

Ockford Road Conservation Area Appraisal and Management Plan

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PART 1 –Ockford Road Conservation Area Appraisal

1. Introduction

1.1 What is a Conservation Area?

A Conservation Area (CA) is defined as “an area of special architectural and historical interest, the character or appearance of which it is desirable to preserve or enhance”¹. Designation of a CA covers all land within the CA and therefore planning control is directed at maintaining the special interest of the entire area, including the buildings, streetscene, uses and the relationship of these elements with open spaces and landscape.

CA designation gives a degree of protection against demolition of buildings and walls and the removal, or works, to trees, as well as reducing householder permitted development rights. CA designation enables the planning authority to ensure that the historic character and special interest, which attracts people to live, work and visit the area, remains intact and that development is of high architectural quality and in keeping with the area’s existing character.

1.2 What is a Conservation Area Appraisal (CAA) and Management Plan?

A CAA sets out to identify and assess the special interest of the CA, such as the notable buildings and open spaces, and the inter-relation of these together to form a unique character. The management plan will use the information gathered in the CAA to identify and implement enhancement and public realm enhancement schemes to preserve and enhance the CA.

The final document will inform positive management of the CA and will be adopted by the Council as a material consideration to be used in the determination of any application for planning 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 (both adopted and emerging) and National Planning Policy Framework (NPPF).

1.3 Planning Policy Framework and Sources

The Planning (Listed Building and Conservation Area) Act 1990 Section 71 (1) states:
“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.”

¹ Planning (Listed Buildings and Conservation Area) Act 1990

Policy HE8 in the Local Plan states:

“...the Council will seek to preserve or enhance the character of conservation areas by...(e) carrying out conservation area appraisals”.

The NPPF, Chapter 12 (126) states:

“Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment...”

The CAA helps to identify the significance of heritage assets, and as such enables planners to confidently determine whether an application will devalue the significance of the CA.

It is in accordance with the above legislation and local policy that this CAA has been conducted. 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).

1.4 Methodology

To assess the CA comprehensively, a historic study of the area was undertaken, including assessment of historic maps in comparison to modern maps. In conjunction with this, site visits were conducted to establish the character and identify the architectural interest of the CA. A photographic survey was undertaken of the key views and vistas within the CA, and is used throughout this appraisal. The boundary has also been reviewed.

1.5 Community Involvement

Site visits were held on 15 December 2014 and 12 January 2015 with Local Councillors and representatives from the Town Council to identify enhancement schemes and gain feedback on the CAA, with comments incorporated into this draft document.

A six week consultation will be undertaken to seek residents’ views. Key stakeholders (including English Heritage and the Town Council) will also be included. Responses to the consultation will be reviewed and where necessary the document updated.

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

1.6 Summary of Ockford Road Conservation Area

Table 1: Ockford Road CA at a glance	
Date of designation	26 March 1974
Location	Easting (x) 496,365m; Northing (y) 143,372m
Current Size	3.66ha
Changes to Boundary	Proposed
General Condition	Good
Listed Buildings	30 Listed Buildings; 2 Buildings of Local Merit
Positive Attributes	Traditional historic cottages, scenic setting in the valley
Negative Features	Heavy traffic; minimal parking; potential for improved landscaping

2. Defining the 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”³.

2.1 Summary of the Special Interest

The following table provides a summary of the special interest of Ockford Road CA:

Heritage	30 Listed Buildings, 2 Buildings of Local Merit
Form	Linear: A result of development along Ockford Road
Notable buildings	Ockford Mill, Inn on the Lake Pub
Character areas	Four character areas: Historic Ockford Road, Grove Road, the Commercial Area and Headley Lodge.
Main Architectural Features	Traditional timber-framed, white-washed walls; small doors;
Vistas	Ockford Road properties; Looking south along Ockford Road; towards Grove Road; View towards Ockford Mill;

³ <http://www.english-heritage.org.uk/publications/understanding-place-conservation-area/>

3. Assessing the Special Interest

3.1 Location and Setting

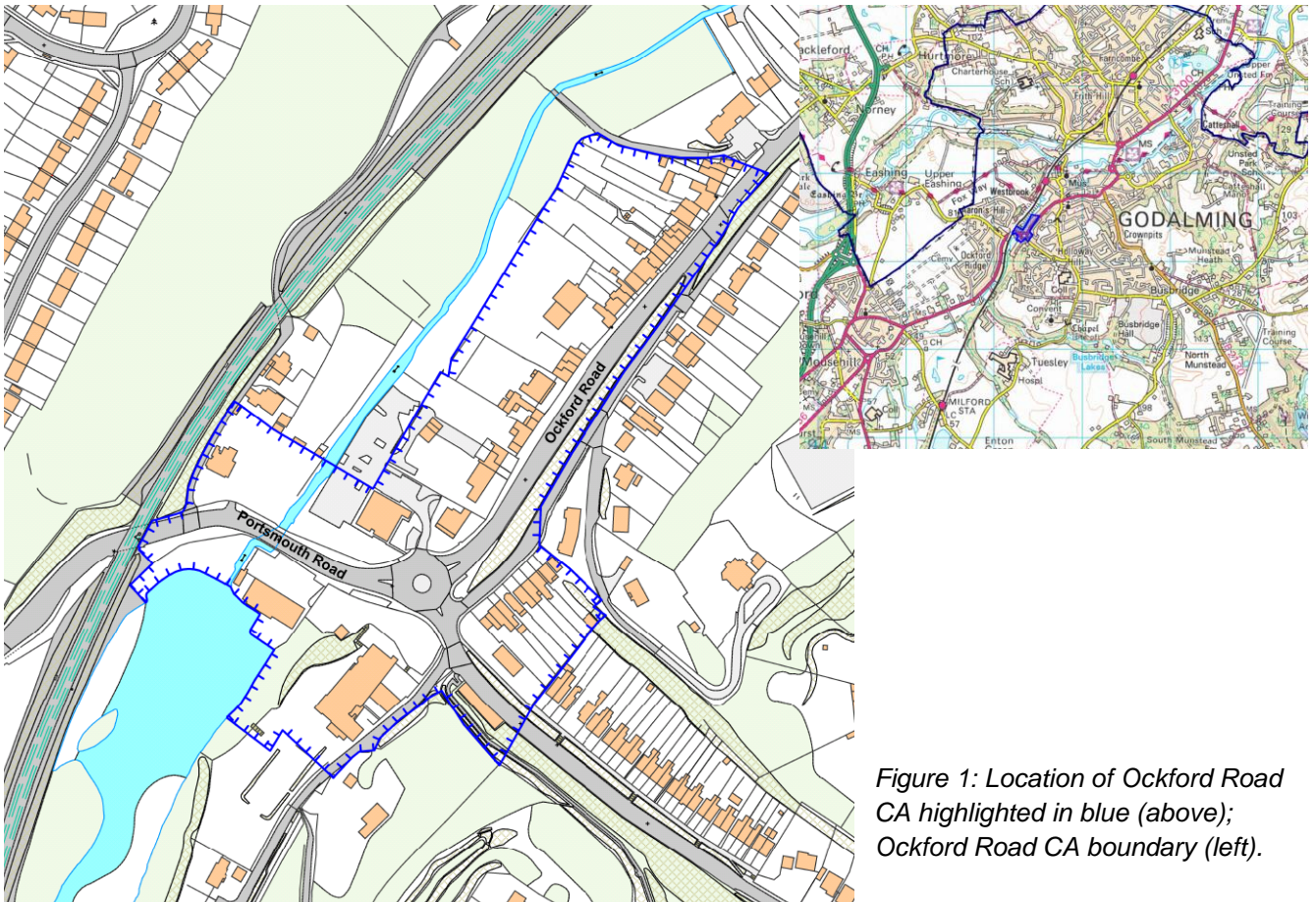


Figure 1: Location of Ockford Road CA highlighted in blue (above); Ockford Road CA boundary (left).

