



# Guildford Street, Chertsey Heritage Assessment

**Client:** Runnymede Borough Council

**Date:** February 2024

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# 1. Introduction

## 1.1. Scope of the Report

Runnymede Borough Council has appointed Place Services to assess the heritage significance of the northern section of Guildford Street, Chertsey and to identify the existing strengths, weaknesses, threats, and opportunities for enhancement within this part of the Chertsey Conservation Area.

The following report provides an outline of the historic development of Guildford Street and an assessment of its character and appearance by exploring qualities that contribute to this, such as building styles, materials, and areas of public realm, including their condition and state of repair.

Documentary research has been carried out utilising several primary and secondary sources including existing Supplementary Planning Documents (SPDs), local history books, maps, original plans, and historic photographs. A site visit was also undertaken on 20<sup>th</sup> January 2024.

This report does not assess the archaeological significance or potential of the area.

## Objectives

Funding is available from the Shared Prosperity Fund for public realm improvements to Chertsey town centre, with Guildford Street as the first phase. Funding is also available to support improvements to shopfronts and building frontages along Guildford Street.

This report will identify opportunities for improvement and enhancement along Guildford Street with a particular focus on building frontages and the public realm, to support decision making.

## 1.2. Planning Policy and Guidance

The National Planning Policy Framework (NPPF) highlights good design as one of twelve core principals of sustainable development. Sustainable development relies on sympathetic design, achieved through an understanding of context, the immediate and larger character of the area in which new development is sited.

This assessment follows best practice guidance, including Historic England's revised Historic England Advice Note 1 for *Conservation Area Appraisal, Designation and Management* (2019) and *The Setting of Heritage Assets* (2017).

The legislative framework for conservation and enhancement of Conservation Areas and Listed Buildings is set out in the Planning (Listed Buildings and Conservation Areas) Act 1990 (HMSO 1990). In particular, section 69 of this Act requires Local Planning Authorities to designate areas which they consider to be of architectural and historic interest as Conservation Areas, and section 72 requires that special attention should be paid to ensuring that the character and appearance of these areas is preserved or enhanced. Section 71 also requires the Local Planning Authority to formulate and publish proposals for the preservation and enhancement of these areas.

National planning policy in relation to the conservation and enhancement of heritage assets is outlined in chapter 16 of the NPPF. Paragraph 197 states that *'When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.'* Paragraph 206 states that Local Planning Authorities should *'...should look for opportunities for new development within Conservation Areas and*

*World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance.'*

### 1.3. Consultation

A consultation period between 29<sup>th</sup> Feb to 24<sup>th</sup> March will be held which will include a pop-up exhibition and a launch event for businesses and stakeholders to view. Two exhibitions will be made available for general viewing between 1<sup>st</sup> and 16<sup>th</sup> March 2024, following a preview evening for invited stakeholders and businesses to view the exhibition material and an informal presentation.

## 2. Guildford Street

### 2.1 Location and Extent of the Area

The study area for this assessment includes the northern section of Guildford Street which stretches from the southern junction with Heriot Road and Riversdell Close and the northern junction with Windsor Street and London Street, Chertsey.

Guildford Street is located within the Chertsey Conservation Area and there are 18 statutorily listed buildings within the study area.



Figure 1: Extent of Study Area

## 2.2 Origin and Evolution

Chertsey is a market town whose central core retains its medieval street pattern intact, although populated with buildings principally from the eighteenth and nineteenth centuries. This core is centred on the junction of its three principal roads, Guildford Street, London Street and Windsor Street.

King Henry I gave the town its market charter, which was reconfirmed by Henry III in 1249 and Edward I in 1282. St Peter's Church dates back to the early thirteenth and fourteenth centuries, although the west tower and chancel comprises the only remaining original fabric.

In 1599, Elizabeth I granted permission for a new market and a fair, and a market town formed around the Abbey remains following the construction of a market house, which stood until 1809. The market house, which has since been demolished, was situated directly in front of St Peter's Church, which no doubt accounts for the particularly wide street and junction with Guildford Street.

