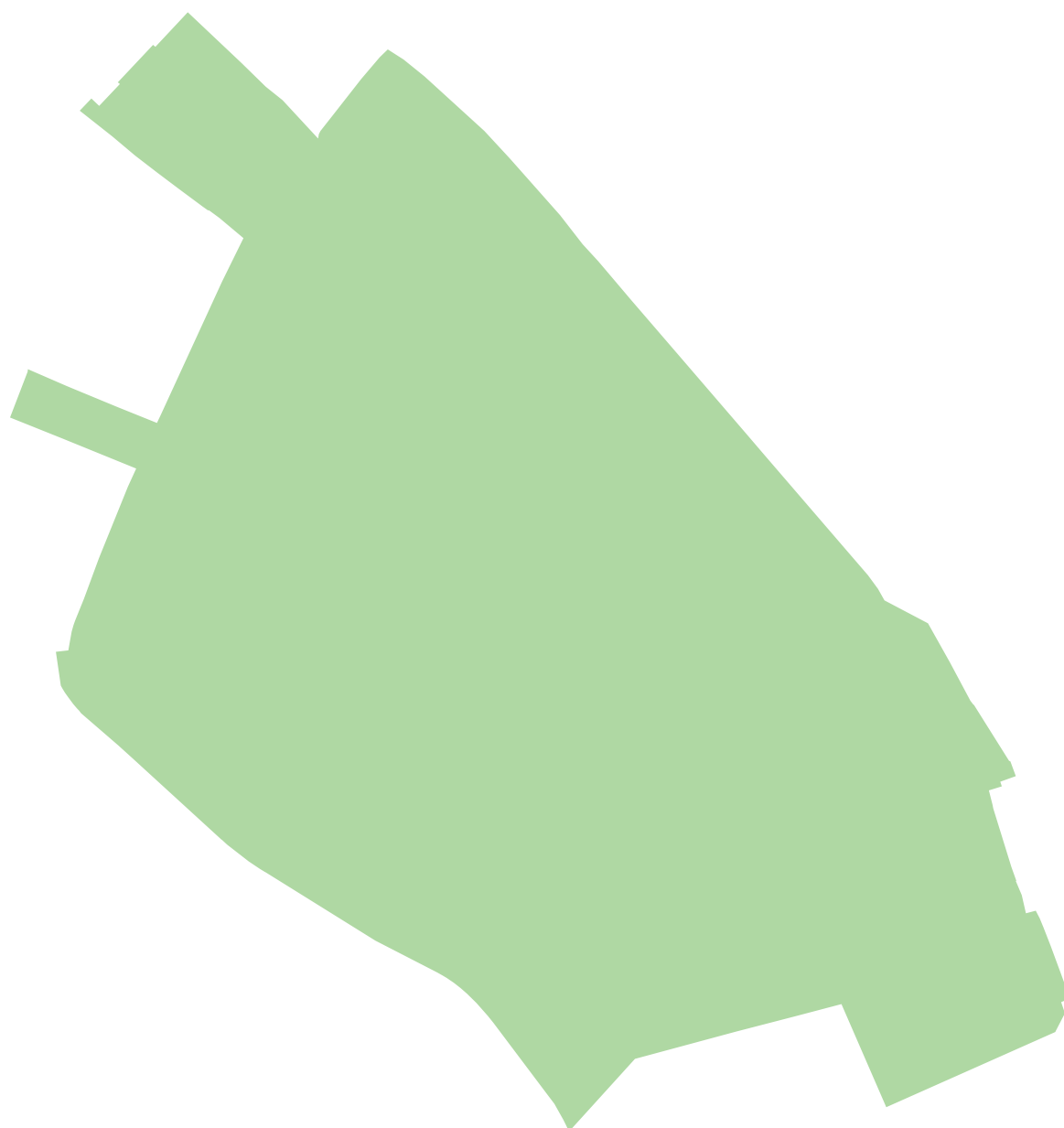


APPENDIX 4:
Church Street
Conservation Area
Appraisal and
Management Plan

(draft supplementary planning document)

CHURCH STREET CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN



SUPPLEMENTARY PLANNING DOCUMENT

CROYDON COUNCIL

ISSUE

Supplementary Planning Document (SPD) issued for endorsement by Cabinet 17 November 2014 to be adopted at full Council

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

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IMAGE CREDITS

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CONSERVATION AREA DESIGNATION

The Church Street Conservation Area was designated on 10 December 2008

CONSERVATION AREA GENERAL GUIDANCE

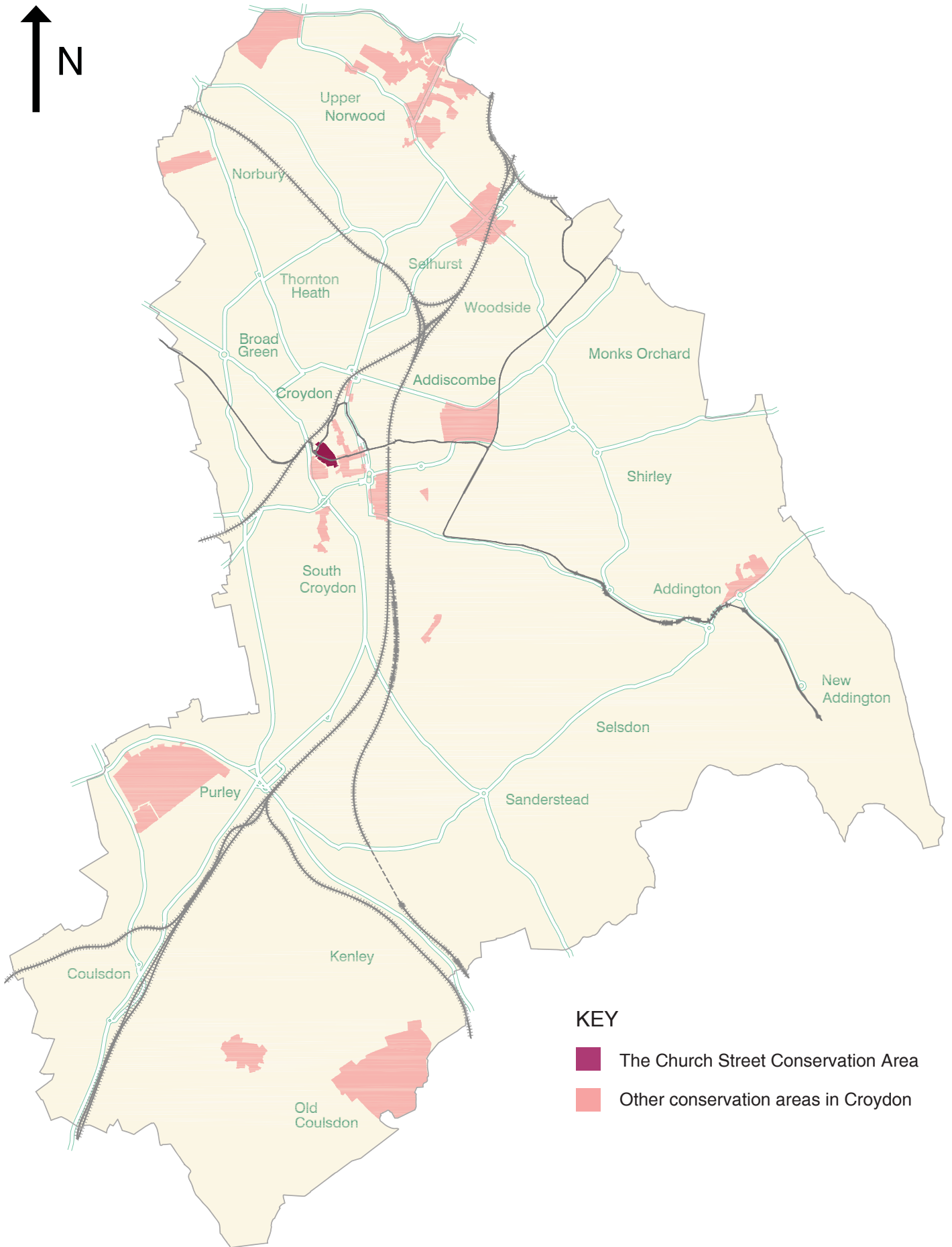
Please read this document alongside the *Croydon Conservation Area General Guidance SPD* (adopted April 2013). This document is available online at:
www.croydon.gov.uk/environment/conservation/conservation-areas

CROYDON LOCAL PLAN

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

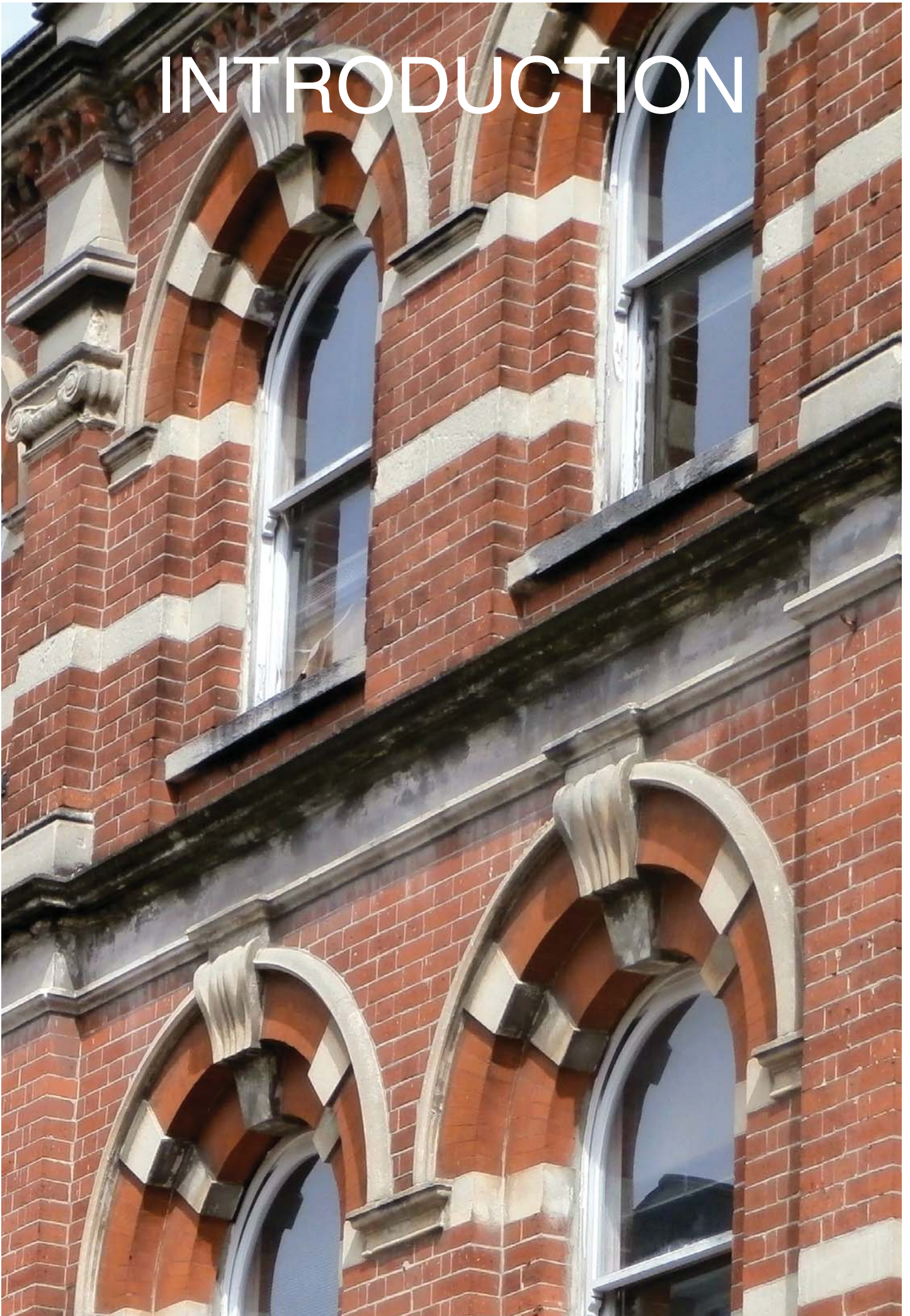
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Map 1. The location of the Church Street Conservation Area and other conservation areas in Croydon

INTRODUCTION





Above: Map 2. The boundary of the Church Street Conservation Area

Previous page: Facade detail of 60-66 Church Street, a locally listed terrace of red brick buildings with stone dressings

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 This document is structured in two parts, an Appraisal of the conservation area and an associated Management Plan. The Appraisal defines the principal qualities that constitute the conservation area's special character and identifies threats to this character. The Appraisal is not necessarily exhaustive and other elements of architectural or historic interest may be present within the area. The Management Plan addresses issues raised in the Appraisal and provides area-specific development and maintenance guidelines to supplement those provided in Croydon's *Conservation Area General Guidance SPD*. Potential enhancement of the area is also considered. 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



Church Street has a vibrant and varied character, and is a historic route from the Minster to Crown Hill - view east along Church Road from the junction with Old Palace Road

as a Supplementary Planning Document (SPD) to the Croydon Local Plan and will be 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 Church Street Conservation Area will be 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 1.4 of the *Conservation Area General Guidance SPD*) supplied information to inform the production of this document prior to public consultation, which ran from 10 February - 24 March 2014 alongside the public consultation on the Draft Old Town Masterplan. The draft document was available to view

and download on the Council's website and hard copies were available from local libraries. Site notices were placed in the conservation area, letters were sent to all properties located within its boundary, an article was published in the Croydon Guardian and two events were held at Matthews Yard on 12 and 15 March 2014.

1.4.2 Following the consultation all responses were considered and where appropriate, the document was amended prior to a recommendation to full Council for adoption.

