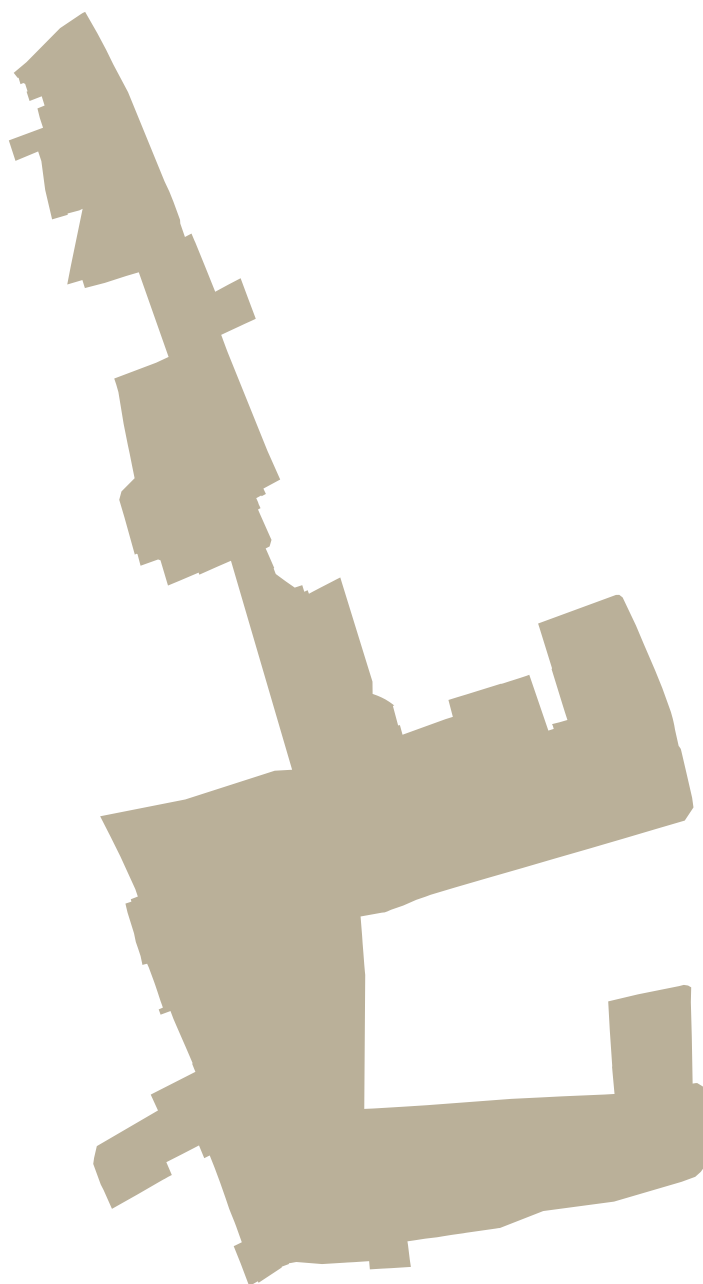


# CENTRAL CROYDON CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN



SUPPLEMENTARY PLANNING DOCUMENT

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CROYDON COUNCIL

# ISSUE

Supplementary Planning Document (SPD) endorsed for adoption by Cabinet 17 November 2014 and adopted as a Supplementary Planning Document at full Council 1 December 2014

This document is available to view and download online at:

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## CONSERVATION AREA DESIGNATION

The Central Croydon Conservation Area was designated in 1982 and extended in 2008

