

HAROLD ROAD CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN



SUPPLEMENTARY PLANNING DOCUMENT

CROYDON COUNCIL

ISSUE

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CONSERVATION AREA DESIGNATION

The Harold Road Conservation Area was originally designated April 1973 and extended in August 1992, December 2008 and July 2015.

CONSERVATION AREA GENERAL GUIDANCE

Please read this document alongside the *Croydon Conservation Area General Guidance document*, available online at:
<http://www.croydon.gov.uk/conservation>

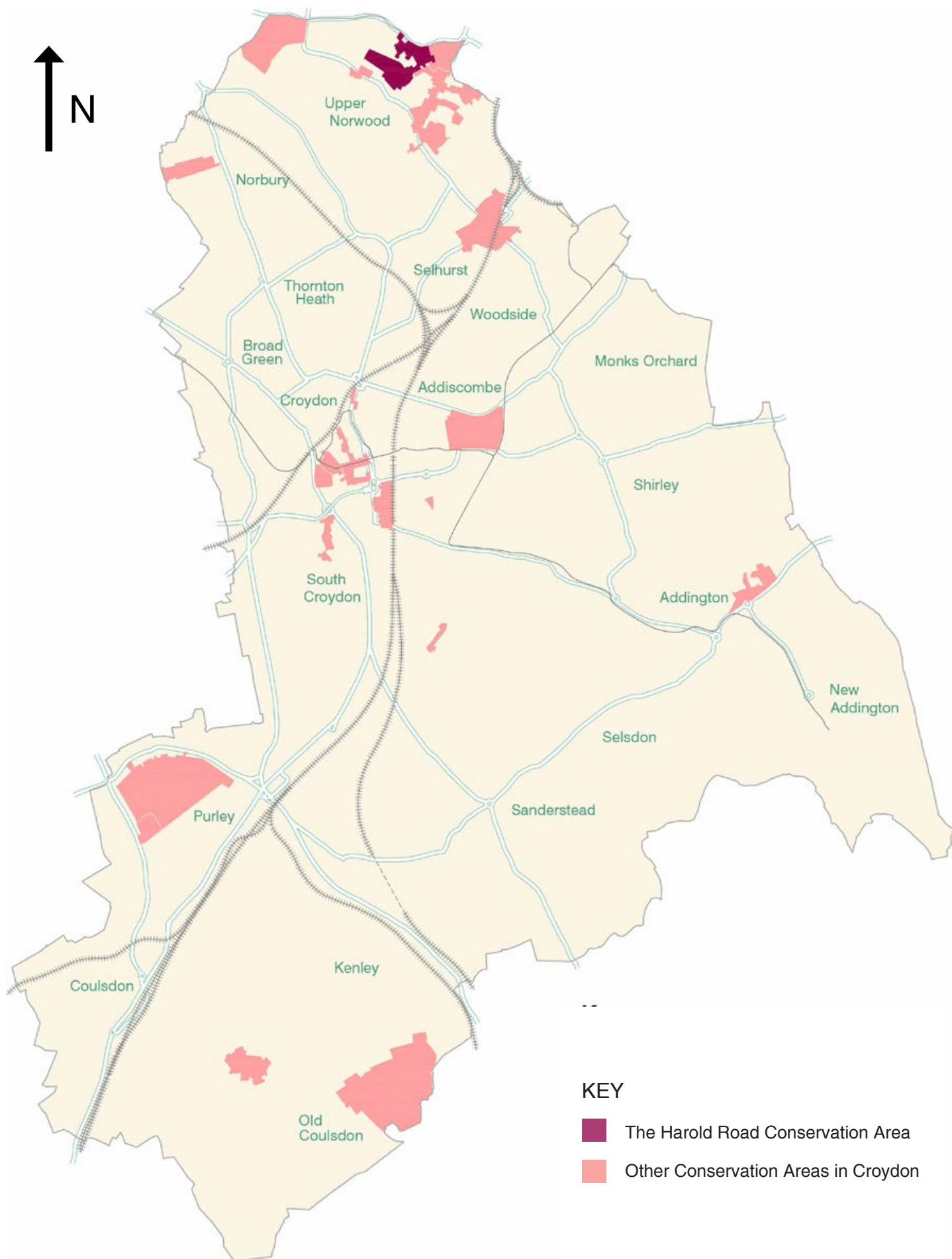
Other supplementary planning documents are also available online via the Croydon Council website Planning pages:
<http://www.croydon.gov.uk/planningandregeneration>

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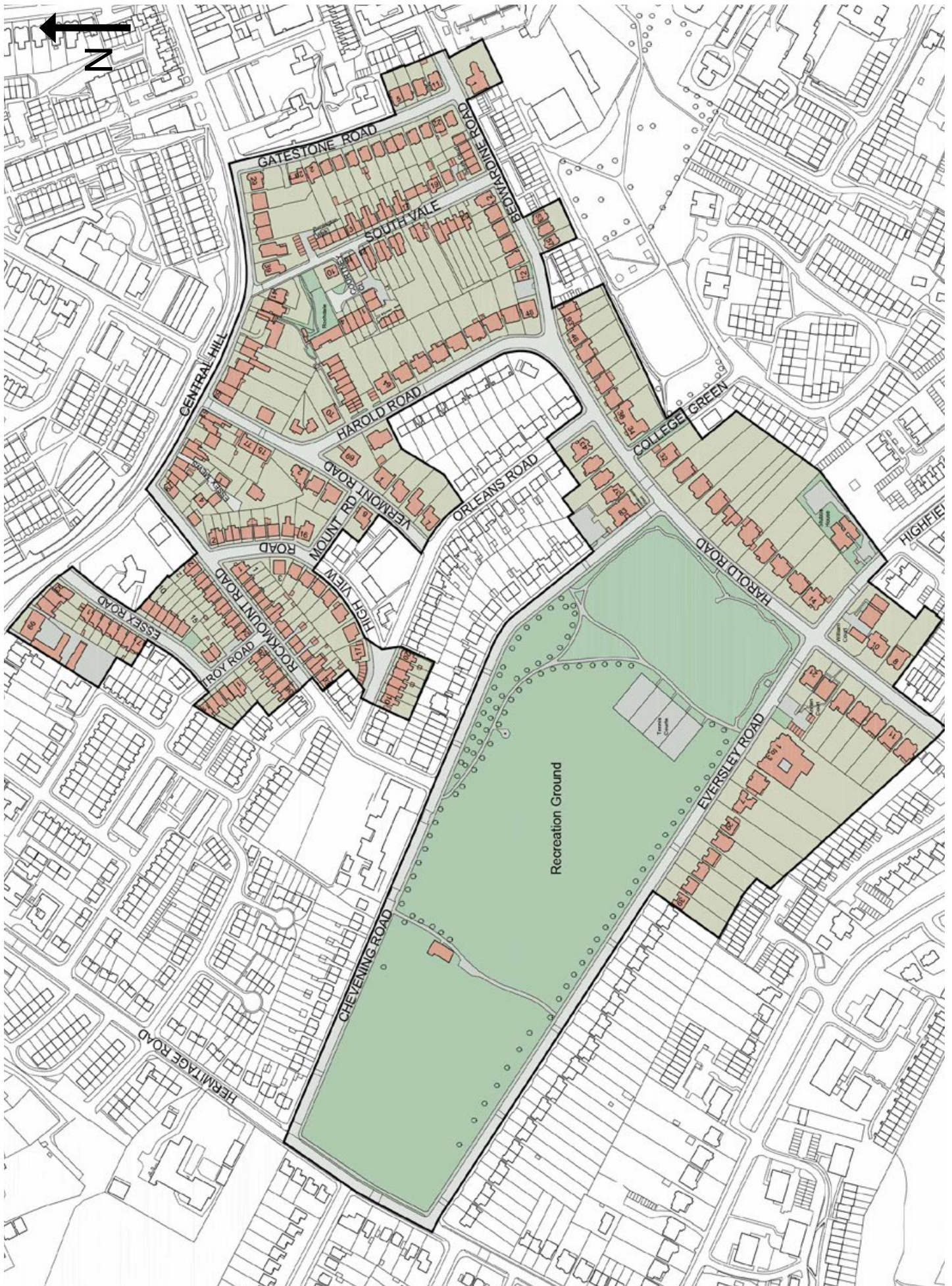
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Map 1. The location of the Harold Road Conservation Area and other conservation areas in Croydon

INTRODUCTION





Map 2. The boundary of the Harold Road Conservation Area
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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 and 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, the London 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.

1.2.3 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 THIS DOCUMENT'S STATUS

1.3.1 This document is a Supplementary Planning Document (SPD) to the Croydon Local Plan: Strategic Policies (adopted April 2013) and is a material consideration when planning applications affecting the conservation area are assessed.

1.3.2 All planning applications for sites within the Harold Road Conservation Area should be informed by both this SPD and the Croydon Conservation Area General Guidance SPD.

1.4 COMMUNITY INVOLVEMENT

1.4.1 The North Croydon Conservation Area Advisory Panel (see section 1.4 of the Conservation Area General Guidance SPD), supplied material to inform this draft Harold Road Conservation Area Appraisal and Management Plan prior to formal consultation.

1.4.2 Public consultation ran from 26 January - 9 March 2015. 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. A public event and exhibition was held at the Living Water Satisfies Cafe in Crystal Palace on 12 February 2015.

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



Rhythmic front gables in the Harold Road Conservation Area



Wide plots with large front gardens in Harold Road Conservation Area



Double height bay windows in the Harold Road Conservation Area



Varying front gables in the conservation area

1.5 DESIGNATION BACKGROUND

1.5.1 The Harold Road Conservation Area was originally designated in 1973 due its considerable architectural interest, and the risks posed to the area's character, as a result of redevelopment pressures. It was later extended in 1992 to include 8 Harold Road and extended in 2008 to include the historic building of St Margaret's Church, Chevening Road. Two further extensions were made in 2015 to include parts of High View Road, Rockmount Road, Troy Road, Orleans Road, Essex Grove and Eversley Road. St Margaret's Church was demolished in 2012 which led to the site being removed from the conservation area in 2015. See Map 3.

1.6 STATEMENT OF SPECIAL CHARACTER

1.6.1 The Harold Road Conservation Area contains a significant grouping of substantially sized, late Victorian, elaborately detailed villas set in generous gardens, laid out on wide sweeping roads and tree lined slopes. This development is linked to the wider expansion of the area which occurred following the arrival of The Crystal Palace in 1856 and the expansion of the railways. Its 19th Century townscape is well preserved without many modern alterations damaging the character and architectural significance. There are also pockets of earlier 19th Century late Georgian development on Central Hill and South Vale in the area, which have a smaller scale and more intimate character than the Victorian villas.

1.6.2 The character of the conservation area is greatly influenced by the varying topography.

There is a more spacious layout on the shallower sloped ground to the west, and tighter-knit development on the steeper slopes to the east. The area is also enriched by the Upper Norwood Recreation Ground, one of Croydon's early recreation grounds, and the presence of many mature trees both within the park and in private gardens.

1.7 STREETS WITHIN THE CONSERVATION AREA

1.7.1 All or part (as listed), of the following streets are located within the Harold Road Conservation Area:

- Bedwardine Road (part)
- Central Hill (part)
- Essex Grove (most)
- Eversley Road (part)
- Gatestone Road (all)
- Harold Road (most)
- Highfield Hill (part)
- High View Road (part)
- Orleans Road (part)
- Rockmount and Essex Mews (part)
- South Vale (all)
- Troy Road (most)
- Vermont Road (part)

1.7.2 The overall character of the conservation area is analysed in Sections 2-5 of this document, the distinctive characteristics present on each street are discussed in Section 6.