The town, well placed between London and Windsor, soon became a busy coaching town. Many of the public houses and inns that remain today were built during this period. The George in Guildford Street is thought to be the earliest coaching inn in Surrey, dating back to the thirteenth century, although little of its historic fabric remains.

The poet Abraham Cowley lived in Guildford Street during the seventeenth century; he died at Cowley House (also known as Porch House) in 1667.



**Figure 2: Late-nineteenth century photograph showing wide junction of Guildford Street, London Street, and Windsor Street.**



Chertsey remained an important coaching town throughout the eighteenth century and John Senex's eighteenth century map shows the main streets of Windsor Street, London Street and Guildford Street densely lined with housing and businesses. It was only after the mid-nineteenth century that the town was significantly expanded beyond its medieval extent.



Figure 3: John Senex, Map of Surrey (1729) (Surrey History Centre)

The railway arrived in 1848, when a line was opened running from Weybridge, through Addlestone to Chertsey. The station and railway line are to the south of the town centre. This infrastructure caused an increase in the local population and significant development, particularly at the southern end of the town. The Herring Iron Foundry, which supplied ornamental ironwork and heating apparatus, was originally set up in Guildford Street, before moving to a site in Gogmore Lane in 1827.

In the late-nineteenth century The Constitutional Hall was built on the east side of Guildford Street and in the twentieth century several Edwardian and Victorian buildings along Guildford Street were replaced with modern buildings.





**Figure 4: Heritage Asset Map (designated heritage assets are edged in blue; non-designated heritage assets indicated by red circle)**

## 2.3 Designated Heritage Assets

Guildford Street is located within the Chertsey Conservation Area and there are 18 statutorily listed buildings within the study area (Figure 4).

These buildings have been listed due to their special historic and architectural interest as defined by Historic England. Further information about the listing process can be found on the Historic England website: [www.historicengland.org.uk/listing/the-list/](http://www.historicengland.org.uk/listing/the-list/).

### Conservation Area

Conservation Areas are designated by local planning authorities to preserve or enhance the character or appearance of areas of special historic or architectural interest, as set out in Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

The Chertsey Conservation Area was designated in October 1969; it is one of eight conservation areas under the jurisdiction of Runnymede Borough Council. The Conservation Area has been extended twice, first in 1987 and again in 1994.

The Chertsey Conservation Area Appraisal (2020) describes the special interest of the area:

*“Overall, the special interest of the Chertsey Conservation Area is derived from the town’s historic development in relation to the Abbey and subsequent evolution into a thriving market and coaching town, which continues to the present day. Beyond the civic and commercial heart of the Conservation Area around the town square and Guildford Street, are both important high-status residential buildings, more modest cottages and townhouses and spacious and pleasant public open spaces.”*

### Listed Buildings

The rarer and older a building is, the more likely it is to be listed. As a general principle, all buildings that pre-date 1700 and are in a relatively intact condition will be listed, as will all buildings that date between 1750 and 1850. There is strict criterion for buildings built after 1945; buildings less than thirty years old are unlikely to be listed unless they have been deemed as exceptional examples of their type.

Listed buildings are considered under three grades in England. Grade I buildings are of exceptional interest and make up approximately 2.5% of all listings; Grade II\* are of more than special interest and make up approximately 5.8% of all listings; Grade II are of special interest and most common, making up 91.7% of all listings.<sup>1</sup>

Listed buildings are protected by government legislation and there are policies in place to ensure that any alterations to a listed building will

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<sup>1</sup> Historic England, Listed Buildings <https://historicengland.org.uk/listing/what-is-designation/listed-buildings/>

not affect its special interest. It is possible to alter, extend or demolish a listed building but this requires listed building consent and sometimes planning permission.

Guildford Street contains a high density of listed buildings which emphasises its special interest. The table below lists all nationally listed buildings within the study area.