1.5 DESIGNATION BACKGROUND

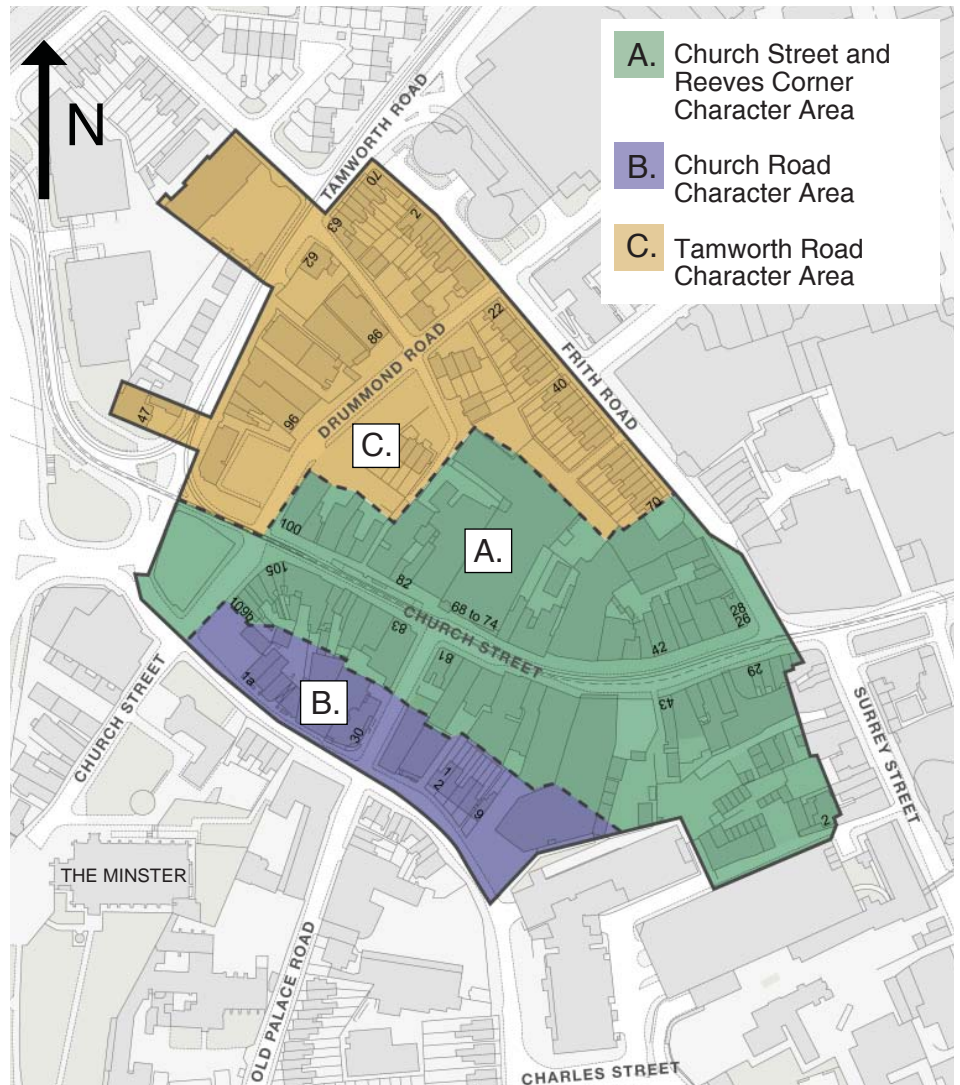
1.5.1 The Church Street Conservation Area was designated on 10 December 2008 as part of a borough-wide review of conservation areas and local areas of special character. The designated conservation area boundary was established by enlarging the former Church Street Local

Area of Special Character, which had been designated in the early 1990s.

1.6 STATEMENT OF SPECIAL CHARACTER

1.6.1 The Church Street Conservation Area marks a transition from the historic core of Old Town around the Croydon Minster and Old Palace to the Victorian retail core to the east. Church Street is a traditional shopping street, its route medieval in origin, and contains several surviving buildings of 17th and 18th century origin that have been converted into retail premises. Along with the rest of Croydon town centre, the area around Church Street saw much development in the 19th century, including commercial development along Church Street itself. Several rows of Victorian terraces survive on Frith Road and Church Road, as well as a cluster of Victorian and Edwardian community facilities of notable architectural and historic interest on Tamworth Road – two Chapels, a public house and a school.

1.6.2 Church Street and the surrounding area has continued to develop in the inter-war and post-war periods and, as a result, the conservation area's character is largely defined by a mix of buildings of a range of ages and styles, many of which are of architectural and historic interest, reflective of the organic development of this part of the town centre. The conservation area also includes former industrial yards located to the west of Surrey Street and the former granary building of Page & Overton's brewery, built in 1880, some of the last vestiges of the industry that once colonised the area behind Surrey Street and Church Street.



Map 3: Character areas in the Church Street Conservation Area

1.7 CHARACTER AREAS

1.7.1 This appraisal identifies three distinctive character areas in the Church Street Conservation Area, the boundaries of which are shown in Map 3 above. The character areas are introduced in section 3 of this document, with more detail provided in sections 4-7.

APPRAISAL



This Appraisal examines the characteristics of the Church Street 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.

2.0 CONTEXT

2.1 LOCATION AND SETTING

2.1.1 The Church Street Conservation Area is located in the Croydon Opportunity Area in the Broad Green Ward (north of Church Street) and Fairfield Ward (south of Church Street). Together with the Croydon Minster Conservation Area to the south west and part of the Central Croydon Conservation Area to the east (see Map 4 on p.7) it forms the core of Croydon's Old Town.

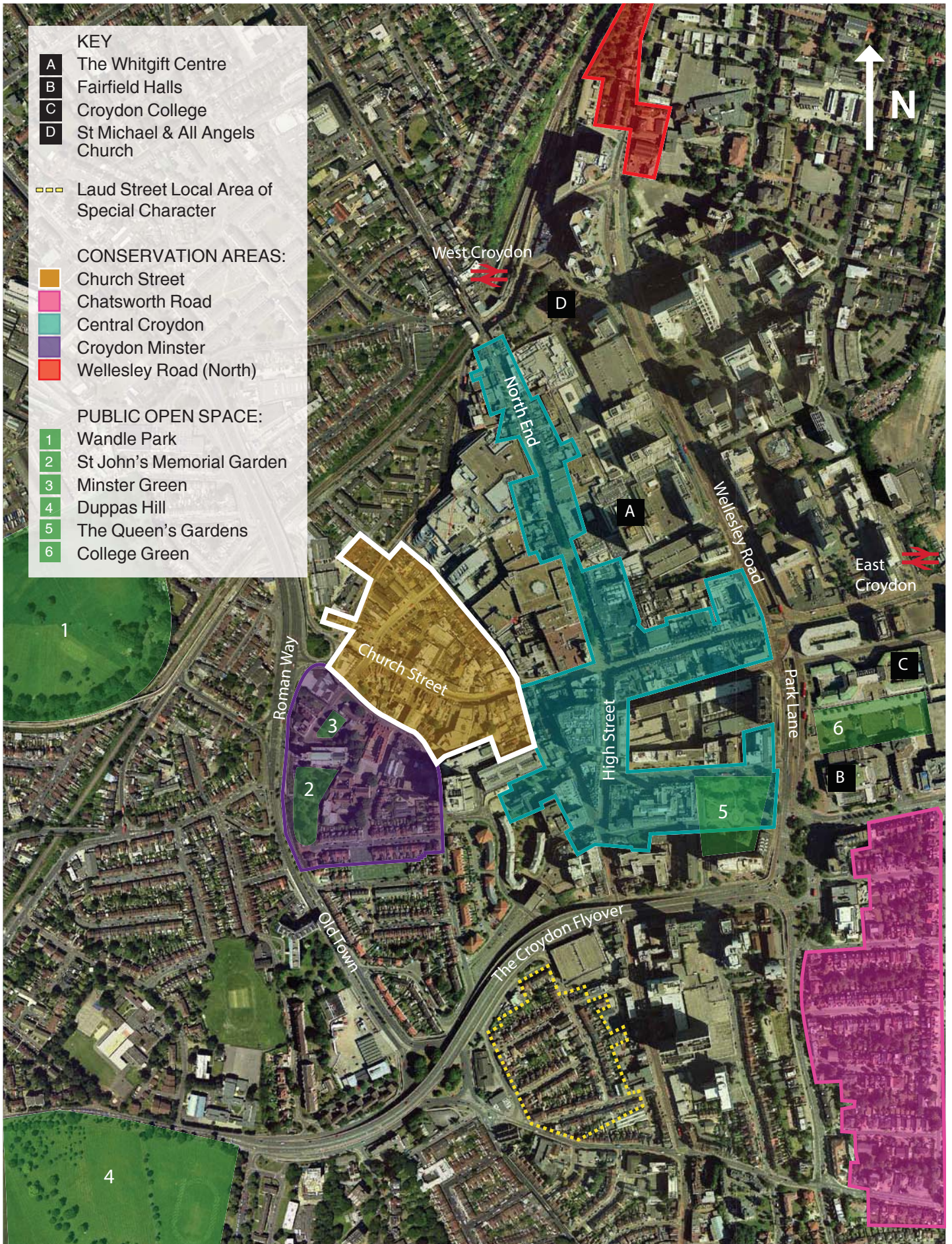
2.1.2 Church Road marks the conservation area's south-western boundary with the Croydon Minster Conservation Area, which contains the grade I listed St John's Church (now the Minster) and Old Palace School. Reeves Corner is an important meeting point of the two conservation areas and acts as a pivot between the two parts of Church Street. There is a strong historical association between Church Street and the Minster, not merely in name, but also because of the connection it forms between the most

historic area of the town centre around the Minster and the area known as the New Town to the east. The Church Street Conservation Area meets the Central Croydon Conservation Area at the point where Church Street meets Crown Hill and the Whitgift Almshouses and west of Surrey Street (see photo).

2.1.3 Beyond Reeves Corner to the west lies the busy dual-carriageway of Roman Way, elevated to cross the railway and more recently the tram route, with streets lined with predominantly Victorian houses beyond. There is a significant tree group on the patch of land between Reeves Corner and Roman Way which acts as a partial screen. Wandle Park, which first opened in 1890, lies further to the west and is part of the conservation area's wider setting. The river Wandle flows through the park and has been recently de-culverted as part of a major restoration project supported by the Heritage Lottery Fund.



View up Crown Hill towards the Whitgift Almshouses and George Street
Previous page: Detail of street-facing gable at number 90 Church Street



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

2.1.4 Tamworth Road runs north-east from Reeves Corner to meet West Croydon station. The rear of the Centrale shopping centre and its car park are located to the north of Frith Road and dominate its streetscape and have a negative impact on the setting of the conservation area. Their large scale and massing is a stark contrast with the small-scale terraced housing on the south side of the road. Inactive frontages at the ground floor level of the rear of the Centrale shopping centre have a detrimental impact on the streetscape character of Frith Road (see photo).

2.1.5 Ryland House lies to the south of Church Street and has a direct and negative impact on the conservation area's immediate setting, due to its stark contrast in scale with buildings nearby. It is particularly conspicuous in the view east on Church Road (see photo), but is also visible behind buildings on Church Street (see photo on p.15). The building is a substantial office tower built in the early 1970s as the GPO switching centre, which, along with the adjacent depot, is the role it carries out today.



The eastern end of Church Street and the entrance to Surrey Street, showing the visual dominance of the rear of the Grants complex

2.1.6 The rear of the Grants complex that faces onto the High Street, currently used as a fitness centre and Vue cinema, dominates the eastern end of Church Street (see photo) and has a negative impact on the setting of the conservation area.

2.2 HISTORIC DEVELOPMENT

2.2.1 Bronze Age remains have been found in the Croydon area and there are suggestions that a settlement may have been a Roman staging post on the road between London and Portslade (Brighton). To date there is no conclusive evidence of such a settlement or of the precise line of the Roman Road, but it is likely to have been on the higher ground at or close to the line of the High Street and North End.

2.2.2 By the 9th century Croydon had become a Saxon stronghold with associations with the early Christian church. Documentary evidence for its high status is found in the Charter of Croydon of 871 which reveals that Duke Aelfred granted to Archbishop Aethelred and Christ Church Canterbury land at Chartham Kent in exchange for land at Croydene, Surrey.



The rear of the bulky Centrale shopping centre on Frith Road, part of the conservation area's immediate setting

2.2.3 The foundation of the early settlement is likely due to the presence of clear springs forming one of the many sources of the river Wandle in close proximity to St John's Church (the Minster). This low-lying area was also threaded by a number of streams, one of which can still be traced in the winding course of Church Road.

2.2.4 Church Street may have originated as a footpath to open fields, or possibly as the curved remains of the Saxon earthworks surrounding a Minster founded in 809AD by King Cenwulf of Mercia. More likely is that the line of the street formed the northern boundary to the Archbishop of Canterbury's residence.

2.2.5 Croydon flourished in the medieval period through its associations with the Archbishops of Canterbury and their patronage, including visiting monarchs. A charter for a market was granted in the 13th century and established in the Surrey Street and High Street area. Church Street was the main route into the town from the north west, meeting up with Pound Street (now George



Ryland House, a tall building dating from the early 1970s located on Church Road, part of the conservation area's immediate setting

Street) at the crossroads with North End and High Street.

2.2.6 The Croydon Enclosures Map of 1800 (Map 5) shows Church Street descending from Crown Hill to loop northwards towards Broad Green. A scattering of buildings is in evidence on the north side of Church Street with a continuous frontage on the south side, with narrow plots.

2.2.7 Great changes took place in Croydon after 1800 with the arrival of the Surrey Iron Railway and the Croydon Canal. Both were closed in 1836 as parts were required for the London and Croydon Railway, which opened in 1839 with a station at West Croydon, and the London and Brighton Railway, which opened in 1841 with a station at East Croydon. Encouraged by the new steam railways the town expanded rapidly. Buildings on Church Street would still have been predominantly residential in use at this date.

2.2.8 Overton's Yard and Fellmongers Yard are both reached from Surrey Street and are interesting relics of Croydon's industrial history (see photo of plaque below); both follow narrow fingers of development plots that are likely to date back to Croydon's



Heritage Plaque at the granaries nightclub (see p.17) erected to commemorate the building as the last surviving part of Page & Overton's brewery

medieval past and its former triangular market place.

2.2.9 Tamworth Road was laid out in the 1840s, following the line of a part of the former Surrey Iron Railway. The 1868 Map (Map 6) shows Tamworth Road fully developed, with the Baptist Chapel (1866) and the Tamworth Arms on the west side, a school on the corner of Drayton Road, terraced houses close to and on Frith Road and, further north, rows of semi-detached villas. Tamworth Place took a sharp turn to join Church Street though a narrow passage between numbers 88-92 on the north side.