Ockford Road CA is located half a mile from Godalming town centre along the main approach to Godalming from the south-west and is, in part, within the Green Belt. The River Ock, a tributary of the River Wey, flows parallel to the western boundary and crosses through the CA to feed into the ponds to the south of Ockford Mill. Additionally, a railway line runs parallel to the CA to the west and demarcates the boundary on Portsmouth Road.

There is no definable centre to the CA, however it is characterised by a corridor of Grade II listed buildings along the western side of Ockford Road which opens out to the south into a more spacious 'commercial' area. Key features of the CA are Ockford Mill, and its historic connections with the area, and the Grade II building The Inn on the Lake.

The CA experiences a high volume of traffic as a main through road from Godalming to Milford and Haslemere, and thus there is significant traffic noise throughout the day and evening, as well as the regular sound of the trains to the west crossing over the road.

3.1.1 Landscape Setting

The geology of Godalming is predominantly Upper Greensand, with fluvial deposits from the River Wey and River Ock floodplain. The valley sides of the River Ock are relatively steep; the properties along Ockford Road sit above the River Ock's floodplain. Ockford Road slopes gently down towards the Inn on the Lake and Ockford Mill, which sits lower on the floodplain and adjacent to the ponds.

To the east of Ockford Road, the valley sides rise steeply and consequently Grove Road and the properties built parallel to Ockford Road are significantly higher than Ockford Road itself. The valley sides to the west of the railway line and behind Grove Road are heavily wooded which creates a sense of enclosure and emphasises the semi-rural surroundings of the CA.

3.1.2 General Character and Plan Form

Ockford Road CA has developed linearly along Ockford Road as Godalming grew and extended along main access routes. The CA is densely packed along Ockford Road, with little opportunity for infill development, and opens into larger plots around the roundabout and towards the railway bridge. The land-use is predominantly residential, with commercial use at the southern end. The wooded valley described in Section 3.1.1 is an important feature of the CA and has a profound impact on the character of the CA.

High traffic volume levels have historically had a significant impact on the character of the CA. In 1910, the census conducted a survey over a 12 hour period on Ockford Road and Meadow, (considered to be the main thoroughfares of the time) and recorded a total of 3,072 vehicles, averaging one every 30 seconds⁴ (which at this time would have been considered significant).

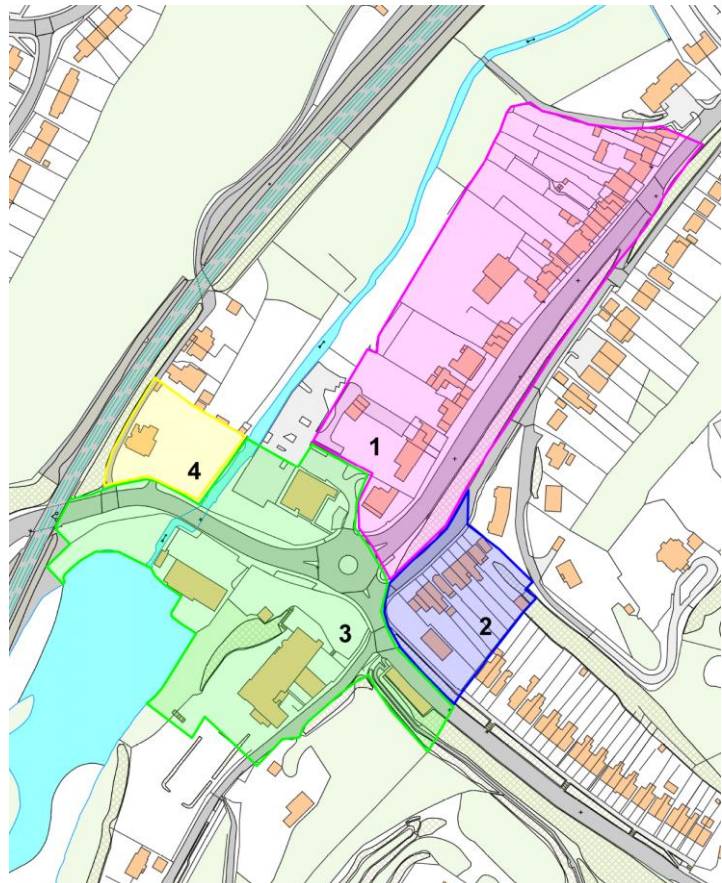


Figure 2: Ockford Road Character Areas; 1: Ockford Road; 2: 34-40 Grove Road; 3: Commercial southern extent of the CA; 4: Headley Lodge.

⁴ http://www.weyriver.co.uk/theriver/places_3_godalming.htm

This has continued to be an issue at Ockford Road CA, given the convergence of the Portsmouth Road, Ockford Road and Shackstead Lane at the roundabout.

Within Ockford Road CA, four Character Areas (ChA) have been identified (see plan above):

ChA 1: Ockford Road

This ChA is identified by the string of listed and locally listed buildings ranging from the 16th century to early 19th century, many with some later additions to the original buildings. The majority of the properties are set on the street, or behind small front gardens with stone or brick walls and decorated metal gates. The green bank between Grove Road and Ockford Road was included within the designation as it was identified as important to the character of the CA. This appraisal supports this view as the juxtaposition of the shrub bank against the listed buildings adds to the enclosure of the streetscene. This creates a funnel effect through the CA which gradually becomes more open towards the roundabout, creating a focus on the listed building and key landmark The Inn on the Lake.

Towards the south of this ChA, the road gradually descends towards the roundabout at a differing gradient to the pavement and surrounding buildings. There is consequently an elevated pavement separated from the lower road by a wooden fence with sporadic flower baskets. This ChA is predominantly residential, with the exception of an antique shop (72A Ockford Road), 'Godalming Homeopathics' (92 Ockford Road) and a restaurant (110 Ockford Road).

ChA 2: 34-40 Grove Road

This group of properties are a key focal point when entering the CA from the south-west. The steep hill which they ascend has informed the design of the properties, and creates an interesting feature with staggered roof heights. The ChA also includes a single-storey building which is currently used as a dental practice (1 Shackstead Lane).

ChA 3: Commercial southern extent of the CA

The character of the area surrounding the roundabout and towards the railway bridge differs significantly from ChA1. There is less enclosure surrounding the road and pavements, and the road widens towards and around the roundabout which forms a more spacious and open character. The land-use is non-residential, and includes a pub/hotel, masonic hall, and offices/commercial premises. The buildings in this zone are predominantly set back from the road, with clear boundary features such as hedges and walls. Most of the car parking for the premises is located to the front of the buildings and is lightly landscaped. At the Inn on the Lake historic style lamps in the garden are visible from the main road in the evening.