<i>Listed Building</i>	<i>Grade</i>	<i>List UID</i>	<i>List Description</i>
1, Windsor Street	II	1377930	C18 with alterations, two storey and attic, three windows including blank recess above entrance, near centre. Red brick. Near-flush-frame sash windows at first floor. Altered casement dormers in tiled mansard. Ground floor stuccoed with rusticated quoins, west, and doorcase with pilasters and entablature, one window and shop front with cornice and splayed entrance, east corner, also in stucco case with pilasters and entablature.
132 and 134, Guildford Street	II	1295168	C18 front with C17 gables at rear. 3 storey. 6 windows in all. Stucco, lined and painted. Narrow cornice below Low parapet. Flank pilaster projections. Plinth. Sash windows with glazing bars. Blank window at 1st floor, above entrance with stucco case with pilasters and entablature, and with 1 window to south, and projecting modern shop, north, with central entrance.
127-133, Guildford Street	II	1178123	1828. 3 storey. 1 window each. Stone or stucco, painted. Coupled brackets at wood eaves remain to No 127. Sash windows with glazing bars. Slate roof. Ground floor shops. Group value.
Prince Regent Inn	II	1029189	Early C18. 3 storey. Stucco, lined and painted. Tile roof. Widely spaced brackets at eaves. New brick chimneys. 4 windows. Near-flush-frame windows with glazing bars. Group value.
124 and 124A, Guildford Street	II	1295165	Early C19, 3 storey 2 windows. Amber brick. Slate roof, hipped. Coupled brackets to fairly wide eaves soffit. Shallow recesses, through 1st and 2nd floors, with segmental heads springing from flutes bands level with 2nd floor window heads. Gauged flat arches to sash windows with glazing bars. Channelled bands across recesses below 2nd floor windows. Ground floor modern shops. Group value.
123, Guildford Street	II	1029185lodon	Early C19. 3 storey. 1 window, at 1st floor, with glazing bars. 2nd floor windows now casements without bars. Band below eaves soffit. Slate roof with hip. Ground floor shop front in wood case with reeded pilasters and entablature with small brackets. Group value.

<i>Listed Building</i>	<i>Grade</i>	<i>List UID</i>	<i>List Description</i>
121, Guildford Street	II	1377940	C18 with alterations. 3 storey. 3 windows. Red brick. Tile roof. Moulded cornice above cove. Parapet with stone cope. Sash windows with gauged flat arches, and with glazing bars. Keystone to centre 1st floor window. Modern shop front. NMR photo. Group value.
118 and 120, Guildford Street	II	1029188	Early C19. 2 storey. Stucco front with parapet. 3 French windows with 1st floor balcony whole width of building. Iron balcony railing, cast, honeysuckle- motif design. One centre shop door, upper panels glazed, with shop front each side with glazing bars. 2 side doors, 3-panel, with fanlights. 1st floor balcony supported on shop front and detached Corinthian columns to side doors. Entablature with enriched cornice runs whole width of front.
119, Guildford Street	II	1178114	Early C19. 2 storey. 2 windows. Amber brick. Parapet with stone cope. Semi-elliptical recesses with gauged arches springing from channelled bands level with heads of 1st floor sash windows with glazing bars. Ground floor wood shop fronts with pilasters and entablatures. Slate roof. Group value.
Westminster Bank	II	1377902	Early C19. 3 storeys, 3 windows. Amber brick. Coupled shaped brackets to rather wide eaves soffit. Probably slate roof, gauged flat arches to sash windows with glazing bars. Limestone ashlar ground floor Bank front with cambered heads to casement windows with aprons, moulded plinth, and arched entrances at sides with Doric columns on pedestals.
117, Guildford Street	II	1029184	C18 altered. 3 storey. 2 windows. Old tile roof. Gauged cambered heads to sash windows, now with central glazing bars only. Modern ground floor shop with splayed corner. North return facade has near-flush-frame sash windows with glazing bars.
115, Guildford Street	II	1178069	C18 altered. 3 storey. 2 windows. Brick. Old tile roof. Slightly cambered heads to flat arches of sash windows now without glazing bars. Band below stucco moulded cornice with plain course above. Group value.
113 and 113A, Guildford Street	II	1377939	Probably 1st half of C18, with alterations. Yellow brick with red dressings. 3 storeys including attic storey with blank centre. Old tile roof. Ogee bracket cornice with central pediment above break forward. Red gauged flat arches and