2.2.10 Also in the 1868 Map (Map 6) terraced houses on small plots are shown on Tamworth Place and at the west end of Frith Road. Much of the area behind Church Street appears to have been the garden of Grove Place, which stood near

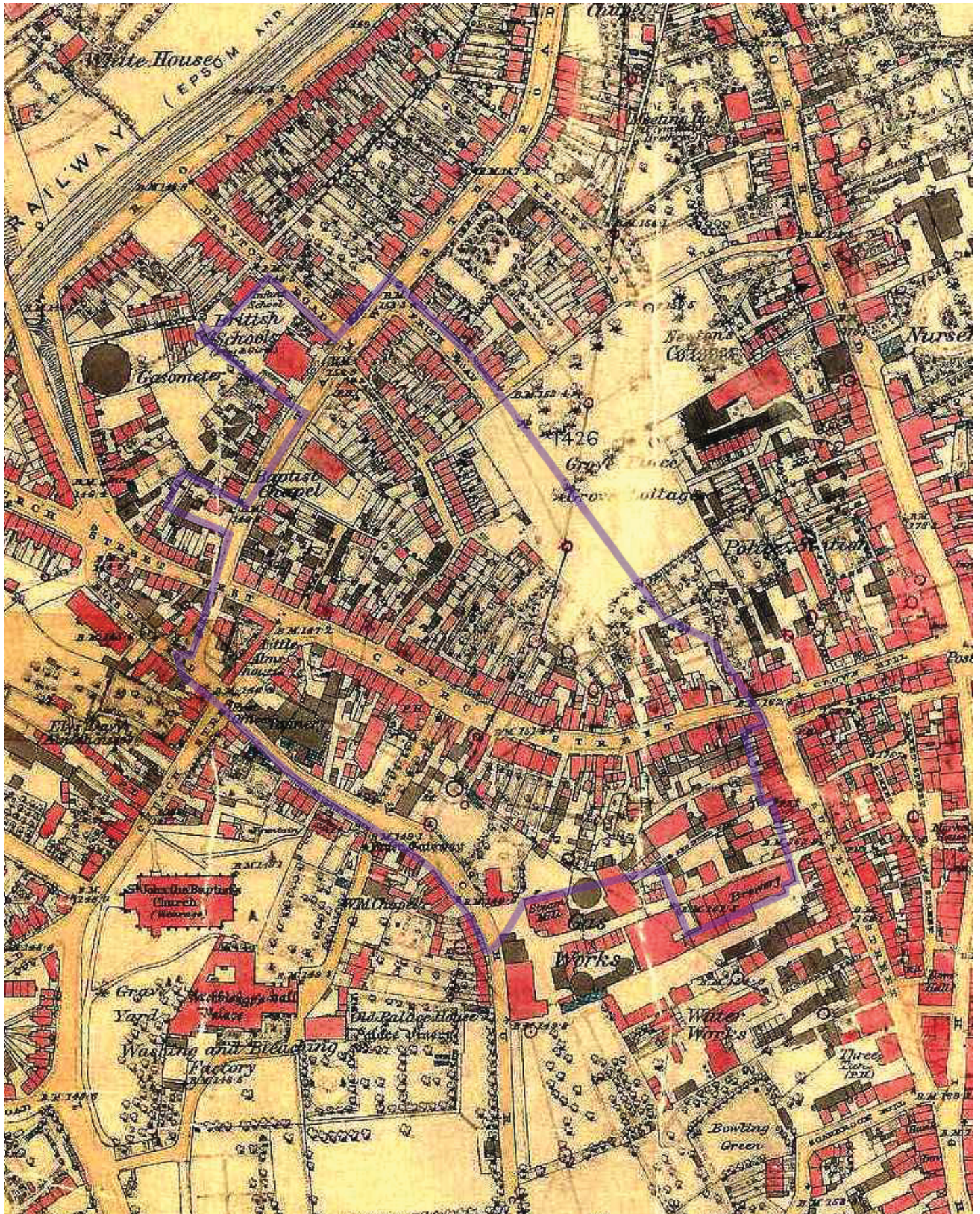
the present Keeley Road. Frith Road was gradually extended in a straight line to join Church Street, as it does today, with more terraced housing developed on the street.

2.2.11 By the late 19th century Church Street boasted a continuous line of houses, shops and public houses. A tram service ran along Tamworth Road, negotiating a double bend round Reeves Corner to continue past the Church of St John the Baptist (now the Minster). Part of Reeves Corner was redeveloped before the First World War, replacing almshouses with a row of shops, built to an Arts and Crafts design (as can be seen in the photo on p.13).

2.2.12 On Tamworth Road, the British School was rebuilt in 1915 and later became the John Ruskin Grammar School. It is currently in use as a

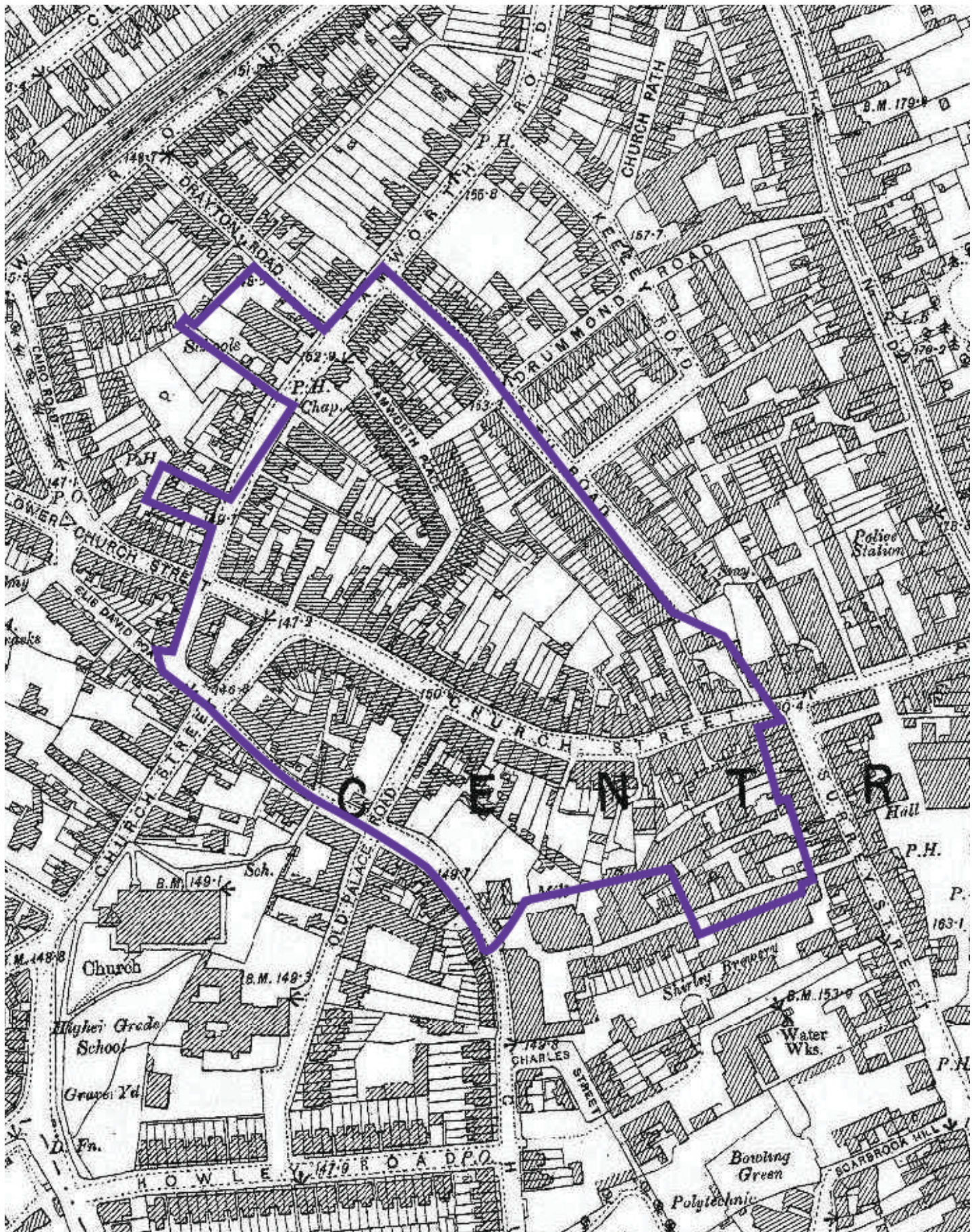


Map 5: Extract from the Croydon Enclosures Map of 1800, clearly showing the line of Church Street as an almost continuous frontage. The Surrey Street area is built up, but the land to the north of Church Street is substantially undeveloped. Laud's Pond, which was drained in the 1850s, is located to the south of Church street. The approximate route of the present day Tamworth Place, leading to Church Street, is visible. In 1801 Croydon's population was 5,743; it would grow more than twenty times in size over the next century.



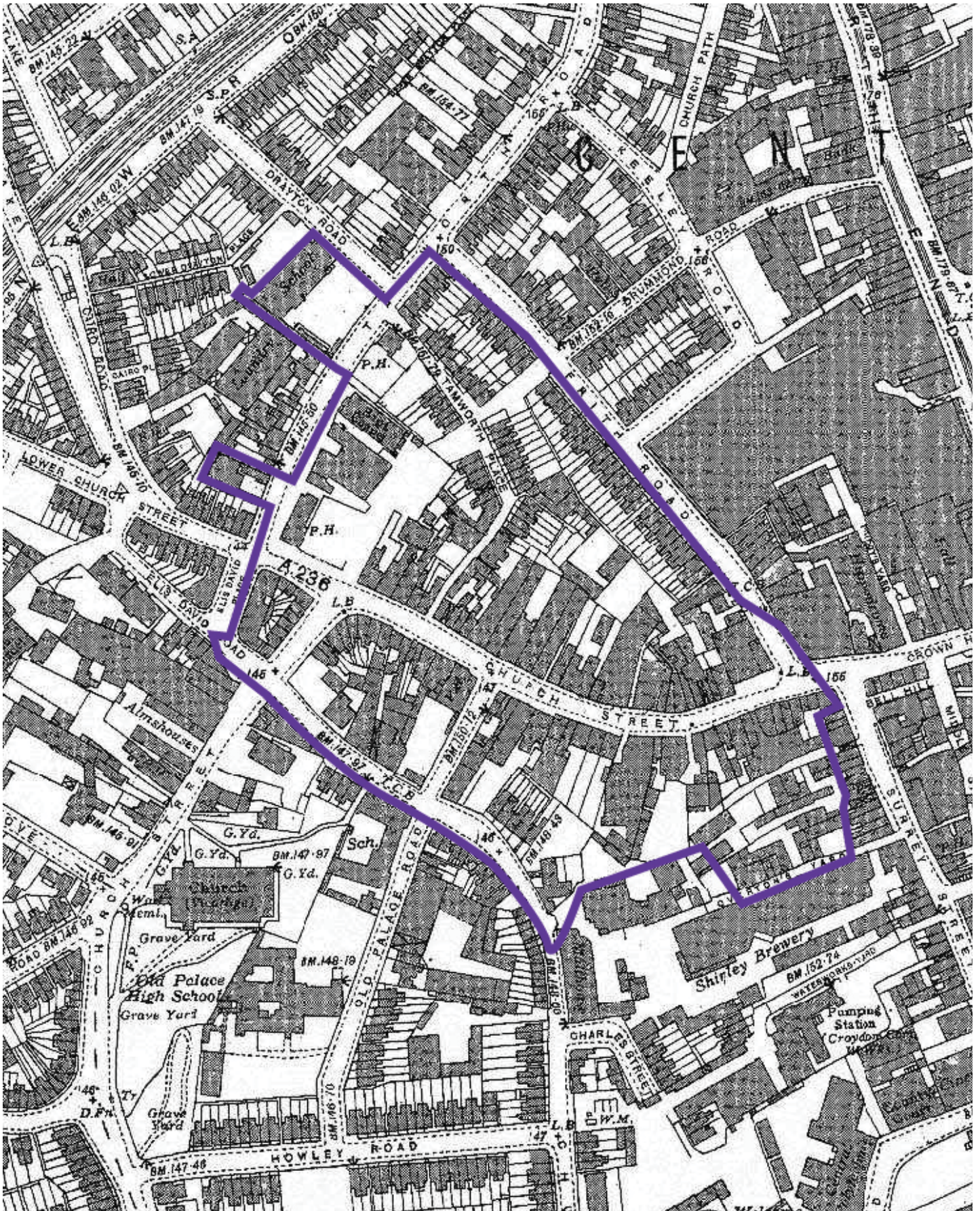
Map 6: Extract from the 1868 first series Ordnance Survey Map. At this time Croydon was growing rapidly, with the first commuters using the new railway lines to London. Church Street was fully developed with shops and houses, but there were also industries including gas works, water works and breweries in the Old Town. Frith Road is shown as a short spur off Tamworth Road.

— Church Street Conservation Area boundary



Map 7: Extract from the 1890 Ordnance Survey Map. By this date Croydon is intensively developed with workers' terraced housing crammed into the triangle between North End, Church Street and the railway. Frith Road has almost reached its full extent but has not yet met with Church Street.

— Church Street Conservation Area boundary



Map 8: Extract from the 1940 Ordnance Survey Map. This map shows houses on the east side of Frith Road which were demolished to make way for Kennards store on North End. Tamworth Place (north of Church Street) has been fragmented and the backland area behind Tamworth Road is beginning to take shape as the extension of Drummond Road. The area west of Reeves Corner would later be cleared to make way for Roman Way in 1960.

— Church Street Conservation Area boundary

Health Resource Centre. At the Reeves Corner end there was a Mission Chapel opened in July 1869 by the Christian Mission (later Salvation Army) as their first centre outside London's East End (see photo on p.18); opposite the Mission Chapel, the Eagle public house was built in the inter-war period.

2.2.13 In the first half of the 20th century the main changes in the area were incremental, with the shops in Church Street being steadily redeveloped, amalgamated or extended to the rear (see Map 8). A much more substantial change came in the 1960s when Drummond Road, then a narrow street off Frith Road that reached North End via a passageway, was extended across Tamworth Place. Its main purpose was to provide car parking and servicing to shops on Church Street.

2.2.14 Further change in the area has been in the form of piecemeal post-war development, mainly for new housing. Comprehensive redevelopment took place on Tamworth Road north of the junction with Frith Road. To the south of this junction some redevelopment also occurred on the west side of Tamworth Road between numbers 37 and 44.

2.2.15 The most significant changes to the setting of the conservation area have been through the redevelopment of the Frith Road multi-storey car park as part of the Centrale Development, with flats on the adjacent site, and the construction of Ryland House. The Edwardian furniture store that stood at Reeves Corner was a local landmark in Croydon until it was destroyed by fire in 2011 following the civil disturbances.



Corner of Church Street and Frith Road c.1900



Church Street from Crown Hill about 1910. (source: Edwardian Croydon Illustrated, John Gent)



Reeves Corner from the tower of the Minster, c.1910, showing the Edwardian furniture store that was lost following the civil disturbances of 2011

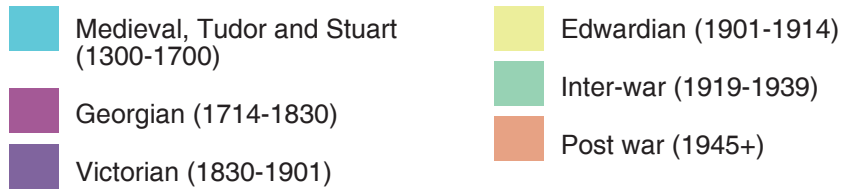
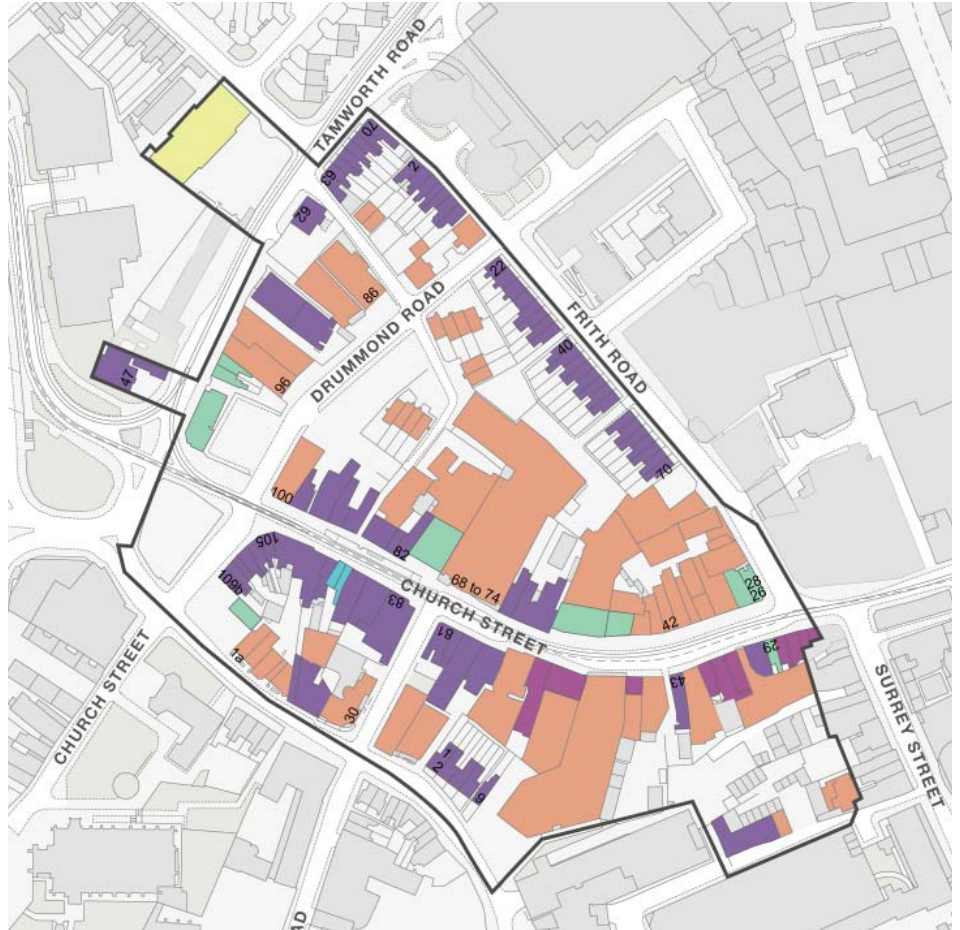
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2.3 ARCHAEOLOGICAL SIGNIFICANCE

2.3.1 The long period of human activity has resulted in an area with a rich archaeological potential. The whole of the Church Street Conservation Area is within the Central Croydon Archaeological Priority Zone (see Map 10). Please see section 4.5 of *Croydon's Conservation Area General Guidance SPD* for further information.