## CONSERVATION AREA GENERAL GUIDANCE

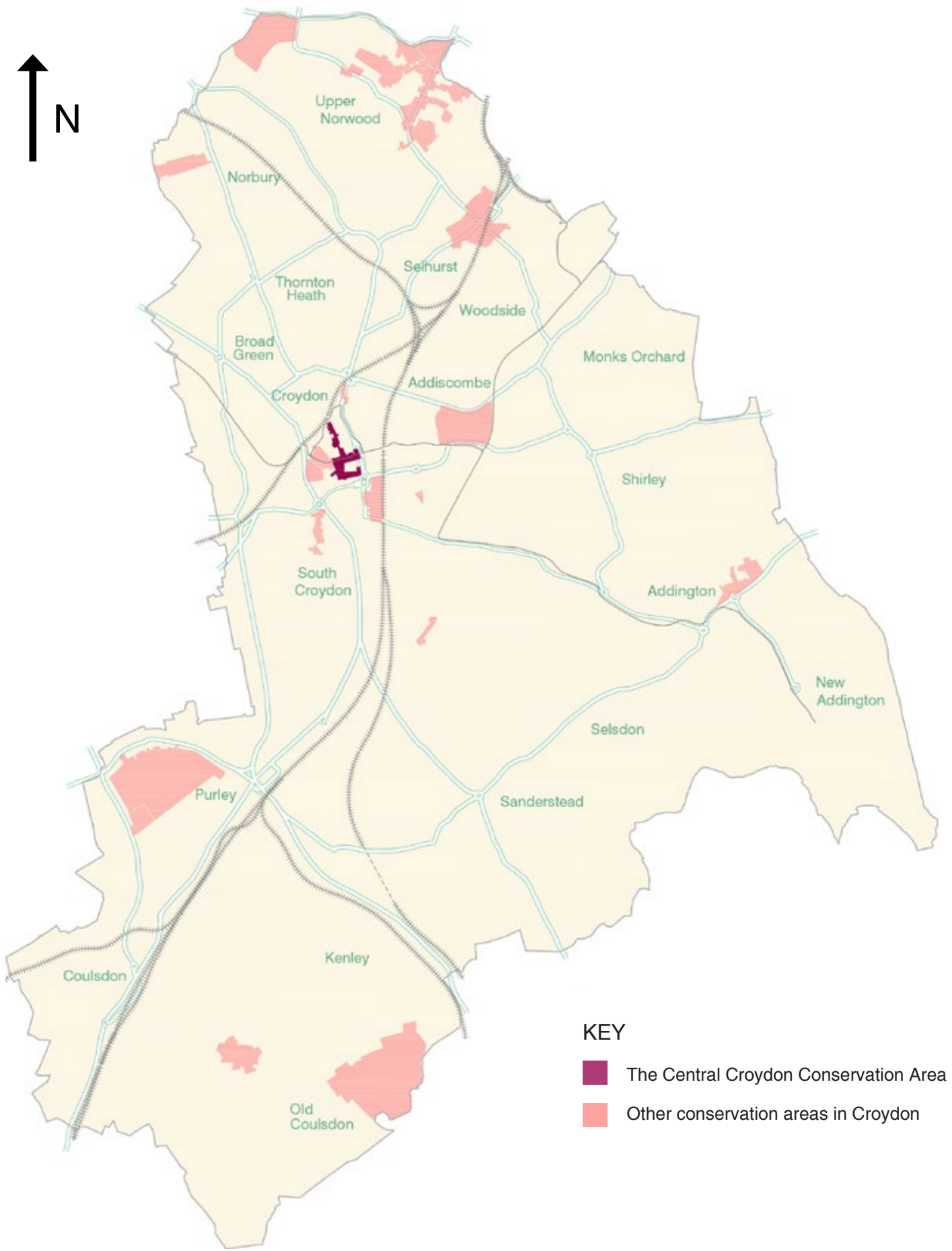
Please read this document alongside the *Croydon Conservation Area General Guidance* SPD (adopted April 2013). This document is available online at:  
<http://www.croydon.gov.uk/planningandregeneration>

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



# INTRODUCTION



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

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

# 1.0 INTRODUCTION

## 1.1 WHAT IS A CONSERVATION AREA?

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

## 1.2 WHAT IS A CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN?

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

1.2.2 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 as a Supplementary Planning



Entrance to the Grade I listed Whitgift Almshouses from North End

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 Central Croydon 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

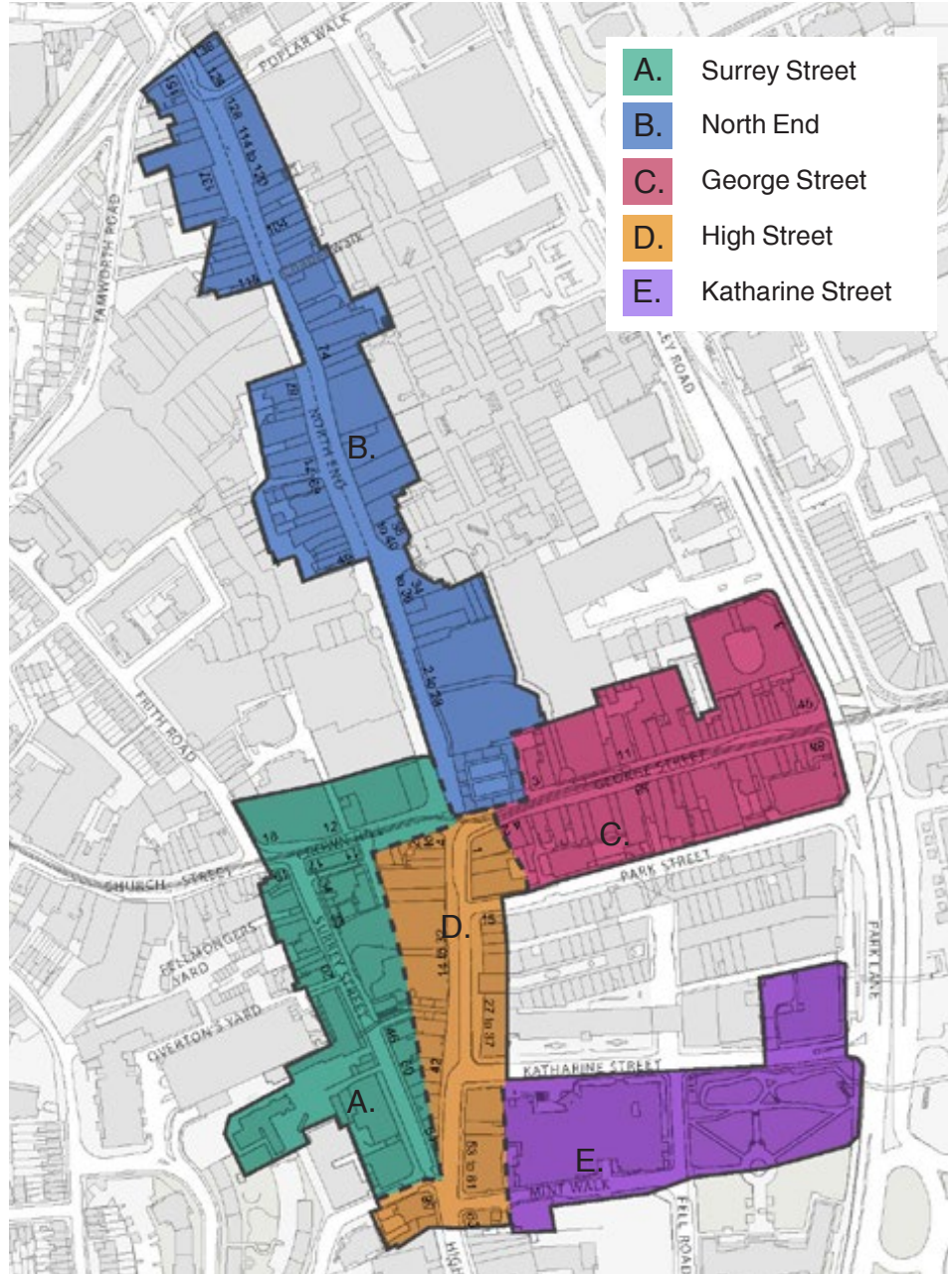
1.5.1 The Central Croydon Conservation Area was designated in 1982 and originally included Surrey