<i>Listed Building</i>	<i>Grade</i>	<i>List UID</i>	<i>List Description</i>
			dressings to sash windows with glazing bars. 1st floor triple window consisting of centre arched sash window with radial bars at head, and smaller side blank recesses painted as windows. Modern ground floor with plate glass.
94, 96, 98, 104, 106 and 108, Guildford Street	II	1295184	Generally C18 with alterations. No 94, 2 storey and attic, 2 windows. Red brick. Parapet with cope. Small wood ogee bracket cornice. Gauged flat arches to 3-light near-flush-frame sash windows, now without glazing bars. Ground floor modern shop. Nos 96 and 98, late C18 pair, 2 storey and attic, 2 windows each. Amber brick. Gauged flat arched to 1st floor sash windows with glazing bars (missing to lower sashes of No 96). Flush band below low parapet. Square headed dormer window in mansard roof. Ground floor, shops with wood cases with pilasters and entablatures. Nos 100 and 100A, 2 storey, 2 windows, in all, at 1st floor. Stucco, painted. Cambered heads to sash windows, now with centre glazing bars only, Ground floor modern shops. No 104, 2 storey and attic. Stucco, lined and painted. Old tile roof with small gabled casement dormer. Brick toothed eaves band. Near-flush-frame sash windows now with central glazing bars only. No 106, 2 storey and attic, 2 windows. Stucco, lined and painted. One gabled dormer with sliding casement and one dormer sash window with glazing bars. Ground floor modern shop with wood case. No 108, 2 storey and attic. Segmental headed dormer sash window with glazing bars in tile mansard. Brick, painted, 3-light canted bow sash window, at 1st floor, with glazing bars, in wood case with side pilasters and ogee bracket cornice which extend the full width of front below low parapet with cope. Ground floor, early C19 wood shop front, slightly projecting, with entrance with patterned radial bar fan. Sheet glass to shop window and to upper part of door.
94, 96, and 98, Guildford Street (See details for further address information)	II	1039975	Generally C18 with alterations. No 94, 2 storey and attic, 2 windows. Red brick. Parapet with cope. Small wood ogee bracket cornice. Gauged flat arches to 3-light near-flush-frame sash windows, now without glazing bars. Ground floor modern shop. Nos 96 and 98, late C18 pair, 2 storey and attic, 2 windows each. Amber brick. Gauged flat arched to 1st floor sash windows with glazing bars (missing to lower sashes of No 96). Flush band below low parapet. Square headed dormer window in mansard roof. Ground floor, shops with wood cases with pilasters and entablatures. Nos 100 and 100A, 2 storey, 2 windows, in all, at 1st floor. Stucco, painted. Cambered heads to sash windows, now with centre glazing bars only, Ground floor modern shops. No 104, 2 storey and attic. Stucco, lined and painted. Old tile roof with small gabled casement dormer. Brick toothed eaves band. Near-flush-frame sash windows now with central glazing bars only. No 106, 2 storey and attic, 2 windows. Stucco, lined and painted. One



<i>Listed Building</i>	<i>Grade</i>	<i>List UID</i>	<i>List Description</i>
			<p>gabled dormer with sliding casement and one dormer sash window with glazing bars. Ground floor modern shop with wood case. No 108, 2 storey and attic. Segmental headed dormer sash window with glazing bars in tile mansard. Brick, painted, 3-light canted bow sash window, at 1st floor, with glazing bars, in wood case with side pilasters and ogee bracket cornice which extend the full width of front below low parapet with cope. Ground floor, early C19 wood shop front, slightly projecting, with entrance with patterned radial bar fan. Sheet glass to shop window and to upper part of door.</p> <p>(An updated listing of 1295184 to include 100 and 100A)</p>
King's Head Hotel	II	1029183	Early C18 and later. 3 storey. 2 gables to road. Upper part of one wide gable is hipped. Tile roof, with hipped ends. 3 brick chimneys. 5 windows at 1st floor (one blank). Sash windows with glazing bars. Modern hotel entrance with modern windows at ground floor.
<p>90, Guildford Street</p> <p><i>(Erroneous list entry. This entry relates to 100, Guildford Street – Honeycomb Pharmacy)</i></p>	II	1029187	Probably C18 altered. 2 storey and attic. Square headed sash dormer window with glazing bars in tile mansard. Red brick. Parapet with stone cope. 3 light near-flush-frame sash window with glazing bars and gauged flat arch at 1st floor. Ground floor shop with wood case.
63-67, Guildford Street	II	1178048	Probably C18 with alterations. 2 storey. Brick part stuccoed, and part roughcast, painted. 2 windows each. Tile roof with criss-cross pattern. Near-flush-frame sash windows at 1st floor, one (No 67) with glazing bars remaining. Mainly modern ground floor to No 63. Nos 65 and 67, with c19 shop fronts with wood cases. Group value.