93-97 Central Hill 97 Central Hill is a locally listed building



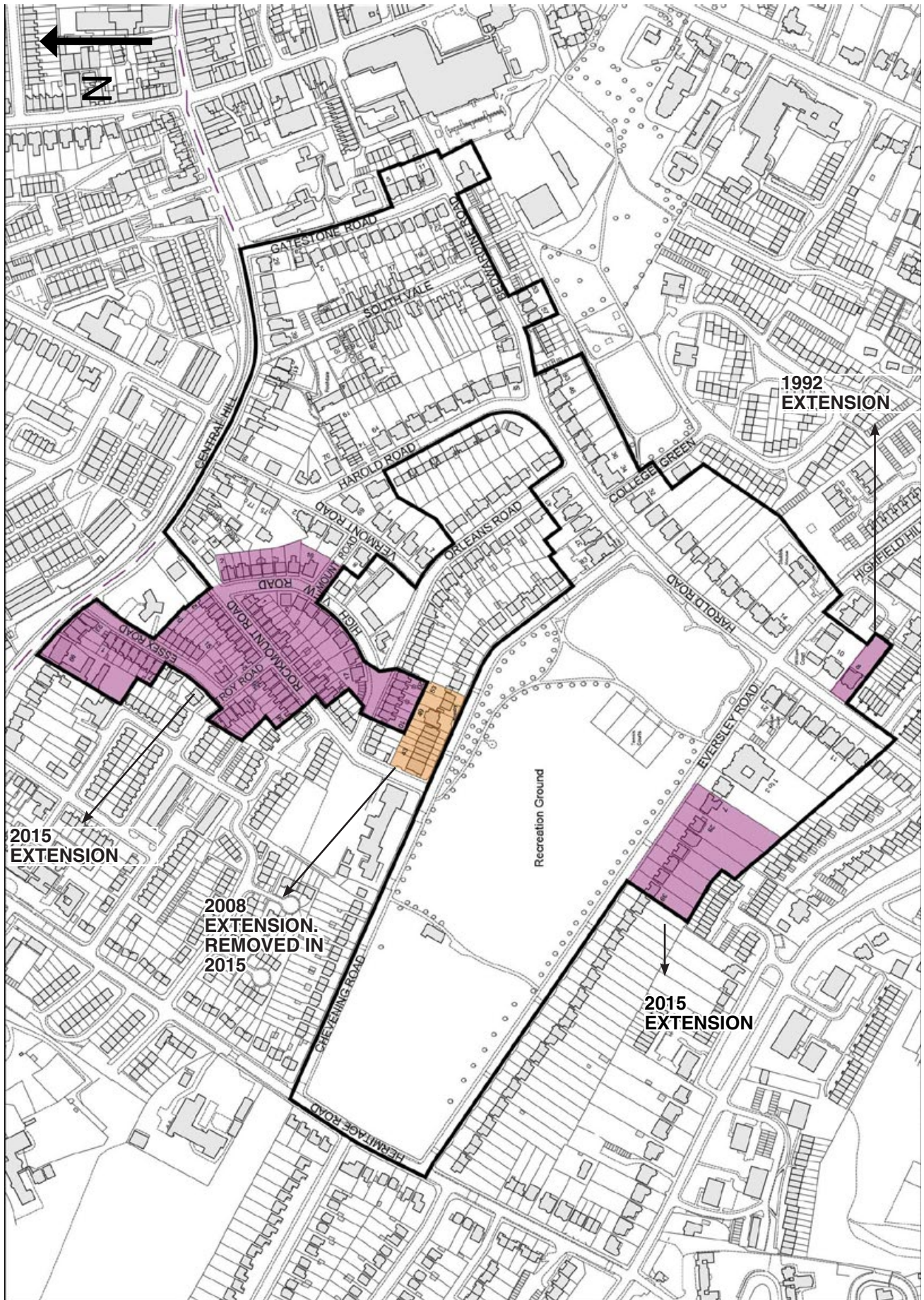
View down Essex Grove towards the Upper Norwood Recreation Ground



Grouping of Moderne houses on Eversley Road



Historic name plate, on the side elevation of a Rockmount Road property



Map 3: Harold Road Conservation Area showing extension in 1992 to include 8 Harold Road in orange. The extensions made in 2015. The extension made in 2008 to include St Margaret's Church is removed as the church has been demolished

APPRAISAL



The following Appraisal defines the characteristics that make the Harold Road Conservation Area special, including its wider context, historic development, townscape, streetscape and architectural character. It also describes its current condition.

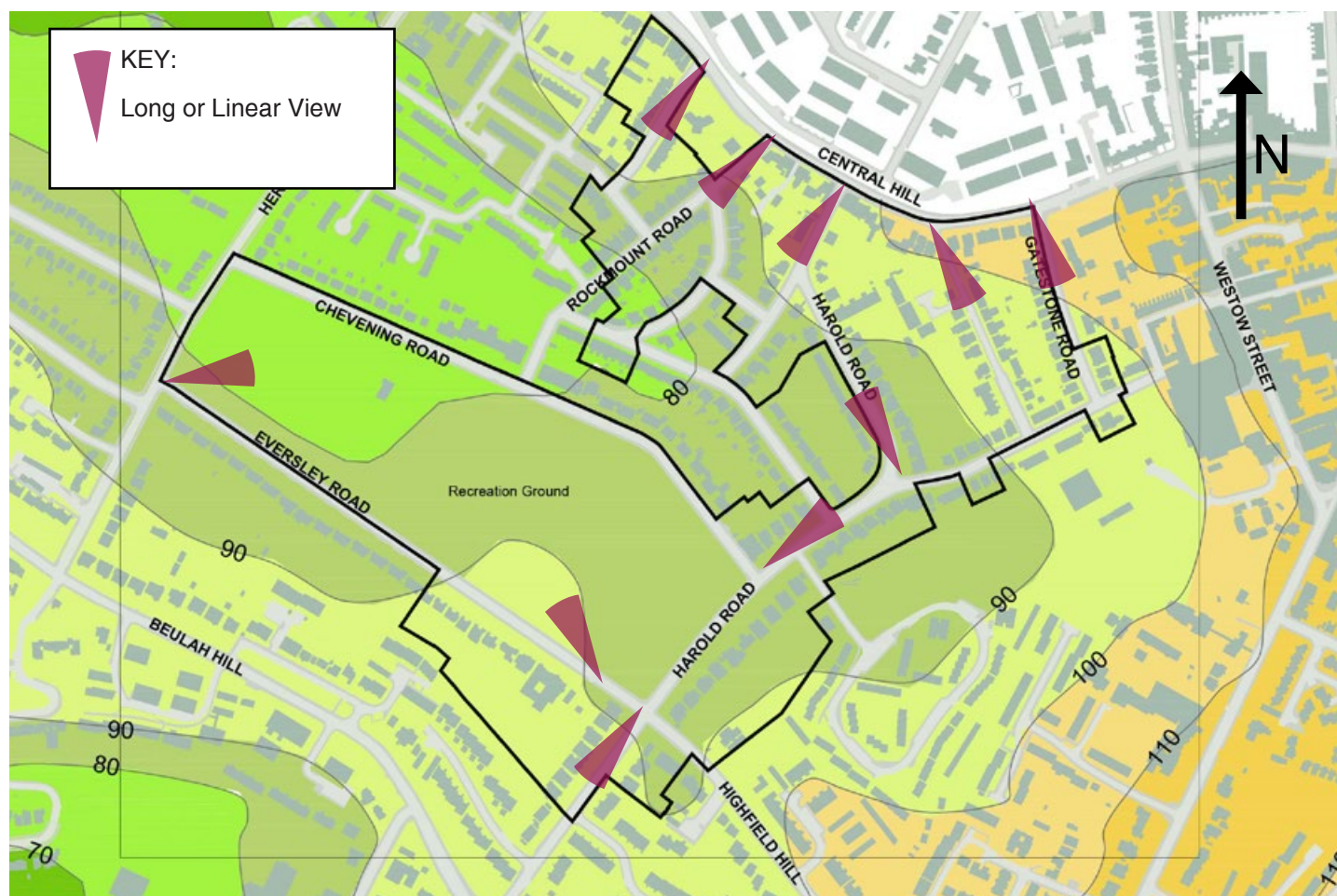
2.0 CONTEXT

2.1 LOCATION, TOPOGRAPHY AND SETTING

2.1.1 The Harold Road Conservation Area is located in the north of the borough of Croydon in the Upper Norwood ward. Harold Road is located to the east of the Crystal Palace District Centre and the north/south route of Church Road. There are several other conservation areas located close to the Harold Road Conservation Area, including the Church Road, Upper Norwood Triangle and Beulah Hill Conservation Areas in the borough of Croydon, as well as the Gipsy Hill and Westow Hill Conservation Areas in the borough of Lambeth and Crystal Palace Park and Belvedere Road Conservation Areas in Bromley. The conservation areas are closely linked with similar ages

of property and today facing similar pressures of development (see Map 5 on p.8).

2.1.2 The conservation area is laid out on the south-western slopes of the Norwood Ridge (see Map 4), which is a geological formation shaped by grey silt deposits of London Clay capped in places with the gravel of the Claygate Beds. The Norwood Ridge is approximately two miles long, with spurs running along Church Road and Central Hill. It is 110m above sea level at its highest, and marks the southern edge of the Thames Basin. Land sharply drops from the ridge on Central Hill to South Vale and then descends towards Upper Norwood Recreational Ground and the southern end of Harold Road.



Map 4. Topography in metres around the Harold Road Conservation Area. Estimate boundary of the Harold Road Conservation Area. Views in and out of the conservation area
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2.1.3 The setting of the conservation area largely comprises residential areas of low-rise buildings set amongst mature trees. Westow Park is located immediately to the south east of the conservation area and contributes to the setting of the conservation area with mature trees.

2.1.4 The large bulk and massing of the 1970s extension to the Queens Hotel on Church Road, as well as the tall tower blocks on College Green, have a negative imposing visual impact on the setting of the Harold Road Conservation Area.

2.1.5 The north side of Central Hill, outside of the conservation area in the borough of Lambeth, comprises post-war development. However due to the steep drop in land and tree lines along the street frontage, this has little impact on the setting of the conservation area as the buildings are hardly visible.

2.1.6 Chevening Road, Eversley Road and Hermitage Road directly face the Upper Norwood Recreation Ground within the conservation area. Although some of these streets are not within the conservation area the buildings on these streets (the majority of which is inter-war housing), have a direct impact on the setting of the conservation area.

2.2 HISTORIC DEVELOPMENT

2.2.1 There has been human activity in the Upper Norwood area for thousands of years. The Great North Wood, from which 'Norwood' is a contraction, was the name of a large wooded area that stretched from the present-day Croydon Town Centre to Camberwell. The Great North Wood was named during the Anglo-Saxon



Harmful impact on the setting of the conservation area, the large 1970s extension to the Queens Hotel and the College Green residential tower blocks both are visible from within the Harold Road Conservation Area



KEY:

