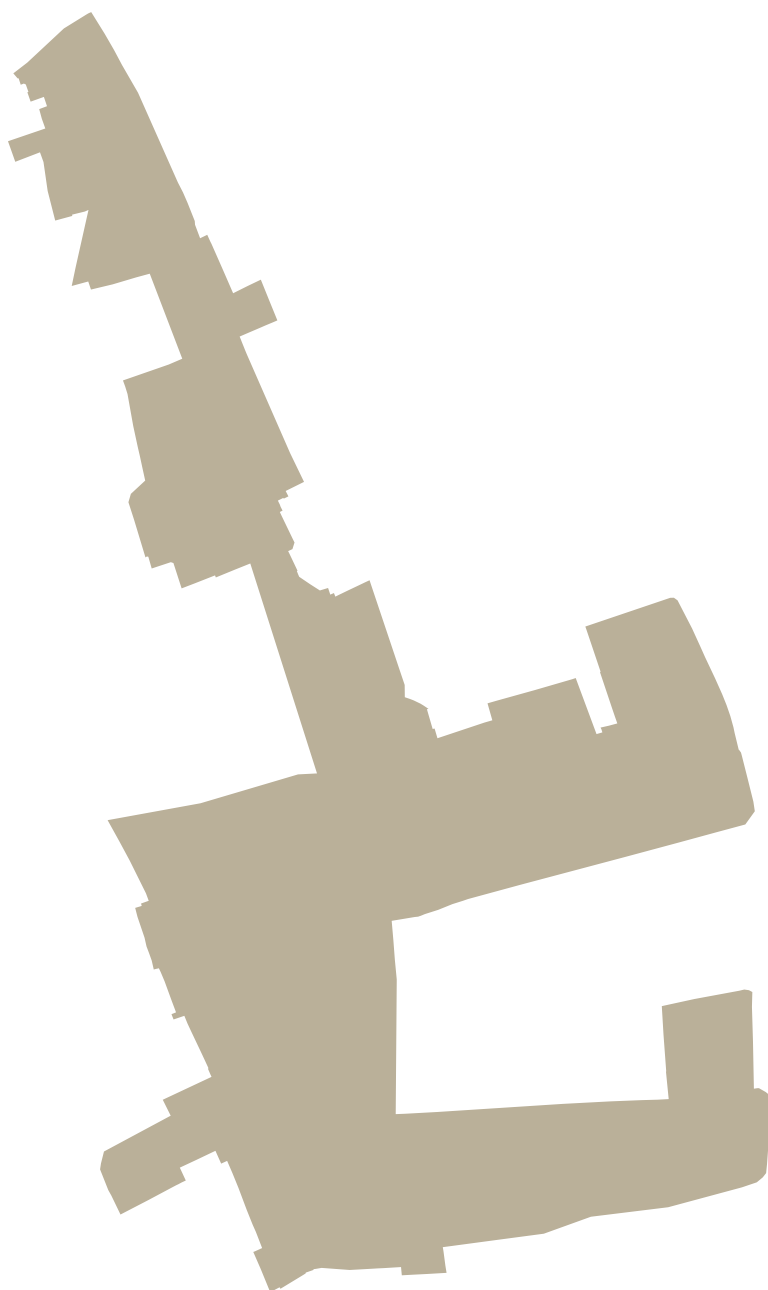


APPENDIX 3:

Draft Central Croydon Conservation
Area Appraisal and Management Plan

CENTRAL CROYDON CONSERVATION AREA APPRAISAL



DRAFT SUPPLEMENTARY PLANNING DOCUMENT

CROYDON COUNCIL

ISSUE

Draft Supplementary Planning Document (SPD) issued at Cabinet 20 January 2014 for public consultation in February - March 2013

This document is available to view and download online at:
www.croydon.gov.uk/caamps

PUBLISHED BY

Spatial Planning Service, Croydon Council
Zone B, 6 Floor
Bernard Weatherill House,
8 Mint Walk
Croydon CR0 1EA
www.croydon.gov.uk

Email: spatial.planning@croydon.gov.uk
Tel: 0208 4071385

IMAGE CREDITS

Historic photographs supplied by the Croydon Local Studies and Archives Centre unless otherwise specified

All other photographs supplied by London Borough of Croydon.

Maps reproduced by permission of Ordnance Survey on behalf of HMSO. © Crown copyright and database right 2014. Ordnance Survey Licence Number 100019257, courtesy of Croydon Council

Aerial photography: 'Cities Revealed' aerial photography © 'The GeoInformation Group' 2006

CONSERVATION AREA DESIGNATION

The Central Croydon Conservation Area was designated in 1982, extended 2008.

CONSERVATION AREA GENERAL GUIDANCE

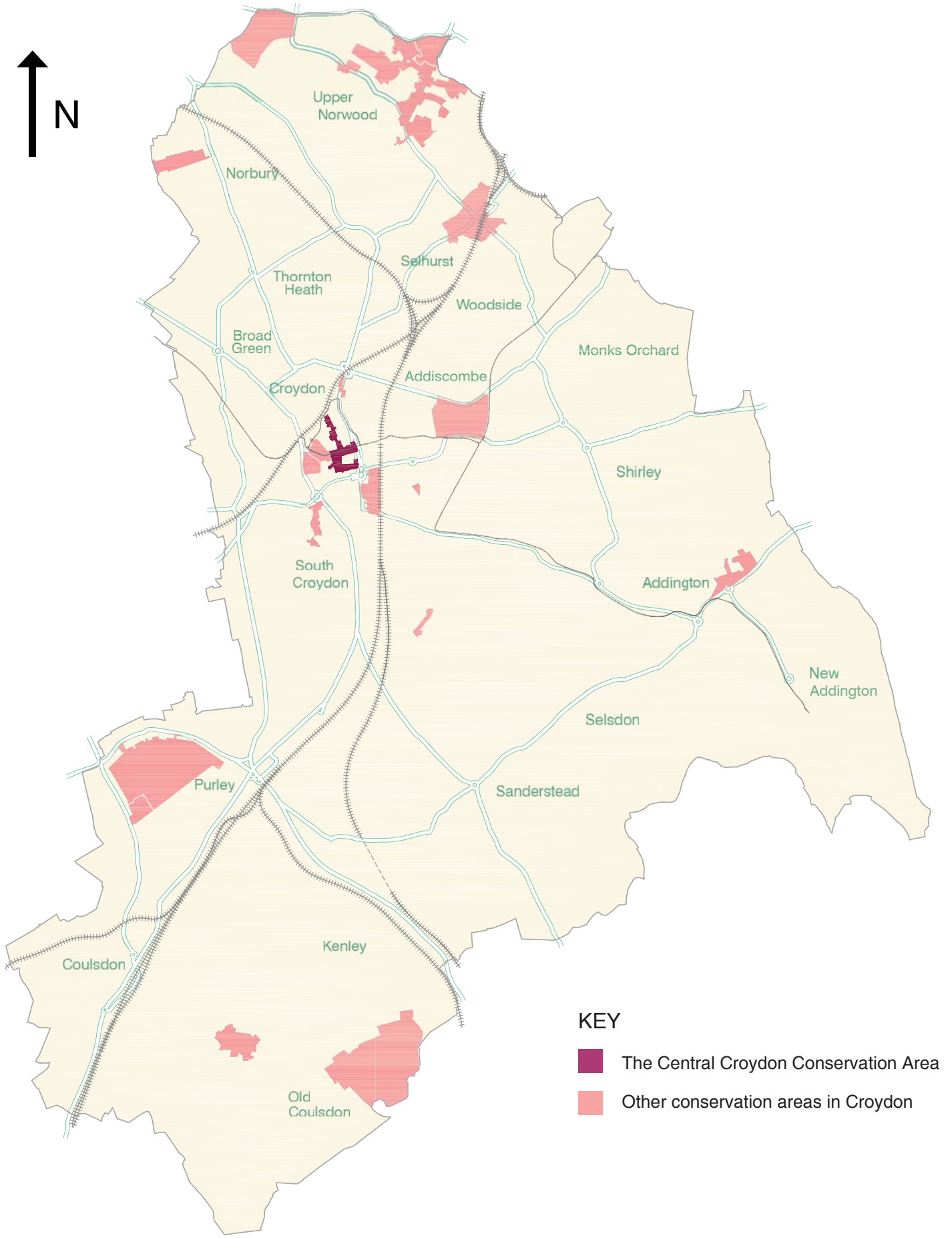
Please read this document alongside the *Croydon Conservation Area General Guidance* SPD (adopted April 2013). This document is available online at:
www.croydon.gov.uk/environment/conservation/conservation-areas

CROYDON LOCAL PLAN

The Croydon Local Plan and other Supplementary Planning Documents are available online at:
<http://www.croydon.gov.uk/planningandregeneration/framework/localplan/>

CONTENTS

1.0	INTRODUCTION	01	PART 2: MANAGEMENT PLAN	49
1.1	What is a Conservation Area?	03		
1.2	What is a Conservation Area Appraisal and Management Plan?	03	8.0	ADDITIONAL CONSIDERATIONS
1.3	What is this Document's Status?	03	8.1	Statutory Listed Buildings
1.4	Community Involvement	03	8.2	Locally Listed Buildings
1.5	Designation Background	04	8.3	Locally Listed Parks and Gardens
1.6	Statement of Special Character	04	8.4	Article 4 Directions
1.7	Character Areas	05	8.5	Building Regulations
			8.6	Planning Enforcement
			8.7	Archaeological Investigations
	PART 1: APPRAISAL	08	9.0	DEVELOPMENT GUIDELINES
2.0	CONTEXT		9.1	Demolition
2.1	Location and Setting	08	9.2	New Development
2.2	Historic Development	08	9.3	Development Affecting the Conservation Area's Setting
2.3	Archaeological Significance	11	9.4	Extensions
			9.5	Shop Fronts
3.0	CHARACTER AREA DESCRIPTIONS	20	9.6	Advertising and Signage
3.1	Surrey Street Character Area	20	9.7	Window Replacement
3.2	North End Character Area	20	9.8	Chimney Stacks
3.3	George Street Character Area	21	9.9	Cladding, Rendering or Painting of Walls
3.4	High Street Character Area	22		
3.5	Katharine Street Character Area	23	9.10	Extract Ducts and Vents
			9.11	Public Realm Works
4.0	TOWNSCAPE CHARACTER	24	10.0	BUILDING MAINTENANCE REPAIR AND IMPROVEMENT
3.1	Layout and Plan Form	24	10.1	Building Maintenance
3.2	Density and Land Uses	25	10.2	Repairing, Restoring and Reinstating Architectural Features
3.3	Building Height and Massing	25	10.3	Energy Efficiency Improvements
3.4	Topography and Views	28	11.0	ENHANCEMENT PROPOSALS
			11.1	Public Realm Improvements
5.0	STREETSCAPE CHARACTER	30	11.2	Street Lighting
5.1	Public Realm and Open Space	30	11.3	Related Council-Led Initiatives
5.2	Permeability and Connectivity	31		
5.3	Street Furniture	32	12.0	APPENDIX
5.4	Greenery and Trees	32	12.1	Other Relevant Information
			12.2	Contacts
6.0	ARCHITECTURAL CHARACTER	34		
6.1	General Architectural Character	34		
6.2	Historic and Architectural Significance of Buildings	40		
6.3	Key Architectural Features and Building Materials	45		
7.0	CONDITION AND THREATS	47		
7.1	General Condition	47		
7.2	Buildings at Risk	47		
7.3	Key Threats and Problems	48		



Map 1. The location of the Central Croydon Conservation Area and other conservation areas in Croydon



INTRODUCTION



Above: Map 2. The boundary of the Central Croydon Conservation Area

Previous Page: Facade detail of a locally listed part of the former Grants department store on the High Street, with the brick chimneys and lead and slate topped turret of the adjacent building visible to the left

1.0 INTRODUCTION

1.1 WHAT IS A CONSERVATION AREA?

1.1.1 A conservation area is an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Please see section 1.3 of *Croydon's Conservation Area General Guidance SPD* for further information.

1.2 WHAT IS A CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN?

1.2.1 A Conservation Area Appraisal and Management Plan is a document produced to supplement Croydon's Local Plan and Croydon's *Conservation Area General Guidance SPD*.

1.2.2 An Appraisal defines the principal qualities that constitute the conservation area's special character and identifies threats to this character. An Appraisal is not necessarily exhaustive and other elements of architectural or historic interest may be present within the area.

1.2.3 A Management Plan addresses the issues raised in the Appraisal and provides area-specific development guidelines to supplement those provided in Croydon's *Conservation Area General Guidance SPD*; potential ideas for enhancement are also explored. For further information please see section 1.4 of the *Conservation Area General Guidance SPD*.

1.3 WHAT IS THE STATUS OF THIS DOCUMENT?

1.3.1 After public consultation this document will be adopted as a Supplementary Planning Document (SPD) to Croydon's Local Plan – Strategic Policies (Adopted April 2013) and be



Entrance to the Whitgift Almshouses from North End

a material consideration when assessing planning applications that affect the conservation area.

1.3.2 It is expected that all planning applications for sites within the Central Croydon Conservation Area are informed by both this document and the *Croydon Conservation Area General Guidance SPD*.

1.4 COMMUNITY INVOLVEMENT

1.4.1 The Mid Croydon Conservation Area Advisory Panel (see section 1.5 of the *Conservation Area General Guidance SPD*) were consulted on the production of this document.

1.4.2 Following the publication of this draft document there will be a six week public consultation. The draft

document will be available to view on the Council's website (see Appendix) and hard copies will be available to view in all local libraries. Letters will be sent to all properties within the conservation area and an article will be published in the *Croydon Guardian* to inform residents of the consultation and to invite comment.

1.4.3 Following the completion of the consultation period, all responses will be considered and responded to. Where appropriate, the document will be amended before being formally adopted.

1.5 DESIGNATION BACKGROUND

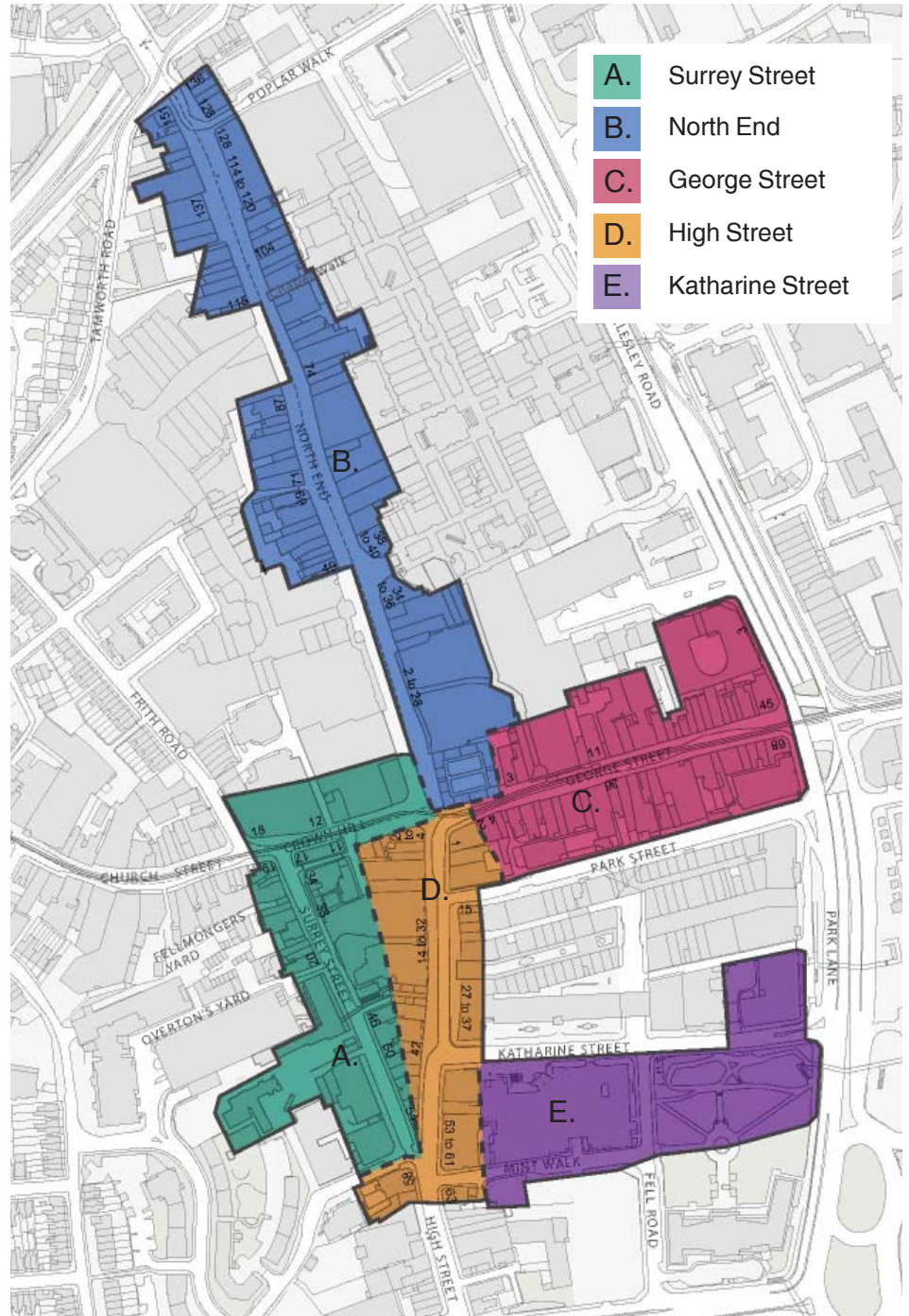
1.5.1 The Central Croydon Conservation Area was designated in 1982 and originally included Surrey

Street, Crown Hill, George Street, the Town Hall and the Queen's Gardens. In 2008, as part of a borough-wide review of conservation areas and local areas of special character (LASCs), the boundary was extended to take in the former North End LASC and two adjacent Grade II listed buildings: Electric House on Wellesley Road and Segas House on Park Lane.

1.6 STATEMENT OF SPECIAL CHARACTER

1.6.1 The Central Croydon Conservation Area is the commercial and civic heart of Croydon, and has been for centuries. The street layout, largely medieval in origin, is of special historic interest and the main north-south route along North End and the High Street may have Roman origins. The conservation area includes Surrey Street market, one of the oldest markets in London having been in continuous operation on or near its present site since the 13th century, and the 16th century Grade I listed Whitgift Almshouses (1597).

1.6.2 Although buildings from the 17th and 18th centuries have survived on Surrey Street and Bell Hill, the area's character is dominated by the rich legacy of late Victorian commercial buildings in George Street the High Street, and North End, a result of the rapid growth and prosperity in the latter half of the 19th century. Many facades are well preserved above shopfront level. There are also a large number of historic pubs present in the area, several of which are Grade II listed. Overton's Yard, Fellmongers Yard and Matthews Yard are important remnants of Croydon's industrial past, as is the Surrey Street Pumping Station.



Map 3: Character areas in the Central Croydon Conservation Area

The Queen's Garden is an important public open space in Croydon's town centre, and has an important visual and historic relationship with the Grade II listed late Victorian Town Hall.

1.6.3 Despite the impact of large 20th century shopping centres, the area retains much of its historic fabric and plan form, representing all significant phases of Croydon's economic and commercial development

from the medieval period to the present day.

1.7 CHARACTER AREAS

1.7.1 This appraisal identifies five distinctive character areas in the Central Croydon Conservation Area, the boundaries of which are shown in map 3 above. The character areas are introduced in section 3 below, with more detail provided in sections 4-7 of this document.



APPRAISAL

This Appraisal examines the characteristics of the Central Croydon Conservation Area, including its context, historic development, townscape, streetscape and architecture. It identifies the qualities that make the area special and assesses its current condition.

Previous page: The castellated turret of the Surrey Street Pumping Station and the Town Hall clocktower from the roof of the Q Park car park, Surrey Street

2.0 CONTEXT

2.1. LOCATION AND SETTING

2.1.1 The Central Croydon Conservation Area is located in Croydon's town centre, in the Fairfield Ward. The conservation area has an urban setting, forming a transition between the lower and smaller scale of Old Town to the west and post-war high-rise buildings and large infrastructure of Croydon's New Town to the north, east and south. There are tall buildings in the conservation area's immediate setting, including St George's House and Taberner House.

2.1.2 The eastern boundary is marked by the Wellesley Road and Park Lane dual carriageway and underpass. The Fairfield Halls and Croydon College face westwards across Wellesley Road and Park Lane to the Queen's Gardens. George Street (east of Wellesley Road) forms part of the setting of the conservation area through its historical association and former strong physical connection with the old town pre-1960s road layout. St George's Walk, converted in the 1960s, leads from the High Street to Park Lane, parallel between Park Street and Katharine Street and contains shops, cafes and restaurants.

