42 High Street (currently Costa)

This area would benefit from an additional bin close to the shop. It is a popular area with outside seating which should continue to be encouraged. An extra bin would help with the management of litter in this area.

4.5.3 Tall planters and public space on the High Street and Petworth Road

There are two tall planters in the CA; one is on the pavement outside 40 High Street and another is just around the corner in a small public space in front of 10 Petworth Road. A consultation process was undertaken for the Haslemere Design Statement and this showed that the planters were disliked by residents. They are hard to maintain in terms of watering and planting and the displays are not always noticeable due to their height. It is possible to dismantle the planters and locate them elsewhere in the town or recycle the materials for public art at these or other locations. The public space on Petworth Road could be further improved by repositioning the public bench away from the road and closer to 10 Petworth Road.

4.5.4 Public realm at the bottom of the College Hill and the High Street and at the junction of Shepherds Hill and Lower Street.

The public realm at these locations could be improved with landscaping and some public art to commemorate significant events or people in Haslemere's history.

4.5.5 Pedestrian Links

There should be improved connectivity between West Street and Lower Street.

The presence of the National Trust land near the High Street and footpaths throughout the CA offers tranquil areas and routes away from traffic. These should be regularly maintained, landscaped and signposted in the form of green "way finding" throughout the CA and beyond. There could also be improved access to National Trust land via the Swan Barn car park.

4.5.6 Benches

There is an opportunity to place additional benches in appropriate places though out the town to take in the views within the CA as well as aid those with mobility problems.

4.6 Trees, Open Space and Green Infrastructure Strategy

Haslemere Town Centre has limited opportunities for tree planting given the closeness of development; however the green space at the corner of Shepherds Hill and Lower Street may be a possible site for more trees. There are more opportunities in ChA 2 and ChA 3 for additional trees, for example on the green in front of St. Bartholomew's Church. The existing green spaces in ChA 2 and ChA 3 should be preserved and where possible enhanced.

There is a prominent horse chestnut tree on the High Street next to the Georgian House Hotel and provides important amenity value.

Trees within a CA are protected as a result of the requirement to give prior notice of intended felling. This gives the Council the opportunity to make Tree Protection Orders as necessary in the interest of maintaining public amenity.

Recommendation:

Investigate scope for additional tree planting in key visible locations within the CA without detracting from the townscape.

4.7 Taking the CAA forward

It is recognised that the CAA be a living document that informs the consideration of planning applications within the area. It also, through the Management Plan, identifies the key environmental enhancements that are a priority for the CA. Whilst Waverley Borough Council has a key role in ensuring that the document is implemented and regularly reviewed, many of the Management Plan actions need to be co-ordinated with partner organisations such as Surrey County Council and Haslemere Town Council. Without these partners involvement, many of the projects will neither be viable or achievable on the ground.

Recommendation:

That the membership of the Steering Group be reviewed to ensure the relevant Councillors, Officers and local organisations are represented to take forward the Management Plan, prioritising actions and to encourage implementation.