ChA 4: Headley Lodge

Headley Lodge has been identified as a stand-alone character as it is removed from the main residential ChA (Area 1) and does not readily fit within the commercial area. Headley Lodge is located on the north-west corner of Portsmouth Road before the railway bridge, and is set back from the road behind a brick wall on Portsmouth Road and a traditional stone wall on New Way.



Figure 3: Headley Lodge

3.1.3 Economic profile and potential forces for change

Within the Ockford Road area, including the housing estate to the west of the railway line, census data shows that 51.9% of the population own their own property, 9.2% rent privately, and 35.9% are in social housing⁵. The majority of the social housing is outside of the CA boundary, and thus within the CA, the majority of the population own their properties. Primarily, the census data shows that the population are between the age of 30 and 60, (therefore of working age), of which 90% are currently employed or self-employed.

Within the CA, there are a number of commercial uses, such as a homeopathic centre, pub/restaurants, offices and a masonic hall. This variety of land-uses brings in custom and adds vitality to the CA.

There is little pressure from development within the existing CA boundary, as the majority of buildings are listed or locally listed, and there is little space for infill development. However, within the proposed Ockford Road extension (see Section 3.9) there is greater opportunity for large scale development (such as infill). This is due to the existing layout (which is more spacious) and more non-residential use classes and larger car parking areas.

⁵ NOMIS official labour market statistics: <https://www.nomisweb.co.uk>

3.1.4 Vistas

Ockford Road CA has a variety of vistas which are integral to the special interest of the CA. Below is a selection of the main vistas experienced by those that live, work and travel through the CA.

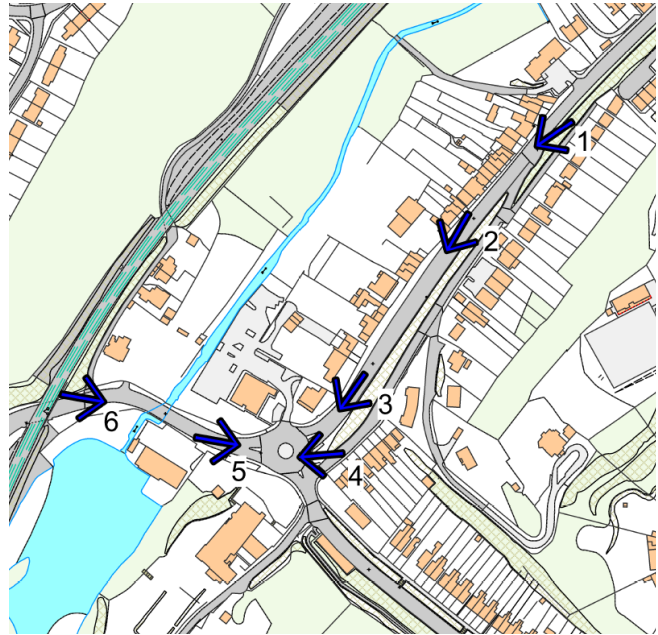


Figure 4: Plan of key vistas



Figure 5: Vista 1: Northern section of Ockford Road, looking south



Figure 6: Vista 2: Ockford Road, featuring the shrub bank.



Figure 7: Vista 3: Looking south towards the Inn on the Lake



Figure 8: Vista 4: Ockford Mill from the roundabout



Figure 9: Vista 5: Ockford Road roundabout, looking towards Victorian properties Grove Road.



Figure 10: Vista 6: Looking towards the CA from the railway bridge across Portsmouth Road

3.2 Historic Development

Ockford Road

The earliest properties along Ockford Road were built in the 16th century along the original route which served those travelling from Godalming to Portsmouth. This road was upgraded in 1749 during the Turnpike improvements⁶ and in 1857 the original toll house, which was buried under the new railway embankment, was moved to 66 Ockford Road (the most northerly property within the CA)⁷.

The 1871 historic maps (see Appendix 3) show there was a Public House on Ockford Road which would have served those travelling south towards Portsmouth. The original building, which was attached to 116 Ockford Road, was demolished in the early 20th century and replaced with the Arts and Crafts style building at 110 Ockford Road. This building, which currently serves as an Indian restaurant, was built further set back from the road than the original pub, possibly to allow for parking or road widening. Many of the other historic properties along Ockford Road remain in good repair and in keeping with their heritage (i.e. using traditional building materials).

On the eastern side of Ockford Road, there was, until approximately 2010, an “Old Portsmouth Road” listed milestone which identified the distance to Portsmouth (37miles) and Hyde Park Corner (32miles). This was removed following a car accident which caused significant damage to the milestone. The location of the remaining pieces of milestone is no longer known and therefore the milestone has been de-listed.

An interesting feature towards the south of Ockford Road is the difference in levels between the road and the pavement (and buildings to the west). This difference in

⁶ <http://www.godalmingmuseum.org.uk/index.php?page=timeline>

⁷ <http://www.godalmingmuseum.org.uk/index.php?page=timeline>

levels could be a vestige of the era when goods were brought to Godalming by horse and cart. The inclination of the original road may have been too steep for heavy loads, and thus through carving out the road to reduce the gradient, the issue could be resolved.

Ockford Mill and the surrounding area

Historically the buildings surrounding Ockford Mill were built and used for a variety of traditional trades, such as milling, blacksmiths and a tannery.

Ockford Mill was first occupied in 1835 by a corn miller, who historically lived at Headley Lodge. The Mill took power from a waterwheel until 1886 when a Little Giant water turbine was installed. Throughout the 19th century the mill changed hands multiple times before finally closing in 1934, after which all the machinery was removed. Historic maps show that during the early 20th century there was also a boat house at Ockford Mill.

The Mill was converted to offices at the time of CA designation. Figure 11 demonstrates the extent to which the Mill has changed since 1907. Alterations to the elevations have unfortunately resulted in the loss of a historic wall advertisement, and the modern windows and white rendered walls have left the building looking little like the original mill.



Figure 11: Photograph of Ockford Mill in 1907 demonstrating how the Mill has changed over the past century. Of additional note are the tannery buildings at the right hand edge of the photograph. Copyright The Francis Frith Collection; this photograph must not be reproduced from this report. Inset: Photograph of Mill in 2014.

Prior to the relocation of the Masonic Hall from South Street in Godalming town centre to its current location opposite the Inn on the Lake, the site was the location of a Tannery owned by Gay & Co, which worked predominantly on small skins such as rabbit. There were numerous tanneries throughout Godalming, due to the proximity of running water and the ready availability locally of oak bark (which produces the best quality leather) ⁸. The old tannery building was demolished in the early 20th century, and the new Masonic building was erected in its place in 1988.

The Old Forge on Shackstead Lane was historically occupied by a blacksmith or farrier, however since the end of the Second World War the building has been used sporadically for retail use, but generally remained unoccupied and thus became increasingly neglected. Refurbishment of the building in recent years has retained the historic exterior and fabric of the building whilst modernising the interior for commercial use.

3.3 Architectural Quality and Built Forms

This section is assessed on the Character Areas identified in Section 3.1.2, and illustrated on Figure 2.

3.3.1 ChA 1: Ockford Road

Period and Style

This area of Ockford Road CA demonstrates a variety of architectural styles and periods. The oldest properties in this ChA were built in the late 16th to early 17th century. Since then, infill development and replacement properties have been developed throughout the ChA up until the 19th century and many of the properties have at some point been either extended or restored.