2.1.3 Two large shopping centres, the Whitgift Centre and Centrale, occupy most of the built-up area behind the older buildings on North End. Centre Tower, which rises above the Whitgift Centre, has a direct impact on the setting of the conservation area. The Centrale shopping centre has a modern frontage (constructed circa 2000) on North End, excluded from the conservation area.

2.1.4 West Croydon station is located to the north of the



Wellesley Road forms part of the eastern edge of the conservation area. The corner of Electric House is visible to the left



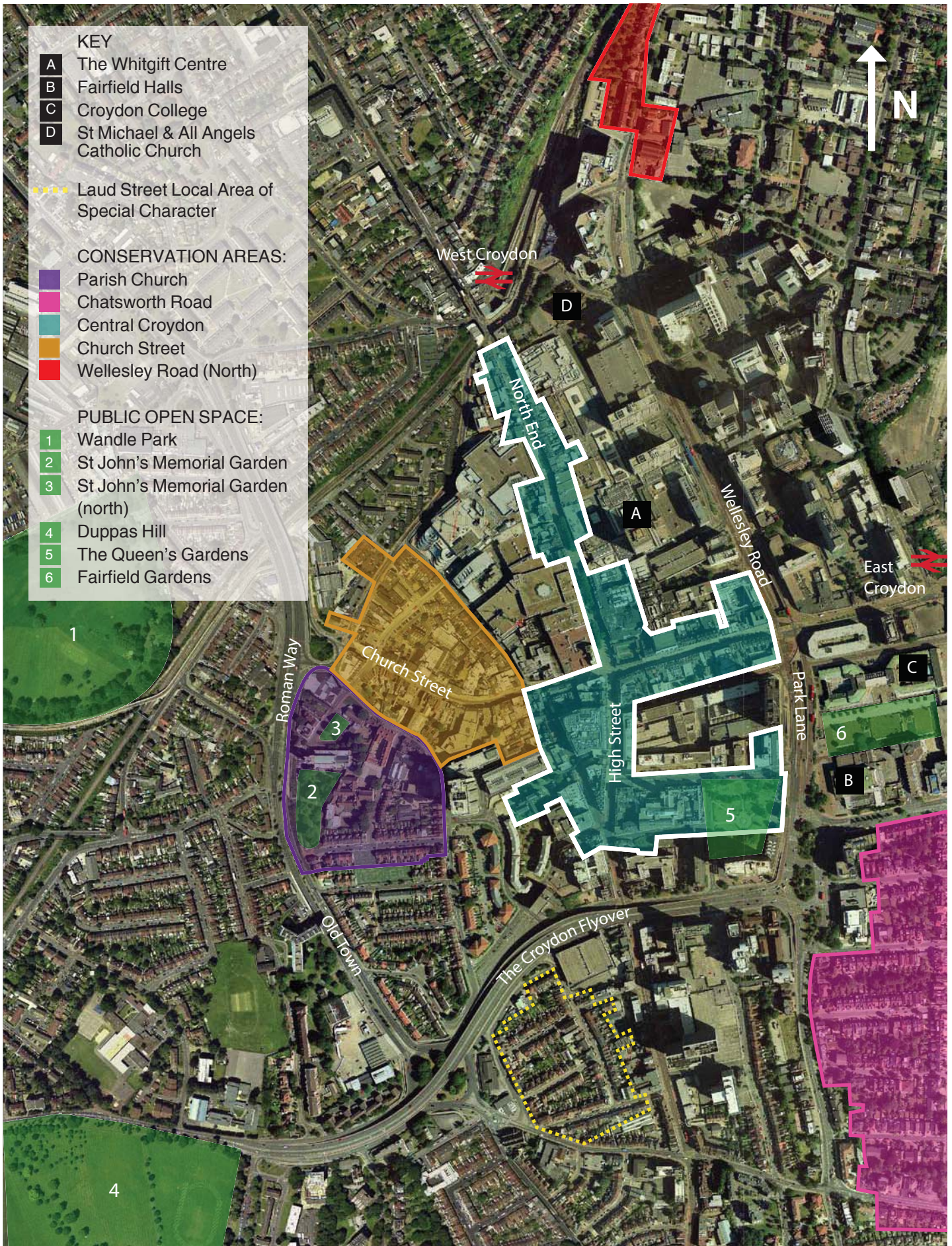
Locally listed Victorian buildings on George Street (east of Wellesley Road)



North End continues northwards into London Road



Station Road leads to the northern edge of the Central Croydon Conservation Area



Map 4: Aerial photograph showing surrounding context of the Central Croydon Conservation Area and its relationship with surrounding conservation areas

Central Croydon Conservation Area. The Conservation Area meets a run of Victorian commercial buildings on Station Road (of which numbers 2-8 are locally listed). The Grade I listed church of St Michael of All Angels, also lies nearby on Poplar Walk. North End continues into London Road, which is part of a major route from Central London to Brighton.

2.1.5 Church Street, which is an important part of the Central Croydon Conservation Area's setting, joins Crown Hill. Part of the narrow and historic yards off Surrey Street, Fellmongers Yard and Overton's Yard are located in the Church Street Conservation Area. Surrey Street has residential development to the west, as well as the Surrey Street car park. The High Street continues southwards underneath the Croydon flyover to become South End and is characterised by a continuation of the retail area and outlying tall buildings.

2.1.6 Other designated areas nearby include the Wellesley Road (North) Conservation Area, located to the north, the Chatsworth Road Conservation Area, located to the south east and the Laud Street Local Area of Special Character, located to the south (see Map 4).



Taberner House sits outside of the conservation area but overlooks the Queen's Garden and therefore impacts on its setting. Bernard Weatherill House, the newly constructed Council offices, can be seen behind



Church Street joins Crown Hill, which has important views to the Minster, designated in the Croydon Local Plan (view 1 on map 14)

2.2 HISTORIC DEVELOPMENT

2.2.1 Bronze Age remains have been found in central Croydon area and there are suggestions that an early settlement may have been a Roman staging post on the road between London and Portslade (Brighton). There is no conclusive evidence of the precise line of the Roman Road, but it is likely to have been on the higher ground at or close to the ridge now occupied by the High Street and North End. There are also suggestions of a second or alternative Roman Road running through the old town to the west.

2.2.2 Archaeological evidence suggests that there was a settlement present in Croydon by the Saxon period. By the 9th century Croydon, the name of which has been interpreted as meaning "crooked valley" or "saffron valley", had become a Saxon stronghold with associations with the early Christian church.

2.2.3 The foundation of the early settlement is likely due to the presence of clear springs at the source of the Wandle in and above St John's Church (the Minster). This low-lying area was also threaded by a number of streams.

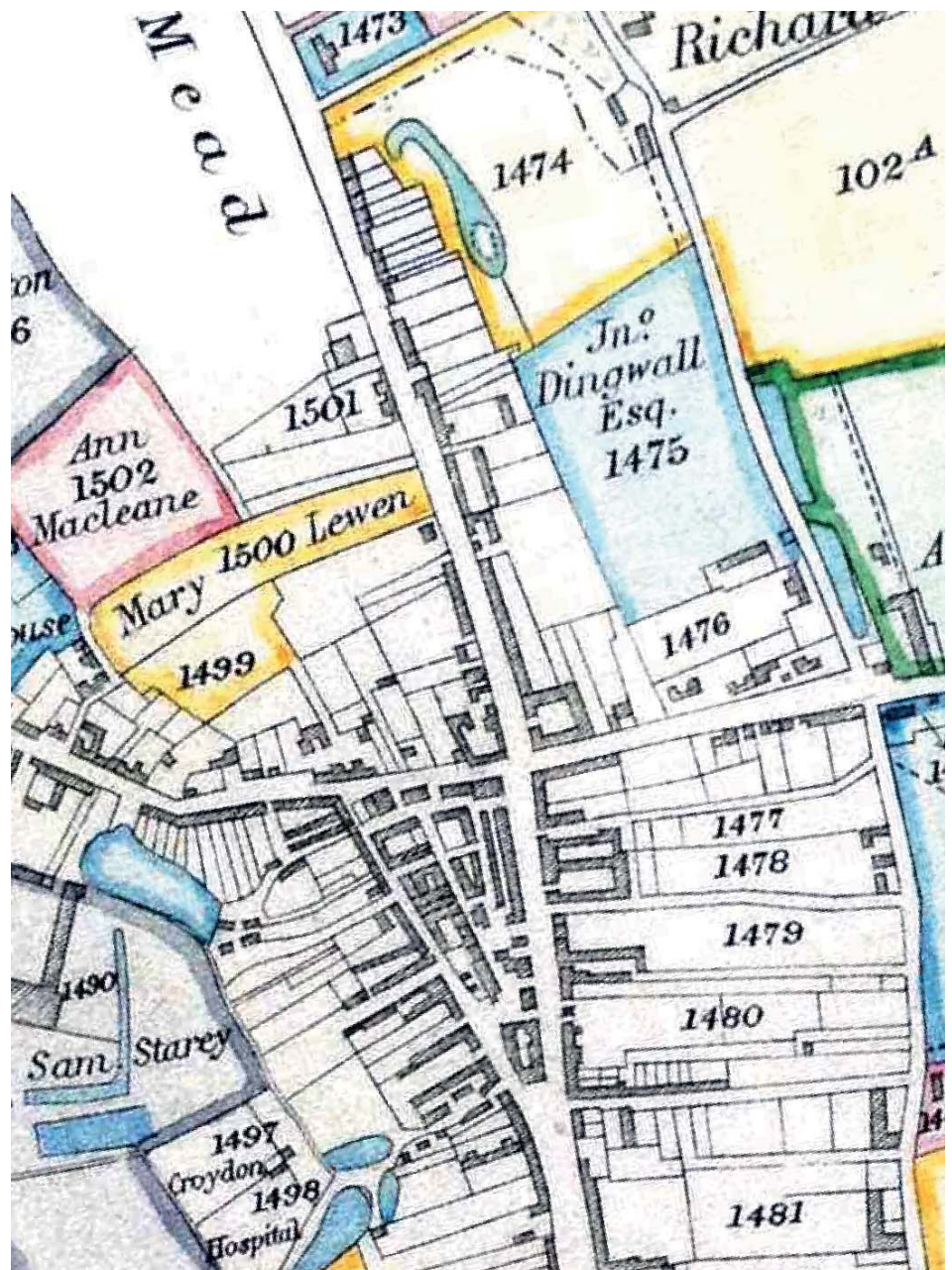
2.2.4 In the early Middle Ages the centre of Croydon shifted from the early Saxon settlement around St John's Church (now the Minster) to higher and drier ground to the east. Through a charter in 1275 the first market was established, within a triangle now formed by Surrey Street, the High Street and Crown Hill. At this time Church Street was the main route into the town from the north west, meeting up with Pound Street (now George Street), named

after a pound for stray animals that once existed on the street. The route of the High Street as developed from a track through open fields.

2.2.5 After the medieval period the market place filled up with buildings, steadily replacing the temporary stalls and carts. This gave rise to a web of narrow alleys crammed into the tapering space. The first Town Hall was built at the top of Crown Hill in the late 16th century and the

second on the High Street in 1808 (see photo on p.16).

2.2.6 The presence of the Archbishop of Canterbury's Palace, located here as a stopping point on the processional route from Lambeth to Canterbury, brought particular status to Croydon which continued well after the dissolution of the monasteries. Inns sprung up to serve the entourage of visiting royalty and coach traffic passing through



Map 5: Extract from the Croydon Enclosures Map of 1800 - the crossroads marked by the Whitgift Almshouses can clearly be seen. The High Street is built up but there is little development on George Street or the west side of North End. Some of the plot boundaries evident in this map still survive today.

either on the way from or into London, only 10 miles away. In 1596 Archbishop John Whitgift founded the Hospital of the Holy Trinity, commonly known as the Whitgift Almshouses.

2.2.7 The Archbishops of Canterbury gave up the Palace in 1780 and moved to Addington Palace, approximately three miles east of Croydon's town centre. This loss of patronage could have been critical for the small town, but the move coincided with the burgeoning of Brighton as a seaside resort and Croydon was well placed to provide refreshment and shelter for travellers on the London road. In the late 18th century the High Street became a toll road, with the turnpike positioned near the southern junction with Surrey Street. Croydon and Reigate Turnpike Trust received the toll income and kept the road in good repair. London Road (including North End) was part of this route.

2.2.8 Modest industrial expansion followed with the opening of the horse-drawn Surrey Iron Railway in 1803 and the Croydon Canal in 1809. Both closed by the 1840s when new railways serving East and West Croydon provided connections with central London used by many commuters. The area between Church Road and Surrey Street was a small centre of industry, including tanneries, a flour mill, dyeworks and a water works.

2.2.9 The town's first gasworks (1829) was also located off Church Road, west of Fellmongers Yard, and was supplied by coal transported on the Iron Railway. Overton's Yard takes its name from one of the founders of Page and Overton's brewery, which operated there. In the Victorian period Overton

also ran a flour mill. The brewery closed in 1954 but the mill and malshouses survived until 1972 when Ryland House was built on the site by the General Post Office (GPO) as the new telephone switching centre.

2.2.10 Croydon became one of the first towns to adopt the Public Health Act in 1848 and the new Board of Health began in earnest to improve

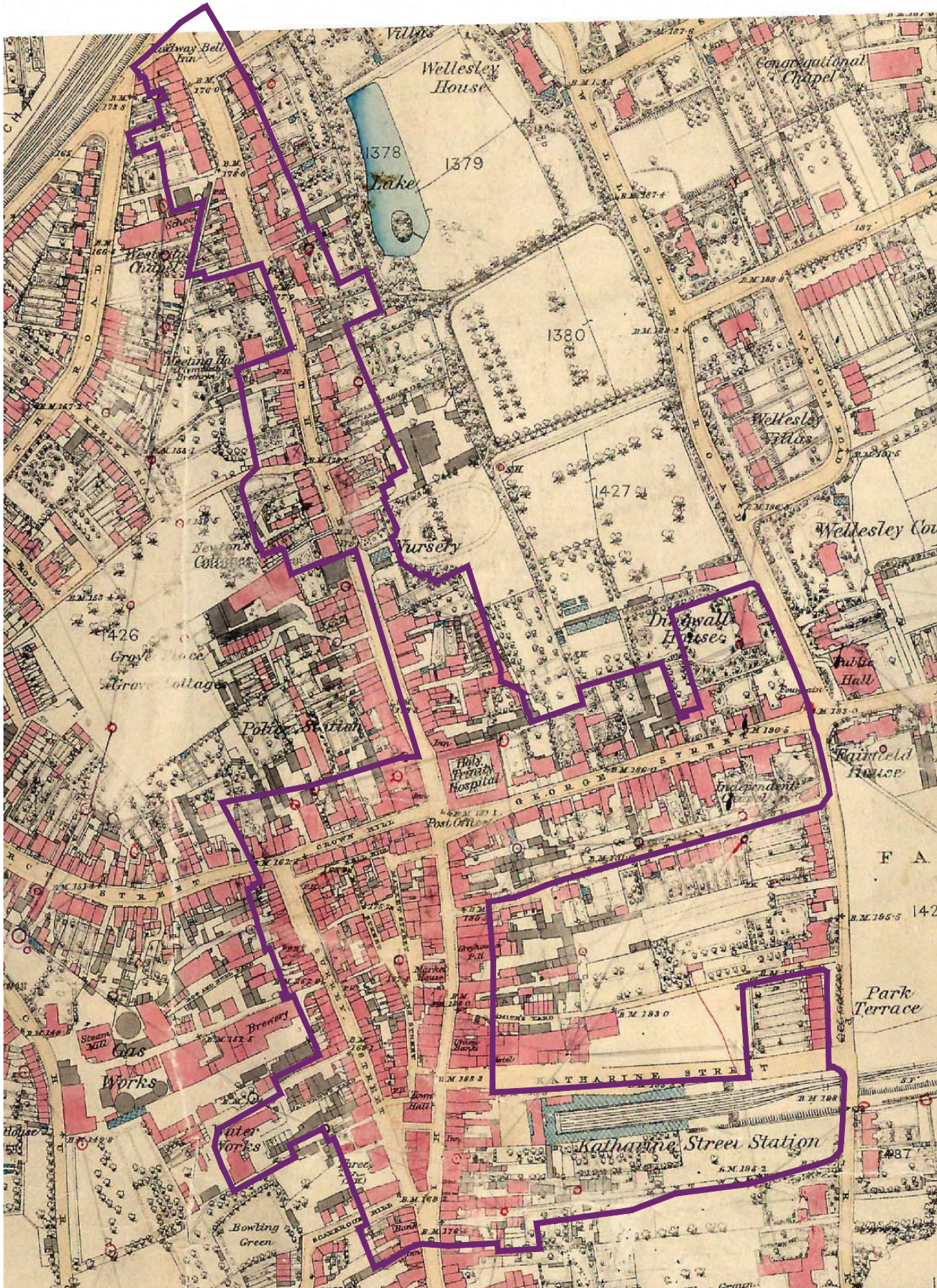
the town's sanitary and social conditions. The ponds and ditches were drained and water courses culverted. A new piped water supply was a priority and resulted in a reservoir being created at Park Hill, supplied via a 12 inch main across town from a well in Surrey Street over one of the old springs. The earliest part of the Surrey Street Pumping Station (see historic photo) is



Historic photo c.1970s of the Surrey Street Pumping Station, the former railway station engine house, can be seen in the distance. The buildings in the foreground of this photograph have been demolished.



Historic photo of Butchers Row at the north end of Surrey Street, (Source: Edwardian Croydon Illustrated)



Map 6: Extract from the first series Ordnance Survey, 1868. By this time North End and George Street were almost fully built up as residential streets. The triangle between Surrey Street, Crown Hill and the High Street is tightly packed with small buildings and narrow lanes. Croydon Central (Katharine Street) Station is on the site of the present Town Hall.

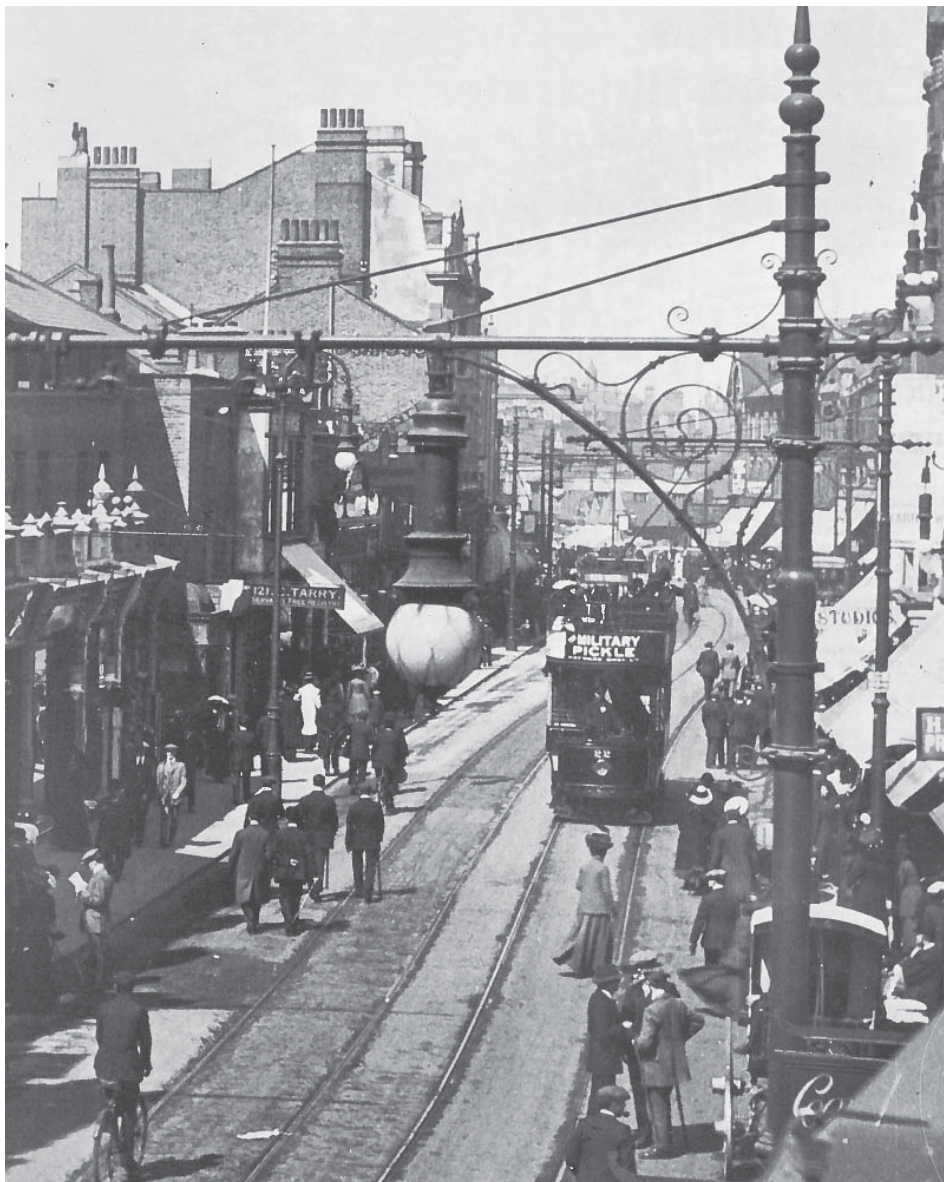
— Central Croydon Conservation Area boundary

thought to be the former West Croydon Atmospheric Railway Station's engine house of 1845, transported by the Board of Health from West Norwood. However it was only the two Maudsby engines that were moved, although it is possible that some bricks and quoins were re-used. The Pumping Station had several further extensions in 1862, 1876-7 and 1912.