CONSERVATION AREAS IN THE LONDON BOROUGH OF CROYDON

- Harold Road
- Upper Norwood Triangle
- Church Road
- Beulah Hill

CONSERVATION AREAS IN THE LONDON BOROUGH OF BROMLEY

- Crystal Palace Park
- Belvedere Road

CONSERVATION AREAS IN THE LONDON BOROUGH OF LAMBETH

- Gipsy Hill
- Westow Hill

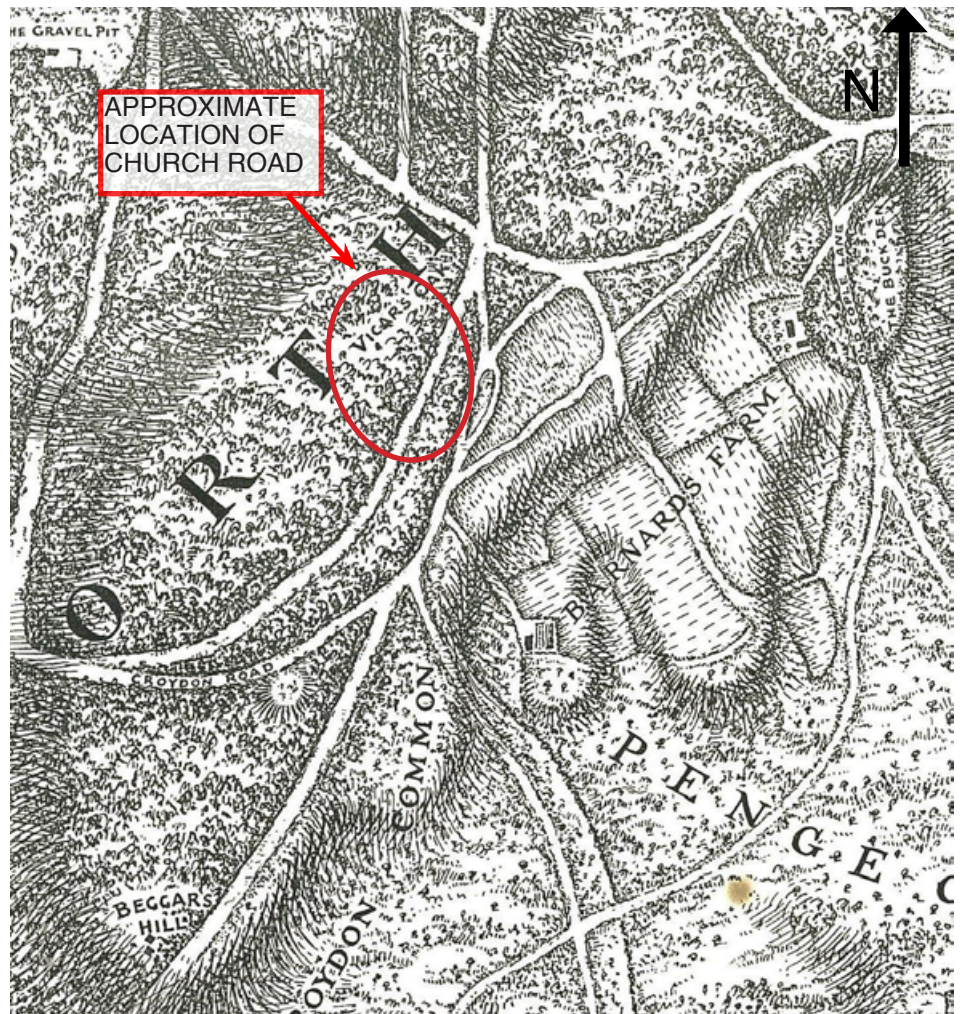
Map 5. Aerial photograph showing surrounding context of the Harold Road Conservation Area and its relationship with surrounding conservation areas in the boroughs of Croydon, Bromley and Lambeth
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period to distinguish it from the Great South Wood in the Weald of Kent and Surrey (see Map 6).

2.2.2 The part of the Great North Wood within the parish of Croydon is recorded in the Domesday Book (1086) as belonging to the Archbishop of Canterbury. Although the Lords of the Manor held the rights for hunting and felling trees for timber and allowed local tenants to graze pigs in the woodland, evidence of permanent settlement is virtually non-existent before the 19th Century. This lack of development can be explained by the geology of the ridge. It is formed of heavy London clay that resulted in a poor environment for agriculture and building. However it was ideally suited to the growth of deep rooted trees, including the English Oak.

2.2.3 In the 17th and 18th Centuries the area was famous for its gypsies, referenced in several local street names and the Gipsy Hill ward. The woodland also served as refuge for those fleeing the Great Plague of 1665-6 and was notorious for providing cover for outlaws and smugglers. The diarist John Evelyn recorded an encounter near the present Crystal Palace District Centre where he was dragged from his horse and mugged.

2.2.4 Rocque's map of the Great North Wood of c.1745 (Map 6) shows the area still largely covered in forest. The area of land on which the Harold Road Conservation Area is located in today was called 'The Great Stake Coppice.' The line of Church Road which is located close to the Harold Road Conservation Area is also shown on this map. The road was an ancient route through



Map 6 - Extract from the 1745 John Rocque Map of the Great North Wood.

the woodland leading south-west from the historic Vicar's Oak. This most famous of the boundary oaks, was located at the point where the parishes of Croydon, Lambeth and Camberwell, (and the detached portion of Battersea parish) met, now marked by the crossroads of Anerley Hill, Church Road, Westow Hill and Crystal Palace Parade. Boundary oaks were planted to help parish authorities navigate the wooded area.

2.2.5 By the start of the 19th Century much of the area's dense woodland had been cleared, and the area was becoming altogether more planned and refined. In 1815 the area, now a tourist destination as middle and upper class suburban housing led to the famous gypsies of Norwood

being ordered to leave the area, having been apprehended as vagrants. The 'Norwood Heights' were well known as a place of refreshment and recreation, particularly to travelers on the road to and from London. As the population of London rapidly grew the overcrowding and unsanitary conditions of central London encouraged wealthier residents to move further out of the city to the clean air and dramatic views of London.

2.2.6 The Crystal Palace District Centre close to Harold Road started to emerge during the first decades of the 19th Century, with common land within the triangle of Church Road, Westow Street and Westow Hill being released for building in 1807. It transformed

into a concentrated settlement and by 1847 (see Map 7 on p.10) was an established commercial and residential centre.

2.2.7 In the 1830s the popularity of the area grew partly due to the opening of the Beulah Spa Gardens in 1831 to the south of Harold Road. The fashionable pleasure gardens at the Beulah Spa helped to attract visitors to the area and to raise its profile in London society. The official Beulah Spa guide (1856) described Norwood as 'a village situated on the outskirts of an extensive wood, and long famed for the salubrity of its air, and the beauty of its surrounding scenery with smiling villas'. The London to Croydon Railway opened in 1839 with a station at nearby Annerley (now Anerley Station). The railway was later amalgamated with the London and Brighton Railway in 1846 to form part of the London, Brighton and South Coast Railway. The arrival of the railway resulted in the growth of development with affordable housing for commuters.

2.2.8 The earliest development within the conservation area occurred along Central Hill and South Vale from the late 1830s, linked to gradual development that was occurring in the wider area in the District Centre and on Beulah Hill. These early houses in the conservation area were mainly two-storey cottages, many of which survive today. By 1868 the whole length of Central Hill that lies within the conservation area had been developed. (See Map 8).

2.2.9 The Crystal Palace, an immense glass exhibition hall which had originally been

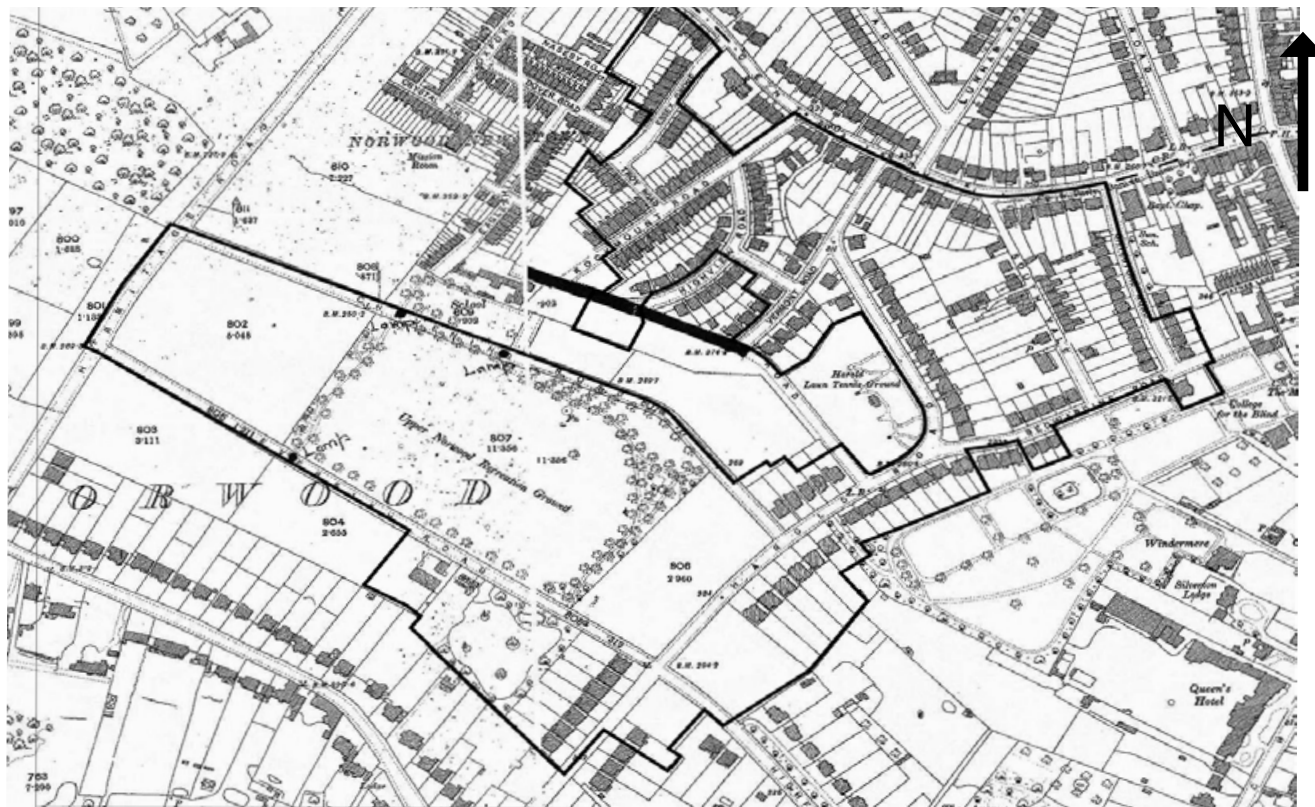


Map 7 - Extract from the 1847 Roberts Map of Croydon Parish, showing development springing up along Church Road and Beulah Hill

designed for the 1851 Great Exhibition in Hyde Park, was rebuilt, altered and enlarged in 1854. The Palace was moved to Penge Common, (now Crystal Palace Park) with expansive pleasure gardens laid out to the south, complete with such attractions as artificial lead mines and model dinosaurs. Living accommodation was provided for the army of workmen in Norwood New Town, a walled area between Oxford and Rockmount Roads. The arrival of The Crystal



1854 Crystal Palace, Baxter print. The structure was constructed from glass



Map 9: 1890 O/S map showing the the layout of the newly laid out park. Estimated boundary of the Harold Road Conservation Area

building with 100 year leases. These houses were largely aimed at wealthy City workers eager to escape the smog of central London and able to travel to work by rail. By 1886 the Burdetts Upper Norwood and Penge Street Directory recorded twenty-four houses on Harold Road, five of which were unoccupied. Gatestone and Bedwardine Roads were laid out and developed after Harold Road in the 1880s and 1890s. The houses were large and accommodated families and servants, who lived on the top floor.

2.2.12 In 1890 (Map 9) the site for the Upper Norwood Recreation Ground was acquired by the Croydon Corporation from the Ecclesiastical Commissioners and laid out as a public park. The Victorians saw the importance of recognising the need to protect green spaces for recreation. The lay out of the

park included the construction of Eversley and Chevening Roads. The land was drained and planted with 1600 trees and shrubs, the turf stripped and re-laid, and the land 'fenced' with suitable entrances. It was opened on the 14th May 1890 by the Mayor of Croydon on the same day as the opening of Wandle Park in central Croydon.

2.2.13 The new park in Upper Norwood included serpentine walks, a bandstand, tennis courts, changing rooms, a drinking fountain and a shelter (the latter two provided in 1891 after the park had opened), and the ground was well used for football and cricket. The eastern part of the park was extended in the 1920s.

2.2.14 The western end of the park was used as allotments in the mid-20th century due to food shortage during the First

World War. The depression within the ground at the eastern end close to Harold Road marks one of the headwaters of the Effra River. It was still visible as a stream in the early 20th century, but is now culverted underground. The sunken area was filled in with soil in the late 20th century, when the bandstand was also demolished.

2.2.15 The destruction of The Crystal Palace by fire in 1936 following a long period of decline had an impact on the wider area. The loss of the Palace's economic influence resulted in a lack of any substantial new development in the inter-war and post-war periods.

2.2.16 During the Second World War the main damage within the conservation area was the destruction of number 24 Harold Road by a bomb with

slight damage to neighbouring 22 and 26 Harold Road.

2.2.17 In 1952 the Church Commissioners started selling off the freeholds of their property in the area, a large portion of which was purchased by the Wates company, who undertook various developments in Upper Norwood, including a large development between Harold Road, Highfield Hill and Beulah Hill in the 1970s.