2.3.2 Archaeological investigation in 1992 to the rear of the former Gun Tavern public house on Church Street has indicated the position of a north tributary of the river Wandle running north-south under Church Street, possibly in the direction of Laud's Pond, which formerly lay to the east of the Old Palace (See Map 5 on p.9). Further details of finds in the area are held by the Greater London Historic Environment Record, managed by English Heritage (please see Appendix 2 for details).



Map 9: Approximate ages of buildings in the Church Street Conservation Area



Map 10: The location of the Church Street Conservation Area within the Central Croydon Archaeological Priority Zone.

3.0 CHARACTER AREAS

3.0.1 Please see Map 3 on p.4 for the boundaries of the character areas described below.

3.1 CHURCH STREET AND REEVES CORNER CHARACTER AREA

3.1.1 Church Street is a traditional shopping street containing Georgian, Victorian and 20th century buildings, reflecting the organic growth of the area over several centuries. Its winding course has continuous commercial frontages. At its eastern end Church Street merges into Crown Hill at the boundary with the Central Croydon Conservation Area.

3.1.2 Most buildings on Church Street make a positive contribution to the conservation area (see Map 16 on p.27). Many existing commercial premises were converted in the 19th and 20th centuries from former town houses, evident externally in proportions and architectural features. Almost all shopfronts on Church Street are modern replacements of poor quality design and materials, many of which feature overly dominant fascias and solid roller shutters that have a negative visual impact on the historic character of the street.

3.1.3 To the eastern end of Church Street, on the southern side of the street, lies a modestly scaled attractive group of historic buildings (numbers 21-33). The characterful design of numbers 21-25, with steeply pitched pan tiled roofs set behind a parapet, suggests vestiges of 17th-18th century timber-framed buildings. Number 27 is the locally listed former Kennedy's Butchers shop (see section 6.2). Numbers 29-33 is a mid-Victorian building of a confident design that retains stucco architraves and entablatures.



Two-three storey buildings on the south side of Church Street (numbers 19-29) - number 19 to the far left of this photograph is located in the Central Croydon Conservation Area



Numbers 48-66 Church Street

3.1.4 Many other buildings at the eastern end of Church Street have either been substantially altered or make a neutral contribution to the conservation area (see Map 16 on p.27), including the interwar 'Moderne' style buildings at numbers 26-30 that are of a simple but attractive design, constructed of traditional red brick with soldier courses above windows. Individual buildings of note in the eastern part of the street are numbers 37-39, part of a short run of three early-19th century terraced houses, of which number 35 has a rebuilt facade, and number 51, which is an old facade above ground floor level that may be of 18th century origin.

3.1.5 The bend in Church Street is marked on the southern side by the sequence of early Georgian Grade II listed buildings at numbers 61-65 (see section 6.2 and photo on p.28) and on the northern side by the group of interwar neo-Georgian buildings at numbers 48-58. Numbers 48-52 have elaborate Classical-style stonework window mouldings at first floor level. Its neighbour, numbers 54-58, has more Classical embellishment with a pediment, cornice, brick quoins and slender metal windows. The oversized fascia of the modern shopfront is particularly dominant to this group of buildings. Adjacent lies the prominent group of locally listed buildings at 60-66 (see section 6.2) with

elaborate facades of red brick with stone dressings.

3.1.6 Immediately to the east of the junction with Old Palace Road, on the southern side, lies an attractive group of three storey Victorian buildings (numbers 71-79) that include the locally listed numbers 75-77 (see section 6.2). Numbers 71-73 and 79 have Classical detailing including architraves and quoins.

3.1.7 All buildings on Church Street to the west of the junction with Old Palace Road make a positive contribution to the conservation area, apart from number 100, which is a plain but overscaled modern block of flats. On the southern side of Church Street at the corner with Old Palace Road the former Gun Tavern public house (see photo on p.38) forms a group with numbers 85-87, which have matching detailing. Number 89 follows the scale and character of the adjacent three-storey Victorian buildings and has polychromatic brickwork.

3.1.8 Numbers 76-80, on the northern side of the street, are an interwar group of two storey brick faced buildings of a simple Moderne-style design. The adjacent numbers 82-98 are a group of three storey Victorian buildings, separated in the middle by the historic Tamworth Place. Numbers 82-88 are simple Victorian terraced houses, the facades of which have been over-painted. Numbers 92-94 are a pair of gable-fronted buildings with first floor bay windows, terracotta detailing and polychromatic brickwork detailing. Number 94 retains elements of its Victorian shopfront. Numbers 96-98 are a pair of early Victorian former townhouses of yellow brick elevations with simple detailing.



Numbers 71-79 Church Street



Numbers 82-98 Church Street, with the tram stop in front - this part of the street is cluttered due to the railings, signage and CCTV camera



Late Victorian ornament and some surviving shopfront features, numbers 92-94 Church Street (right) and numbers 96-98 Church Street (left)

3.1.9 On the southern side of the street are a pair of 17th century Grade II listed timber-framed buildings at numbers 91-93 (see section 6.2). The adjacent buildings (numbers 95-99) follow the two storey scale of their Grade II listed neighbours.

3.1.10 The west end of Church Street turns the corner with a consistent group of late Victorian buildings (numbers 101-109b, see photo on p.29), of which numbers 105-109b are locally listed (see section 6.2). Many of these shop units still stand vacant and boarded up following fire damage during the 2011 civil disturbances.

3.1.11 Reeves Corner is a junction where several roads meet and where Church Street turns south towards the Minster. The site was cleared following the 2011 civil disturbances and has had a temporary greening scheme and tree nursery planting.

3.1.12 This character area also includes Overton's Yard and Fellmongers Yard, off Surrey Street, important remnants of Croydon's industrial past. The Granaries nightclub, the only surviving part of the former Page & Overton's brewery and an attractive historic building, is now used as a nightclub.

3.2 CHURCH ROAD CHARACTER AREA

3.2.1 Church Road marks the boundary between the Church Street Conservation Area and the Croydon Minster Conservation Area, with which this part of the conservation area has a close relationship. Church Road follows the course of the former Wandle streams and was once the main approach to the gatehouse of the Archbishops' Palace (now Old Palace School). Today it has a mixed character of

buildings of varied architectural style and materials and uses.

3.2.2 The three storey residential block (numbers 1a-1d Church Street) picks up on local motifs of contrasting brickwork of its neighbour at number 3 Church Road, which is a four-storey Victorian former boot and shoe factory built in the 1890s. This building has an interesting industrial character and finely crafted polychromatic brickwork. Adjacent to the east lies a residential corner block at number 30 Old Palace Road, which is appropriately scaled and successfully turns the corner with Church Road.

3.2.3 The top floor of Chandaria Court, the design of which is not considered to enhance the conservation area, protrudes into the long view west from Crown Hill (see photo on p.23). Rozel Terrace is a short terrace of late Victorian flats with bay windows and paired entrances. The buildings have been altered in detail but the tiled paths and low brick boundary walls survive. The terrace matches the scale of the slightly earlier plain-fronted houses opposite.

3.2.4 The corner of Church Road and Church Street marks a break in adjacent building lines and has a poor quality public realm treatment (see section 5.1).



3 Church Road, a former Victorian shoe and boot factory



The Granaries nightclub, the granary of the former Page & Overton's



Rozel Terrace, a terrace of 1890s flats



Buildings on the north side of Church Road

3.3 TAMWORTH ROAD CHARACTER AREA

3.3.1 Tamworth Road is fragmented in form, with inconsistent building lines and buildings between 1-4 storeys in height. It's unified historic form and layout has been undermined by the introduction of some unsympathetic 20th century development, largely outside of the present conservation area boundary. There is, however, a group of distinctive Victorian buildings that make a positive contribution to the conservation area and are important remnants of the street's historic fabric. This group of buildings comprises the former school at number 37 (currently in use as a Health Resource Centre), the Tamworth Arms, the Baptist Chapel, the former Mission Chapel (all locally listed, see section 6.2) and former Eagle Public House.

3.3.2 The former Eagle Public House is a characterful early-20th century building that recently had its original Crittall windows replaced with uPVC units, which has harmed the building's appearance. Despite unsympathetic alterations this building is considered to make a positive contribution to the character of the conservation area and, along with the former Mission Chapel, could be sensitively repaired to improve their appearance.

3.3.3 There is a short terrace of houses dating from the 1850s (numbers 63-70), that turns the corner into Frith Road to meet the contemporary flat fronted pairs of houses at the west end of the street. The remaining houses on the south side of Frith Road date from the 1870s and 1880s have a repeated pattern of

bay windows, chimneys and recessed entrances. All of the original doors and sash windows appear to have been replaced. The main negative impact on the character of Frith Road has come from the over-scaled ramps and blank frontages at the back of the Centrale shopping centre on the north side of the street. Both this and the adjacent block of flats step down towards the old terrace but remain over-scaled for the domestic character of the street.

3.3.4 Drummond Road and Tamworth Place contain no buildings that positively contribute to the conservation area's special character. The layout of modern residential development is generally awkward in relation to its neighbours and sits alongside open car parking, service yards and depots. The industrial units on the west side of Drummond Road detract from the special interest of the conservation area.



Former Eagle Public House



Frith Road, c.1880s houses



Tamworth Road streetscape, with the locally listed Tamworth Arms and Baptist Chapel (see pictures on p. 29)

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 Church Street, a gently winding road that curves as it rises from west to east towards Crown Hill forms the spine of the conservation area. Reeves Corner forms a pivot between the eastern section of Church Street and southern section, in the Croydon Minster Conservation Area. Overton's Yard and Fellmongers Yard are narrow alleyways off Surrey Street that taper and fall westwards.

4.1.2 Church Street varies in width from 15m at the eastern end, stepping in to approximately 10.5m between numbers 60-64 and 69 and to between 12.5 and 14.5m wide at its western end. Between Reeves Corner and the buildings opposite the street varies in width from approximately 14m, narrowing to 10m. Old Palace Road, connecting Church Street with Church Road, is approximately 10.5m wide.

4.1.3 Plot widths on Church Street are irregular, with some smaller historic plots having been later amalgamated. Some buildings are set back at their upper floors, due to the ground floors being added at a later date. On Church Street all properties directly abut the footway.

4.1.4 The Church Road character area forms the southern edge of the conservation area and is mostly residential. Church Road winds east and south from Reeves Corner and has a

mix of buildings and plot sizes, most of which directly abut the footway.

4.1.5 Frith Road, approximately 16.5m wide, is an almost continuous terrace, with the houses set back behind boundary walls and very shallow front gardens. The earliest houses at the western end front directly onto the footway.

4.1.6 Tamworth Road leads north from Reeves Corner and varies in width, but is at an average 16m between frontages. Building frontages generally align with the street, apart from the former school at number 37 which is set back deeply into its plot behind a large street facing car park.

4.1.7 Drummond Road also joins Reeves Corner, but it is a relatively recent thoroughfare carved out of the backland area behind Tamworth Road. It is a well-used bus route. Recent development around Drummond Road consists of housing in pairs or short terraces on irregular plots between the extensions of buildings on Tamworth Road and Church Street.

4.1.8 Tamworth Place is an historic thoroughfare leading from Drummond Road and Tamworth Road to Church Street, exiting through a narrow gap between buildings.



View east up Church Street from Reeves Corner to Crown Hill

4.2 DENSITY AND LAND USES

4.2.1 Street frontages on Church Street form continuous terraces with irregular building plots in terms of their width and depth. The fine urban grain of small historic plots contributes to the character of the street. Some plots have been conjoined at ground floor level or through redevelopment, which has coarsened the urban grain and harmed the character of Church Street. Former rear gardens on both sides of Church Street are generally taken up by large flat-roofed extensions for trade or storage. Frith Road has several terraces of houses along its western side. Street frontages on Drummond Road and Tamworth Place are loosely defined with a varied density of development. Church Road has a varied density of development.

4.2.2 At ground floor level Church Street is wholly in retail use, with a high proportion of independent traders, which adds to its distinctiveness. It serves as a secondary shopping area complementing Croydon's primary retail locations of North End and the High Street as well as Surrey Street market. A number of the upper floors of the commercial properties are vacant or used for storage, but some are in residential use. The southern side of Frith Road is predominantly residential. The north side of Church Road is also mainly residential, with some commercial uses also present. Fellmongers and Overton's Yard are used for Surrey Street market storage.