Appendix 1

Extracts from Waverley BC Local Plan 2002

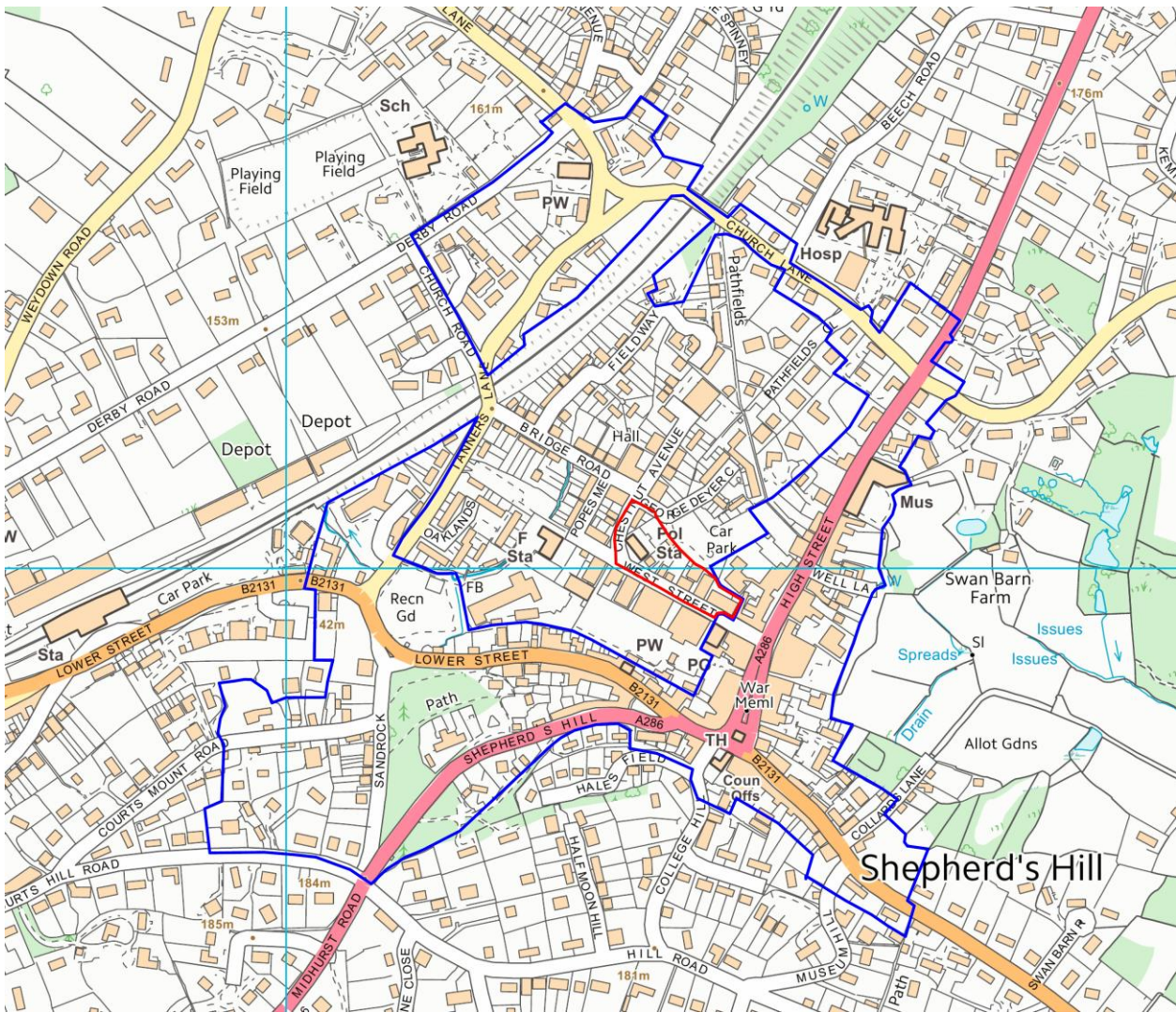
Local Plan Policy HE8 – Conservation Areas

The Council will seek to preserve or enhance the character of conservation areas by:



- (a) the retention of those buildings and other features, including trees, which make a significant contribution to the character of the conservation area;
- (b) requiring a high standard for any new development within or adjoining conservation areas, to ensure that the design is in harmony with the characteristic form of the area and surrounding buildings, in terms of scale, height, layout, design, building style and materials;
- (c) in exceptional circumstances, allowing the relaxation of planning policies and building regulations to secure the retention of a significant unlisted building;
- (d) protecting open spaces and views important to the character and setting of the area;
- (e) carrying out conservation area appraisals;
- (f) requiring a high standard and sympathetic design for advertisements. Internally illuminated signs will not be permitted;
- (g) encouraging the retention and restoration of shop fronts where much of the original detailing still remains. Alterations will take into account the upper floors in terms of scale, proportion, vertical alignment, architectural style and materials. Regard shall be paid to the appearance of neighbouring shop fronts, so that the proposal will blend in with the street scene.
- (h) encouraging the Highway Authority to have regard to environmental and conservation considerations in implementing works associated with its statutory duties, including the maintenance, repair and improvement of public highways and the provision of yellow lines, street direction signs and street lighting.

Appendix 2 – Character Areas (to follow)

Appendix 3 – CA Extension Map



Key

-  Existing CA boundary
-  Proposed West Street extension

Appendix 4 - Glossary of terms

IMPORTANT NOTE: This glossary does not provide legal definitions, but acts as a guide to key planning terms.

Building of Local Merit

BLM stands for Building of Local Merit. It is a building identified by Waverley as of local historic, architectural or townscape merit. Many local authorities have lists of such buildings, sometimes called the local list and sometimes Buildings of Townscape Merit (BTM). In Waverley we chose the designation BLM because it is less likely to be confused with statutory listed buildings and also recognises that not all our valuable buildings are within towns.

Conservation Areas

Areas designated by the Local Planning Authority under the Planning (Listed Buildings and Conservation Areas) Act 1990 Section 69 as being of special architectural or historic interest, the character of which it is desirable to preserve and enhance.

Core Strategy

A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area. (See also: Development Plan Documents.)

Development

Development is defined under the 1990 Town and Country Planning Act as “the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land.”