2.2.18 There have been some small developments within the conservation area boundary since its designation in 1973. Two short terraces of undistinguished houses have been built set back from South Vale - Courtney Close was built in 1975 and numbers 26a-d

(adjacent to 20-26 South Vale) were constructed in the late 1980s.

SELECTED REFERENCES:

- Coulter, John: *Norwood Past*, 1996.
- Kelf-Choen, R: *100 years of Harold Road*; Norwood Society. 1975.
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- Warwick, Alan: *The Phoenix Suburb: A South London Social History*, 1972.

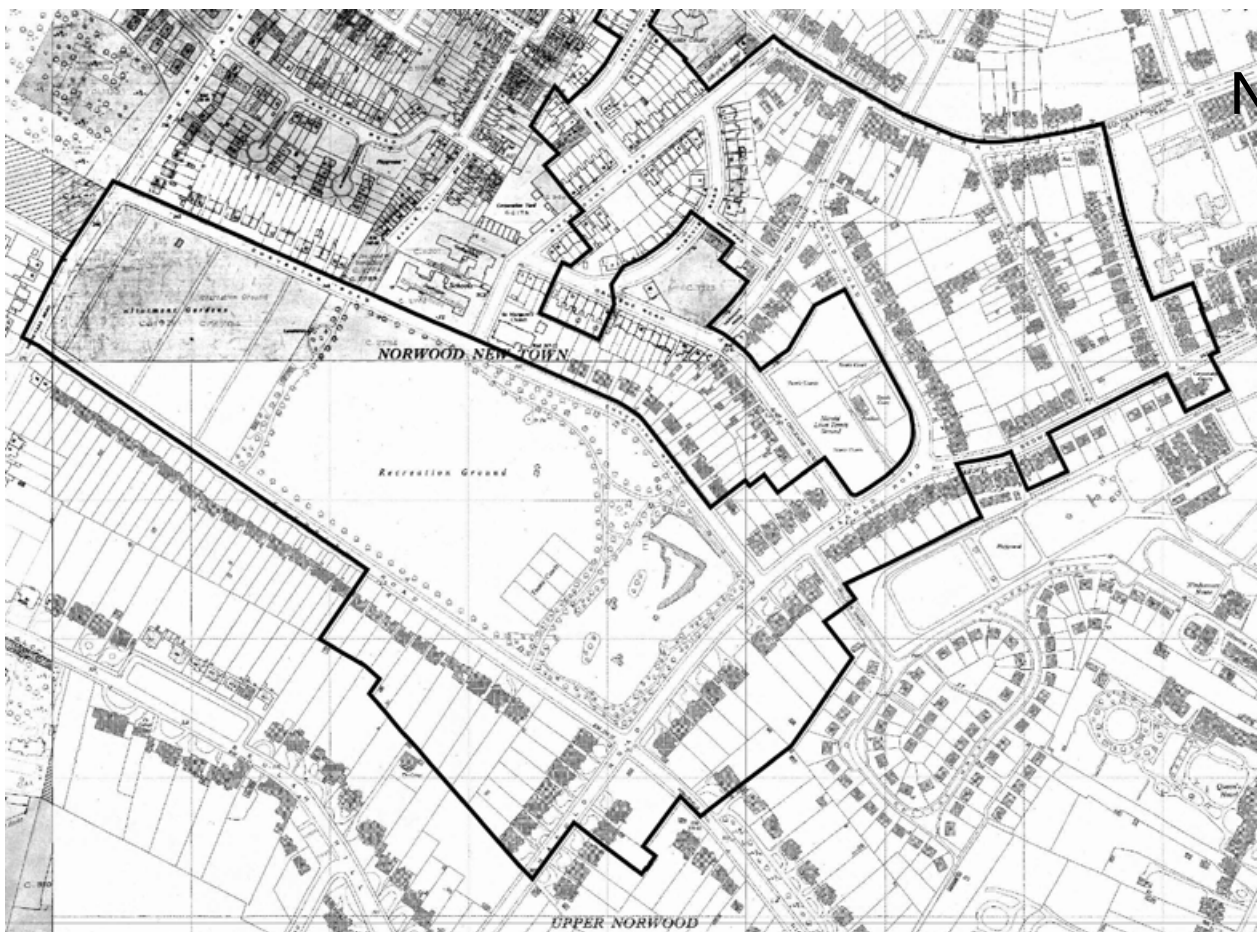
2.3 ARCHAEOLOGICAL SIGNIFICANCE

2.3.1 At present the Harold Road Conservation Area is not located within or in close proximity to any Archaeo-

logical Priority Zones (please see section 4.5 of Croydon's Conservation Area General Guidance SPD for further information).

There are no scheduled monuments in the immediate area.

2.3.2 Further details of finds in the area are held by the Greater London Historic Environment Record, managed by Historic England (please see Appendix 2 for contact details).



Map 10: 1951 showing the spread of urban development in all directions around the Harold Road Conservation Area. Estimate boundary of the Harold Road Conservation Area.

3.0 TOWNSCAPE CHARACTER

3.0.1 This section provides an overview of the townscape character of the Harold Road Conservation Area, where townscape is defined as the arrangement and appearance of buildings, spaces and other physical features in the built and natural environments. Further detail on the character of individual streets is provided in Section 6.

3.1 LAYOUT AND PLAN FORM

3.1.1 The Harold Road Conservation Area has an irregular layout, focussed around Harold Road, which meanders uphill to meet Central Hill, running along the top of the ridge. Street width is consistent throughout the area at approximately 6m, with the exception of South Vale which is much narrower (approximately 3m) due to its historic layout.

3.1.2 The layout of Harold Road and Vermont Road is characterised by the spaciousness and regularity of the siting of buildings, set on plots of more or less equal width, which give the streets an underlying rhythm. The ratio of building footprint to plot size is approximately 1:5. The large open space of Upper Norwood Recreation Ground, located at the southern end of Harold Road, contributes to the spacious character. The north-eastern end of the conservation area is less spacious in layout, with smaller plot sizes on Central Hill, South Vale, Gates-

tone Road and Bedwardine Road. These narrower frontages, shallower front and rear gardens and a higher ratio of building footprint (approximately 1:3) compared to Harold Road.

3.1.3 Most plots within the conservation area are rectangular in shape, and have narrow frontages facing the street. Building frontages are generally street-facing set back with front gardens, and large narrow gardens to the rear. The depth of front gardens is much greater towards the south-western end of Harold Road. Some buildings on Central Hill have no front gardens at all.

3.1.4 Several cul-de-sacs and mews developments are exceptions to the predominant street-facing layout of buildings, including numbers 20-26 South Vale, Essex Mews, Courtney Close and Rochdale Court. All of these developments date from the 20th and 21st centuries, apart from number 20-26 South Vale, which is a converted 19th century building. It sets a good precedent for discrete small-scale, low-density housing set behind street frontages surrounded by rich vegetation. Courtney Close is discreet by virtue of layout and has a neutral impact on the conservation area's character. (See picture on p.31).

3.1.5 Rochdale Court detracts from the character of the

conservation area as a result of its large and imposing scale and layout, with garages facing Harold Road and buildings not addressing the street. (See picture on p.19).



Upper Norwood Recreation Ground north-west view



Southern view of Gatestone Road



48-70 Harold Road meandering up hill



Western view of Rockmount Road



Narrow street of South Vale, facing Central Hill

3.2 DENSITY AND LAND USES

3.2.1 The density of building in the Harold Road Conservation Area varies from being relatively low on Harold Road, Vermont Road and around the Upper Norwood Recreation Ground, to being more medium in density towards the north-eastern end of the conservation area where the gradient of topography increases (see section 2.1), and where there is a finer grain of development with less space between buildings.

3.2.2 Land uses in the conservation area are predominantly residential, with the exception of Central Hill to the west of the junction with Harold Road where there are several commercial premises including a small convenience shop.

3.2.3 Number 11 Harold Road has been converted into a nursery. This transformation has resulted in some loss of soft landscaping at the front of the property, a large sign has been erected to the front elevation, which detracts from the otherwise unified character of the group of buildings on Harold Road to the south west of the junction with Eversley Road. Numbers 1-3 Eversley Road are in use as the Parkview Nursing Home.

3.3 BUILDING HEIGHT AND MASSING

3.3.1 Building heights within the Harold Road Conservation Area are fairly consistent and are mainly two storeys, sometimes with either roof accommodation or raised ground floors. There are exceptions with taller buildings at the eastern section of Central Hill and buildings of a smaller scale and massing along the north side of Bedwardine Road and the western side of South Vale.

3.3.2 The massing of detached buildings along Harold Road and Vermont Road is generally consistent with regular separations between buildings. The scale and massing of Conservatory Court, 83 Chevening Road and 43-47 Central Hill are at odds with the established character of the conservation area. Parkview Nursing Home, 1-3 Eversley Road has larger massing than most buildings in the conservation area as a result of the co-joining of two buildings with extensions to the rear of the building.

3.4 VIEWS

3.4.1 The varied topography of the area (see section 2.1), provides scenic views throughout the conservation area, often over the rooftops of buildings. Glimpses through gaps between buildings contribute towards the spacious character of the area, particularly through narrower streets including South Vale. Similarly attractive medium and long distance views down Rockmount Road, Harold Road, Vermont Road, South Vale, Gatestone Road, and also west of Bedwardine Road, open up the area to attractive panoramas of South London with rooftops and the crowns of trees visible. There are also magnificent wide panoramas towards central London from Central Hill, partly obscured by trees (See Map 4).

3.4.2 The landmark NTL television mast on South Norwood Hill in the Church Road Conservation Area is visible from the Upper Norwood Recreational Ground and other points in the conservation area.



Soft landscaping in the Harold Road Conservation Area

4.0 STREETSCAPE CHARACTER

4.0.1 This section provides an overview of the streetscape character of the Harold Road Conservation Area where streetscape is defined as the outward visual appearance and character of a street or locality, this definition includes private gardens. Further detail on the character of individual streets is provided in Section 6.

4.1 THE STREETS

4.1.1 The public realm of the Harold Road Conservation Area is primarily defined by wide residential streets along with the generous public open space of Upper Norwood Recreation Ground. All streets within the conservation area, apart from Central Hill, which is part of London's strategic road network, have a calm, residential character. There is only one formal pedestrian crossing within the conservation area but there are extensive road markings guiding vehicular movement. The entrances to Gatestone Road, South Vale, Harold Road and Rockmount Road from Central Hill are marked by raised road platforms to slow traffic. Within the conservation area roads and footways are surfaced with bitumen macadam with granite kerbs.

4.2 FRONT GARDENS

4.2.1 There are some instances where front gardens have been hard-surfaced, for example at 28 Harold Road. This loss

of soft landscaping has had a negative impact on the quality of the public realm. Well maintained front gardens with low-boundary treatments and planting in front gardens enhances the quality of the public realm.

4.3 UPPER NORWOOD RECREATION GROUND

4.3.1 The nineteen acres of the Upper Norwood Recreation Ground constitutes approximately half of the land within the Harold Road Conservation Area. The ground is designated local open land and a site of nature conservation importance. This park is also on the Local List of Historic Parks and Gardens, due to there being sufficient original layout and features evident. The park is important in the local context, as one of Croydon's early recreation grounds, laid out in 1890. The park's historic layout (see section 2.2) is now much simplified and the bandstand and shelter are gone, but new shrubbery planting has been created along the Harold Road boundary at the south-east and the fountain remains. The park is tree-lined to the north-east and south-west with Lime, and Black Poplar. A modern pavilion is located towards the western end of the Ground of poor design. The buildings on Harold Road, Chevening Road and Eversley Road that directly face the park, play an important part in defining the park's character.

4.1.4 For information on standards set for Croydon's public realm please see the Croydon Public Realm Design Guide (2012).



Typical streetscape in the Harold Road Conservation Area



View of Upper Norwood Recreation Ground



A good example of a well defined front garden boundary wall



Typical soft boundary wall in the Harold Road Conservation Area



A successful combination of soft and hard boundary wall treatment in the conservation area

4.4 BOUNDARY TREATMENTS

4.4.1 The front boundaries of properties in the Harold Road Conservation Area are generally well articulated by low level brick walls with piers or timber fences (either close-boarded timber fences or picket fences), with greenery and planting behind. Some front boundaries to houses have brick piers, sometimes topped with stone coping, or timber gateposts and gates also. The boundary of the Upper Norwood Recreation Ground is marked by a distinctive low stone wall.