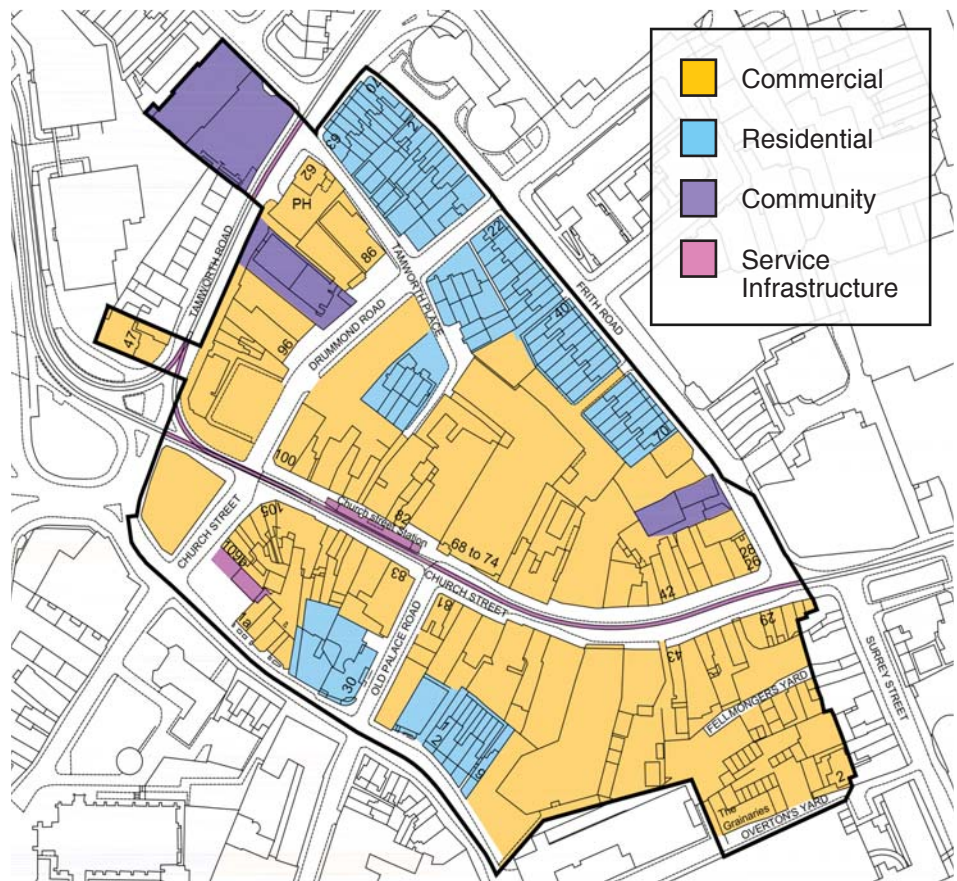
4.2.3 On Drummond Road and Tamworth Road, the predominant uses are commercial, religious or

institutional (Health Resource Centre and the Baptist Chapel), interspersed with residential uses. The former Eagle pub near Reeves Corner closed in 2010 and is now in community use.

4.2.4 The Reeves Corner island site is currently being used as a tree nursery, the first in a series of temporary uses that are planned for the space whilst permanent plans for redevelopment are being finalised.



Temporary tree nursery at Reeves Corner



Map 11: Land Uses in the Church Street Conservation Area - please note that this map indicates use of premises at ground floor level

4.3 BUILDING HEIGHT AND MASSING

4.3.1 On Church Street building heights vary between two and three storeys (see Map 12). Most of the historic buildings are three storeys, but later replacements are often no more than two storeys with flat roofs. The topography and curve of the street ensures that many of the roofs are visible from within the street, revealing a skyline of varying roof pitches, parapets and chimneys. Some buildings on Church Street are former houses set back and with single storey shops built over their front gardens.

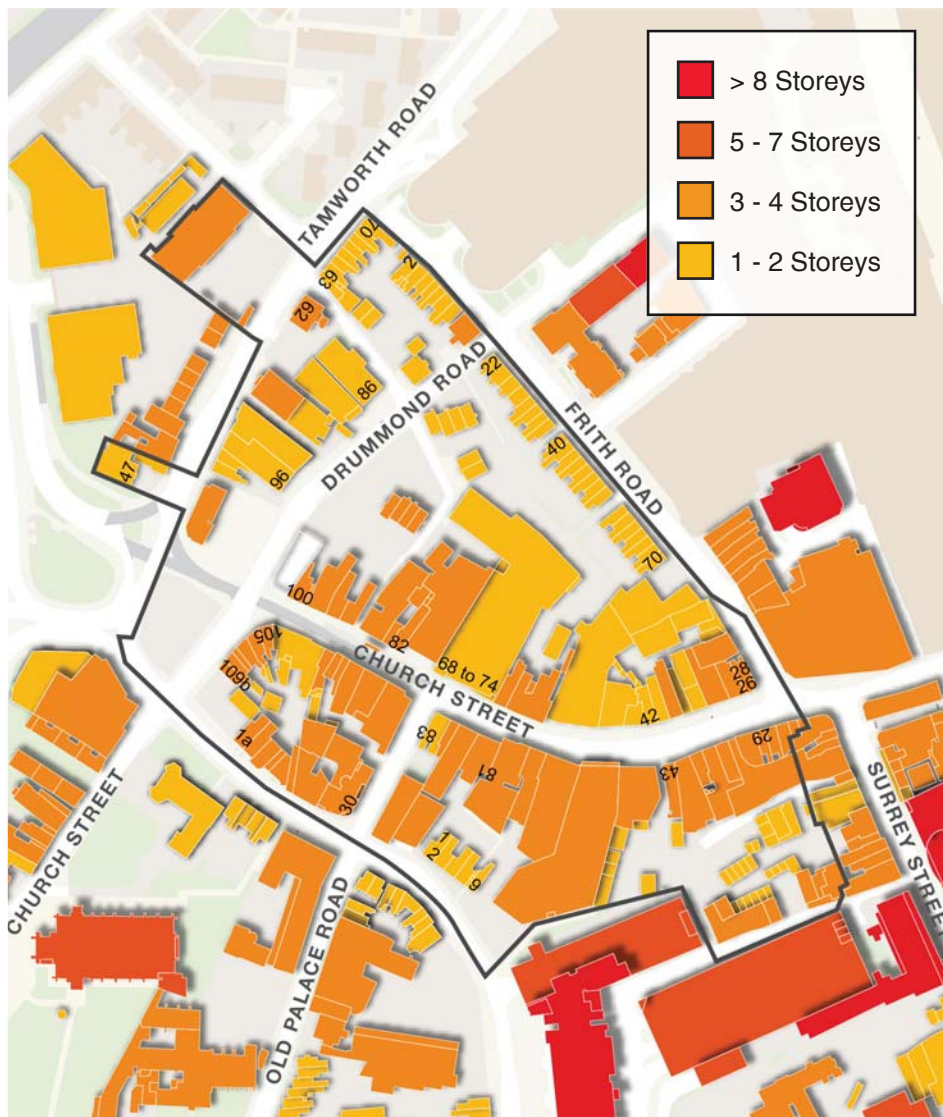


Predominant building heights on Church Street are 2-3 storeys

4.3.2 Buildings on Church Road have an irregular massing and there is variety in heights from two to five storeys, reflecting the addition of commercial buildings within the residential street.

4.3.2 Buildings on the south-west side of Frith Road, mainly small-scale terraced houses, have a consistent height and massing but there are subtle variations in plot width.

4.3.4 Buildings on Tamworth Road, both within and outside of the conservation area boundary, vary in terms of their height and massing up to four storeys. Building heights on Tamworth Road within the conservation area are generally two to three storeys, but the former school at number 37 is taller at up to four storeys with a rooftop cupola (see photo on p.29) and the Baptist Chapel (see photo on p.29) equates to approximately three storeys in height.



Map 12: Building heights in the Church Street Conservation Area and immediate surrounding area

4.4 GEOLOGY, TOPOGRAPHY AND VIEWS

4.4.1 The underlying geology of Croydon is complex, being 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.

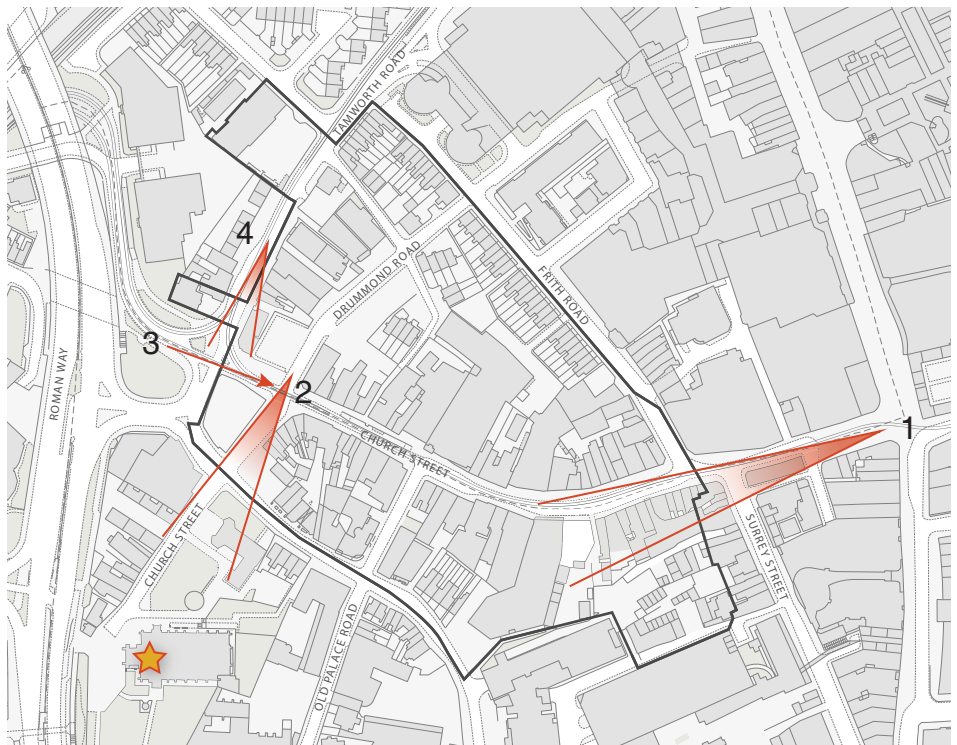
4.4.2 The River Wandle and its streams are now largely invisible but they have had the main influence on the shape and layout of the old town in the way certain streets bend to reveal sequences of buildings.

4.4.3 The Church Street Conservation Area is mostly flat and low lying, but the eastern end of Church Street starts to slowly rise eastwards towards a much steeper incline at Crown Hill.

4.4.4 The most notable view in this area is that of the Minster tower from Crown Hill rising above over the roofs of buildings on Church Street (photo page 23), which is a designated view (LV1) in the Croydon Local Plan. In this view the Minster tower stands alone with no surrounding development in view. Other views of the Minster include that from the corner of Drummond Road and Church Street (see photo) and from Tamworth Road. The Croydon Town Hall clocktower and the Taberner House office block (due to be demolished in 2014-2015) can be seen in the long view up Church Street from Reeves Corner. Please refer to Map 14 on p.22 and photos on p.23 for some significant views identified. The list is not exhaustive and there are likely to be other significant views not identified here.



Map 13: Topography of the Church Street Conservation Area and surrounding landscape



 Views

 Designated Landmark in the Croydon Local Plan

Some significant views:

- 1: Along Church Street towards the Minster (also a designated view in the Croydon Local Plan)
- 2: Minster and Church Street from corner of Drummond Road and Church Street
- 3: Long view of Town Hall from Reeves Corner
- 4: View of the Minster from Tamworth Road

Map 14: Landmarks and some significant views within and out of the Church Street Conservation Area



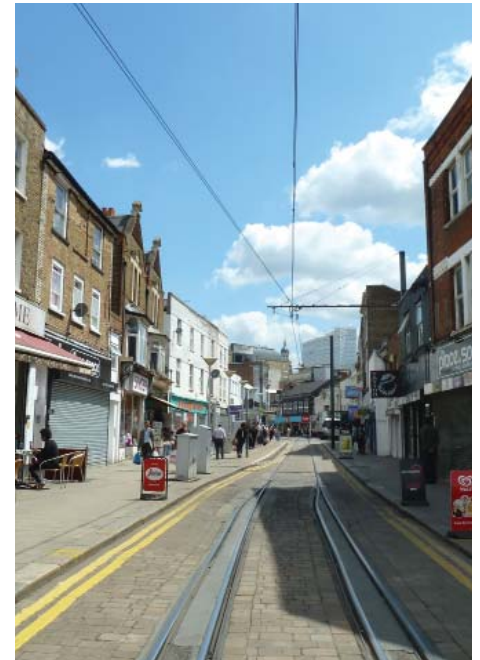
The Minster and the southern section of Church Street is in view from the cross roads of Drummond Road and Church Street (view 2 in Map 14)



View of the Minster from Tamworth Road (view 4 in Map 14)



The fall from Crown Hill and the bend in Church Street offers a fine view of the Minster tower. The tops of the trees in the churchyard can also be seen. (view 1 in Map 14)



Long view of the Town Hall clocktower from Reeves Corner (view 3 in Map 14)

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).

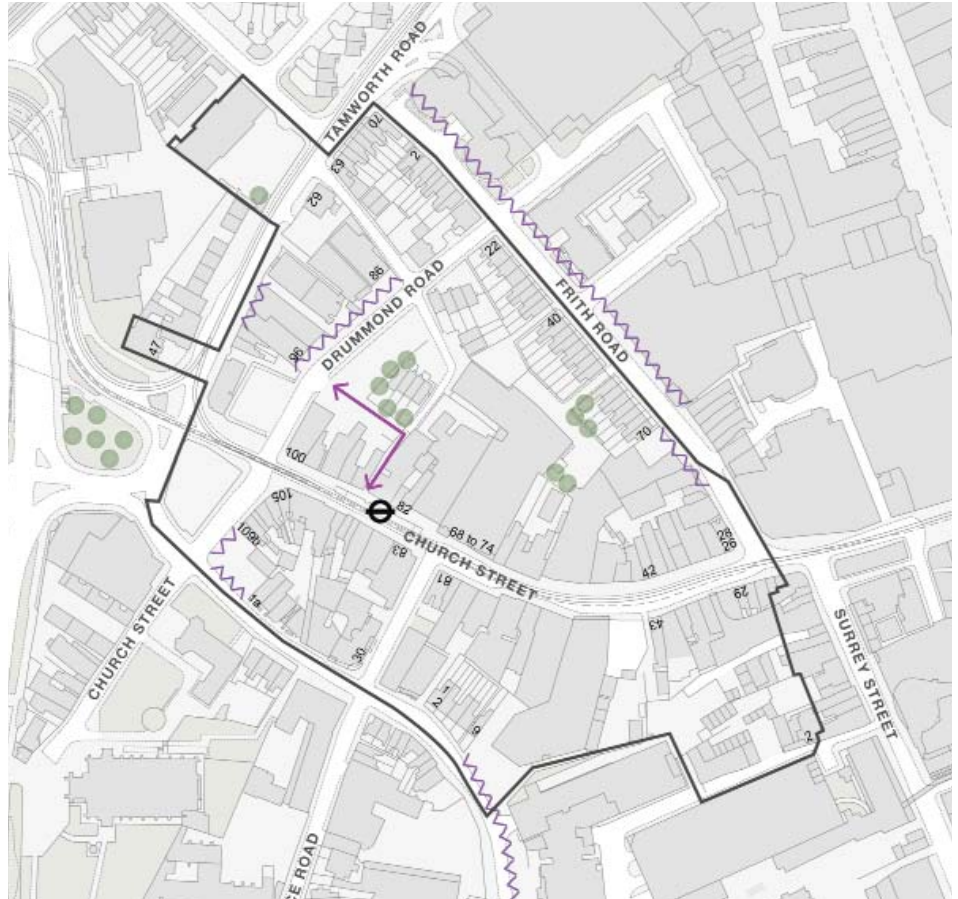
5.1 PUBLIC REALM AND OPEN SPACE

5.1.1 Other than the Ann’s Place car parks on Drummond Road and a small patch of ground on the corner of Church Street and Church Road there are no public open spaces in this urban conservation area.