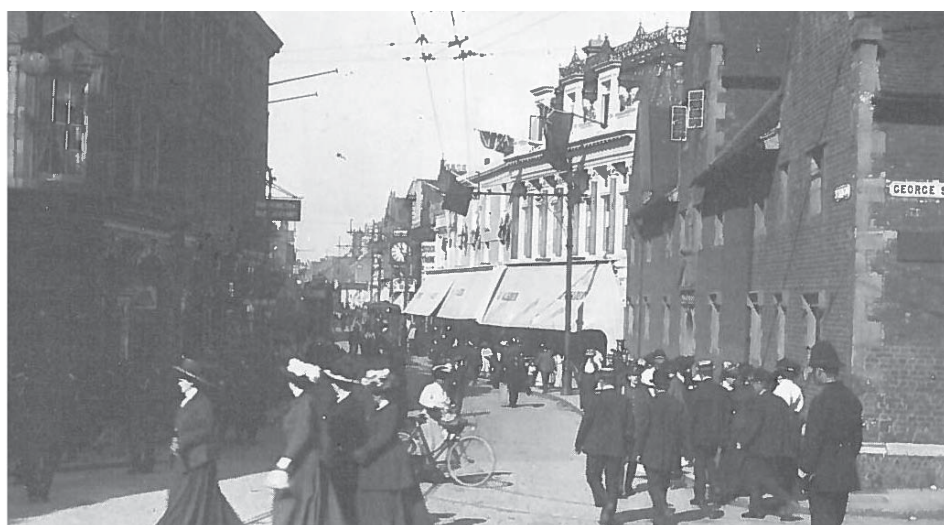
2.2.11 Croydon Central Station (Katharine Street, 1866) was situated on the site of the present Town Hall and the northern part of the Queen's Gardens (see map 8) at the end of a short branch line from East Croydon Station, which was considered too distant to meet the needs of the town. The line closed in 1871.

2.2.12 In the 1890s the Corporation drew up plans for a new Town Hall, on Katharine Street, which opened in 1896 with a new library. It was much larger and grander than its predecessors and contributed a tall clock tower to the Croydon skyline. The designer was a local architect, Charles Henman Junior. In 1890 the former Central Croydon station buildings were demolished and public gardens dedicated to Queen Victoria were laid out in the former railway cutting.

2.2.13 During the 1890's much of George Street was also rebuilt. In 1935 a competition was held for an extension of the Town Hall onto the Gardens but the plans were halted by the outbreak of war in 1939. In 1980 the Police Station next to the Town Hall was demolished and the Town Hall gardens were extended. In 1983 they were re-opened as the Queen's Gardens.



North End about 1912, with the original tram route along North End (Source: Edwardian Croydon Illustrated) Croydon's first trams were horsedrawn and introduced in 1879. They were replaced in 1901 by electric trams. The George Street route to Addiscombe closed in 1927 but trams continued to operate in North End until 1951.

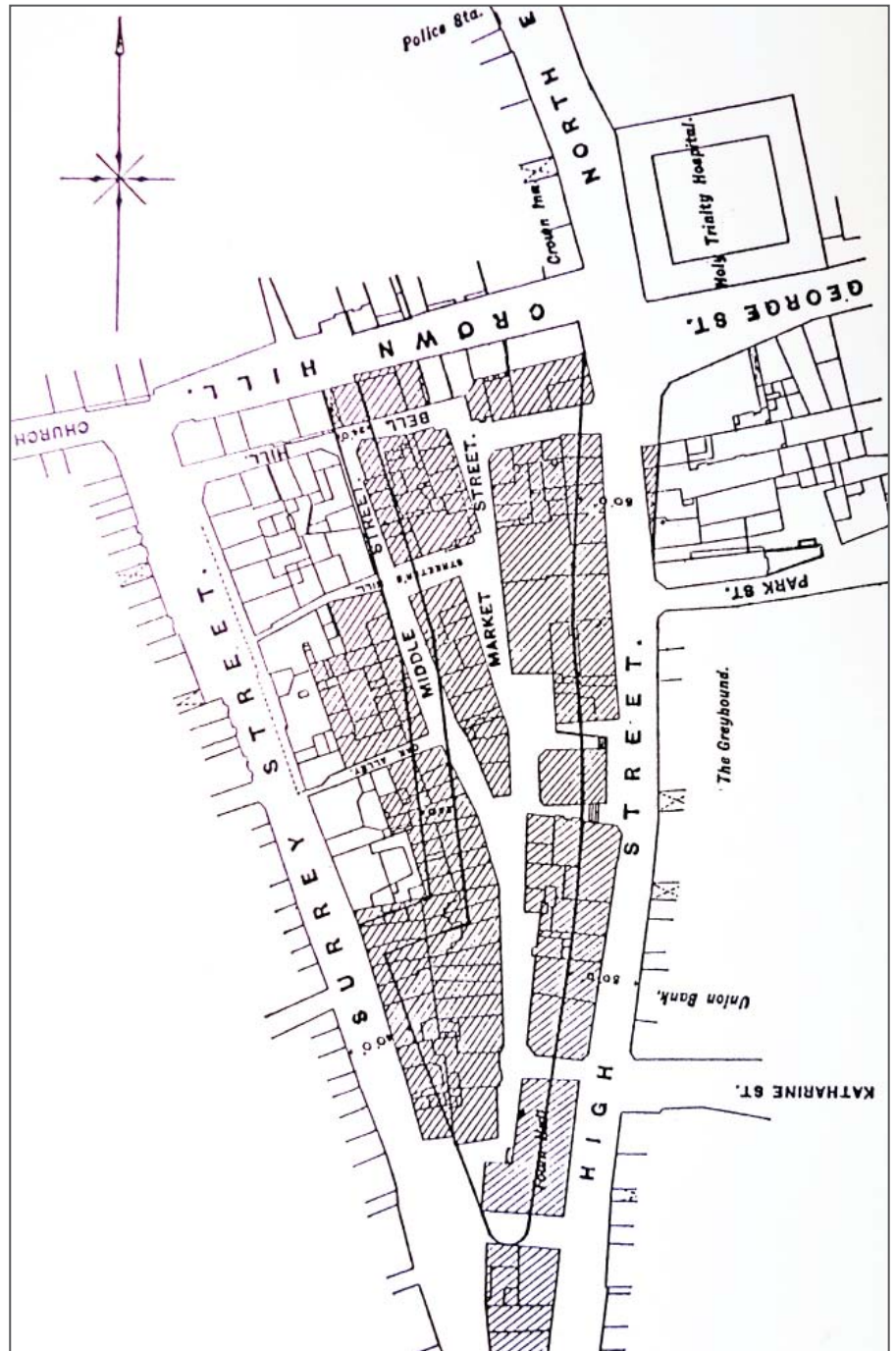


North End about 1910, showing Whitgift Almshouses (Source: Edwardian Croydon Illustrated)

2.2.14 Following the opening of the new Whitgift School off North End, in 1871, designed by AW Blomfield. The character of North End began to change dramatically in the 1880s from a predominantly residential avenue of villas and short terraces to a busy shopping street, served by omnibuses and after 1903, trams.

2.2.15 Two large high end department stores, Kennards (later Debenhams) and Alders were constructed on North End. Kennards (established in 1853) was located opposite the Whitgift Almshouses. Alders (established 1862) was next to the Almshouses and built in stages, facing onto North End, and George Street. The Elizabethan schoolhouse and headmaster's house attached to the Whitgift School were demolished around 1899 to make way for Alders' George Street store, the facade of which survives today (see photo on p.35). Alders on North End was completely remodelled in 1926 with a colonnaded frontage (see photo on p.35).

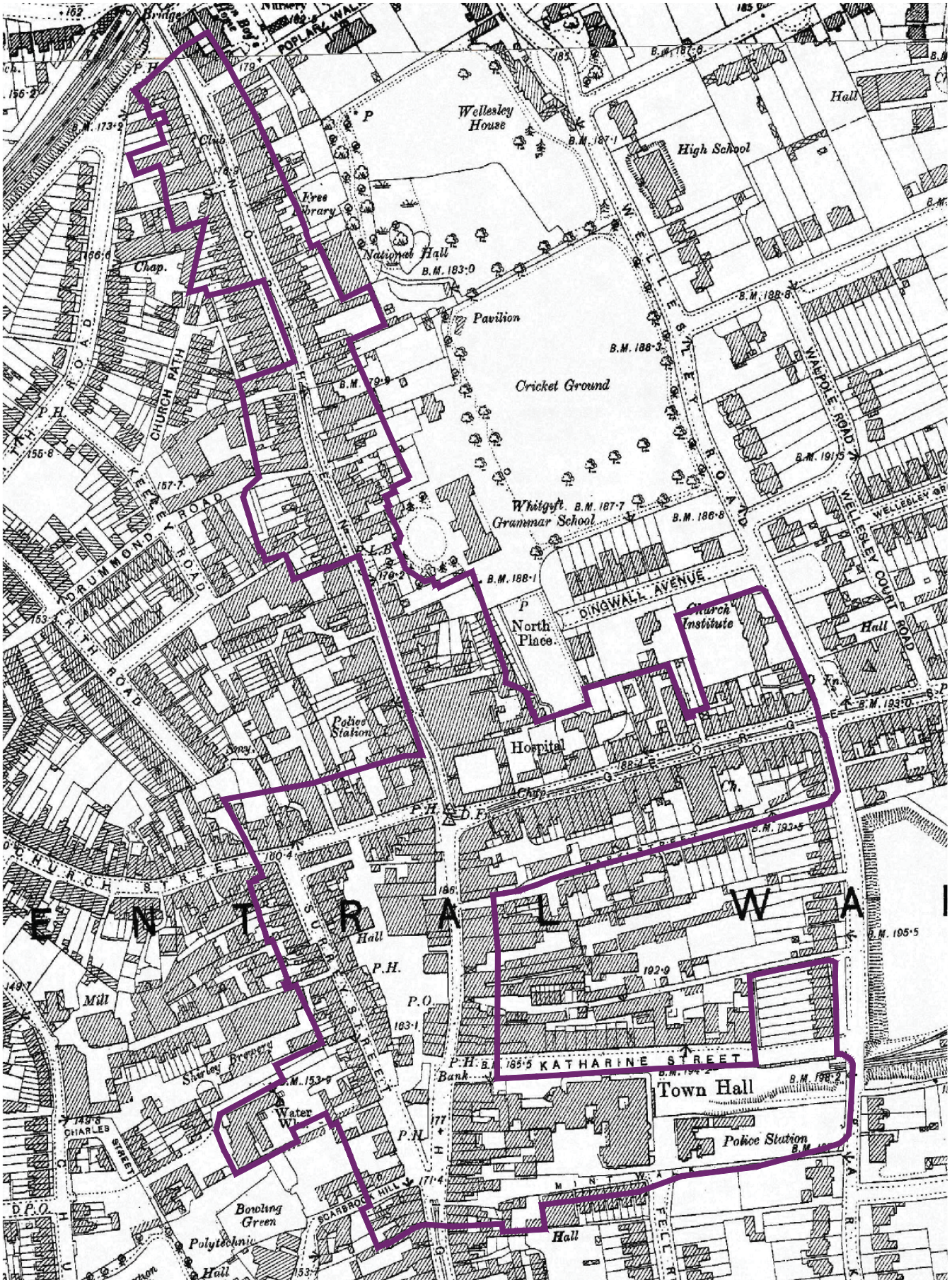
2.2.16 By the 1880s the overcrowded market area (seen on map 7) was a cause of concern for health and living standards. After Croydon attained Corporation status in 1883 it established a High Street Improvement Committee with the aim of widening the High Street for traffic, but this ambition grew to greater redevelopment plans for the area. The Croydon Improvement Act in July 1890 enabled the Corporation to purchase land compulsorily in the market area. The redevelopment included an almost entirely new frontage to the west side of the High Street with the Grants complex (1895) as its centrepiece. Of the older buildings on Crown Hill only



Map 7: Plan for the major redevelopment of the Surrey Street and High Street, published in the Croydon Advertiser in 1889. The plan superimposes the realigned streets, with Bell Hill truncated and Market Street removed altogether. (Source: Croydon Old and New, John Gent)

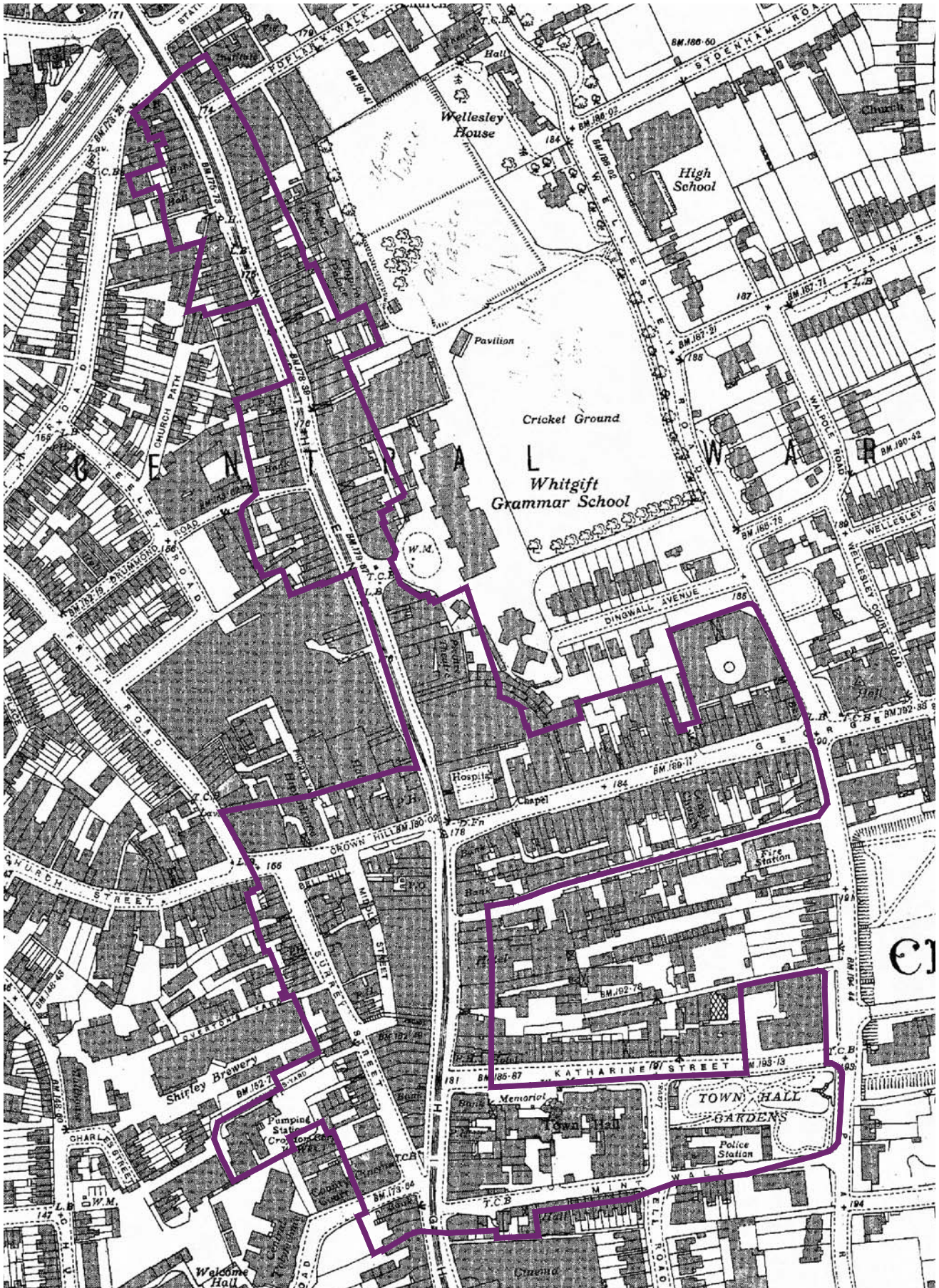


Historic plaque from 1896 located at the corner of High Street and Surrey Street



Map 8: Extract from the 1890 Ordnance Survey Map. The new Town Hall has been built on the site of the former Central Croydon Station and Katharine Street developed; the High Street has started to be widened at its northern end and the lanes and buildings between Surrey Street and High Street have been cleared. The Whitgift Grammar School has been built to the east of North End.

— Central Croydon Conservation Area boundary



Map 9: Extract from the 1940 Ordnance Survey Map. By this time Croydon had become a thriving regional centre. Trams run the length of North End and the High Street. Note the Town Hall Gardens, which now form the northern sunken part of the Queen's Gardens. Within the old street pattern the large department stores of Kennards (1851), Alders (1862) and Grants (1897) are fully established.

— Central Croydon Conservation Area boundary

those on Bell Hill were kept, along with a number of buildings on the west side of Surrey Street. A tablet in a terracotta surround records the widening of the High Street in 1896 (see photo on p.13).

2.2.17 During the 1890s much of George Street was rebuilt, coinciding with the widening of the High Street and the redevelopment of the Surrey Street and Middle Street area.

2.2.18 The population of Croydon increased twenty times over the course of the 19th century to reach more than 100,000 residents by 1901. By 1931 Croydon had a population of 264,000.

2.2.19 In the early 20th century Croydon had a vibrant night-life with many places of entertainment. The first cinema opened in Station Road in 1908 and was quickly followed by many others; by 1930 six cinemas had opened in North End alone. By 1960 all but one of these (the Electric at no.108) had gone; the dome of the former Prince's Picture House at 127 North End survives as a reminder of the era (see photo p.37).

2.2.20 In 1923 the Croydon Corporation also sought to remove the Almshouses for road widening, but this proposal was halted by the House of Lords. In the 1930s George Street was widened near its junction with Wellesley Road and at the same time two modernist office buildings were added to Wellesley Road frontage. These were Electric House (1939-42), for the municipal electricity and water supplier, and Segas House (1939-41), for the South East Gas Company, on the corner of Katharine Street, both Grade II listed.



High Street 1890, before road widening (see Map 9 on p.17). Surrey Street is on the left and the clock tower is that of the Old Town Hall on High Street. The Ship Public House is on the right.



Katharine Street, 1890, looking towards the old Town Hall. The new Town Hall would be built on the left. The wall in the left foreground was above the former Central Station, now the sunken part of the Queens Gardens (see para 2.2.13)

2.2.21 After the Second World War Croydon underwent a rapid expansion, driven in part by government policies to encourage the relocation of offices from Central London. Many high rise offices were built and the population continued to increase. Wellesley Road was transformed into a four lane highway linked to a flyover to the south and new shopping precincts were built to the north and south of George Street. Park Street was also widened in the 1950s.

2.2.22 In 1965 the Whitgift School on North End, by this time renamed as Trinity School of John Whitgift, moved to Shirley. The Victorian school buildings (see historic photo) were demolished and the whole site was including the playing fields, redeveloped as the Whitgift shopping centre, fronted by historic buildings on North End. At the same time the Victorian terrace on Katharine Street that faced the Town Hall (see historic photo) was demolished to make way for the St Georges Walk office and retail development.

2.2.23 In 1989 North End was pedestrianised and a few years later the former Grants department store on the High Street was rebuilt as an entertainment and leisure complex behind the original restored facade. The Town Hall complex was remodelled and extended in 1993, adding a new library and museum with its rear elevation facing Mint Walk. On George Street, a new path was created in 2001 and named after Thomas Turner (1800 -1859), a vet who had premises on George Street.