4.4.2 Where boundary treatments have been removed this has damaged the streetscene and harmed the character of the conservation area. Tall close-boarded fences over 1m in height that have been erected in some locations also significantly detract from the character of the streetscene.

4.5 STREET FURNITURE

4.5.1 The conservation area is relatively uncluttered with street furniture which is limited to lamp posts, telecommunication cabinets, telephone cables, road signage, street name plates, post boxes and street furnishings. Some of the furniture has historical value, such

as a few of the street name plates, the street lamps with embossed decoration and the cast iron Elizabeth II post box on Highfield Hill. The drinking fountain in the north-east corner of the Upper Norwood Recreation Ground is a unique historic feature. It was erected in 1891, and has a plaque recording that it was presented by T Tufnell, Southgate, 1891.

4.5.2 Street clutter present are overhead telephone cables on Vermont Road, traffic signage, bollards and telecommunication cabinets. Telecommunication cabinets are located to the rear of footways, but in some instances it means that they stand on the edge of green verges, in the middle of space between property boundaries and the kerbs, for instance on the corner of College Green and Bedwardine Road. There is some unnecessary signage at road junctions, including bollards that are in a poor condition at the junction of Harold Road and Chevening Road.

4.6 GREENERY AND TREES

4.6.1 Greenery and trees are an important and integral component of the conservation area's character due to the articulation given to front and side property

boundaries, the softening of the streetscene and enhancement of the rural character of the Upper Norwood Recreation Ground. The majority of trees in the conservation area, apart from those within the Upper Norwood Recreational Ground, are planted on private land, and make a substantial contribution to the quality of the streetscene.

4.6.2 There have been some new street trees planted in recent years to a small section of Orleans Road and towards the north of Harold Road and these should help enhance the area as they mature



Historic street name plate



Clever pruning of hedging to accommodate telecomms cabinet in the conservation area



Historic cast-iron Elizabeth II Type B post box



Drinking fountain in the Upper Norwood Recreation Ground

5.0 ARCHITECTURAL CHARACTER

5.0.1 This section provides an overview of the architectural character of the Harold Road Conservation Area, including key features and building materials. It also provides assessment of the significance of individual buildings. Further detail on buildings and quality of materials on individual streets is provided in section 6.

5.1 GENERAL ARCHITECTURAL CHARACTER

5.1.1 The architectural character of the Harold Road Conservation Area is defined by the strikingly well preserved collection of late Victorian architecture that lines its streets. Houses are designed in a mix of Queen Anne, Classical, Domestic Revival, Gothic Revival, and Arts and Crafts styles. They display a high level of craftsmanship and attention to detail.

5.1.2 There are two main periods of architecture represented by the groupings of buildings, mid-19th Century buildings on Central Hill and South Vale, and the prominent collection of villas from the 1880s and 1890s on Harold Road and other streets in the conservation area. These streets consist of groups of identical or similar buildings, likely to have been constructed by the same developers.

5.1.3 The side and rear elevations of buildings are often visible from streets within the conservation area and are often also carefully designed with distinctive detailing and features.

5.2 HISTORIC AND ARCHITECTURAL SIGNIFICANCE OF BUILDINGS

5.2.1 An assessment of the level of contribution individual buildings make to the special

character of the Harold Road Conservation Area is shown on Map 12 on p.20. There is a high concentration of locally listed buildings present in this conservation area.

A) LOCALLY LISTED BUILDINGS

5.2.2 There are no statutory listed buildings but there are many buildings in the conservation area that are on Croydon's Local List of Buildings of Architectural or Historic Interest, shown on Map 12 on p.20 and listed below:

- 1 Bedwardine Road
- 33-41 (odd) Central Hill
- 49-51 (odd) Central Hill
- 55-61 (odd) Central Hill
- 65 Central Hill
- 77-79 (odd) Central Hill
- 97 Central Hill
- 2-24 (even) Gatestone Road
- 5-11 (odd) Gatestone Road
- 8-10 (even) Harold Road
- 9-19 (odd) Harold Road
- 21 Harold Road
- 14-22 (even) Harold Road
- 26-46 (even) Harold Road
- 37-41 (odd) Harold Road
- 48-64 (even) Harold Road
- 67-69 (odd) Harold Road
- 70 Harold Road
- 75-77 Harold Road
- 1-3 High View Road (odd)
- 1-9 Rockmount Road (odd)
- 10 South Vale
- 5-11 Troy Road (odd)
- 1-7 Vermont Road

5.2.3 These buildings are of local architectural value and make



8 Harold Road



44 Harold Road



30 Harold Road



4 Vermont Road



1 Bedwardine Road

a positive contribution to the conservation area's special character. Please see section 6 for further information on individual buildings on each street.

B) POSITIVE UNLISTED BUILDINGS

5.2.4 Many other buildings in the Harold Road Conservation Area make a positive contribution to its character and appearance (see Map 12 on p.20). These buildings are considered to have local heritage value and collectively contribute to the conservation area's special interest. Please see section 6 of this document for further information on individual buildings within each character area.

C) NEUTRAL BUILDINGS

5.2.5 There are several buildings in the conservation area that do not positively contribute or detract from the conservation area's special character (see Map 12 on p.20).

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

5.2.6 There are some buildings within the conservation area that detract from its special character (see Map 12 on p20).

5.2.7 Numbers 24 A/B Harold Road disrupt the rhythm and consistency of the significant grouping of red brick Victorian villas facing the park through their small scale and plain detailing. The projecting canopy to number 24B further detracts from the character of the area.

5.2.8 Number 83 Chevening Road and numbers 45-47 Central Hill detract from the

conservation area's special character due to their large scale and massing, which is out of keeping with that of the rest of the area. Similarly the bulky rear of numbers 45-47 Central Hill also has a negative impact on views across the area from South Vale and Harold Road.

5.2.9 The garages of Rochdale Court directly front the street, with the rest of the development set back from and facing away from the street. They are at odds with the layout of the rest of the area. This detracts from the appearance



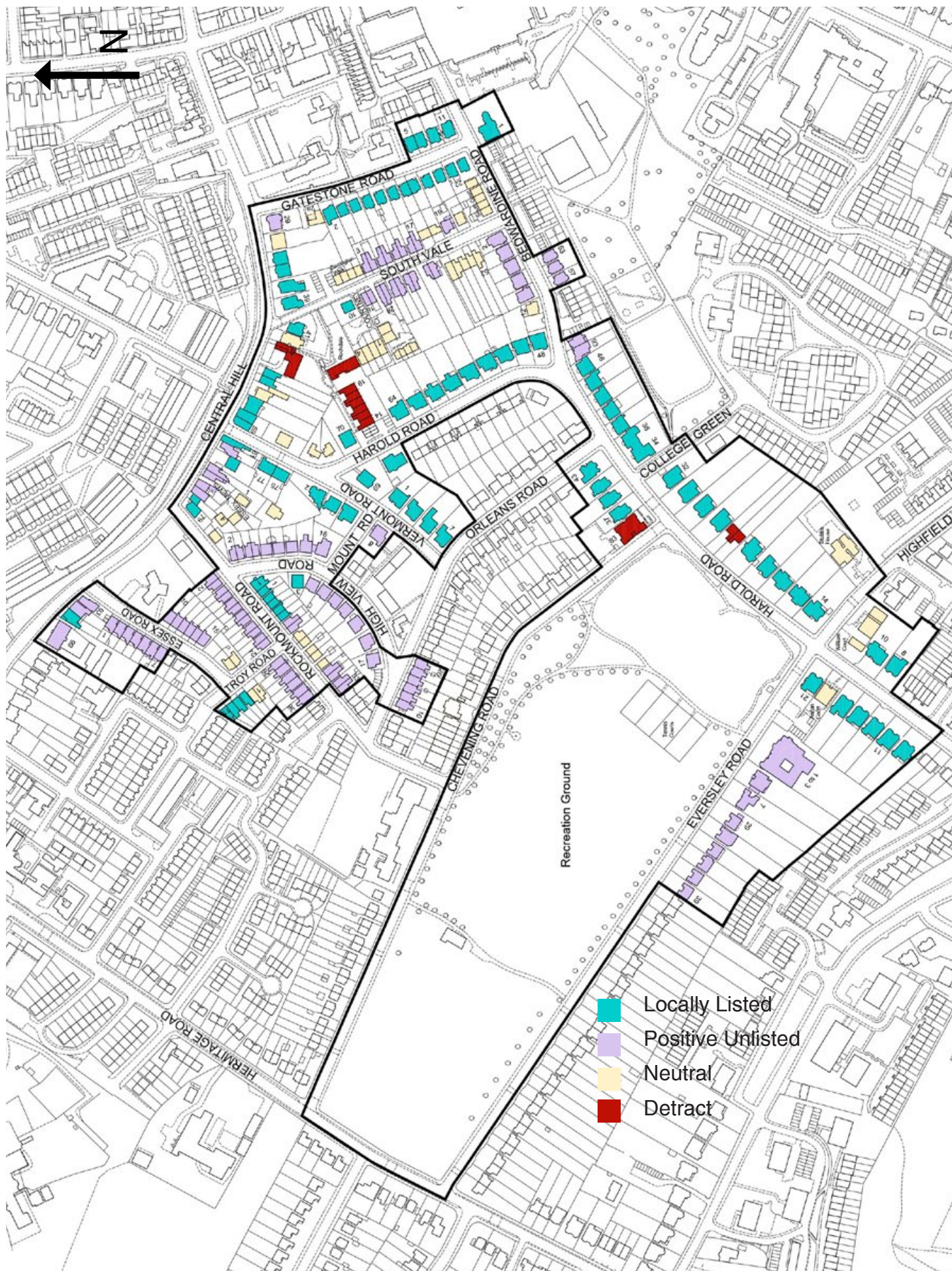
24 A/B Harold Road, is out of proportion with the rest of the development on Harold Road.



Negative impact of Rochdale Court within the Harold Road Conservation Area



83 Chevening Road is a building which detracts from the conservation area due to its imposing scale and bulk



Map 12. Level of contribution buildings make to the special character of the Harold Road Conservation Area

of the streetscene and is not in keeping with the existing pattern of development.

5.3 KEY ARCHITECTURAL FEATURES AND BUILDING MATERIALS

5.3.1 Buildings within the Harold Road Conservation Area retain a very high proportion of their

original features, or have had original features replicated or repaired. In particular the buildings that date from the 1880s contain prominent and exaggerated features, such as extravagant open door porches and decorative embellishments around window openings, these give the groupings of buildings their distinctive character.

5.3.2 Buildings generally contain a selection as opposed to all of the materials and features listed here.

KEY ARCHITECTURAL FEATURES AND BUILDING MATERIALS IN HAROLD ROAD / VERMONT ROAD CENTRAL HILL SOUTH VALE / BEDWARDINE ROAD / GATESTONE ROAD/ ROCKMOUNT ROAD/ ESSEX GROVE/ TROY ROAD/ ORLEANS ROAD/ HIGH VIEW ROAD

1. Street-facing gables
2. Chimney stacks
3. Recessed decorative stone/stucco porches
4. Half timbering
5. Hardwood timber doors with glazing panels
6. Decorative brickwork detailing, including soldier courses (see photo on page 23)
7. Timber sash windows
8. Intricate window frames of bespoke designs
9. London stock / red brick
10. Stone / stucco detailing (see photo on page 23)
11. Stucco render
12. Stone cladding (photo not provided)
13. Hanging clay tiles
14. Barge boards
15. Shallow pitched roofs (photo not provided)

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



1,4,14



5,11



3,5



2,13,14



6,7,8

KEY ARCHITECTURAL FEATURES AND BUILDING MATERIALS IN HAROLD ROAD / VERMONT ROAD

1. Street-facing gables
2. Dutch gables
3. London stock brick / Red brick
4. Prominent decorative chimney stacks with clay pots
5. Prominent recessed arched doorways and porches
6. Hardwood timber doors with glazing panels
7. Feature dormer windows
8. Turrets
9. Decorative brickwork detailing, including soldier courses
10. Bay windows
11. Timber sash windows
12. Intricate window frames of bespoke designs
13. Stone / stucco detailing
14. Stucco / terracotta decorative panels integrated into elevations
15. Natural slate roofs
16. Decorative balustrading
17. Decorative finials

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



1,2,3,4



1,3,4



3,4,13,14, 15, 17



5,6



3,4, 7, 11, 13



5



5,6,16



5,6, 12,13



7,11,13



4, 7,10,11, 13, 15



7,11,13, 16



3,9,10



3, 8,11



8,11,15



3,9,12,



12,13



14



14

Key features and building materials in the Harold Road Character Areas - numbers refer to the table on the previous page

6.0 STREET ASSESSMENT

6.0.1 This section provides an overview of the character of streets within the conservation area. It analyses distinctive qualities and identifies prominent buildings and features that particularly contribute towards the conservation area's special character. This section supplements the information provided relating to the conservation area as a whole in sections 3-5.