Figures 5-8  
(Clockwise from  
top left)

The Prince  
Regent; 118-120,  
Guildford Street;  
132-134, Guildford  
Street; 113,  
Guildford Street.



## 2.4 Non-Designated Heritage Assets

Every building, space and feature within a conservation area makes a contribution to its character and special interest, be it positive, neutral or negative.

Heritage assets are defined in the National Planning Policy Framework as ‘A building, monument, site, place, area, or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest.’<sup>2</sup>

Not all heritage assets are nationally listed, and just because a building is not included on the statutory list does not mean it is of no heritage value. Buildings and other smaller features of the built environment such as fountains, railings, signs, and landscaping can make a positive contribution to the appreciation of an area’s historic interest and its general appearance. Local listing is an important tool for local planning authorities to identify non-listed buildings and heritage assets which make a positive contribution to the locality.

Runnymede Borough Council published its most recent Local List and criteria in June 2019 using best practice guidance from Historic England, including *Local Heritage Listing: Historic England Advice Note 7* (2021) and *Conservation Principles, Policies and Guidance* (2008).

The study area has four identified locally listed buildings (also known as non-designated heritage assets or NDHAs), which are listed in the table below. However, it is important to note that in some cases, local planning authorities may also identify non-designated heritage assets as part of the decision-making process on planning applications.<sup>3</sup>

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<sup>2</sup> NPPF, p70

<sup>3</sup> Planning Practice Guidance Paragraph: 040 Reference ID: 18a-040-20190723

<b>NDHA</b>	<b>Local List Description</b>
<p>Barclays Bank</p> <p>(125 Guildford Street)</p>	<p><u>Reason(s) for Local Value</u></p> <p>Association: With C.G Miller. Illustration: Continues in original function as bank. Aesthetics: Landmark building with a grand and decorative Classical style</p> <p><u>Reason(s) for Standing Out in its Surroundings</u></p> <p>Rarity: Example of renaissance style in Chertsey</p>
<p>No. 119a Guildford Street</p>	<p><u>Reason(s) for Local Value</u></p> <p>Aesthetics: Contribution to Guildford Street due to its distinctive design and prominent corner position. Association: History of retail, specifically selling carpets and furnishings. Communal: Role in collective memory of the history of Chertsey's main retail street</p> <p><u>Reason(s) for Standing Out in its Surroundings</u></p> <p>Rarity / Local Identity and Distinctiveness: Distinctive architectural style</p>
<p>No. 80 Guildford Street</p>	<p><u>Reason(s) for Local Value</u></p> <p>Illustration: The only surviving remnant of Burnwood House. Aesthetics: Classical style with quoins and oversized brackets</p> <p><u>Reason(s) for Standing Out in its Surroundings</u></p> <p>Age: early 18th century. Local Identity and Distinctiveness: Prominent building on Guildford Street due to architectural style and decorative feature</p>



<p>The Constitutional Hall</p> <p>(No. 70 Guildford Street)</p>	<p><u>Reason(s) for Local Value</u></p> <p>Association: First place where films were shown in Chertsey in early 20th century. Aesthetics: Attractive red brick building with decorative gables and terracotta detailing. Communal: role in collective memory as Constitutional Hall and Auctioneers</p> <p><u>Reason(s) for Standing Out in its Surroundings</u></p> <p>Rarity: Example of early 20th century entertainment hall in local area</p>
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Figure 9: Upper floors of locally listed 125, Guildford Street.