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

## 1.6 STATEMENT OF SPECIAL CHARACTER

1.6.1 The Central Croydon Conservation Area is the commercial and civic heart of Croydon, and has been for centuries. The urban street layout, largely medieval in origin, is of special historic interest and the main north-south route along North End and the High Street may have Roman origins. The conservation area includes the 16th century Grade I listed Whitgift Almshouses and Surrey Street market, one of the oldest markets in London having been in continuous operation on or near its present site since the 13th century. Despite the impact of large 20th century shopping centres, the area retains much of its historic fabric and plan form, representing many historic phases of Croydon's economic and commercial development.

1.6.2 There is a significant concentration of statutory and locally listed buildings, as well as numerous high quality unlisted buildings, representing several architectural periods and styles. Although buildings from the 17th and 18th centuries have survived on Surrey Street and Bell Hill, the conservation area's character is dominated by the rich legacy of late Victorian commercial buildings in George Street, the



Map 3: Character areas in the Central Croydon Conservation Area

High Street and North End; a result of the rapid growth and prosperity in the latter half of the 19th century. Many facades are well preserved above shopfront level. There are also several historic pubs present in the conservation area. Overton's Yard, Fellmongers Yard and Matthews Yard are important remnants of Croydon's industrial past, as is the Surrey Street Pumping Station. The Queen's Gardens is an important public open space in Croydon's town centre, and has an important visual and historic relationship

with the late Victorian Town Hall. Two 1930s Modernist office buildings, Segas House and Electric House, also contribute to the conservation area's character.

## 1.7 CHARACTER AREAS

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





OLD TOWN  
SURREY STREET MARKET  
By Royal Charter in 1276

millet's

SURREY STREET MARKET  
By Royal Charter in 1276

Valentine's  
BASKETRY

£3.50

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

## 2.0 CONTEXT

### 2.1. LOCATION AND SETTING

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

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

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

2.1.4 West Croydon station is located to the north of the Central Croydon Conservation Area. There is a run of Victorian commercial buildings on Station Road (of which numbers 2-8 are locally listed).