6.1 BEDWARDINE ROAD

6.1.1 This street has a more open feel than the rest of the conservation area, due to the wide road, small scale houses and few trees present. Plots are small compared to the rest of the conservation area, with a ratio of building footprint to plot of approximately 1:2. Front gardens are only 2m deep on average, with attractive low level boundaries and landscaping behind.

6.1.2 The architectural character on both sides of the street varies. The south side is dominated by insensitive post-war flats which have been omitted from the conservation area. Also on the south side of the street is number 1 Bedwardine Road, an attractive detached brick house with a fine central gabled porch, prominent chimney stacks and sliding timber sash windows. Numbers 53-57, date from 1883 and have raised entrances with timber porches and a mix of half timbering, brick, render and hung tiles. Numbers 91-93 Bedwardine Road have a close relationship to nearby buildings on Harold Road as a result of their scale and design; the Dutch gable on number 91 Bedwardine Road mirrors that on number 46 Harold Road.

6.1.3 The north side of the street is marked by a row of



1 Bedwardine Road



2-10 Bedwardine Road



Gatestone Road



Accident Repair Centre



91-93 Bedwardine Road



46 Harold Road

small-scale late 19th Century cottages of a modest but interesting character with attractive bay windows and prominent chimney stacks. The post-war buildings of South Court and the Accident Repair Centre make a neutral contribution to the character of the conservation area.

6.2 CENTRAL HILL

6.2.1 Central Hill is the oldest street in the conservation area, dating from the 1830s. The street follows the contours of the ridge, the ground falls away steeply on both sides. To the north, the land falls away to Post-War development in the borough of Lambeth. Trees, particularly on the Lambeth

side of the street help to define the frontage, and soften the streetscape character. There is a mixture of buildings dating from the 1830s and 1850s, the western section of Central Hill numbers 49-79, with later 1870s buildings higher up the hill to the eastern section numbers 29-41.

6.2.2 As well as being the oldest street, Central Hill has the most varied layout and character in all of the streets in the conservation area. Plot widths vary significantly, as does the height, massing, layout and character of buildings along the street, many of which are locally listed. Spacing between properties is more frequent towards the western end of the street, as is the presence of front gardens. However front gardens are often hard-surfaced with unscreened refuse bins and detract from the quality of the streetscene.

6.2.3 Many of the rear elevations of properties on Central Hill are visible from elsewhere in the conservation area particularly from Bedwardine Road, South Vale, Harold Road and Rockmount Road. This is due to the scale of buildings along Central Hill and the generous depth of the rear gardens on the descending slope.



97 Central Hill



33 Central Hill



79 Central Hill



55-59 Central Hill



73-77 Central Hill



47-49 Central Hill

6.2.4 Numbers 29 and 33-41 have similarities in their overall massing, Italianate design and material of London stock bricks with shallow pitched roofs-capes, prominent chimneys, recessed porches, bay windows, timber sash windows and often elaborate detailing of either red brick string courses or stucco surrounds to doorways and windows. The locally listed numbers 33-35 have particularly ornate delicate stucco detailing to windows and doors. 97 Central Hill, an early 19th Century building has crisp lines in the Italianate style, with French windows, projecting lintels and pediment above with decorative brackets.

6.2.5 The group of buildings to the west of the South Vale junction, many of which are locally listed, contain some of the earliest buildings in the conservation area and are eclectic in character. Numbers 55-77 are a pocket of early 19th Century buildings elegantly composed in proportion and on a small-scale, many of which are stucco-faced with shallow pitched roofs. (See picture on p.25). This group also contains a number of commercial premises, with the building line on the ground floor projecting from the rest of the structure, to the edge of the footways.

6.3 CHEVENING ROAD

6.3.1 Chevening Road runs along the north side of the Upper Norwood Recreation Ground. Very little of the street is included within the conservation area. Number 83 Chevening Road is included within the conservation area by virtue of its position fronting Harold Road. However it is considered to detract from the character of the area (Map 12 p.20). Its large footprint and massing is

at odds with the established character of the conservation area (see picture on p.19).

6.4 EVERSLEY ROAD

6.4.1 Eversley Road runs along the south side of the Upper Norwood Recreation Ground. Numbers 1-5, constructed around 1902, are included within the conservation area. Numbers 1-3 have been conjoined and now form a care home. The conjoining of 1-3 Eversley Road and loss of soft landscaping within the front garden detracts from the special character of the conservation area, although overall the buildings still make a positive contribution to it.

6.4.1 29-39 Eversley Road are a unique example, and the only buildings within the conservation area which are of the Moderne style from the 1930s. Clean geometric shapes and lines make up this grouping. There is little detailing in contrast to the ornate detailing on the period buildings, apart from recessed layered central window surround and doorway. Alterations have occurred to the group such as the conversion of residential space to garages, hard surfacing, and inappropriate dormers and the loss of historic fabric from windows and front doors which have been replaced with inappropriate

uPVC replacements.

6.5 GATESTONE ROAD

6.5.1 Due to the denser nature of development, shallow front gardens, and the post-war flats on higher ground on the eastern



1-3 Eversley Road



5 Eversley Road



View of the Norwood Recreation Ground from Eversley Road



39 Eversley Road



Grouping of Moderne buildings on Eversley Road

side of the road (outside of the conservation area), this street has a more enclosed character than most other streets in the conservation area. The view south down the road is terminated by 1 Bedwardine Road. Narrow spaces between the buildings combined with the topography, allow for attractive long distance views which open up the otherwise tight street frontage.



9-11 Gatestone Road

6.5.2 The group of 1890s houses on the western side of the street have a pronounced vertical emphasis, accentuated by the street-facing gables, which, along with the repeating bay windows, create a strong rhythm along the street. Many of these houses are clad in stone. They have a distinct group within the conservation area and are all locally listed. They are two storeys with roof accommodation and a lower ground floor. Glimpses are caught between properties and above the roofs of the properties behind. At the top of the hill the single storey dwelling of this grouping, formerly in industrial use, has been converted into residential use.



11 Gatestone Road

6.5.3 The four buildings on the eastern side of the street within the conservation area are



24-20 Gatestone Road



Gatestone Road view towards Bedwardine Road



28-36 Bedwardine Road

also locally listed. These include a semi-detached pair of brick faced houses (numbers 5-7) of a simple design, sitting alongside two Arts and Crafts style buildings (numbers 9-11), which have hanging clay tiles and half timbering on their elevations.

6.6 HAROLD ROAD

6.6.1 Harold Road has a suburban and spacious character. The south-west part of the road is set around the Upper Norwood Recreational Ground (see section 4.1). The wide road is distinguished by grand detached houses, most of which are locally listed, that line the street and have integrated mature trees and landscaping. Buildings are sited on long, narrow plots of similar size which gives the different sections of the street a sense of regularity. Buildings on Harold Road have the deepest front gardens in the conservation area, particularly to the properties directly facing the Upper Norwood Recreation Ground, and often contain mature planting.

6.6.2 Buildings on Harold Road have particularly rich detailing and materials (see section 5.3). Several groups of Victorian houses are clearly identifiable along Harold Road, displaying the same elaborate details, sometimes in varying combinations. Both number 14 and number 48 Harold Road have distinctive turret features that mark the end of the grouping's composition.

6.6.3 Numbers 8 and 9-21 (odd) are a group of yellow brick villas of an identical design (see picture on p.24), with double-height bay windows to the right hand side and feature dormer windows to the left, prominent chimney stacks and decorative



14 Harold Road



48 Harold Road



8 Harold Road



13-15 Harold Road



18 Harold Road



20 Harold Road



22 Harold Road



26 Harold Road

stucco motif panels and stucco balustrading. Number 19 is a modern infill development that was constructed following bomb damage to the original building during the Second World War.

6.6.4 Numbers 14-32 (even) directly face the Upper Norwood Recreation Ground. This row of buildings (with the exception of the post-war infill at 24a A/B which disrupts the composition) is a striking collection of red brick Queen Anne style villas and are perhaps the grandest of all the late Victorian villas in the whole conservation area. There are slight variations in design but some common features include deep set entrance porches, decorative chimney-stacks and bespoke window designs. Number 10 Harold Road, located on the other side of Highfield Hill junction, shares characteristics with this grouping.

6.6.5 Numbers 37-41 are red-brick villas of an identical design. They have street-facing gable and a projecting square bay window to the left of their entrances, and depressed arched windows to the right at ground floor level. Number 43 has been designed to 'turn the corner' with Orleans Road, and has a striking chimney stack, timber porch and a series of unique window features.

6.6.6 Numbers 34-46 are all red brick villas of a similar design with some minor variations. All buildings have street-facing projecting gables to the right side of the front elevation and feature dormer windows on the same side at roof-level. The Dutch gable feature to number 46 mirrors that of number 91, Bedwardine Road. All buildings have arched soldier courses above ground and first floor

windows and prominent feature chimney stacks. All buildings have detailed timber porches in the centre of their composition. Some buildings retain a decorative terracotta panel set within a central parapet at the roofline. The character of this group of buildings has been eroded by some minor alterations, window replacements, and painting of originally exposed brickwork.

6.6.7 Numbers 48-52 share characteristic features with the numbers 34-46, including their materials and arched soldier courses, although numbers 50 and 52 have lost their original timber porches to the detriment of the special character. Number 48 has a striking tower feature that marks the corner with Bedwardine Road. Numbers 48 and 52 have prominent arched windows with decorative key stones in the middle of the building at first floor level.

6.6.8 Numbers 54-64 are of a more simple design than other



44 Harold Road



36 Harold Road



48-50 Harold Road



37-39 Harold Road



43 Harold Road



52 Harold Road



75-77 Harold Road

villas to the south on Harold Road. They are of red brick with double-height bay windows. This group of buildings has a unified character and a strong rhythm created by pattern of steeply pitched gable frontages.

6.6.9 The group of houses at the northern end of Harold Road, close to the junction with Vermont Road, are less consistent in architectural style, with historic buildings interspersed with new development. With the exception of Rochdale Court, which is considered to make a negative contribution to the character of the conservation area (see section 5.2), modern development at numbers 72-76 Harold Road has a neutral impact on the conservation area's character. Numbers 67 and 69 and 70 are buildings that display some of the key features present on buildings on the rest of Harold Road, including bay windows and prominent chimney stacks. Number 67 has had a large three storey side extension, which has harmed the appearance of the building and the wider conservation area. Numbers 75-77 are an attractive semi-detached pair of Victorian houses with bay windows, projecting gables and decorative plasterwork.



67 Harold Road with oversized side extension



View north from South Vale, with a more enclosed feel due to the narrower street

6.7 HIGHFIELD HILL

6.7.1 Only a very small portion of Highfield Hill is located within the Harold Road Conservation Area, close to the junction with Harold Road. This part of the street is dominated by mature trees and the buildings present make a neutral contribution to the character of the conservation area.