Figure 10: Locally listed 119, Guildford Street.

## 3 Character Assessment

### 3.1 Streetscape and Character

Guildford Street is the main retail and commercial street in Chertsey running on a north-east and south-west axis. Guildford Street has a distinct character, owing to its rapid development throughout the eighteenth century as a critical road within an important and ideally situated coaching town. The continuity of street-fronting buildings with ground-floor shopfronts results in a discernible historic retail character and appearance which is reinforced by associated street furniture such as signposts and street bollards. Its linear street pattern, along with its relationship with Windsor Street and London Street, references its medieval origins.

With very few exceptions at road junctions, the buildings within the study area are all terraced, with gaps only for the narrow alleys and lanes which lead off it. Generally, buildings are three storeys, with some rising to only two storeys. Buildings also often have a dormered attic storey within the roof. The roofline is varied with a range of roof pitches, as well as brick parapets, a variety of Dutch gables and attractive triangular pediments.

Building plots are varied in width although the majority are long and narrow, hinting at their medieval beginnings. Buildings are positioned directly onto the pavement and most have a rear garden or yard often partly infilled by rear extensions or outbuildings. There are a minority of buildings, such as the Constitutional Hall (No. 70a) which are set slightly

back from the street behind railings, but this is not a prevalent characteristic.

Alleys and paths leading off the street are also remnants of the medieval burgrave plot pattern and provide breathing spaces and intervals between buildings, such as that to the south of No.109a. There is also a broad gap in the street frontage in front of the Aldi car park.

### 3.2 Building Uses

Shopfronts occupy the ground floor of the majority of buildings along Guildford Street. While many possess historic features many also have modern interventions (with varying degrees of success), and in some cases full shopfronts are modern. The upper levels of buildings in the street are occupied by residential flats or offices.

The street also contains pubs, banks and cafes and the car park to an Aldi supermarket, which is set back from the street. In a couple of cases buildings have entirely residential uses, as at Nos. 66 and 70a. Several buildings are unoccupied.

### 3.3 Building Styles and Materials

Red brick is the predominant material along the street, although there are several examples of buff or light brown brick. Whilst most brickwork is exposed, some buildings are painted or rendered, including some pebble-dash render (Tia Maria Café). Several significant buildings feature a stone-clad ground floor or stone dressings, for example the bank buildings (Barclays) at the northern end of the street.

Guildford Street displays several architectural styles and a rich variety of architectural detail. Remnants of historic shopfronts include corbels, pilasters, entablatures and, in some cases, window frames. The ground floors of significant buildings, such as Nos. 114-116 and 118-120, are articulated by classical columns or pilasters. Other forms of ornament include decorative swags and urns at roof level or within gables, decorative terracotta tiles in pediments and dentilled cornices (No. 119a). Timber sash windows are common, some original, although some have been altered or replaced. Several attic storeys feature dormer attic windows and there are also examples of bay, bow, and oriel windows.

### 3.4 Public Realm

The surface treatment of the pavements is a generally attractive combination of granite kerbs, granite setts and York stone pavers, with occasional terracotta setts and tactile concrete slabs at crossings.

There is extensive street furniture including bollards, benches, signposts, lampposts and litter bins. There are several generations of

these items resulting in a discordant variance in their design and appearance.



Figure 11: Stone cladding to 125, Guildford Street

There are also planters flanking the entrance to Guildford Street, which provide some welcome greenery, as well as window boxes to several first-floor windows.

The alleys and lanes which lead off of Guildford Street allow for breaks to the sense of enclosure and continuous built form.





**Figure 12: Inconsistencies in the design and colour of street furniture add to the sense of visual clutter.**

There are also multiple short stay parking and loading bays in the along both sides of the street which frequently compromises the pavement width.