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



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

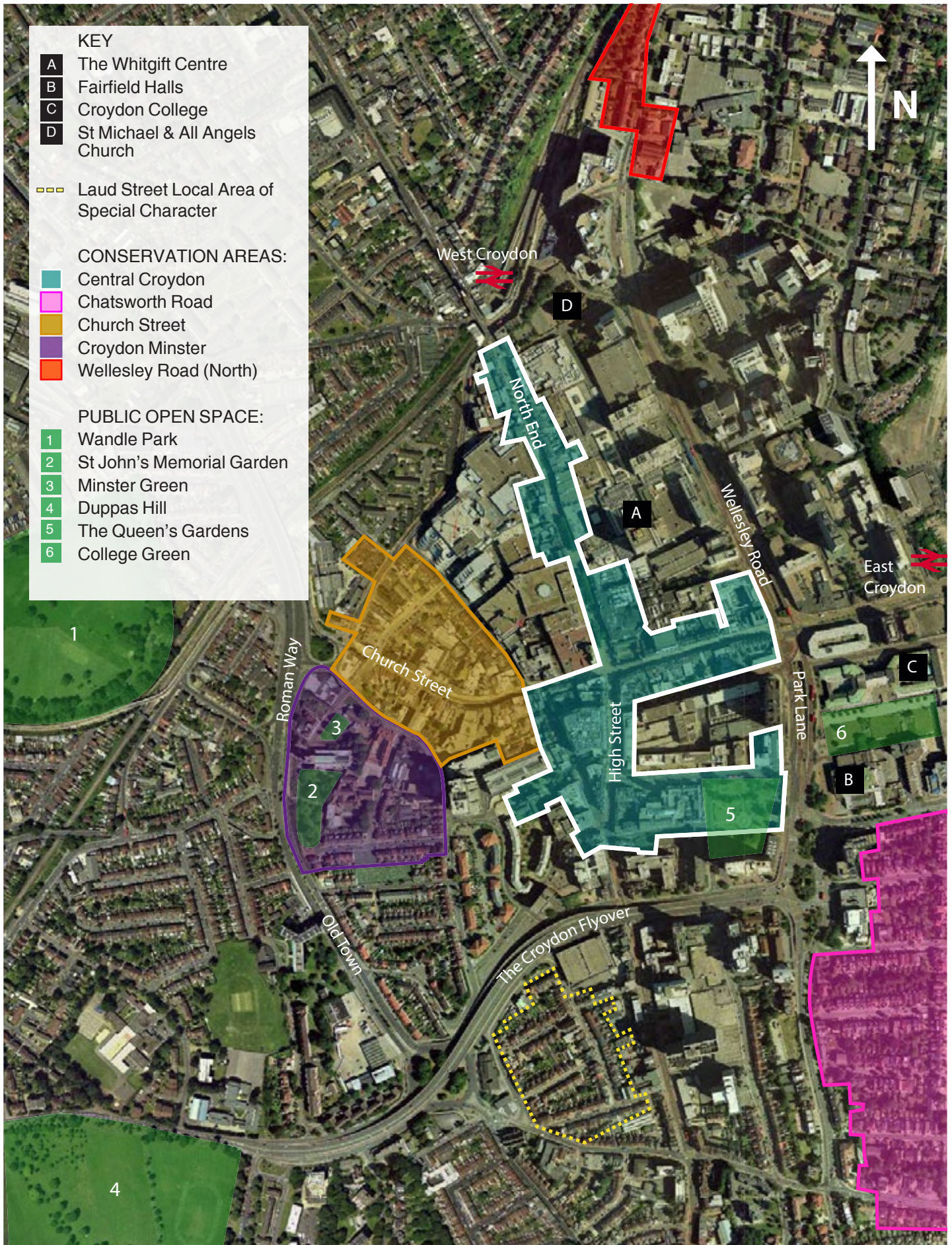


North End continues northwards into London Road



Station Road leads to the northern edge of the Central Croydon Conservation Area (numbers 2-8 (right) with prominent gables are locally listed)

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



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

The Grade I listed church of St Michael of All Angels, also lies nearby on Poplar Walk. North End continues into London Road, which is part of a major route from Central London to Brighton. The High Street continues southwards underneath the Croydon flyover and is characterised by a continuation of the retail area and outlying tall buildings.

2.1.5 Crown Hill joins George Street with Church Street, with dramatic views towards the Church Street and Croydon Minster Conservation Areas (see Map 4 on p.7). Part of the narrow and historic yards off Surrey Street, Fellmongers Yard and Overton's Yard are located in the Church Street Conservation Area. Surrey Street has residential development to the west, as well as the Surrey Street car park.

2.1.6 Other designated areas nearby include the Wellesley Road (North) Conservation Area, located to the north, the Chatsworth Road Conservation Area, located to the south east and the Laud Street Local Area of Special Character, located to the south (see Map 4 on p.7).

2.1.7 The setting of the conservation area is partly defined by the presence of larger scale 20th century development in the town centre, concentrated to the east. Ryland House, located to the west of the Central Croydon Conservation Area, has a negative impact on its setting. Centre Tower, which rises above the Whitgift Centre, also has a harmful impact on the conservation area's setting and the view from within the Whitgift Almshouses courtyard.



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



The harmful impact of Ryland House on the setting of the Central Croydon Conservation Area, viewed from Katharine Street behind buildings on the High Street

## 2.2 HISTORIC DEVELOPMENT

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

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

2.2.3 The foundation of the early settlement is likely due to the presence of clear springs 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.

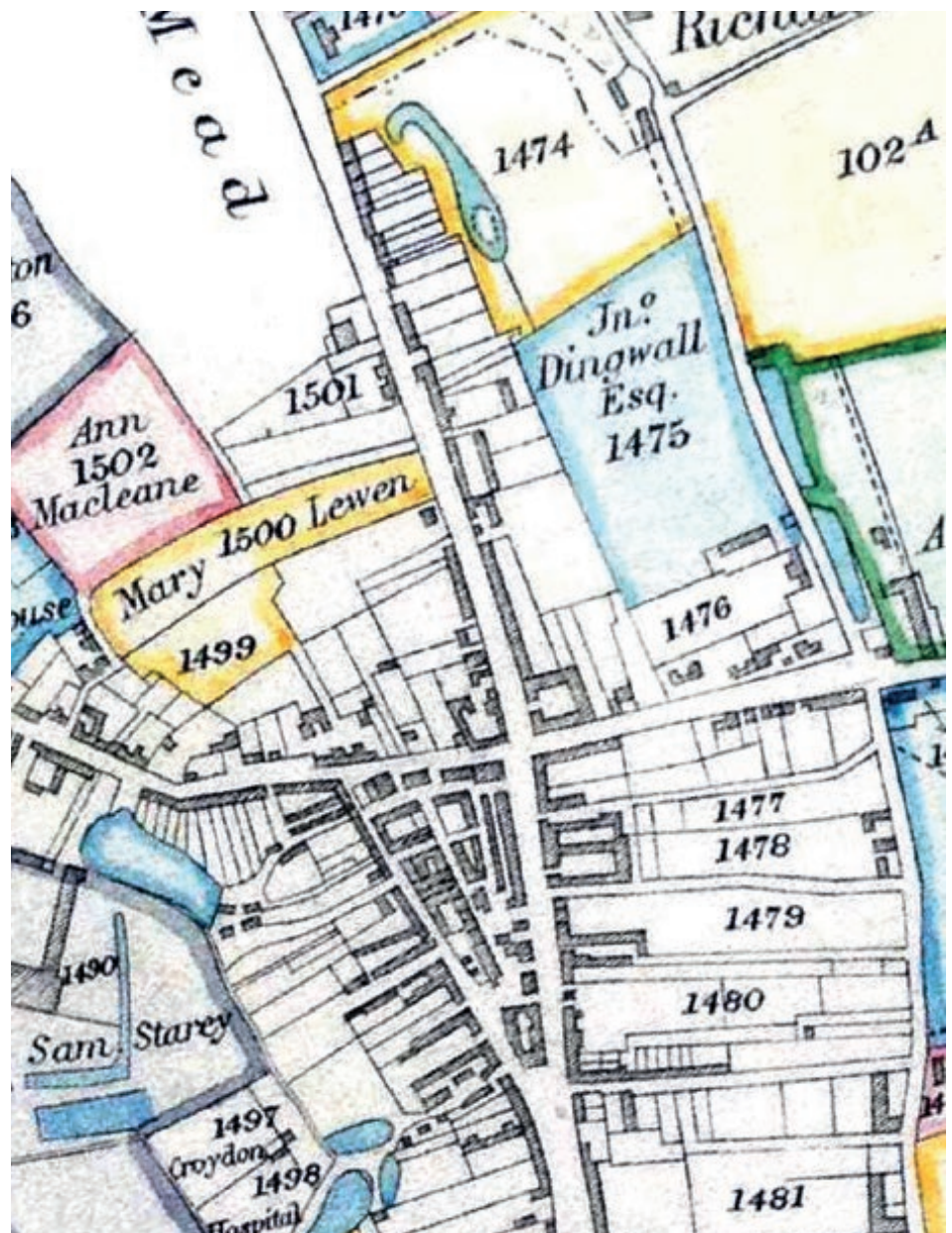
2.2.4 In the early Middle Ages the centre of Croydon shifted from the early Saxon settlement around St John’s Church (now the Minster) to higher and drier ground to the east. Through a charter in 1275 the first market was established, within a triangle now formed by Surrey Street, the High Street and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