The late 16th to 17th century properties throughout the ChA are, in general, in the typical style of artisan-cottages which are seen throughout Waverley, such as 86 & 88 Ockford Road. They feature relatively steep roofs and low ceiling heights, with non-uniform fenestration which is typical of this period.

74-76 (even) Ockford Road, Ashbrook and Fernbank demonstrate the more structured and symmetrical building style of the late 18th to early 19th century. These styles were a result of classically inspired architectural styles. Fenestration became more uniformly positioned over time and the roofs less steep to reflect the latest fashion. Technological advances in chimney use and design and access to slate as a roofing material supported these aesthetic desires.

There is additionally evidence at 110 Ockford Road of the Arts and Crafts movement of the early 20th century, which was influenced by traditional architectural styles and

⁸ <http://www.francisfrith.com/locations/godalming/photos/godalming-pullmans-mill-1910-68779695>

building materials, but usually on a larger scale. This building replaced one that joined to 116 Ockford Road and demonstrates how the CA has evolved over time. One of the later additions to the ChA is 72A Ockford Road which is an example of pre-war architecture of the early 20th century, showcasing a decorative parapet raised in the centre.

Scale and Height

The majority of properties within this ChA are two-storeys, with varying eaves heights, roof heights and roof pitches. The road is, however, punctuated with taller properties such as 78 Ockford Road, which is a narrow, 4 storey building (including a basement level), that also stands out because of its vivid colour. Additionally, the sloping ground levels at 120 Ockford Road allows for a third storey at the southern end of the building.

The northern half of the ChA is densely packed with a dominance of terraced properties. However, the properties towards the south of the ChA are, in general, detached or semi-detached properties with high ceiling and roof heights, and are therefore distinctive in the streetscene.



Figure 12: ChA 1 has a variety of architectural styles, but is predominantly 2 storeys with the exception of 78 and 120 Ockford Road

Materials

There is a mix of building materials found within this ChA. The following materials are common within this area:

- Timber-framed and whitewashed walls
- Brick walls with, typically, Flemish bond
- Tile hanging on side elevations
- Clay roof tiles
- Traditional window detailing and design

Street form and frontages

The northern half of the ChA is characterised by small, often landscaped, front gardens behind low brick walls with ornate metal railings and gates. Towards the southern half of the ChA, there is a mix of properties, some set back behind tall stone walls and off street parking, others with a landscaped garden in front of the building. At 116 and 120 Ockford Road, the buildings are set forward to front the pavement, with an increasing number of steps leading up to the front doors as the gradient of the road steepens.

The pavement along Ockford Road is, towards the southern half of the ChA, raised above the road level. Along the raised section of pavement, there is a wooden fence which, in places, needs repairing.

Details

- 16th century properties: small traditional doors; varied but traditional detailing on fenestration
- 19th century properties: gauged or soldier brick arches; recessed windows
- The survival of historic metal and timber windows, and leaded lights of which it is important to preserve
- Traditionally detailed roof junctions and features
- Tall, red brick chimneys
- Traditional sash windows

3.3.2 ChA 2: 34-40 Grove Road

Period and Style

The properties on Grove Road are a combination of 2/3 storey detached and terraced 19th century dwellings. These properties, with recessed windows and a low eaves height, are typical of the 19th century. At the junction of Grove Road with the roundabout is a 20th century single storey premises, currently a dental practice, which is incongruous to the rest of the ChA due to its scale and the relationship to the other buildings.

Materials

- Yellow and red brickwork
- Slate and cement roofs

Street form and frontages

Grove Road has a steep gradient. This has informed the relationship between the buildings and roads. Each property is set back from the highway and there are a variety of inactive frontages, such as garages, relatively tall brick walls, parking and garden space, which contribute to its character. Each property has steps from street level up to the front door, and there is additional casual parking on the road itself.

The dental practice contrasts to the rest of this ChA. There is a large parking area to the front that serves the building, which itself is set above the street level and significantly further back than other properties on this road. Whilst the building is visible from the street, its diminutive scale gives it little presence in the existing wider street scene. The dental practice is hidden from Shackstead Lane by a tall hedge located along the boundary line.

Details

- Traditional bay and sash windows
- Recessed windows
- Diaper brickwork
- Quoins and segmental brick arches
- Red brick chimneys
- Low eaves

3.3.3 ChA 3: Commercial southern extent of the CA

Period and Style

This ChA is characterised by larger non-residential buildings which are set within large plots of land. The buildings within this ChA were built in the 19th and 20th century, and have been substantially extended or altered since their original construction.

Ockford Mill has been significantly altered since it was first built in the 19th century. The original building was stone built, with largely symmetrical fenestration that supported the milling industry (i.e. first floor external doors). However, the original arched and set back windows have been replaced by modern-style windows, and a third storey incorporated within the original form. The original 'lean-to' extension has been replaced with a three storey extension with a cat-slide roof that slopes from the rear elevation down to a single storey glass panelled shop front. A further flat-roofed modern extension to the east is built in a similar style to the new frontage on the historic mill building, with symmetrical fenestration. There are single storey sized protruding brick columns evenly spaced along the frontage of the premise which are a later addition. Overall, the building now has little resemblance to the original style it was built in.

The Inn on the Lake is believed to have been built in the early 19th century, but possibly with earlier origins. The building is large and dominant on the streetscene, with regular fenestration and large bow windows. It is orientated to the west, with what was likely to be the original front door facing the Mill. This reflects the direction of traffic coming into Godalming. The main building has been extended throughout the 20th century to the rear in a form which is in keeping with the original building. This building forms a key landmark and focal point when looking south along Ockford

Road. There are additionally older buildings on this site which are generally hidden from street view.

The Masonic Hall, which was built in 1988, was designed to include many features from its 1886 predecessor on South Street, Godalming. The Masonic Hall is the most modern building within the CA, yet it is built in traditional red brick and holds a strong presence on the street.

Scale and Height

The Inn on the Lake is a prominent building within the CA, as a focal point at the southern extent of Ockford Road. The Inn is a 2 storey detached building, but greater in scale and with taller ceiling heights than other buildings in ChA 1. The Inn has been extended to the rear in a style which takes regard of the existing scale and height of the Inn.

The original part of Ockford Mill is a large 3 storey boxy, unimaginative shaped building which is prominent on the entrance to the CA from the railway bridge. Since the Mill was closed, the original detailing which added interest to the large elevations has been removed. The building has been extended to the east, and now features a central glass fronted 'foyer' and a further two storey extension with a flat roof to the east.

The Masonic Hall is a two storey building, but with a differing form to the other buildings within the ChA. On the front elevation there are two projecting single storey bays. These are linked by a set back entrance marked by a small gablett which breaks the eaves line. This form creates a dominant presence on the streetscene, though the landscaping which surrounds the building helps to soften the building.

The Old Forge, a smaller scale 2 storey building with low ceiling heights found on Shackstead Road, fronts directly onto the road. The exterior to the building has been well preserved and reflects its original use. The unimposing height and scale of the building enables it to blend in with the woodland to its rear.

The discussion in this section demonstrates that within this ChA the buildings are of a diverse scale and height. All of these buildings are located on large plots of land, and it is this, and the diversity of styles, which helps to create the character of the area.

Materials

- White render and red brick
- Traditional, and desirable, Bargate stone walls on the Old Forge
- Slate and clay roof tiles

Street form and frontages

The majority of premises within this ChA are set back from the road in larger plots of land than the rest of the CA. The Inn on the Lake and Ockford Mill have large parking areas visible from the street, with either low stone walls, a fence or a hedge marking the boundary.