### 3.5 Neutral and Negative Elements

#### Public Realm

Excessive vehicular traffic and the density of on-street parking is the most strikingly apparent negative element of the area. It often reduces the pavement width, obstructs pedestrian movement, obscures important views, and is the biggest contributor to the visual clutter of Guildford Street.

Whilst some of the street furniture is well-designed to respond to the historic character of the street, much of it is poorly maintained and in need of repair, refurbishment, or replacement. The variance in style and colour also adds to the sense of clutter along the street. An abundance of A-boards, as well as commercial wheelie bins, also add additional clutter to the pavements, and reduce pedestrian movement.

Additionally, many of the granite kerbs and stone paving slabs have been damaged due to cars and larger vehicles frequently mounting the pavement.

#### Building Frontages

Many of the historic shopfronts have been replaced with unsympathetic modern versions and roller shutters have also been installed to some shops, detracting from their appearance when both open and closed.



Several windows to upper storeys have been replaced with inappropriate uPVC units.

Additionally, many building frontages have accumulated numerous modern domestic accoutrements such as visible satellite dishes, television aerials, security cameras, alarm boxes, and exposed surface cables. This has resulted in a visual clutter which has a negative impact on individual buildings and the streetscape as a whole. Furthermore, there is an abundance of pigeon deterrents adorning buildings, such as netting and bird spikes, which often detract from or obscure the architectural interest of the area.

Many buildings need maintenance and repair with high level foliage growth on some buildings, damaged original features, and peeling paint to others.

Empty units make a negative contribution to Guildford Street by reason of their inactive storefronts, boarded up windows, and blank fascias.

## 4 Opportunities for Enhancement

### 4.1 Business Frontages

#### Maintenance

Many buildings need maintenance. A programme of repainting, stone and render cleaning, and the removal of high-level foliage growth, would significantly improve the overall appearance of the building stock along Guildford Street.

The removal of redundant services, such as satellite dishes and cables will also help to improve building frontages.

#### Repair

Poor maintenance leads to the deterioration of the fabric of the built environment and results in a loss of architectural details. Improved awareness of simple maintenance and repair would be conducive with the preservation of Guildford Street's built heritage.

The repair of remnants of traditional shopfront features would ensure that those architectural details that remain are not lost to further deterioration or future development.

#### Reinstatement

Some ground-floor shopfronts have been replaced with unsympathetic modern versions, while windows to some upper storeys have been replaced with uPVC units which erode the special character of Guildford Street. Wherever practicable, the reinstatement of historic features such as storefronts and timber windows would enhance the character and appearance of the street.

#### Design Guidance

Overall, Guildford Street would benefit from a single Good Practice Design Guide on standard alterations such as signage, shopfronts, windows, doors, rainwater goods, boundaries and roof extensions. This would ensure inappropriate development does not become a prevalent characteristic.

#### Empty Units

Ensuring unoccupied buildings do not become unattractive and inactive frontages will be key to the enhancement of the area. Temporary window vinyls, for example, can improve the aesthetic of an empty unit in a high street setting.

## 4.2 Public Realm

### **Vehicular Traffic and Parking**

Guildford Street is the main retail and commercial street in Chertsey. This results in high traffic levels and on-street parking which detracts from its character and pedestrian experience. Guildford Street is easily accessed by public transport, foot and vehicle. Improvements to the management of traffic could enhance the area character of the area considerably, including measures such as traffic calming, parking restrictions, and upgrades to the cycle network and footpaths.

### **Street Furniture**

The abundance, and variation, of street furniture is a detracting feature along Guildford Street. A programme of repair and maintenance, along with rationalisation would greatly reduce public realm clutter and enhance character and pedestrian experience. Adherence to a standard design code for street furniture would be beneficial.

### **Interpretation**

There are currently no areas of heritage interpretation along Guildford Street. There is scope for some interpretation within the study area aimed at improving understanding and awareness of its heritage significance and special interest. Guildford Street would benefit from well-designed interpretation boards, interactive QR heritage trails, or the introduction of public art which explains the history of Guildford Street from its medieval origins, and which highlights its historic buildings.