after a pound for stray animals that once existed on the south-east corner of Wellesley Road. The route of the High Street developed from a track through open fields.

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

second on the High Street in 1808 (see photos on p.15).

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



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

London, only 10 miles away. In 1596 Archbishop John Whitgift founded the Hospital of the Holy Trinity, commonly known as the Whitgift Almshouses.

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

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

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



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



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

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

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

Old Town area. The ponds and ditches were drained and water courses culverted. A new piped water supply was a priority and resulted in a reservoir being created at Park Hill, supplied via a 12 inch main across town from a well in Surrey Street over one of the old springs. The earliest part of the Surrey Street Pumping Station of 1851 is often thought to be the former West Croydon Atmospheric Railway Station's engine house



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

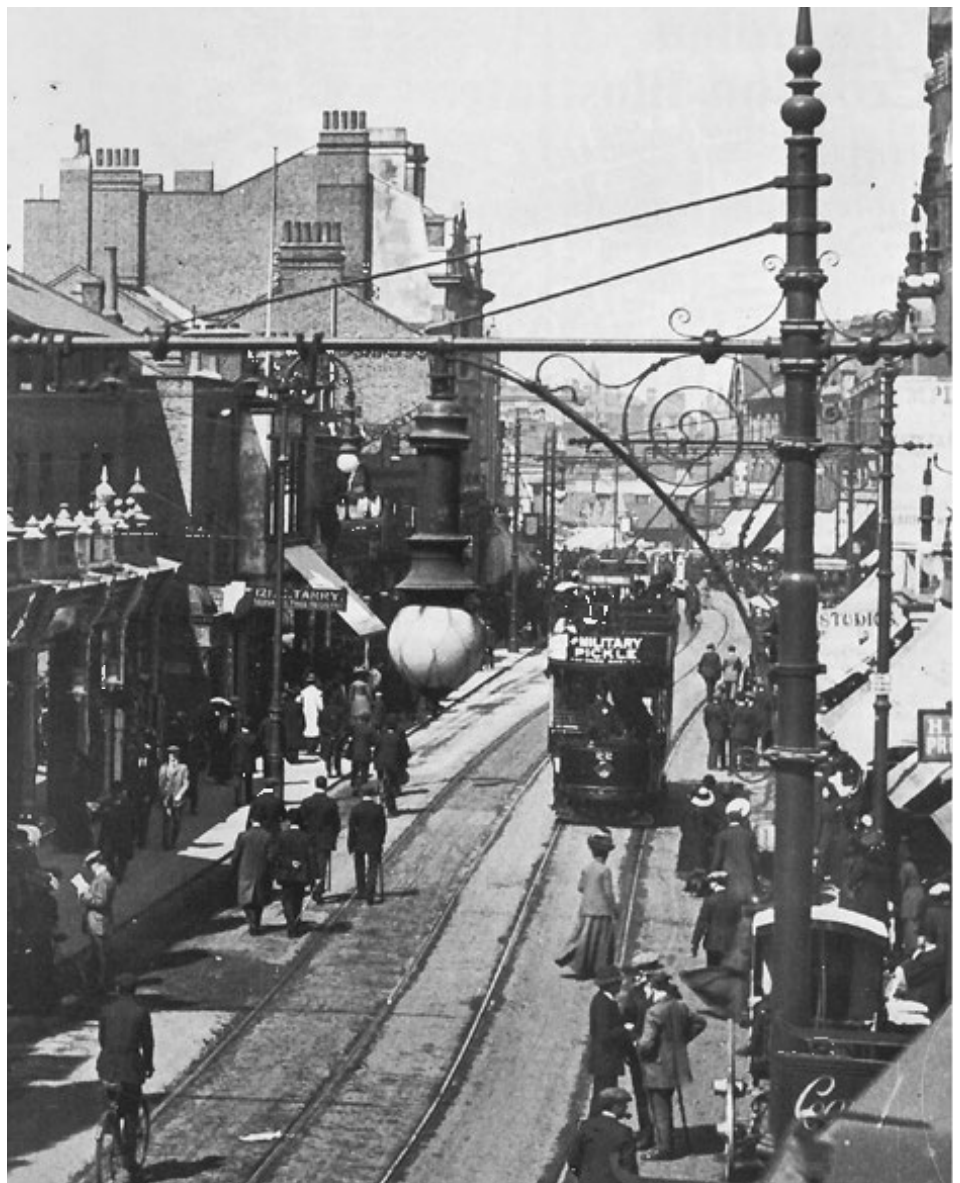
2.2.11 The former Central Croydon (Katharine Street) Station was opened in 1868 by the London, Brighton & South Coast Railway, situated on the site of the present Town Hall (see Map 6 on p.11), as a more central branch spur to East Croydon Station, which had opened in 1841. The sunken part of the Queen's Gardens once formed part of the railway cutting leading into the station. However the Central Croydon branch was not a commercial success and it closed in 1871. It re-opened briefly from 1886-1890, but was finally closed and the land sold to the Croydon Corporation.