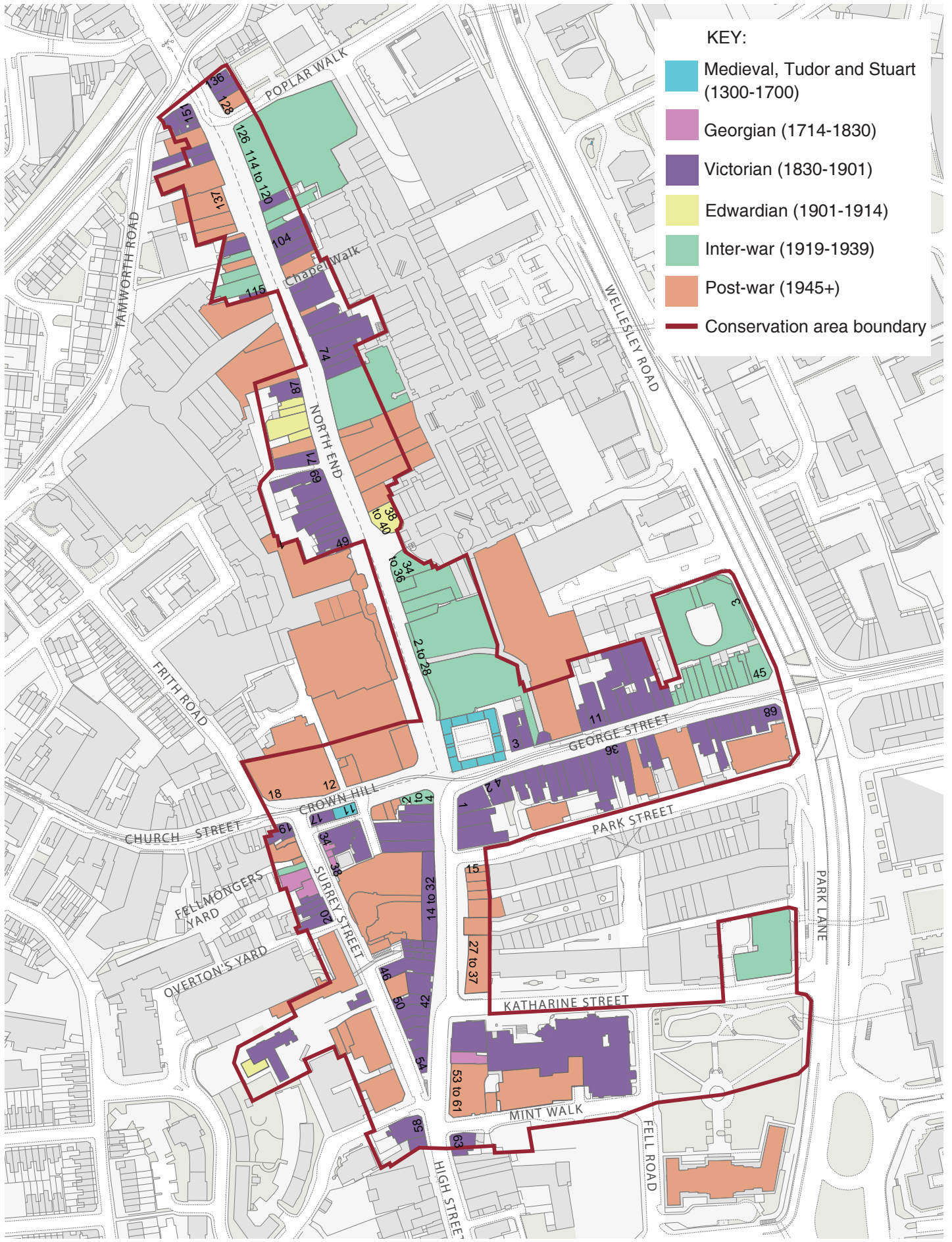
2.2.24 The Croydon Tramlink opened in 2000 running through Croydon's town centre. Further



Whitgift Middle School, c.1940, now the site of the Whitgift Centre. (see photo on p.37 for the same view as it is today)



Town Hall and Katharine Street, 1933 illustrating the ceremonial use of the road and public space. Victorian terraces on the left were demolished in 1960s



Map 10: Approximate ages of buildings in the Central Croydon Conservation Area

major changes in early 2000s to North End included the arrival of the Centrale shopping centre on North End, taking over the former Drummond Centre on the west side of the road. Redevelopment in 2010 at Bridge House on Surrey Street and Exchange Square, which wraps round the existing multi-storey car park, has been the most recent major change in the area.

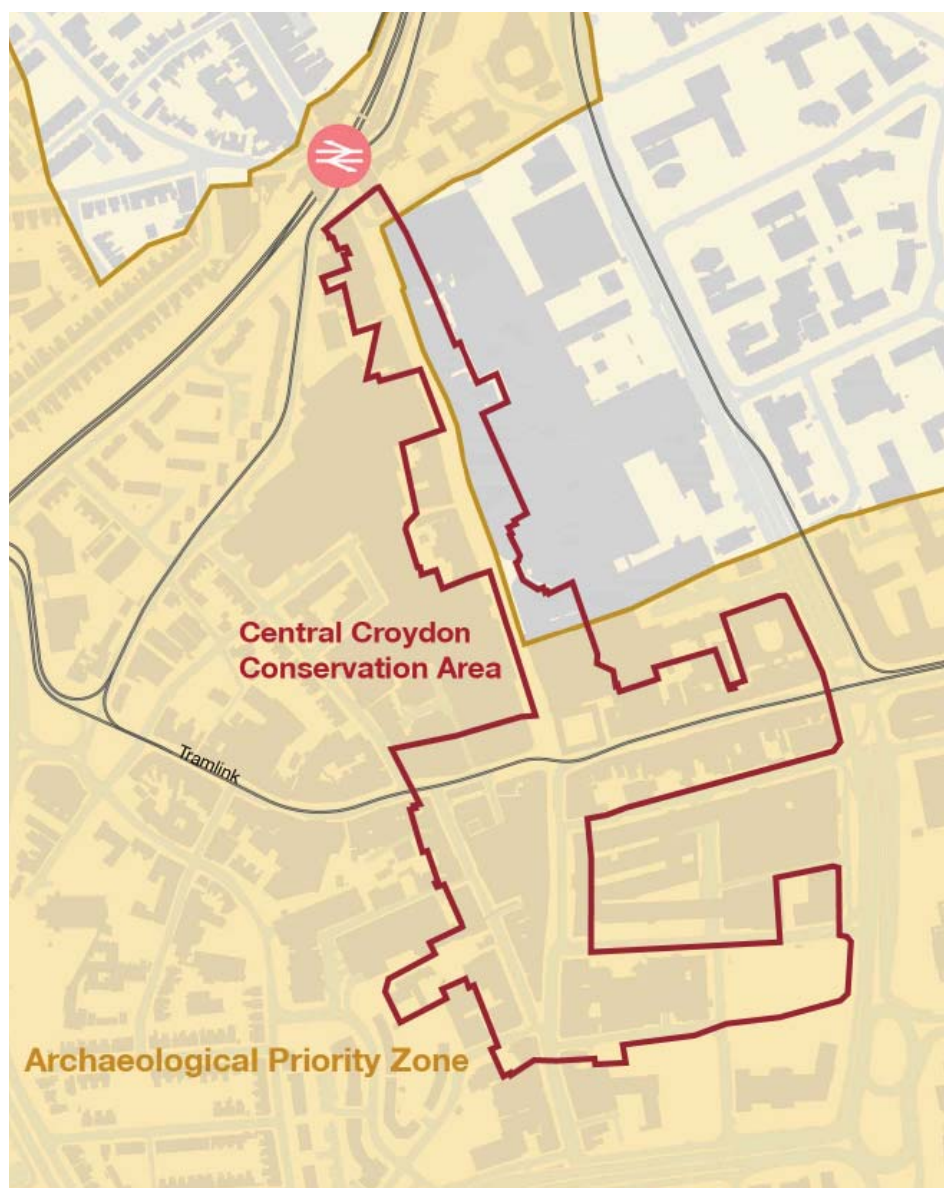
SELECTED REFERENCES

- John Gent, *Croydon Past*, 2002
- John Gent, *Croydon Old and New* 1995
- *Edwardian Croydon Illustrated*, Croydon Natural History and Scientific Society, 1990
- *Victorian Croydon Illustrated*, Croydon Natural History and Scientific Society, 1990
- Victoria County History, *A History of the County of Surrey* Vol 4, 1912
- Oliver Harris, *The Archbishops' Town: the Making of Medieval Croydon*, Croydon Natural History and Scientific Society Ltd Proceedings Vol 18 Part 9, August 2005
- RT Harrison, NR Oates, *The Queen's Gardens Borough of Croydon*, 1883-1983
- Nikolaus Pevsner and Bridget Cherry, *Buildings of England London 2: South London*, 1980
- Brian J Salter *Central Croydon Living History Local Guide* No 1 1973, revised 1978

2.3 ARCHAEOLOGICAL SIGNIFICANCE

2.3.1 The long period of human activity has resulted in an area with a very rich archaeological potential and most of the Central Croydon Conservation Area is located within the Central Croydon Archaeological Priority Zone (see map 11). Please see section 4.5 of the *Conservation Area General Guidance SPD* for information on requirements for archaeological investigations.

2.3.2 Archaeological finds include Roman coins and domestic pottery throughout the central Croydon area, Roman burials in Park Street and an early Saxon cemetery in the Edridge Road / Park Lane area, discovered in 1992. A medieval stone-vaulted undercroft is known to have existed near Fellmongers Yard, off Surrey Street but is no longer extant. Details of further finds in the area are held by the Greater London Historic Environment Record, managed by English Heritage (please see Appendix for details).



Map 11. The relationship of the Central Croydon Conservation Area with the Central Croydon Archaeological Priority Zone

3.0 CHARACTER AREA DESCRIPTIONS

3.0.1 This section provides a description of each character area (see map 3 on p.4 for the character area boundaries). Please see section 4-6 for further assessment of the townscape, streetscape and architectural character of each character area. It is important to note that the boundaries of character areas A, B, C and D meet at the crossroads at the top of Crown Hill, where their character overlaps.

3.1 SURREY STREET CHARACTER AREA (A)

3.1.1 The character of Surrey Street is largely defined by the variety of historic buildings and traditional materials present. The historic market use complements the street's physical characteristics. The townscape of the area varies, with dramatic contrasts of two-three storey historic buildings with the dominant taller buildings present.

3.1.2 A market has been in operation on or near Surrey Street since the 13th century. Before 1834 Surrey Street was called Butchers Row, which now lends its name to the row of timber-framed buildings with jettied upper floors at the northern end of the street (numbers 34-38).

3.1.3 Middle Street and Bell Hill are the sole remnants of the historic road layout between Surrey Street and the High Street that was redeveloped in the 1890s (see pp.15-16). The redevelopment of the Grants complex cut Middle Street in half - the section leading off Crown Hill once joined the alleyway off Surrey Street next to number 46 Surrey Street. On Bell Hill, which retains much of its medieval character, the rear elevations of 11-13 Crown Hill overhang the narrow alley.



Surrey Street looking south



Crown Hill looking north towards the Whitgift Almshouses

3.1.4 Overton's and Fellmongers Yards, as well as the yard that now forms the Dog and Bull pub garden, lead off Surrey Street to the west and are rare survivals of industrial yards that would have once been common in this part of Croydon. Exchange Square, with the Surrey Street Pumping Station as its centrepiece, was created in 2009 by opening up the former Waterworks Yard. Exchange Square is also accessed from Surrey Street via Matthews Yard.

3.1.5 Crown Hill, named after the Crown Inn that once stood

on the corner with North End, links George Street and Church Street and is characterised by its steep incline and variety of architecture.

3.2 NORTH END CHARACTER AREA (B)

3.2.1 North End is Croydon's principal shopping street. It was formed as a result of the late Victorian commercial expansion of the town centre. It forms part of the historic north-south-route through Croydon, continued to the north by London Road and to the south by the High Street, South End and Brighton Road.

3.2.2 Prior to its commercial expansion North End was an attractive residential thoroughfare; some buildings retain a domestic scale and character reflective of the street's historic development. Today North End contains a diverse range of architecture and some of Croydon's most interesting commercial buildings, many of which are locally listed.

3.2.3 Apart from the northernmost point near Station Road, North End is pedestrianised and paved between building frontages, with seating, lighting, advertisements and an avenue of trees running the length of the street. The view south along North End terminates with the prominent Town Hall clocktower. The Grade I listed Whitgift Almshouses occupy a prominent position at the southern end of the street at the crossroads with George Street, High Street and Crown Hill.

3.3 GEORGE STREET CHARACTER AREA (C)

3.2.1 George Street is named after an ancient medieval inn, The George, that stood on the south-west corner opposite the Whitgift Almshouses. At the entrance to Thomas Turner Path there are the remains of an arch (see photo) that once led to the coach yard and stables of the inn, which closed in 1781. The western section of the street within the conservation area is part of an important east-west route from East Croydon station to Old Town via Crown Hill and Church Street to the west, now part of the Croydon tramlink route.

3.2.2 Retaining its historic street pattern, George Street was almost entirely rebuilt in the second half of the 19th century as a high end shopping street



Charateristic historic buildings on North End with trees and public seating



View north up the pedestrianised North End



Historic arch on George Street at the entrance to Thomas Turner Path



Locally listed buildings of a more domestic scale, 57-69 North End

with grand Victorian commercial buildings, many of which were constructed with living quarters above. Today George Street is characterised by a largely consistent form of Victorian commercial buildings of considerable individual interest and group value. Of particular note are the rhythm created by prominent dormers and gables and the intricacy and sophistication of much of the architectural detailing present.

3.2.3 Buildings on the north-east corner of George Street and Wellesley Road date from the interwar period and differ in their style but are also of a high architectural quality and group value. This character area also includes the Grade II listed Electric house (1939-42), built as the Croydon Electricity Showrooms and Offices.

3.4 HIGH STREET CHARACTER AREA (D)

3.4.1 The High Street forms part of the historic north-south arterial route through Croydon's town centre; only the northern section of the High Street is contained within the conservation area boundary. The character of this area is largely defined by the concentration of high quality late Victorian commercial buildings.

3.4.2 Numbers 2-54, on the western side of the street, were comprehensively rebuilt in the 1890s following redevelopment of the area between the High Street and Surrey Street (see pp.15-16). The result is an exceptionally fine sequence of late Victorian commercial terrace that includes the Grade II listed former Grants department store amongst other striking locally listed buildings, as well as a Victorian arcade that leads through to Surrey Street. The bulk of the upper



Buildings on the north side of George Street



South side of George Street



Gable fronted buildings at the south east corner of George Street



High quality Victorian commercial buildings on the west side of the High Street with the dominant roovescape of the Grants Complex visible

floors of the Grants complex has a negative impact on the character of the street (see photo on pp.22 and 27).

3.4.3 The historic character of the eastern side of the street is more varied, including a range of Victorian buildings and the Grade II listed Ship Inn. The gently curving western elevations of Katharine and Ellis Houses, constructed in the 1960s, are also located on the eastern side of the High Street.

3.5 KATHARINE STREET CHARACTER AREA (E)

3.5.1 This area is dominated by Croydon’s principal civic building, the Grade II listed Town Hall and Library complex, which was imaginatively extended to the rear and remodelled in 1993 by Tibbalds Monro architects.

3.5.2 On the north side of the Town Hall, within a small paved pizza behind which lies the entrance to the Library, are the war memorial and a statue of 1903 of Queen Victoria by Francis John Williamson, both Grade II listed. They are of ceremonial significance and also of group value with the Town Hall, Union Chambers and the Spread Eagle, united by their form, scale and materials (see section 5.2).

3.5.3 The Queen’s Gardens, part of which is a locally listed park, lie directly to the east of the Town Hall. Facing the Queens Gardens lies the distinguished Grade II listed Moderne style Segas House (1939-1941), located on the corner of Katharine Street and Wellesley Road. The 1974 extension to Segas House (outside of the conservation area boundary) is a respectful addition and forms part of the setting of the Queen’s Gardens.



The Grade II listed Croydon Town Hall from the Queen’s Gardens - formerly known as the Town Hall Gardens until it was re-opened in 1983 by Queen Elizabeth, The Queen’s Gardens is a locally listed park.



Segas House from the Queens Gardens, looking north



War Memorial, Katharine Street, Grade II



Statue of Queen Victoria on Katharine Street

4.0 TOWNSCAPE CHARACTER

4.0.1 Townscape is the arrangement and appearance of buildings, spaces and other physical features in the built and natural environments.

4.1 LAYOUT AND PLAN FORM

4.1.1 The Central Croydon Conservation Area is centered on a crossroads of the historic north/south and east/west routes, with the triangle created by Surrey Street to the south west.

4.1.2 The Surrey Street character area retains remnants of the historic street pattern and plot widths the oldest and smallest of which are less than 5m wide, principally but not exclusively at the north of the street. Bell Hill and the north end of Surrey Street best displays the medieval antecedents of the area with narrow building plots. Building lines directly abut the footways. The street is between 13-14m wide, increasing to 15m at the southern end. The narrow yards and passages to the west, including those now leading to Exchange Square, are further evidence of the medieval form and layout.

4.1.3 The North End Character Area is formed by the north-south route of North End, bending slightly and varying in width from 14m to 21m reflecting its piecemeal development over many years and its evolution from a residential street with front gardens to a shopping street. The narrow plot widths of the earliest houses are still evident in many of the present buildings on both sides of North End. Other later properties are an amalgamation of plots, including the former Allders store with its 72m frontage. The Whitgift Almshouses are a compact quadrangle at the crossroads with George Street, High Street and Crown Hill.

4.1.4 The size of the plots on George Street are narrow and the area has a fine urban grain and the buildings form continuous frontages. The street width is generally 14m between frontages, but not consistently so; the south elevation of the Whitgift Almshouses creates a 8m pinch point at the west end at George Street. Electric House occupies a large footprint and faces east across Wellesley Road.

4.1.5 The High Street Character Area has development on both sides of the curving High Street, which varies in width from 14m to 22m. Despite the wholesale rebuilding of the west side of the conservation area in 1890 the irregular plot widths reveal the historic layout (see 1868 map on p.12). The 1960s St George's Walk development on the east side has a symmetrical, gently curving frontage with the arcade and buildings behind splayed



North End forms the northern half of the linear spine of the conservation area



The High Street forms the southern half of the linear spine of the conservation area

to follow the lines of Park Street and Katharine Street.

4.1.6 Katharine Street is straight and wide (typically 15m between frontages), running alongside the substantial footprint of the Town Hall. Segas House also occupies a large footprint on the corner facing onto Park Lane. Fell Road runs between the Town Hall and the Queen's Gardens, connecting to Mint Walk that runs down to join up with the High Street to the west.

4.2 DENSITY AND LAND USES

4.2.1 The Central Croydon Conservation Area is densely developed. Other than the paved street of North End, Queen's Gardens and Exchange Square are the only areas of open space in the conservation area. Building plots are often fully occupied with little/public private space incorporated.

4.2.2 On Surrey Street the principal land use is the daily street market, one of the largest in south London, the market stalls and equipment are stored in Fellmongers Yard, Overton's Yard and in the basement of Surrey Street Car Park. The activity of the market stalls is complemented by the shops and pubs along its flanks. Most recently, there have been new residential developments at Bridge House and Exchange Square and the conversion of the former Exchange building.

4.2.3 The main land uses in North End and George Street are retail. Most of the shops and cafes only trade at ground floor level with storage, offices and some residential above. The width of North End (on average between 16-18m) is in part due to the legacy of the plots of

houses from the 18th and 19th centuries, with gardens in front of the properties. The area is animated by the tramlink service that runs east-west through George Street and Crown Hill.

4.2.4 The High Street is a mix of shops, restaurants and pubs at ground floor level, the Grants complex includes a cinema and gym, taking up a substantial part of the upper section of the building.

4.2.5 On Katharine Street the Town Hall complex, including the Central Library and museum, forms the core of Croydon's civic and cultural life. The Queen's Gardens are an important public space due to the limited provision of open space in the town centre.