Outside the Inn on the Lake there is a grass verge between the boundary and the pavement, and planted trees along the boundary soften the streetscene. The Masonic Hall is set amongst lawns and the boundary has a well-maintained hedge which again creates a soft street form. The Old Forge, however is situated on the street, but blends in well with the surrounding woodland.

Details

- Structured regular positioning of windows
- Bow windows at Inn on the Lake
- High degree of individuality between buildings, however in keeping with the wider CA as discussed above.

3.4.4 Headley Lodge

Headley Lodge is a stand-alone building within the CA which sits on the corner of Portsmouth Road near the railway bridge. The building is predominantly brick built, using the traditional Flemish brick bond. The property is two storeys, with a shallow roof and tall chimneys and on the front elevation, there are beautiful bay windows either side of a traditionally decorated door and frame.

The property boundary is marked by a tall brick wall, though on the western boundary along New Way, remains evidence of what may have been the original Bargate stone wall with Victorian railings.

3.4 Listed Buildings and Heritage Features

3.4.1 Listed Buildings

There are 30 statutory listed buildings in the CA (see plan below):

Grade I - none

*Grade II** - none

Grade II

- 68, 70, 72 Ockford Road, Godalming
- 74 & 76 Ockford Road, Godalming
- 78 Ockford Road, Godalming
- 82, 84, 86, 88 Ockford Road, Godalming

- 90, 90A, 92 Ockford Road, Godalming
- 96, 98, 100 Ockford Road, Godalming
- 104, 106, 108 Ockford Road, Godalming
- 120 (and historically 122, now merged with 120) Ockford Road, Godalming
- 124, 126, 128, 130, 132, 134 Ockford Road, Godalming
- Fernbank, Ockford Road, Godalming
- The Lake Hotel, Ockford Road, Godalming

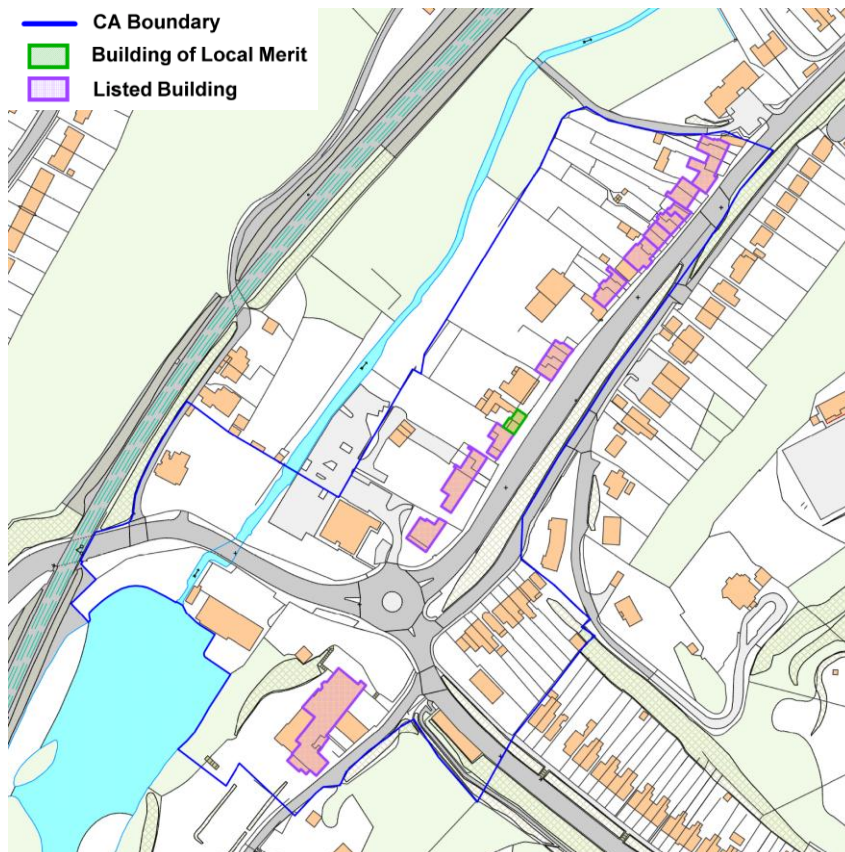


Figure 13: Plan showing Listed Buildings and Buildings of Local Merit.

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.

3.4.2 Buildings of Local Merit (BLM's)

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).

Both 116 and 118 Ockford Road are listed as BLMs in Antiquities of Surrey, 1965. However, since listing, the properties have merged and now exist only as 116 Ockford Road.

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

3.4.3 Heritage Features

In 1986, Waverley Borough Council produced a list of heritage features in Waverley¹⁰. The list covers natural landmarks, archaeological sites, historic structures, historic trees, roads, trackways and gardens. The list identifies features which are a significant and valuable part of the character and history of the Borough, but for the most part are not protected by legislation. Through recording the heritage features, there was the intention that there would be more awareness of the value of preserving them.

There are no Heritage Features within Ockford Road CA.

3.5 Heritage at Risk

There are no buildings within the CA on the English Heritage “Heritage at Risk Register”¹¹.

At time of print, two Grade II properties (104 and 108 Ockford Road) are considered to be ‘at risk’. The properties have been vacant for a number of years. They are deemed to be at risk as contact has not been able to be made with the owners listed on land registry, and further research into ownership has been unsuccessful.

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.

3.6 Buildings which positively contribute to the CA



Figure 14: Grove Road, Godalming

Positive Contributors are buildings which are not listed, or locally listed, but positively contribute to the special interest of the CA.

The following buildings have been identified as positively contributing to the character of the CA:

34-40 Grove Road: The staggered roofline, red brick with diaper detailing and strong presence of

¹⁰ Waverley Borough Council (1986) ‘Heritage Features in Waverley’ (4 volumes)

¹¹ <http://www.english-heritage.org.uk/caring/heritage-at-risk/>

these properties with the wooded backdrop, particularly when entering the CA from the south-west, significantly contribute to the character of the CA.



Figure 15: 72A Ockford Road

72A Ockford Road: This building is sited further forward than the surrounding listed buildings which gives it great presence on the street scene at Ockford Road. The style of the property is unique within the CA, with Oriel windows on the first floor, and well detailed parapets.

Ockford Mill: Although Ockford Mill has been significantly altered, which detracts from the original historic architectural interest of the building, the history of the site has an important connection with the character and development of the CA.

110 Ockford Road: This building has a unique architectural style within Ockford Road CA. It was built in the early 20th century in the Arts and Crafts style and features a dominant roof continuing to a catslide, over-hanging the ground floor to allow the two entrance porches to announce themselves without breaking the eaves line. Two attractively detailed dormer windows include gables and scrolled hip irons punctuate the roof. The building is further set back than the surrounding properties, and throughout the day there are generally no cars parked to the front of the building. The location of the building above the street places it in a prominent position, and highly visible from the street.



Figure 16: 110 Ockford Road

3.7 Open Spaces and Streetscape

3.7.1 Open spaces

Within Ockford CA, there is little open green space for recreational purposes, however, on the east of Ockford Road and north of Shackstead Lane, shrub/grass banks soften the character of the CA, and create a funnel effect towards the roundabout. These are managed by SCC and are regularly cut back.