2.2.12 In the early 1890s the Corporation drew up plans for Croydon's third Town Hall, designed by the local architect Charles Henman Jr. The former station buildings were demolished and the new building opened in 1896, also including a new library. This town hall was much larger and grander than its predecessors and contributed an elegant clock tower to the Croydon skyline. It wasn't until 1895 that the plans for the leftover land included the provision of public space, in the form of the 'Town Hall Gardens'. These were formally opened by the Prince of Wales in 1896.

2.2.13 During the 1890's much of George Street was rebuilt. In 1935 a competition was held for an extension of the Town Hall onto the Gardens but the plans were halted by the outbreak of



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



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

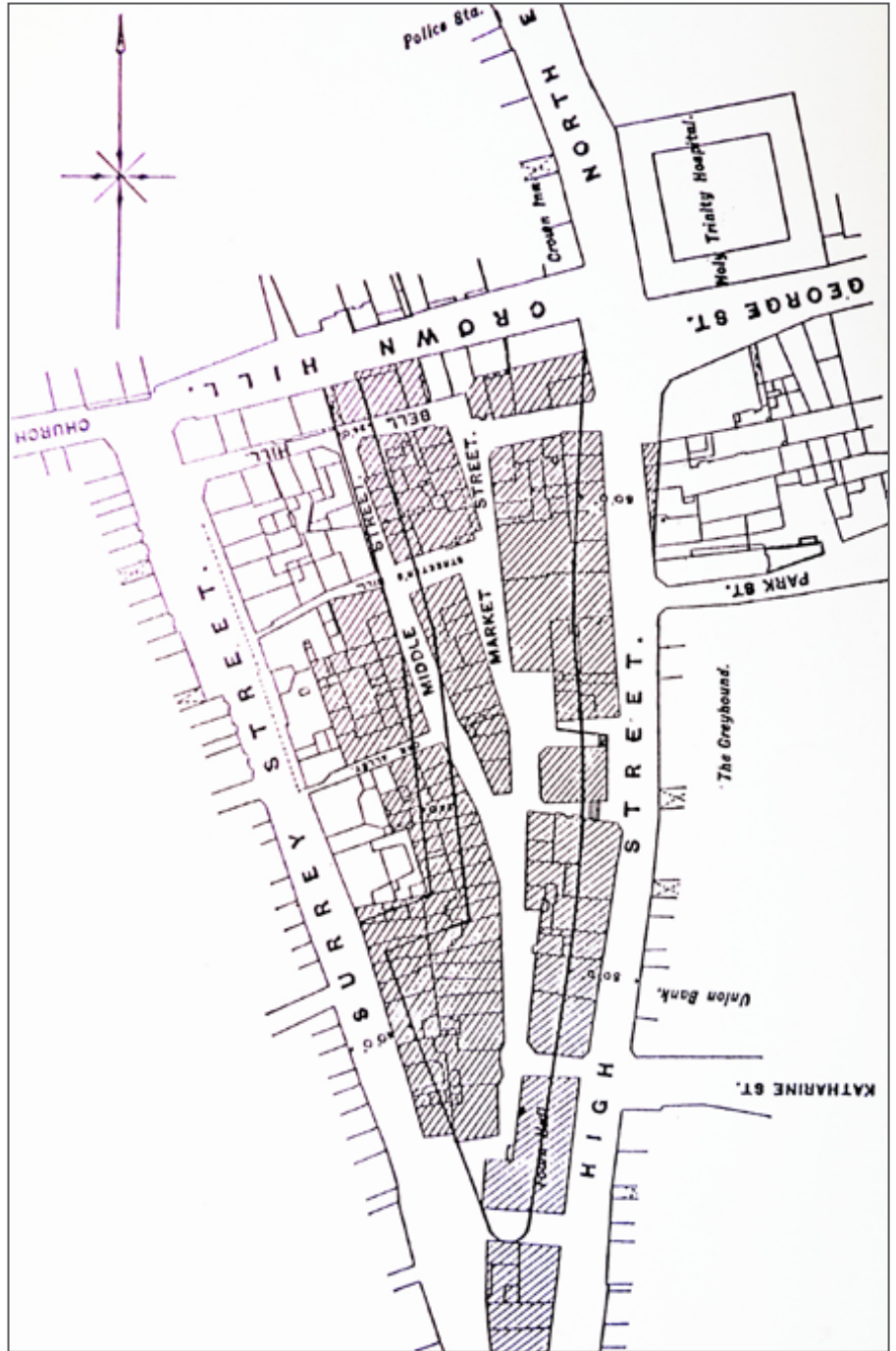


war in 1939. In 1980 the Police Station next to the Town Hall was demolished and the Town Hall gardens were extended. In 1983 they were re-opened as the Queen's Gardens.