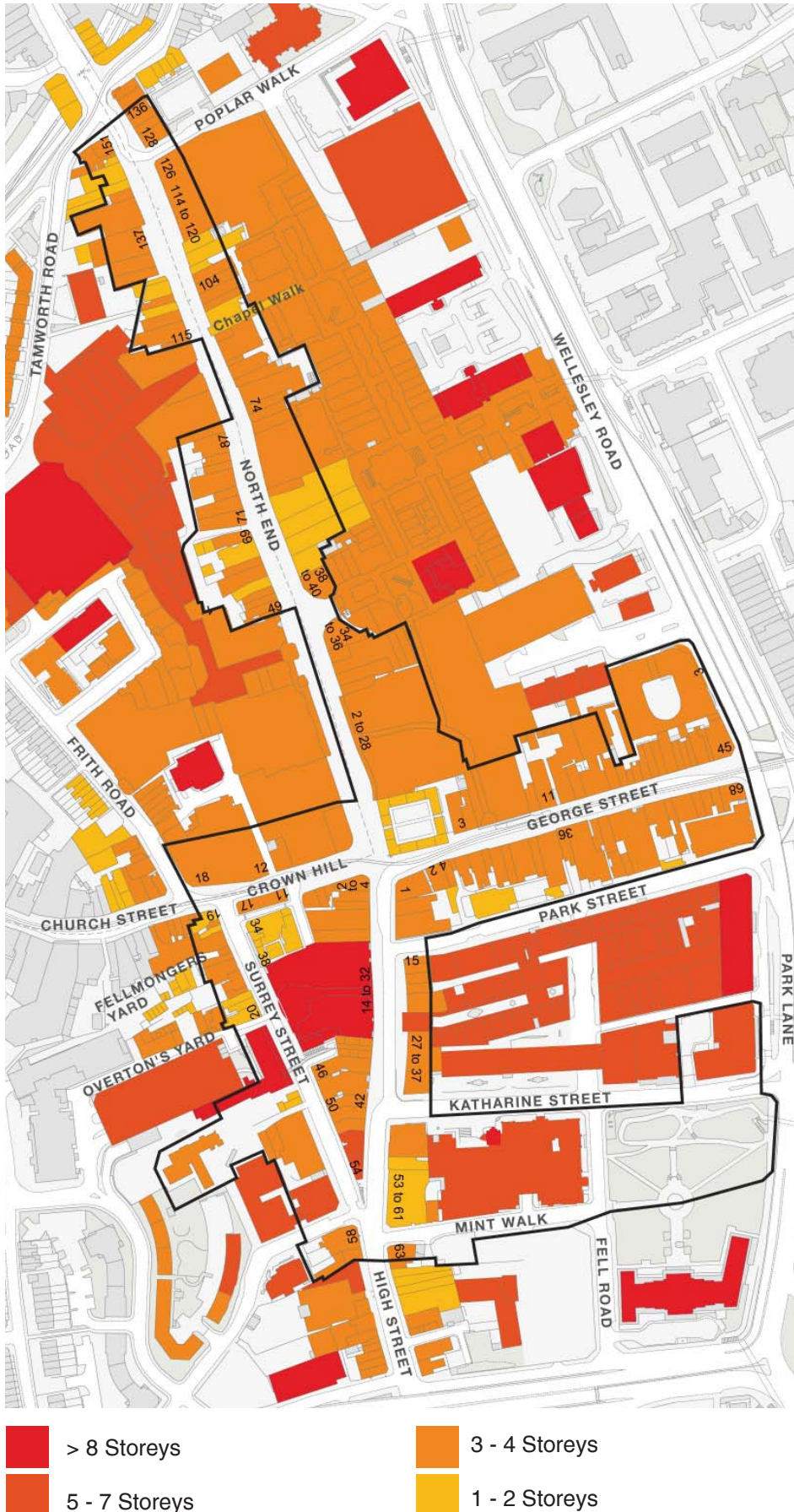
4.3 BUILDING HEIGHT AND MASSING

4.3.1 Building heights, scale and massing vary across the character areas of the Central Croydon Conservation Area (please see map 12 and the aerial photographs on p.27).

4.3.2 Buildings on and around Surrey Street vary markedly in height. The oldest buildings at the northern end of the street are two-three storeys in height, rising to four-five story buildings further south. Numbers 10-11 continue the low-rise character established at the northern end. The tallest buildings on Surrey Street, Bridge House and the rear of the Grants complex, are overbearing and out of scale with established building heights and detract from the street's historic character.



The principal land use on Surrey Street is the street market, which runs for 6 days per week



Map 12: Building heights in the Central Croydon Conservation Area

4.3.3 Building heights on North End range from the modest domestic scale of two-three storeys in some of the oldest buildings, including the Grade I listed Whitgift Almshouses, to a maximum of four storeys in the later 19th century commercial buildings. Many buildings have pitched roofs and gable fronts.

4.3.4 Buildings on George Street are at a consistent height of three to four storeys, with four storey buildings concentrated at the north-east corner with Wellesley Road. Roofscapes are a combination of pitched roofs, parapets gables at the front, with some flatroofed extensions to the rear.

4.3.5 The High Street Character Area contains buildings of a variety of heights and massing. The bulk and height of the modern Grants complex constructed behind retained historic facade dominates predominant scale of 3-4 storey buildings in the High Street.

4.3.6 The Town Hall on Katharine Street is one of the largest buildings in the conservation area with varied massing. Its clock tower is the tallest structure (56m) in the conservation area and a local landmark. Facing Queens Gardens the Town Hall and Segas House are four-five storeys or equivalent in height.



View of the central Croydon area from the roof of Taberner House, looking north-west, illustrating the contrasting scale of Croydon's town centre with taller, larger buildings concentrated on its eastern edge



View of the central Croydon area from Centre Tower above the Whitgift Centre, looking south-east. The bulky massing of the Grants complex is particularly prominent as is Ryland House

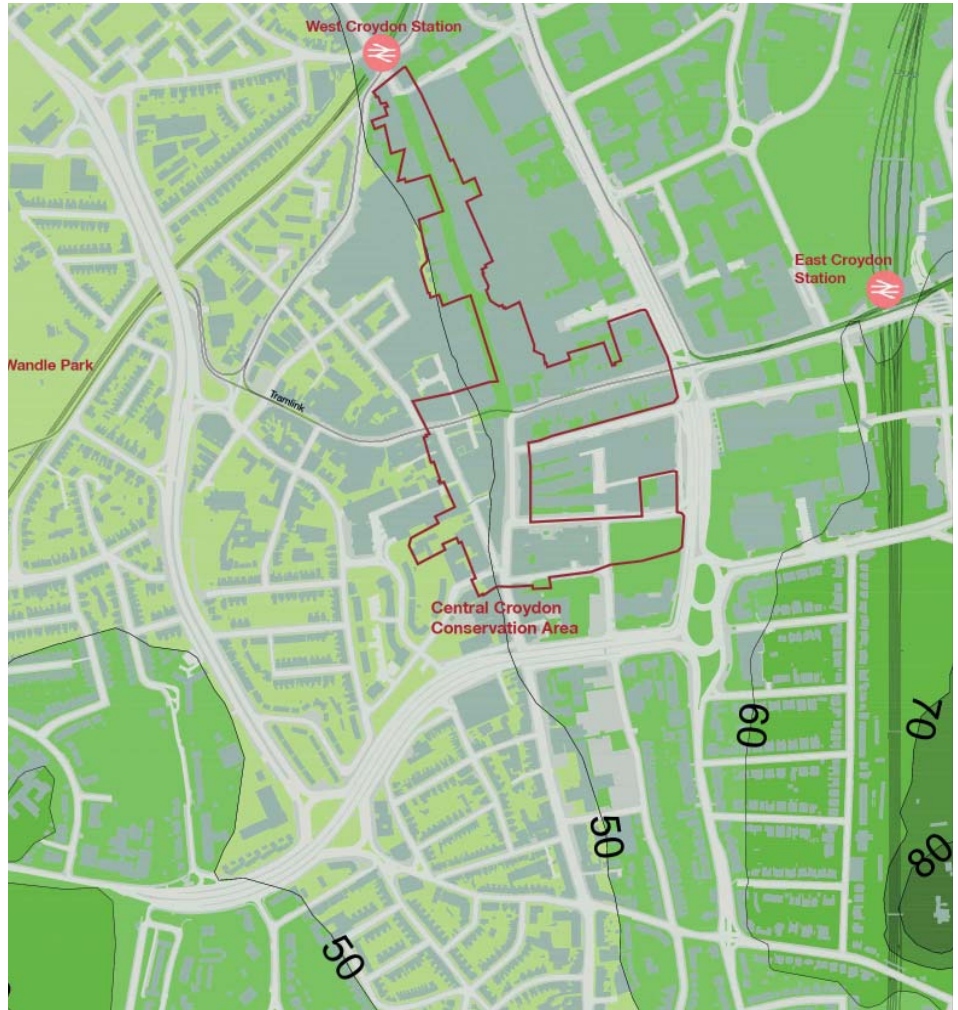
4.4 TOPOGRAPHY AND VIEWS

4.4.1 The underlying geology of Croydon is complex, at the meeting point between the clay of the Thames basin and the chalk of the North Downs, but it is interspersed by the Thanet Sand Formation. Superficial deposits are largely sands and gravel of the Hackney Gravel Formation.

4.4.2 Most of the Central Croydon Conservation Area is situated on fairly level ground at approximately 50m above sea level. At Crown Hill there is a steep drop towards Church Street. Surrey Street runs from Crown Hill at a shallower gradient, rising to meet the High Street at an oblique angle. Exchange Square is on lower ground to Surrey Street. The sunken part of the Queen's Gardens is laid out on the former Croydon Central Station cutting.

4.4.3 There are several key views into, within and out of the Central Croydon Conservation Area, which it is important to preserve (see map 14). The view west from Crown Hill, looking over the roofs of Church Street with the Minster tower in the distance is recognised in the Croydon Local Plan (View LV1 and view 1 on map 14, see photo on p.8).

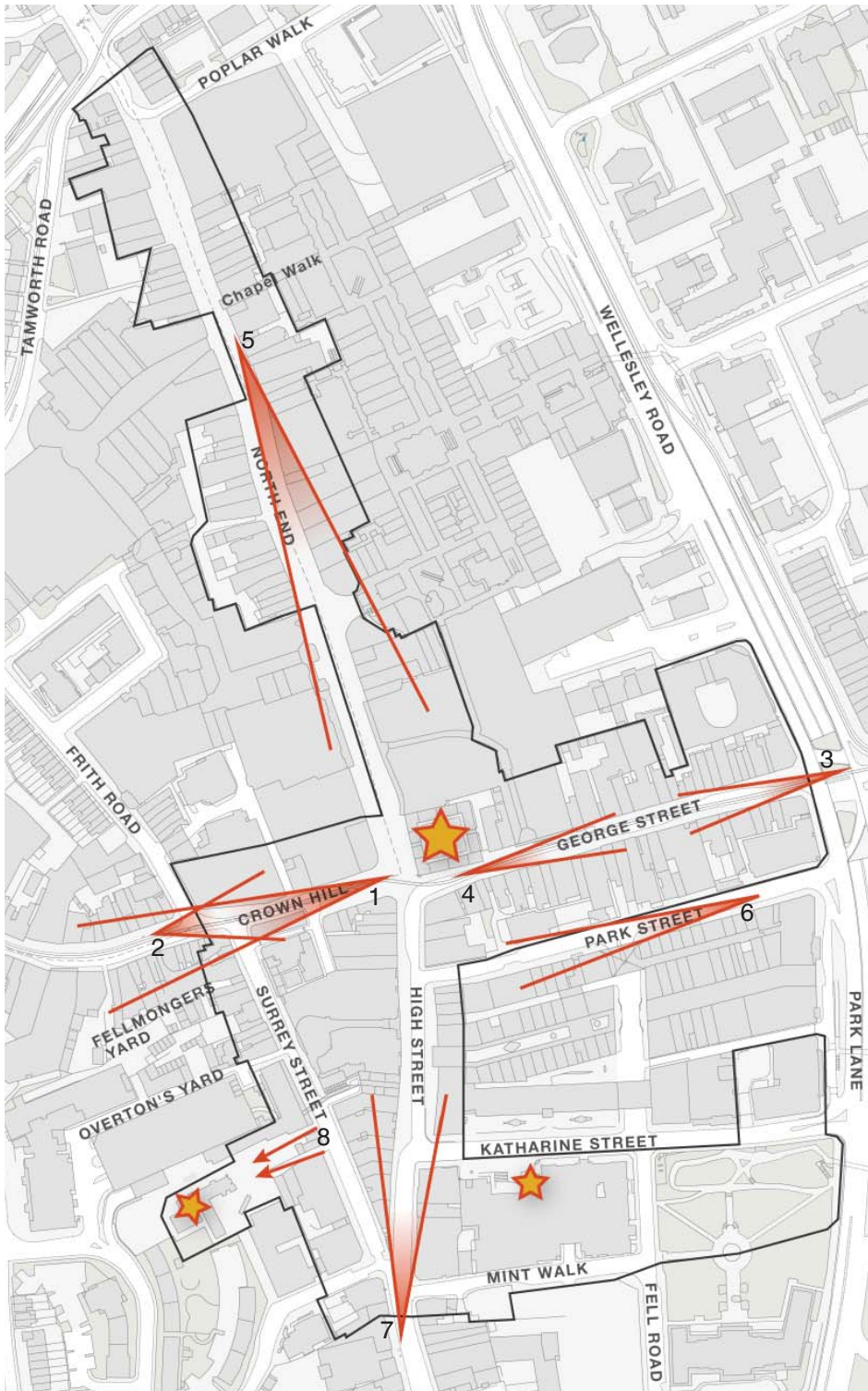
4.4.5 Other local views include the view of the Town Hall clock tower looking south down North End (view 5 on map 14) and views of the Whitgift Almshouses from Crown Hill and the High Street. (views 2 and 7 on map 14). The historic facade of the Grants complex on the High Street terminates the view west along Park Street (view 6 on map 14). There are views to the west from Surrey Street down side alleys to the Pumping Station behind (view 8 on map 14).



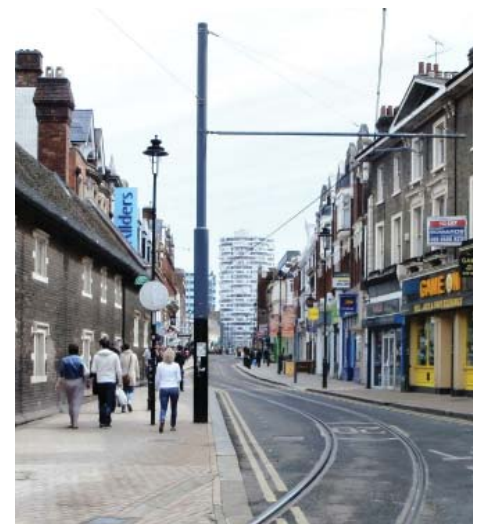
Map 13: Topography around the Central Croydon Conservation Area



Crown Hill slopes up to North End and High Street. (see photo on p. 8 for the view east along Church Street)



Surrey Street Pumping Station from Surrey Street (View 8 in map 14)



View 4 in map 14 from Crown Hill



The Minster tower from Wellesley Road (View 3 in map 14)

Key views

Local landmark

Key views:

- 1: Minster (Locally designated view in Croydon Local Plan)
- 2: Whitgift Almshouses from Crown Hill
- 3: Long view of Parish Church from Wellesley Road
- 4: Long view of NLA tower from George Street (Locally designated view in Croydon Local Plan)
- 5: Clock tower (Locally designated view in Croydon Local Plan)
- 6: View of facade of Grants complex from Park Street
- 7: Almshouses
- 8: Short views of the Pumping Station

Map 14: Views within the Central Croydon Conservation Area

5.0 STREETScape CHARACTER

5.0.1 Streetscape is the outward visual appearance and character of a street or locality. For information on standards set for Croydon's public realm please see the *Croydon Public Realm Design Guide (2012)*.

5.1 PUBLIC REALM AND OPEN SPACE

5.1.1 The public realm of Surrey Street largely owes its vitality to the colour, sounds and smells of the market. The street is paved in a macadamised surface. Historic granite setts survive in Fellmongers Yard. Bell Hill, now closed to traffic, has stone paving flush with a narrow carriageway of granite setts, laid in a fantail pattern.

5.1.2 Exchange Square is a quiet area of open space enclosed on by surrounding buildings, with a pedestrian route through from Surrey Street to Charles Street. It has been consistently paved in small unit paviors. The cafe at Matthews Yard spills out onto part of Exchange Square.

5.1.3 The pedestrianised area of North End is a busy shopping street for much of the day but largely deserted at night, due to a lack of evening business presence. It is paved across its full width, mostly in red brick paviors, stone blocks and square concrete slabs with some decoration. This treatment is continued at Crown Hill where the trams run past the Whitgift Almshouses from George Street.

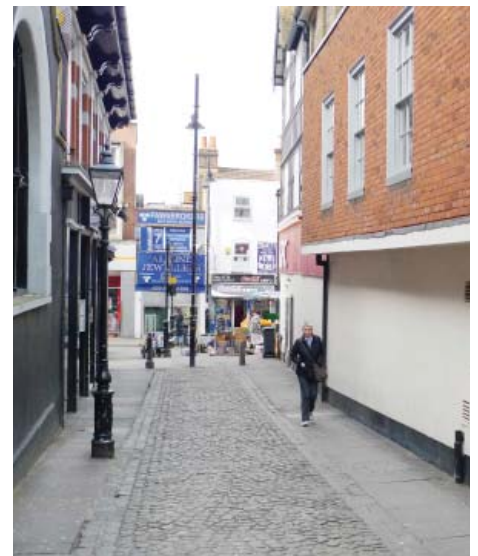
5.1.4 The public realm of George Street is dominated by the tram route shared with one-way traffic route. The tram stop is located outside the former Allders store and has limited footway space, a change of land levels and cluttered street furniture. The street has a macadam carriageway and wide footways



The market on Surrey Street provides activity and animation to the area



Public realm in the southern part of North End



Stone footways and fantail granite setts at Bell Hill



Part of the public realm at Exchange Square

of herringbone brickwork, small concrete slabs and granite kerbs.

5.1.5 The High Street has light traffic and the footway on the west side is wide enough to allow cafes and restaurants to spill out, animating the public realm. There is a wide footway on the east side of the road at the entrance to St George Walk. The footways are paved in small unit concrete slabs with granite kerbs and there is some tree planting present (see section 5.4).

5.1.6 The small piazza in front of the entrance to the Library, set back from Katharine Street, is a largely uncluttered area of public space, surfaced with patterned stone paving. This area accommodates the war memorial and is used for ceremonial purposes, including Remembrance Day parades.

5.1.7 The principal public open space in Croydon's town centre is the Queen's Gardens, which is well used throughout the year. The northern sunken park of the gardens to the north is a Victorian municipal park that is largely unchanged from its original design with shrubs, lawns and ornamental flower beds; this Victorian design is the reason that the park is included on the local list. The history of the garden is recorded on a plaque in the sunken area, on one of the old railway cutting walls, which is currently hard to read due to its location and overgrown vegetation. The 1980s extension to the park, over which Taberner House casts long shadows, includes lawns, trees and a fountain, however the excessive numbers of paths and subsequent infilling of the fountain result in an incoherent character.



A busy George Street with pedestrians and the tram



Public realm in front of the town hall



High Street

5.1.8 Although not a public open space, the Whitgift Almshouses courtyard is a locally listed park due to its surviving layout and features that reflect its original design and its historic connection with the Grade I listed Whitgift Almshouses and their founder John Whitgift, Archbishop of Canterbury.

5.2 PERMEABILITY AND CONNECTIVITY

5.2.1 North End is the main pedestrian route though the

town centre and is also open to cyclists. Between North End and Wellesley Road the Whitgift centres currently only provide a route from east to west during opening hours. Outside these hours they are a barrier to pedestrian movement.

5.2.2 Drummond Road leads from North End, under a bridge through the Centrale shopping centre, through to Reeves Corner and is a key route to Old Town.

5.2.3 Crown Hill is reserved for pedestrians and the tram, which runs one way from George Street. George Street was severed by the widening of Wellesley Road and Park Lane in the 1960s. Traffic in George Street runs one way from east to west.

5.2.4 There are some solely pedestrian links in the area, including Thomas Turner Path that links George Street to Park Street. A Victorian covered shopping arcade between 32 and 36 High Street leads to Surrey Street via a flight of stairs and to the bridge to the Q-Park car park. In the Katharine Street character area, a subway under Wellesley Road and a new pedestrian crossing leads to the Fairfield Halls and Croydon College.

5.3 STREET FURNITURE

5.3.1 There is a variety of street furniture within the conservation area, most of which is in satisfactory condition and well sited. There is however no overall coherent theme or style in the area, most noticeably in North End.

5.3.2 Street furniture includes stainless steel bollards in Exchange Square, painted steel bollards in the High Street and cast iron reproduction bollards in George Street. Wooden benches in the Queen's Gardens are in a traditional style whilst those on North End are of a more modern style and suited to their more commercial surroundings. The Victorian railings on Katharine Street around the Queen's Gardens are one of the few remnants of Victorian Street furniture (see photo).