There are two footpaths throughout the CA, the first starts to the east of The Inn on the Lake along Waterside Lane and leads to Pullman Lane; the second starts near the railway bridge and follows the railway line, finally connecting to New Way (a bridleway). As well as these Public Rights of Way, other footpaths have been forged by use over years, such as to the rear of the Old Forge.

3.7.2 Streetscape

The streetscape varies across the CA, reflecting the dominant land use for each area. The streetscape is far more enclosed at the northern extent of the CA, where the land use is predominantly residential and properties are set close to the road with on-street parking, whereas at the southern extent the streetscape is more open and parking has greater dominance in front of buildings.

Throughout the CA advertisement boards and signs are evident for the commercial and restaurant uses, although these are in most cases not deemed to be intrusive to the character of the CA. Some of these are illuminated at night which adds a different dimension to the area. There is uniform street lighting identified throughout the CA which is consistent with street lighting across the borough. The residential areas of the CA are relatively uncluttered, as the bins are frequently stored behind the wall/railings ensuring they do not obstruct the footpath.

The highways signs on the roundabout where the three roads in the CA meet are prominent and currently dominate the streetscene at this point. The roundabout is compact and built in tarmac with a kerbed edge. There is potential for careful landscaping here to improve the appearance of the streetscape, subject to highway safety issues.

3.8 Assessment of Condition

Overall: Good Condition

The CA is generally in a good condition. All properties and buildings in the CA are in a good condition, though the two properties identified in Section 3.6 should be monitored. The CA has a variety of Character Areas which complement each other and have distinctive characteristics that create a strong sense of place.

The following issues have been identified within the CA:

- Heavy traffic through Ockford Road
- Poor or no landscaping at the roundabout and road junctions
- Damage to fencing along the pavement on Ockford Road

Extension 1: Ockford Road

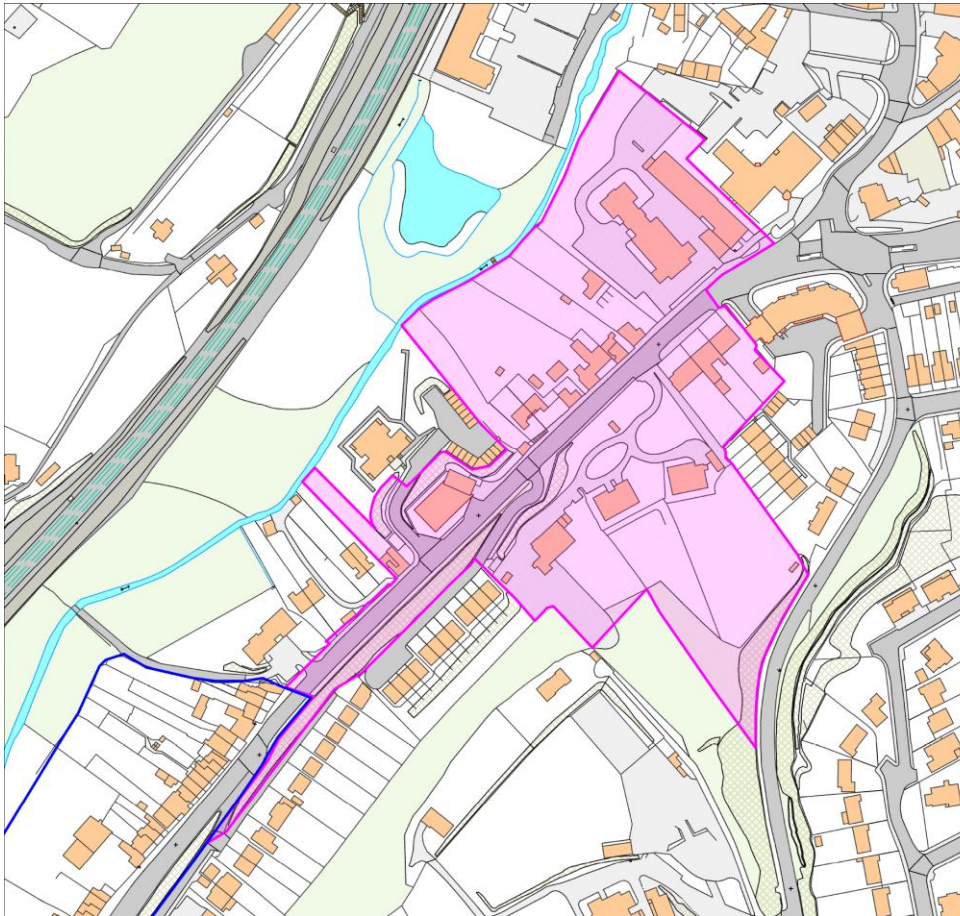


Figure 18: Ockford Road extension

The central theme of the Ockford Road CA is the transition through the different character areas. This proposed extension has been demarcated following careful assessment of the transition from the town centre to residential areas at the south-west end of Ockford Road.

The current CA is focused around the linear form of Ockford Road, and the relationship of the properties and shrub bank to the street. For this reason, the CA boundary is proposed to be extended north-east towards Godalming town centre to include the First Church of Christ Scientist and Grade II listed buildings 15, 17 and 19 Ockford Road.

The existing CA is characterised by the presence of properties and buildings with strong frontages on the streetscene. In contrast with this, 1 & 2 Laundry Cottages and 56 & 58 Ockford Road are set well below street level, and 1-12 Valley View above street level. These properties are additionally not deemed to be of high architectural interest, nor do they follow the prevailing form of development in this area. It is therefore concluded that they do not contribute to the CA and are not included within the proposed extension. However, the boundary has been drawn to include the raised grass bank to the east, which was highlighted in the original designation documents as important to the character of the CA. The boundary has

also been drawn to include the stone wall to the west of Ockford Road, as the frontages to the street are an important part of the character, and the pause in physical development onto the street starts to indicate a change towards the town centre when travelling north-eastwards. It is considered that this area of road, whilst a small strip of land, is important to the wider character and transition of the CA.

To the north of 1 & 2 Laundry Cottages, the extension is proposed to comprise all buildings up to, and including, the First Church of Christ Scientist and telephone exchange. These buildings are set forward within their plots, reflecting the streetscene of ChA1, and also introduce the residential character of the CA. This section includes the Grade II listed buildings 10, 12 and 14-18 Ockford Road. These listed buildings are consistent in character with ChA1, with the traditional timber frame, white washed walls and bargate stone front wall on the boundary. The alternate bands of plain and club tile hanging on the projecting front gable on the north end of the property is particularly distinctive, and is echoed in plain tiles on the inward north facing elevation of the southern wing of 14-18 Ockford Road.

Although the petrol station does not provide architectural or historical interest, it does not adversely affect the streetscene, and, similar to the rest of the CA extension, is set close to the street. It is therefore included within the CA boundary.

The First Church of Christ Scientist and Telephone Exchange will mark the northern extent of boundary of the CA extension. It is recognised that there has recently been planning permission approved for a new church and retirement apartments on the site, however, at the time of reviewing the boundary works had not begun on the development and it is considered that the church (in its current form) and telephone exchange are integral to the transition from town centre to more residential character. Even if the church site is redeveloped, the replacement church to the front of the site would retain the public building form and function supporting the wider understanding of the two CA's (Ockford Road and Godalming town centre).