2.2.14 A new Whitgift School, off North End (see photo on p.17), was designed by A.W. Blomfield and opened in 1871. The character of North End began to change dramatically in the 1880s from a predominantly residential avenue of villas and short terraces to a busy shopping street. It was originally served by omnibuses and, after 1901, electric trams passed through North End and the High Street on the route between Norbury and Purley.

2.2.15 Two large high end department stores, Kennards (later Debenhams) and Alders were constructed on North End. Kennards (established in 1853) was located opposite the Whitgift Almshouses. Alders (established 1862) was next to the Almshouses and built in stages, facing onto North End, and George Street. The Elizabethan schoolhouse and headmaster's house attached to the Whitgift School were demolished around 1899 to make way for Alders' George Street store, the facade of which survives today (see photos on pp.38 and 51). Alders on North End was completely remodelled in 1926 with a colonnaded frontage (see photo on p.35).

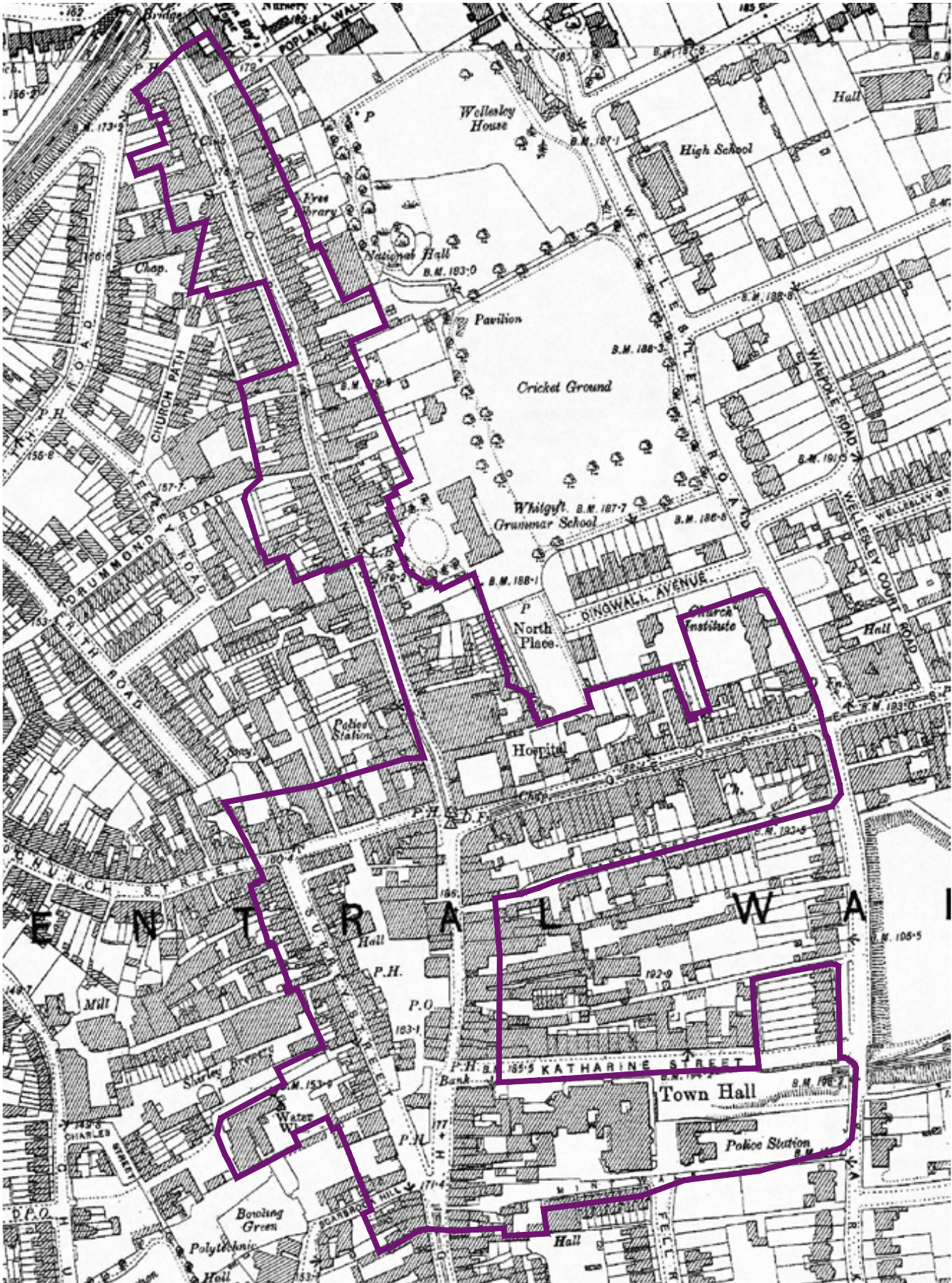
2.2.16 By the 1880s the overcrowded market area (seen on Map 7) was a cause of concern for health and living standards. After Croydon attained Corporation status in 1883 it established a High Street Improvement Committee with the aim of widening the High Street for traffic, but



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



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



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

— Central Croydon Conservation Area boundary

this ambition grew to greater redevelopment plans for the area. The Croydon Improvement Act in July 1890 enabled the Corporation to purchase land compulsorily in the market area. The redevelopment included an almost entirely new frontage to the west side of the High Street with the Grants complex (1895) as its centrepiece. Of the older buildings on Crown Hill only those on Bell Hill were kept, along with a number of buildings on the west side of Surrey Street. A tablet in a terracotta surround records the widening of the High Street in 1896 (see photo on p.13).