5.1.2 Church Street’s public realm is largely dominated by street furniture (see section 5.3) and footways are narrow. A ramped platform has been created at the tram stop to allow level access onto the vehicles. The tram brings activity to Church Street and Tamworth Road, although the associated infrastructure causes additional street clutter and there is congestion on the footway at the western end of Church street due to the tram stop.

5.1.3 In the Church Road character area, the service yard to Argos presents a negative frontage to the street due to large expanse of hard surfacing and industrial character of the building fronting the street. The area of open space at the corner between Church Road and Church Street in front of the substation (see photo on p.25) is poorly used and has a variety of surface materials and cracked paving.

5.1.4 Drummond Road has a fragmented built form which negatively impacts on the quality of the public realm. Gaps in the building frontage include Ann’s Place car park at



-  Negative frontage impacting on the public realm
-  Pedestrian route
-  Significant tree group
-  Conservation area boundary
-  Church Street tram stop

Map 15: Public realm, greenery and open space in the Church Street Conservation Area



The public realm of Church Street is largely dominated by cluttered street furniture, particularly to the west end of the street beyond the junction with Old Palace Road, which makes it hard to appreciate the historic architecture

the corner of Drummond Road and Church Street.

5.1.5 The blank elevations of the rear of the Centrale shopping centre and associated servicing creates a negative frontage to Frith Road and impacts on the quality of the public realm

5.1.6 There is limited space for bin storage throughout the conservation area, with visible refuse having a negative impact on the appearance of the streets.

5.1.7 Most streets in the Church Street Conservation Area still have granite kerbs but footways are mostly modern block paving or asphalt. There is an attractive crossover of squared granite setts on the south side of Church Street between numbers 43 and 45 (see photo).

5.2 PERMEABILITY AND CONNECTIVITY

5.2.1 The historic layout of the area is well connected inwardly, but does not link well to the retail core to the north. The north end of Drummond Road is dominated by the Centrale development and is currently an uninviting and under-used route to and from North End. Tamworth Place is an historic thoroughfare that leads from Drummond Road to Church Street and currently has poor paving and is underlit.

5.2.2 There are restrictions on vehicular movement within the area and one way traffic on Old Palace Road, Church Road and Church Street, partly to accommodate the tram in Church Street. The western section of Church Street is reserved solely for the tram route.



Open space in front of the substation at the corner of Church Road and Church Street



Crossover at 43-45 Church Street with granite setts and kerbs



Historic street name plate at Tamworth Place

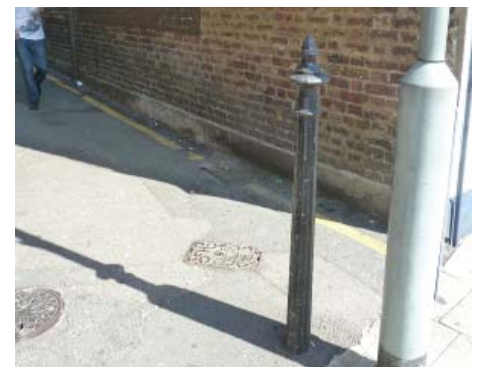
5.3 STREET FURNITURE

5.3.1 Church Street, Reeves Corner and Tamworth Road are cluttered with a high amount of street furniture. The steel stanchions supporting the tram wires are an essential operational requirement but they dominate the streets, especially around the Church Street tramway stop. Separate poles for street lights, traffic signs and security cameras add to the clutter and detract from the quality of the street scene. There is also visual clutter on the corner between Church Street and Church Road as a result of the bollards, telecommunications cabinets and signs.

5.3.2 In terms of historic street furniture there is slender fluted cast iron bollard that survives in Tamworth Place and a cast iron post box is located on the



Cast iron post box on the corner of Church Street and Church Road



Historic cast iron bollard at the entrance to Tamworth Place

corner of Church Street and Church Road. There are also a number of cast iron street nameplates, which are likely to be Victorian in origin.

5.4 GREENERY AND TREES

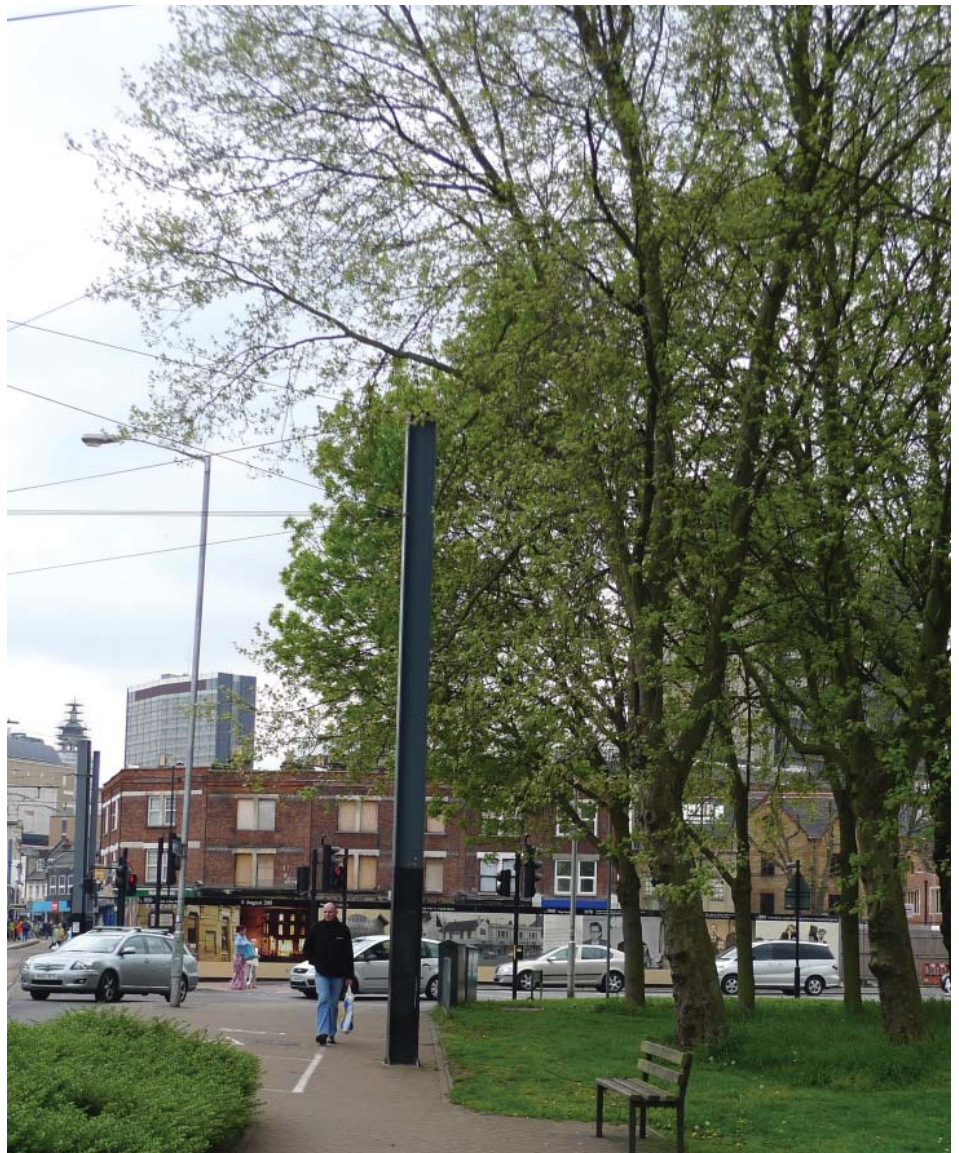
5.4.1 There are very few trees present in the Church Street Conservation Area (see Map 15 on p.24). There are some tree specimens behind Ann's Place car park on the east side of Drummond Road, in private gardens, and in front of number 37 Tamworth Road. There is a pair of trees on the corner of Church Road and Church Street in front of the sub-station.

5.4.2 Front gardens on Frith Road are too shallow to support much greenery, however there is a hedge in front of Rozel Terrace on Church Road that complements the buildings.

5.4.3 Tree planting is restricted on Church Street and Tamworth Road due to the tram infrastructure.

5.4.4 Trees on the grass island to the west of Reeves Corner (see photo), located outside of the conservation area, terminate views east down Church Street and help to screen the impact of traffic on Roman Way.

5.4.4 There is currently a temporary tree nursery on Reeves Corner (see photo on p.20).



Trees adjacent to Reeves corner, outside the conservation area boundary, provide a green buffer between Roman Way and the Old Town



Mature trees behind Ann's Place car park in private gardens

6.0 ARCHITECTURAL CHARACTER

6.1 GENERAL ARCHITECTURAL CHARACTER

6.1.1 The general architectural character of Church Street is that of a traditional shopping street that has evolved from a stock of Georgian and Victorian buildings. This is complemented by surviving former Victorian industrial buildings on Church Road and Overton's Yard, and individual buildings of architectural merit on other surrounding streets.

6.1.2 Also of note are the mid-Victorian terraces on the north-east side of Church Road and on the west side of Frith Road, which, despite many individual alterations, still have a common scale and a collective value as an important reminder of the former character of Victorian Croydon. Collectively, the Church Street Conservation Area contains a rich variety of historic building types and forms, many of which are embellished by important architectural features and materials (see Section 6.3).

6.2 HISTORIC AND ARCHITECTURAL SIGNIFICANCE OF BUILDINGS

6.2.1 Designations and an assessment of the level of contribution individual buildings make to the special character of the Church Street Conservation Area are shown on Map 16 below.

A) LISTED BUILDINGS

6.2.2 The Church Street Conservation Area contains the statutorily listed buildings discussed below. Please see section 11.1 for further information about the implications of statutory listing. Full list descriptions are available from English Heritage (see Appendix 1).

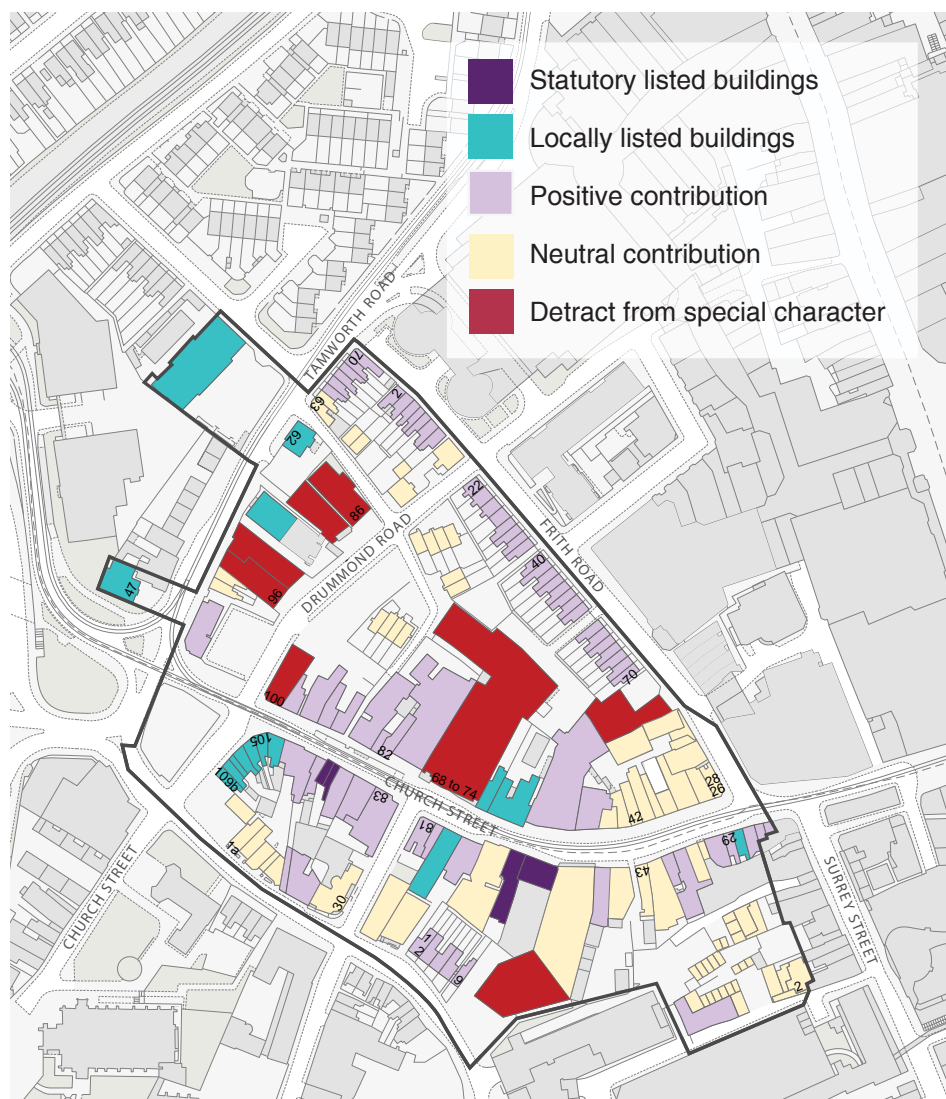
61-65 CHURCH STREET

6.2.3 These buildings (see photo) date from 1740, and have steeply pitched roofs with hipped dormers set behind a parapet,

segmental-headed sash windows and dentilled cornice. A single chimneystack survives. The shopfront at ground floor level is a modern replacement.



Grade II listed former town houses at 61-65 Church Street, c.1740



Map 16: Designations and level of contribution buildings within the Church Street Conservation Area make to its special character

91-93 CHURCH STREET

6.2.4 This building (see photo) originated as a pair of 17th century of small houses. They are of timber framed construction with a rendered finish, sash windows, a plain parapet and an old clay tile roof. The shopfront is a modern replacement.

B) LOCALLY LISTED BUILDINGS

6.2.5 There are fifteen buildings within the Church Street Conservation Area that are on Croydon's Local List of Buildings of Architectural or Historic Interest. These buildings are of significant local value and make a positive contribution to the special character of the conservation area. For further information on

the implications of local listing please see section 11.2.

27 CHURCH STREET

6.2.6 Formerly a Kennedy's Butchers shop, this two-storey property (see photo on p.15) once had an art deco shopfront that matched the metal windows at first floor level with a stone surround.

60-66 CHURCH STREET

6.2.7 This group of three-storey terraced buildings have a lively Italianate facade of red brick and stone dressings with double arched windows (see photo below and detail on p.1)

75-77 CHURCH STREET,

6.2.8 This three-storey double-fronted Victorian terraced

building (see photo on p.35) was built in 1878. It has a London stock brick elevation with terracotta detailing. Two front facing gable dormers sit behind a parapet supported by a projecting plaster cornice. Modern timber sash windows and a modern shopfront at ground floor level.

105 -109B CHURCH STREET

6.2.9 This is a terrace of late Victorian buildings (see photo below) that wrap round the corner of Church Street and Reeves Corner. The brick faced facades have restrained moulded decorations including string courses and lintels.