To the east of Ockford Road, the extension boundary follows the listed buildings 15, 17 and 19 Ockford Road which were built in the early 19th century with red brick Flemish bond on the front elevation, and local Bargate stone to the rear. Each house is divided by plain pilasters, with a grand doorway in the centre flanked by bay windows. The front gardens are neatly landscaped, and the boundary is marked by low stone and red brick walls. These properties, of which 17 is at the time of this report 'Notley Dental Care', are traditional townhouse style properties and add to the architectural and historic interest to the CA.

The three properties, Firgrove House, Hill House and the Surgery, sit above the street on the hillside to the east of Ockford Road. These properties, although not immediately obvious from the street, provide a strong presence in their grandeur and architectural style; most notably, the projecting front gables with traditional detailing. The shrub bank between the properties and the road is consistent with the rest of the eastern boundary of Ockford Road and links the different character areas together.

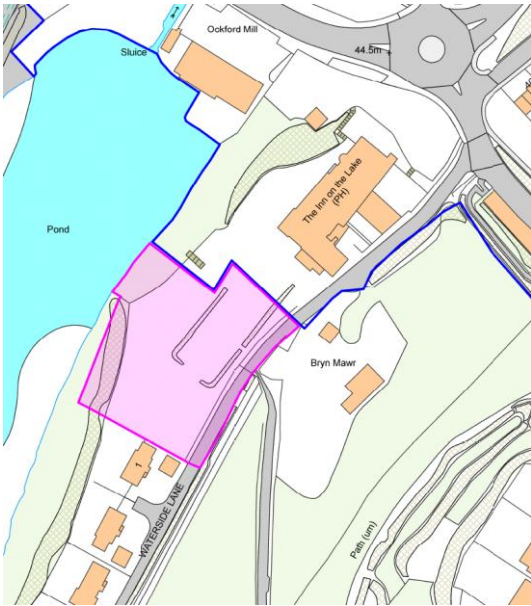


Figure 19: Inn on the Lake extension

Extension 2: The Inn on the Lake

The existing CA boundary dissects the land ownership of the Inn on the Lake. Therefore, for consistency and ensure there is no confusion with regards to the protection status of the premises, the full garden area is proposed to be included within the CA.

PART 2 - Management Plan

4. Introduction to the Management Plan

The following sections within the Management Plan set out specific actions/projects aimed at preserving and enhancing the CA in the future.

4.1 Managing Change

The qualities that make CAs appealing can often lead to further pressure for development. Within the Conservation Area itself, there is limited opportunity for additional development (beyond the extensions and alterations to existing buildings). It is expected that where consent or planning permission is necessary, the CAA should be taken into account when making the decision.

Within the proposed Ockford Road extension (see Section 3.9) there is greater opportunity for large scale development (such as infill). This is due to the existing layout (which is more spacious) and more non-residential use classes and larger car parking areas. It is not the purpose of this document to identify sites for suitable development, but to ensure that future changes within the CA are managed so that they either enhance or positively contribute to its special character. It is therefore critical that any proposals for changes carefully consider this CAA and clearly show how its contents have influenced the proposal.

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

4.1.1 Small scale change

CA status does not mean that change cannot occur but rather that any changes should enhance the area and respect features which contribute to the character of the area. However, small-scale and piecemeal change can cause the greatest damage to the character and appearance of a CA. The replacement of traditional materials with inappropriate alternatives or the removal of original features may seem to have insignificant effect but cumulatively such changes gradually erode the special character of the area.

Whilst there is stricter permitted development rights with a CA, many small-scale changes do not require planning permission. In these instances careful consideration should be given to the wider impact of these proposals. It is always advisable to check with the Planning Projects Teams before undertaking any work in a CA.

The distribution of a leaflet to all residents within the CA to outline the 'dos and don'ts' of minor alterations to properties within the CA would be a useful tool in increasing understanding and awareness.

Recommendation:

That residents, owners and businesses contact the Planning Project Team to discuss any small-scale changes and the potential impact of these on the CA before undertaking the works.

Subject to funding and resources, the Borough Council will consider the preparation of a leaflet giving general information about the constraints of living in a conservation area, and design guidance for residents of the conservation area on the following:

- Extensions, including porches and dormers;
- Use of traditional materials and details;
- Conservation of historic fabric;
- Rooflights and satellite dishes.

4.2 Designation

4.2.1 Buildings of Local Merit

In addition to statutory listing, the NPPF states that Heritage Features and BLMs are designated heritage assets. Waverley has set up a project to identify, review and adopt additional BLM's. This is a community led project which includes a consultation process with owners and local amenity societies. The Town Council should take the lead on the project with support given by Waverley.

Recommendation:

That Godalming Town Council, with the support of Waverley Borough Council officers, undertake a review of the BLMs to identify potential candidates to be designated as a BLM.

4.3 Heritage at Risk

The character of Ockford Road CA is heavily reliant on the preservation of the heritage assets. These assets should be preserved, and those which are deemed 'at risk' identified.

4.4 Celebration

4.4.1 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 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.

4.4.2 Godalming Trust Design Awards

The Godalming Trust runs a Design Awards to highlight outstanding design of new buildings, sympathetic restoration of old buildings, enhancements to the environment and the general ambience of the area. The Design Awards are run biennially, and the next Awards are to be held in 2016.

Recommendation:

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

4.5 Enhancement Schemes

4.5.1 Poorly maintained private land

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

Recommendation:

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

4.5.2 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.

4.5.3 Standardisation of street furniture and de-cluttering

It is important to reinforce the distinctiveness of Ockford Road 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 Godalming Town Council) should contact the Planning Projects Team to discuss a suitable alternative.

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:

A 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.

4.5.4 Landscape the Ockford Road Roundabout

It is proposed that the roundabout be subject to landscape design to improve the appearance of the streetscape. The design should accord with highways regulations and could include low level planters.



Figure 20: Ockford Road roundabout

4.5.5 Maintenance of the hedges on east of Ockford Road

A long term maintenance programme for the shrubs and hedge on the eastern side of Ockford Road should be created to ensure it does not become overgrown, which would have a detrimental impact on the CA.

4.5.6 Landscaping of corner between Grove Road and Ockford Road

The corner between Ockford Road and Grove Road is currently trodden grass, with small wooden bollards and a yellow SCC highways salt store. It is proposed that this area could be better landscaped to enhance the appearance of the CA.

4.5.7 Maintenance of grass bank on Shackstead Lane

A long term maintenance programme for the grass bank on Shackstead Road should be created to ensure it does not become overgrown, which would have a detrimental impact on the CA.

4.5.8 Maintenance of fencing on Ockford Road

The fencing along Ockford Road is, in parts, damaged. It is proposed that the fencing be repaired and consideration be given towards making a greater feature of the flower baskets.

4.5.9 Improved fencing and railings along Ockford Road (subject to agreement of CA Boundary Extension 1)

Along Ockford Road, most notably to the north of the



Figure 21: Fencing on Ockford Road

petrol station, there are unsympathetic railings and metal fencing which are over-engineered for the purpose they serve. It is proposed that the type of fencing used within this area should be changed to be more consistent with the surrounding CA and potentially landscape the area behind the railings.

4.6 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 Godalming Town Council. Without these partners involvement, many of the projects will neither be viable or achievable.

Appendices

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 - 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.

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.”

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 pre-1948 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 Asset:

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 their heritage interest.

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.