5.3.3 CCTV cameras and tram infrastructure clutter the streets



'Legible London's sign on Katharine Street



Victorian railings, Queen's Gardens



Street furniture, a market stall and cafe seating on North End



Historic painted advertisement on the corner of the Millet's store at the north end of Surrey Street - although not strictly street furniture this historic advertisement adds character to the street

scene on George Street and Crown Hill, especially affecting the setting of the historically significant corner by the Grade I listed Whitgift Almshouses. Telephone kiosks and advertising drums add clutter to North End.

5.3.4 ‘Legible London’ signs are a wayfinding scheme that was implemented throughout central Croydon in 2012. They have been carefully sited to avoid detracting from the street scene and the character of the conservation area.

5.4 GREENERY AND TREES

5.4.1 The trees and greenery that is present in the Central Croydon Conservation Area make an important contribution to the character of the street scape.

5.4.2 Mature London Plane trees line the middle of North End, providing colour to the street. However due to poor maintenance the tree canopies are overly dense, creating too much shade and obstructing views of attractive historic buildings.

5.4.3 The High Street has a line of mature trees on both sides of the road, providing shade for the footways, however also obstructing the facades of buildings.

5.4.3 The largest and oldest trees in the Queen’s Gardens are those at the northern end, including chestnuts and maples where their branches overhang the pavement on Katharine Street. Some of the trees have been planted as memorial trees.

5.4.4 The garden in the centre of the Whitgift Almshouses and visible through the entrance



The Queen’s Gardens is a locally listed park - the sunken Victorian park of the park shown in the photos above largely retains its original design and has mature trees and planting

gate on North End is also on the Local List of Historic Parks and Gardens. This grassy space contributes greatly to the tranquility of the Grade I listed building.



London planes on North End

6.0 ARCHITECTURAL CHARACTER

6.1 GENERAL ARCHITECTURAL CHARACTER

6.1.1 The general architectural character of the Central Croydon Conservation Area stems from the overlay of commercial buildings from the late 19th century onwards onto an historic urban form, including 18th century residential development and inns, and a layout that at least in part is of medieval origin. The survival and adaptation of buildings from many periods has created a diverse architectural character and numerous richly embellished buildings. The scale, design and detailing of buildings vary within each character area.

SURREY STREET CHARACTER AREA

6.1.2 The architectural character of Surrey Street is defined by the variety of buildings of greatly contrasting scale, form, age and appearance.

6.1.3 Of particular architectural significance is the locally listed Butchers Row (numbers 34-38), which date from the 18th century with jettied (oversailing) upper floors supported by timber posts. Numbers 35-36 have a rare survival of a veneer of mathematical tiles on the upper level in imitation of brickwork; a popular Georgian technique.

6.1.4 There are several other Georgian and Victorian buildings at the northern end of Surrey Street that are of particular individual and group interest. They include the Grade II listed 18th century Dog and Bull public house (see section 6.2), the adjacent Georgian numbers 26/27 with a yellow colourwashed facade and the double jettied Victorian building at number 20 with canted oriel windows beneath a pair of tile-hung gables.



Butchers Row (numbers 34-38 Surrey Street) have early 18th century origins with jettied upper floors

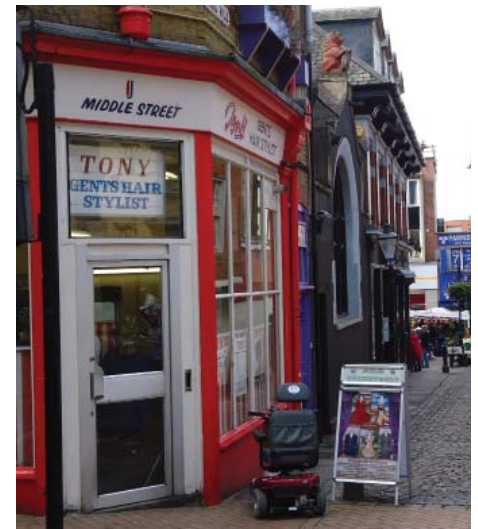


52-54 High Street (Millets building) at the sharp corner between Surrey Street and the High Street where there are significant land level changes

6.1.5 As Surrey Street climbs southwards, the backs of Victorian buildings on the High Street come into view. Number 46 is a substantial three-storey Victorian building by the pedestrian bridge, formerly the printing press of the Croydon Advertiser. Numbers 48-52 are a sequence of tall and narrow yellow brick buildings. The closely spaced sequence of mullions and pilasters sets up a strong vertical rhythm.



Surrey Street, 1890's facades



1 Middle Street on the corner of Bell Hill

6.1.6 Numbers 3-9 Middle Street, the former printing works of Roffey and Clark, at one time linked by footbridge to their High Street shop; are of stock brick with red brick decoration.

6.1.7 Buildings on either side of Crown Hill are modern, except for numbers 11-13 which are Grade II listed dating to before the redevelopment in 1890, and number 1 Crown Hill which is a tile clad building from the 1930s with strong Art Deco influences.



The Whitgift Almshouses and Allders facade at the southern end of North End

NORTH END CHARACTER AREA

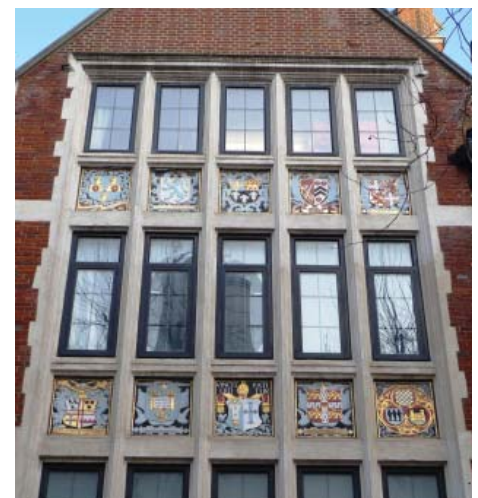
6.1.8 North End contains a diverse range of architecture, including some of Croydon's most interesting historic commercial buildings, many of which are locally listed.

6.1.9 Immediately north of the Grade I listed Whitgift Almshouses (see section 6.2) lies the former Allders store (numbers 2-30). This long, undulating stone facade, originally constructed to unify the appearance of separate buildings purchased by the store at different times, has a complex rhythm of giant order pilasters, large and small, with original metal-framed windows and spandrel panels in between. The centrepiece is a raised inset portico of paired Portland

stone columns beneath a deep entablature.

6.1.10 Numbers 32-34 was built for WH Smith in the 1920s and has a Tudor-revival design. The facade includes heraldic panels of English University or public school towns, all connected with branches of the company (see photo).

6.1.11 The main entrance to the Whitgift Centre formerly led to the Whitgift School (see photo on p.17) and was flanked as now by two highly individual



Tudor revival: Inter-war heraldic panels. WH Smiths, North End - see also photo of North End on p.21

buildings. To the south is number 36 a former Burtons store, dated 1926 with giant order stone pilasters and relief spandrel panels masking a steel frame and enabling a light appearance. On the corresponding north side number's 38-40 an eclectic Arts and Crafts building of 1910 with a tower and gables, Arts and Crafts foliage and checkerboard panelling below the windows; modern glazing replacements of leaded lights. The rear elevation of these buildings formerly faced the Whitgift School.



Early 20th century buildings (right: number 36; left: number 38-40) flank the main entrance to the Whitgift shopping centre

6.1.12 Number 49 has an elaborate four-storey design in yellow stock brick with red brick dressings, stone and iron balconies; the bracket clock is a local landmark in North End (see photo on p.22). Number 61 is in a Venetian Gothic style, with pointed arch windows to the first floor and arched windows to the second with iron balconies. Number 65 is a tall sandstone-fronted property of two storeys with classical details including a central pediment and moulded Tudor-style brick chimney stacks in two groups at either end.



6.1.13 Numbers 64-66 form an elegant classical facade with stone garlanded pilasters, architrave and pediment, and Georgian-style sash windows. Number 87 is in a Jacobean style with three half-timbered gables, one of which is raised over a red brick turret.

6.1.14 Numbers 100 -106 North End was the first Central Croydon Library and opened in 1890. The facade is notable for the double height oriel windows, palm leaf ironwork and much elaborate brickwork including dentillated string courses and an octagonal turret (see photo).



Detail 100-106 North End



Locally listed buildings, 57-69 North End

Number 132 is of stock brick with simple Gothic detailing around the windows in stone and red brick. The Arkwright's Wheel public house at number 151 is three storeys with red brick and stone classical dressings.

6.1.15 The striking Moorish dome at number 127 North End is testimony to Croydon's past as a place of entertainment, with many theatres, music halls and cinemas in the town centre. The Prince's Picture House opened in 1921 and later became the Palais Ballroom.



The striking Moorish dome at number 127 North End



Upper levels of the George Public house on George Street

GEORGE STREET CHARACTER AREA

6.1.16 George Street is characterised by late Victorian commercial buildings of considerable interest and group value. Almost all buildings on George Street are of individual interest and high craftsmanship, with ornate facades and are either locally listed or make a positive contribution to the conservation area's special character (see map 15 on p.40). It is apparent in their design that buildings were generally planned as groups of three to five, with corresponding architectural treatment through windows, balconies, parapets and gables.



Terraced buildings on the north side of George Street

6.1.17 The rooflines of George Street are enriched by a close rhythm of dormers and gables that include such features as arts and crafts detailing (number 9), scallop pediments (number 13), Jacobean revival (the George public house), and Dutch gables (numbers 48-52). This visual interest is further enlivened by facades with by corbelled balconies (numbers 15-21), stone mullioned windows (as at number 54) and oriel windows (numbers 34 and 8-14).



Queen Anne revival style buildings, numbers 8-16 (even) George Street

5.3.18 Red brick and terracotta are the principal historic building materials. Much of the brickwork, whether carved, moulded or hand rubbed, is of very fine quality. Notable buildings include the terracotta facade of the former Alders store (see photo), dated 1897, in a free French Renaissance style, now painted. Numbers 42-44 is a fine example of Baroque terracotta ornament on a lively and richly modelled facade. The cornice and pilasters of the two roundheaded shopfronts (with modern fascias) are part of the design.



Numbers 42-44 George Street



White terracotta Alders facade, 5 George Street

5.3.19 Buildings on the north-east corner with Wellesley Road and George Street date from the interwar period and differ in their style but are also of a high architectural quality and group value. Number 45 George Street, locally listed, is an imaginative neo-Georgian composition, with two finely detailed red brick façades and a chamfered, concave corner in Portland stone. Its square clock is a local landmark. It still has its original steel windows.



Number 45 George Street on the corner with Wellesley Road, locally listed

HIGH STREET CHARACTER AREA

6.1.20 The architectural character of this area is dominated by the concentration of highly decorative late Victorian commercial buildings. All buildings on the west side of the street, which date from the 1890s widening and redevelopment, are locally listed, apart from the Grade II listed former Grants department store building (see section 6.2). This row of buildings, described by Pevsner as 'the best group of commercial buildings of its date in South London' are of significant collective value. The assembly of gables, oriel



Terraced buildings with rounded Dutch gables, 38-46 High Street

windows, turrets, balconies, decorative reliefs and stone and terracotta decoration display a high degree of craftsmanship and attention to detail.

6.1.21 Number 10 is the stone fronted Croydon Head Post Office of a Victorian Classical design. The Millets building (number 56 High Street) turns the corner with a turreted top.

6.1.22 At the northern end of the High Street on the eastern side of the street lies the locally listed Natwest Bank at number 1 on the corner of George Street. Numbers 3-5 is a domestic scale Victorian building with gable dormers. The locally listed numbers 7-11 is a three-bay brick and stone faced Victorian commercial buildings. Further south on the other side of Park Street lie the western elevations of Katharine and Ellis Houses (numbers 15-37). The design of these buildings is relatively restrained, avoiding visual competition with the richness of the Victorian architecture opposite.

6.1.23 Numbers 39-61 include the former Union Bank Chambers (now the Spread Eagle public house) and The Ship Inn, both Grade II listed (see section 6.2), and a modern two storey building that rises to three storeys at the corner with Mint Walk.

6.1.24 South of the junction with Surrey Street and Scarbrook Road lies two locally listed buildings. Number 58 (the Green Dragon public house) on the corner of Scarbrook Road and the High Street has a Baroque cupola, which complements the turret atop the Millet's building. Like the Grade II listed Spread Eagle public house, number 58 was originally a bank. Number

63 High Street on the corner of Mint Walk and the High Street is a three-storey building in the Queen Anne Revival style with fine brick mouldings including a dentillated cornice and well-preserved, elaborate joinery.



1 High Street (west)

KATHARINE STREET CHARACTER AREA (E)
6.1.25 The architectural character is defined by large individual buildings of merit. Both the Town Hall and Segas House are Grade II listed (please see section 6.2).



5-11 High Street (east)



1890s commercial development, High Street



12 High Street: traditional style timber shop fronts

6.2 HISTORIC AND ARCHITECTURAL SIGNIFICANCE OF BUILDINGS

6.2.1 An assessment of the level of contribution individual buildings make to the special character of the Central Croydon Conservation Area is shown on map 15. There is a very high concentration of statutorily and locally listed buildings in this conservation area.

A) LISTED BUILDINGS

6.2.2 The Central Croydon Conservation Area includes the following statutorily listed buildings:

WHITGIFT ALMSHOUSES, HOSPITAL OF THE HOLY TRINITY, NORTH END (GRADE I)

6.2.3 The two storey Almshouses, founded by Archbishop Whitgift for the use and benefit for the poor and originally constructed 1596-9, are Croydon's most historically and architecturally significant secular building. The Almshouses are built in red brick with stone dressings and tiled roofs and stone mullioned windows. The central stone-capped gatehouse is three storeys, with a round-arched doorway with pilasters. The chapel is located in the north east corner. The almshouses were extensively restored in 1860 by William Butterfield, the upper parts of the North End front and the chimneystacks date from this time.

SURREY STREET PUMPING STATION (GRADE II)

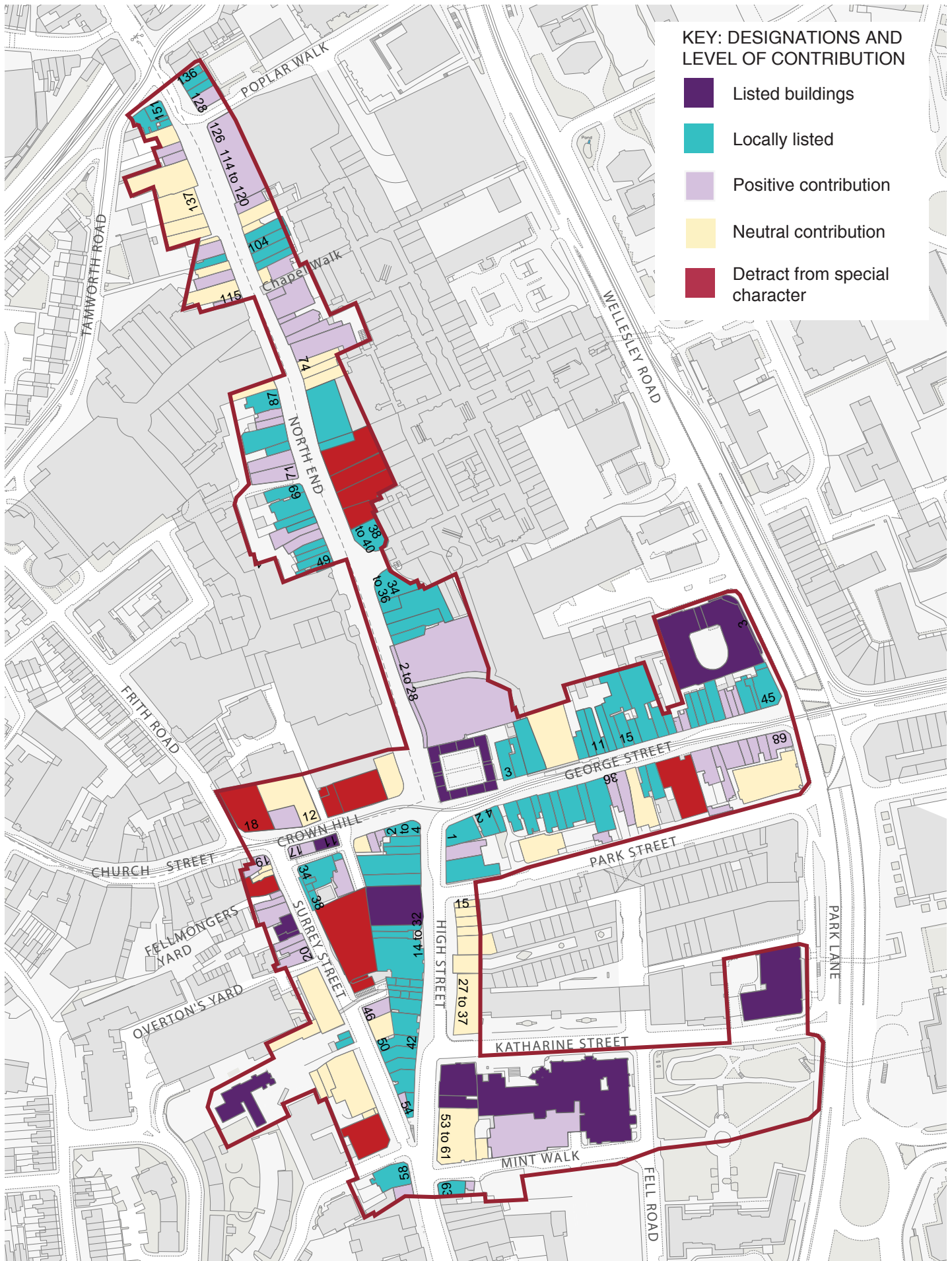
6.2.4 The Surrey Street Pumping Station was built in four phases between 1851 -1912, including the 1862 engine house by C Baldwin Latham that faces Exchange Square in castellated Gothic style stock brick with polychromatic decoration. It is now the prominent centrepiece to Exchange Square.



Whitgift Almshouses on North End, Grade I listed



View into the courtyard of the Whitgift Almshouses from North End



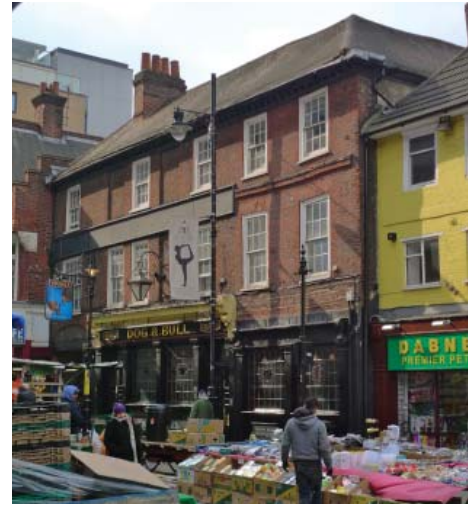
Map 15: The contribution buildings make to the special character of the Central Croydon Conservation Area.

DOG AND BULL PUBLIC HOUSE, 24 SURREY STREET (GRADE II)

6.2.5 The Dog and Bull public house is an early 18th century building, built in red brick with sash windows cut brick band between upper floors of No 25 and a 19th century Inn front to ground floor. There is a brick arched entrance to the left hand side. At eaves level there is a heavy wood eaves cornice and a hipped plain tile roof.



Surrey Street Pumping Station, Exchange Square, Grade II



Dog and Bull public house, 24 Surrey Street, Grade II

11 CROWN HILL (GRADE II)

6.2.6 A 17th century, timber framed building with a weatherboarded front to Bell Hill. The front to Crown Hill mostly is 19th century with a rendered ground floor and modern shopfront.



Numbers 11 and 13 Crown Hill, Grade II



The rear of Numbers 11 and 13 Crown Hill, from Bell Hill

13 AND 13A CROWN HILL (GRADE II)

6.2.7 Like its neighbour at number 11 Crown Hill this is a 17th century, timber framed building. Both were reconstructed in 1982-3 following a serious fire using original materials where possible. The front to Bell Hill has jettied upper storey faced with mathematical tiles that terminates in a parapet.

FORMER GRANTS DEPARTMENT STORE, 14-18 HIGH STREET (GRADE II)

6.2.8 The department store was built in 1894-5 by Metcalfe and Jones for the Grant Brothers, Croydon haberdashers. The elaborately decorated historic facade has four main storeys with attics above and a symmetrical seven-bay façade of red brick with grey brick diapering and extensive stone dressings. It also includes decorative lettering and a cornice above the third floor decorated with leaves and terracotta panels.