37 TAMWORTH ROAD

6.2.10 This former school is a



Grade II listed 91-93 Church Street



Detail of numbers 60-66 Church Street



105-109b Church Street, facing Reeves Corner, which suffered fire damage during the 2011 Civil Disturbances



Locally listed former school at 37 Tamworth Road (currently in use as a Health Resource Centre)



Locally listed Tamworth Arms public house



Locally listed Baptist Chapel on Tamworth Road

substantial Edwardian building of 1915 in the Queen Anne style (see photo on p.28). It is currently in use as a Health Resource Centre.

47 TAMWORTH ROAD (FORMER MISSION CHAPEL)

6.2.11 The former Mission Chapel at 47 Tamworth Road (see photo) is of historic significance as the first Mission Chapel opened by the Christian Mission (later Salvation Army) outside of London's East End. The building has a pitched roof with street-facing gable. The façade displays Classical detailing, including arched windows, pilasters with Corinthian capitals supporting a cornice feature with a parapet above. The front elevation has been subject to some unsympathetic alterations, however its original character is still in evidence and the building makes an important contribution to the character of the conservation area. This building is currently in use as a gym.

TAMWORTH ARMS PUBLIC HOUSE, 62 TAMWORTH ROAD

6.2.12 The Tamworth Arms (see

photo) was built in the 1850s and is distinguished by its glazed green and brown tiles on the ground floor, probably added in the 1920s.

BAPTIST CHAPEL, TAMWORTH ROAD

6.2.13 The Baptist Chapel (1866) is a local landmark on Tamworth Road of a restrained but dignified Classical design with stucco detailing (see photo).

C) BUILDINGS THAT MAKE A POSITIVE CONTRIBUTION (UNLISTED)

6.2.14 Many other buildings in the Church Street Conservation Area make a positive contribution to its special character and appearance. These buildings are considered to be of heritage value and collectively contribute towards the conservation area's special interest. Please see section 3 for further information on individual buildings within each character area.

D) BUILDINGS THAT MAKE A NEUTRAL CONTRIBUTION (UNLISTED)

6.2.15 There are several buildings in the conservation area that



Former Mission Chapel, Tamworth Road

do not contribute positively or detract from the area's special character. These buildings may have merit in their own right.

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

6.2.16 There are some buildings in the conservation area that have a negative impact on its character or appearance because of their excessive scale, height, inappropriate form or materials. These buildings may have merit in their own right.

6.3 KEY ARCHITECTURAL FEATURES AND MATERIALS

6.3.1 There is rich variety of high quality architectural features and materials present in the Church Street Conservation Area. These embellishments, such as Victorian ceramic roundels, foliage and other decorative motifs on the upper facades of Church Street make an important contribution to the conservation area's special character and display a high quality of craftsmanship.

6.3.2 No historic shopfronts are thought to survive in their entirety in the conservation area. Although most of the shopfronts are modern, there are some 19th century survivals at the western end of Church Street including console brackets and mullions with capitals. Some historic cornices and fascias may survive behind modern signs.

6.3.3 Red brick and London yellow stock brick are the most common building materials present, often used together for decorative effect. In Frith Road the original brickwork on some of the later houses is tuck pointed, an unusual refinement for buildings of this modest nature. Stone is mostly reserved for dressings and embellishments, along with moulded tiles and terracotta for building facades.

6.3.4 The oldest roof coverings are in plain tile, with the use of natural slate becoming widespread after the 1850s. There are some examples of tiled exteriors, the ground floor of the Tamworth Arms being the most distinctive. There are remnants of timber frames in the oldest surviving buildings in Church Street.

CHURCH STREET AND CHURCH ROAD CHARACTER AREAS AND TAMWORTH ROAD

KEY ARCHITECTURAL FEATURES¹

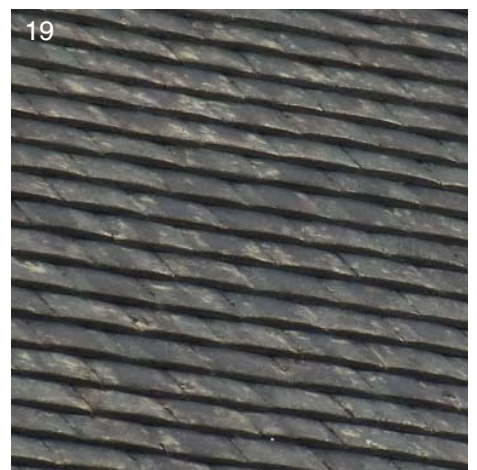
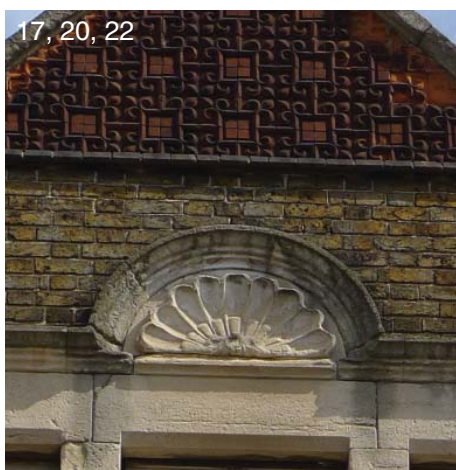
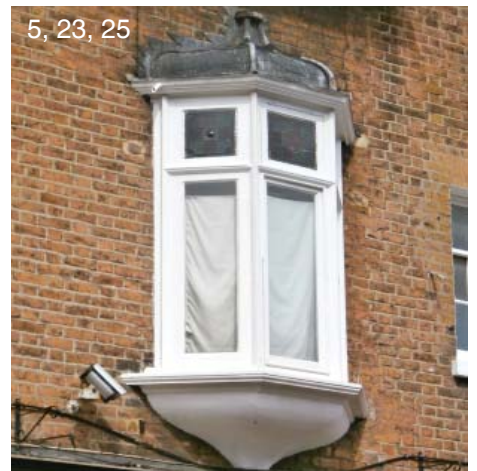
1. Pitched, plain tile roofs
2. Chimney stacks
3. Decorative mouldings around windows and doors
4. Sash windows
5. Bay/oriel windows
6. Curved/arched windows sometimes with voussoirs
7. Feature dormer windows
8. Pediment features
9. Pilasters with decorative capitals
10. Decorative keystones
11. Cornices, sometimes with dentils
12. Decorative brickwork patterning
13. Quoins
14. Moulded tiles
15. Date plaques

CHARACTERISTIC MATERIALS

16. Red brick, including carved and rubbed brick
17. London stock brick
18. Stucco render
19. Hand made clay tiles
20. Stone/stucco mouldings, dressings and detailing
21. Glazed tiles
22. Terracotta tiles/panels
23. Timber windows/doors
24. Steel windows
25. Lead flashings

¹Please see glossary of relevant terms in Croydon's Conservation Area General Guidance SPD

6.3.5 The original windows in all the surviving Edwardian, Victorian and Georgian buildings would have been painted timber. Surviving timber windows are important historic features that make a positive contribution to the special character of the conservation area.



FRITH ROAD AND ROZEL TERRACE

KEY ARCHITECTURAL FEATURES²

1. Chimney stacks
2. Bay windows
3. Recessed entrances
4. Rhythm of first floor window openings
5. Name / date plaques

HISTORIC BUILDING MATERIALS

6. Natural slate
7. London stock brick (sometimes with tuck pointing)
8. Red brick

² Please see glossary of relevant architectural terms in the *Conservation Area General Guidance SPD*



7.0 CONDITION AND THREATS

7.1 CURRENT CONDITION

7.1.1 On the basis of their external appearance the general condition of buildings appears to be moderate.

7.1.2 There are several buildings in Church Street that appear to be vacant or under-occupied above ground floor level. There has also been a loss of historic shopfronts over many years. Some properties have been affected by poor maintenance or unsympathetic alterations of shopfronts including the unauthorised removal of shopfronts to leave open frontages or dominant, brightly illuminated plastic fascias. These changes devalue the architectural interest of the street and hinder its appreciation.

7.1.3 The Frith Road terraces have been affected over many years by from the contrasting scale and imposing form of the retail development opposite and many houses have been poorly maintained. All of the original doors and sash windows have been replaced, almost universally in uPVC, and some of the bay windows have also been removed as well as many of the boundary walls. Some of the recessed entrances have been enclosed. Most of the roofs have had their slates replaced with concrete interlocking tiles. Some of the houses in the street have been rebuilt or substantially remodelled such as No 16, a block on the corner of Drummond Road. Lack of space for wheelie bins has cluttered the shallow front gardens.

7.1.4 The overall condition of the public realm is mixed, with some areas where there is inconsistency of development

patterns, poor definition of property boundaries and a lack of maintenance. In some parts of the conservation area there is visual clutter that has a harmful impact on the streetscape character as a result of street furniture, columns, cables and signage, including at the tram stop in Church Street.

7.2 BUILDINGS AT RISK

7.2.1 The statutorily listed buildings in Church Street (see section 6.2) are occupied but their external condition suggests that they are vulnerable and potentially at risk from deterioration.

7.2.2 The locally listed group at numbers 105-109b Church Street are mostly vacant and considered to be at risk following fire damage during the 2011 civil disturbances.

7.2.3 The locally listed former Mission Chapel at number 47 Tamworth Road (see photo) has been subject to some unsympathetic alterations and is in a poor condition with vegetation growing out of the gutters, suggesting a lack of maintenance.

7.3 KEY THREATS AND ISSUES

7.3.2 The conservation area is at risk from cumulative threats to its special character and appearance. On Church Street there is a risk that the upper parts (including the roofs) are insufficiently maintained and could eventually threaten long term viability and preservation of the buildings.

7.3.3 Existing and potential threats to the Church Street Conservation Area are outlined in the box on the following page.



Vegetation in the gutter at 47 Tamworth Road, showing neglect and a lack of maintenance



105-109a Church Street (locally listed), fire damaged and mostly vacant

SUMMARY OF THREATS AND ISSUES AFFECTING THE CONSERVATION AREA'S SPECIAL CHARACTER

1. Poor maintenance or repair of buildings
2. Traffic dominating the area
3. Amalgamation of building plots, coarsening the historic grain and pattern of properties
4. Loss of historic architectural features and materials
5. Introduction of poor quality new materials
6. Loss of historic architectural features and materials
7. Rendering, painting or cladding of brick facades
8. Removal of shopfronts
9. Poorly designed or overscaled shopfronts
10. Poor quality or temporary signage on buildings
11. Lack of screened storage for refuse bins
12. Loss of boundary walls
13. Installation of solid shopfront shutters
14. Lack of maintenance of road surfaces, footways and street furniture
15. Empty site at Reeves Corner
16. Harmful impacts on the conservation area's setting as a result of development of an inappropriate scale, massing and design



Visible rubbish bins on Frith Road, where small front gardens make it difficult to accommodate



Impact of utilities work on the public realm



St Ann's car park on the corner of Church Street and Drummond Road is poorly screened and detracts from the appearance of the conservation area, there is also temporary signage located on buildings that further detracts from the appearance of the area



Poorly maintained timber sash windows and cills



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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 guidelines for development, maintenance and enhancement of the Church Street Conservation Area.

For advice on whether planning permission is required for works please contact the Council (see Appendix 2).

Please note that 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.

Previous page: 75-77 Church Street (locally listed)

8.0 DEVELOPMENT GUIDELINES

8.0.1 This section of the document supplements the general guidance for development in conservation areas provided in the *Conservation Area General Guidance SPD*. The information below provides area-specific principles that respond to the particular challenges and opportunities for proposed development in the Church Street Conservation Area. All development proposals should preserve or enhance the conservation area's character and appearance and conform to the Croydon Local Plan.

8.1 DEMOLITION

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

8.1.2 The council will resist demolition of statutorily listed buildings, locally listed buildings and buildings that make a positive contribution to the special character of the Church Street Conservation Area, as detailed in Section 6.2 of this document.

8.1.3 Demolition of buildings identified in this document as

making a neutral contribution to, or detracting from, the conservation area's special character (see Map 16 on p.27) 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*.

8.2 NEW DEVELOPMENT

8.2.1 There are several sites within or near the Church Street Conservation Area that would be suitable for new development that could enhance its character or setting. There may also be opportunities resulting from the redevelopment of sites containing buildings that make either a neutral contribution to or detract from the conservation area's special character (see Map 16 on p.27). Please see paragraphs 9.2.4 and 9.2.5 below and the Draft Old Town Masterplan for further information regarding specific sites.

8.2.2 All development proposals within the Church Street Conservation Area should respect the established plot layout and historic building



Gap site on the corner of Church Road and Church Street

lines, as well as the height, scale, massing and materials of nearby buildings. Please see section 5.2 of the *Conservation Area General Guidance SPD* for further information.

8.2.3 All development proposals should carefully consider the relationship with nearby listed and locally listed buildings, the setting of which should be preserved or enhanced. Important local views of the Minster Tower should be preserved. New development should complement existing uses in the area. The historic thoroughfare of Tamworth Place should also be preserved.

REEVES CORNER

8.2.4 A planning brief was produced for the Reeves Corner site by Croydon Council following the civil disturbances in 2011. All development proposals for this site should conform with the planning brief and the Draft Old Town Masterplan.

CORNER OF CHURCH ROAD / CHURCH STREET

8.2.5 This area of open space in front of the electricity substation detracts from the quality of the streetscene in

this part of the conservation area. An infill development may be appropriate on this site, however any impacts on light provision to adjacent buildings and existing cabling under the site must be carefully considered. Rights of access to adjacent buildings and the substation must be preserved.

8.3 DEVELOPMENT AFFECTING THE SETTING OF THE CONSERVATION AREA

8.3.1 All development proposals that affect the setting of the Church Street Conservation Area must carefully assess all resultant impacts to ensure that its significance is not unduly harmed. Opportunities for enhancement of the existing setting through development should be sought. As development sites, including tall buildings, in and around Croydon's town centre come forward, it is recognised that the wider setting of the Church Street Conservation Area will change.

8.3.2 In order to preserve and enhance the conservation area's immediate setting, development should be of a high quality design and materials and an appropriate scale and massing so as to not dominate

the low-rise character of the area.

8.3.3 There is a neighbouring potential development site on Cairo New Road, as outlined in the Draft Old Town Masterplan. Any development on this site would be likely to have a direct impact on the setting of the Church Street Conservation Area and other surrounding heritage assets. It has been accepted in the Draft Old Town Masterplan that this site could potentially accommodate a higher density of development than that which is prevalent in this area due to its location next to the elevated part of Roman Way (also known as Jubilee Bridge). However it is important that an appropriate transition is achieved between the development site and the scale and character of the Church Street Conservation Area, and that development on this site is of a high quality to limit any resultant impacts on the setting of the conservation area.

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



Cairo New Road site, current view along Cairo New Road (left) and of the site from Reeves Corner (right)

8.4 EXTENSIONS

8.4.1 Front extensions (including new porches) and side extensions to buildings on Church Street, Church Road and Frith Road are not considered to be acceptable due to the street-facing character and layout of buildings.

8.4.2 On Tamworth Road and Drummond Road, there may be scope for front or side extensions to some buildings, subject to their design. All side extensions should be set back from the front building line and designed so as not to dominate the main building.