6.8 SOUTH VALE

6.8.1 After Central Hill, South Vale is the oldest street within the conservation area dating from the 1830s and possibly earlier. Its character is quite varied and differs from the rest of the conservation area. Unlike Bedwardine Road the street has an enclosed feel. This is a result of the northern section of the street being very narrow, accentuated by the steep incline up to Central Hill, as well as building lines set very close to the street with narrow front gardens. Small distances between buildings allow for glimpses to the trees and open space to the rear due to the topography and generous rear gardens. The view north uphill is closed by the rear of number 39 Central Hill.

6.8.2 Victorian buildings on South Vale are notable in their



7-9 South Vale



32-34 South Vale. Number 32 has an inappropriate front extension and uPVC windows



10 South Vale

variety, and include a striking terrace of brick buildings with bay windows and multi-coloured brickwork detailing (numbers 3-17) as well as a series of semi-detached cottages (16-18 and 28-36) and a small detached stucco-faced house (number 10 – locally listed), on the west side of the street that recall the character of Upper Norwood prior to the massive expansion from the 1850s. These are predominantly two storeys in height and of modest scale and proportions.

6.8.3 Barrington Walk is an attractive post-war terrace of brick and timber-faced buildings, which complements the varied character of the street. There are two cul-de-sacs located off the street: Courtney Close and 20-26 and 26a-d South Vale. These do not impact on the character of the street as they are at the rear and are hardly visible due to their small scale and surrounding landscaping.



Post- War terrace Barrington Walk



1-4 Courtney Close small scale development does not affect the conservation area



1 Vermont Road



2-6 Vermont Road

6.8.4 The southern end of the street is wider and development is predominantly Post-War, with the exception of number 19, which is a small 1880s cottage with deep eaves supported by timber brackets.



3-7 Vermont Road



8 Vermont Road

6.9 VERMONT ROAD

6.9.1 This short street runs steeply downhill, connecting Harold Road to Orleans Road. Trees in the Upper Norwood Recreation Ground, visible over the roofs of the 1920s houses on Orleans Road, complement those on the road itself. The overhead telephone cables visually clutter the streetscene.

6.9.2 The group of regularly spaced square red brick houses with elaborate timber porches share characteristics with those nearby on Harold Road. Vermont Road was laid out



10-18 High View Road



3 High View Road

prior to Harold Road nad is first mentioned in 1878.

6.10 HIGH VIEW ROAD

6.10.1 The roads north-west of Vermont Road show the fast development of the area in the late Victorian period, as shown on the 1890 O/S map. High View Road has a spacious feel due to the nature of the properties being detached houses with views between the houses. The houses are a strong group of modest Victorian residential houses of two storeys high and three bays across. The predominant building materials being red brick and slate. The road contains many architectural features identified in Section 5.3, such as recessed porches, decorative window frames with corinthian pilaster mullions. Modern unsympathetic additions have occurred with uPVC replacement windows and front elevations skylights. As well as various designs of dormer windows, which break the uniformity of the roof line.

The road has a harmonious visual appearance with the end focal point of the Upper Norwood Recreation Ground.

6.11 ROCKMOUNT ROAD AND ESSEX MEWS

6.11.1 Rockmount Road has large Victorian semi-detached houses with basements and high pitched front twin gables with barge boards and finials. On a hill, the views down the road culminate towards Upper Norwood Recreation Ground. The buildings are on large plots with large rear gardens and views inbetween houses. Views of the rear elevations of these buildings are visible from Troy Road and High View Road. Although the majority of the buildings have been subdivided and modern unsympathetic

alterations have occurred, the buildings have retained many fine architectural features similar to Bedwardine Road and Gatestone Road. The buildings have a strong visual uniformity along the roofscapes down the hill.

Number 1a Rockmount Road forms part of Essex Mews, this development does not preserve or enhance the conservation area. The materials and massing lack uniformity and rhythm compared to the rest of



3-9 Rockmount Road



27-33 Rockmount Road



Front elevation of 1a Rockmount Road



Essex Mews discreet development at the rear of Central Hill.

the properties on Rockmount Road. The rest of the development on Essex Mews set back from Central Hill does not impact detrimentally on the conservation area.

6.11.2 Essex Mews, set back from Central Hill, is a particularly fine example of a mews development that complements the conservation area with some high quality contemporary architecture built of an appropriate scale using high quality materials. Numbers 1 and 2 Essex Mews both date from the late 19th Century, the former being a converted stable block. Numbers 3 and 4 and 1a Rockmount Road are a modern infill and backland development of three detached dwellings.

6.12 TROY ROAD

6.12.1 A grouping of locally listed buildings makes up part of Troy Road included in the conservation area. This group of buildings has a strong visual presence from Rockmount Road, due to the Victorian double height bay windows and chimneys. These buildings are a fine example of decorative recessed porches and decorative red brick work in contrast to the London stock brick.

6.13 ESSEX GROVE

6.13.1 In keeping with the architectural features of the surrounding roads, the Victorian detached buildings on Essex Grove maintain many original features, with the inclusion of decorative timber pitched porches and bullseye windows within the eaves. The decorative brickwork also varies compared to the buildings on the surrounding streets. Lintels are constructed of red brick with an oversized stucco keystone. Such decoration is in contrast to the main London stock brick



5-11 Troy Road



1-7 Essex Grove



10-20 Orleans Road

that predominates the rest of the conservation area.

6.14 ORLEANS ROAD

6.14.1 Part of the right side of this road is included in the conservation area. The two twin

Edwardian large terraces are a fine example of a geometric form with front pitch gables and oversized recessed arched porches, with simple brick and stucco detailing. Some of this decoration has been lost due to front elevations being painted.

7.0 CONDITIONS AND THREATS

7.1 GENERAL CONDITION

7.1.1 The overall condition of the Harold Road Conservation Area is generally very good. Buildings within the conservation area are almost all well maintained and in a good state of repair with well-preserved historic architectural features.

7.1.2 However there are some examples of inappropriate development that has occurred in the conservation area that has harmed its coherent character. This includes the erection of external steel staircases to the side or rear of properties; the replacement of original windows with uPVC units; the painting or rendering of originally exposed brick elevations as at 42 Harold Road, 5 South Vale and 16 -18 South Vale. There have also been some poorly designed

and oversized extensions to the side, rear and roofs of houses.

7.1.3 Most of the modern development built in the post-war period, prior to the designation of the conservation area, detracts from the special character of the conservation area (please see Section 5.2 Historic and Architectural Significance of Buildings on p.18 for further information).

7.1.4 There are some isolated examples of poor maintenance within the conservation area, notably of timber detailing including bargeboards and of historic plasterwork detailing. If these features are not maintained this could lead to further long-term deterioration and damage to the historic buildings.

7.1.5 The public realm of the conservation area is generally in good condition. The condition of the Upper Norwood Recreation Ground is good and it is well maintained.

There is a limited amount of street clutter caused by unnecessary street furniture. An example of detrimental street clutter are the bollards and traffic signs clustered at the corner of Harold Road and Chevening Road.

7.1.6 The forecourts to some properties have a detrimental visual impact. Some front gardens have had inappropriate new boundary treatments installed including high fencing, or have had boundary treatments removed to accommodate driveways. In addition a number of front gardens have been hardsurfaced and there



Signs in the Harold Road Conservation Area in need of maintenance



Unnecessary bollard in the Harold Road Conservation Area creating street clutter



Street furniture in the recreation ground in need of maintenance



Historic letter box in need of maintenance

are some instances of bins that are inadequately screened and therefore visible from the street

7.2 KEY THREATS

7.2.1 The Harold Road Conservation Area is at risk from inappropriate changes or damage to buildings, as well as changes to the public realm that can affect its special interest and appearance. Major threats include the loss of historic buildings and unsympathetic new development that is out of scale and character. Other smaller changes can also have a cumulative detrimental impact on the conservation area's character and appearance, including extensions and alterations to buildings

7.2.2 Due to the large size of many of the properties in the area, there is some development pressure converting these properties into flats. This can have a negative impact on the conservation area, for example if front gardens are hard surfaced for parking or gas and electric meters are poorly sited on building elevations. There is also particular pressure for backland development in the conservation area where there are large gardens. When this is poorly sited or over-scaled, it can have a negative impact on the character of the area, block views and result in the removal of mature trees. Please see the list of existing and potential threats to the conservation area overleaf.



42 Harold Road inappropriate render



Visible flue from the streetscape



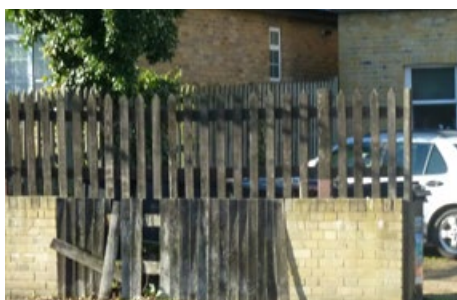
External staircase on the front elevation



Historic plasterwork in need of repair



Addition of rear dormer windows breaking the rhythm of the original roof line



Poor repair to boundary wall



Extensive street clutter



Historic terracotta panel in need of maintenance

SUMMARY OF EXISTING AND POTENTIAL THREATS TO BUILDINGS:

- Demolition of historic buildings
- New development that disregards the layout, scale and character of surrounding buildings
- Oversized or poorly designed rear, side and roof extensions to buildings where they are visible from the street
- Installation of dormer windows and/or rooflights in street-facing roofscapes
- Loss of historic architectural features and detailing
- Poor maintenance of buildings
- Introduction of new building materials that do not respect the area's buildings
- Unsympathetic rendering or painting of buildings, including pebble dash render
- Infilling of recessed or open porches
- Replacement of timber doors and windows with inappropriate design, proportions and materials
- Loss of chimney stacks and pots
- Poorly sited building services including renewable energy technology gas flues and utility meters
- Satellite dishes located on front/side elevations
- Inappropriate advertising placed on buildings converted to commercial use

THREATS TO THE TOWNSCAPE AND STREETSCAPE CHARACTER

- Development negatively affecting the conservation area's setting
- Infill / backland development that does not respect the existing layout and density of the conservation area
- Development reducing existing open spaces, including spacing between buildings that contribute towards the character of openness.
- Closing of spacing between buildings through extensions
- Loss of trees and planting
- Hard-surfacing of front gardens
- Lack of screened storage for refuse or recycling bins
- Loss of boundary treatments



Poorly sited CCTV and unsympathetic dormer.



Unsympathetically designed side extension, which also blocks views



Poorly placed satellite on the right hand side of the front elevation



Inappropriate garage extension and painting of exposed brickwork to the front elevation



Poorly maintained timber bargeboard



Replacement of original windows for uPVC windows. Proportions and material are unsympathetic

MANAGEMENT PLAN



This Management Plan provides area specific guidelines for development, maintenance and enhancement of the Harold Road Conservation Area, and should be in conjunction with Croydon's Conservation Area General Guidance SPD.

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.

8.0 DEVELOPMENT GUIDELINES

8.0.1 This section includes area specific principles that respond to the particular challenges and opportunities for proposed development in the Harold Road Conservation Area.

8.0.2 All development proposals should preserve or enhance the conservation area's character and appearance and conform to the Croydon Local Plan.

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

8.1 DEMOLITION

8.1.1 Planning permission from the Council is required for the demolition of buildings larger than 115 cubic metres within the conservation area.

8.1.2 The Council will resist demolition of statutory Listed buildings, Locally Listed buildings and buildings that make a positive contribution to the special character of the Harold Road Conservation Area (see section 5.2 of this document). Demolition of buildings identified in this document as making a neutral contribution to, or detracting from, the conservation area's special character (see Map 12 on p.19) 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 All new development should respect the established layout, siting, height, scale and massing of buildings within the conservation area. New development should be of a high design quality, sympathetic to the area's character and should result in an enhancement to the

special character of the conservation area. Materials should be carefully chosen to complement the conservation area's existing palette of materials (see section 5.3).

8.2.2 There could be some opportunities for development to the rear of some existing properties in the conservation area, if the low density character of the area, with dwellings set in generous plots, is preserved through the appropriate siting of the development. Any new development should not exceed two storeys in height and should not compromise the visual amenity of any adjacent properties.

8.2.3 The only other opportunities for development in the conservation area are through the redevelopment of sites containing buildings that make a neutral contribution or detract from the special character of the area (see Map 12 on p.19).

