

Heritage character

Guildford Street

Street Furniture

Guildford Street (North) is towards the centre of the Chertsey Conservation Area. As such, enhancing it would not only help improve the localised street scene, but also the wider historic environment in which it sits.

The Council has commissioned a Heritage Assessment to consider how the heritage setting of Guildford Street (North) could be improved. This could involve:

- having a unified style for street furniture moving forward such as the bollards, bins and benches,
- reducing 'street clutter' e.g. multiple signposts through rationalisation etc,
- replacing tired street furniture with high-quality replacements which fit in with the new 'unified' style.

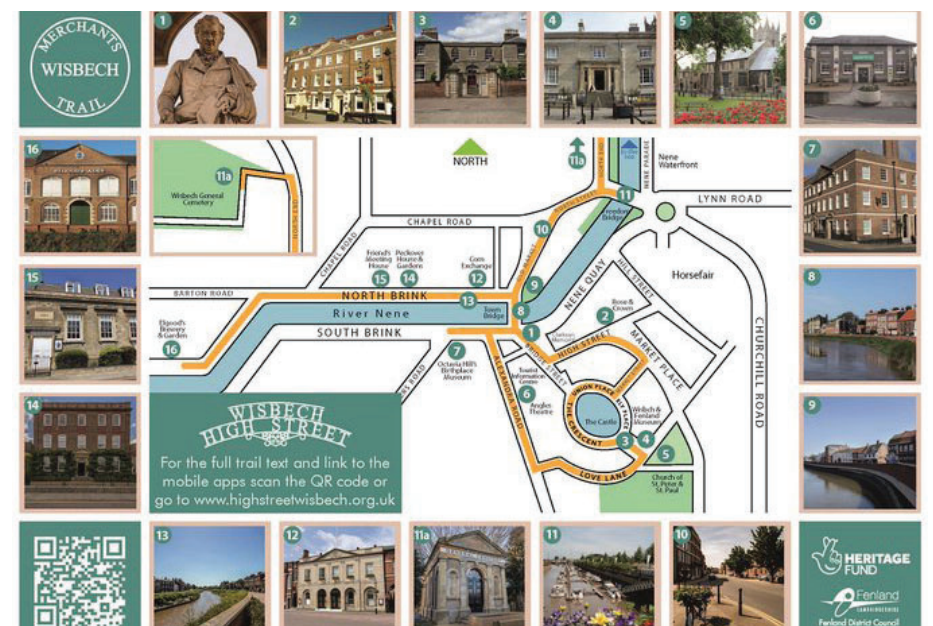


Photos illustrating the wide variety of styles and colours used for street furniture on Guildford Street, poor maintenance of existing features such as bike rack, and excessive signage attached to a historic lamp in the background. Addressing these types of issues would improve the character of the Conservation Area and wider street scene.

Heritage Trails

The Council would also like your views on proposals for interactive trails which could cover both Guildford Street and the wider town centre. It is proposed that QR codes could be introduced at key locations to provide information to visitors on the history of Chertsey and historic local figures. Headsets could be hired at the Chertsey Museum and content could be amended as required.

It is intended that trails could be changed as needed, for example in the school holidays, trails could be developed which are aimed at children, to encourage families to visit the town, or trails could be developed at other times to appeal to the interests of other including bespoke-themed events.



Example of interactive Heritage Trail board

Business Improvement Frontage Grants

Alongside enhancing the general street scene along Guildford Street, the Council has received grant funding (£165,000) from the Government that is being targeted at improving shop fronts. We are offering grants of up to £20,000 for businesses with the Chertsey Conservation Area and will fund up to 85% of the cost of improvements.

Guildford Street businesses will be prioritised, but the programme is also open to applications from businesses on Windsor Street and London Street.

The grants can be used in a variety of ways to improve shopfronts and business frontages, including upper storeys. This includes:

- New shopfronts, repairs or maintenance to existing shopfronts,
- Reinstatement of original architectural features
- Replacement of external security shutters with internal open grille-style shutters
- New signage and/or lighting that is more in keeping with the area
- Awnings, Stall risers and pilaster
- Repairs to façade render / pointing
- Repairs to windows/replacement windows
- New or replacement window boxes/planters
- Painting
- Outdoor tables and seating (subject to pavement licence applications).



Examples of how shopfront grants have helped support local businesses and improve other town centres.

Tell us what you think of the ideas to improve the heritage character