8.4.3 Rear extensions to buildings on Church Street, Church Road and Frith Road may be considered to be acceptable where they are not visible from streets within the conservation area, subject to their scale being subservient to the host building. Rear extensions to buildings on Tamworth Road, Tamworth Place and Drummond Road may be considered to be acceptable as long as they do not have an overly dominant impact on the host building.

8.4.4 Roof extensions should not unduly dominate the roof of the main building and should be set back from the main building line. Roof extensions to buildings three or four storeys in height will generally not be permitted due to the negative impact of the resultant additional massing. Where proposed roof extensions interrupt views of the Minster tower they will not be permitted. Roof extensions, including dormer windows, visible from a public highway to terraced residential buildings on Church Road and Frith Road will be resisted due to the disruption of the predominant rhythm and proportions. Roof extensions

to groupings of buildings with historic pitched roofscapes set behind parapets, such as 21-25 Church Street, will be resisted due to the impact on their architectural character.

8.4.5 All proposals for residential extensions should be in line with the requirements of Croydon's *Residential Extensions and Alterations SPD* and section 5.3 of the *Conservation Area General Guidance SPD*. Special care and attention must be paid to preserving and enhancing the special character of the conservation area.

8.5 SHOPFRONTS

8.5.1 The retail frontages on Church Street contribute to the vibrancy of Croydon's town centre. Wherever possible, historic shopfront features should be salvaged and re-used or replicated. Shopfront improvement works to some buildings in the area will be delivered through the High Streets Improvement Project (please see section 10.3).

8.5.2 For advice on shopfront design please see the

Shopfronts and Signs Supplementary Planning Guidance SPG and section 5.15 of the *Conservation Area General Guidance SPD*. New shopfronts in historic buildings on Church Street should be of timber construction and be of a design that complements the scale, character and appearance of the host building. Open shopfronts and solid roller shutters are not considered to be acceptable in Church Street.

8.6 ADVERTISING AND SIGNAGE

8.6.1 All proposed signs should respect the historic character and scale of buildings in the conservation area, avoiding oversized or poorly designed signs or fascias. All signs should be externally illuminated, well sited, well designed and appropriately sized. Existing oversized fascias should not be used as a precedent for the installation of further inappropriate signs.

8.6.2 Signs on Church Road and Tamworth Road should similarly take account of their context and should not add to street clutter.



Distinctive historic pitched roofscape, set behind a parapet, at 21-25 Church Street

For further advice please see section 5.15 of the *Conservation Area General Guidance SPD* and *Advertisement Hoardings and Other Advertisements SPG*.

8.7 WINDOW REPLACEMENT

8.7.1 Many properties in the conservation area, particularly on Church Street, contain timber sash or casement windows. Original or replica windows should be retained and repaired if at all possible.

8.7.2 Where there are existing original or replica windows, proposed replacements should be on a like-for-like basis in terms of design and materials. Where unsympathetic window replacements have occurred, for example uPVC units, these should be replaced to match the original design and materials, unless replacement windows of a different design are considered to result in an enhancement to the building's appearance.

8.7.3 To improve the thermal performance of windows the Council recommends that all replacement window units should be double glazed. Alternatively internal secondary glazing could be installed, which does not require planning permission.

8.8 BAY WINDOWS

8.8.1 Victorian houses on Church Road and Frith Road feature bay windows, which create rhythm and character in the streetscene. Some bay windows have been removed which has had a detrimental impact on the streetscene. Bay windows should be retained and repaired, or, where lost, reinstated.

8.9 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 supported. 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.

8.10 LANDSCAPING

8.10.1 All residential development proposals should contain proposals for the design of front gardens including:

- The retention of existing front gardens, attractive boundary treatments and original materials where possible
- A balance of soft and hard landscape elements in keeping with the character of

the area

- Permeable surface for any car parking over 5m²
- Provision for the storage and screening of refuse and recycling bins

8.11 PUBLIC REALM WORKS

8.11.1 All proposals to enhance the conservation area's public realm should 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.

8.11.2 Public realm works should aim to better reveal the historical significance of Church Street, while also providing usable space for customers, businesses and tram-users alike. Interventions to improve the quality of the streetscape should seek to rationalise and de-clutter the public realm and could include pavement widening, rationalisation of street furniture, junction improvements, provision of cycle routes, building frontage improvements, pocket public spaces and public art.



Rhythm created by bay windows on Frith Road

9.0 BUILDING MAINTENANCE, REPAIR AND IMPROVEMENT

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

9.1 BUILDING MAINTENANCE

9.1.1 Regular maintenance and repair of historic buildings is important to ensure the survival of valued architectural features in the conservation area. Some advice on repair and maintenance of buildings is provided below. 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

9.1.2 All re-pointing works to brick walls should be carried out using a lime mortar rather than hard cement which can result in problems with damp.

9.1.3 All repairs to tile hung walls should use original clay tiles wherever possible. Care should be taken to reinstate any tile patterns.

ROOFS

9.1.5 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.

9.1.6 Roofs may incorporate decorative ridge tiles or patterns from cut tiles as at 2-8 Church Road. Some properties also have decorative timber barge boards. All original detailing should be retained or reinstated as part of any repair work.

WINDOWS AND DOORS

9.1.7 Original window frames, window surrounds, bay windows and doors are important features of a historic building and should be retained or reinstated wherever possible.

9.1.8 Timber window frames should be regularly painted and inspected for dry rot.

9.1.9 The replacement of timber window frames and doors with uPVC alternatives has a negative impact on the character of the conservation area and should be avoided.

CHIMNEY STACKS AND POTS

9.1.10 Brick chimney stacks and pots are important features of historic buildings in this conservation area and should be retained. Even redundant chimney stacks will play an important role in the ventilation of traditional buildings.

RAINWATER GOODS

9.1.11 Debris and vegetation in gutters and rainwater pipes should be regularly cleared to prevent water damage to buildings.

10.2 REPAIRING, RESTORING AND REINSTATING ARCHITECTURAL FEATURES

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

9.2.2 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.

9.3 ENERGY EFFICIENCY IMPROVEMENTS

9.3.1 The Council supports the

principle of works to buildings to improve their energy efficiency, provided that the original character of the building is not harmed. Please see section 9 of the *Conservation Area General Guidance SPD* for further guidance.

9.3.2 Some retrofitting measures may require planning permission and if proposed to a statutorily listed building may also require listed building consent.

10.0 ENHANCEMENT PROPOSALS

10.0.1 The Church Street 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 stakeholders. The Council will work with these stakeholders through the planning process.

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

10.1 PUBLIC REALM IMPROVEMENTS

10.1.1 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 the Connected Croydon programme, a public programme to improve Croydon's streets, squares and open spaces.

10.1.2 Public realm improvements will play an important part in enhancing the conservation area and its setting. Recent improvements to the public realm in and around the conservation area include the upgrade of crossings on Roman Way, the installation of the Legible London wayfinding scheme (see photos) and the new cycle route that runs along Charles Street and Howley Road. Opportunities for further improvements, which will be delivered as funding comes forward, will be identified through the Draft Old Town Masterplan (see section 10.3). Improvements to the public

realm should also occur as part of major development proposals.

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

10.2 STREET LIGHTING

10.2.1 All street lighting in the borough will be replaced between 2013-2018 as part of 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, where they can be accommodated, should be considered to reduced street clutter.

10.3 RELATED COUNCIL-LED INITIATIVES

10.3.1 There are several active initiatives that affect the Church Street Conservation Area (please see below). For more information on any of the below please contact the spatial planning team (see Appendix for contact details).

A) DRAFT OLD TOWN MASTERPLAN

10.3.2 The Church Street Conservation Area is located within the boundary of the Draft Old Town Masterplan. The Masterplan places the Old Town's impressive heritage assets at the heart of the regeneration strategy for this part of Croydon's town centre.

10.3.3 Some of the components in the Draft Old Town Masterplan that directly affect the Church Street Conservation Area are listed below (please see also the extract from the Draft Old



Legible London street signage on the Corner of Church Street and Drummond Road



The pedestrian link from Church Street through to Drummond Road is in need of improvement

Town Masterplan drawing - Map 17):

- Possible transformation of the Reeves Corner island site and creating a area of new public space.
- Improving the setting of Reeves Corner through a new building at Ann's Place car park.
- Enhancing the pedestrian route along Tamworth Place
- Improving the pedestrian route between North End and Old Town via Drummond Road
- The potential for new development at Cairo New Road that will positively contribute to the setting of the conservation area and deliver new homes

for Old Town.

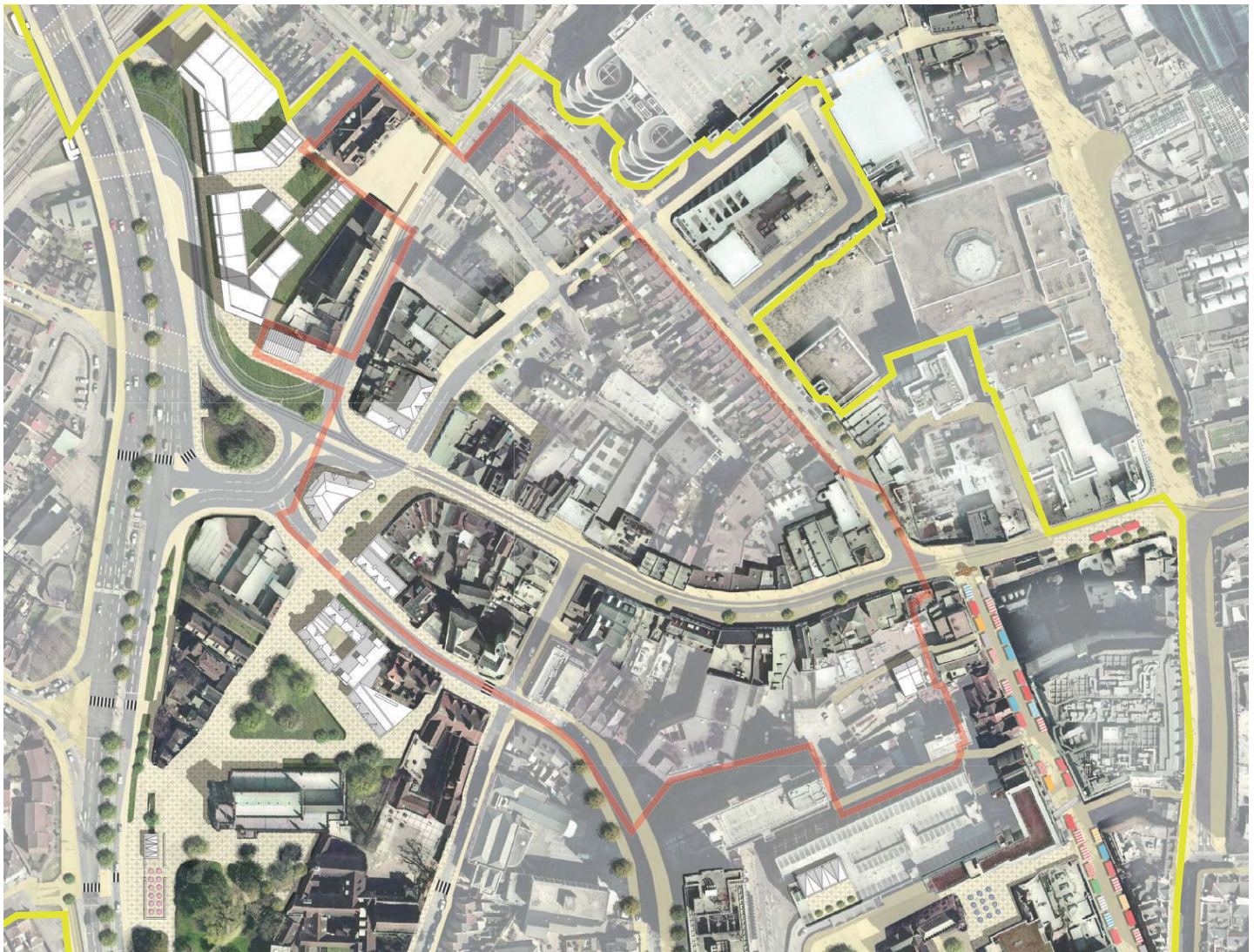
- Protecting the existing storage facilities for Surrey Street Market in Overton's and Fellomongers yard.

B) OLD TOWN HIGH STREETS IMPROVEMENT PROJECT

10.3.4 The Old Town High Streets Improvements Project is part of the Connected Croydon programme. As part of the project, public realm works will include widening and repaving footpaths (Church Street and part of Frith Road), installing new cycle parking, trees and seating. Cycle connections will also be enabled. This project

will also include improvements to around thirty buildings and shop fronts. This will include cleaning and repainting, new shop signs, the restoration of historic features, such as pilasters, and new awnings and security shutters. As part of these works improvement to a locally listed building and a Grade II listed building are to be delivered.

10.3.5 A public consultation was held in November 2013 on the proposals. Works are currently scheduled to begin on site in November 2014 (building front improvements) and Spring 2015 (public realm).



Church Street Conservation Area boundary

Draft Old Town Masterplan boundary

Map 17: Extract from the Draft Old Town Masterplan drawing, showing components that would affect the Church Street Conservation Area - please refer to the Draft Old Town Masterplan for further information

11.0 ADDITIONAL CONSIDERATIONS

11.0.1 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.

11.1 STATUTORILY LISTED BUILDINGS

11.1.1 Listed Building consent will be required for all building works, either external or internal, to statutorily listed (see section 6.2) 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 and/or contact the Council's Spatial Planning team (see Appendix 2).

11.2 LOCALLY LISTED BUILDINGS

11.2.1 Careful consideration must be given towards protecting the character of locally listed buildings (see section 6.2) and any important features present. For further information please see Croydon's *Local List* SPD.

11.3 ARTICLE 4 DIRECTIONS

11.3.1 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.

11.4 BUILDING REGULATIONS

11.4.1 All building work must comply with Building Regulations. For further information and guidance please see section 8 of the *Conservation Area General Guidance* SPD and/or contact the Council's Building Control team (see Appendix 2).

11.5 PLANNING ENFORCEMENT

11.5.1 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 (see Appendix 2). For further information please see section 7 of the *Conservation Area General Guidance* SPD.

11.6 ARCHAEOLOGICAL INVESTIGATIONS

11.6.1 The whole of the Church Street Conservation Area is within the Central Croydon Archaeological Priority Zone (see Map 10 on p.14). Archaeological investigations may be required for development likely to involve groundworks. For further information please see section 4.5 of the *Conservation Area General Guidance* SPD or contact the Greater London Archaeological Advisory Service (see Appendix 2 for details).

APPENDIX 1: 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 Local Plan: Strategic Policies DPD*
- *Croydon Local Plan: Detailed Policies and Proposals DPD*
- *Borough Character Appraisal*
- *Croydon Opportunity Area Planning Framework SPD*
- *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*
- *Public Realm Design Guide*

C) RELEVANT NATIONAL GUIDANCE DOCUMENTS

(DOWNLOADABLE FROM ABOVE WEBLINKS)

- *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)

APPENDIX 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: John Greig (Secretary)
Email: greig647@btinternet.com

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