Development Plan Documents (DPDs)

Development Plan Documents (DPDs) are prepared by local planning authorities and form an essential part of the Development Plan, outlining the key development

goals. Once adopted, development control decisions (see definition above) must be made in accordance with them unless material considerations indicate otherwise. Development Plan Documents include the Core Strategy and, where needed, area action plans.

Haslemere Design Statement (HDS)

The Haslemere Design statement was produced by the community in 2012 to identify local character and set out design guidance to help guide new development.

Heritage Assets

Parts of the historic environment which have significance because of their historic, archaeological, architectural or artistic interest.

Listed Building

A building of special architectural or historic interest. Listed buildings are graded I, II* or II. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures (e.g. walls) within its curtilage. English Heritage is responsible for designating buildings for listing in England.

Local Plan

A development plan prepared by district and other local planning authorities.

Non-designated Heritage Assets

These are buildings, monuments, sites, places, areas or landscapes that have not previously been formally identified but that have a degree of significance meriting consideration in planning decisions, because of its heritage interest.

NPPF (National Planning Policy Framework)

Issued by central government setting out its planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to

do so. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

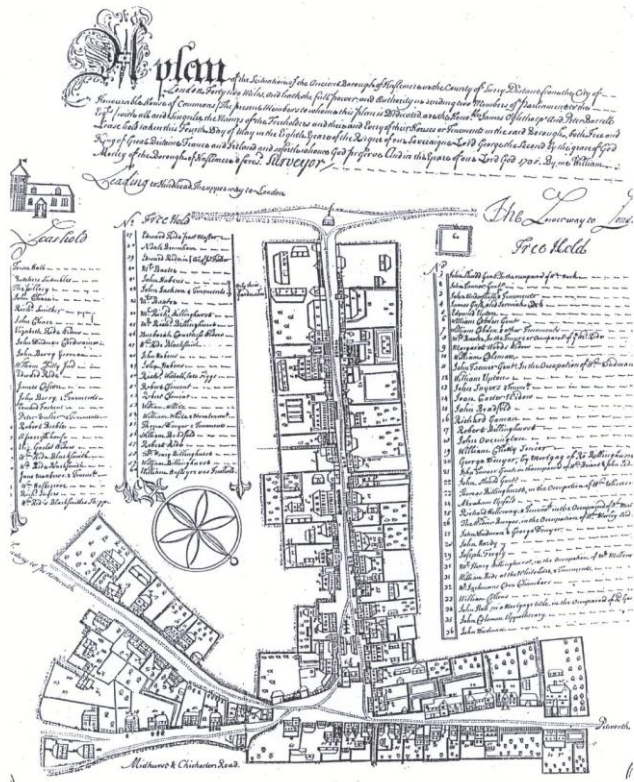
Saved Policies

Policies within unitary development plans, local plans and structure plans that are 'saved' for a time period during the production of policies in Local Development Documents, which will eventually replace them.

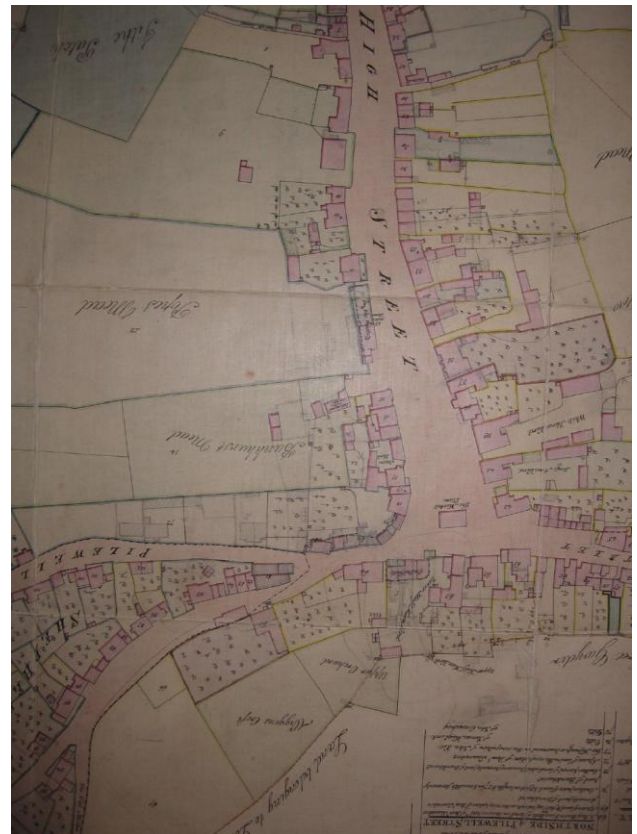
Supplementary Planning Documents

A Supplementary Planning Document is a Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.