Historic facade to the former Grants department store, with delicate detailing and brickwork patterning (1894), Grade II

THE SHIP PUBLIC HOUSE, 47 HIGH STREET (GRADE II)

6.2.9 The Ship public house is said to have been rebuilt in 1835 although it contains indications of an earlier structure. It is built in stock brick with slate mansard roof with tripartite sash windows at the first floor.

SPREAD EAGLE PUBLIC HOUSE (FORMER UNION BANK CHAMBERS), 39-45 HIGH STREET / 21 KATHARINE STREET (GRADE II)

6.2.10 This group of buildings was built in 1893 in the classical style, using red brick facings with order of Giant Corinthian pilasters, entablature and parapet. The ground floor is faced in ashlar.

TOWN HALL AND MUNICIPAL COMPLEX, KATHARINE STREET (GRADE II)

6.2.11 The Town Hall was built 1892-96 and is regarded as one of the most ambitious late Victorian municipal buildings in London. It is a complex of buildings of contrasting sizes, all in red brick with stone ornamentation and a slate roof. There is a stone balustrade round the building. The architect was Charles Henman Junior. The listing includes the 1903 statue of Queen Victoria, by the north entrance.

WAR MEMORIAL, KATHARINE STREET (GRADE II)

6.2.12 This structure (see photo on p.23) is a thirty feet high pylon of Portland stone with sarcophagus on top, designed by James Burford. There is a seated bronze figure unveiled in 1921 by Paul Montford to each side.

ELECTRIC HOUSE, WELLESLEY ROAD (GRADE II)

6.2.13 Electric House was built 1939-42 as showrooms and offices by Robert Atkinson for



The Ship Inn, 47 High Street, Grade II



The former Union Bank Chambers (now the Spread Eagle public house) with the Town Hall clocktower in the background, both Grade II



Electric House, Wellesley Road, Grade II

the County Borough of Croydon; It is a framed building clad in Portland stone and contrasting marbles. The building occupies a prominent corner site.

SEGAS HOUSE, WELLESLEY ROAD (GRADE II)

6.2.14 An L-shaped office building in the Moderne style by William Newton (1939-41), using artificial Empire stone and unusual permanent concrete shuttering ('shockcrete') slabs above. The Bronze windows are an important survivor.



Segas House, facing onto Park Lane, Grade II

B) LOCALLY LISTED BUILDINGS

6.2.15 There are a significant number of buildings on Croydon's Local List of Buildings of Architectural or Historic Interest in the Central Croydon Conservation Area, shown on map 15 on page 38 and listed below:

- 2-34 (even) George Street
- 3-7 (odd) George Street
- 9a-23 (odd) George Street
- 27-33 (odd) George Street
- 41-45 (odd) George Street
- 42-44 (even) George Street
- 63-65 (odd) High Street
- 73-79 (odd) George Street
- 1 High Street
- 2-12 (even) High Street
- 7-11 (odd) High Street
- 20-60 (even) High Street
- 1-5 (odd) Middle Street
- 30-40 (even) North End
- 49-55 (odd) North End
- 58-66 (even) North End
- 61-69 (odd) North End
- 75-77 (odd) North End
- 87 North End
- 100-106 (even) North End
- 127 North End
- 132-136 (even) North End
- 151 North End
- 10-11 Surrey Street
- 34-38 Surrey Street (Butchers Row)
- 49-52 Surrey Street

6.2.16 These buildings have a significant level of local value and make a positive contribution to the special character of the conservation area.

C) POSITIVE UNLISTED BUILDINGS

6.2.17 Many other buildings in the Central Croydon Conservation Area make a positive contribution to its character and appearance (please see map 15 on p.40). These buildings are considered to have significant heritage value and collectively constitute the conservation area's special interest. Please see section 6.1 for further information.

D) NEUTRAL BUILDINGS

6.2.18 There are several buildings in the conservation area that do not positively contribute or actively detract from the area's special character (please see map 15 on p.40).

E) BUILDINGS THAT DETRACT FROM THE AREA'S SPECIAL CHARACTER

6.2.19 There are some buildings in the conservation area or within its setting that detract from its special character (please see map 15 on p.40). This includes modern infill development on North End, George Street, Crown Hill and the north end of Surrey Street, as well as large-scale modern buildings on Surrey Street, including Bridge House, Surrey House and the rear elevation of the Grants complex.

6.3 KEY FEATURES AND BUILDING MATERIALS

6.3.1 A wide range of architectural features can be found in the conservation area. The most characteristic are those from the 19th and early 20th century, displaying a high degree of craftsmanship as well as an understanding of proportions and classical architecture.

6.3.2 There is a wide range of traditional building materials present throughout the conservation area. Vernacular materials for buildings constructed up to the early 19th century include timber framing, local brick, plain tiles, render, mathematical tiles, small paned sash and casement windows

6.3.3 Victorian commercial Buildings from the mid-late 19th century often used prefabricated or mass produced ornament including embossed and moulded tiles, cast elements, terracotta and less local materials including contrasting colours of brick or stone, plate glass windows.

6.3.4 Buildings from the early 20th century generally used concrete and steel framing, curtain wall construction, artificial stone, steel, bronze and marble, some flat roofs.

6.2.5 Postwar and modern buildings have a widespread use of curtain walling and flat roofs, exposed concrete, render, plastic fascias, aluminium, floor to ceiling glazing, plastic coated steel, painted aluminium.

6.2.6 The list opposite records those features and materials that are highly characteristic of the Central Croydon Conservation Area and which contribute to its special interest. Please also refer to the photographs on the following page.

KEY ARCHITECTURAL FEATURES AND BUILDING MATERIALS²

KEY ARCHITECTURAL FEATURES

1. Patterned brickwork
2. Stone or stucco mouldings
3. Classical, Arts and Crafts and Gothic motifs
4. Moderne and art deco detailing
5. Relief lettering and dates
6. Corner turrets and cupolas
7. Chimneys
8. Quoins
9. Decorative brickwork
10. Dutch gables
11. Oriel windows
12. Sash windows
13. Corbels, pilasters and other shopfront elements

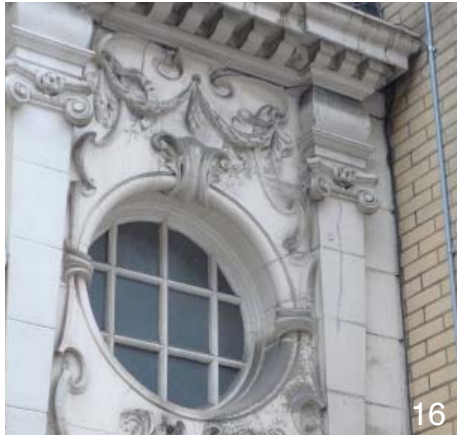
CHARACTERISTIC MATERIALS

14. Red brick and yellow (London Stock) brick
15. Stone cladding and dressings
16. Terracotta
17. Timber windows, doors and shopfronts
18. Wrought and cast iron
19. Natural slate
20. Hand made plain clay tiles
21. Stucco
22. Bronze or painted steel windows

²Please see glossary of relevant terms in *Croydon's Conservation Area General Guidance 10.1*



3, 4, 15, 22



16



13



6, 7



11



9, 1, 2, 3



18



3



4



3, 11, 16



2, 3



9, 12, 10, 14

Some examples of texture and detail: materials and architectural details found throughout the Central Croydon Conservation Area. Please see following page for key.

7.0 CONDITION AND THREATS

7.1 GENERAL CONDITION

7.1.1 The general condition of buildings in the Central Croydon Conservation Area is good, but there are signs of disrepair to buildings in Surrey Street and the yards that lead from it, as well as at the northern end of North End. The former Alders department store on North End and George Street is contained within the boundary of the proposed redevelopment of the Whitgift Centre. There are some buildings within the conservation area that are considered to be at risk (see section 7.2).

7.1.2 The public realm is generally well maintained. Exchange Square is privately managed, and there are some signs of cracked paving.

7.1.3 Some of the street furniture in the conservation area is redundant and insensitively sited. Outside advertising (A boards) clutter the footways on George Street. The paving and street furniture on North End is in good condition considering the variety of materials and units used and the variety of maintenance regimes required but there is a need for some rationalisation. Some trees on North End are of a poor quality and have been poorly maintained.

7.1.4 The introduction of the tram to George Street brought investment in new paving materials and the small square slabs are currently in good condition but the tram stop is sited so that it narrows the footway and causes congestion.

7.1.5 Landscaping and planting in the Queens Gardens is well looked after, however there are problems of graffiti, particularly on signage.

7.2 BUILDINGS AT RISK

7.2.1 There are two Grade II listed buildings currently on English Heritage's Heritage at Risk Register:

SURREY STREET PUMPING STATION (GRADE II)

7.2.2 The Surrey Street Pumping Station has been on the Heritage at Risk Register since 1992; it is currently classed as category C risk level (slow decay, no solution agreed) and is vacant at present. Positive new uses for the Pumping Station are currently under consideration as part of the Old Town Masterplan process, as well as wider considerations for Exchange Square (see picture)

SEGAS HOUSE (GRADE II)

7.2.3 Segas House, 32 Park Lane, has been on the Heritage at Risk Register since 1998; it is currently classed as category C risk level (slow decay, no solution agreed) and is vacant at present (see photo on p.44)

7.2.4 There are other unlisted buildings in the conservation area that are considered to be at risk:

- 46 Surrey Street
- Butchers Row (34-38 Surrey Street)



The Grade II listed Surrey Street Pumping Station is on the Heritage at Risk register



46 Surrey Street, the former Croydon Advertiser building, is currently in a poor condition



Some of the street furniture and columns is intrusively sited and causes clutter to streetscape

7.3 KEY THREATS AND PROBLEMS

7.3.1 The conservation area is at risk from inappropriate changes or damage to buildings and the public realm that can affect its special character and appearance. Key threats are the loss of historic fabric and erosion of the integrity of the area caused by unsympathetic new development. Smaller changes can also have a cumulative detrimental impact on the character or appearance of the area. Please see the following list of threats affecting the area (in the adjacent yellow box).

7.3.2 Insensitive development, in terms of its location, form, siting, height or massing, could harm the character and setting of the conservation area and the appreciation of its heritage assets.



Graffiti in Queen's Gardens



Rear of George Street is poorly maintained

SUMMARY OF THREATS AND PROBLEMS

BUILDINGS

1. Partial or total demolition of historic buildings
2. Poor maintenance of buildings
3. Vacancy of upper floors above shops and consequent lack of maintenance
4. New development that disregards the scale, form or architectural character of its surroundings
5. Plot amalgamation affecting the area's fine grained urban character
6. Loss of historic features or materials
7. Loss of historic shopfronts or their features
8. Poor quality design and materials of shopfronts and signs
9. Replacement of doors and windows in uPVC or aluminium
10. Unsympathetic alterations to the fronts of buildings
11. Loss of chimney stacks and pots
12. Solid shopfront shutters, creating a dead appearance out-of-hours
13. Poorly sited building services – pipes, wires, alarms
14. Negative impacts on the setting of the conservation area and heritage assets contained within the boundary from nearby large scale development

STREETSCAPE

15. Street clutter – from street furniture, signs, tram columns and pavement advertising
16. Poorly designed or sited CCTV and utilities cabinets in the public realm
17. Poor public realm maintenance, including maintenance of street furniture
18. Litter
19. Graffiti

MANAGEMENT PLAN



This Management Plan supplements and should be read in conjunction with *Croydon's Conservation Area General Guidance SPD*.

This Management Plan provides area-specific guidance on development and maintenance in the Central Croydon Conservation Area. It also outlines opportunities for enhancement of the conservation area and summarises related Council-led initiatives, including the Mid Croydon and Old Town Masterplans (see section 11.3).

Planning permission will be required for most building work. Please contact the Council for further advice (see Appendix).

Previous page: The Millets building (52-54 High Street) at the Junction of Surrey Street and High Street

8.0 ADDITIONAL CONSIDERATIONS

8.0.1 It is the responsibility of the property owner to be aware of the designations that apply to their building and the area within which it is situated.

8.1 STATUTORILY LISTED BUILDINGS

8.1.1 Thirteen buildings in the Central Croydon Conservation Area are statutorily listed (see section 6.2). Listed Building consent will be required for all building works, either external or internal, that affect the building's appearance or character. For more information on the implications of statutory listing please see section 4.5 of the *Conservation Area General Guidance SPD*.

8.2 LOCALLY LISTED BUILDINGS

8.2.1 Thirteen buildings in the Central Croydon Conservation Area are currently locally listed (see section 6.2). Careful consideration must be given towards protecting these buildings and any important features present. For further information please see *Croydon's Conservation Area General Guidance SPD*.

8.3 LOCALLY LISTED PARKS AND GARDENS

8.3.1 Two of Croydon's Locally Listed Parks and Gardens are in the Central Croydon Conservation Area: the Queens Gardens and the garden at the Whitgift Almshouses (see section 5.1).

8.2.3 All development and landscaping proposals must be sensitively designed to respect the historic character and appearance of these locally listed parks. Please see section 4.5 of the *Conservation Area General Guidance* for further information.

8.4 ARTICLE 4 DIRECTIONS

8.4.1 There is currently no Article 4 Direction in place that applies to this conservation area. The Council maintains the right to serve an Article 4 Direction, if deemed appropriate, to protect the special character of the Conservation Area. For further information please see section 2.5 of the *Conservation Area General Guidance SPD*.

8.5 BUILDING REGULATIONS

8.5.1 All building work must comply with Building Regulations. For further information and guidance please see section 8 of the *Conservation Area General Guidance SPD*.

8.6 PLANNING ENFORCEMENT

8.6.1 If you are aware of unauthorised development has occurred in the conservation area, including the replacement of windows or the installation of satellite dishes, please report this to the Council's planning enforcement team. For further information please see section 7 of the *Conservation Area General Guidance SPD*.

8.7 ARCHAEOLOGICAL INVESTIGATIONS

8.7.1 The whole of the Central Croydon Conservation Area is within the Central Croydon Archaeological Priority Zone (see map 11). Archaeological investigations may be required for development likely to involve groundworks. Please see section 4.5 of the *Conservation Area General Guidance SPD* or contact the Greater London Archaeological Advisory Service (see Appendix for details) for further information.

9.0 DEVELOPMENT GUIDELINES

9.0.1 General guidance for development in conservation areas is provided in the *Conservation Area General Guidance SPD*. This section supplements these general guidelines, providing area-specific principles that respond to the particular challenges for proposed development in the Central Croydon Conservation Area. All development proposals should preserve or enhance the conservation area's character and appearance.

9.1 DEMOLITION

9.1.1 Permission from the Council is required to demolish buildings within the conservation area.

9.1.2 The council will resist demolition of statutorily listed buildings, locally listed buildings and buildings that make a positive contribution to the special character and/or historic layout of the Central Croydon Conservation Area (see map 15 on p.40).

9.1.3 Facade retention may be justifiable where there are demonstrable public benefits from the redevelopment of the building behind the facade and where it can be demonstrated that the building work can be carried out without unacceptable risk to the retained facade.

9.1.4 Demolition of buildings identified in this document as making a neutral contribution to, or detracting from, the conservation area's special character (see map 15 on p.40) will only be supported where there are acceptable plans for the site following demolition. For further advice please see section 5.1 of the *Conservation Area General Guidance SPD*.

9.2 NEW DEVELOPMENT

9.2.1 There are no vacant development sites of a significant size within the Central Croydon Conservation Area. Opportunities for development could result from the redevelopment of sites containing buildings that make either a neutral contribution or detract from the area's special character (see map 15 on p.40).

9.2.2 All proposed new buildings should maintain the existing

height and form of surrounding buildings and should be built to the established building lines, set by surrounding buildings to preserve the existing townscape character. The predominant narrow width of building frontages, characteristic of the conservation area should also be preserved.

9.2.3 Given the town centre location all proposed development should have active uses at ground floor level.



Numbers 42-56 North End, modern infill development that could be redeveloped



Number 7 George Street, modern infill development that could be redeveloped

9.2.4 Elevational treatment of new infill development should respond to the proportions and facade composition of surrounding buildings.

9.2.5 Materials should complement the characteristic materials present as defined in this document.

9.2.6 For further advice please see section 5.2 of the *Conservation Area General Guidance* SPD.

9.3 DEVELOPMENT AFFECTING THE SETTING OF THE CONSERVATION AREA

9.3.1 As development sites in and around Croydon's town centre come forward, it is likely that the setting of the Central Croydon Conservation Area will further develop. Major development sites located either adjacent to or in close proximity to the Central Croydon Conservation Area include the Taberner House, Katharine and Ellis Houses (of which parts of both are located within the conservation area), the Whitgift Centre (of which part is located within the conservation area) and West Croydon Station Road sites. Development on these and sites will have a direct impact on the setting of the conservation area and other proposed tall buildings in the town centre may impact on the conservation area's wider setting.

9.3.2 All development that affects the setting of the Central Croydon Conservation Area must carefully assess all resultant impacts to ensure that its significance is not harmed. Opportunities for enhancement of the existing setting through development should be sought. The design of a development affecting the

setting of the conservation area, including layout, height, scale, massing proportions, materials and detailing, will play an important role in the level of its impact. Development affecting the immediate setting of the conservation area must be of an appropriate scale and siting that does not dominate the character of the conservation area.

9.3.3 All development proposals affecting the setting of the conservation area will be assessed against the English Heritage guidance document *The Setting of Heritage Assets* and the Development Plan.

9.4 EXTENSIONS

9.4.1 Proposed extensions should not disrupt the scale and proportions of the building. Rear extensions to buildings may be considered acceptable, provided there is no adverse impact on the character and appearance of the conservation area. To avoid visual dominance rear extensions should be lower than the height of the existing building.

8.5.3 All proposed roof extensions

must not unduly dominate the roof of the main building. Roof extensions to prominent roofscapes, including dormer windows, that are visible from a public highway buildings will generally not be permitted due to the negative impact of the resultant additional massing.

8.5.4 Please see section 5.3 of the *Conservation Area General Guidance* SPD for further information.

9.5 SHOPFRONTS

9.5.1 Many buildings in Central Croydon are in commercial use and contribute to the vibrancy of the area. Where historic shopfronts or related features survive (including those concealed under modern signs and fascias) they should be retained or replicated in any new development proposals. All new shopfronts should respect the architectural character of the building in which they are situated – for example Victorian and Edwardian buildings should have traditional timber shopfronts with appropriate architectural features such as stallrisers, pilasters, recessed



The Town Hall and Library complex was transformed and enlarged in 1992. The award-winning design for a new building on Mint Walk respects the scale and architectural character of its historic environment

entrances and entablatures. However, innovative design solutions that comply with the Croydon Local Plan policies are also welcomed. For further advice on shopfronts please see section 5.15 of the *Conservation Area General Guidance SPD* and the *Shopfronts and Signs SPG*.

9.6 ADVERTISING AND SIGNAGE

9.6.1 Buildings in the Central Croydon Conservation Area are principally in commercial use and will therefore often require associated signage. Any new signs for commercial properties should respect the character and scale of buildings in the area, avoiding oversized or poorly designed signs or fascias. All signs should be externally illuminated. For further advice please see section 5.15 of the *Conservation Area General Guidance SPD* and the *Advertisement Hoardings and Other Advertisements SPG*.



57-69 North End, locally listed. Unsympathetic window replacement and alteration to the window opening (above right) and a modern shop front and oversized fascia that disregards the character of the architecture above (above left)

9.7 WINDOW REPLACEMENT

9.7.1 Many properties in the conservation area contain timber sash or casement windows. There are also some historic steel and bronze windows, which are increasingly rare. Original or replica windows should be retained and repaired if at all possible. If replacement is the only viable option this should be on a like-for-like basis in terms of design and materials. Window replacements should also explore options for double glazing.

9.7.2 Secondary glazing to improve thermal performance: internal secondary glazing, does not require planning permission.

9.8 CHIMNEY STACKS

9.8.1 Brick chimney stacks and

clay pots should be retained even if no longer in use due to the positive contribution they make to the character of the area and the functional role they play in the ventilation of traditional buildings.

9.9 CLADDING, RENDERING OR PAINTING OF WALLS

8.9.1 Originally exposed brick walls should not be clad, rendered or painted as the exposed brick walls of properties are often part of their original design and contribute towards the special character of the conservation area. External cladding or rendering of buildings in conservation areas requires planning permission, which is unlikely to be granted.

It is also strongly recommended that brick walls are not painted due to the negative impact on the appearance of buildings and problems of damp that non-breathable paint can cause. The removal of existing paint, modern render and cladding is encouraged.