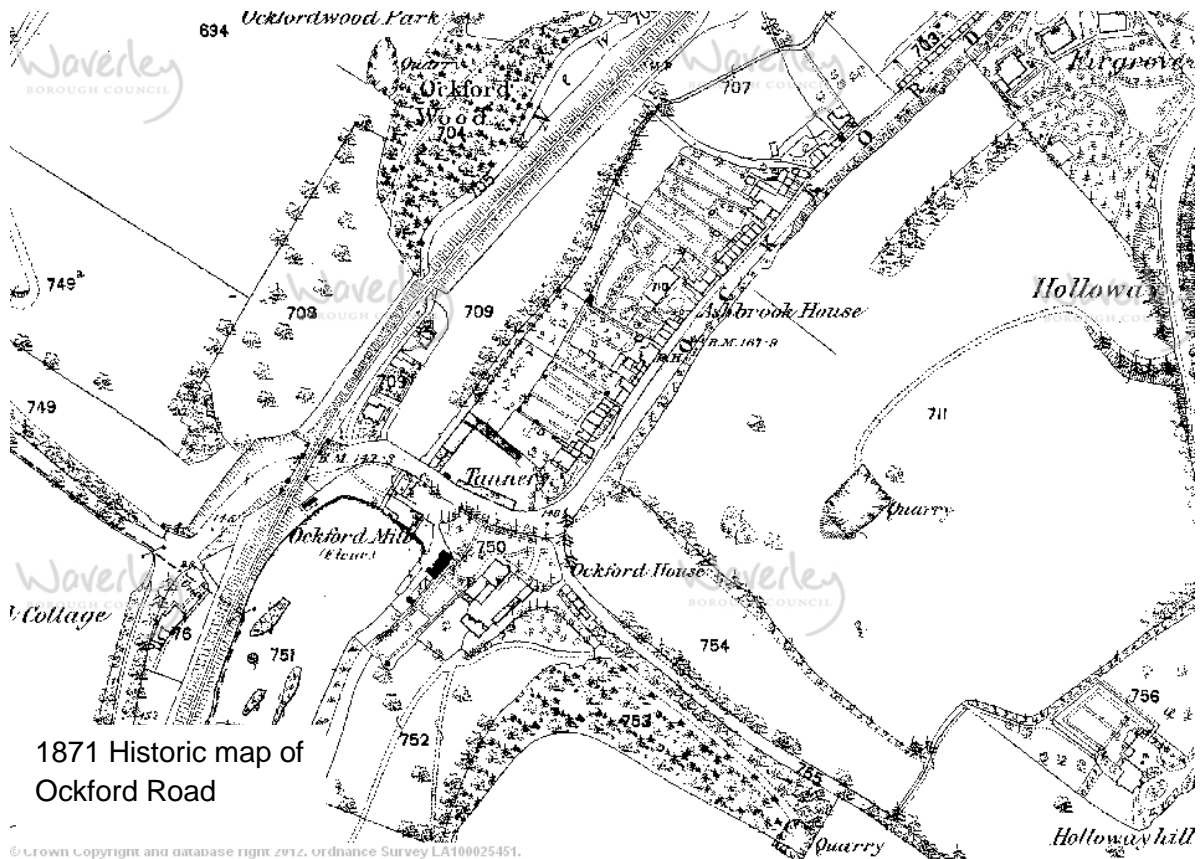
Strategic Housing Land Availability Assessment (SHLAA):

The SHLAA identifies a future supply of land which is suitable, available and achievable for housing uses over the plan period covered by the Local Plan. The SHLAA only identifies sites. It does not allocate sites to be developed (this is the role of the Local Plan). The identification of sites within the SHLAA does not imply that the Council would necessarily grant planning permission for residential (or other) development.

Vernacular:

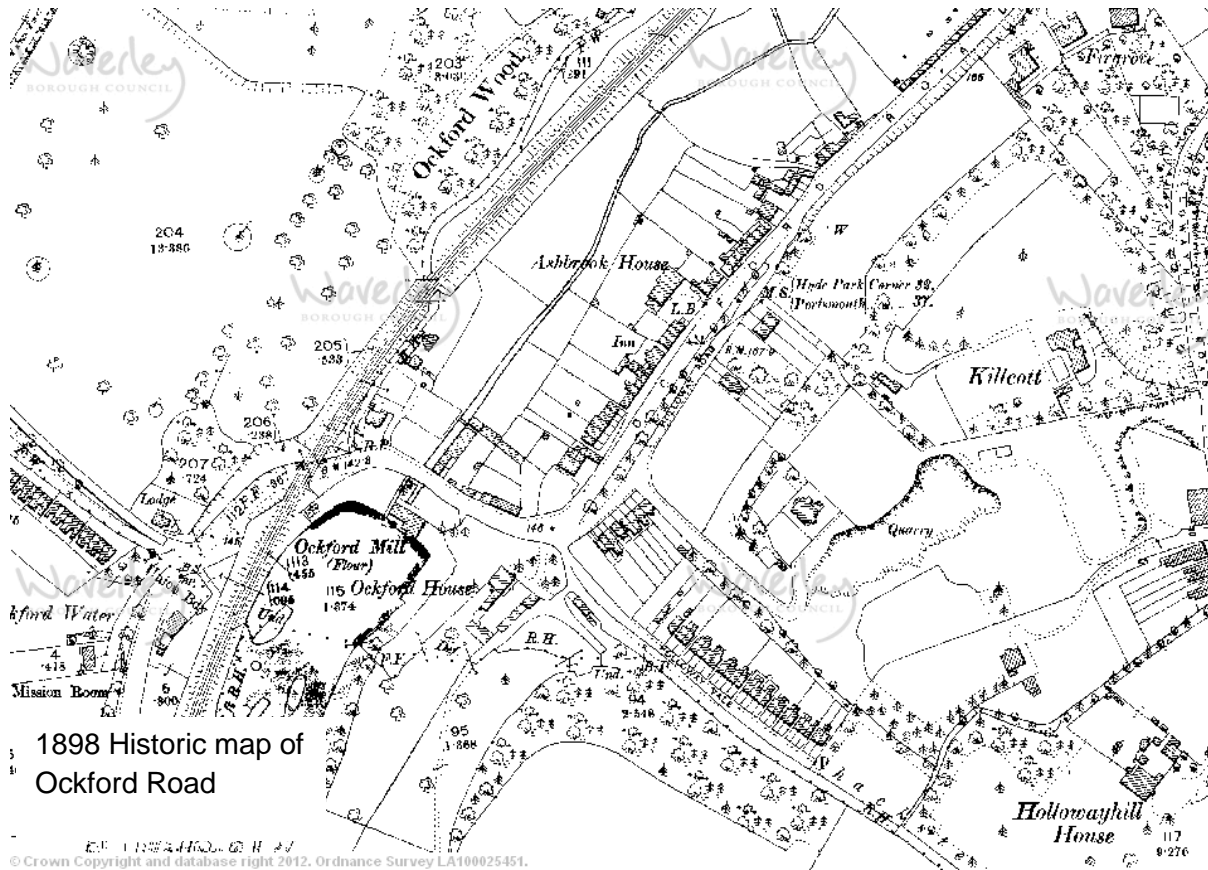
Traditional architecture using local materials and following well-tried forms and types. For example, the Surrey vernacular is typified by timber frames and tile hanging.

Appendix 3 - Historical Maps



1871 Historic map of Ockford Road

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1898 Historic map of Ockford Road

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