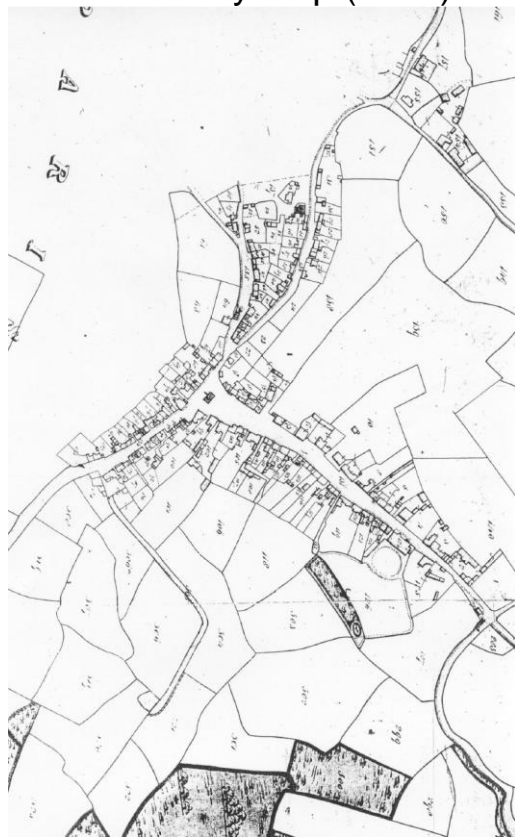
Appendix 5 - Historical Maps



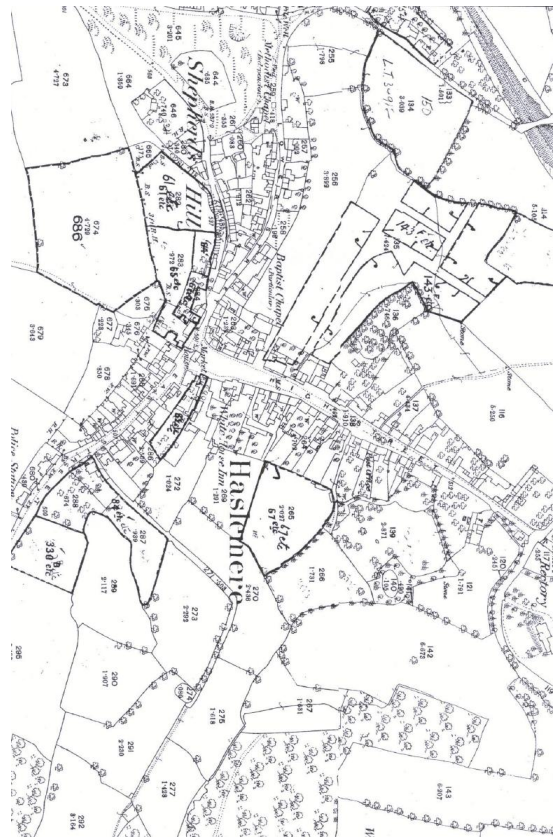
William Morely map (1735)



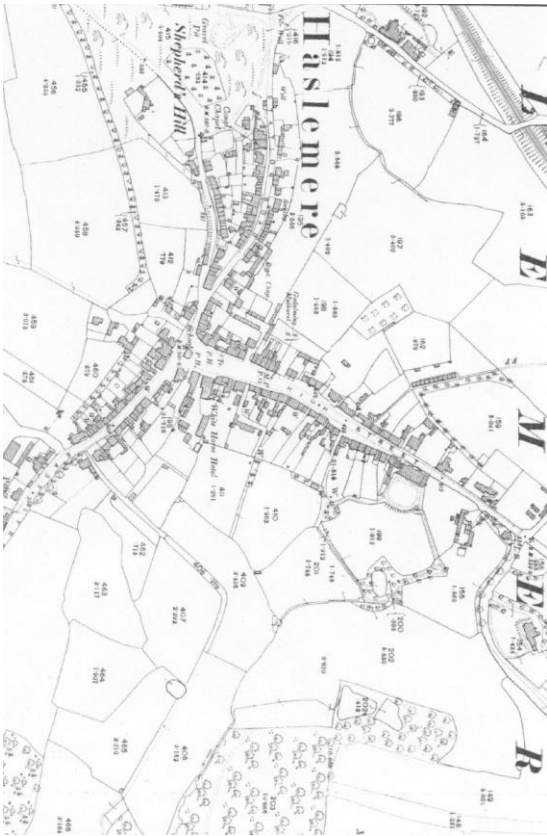
1817



Tithe Map 1942



1871



1898



1913



1960

Appendix 6 – Shop Front Survey (to follow)