8.3 DEVELOPMENT AFFECTING THE SETTING OF THE CONSERVATION AREA

8.3.1 All proposed development in close proximity to the Harold Road Conservation Area should seek to preserve and enhance its setting.

8.3.2 All development proposals affecting the setting of the conservation area will be assessed using the criteria and guidance of the Historic England document 'The Setting of Heritage Assets'.

8.4 PROPERTY CONVERSION

8.4.1 Due to the large size of many buildings in the area the conversion of single dwellings into flats is often sought. There is no objection to this in principle; provided the conversion does not harm the appear-

ance of the building. Additional parking and bin storage requirements should not result in harm to the appearance of the front garden, such as the complete removal of original boundary walls and mature trees (see Section 8.13).

8.4.2 Careful attention should be paid to entrance arrangements, and new doors should not be installed to front elevations. Changes should not be made to window openings and original detailing on front elevations. External fixtures such as satellite dishes should not be located on street-facing elevations and front gardens should be retained.

8.5 EXTENSIONS

8.5.1 Front extensions of street-facing buildings will not be permitted due to the resultant disruption to the appearance of buildings and the character of the conservation area.

8.5.2 Roof extensions that are visible from the street will generally be resisted, due to the disruption in the overall proportions and character of buildings and the resultant dominant massing.

8.5.3 Side extensions to buildings will generally not be permitted due to the reduction in spacing between buildings, characteristic of the area's layout and loss of views between buildings.

8.5.4 There may be some scope for rear extensions to properties, subject to their subservience to the main building, and design quality that enhances the conservation area.

8.5.5 There have been some roof and side extensions to buildings in the conservation

area that occurred prior to this document's adoption. These extensions should not be taken as a precedent for further inappropriate extensions.

8.5.6 All proposed extensions should be of a high quality design and materials should complement the area's historic character. Proposed extensions should not disrupt the balance and appearance of distinctive groupings of buildings.

8.5.7 The guidance provided in this document and in Section 5.3 of the Conservation Area General Guidance SPD supplements Croydon's Residential Extensions and Alterations SPD.

8.6 WINDOW REPLACEMENT

8.6.1 Most properties within the conservation area contain timber sash or casement windows. If possible, original or replica windows should be retained and repaired. Following advice from a professional joiner, if windows are beyond reasonable repair, then replacements should match the original window design and materials. It is likely that planning permission will be required for proposed replacement windows not in a similar style or material to existing windows.

8.6.2 The use of uPVC as a replacement material for original or traditional style timber windows will not be considered acceptable as the proportions, opening methods, shiny plastic appearance and light reflection of most uPVC windows are at odds with the character of historic buildings. For similar reasons aluminium is also not considered to be an acceptable alternative material

to timber.

8.6.3 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. Draught proofing around all window reveals would be beneficial and cost effective to maintain thermal performance.

8.7 DORMER WINDOWS AND ROOFLIGHTS

8.7.1 Dormer windows and rooflights should not be located on street-facing roofscapes.

8.8 ARCHITECTURAL FEATURES

8.8.1 Key architectural features as defined in section 5.3 of this document, such as brick chimney stacks, terracotta tiles or plasterwork mouldings should be retained due to the valuable contribution they make to the character and appearance of the conservation area.

8.9 CLADDING, RENDERING OR PAINTING OF WALLS

8.9.1 Originally exposed brick walls, often part of a building's original design, make an



Original timber sash windows

important contribution to the character of the conservation area and should not be clad, rendered or painted. External, rendering or painting can also cause damp and condensation problems to properties.

8.9.2 External cladding or rendering of buildings in conservation areas requires planning permission, which is unlikely to be supported. The removal of existing paint to brickwork is encouraged.

8.10 DOORS AND PORCHES

8.10.1 Historic timber doors should be retained as they are important features that contribute towards the character of the conservation area. All necessary replacements should be of timber and of a design that complements the building within which it is situated.

8.10.2 Open porches are part of the original design of houses and add interest to the character and appearance of the conservation area. Open porches or recessed entrance arches should not be enclosed, and proposed enclosures will be resisted by the Council.

8.11 EXTRANEOUS FIXTURES

8.11.1 Modern extraneous fixtures, including satellite dishes, meter boxes and cabling, ventilation openings and flues should not be visible from the street. The removal of existing fixtures cluttering front elevations is encouraged; however care should be taken to ensure that surfaces affected are repaired.

8.12 SIGNAGE

8.12.1 Where buildings are in commercial or community use signage may be required. Where signage is located on

the front boundary it should be integrated with the boundary and should not have a dominant presence in the streetscene. Where signage is located on building elevations this should complement the composition of the building and not obscure architectural detailing.

8.13 FRONT GARDENS AND BOUNDARY TREATMENTS

8.13.1 Landscaped gardens make an important contribution to the quality of the streetscape. All development proposals to properties, where soft landscaping in front gardens has been removed in the past, should involve its reinstatement.

8.13.2 The planting of trees and greenery in front gardens is encouraged and the hard surfacing of front gardens for car-parking is discouraged. Where hard surfacing is required it should be permeable to allow for sustainable drainage. Where parking is required in front gardens this should be accompanied by soft landscaping to reduce its detrimental visual impact.

8.13.3 Existing boundary treatments should be retained, including brick gate piers, as they make a positive contribution to the streetscene. All development proposals to properties where boundary treatments have been removed in the past should involve their reinstatement.

8.13.4 All development proposals should include storage and screening for refuse and recycling bins.

8.14 TREES IN PRIVATE GARDENS

10.5.1 Most work to trees in the conservation area requires prior approval from the Council.



Installing dormers facing the streetscape is to be discouraged



An example of good screened bin storage away from the street



Poor repair of decorative roof tile

For further information please see Sections 5.14 and 7.3 of the Conservation Area General Guidance SPD or contact one of the Council's Tree officers (see Appendix 2).

9. ADDITIONAL CONSIDERATIONS

9.1 LOCALLY LISTED BUILDINGS

9.1.1 Almost 100 buildings in the Harold Road Conservation Area are currently locally listed (see Section 5.2). Careful consideration must be given towards protecting these buildings and any important features present. For further information please see Croydon's Local List SPD.

9.2 ARTICLE 4 DIRECTIONS

9.2.1 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.

9.3 PLANNING ENFORCEMENT

9.3.1 If you feel that unauthorised development has occurred in the Harold Road Conservation Area, including the replacement of windows or the installation of satellite dishes, please report to the Council's planning enforcement team (please see Appendix 2 for contact details). For further information please also see Section 7 of the Conservation Area General Guidance SPD.

9.4 BUILDING REGULATIONS

9.4.1 In addition to planning regulations, 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 service (see Appendix 2).

10.0 MAINTENANCE, REPAIR AND IMPROVEMENT

10.0.1 The Council encourages property owners to maintain their properties and undertake minor works to buildings that do not require planning permission. This will have a wider positive visual impact on the conservation area.

10.1 MAINTENANCE AND REPAIR

10.1.1 Regular maintenance and repair is important to ensure the long-term survival of valued architectural and landscaping features, to retain the collective value of the attractive features present in the area and to prevent future problems including damp and decay.

10.1.2 Buildings in poor condition detract from the appearance of the conservation area. If repair and maintenance is left unattended, this may result in further unnecessary decay and damage, which could lead to the need to conduct more complex and expensive repair works at a later date.

10.1.3 Recommendations for basic maintenance include:

- The regular cleaning and maintenance of front gardens
- The sensitive pruning of vegetation in close proximity to buildings
- The regular clearing of debris in gutters and rainwater pipes
- The re-fixing of loose roof tiles or slates
- Re-pointing of brickwork
- The regular painting of timber window, doors and porches

10.1.4 Please see Section 6 of the *Conservation Area General Guidance* SPD for further guidance.

Additional advice for homeowners is provided in a publication produced by the Institute of Historic Buildings Conservation and the Society



Strong original front elevations and roof lines should be maintained and preserved in order to continue the rhythm and character of the conservation area



All traditional features are well maintained: Brickwork, timber sash windows, building plot, recessed porch, window lintels and timber barge boards

for the Protection of Ancient Buildings entitled A Stitch in Time (see Appendix 1 for details).

10.2 RESTORING AND RE-INSTATING FEATURES

10.2.1 The following works would result in enhancement of the conservation area:

- The stripping of inappropriate paint or render from originally exposed brickwork using a non-damaging method
- Removing the infilling of porches
- The re-siting of satellite dishes and TV aerials where visible from the street
- Replanting of hedges or landscape features in front gardens where they have been removed
- Reinstating removed boundary treatments
- Reduction and / or removal of non-porous surface materials to driveways

10.3 PUBLIC REALM IMPROVEMENTS

10.3.1 Routine maintenance of the public realm occurs as part of the ongoing programme of maintenance within the borough. There may be potential for further enhancements in the future. All proposals to enhance the conservation area's public realm must be in accordance with the Croydon *Public Realm Design Guide*.

10.3.2 All new street lighting will be implemented in the area according to the Council's Street Lighting renewal programme.

10.3.3 The appearance of the pavilion in the Upper Norwood Conservation Area should be improved. If the building is no longer in use it could be removed.

10.3.4 The reinstatement of a bandstand in the Upper Norwood Recreation Ground could enhance the conservation area.

10.4 ENERGY EFFICIENCY IMPROVEMENTS

10.4.1 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. There are some retrofitting measures that can be explored for buildings in this conservation area to improve their energy efficiency and thermal performance, some of which may require planning permission. Please see Section 9 of the *Conservation Area General Guidance SPD* for further information.

10.4.2 The installation of external wall insulation, photo-voltaics or solar thermal panels on roofscapes visible from the road in the Harold Road Conservation Area is not considered to be appropriate measures due to the detrimental impacts on the character and appearance of buildings. It is recommended that less visually obtrusive measures, including internal wall and roof insulation, the draught proofing of windows and doors, and internal secondary glazing are considered by property owners to improve the energy efficiency of their property.

10.5 TREE MANAGEMENT

10.5.1 Where predominant tree species are present and considered to be making a positive contribution to the conservation area, the Council will endeavour to ensure that this character is maintained in any new street planting. For further information please see Sections 5-14 and 7.3 of the *Conservation Area General Guidance*.



Hanging tiles in need of repair



Loss of front gardens to parking and front boundary treatments has a detrimental visual impact

APPENDIX 1: OTHER RELEVANT INFORMATION

A) USEFUL WEBSITES:

- Croydon Council Planning and Conservation web pages:
www.croydon.gov.uk/conservation
www.croydon.gov.uk/planningandregeneration
- Historic England web pages:
www.historicengland.org.uk
www.historicengland.org.uk/advice/
www.historicengland.org.uk/advice/your-home/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 Historic England)
- 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 POLICY AND GUIDANCE (DOWNLOADABLE FROM ABOVE WEBLINK)

- *Croydon Local Plan: Strategic Policies DPD*
- *Croydon Local Plan: Detailed Policies and Proposals DPD*
- *Borough Character Appraisal*
- *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*
- *Review of Sites of Nature Conservation Importance*

C) RELEVANT NATIONAL GUIDANCE DOCUMENTS (DOWNLOADABLE FROM ABOVE WEBLINKS)

- *Archaeology and Planning in Greater London* (Historic England, 2011)
- *The Setting of Heritage Assets* (Historic England, 2012)
- *Understanding Place: Conservation Area Designation, Appraisal and Management* (Historic England, 2011)
- *Understanding Place: Historic Area Assessments* (Historic England, 2011)
- *Energy Efficiency and Historic Buildings*, which is a series of Historic England 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, 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 1RE
www.croydon.gov.uk
Phone: 0208 726 6000
Email: contact.thecouncil@croydon.gov.uk

- Spatial Planning (including Conservation and Urban Design 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

Historic England London Region

1 Waterhouse Square, 138-142 Holborn, London EC1N 2ST
Tel/Email: 0207 9733000; london@HistoricEngland.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

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

North Croydon Conservation Area Advisory Panel

(Please contact the Croydon Council Spatial Planning Service for details)

Croydon Natural History and Scientific Society

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

Norwood Society

Contact: Philip Goddard (Chairman of the Planning Sub-committee)
Email: goddard.pj@btinternet.com



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