9.10 EXTRACT DUCTS AND VENTS

9.9.1 Extract ducts or vents required for commercial premises should not be located to front or side elevations of buildings where visible from the street. Any Extract ducts or vents proposed to rear elevations should be as small as required and should not be taller than the roofscape of a building.

9.11 PUBLIC REALM WORKS

9.11.1 All proposals to enhance the conservation area's public realm must be in accordance with the *Croydon Public Realm Design Guide*. Historic street furniture should be preserved and all temporary signage removed after its relevant period of display.

9.11.2 The existing Thames Water unit in Exchange Square should be removed.

9.11.3 Signage to the Croydon Central Library from Katharine Street should be improved.

9.11.4 The pedestrianised North End is an important area of public space in central Croydon where people can meet, dwell and shop. The layout of the public realm of North End should be simple and uncluttered, flexible to allow for a variety of uses, events and flows, relate to the architectural development pattern and historic character of North End and better reveal views of historic buildings. Proposals for North End should optimise opportunities for temporary activities and events such as markets, launches or performances and provide the supporting infrastructure. Permanent structures should be avoided.

9.11.5 Paving is expected to be natural stone (i.e. granite), in line with the Croydon Public Realm Design Guide, and in coordination with adjacent Connected Croydon delivery projects including the High Streets and West Croydon schemes. Lighting should be provided off buildings where appropriate.

9.11.6 Only essential street furniture should be installed, and this should be integrated within the



Existing public realm at North End: (top) the southern end (bottom) the northern end

overall design of the public realm and aligned wherever possible. All commercialisation (e.g. kiosks, advertising) on North End should be temporary, with the exception of advertising to the elevations of buildings, which will be subject to advertising consent. This is to maintain and enhance the character of the conservation area and maintain a visually open and uncluttered public realm. Existing J C Decaux advertising should be removed wherever possible.

9.11.7 The extent of existing trees along North End should be reduced by thinning out,

removal and partial replacement of specimens. The locations of retained or planted trees should be based on a strategy for spacing over time, taking into account growth. Trees should be planted in existing service-free trenches, not in planters.

9.11.8 North End is a public highway and a major pedestrian thoroughfare through the town centre. It is the firm intention of the Council that it should remain as such and that lawful public access as of right should remain unimpeded. The Council does not contemplate seeking any general stopping up of the street.

10.0 BUILDING MAINTENANCE, REPAIR AND IMPROVEMENT

10.0.1 Property owners are encouraged to maintain and repair buildings, which will have a wider positive impact on the conservation area.

10.0.2 If a property falls into significant disrepair affecting the amenity of the surrounding area the Council may use its statutory powers to ensure that owners undertake necessary repair works to improve the amenity of the area.

10.1 BUILDING MAINTENANCE

10.1.1 Regular maintenance and repair of historic buildings is important to ensure the survival of valued architectural features in the conservation area. Please see section 7 of the *Conservation Area General Guidance SPD* or consult the Building Conservation Directory website (see Appendix) for further information.

EXTERNAL WALLS

10.1.2 All re-pointing works to traditional brick walls should be carried out in a lime mortar rather than hard cement which can result in structural problems.

10.1.3 Architectural detailing, including stone / stucco / terracotta mouldings should be regularly repaired, maintained and painted if necessary.

ROOFS

10.1.4 Loose roof tiles or slates should be re-fixed as soon as possible to prevent damage to the interior of a building. All repair and re-roofing works should re-use original materials wherever possible or use appropriate hand made clay tiles or natural slate tiles to match existing.



Recently restored and cleaned facade on George Street that has enhanced the appearance of the building and the wider conservation area

WINDOWS AND DOORS

10.1.5 Original window frames, window surrounds, bay windows and doors are important features of a historic building. Timber window frames and doors should be regularly painted and inspected for dry rot. New pieces can often be fitted without the need to replace the whole window or door. If replacement is unavoidable the new window or door should be a replica of the original

10.1.6 The replacement of timber window frames (see section 9.7) and doors with uPVC alternatives has a negative impact on the character of the conservation area and should be avoided.

RAINWATER GOODS

10.1.7 Debris and vegetation in gutters and rainwater pipes should be regularly cleared (at least once a year) to prevent water damage to buildings.

10.2 REPAIRING, RESTORING AND REINSTATING ARCHITECTURAL FEATURES

10.2.1 Historic buildings within

the conservation area could be enhanced through the repair, restoration or reinstatement of any damaged or lost architectural features.

10.2.2 Advice should be sought from the Council to determine whether planning permission, listed building consent or a certificate of lawful development is required for any such works.

10.3 ENERGY EFFICIENCY IMPROVEMENTS

10.3.1 The Council supports the principle of retrofitting works to buildings to improve their energy efficiency, such as roof insulation, provided that the original character of the building is not harmed. Please see section 9 of the *Conservation Area General Guidance SPD* for further information.

10.3.2 Some retrofitting measures may require planning permission and if proposed to a statutorily listed building may also require listed building consent. For further information please see section 3 of the *Conservation Area General Guidance SPD*.

11.0 ENHANCEMENT PROPOSALS

11.0.1 The Central Croydon Conservation Area is located within the Croydon Opportunity Area, which is a focus for significant public and private investment in future decades that is likely to result in enhancements to the conservation area and its setting. Other opportunities for enhancement of the area may come forward from other major stakeholders.

11.0.2 The Council welcomes and supports enhancement schemes proposed for the wider conservation area by property owners or the local community.

11.1 PUBLIC REALM IMPROVEMENTS

11.1.1 Routine maintenance of the public realm occurs as part of the Council's programme for the borough. In addition a range of public realm projects are being identified through Connected Croydon, a public programme to improve Croydon's streets, squares and open spaces.

11.1.2 Recent improvements to the public realm in and around the conservation area include the installation of the Legible London wayfinding scheme and new cycle routes. Opportunities for further improvements, which will be delivered as funding comes forward, will be identified through the Draft Old Town Masterplan (see section 11.3)

11.1.3 For more information on the Connected Croydon programme please contact the Council's Spatial Planning team (see Appendix for contact details).

11.2 STREET LIGHTING

11.2.1 All street lighting in the borough will be replaced between 2013-2018 as part of



Recent investment in the public realm as part of the Connected Croydon programme

the Council's adopted Street Lighting PFI. Replacement street lights in the conservation area will be of a heritage style to complement the area's historic character. The possibility of mounting lights onto building elevations should be considered to reduced street clutter.

11.3 RELATED COUNCIL-LED INITIATIVES

11.3.1 There are several active or recently implemented initiatives that affect the Central Croydon Conservation Area (please see below). For more information please refer to the documents referenced below or contact the Spatial Planning team (see Appendix for contact details).



Legible London signage on Katharine Street

A) MID-CROYDON MASTERPLAN

11.3.2 Part of the Central Croydon Conservation Area, namely Katharine Street, High Street and George Street, is located within the Mid Croydon Masterplan area (see map 16), which was adopted in July 2012.

11.3.4 Some of the guidelines in the Mid Croydon Masterplan that directly affect the Central Croydon Conservation Area are listed below. Please see also the extract from the Mid Croydon Masterplan drawing (map 16).

- Improvements to Thomas Turner Path
- Improvements to High Street
- Improvements to Mint Walk
- A new pedestrian link between George Street and Fell Road
- Town Hall Square on Katharine Street
- Potential redevelopment of Taberner House site (see photo on p.8)

B) WEST CROYDON MASTERPLAN

11.3.3 The northern tip of North End is located within the West Croydon Masterplan area, which was adopted in July 2011. The West Croydon Masterplan takes a co-ordinated approach to ensuring the delivery of a new station and interchange and promises a transformed and well-connected public realm that will complement the town centre.

Improvements that will affect the Central Croydon Conservation Area:

- Improvements to the busy junction between Station Road and North End
- Potential new development, including four towers that will form the West Croydon Cluster.

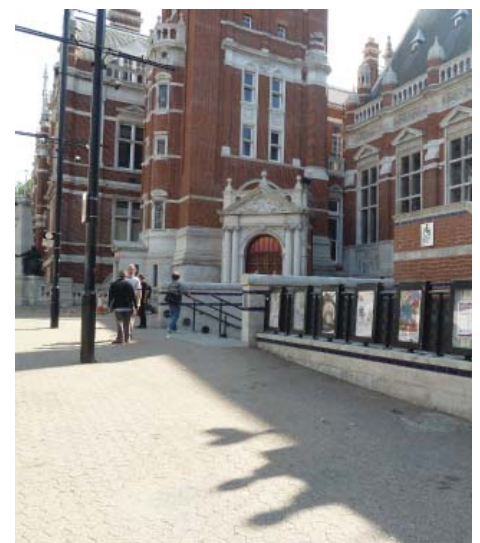


— Central Croydon Conservation Area boundary — Mid Croydon Masterplan boundary

Map 16: The Mid Croydon Masterplan drawing



The Mid Croydon Masterplan proposes improvements to George Street



The Mid Croydon Masterplan proposes a town square on Katharine Street opposite the Town Hall

C) OLD TOWN MASTERPLAN

11.3.4 Part of the Central Croydon Conservation Area, namely Surrey Street, Crown Hill and the west side of the High Street, is located within the Draft Old Town Masterplan area (see map 17), which has been published for public consultation concurrently with this draft document.
























11.3.5 Some of the guidelines in the Draft Old Town Masterplan that directly affect the Central Croydon Conservation Area are listed below. Please see also the extract from the Draft Old Town Masterplan drawing - map 17 on p.42.

- Enhancing key threshold points to Old Town
- Enhancing the rear elevation of the Grants complex
- Finding a new use for the Surrey Street Pumping Station and improving its setting
- Improving the Surrey Street market storage and signage
- Improving the pedestrian route between North End and Drummond Road (between 69 and 71 North End)

D) HIGH STREETS IMPROVEMENT PROJECT

11.3.6 The High Streets Improvements Project is part of the Mayor of London's investment of over £20m in Croydon to deliver an integrated programme of environmental improvements projects in and around the town centre. A public consultation was held in November 2013 on the proposals, which include improvements to outdoor space, new paving and seating, removal of unnecessary street clutter, and improvements to building frontages to make the most of historic buildings in the area. Works are currently scheduled to begin on site in August 2014.



- | | | | |
|---|---------------------------------------|---|--|
|  | consented and proposed housing |  | focused hard landscaping improvements |
|  | community use |  | new or retained trees |
|  | retail / business use |  | improved or creative lighting |
|  | culture / leisure use |  | facade improvements to commercial frontage |
|  | mixed use |  | potential conversion to housing at first floor |
|  | long term mixed use |  | green boundary treatment |
|  | market stalls |  | new or improved cycle lanes |
|  | improved green space |  | new cycle ramp |
|  | new and improved pedestrian crossings |  | proposed car park improvements |
|  | clear private land boundary |  | general area of projects for the masterplan |
|  | Surrey Street market gateway |  | conservation area boundary |
|  | important threshold to Old Town | | |

Map 17: Extract from the Draft Old Town Masterplan drawing, showing enhancement proposals that would affect the Central Croydon Conservation Area

12.0 APPENDIX

12.1 WEBSITES AND OTHER RELEVANT INFORMATION

A) USEFUL WEBSITES

- Croydon Council Planning and Conservation web pages:
www.croydon.gov.uk/environment/conservation
www.croydon.gov.uk/planningandregeneration
- English Heritage web pages:
www.english-heritage.org.uk
www.helm.org.uk - (for access to English Heritage documents
www.english-heritage.org.uk/your-property/saving-energy
- National Planning Policy Framework and associated guidance:
www.gov.uk/government/publications/national-planning-policy-framework--2
- The Planning Portal
www.planningportal.gov.uk
- Greater London Historic Environment Record:
www.heritagegateway.org.uk (managed by English Heritage)
- Greater London Authority (for the London Plan):
www.london.gov.uk/thelondonplan
- Department for Communities and Local Government
www.communities.gov.uk
- Building Conservation Directory:
www.buildingconservation.com
- Sustainable Traditional Buildings Alliance:
www.sdfoundation.org.uk/stba

B) RELEVANT CROYDON COUNCIL DOCUMENTS

(DOWNLOADABLE FROM ABOVE WEBLINK)

- *Croydon Conservation Area General Guidance SPD*
- *Planning Application Validation Checklist*
- *Local List of Buildings of Architectural or Historic Interest SPD*
- *Residential Extensions and Alterations SPD*
- *Shopfronts and Signage SPG*
- *Landscape Design SPG*
- *Public Realm Design Guide*

C) RELEVANT NATIONAL GUIDANCE DOCUMENTS (WEBLINK ABOVE)

- *Archaeology and Planning in Greater London* (English Heritage 2011)
- *The Setting of Heritage Assets* (English Heritage 2012)
- *Understanding Place: Conservation Area Designation, Appraisal and Management* (English Heritage 2011)
- *Understanding Place: Historic Area Assessments* (English Heritage 2011)
- *Energy Efficiency and Historic Buildings*, which is a series of English Heritage guidance documents available to view and download at www.helm.org.uk/climatechange
- *By Design: Urban Design in the Planning System* (CABE, 2000)
- *The Urban Design Compendium* (English Partnerships, 2000/2007)
- *Responsible Retrofit of Traditional Buildings* (Sustainable Traditional Buildings Alliance 2012)
- *A Stitch in Time* (IHBC and the Society for the Protection of Ancient Buildings, 2002)

12.2 CONTACTS

Croydon Council, Bernard Weatherill House, 8 Mint Walk,
Croydon CR0 1EA; www.croydon.gov.uk
Tel/Email: 0208 7266000; contact.thecouncil@croydon.gov.uk

- Spatial Planning (including Urban Design and Conservation officers): Tel: 0208 4071385;
Email: spatial.planning@croydon.gov.uk
- Development Management (including Enforcement & Tree Officers): Email: development.management@croydon.gov.uk
- Building Control Team, Croydon Council:
Email: building.control@croydon.gov.uk
- Waste Management Team, Community Services, Croydon Council: Tel: 0208 7266200
- Croydon Local Studies Library and Archives Centre:
www.croydon.gov.uk/libraries Tel:0208 7266900;
Email: local.studies@croydon.gov.uk

English Heritage, London Region
1 Waterhouse Square, 138-142 Holborn, London EC1N 2ST
Tel/Email: 0207 9733000; london@english-heritage.org.uk

The Victorian Society
Tel/Email: 0208 9941019; admin@victoriansociety.org.uk
www.victoriansociety.org.uk

The Georgian Group
Tel/Email: 0871 7502936; info@georgiangroup.org.uk
www.georgiangroup.org

The Society for the Protection of Ancient Buildings (SPAB)
Tel/Email: 0207 3771644; info@spab.org.uk; www.spab.org.uk
Technical helpline: 0207 456 0916

The Building Conservation Directory
Tel/Web: 01747 871717; www.buildingconservation.com

The Energy Saving Trust
Tel/Web: 0800 512012; www.energysavingtrust.org.uk

Register of Building Conservation Accredited Architects
Tel/Web: 01625 523784; www.aabc-register.co.uk

Royal Institute of British Architects (RIBA)
Tel/Web: 0207 3073700; www.architecture.com

Mid Croydon Conservation Area Advisory Panel
(please contact the Spatial Planning Team for details)

Croydon Natural History and Scientific Society
Contact: Brian Lancaster (Secretary):
Email: brian.lancaster1@btinternet.com

COMMUNITY LANGUAGES

If English is not your first language and you need help to understand the information contained in this brochure, please contact Croydon Council on Tel: 020 8726 6400. We will then arrange for an interpreter to help you.

Nëse Anglishtja nuk është gjuha juaj e parë dhe ju keni nevojë për ndihmë për të kuptuar përmbajtjen e kësaj broshure, ju lutem telefononi Zyrën e Pranimeve (Admission Team) në Departamentin e Edukimit (Education Department) në numrin **0208 726 6400**.
Ne më pas do të gjejmë një perkthyes për t'ju ndihmuar.

Albanian

ইংরেজী যদি আপনার প্রথম বা মাতৃভাষা না হয় এবং এই পুস্তিকার বিষয়বস্তু বুঝবার জন্য আপনি সাহায্য চান, এডুকেশন ডিপার্টমেন্ট বা শিক্ষা বিভাগের অ্যাডমিশনস্ টীম (ভর্তির দায়িত্বপ্রাপ্ত দল)-কে 0208 726 6400 , এক্সটেনশন 1884 - এই নম্বরে টেলিফোন করবেন। আপনাকে সহায়তাদানের জন্য একজন দোভাষীর ব্যবস্থা করা হবে।

Bengali

Jestliže angličtina není Váš první jazyk a potřebovali byste pomoc s porozuměním obsahu této brožury, zatelefonojte, prosím, Příjímací skupinu (Admission Team) ve Školském oddělení (Education Department) na čísle **0208 726 6400**, S pomocí tlumočnicka Vám potom může být poskytnuta pomoc.

Czech

Si l'anglais n'est pas votre première langue et vous avez besoin d'aide afin de comprendre le contenu de cette brochure, téléphonez à l'Équipe des Admissions ("Admissions Team") au Service de l'Enseignement ("Education Department") au **0208 726 6400**.
On demandera ensuite à un interprète de venir vous aider.

French

જો અંગ્રેજી તમારી પ્રથમ ભાષા ન હોય અને આ પુસ્તિકાની વિગતો સમજવામાં તમને મદદની જરૂર હોય તો, કૃપયા એજ્યુકેશન ડિપાર્ટમેન્ટના એડમિશન્સ ટીમને, ટેલિફોન નંબર: **0208 726 6400** , એક્સ્ટેન્શન 1884 પર ફોન કરો. અમે તમારા માટે ગુજરાતી દુભાષિયાની વ્યવસ્થા કરી આપીશું જે તમને મદદ કરશે.

Gujerati

ਜੇਕਰ ਅੰਗਰੇਜ਼ੀ ਤੁਹਾਡੀ ਪਹਿਲੀ ਬੋਲੀ ਨਹੀਂ ਹੈ ਅਤੇ ਤੁਹਾਨੂੰ ਇਸ ਕਿਤਾਬਚੇ ਵਿਚ ਲਿਖੀ ਜਾਣਕਾਰੀ ਸਮਝਣ ਵਿਚ ਮਦਦ ਦੀ ਲੋੜ ਹੈ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਐਜੂਕੇਸ਼ਨ ਡਿਪਾਰਟਮੈਂਟ ਵਿਚ ਅਡਮਿਸ਼ਨ ਟੀਮ ਨੂੰ ਇਸ ਨੰਬਰ 'ਤੇ ਫੋਨ ਕਰੋ: **0208 726 6400** ਅਸੀਂ ਤੁਹਾਡੇ ਲਈ ਕਿਸੇ ਇੰਟਰਪ੍ਰਿਟਰ ਦਾ ਪ੍ਰਬੰਧ ਕਰਾਂਗੇ।

Panjabi

Haddii af Ingiriisudu aanay ahayn luqadaada koowaad caawimana aad u baahantahay si aad u fahamto waxa uu ka koobanyahay buugyarahani, fadlan kala soo hadal kooxda ogolaanshaha ee qaybta waxbarashada telifoonka **0208 726 6400**. Intaa ka dib waxa lagu diyaarin doonaa inuu ku caawiyoo turjumaan.

Somali

ஆங்கிலம் உங்களுக்கு முதல் மொழியாக இல்லை எனில், மற்றும் இச்சிறு புத்தகத்தில் கொடுக்கப்பட்டுள்ளவற்றை விளங்கிக் கொள்ள உங்களுக்கு உதவி தேவை எனில், தயவு செய்து எஜுகேஷன் டிபார்ட்மென்டிலுள்ள அட்மிஷன்ஸ் டிபுடன் **0208 726 6400** என்ற தொலைபேசி எண்ணுடன் தொடர்பு கொள்ளவும். உங்களுக்கு உதவி செய்ய மொழி பெயர்ப்பாளருக்கு சம்யப்பம்.

Tamil

İngilizce ana diliniz değilse ve bu kitapçığın içeriğini anlamakta yardıma ihtiyacınız varsa lütfen Eğitim Dairesinden (Education Department) Kayıt Ekibine (Admission Team) **0208 726 6400** telefon ediniz. Böylelikle size yardımcı olması için bir tercüman sağlanacaktır.

Turkish

اگر انگریزی آپ کی پہلی زبان نہیں ہے اور اس کتابچے کو سمجھنے کے لئے آپ کو مدد کی ضرورت ہے تو براہ کرم ایجوکیشن ڈیپارٹمنٹ میں "ایڈمیشن ٹیم" کو اس نمبر پر فون کیجئے۔ **0208 726 6400** لئے انٹرپرائیمر کی سروس کا انتظام کیا جائے گا۔

Urdu