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

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

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

2.2.20 In 1923 the Croydon Corporation sought to remove the Almshouses for road widening, but this proposal was halted by the House of Lords. In the 1930s George Street

was widened near its junction with Wellesley Road and at the same time two modernist office buildings were added to the Wellesley Road frontage. These were Electric House (1939-42), for the municipal electricity and water supplier, and Segas House (1939-41), for the South East Gas Company, on the corner of Katharine Street, both Grade II listed.

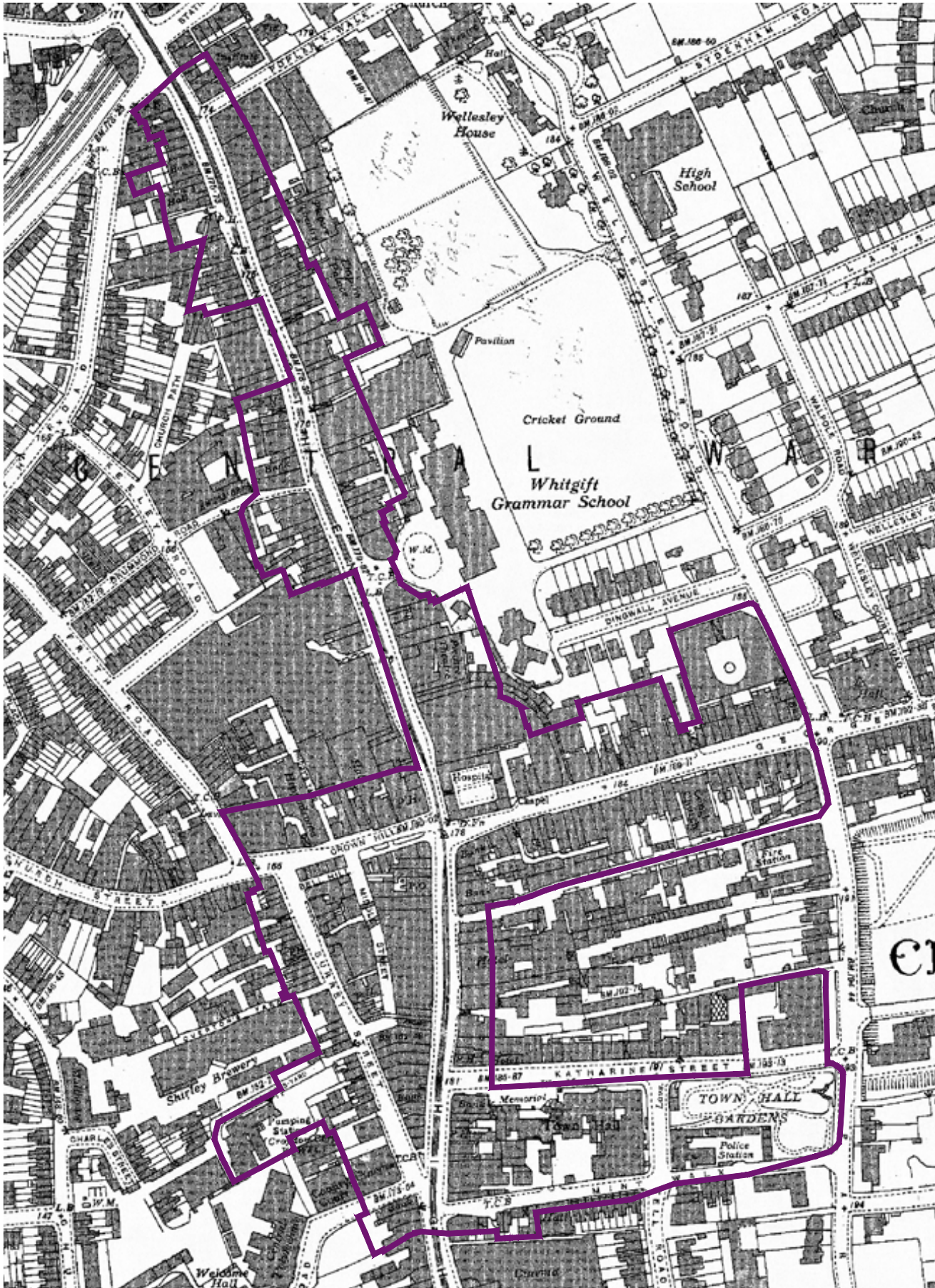
2.2.21 After the Second World War Croydon underwent a rapid expansion, driven in part by government policies to encourage the relocation of offices from Central London. Many high rise offices were built and the population continued to increase. Wellesley Road was transformed into a four lane highway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



High Street 1890, before road widening (see Map 9 on p.16). Surrey Street is on the left and the clock tower is that of the old Town Hall on High Street. The Ship public house is on the right.



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



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

— Central Croydon Conservation Area boundary

precincts were built to the north and south of George Street. Park Street was also widened in the 1950s.

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

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

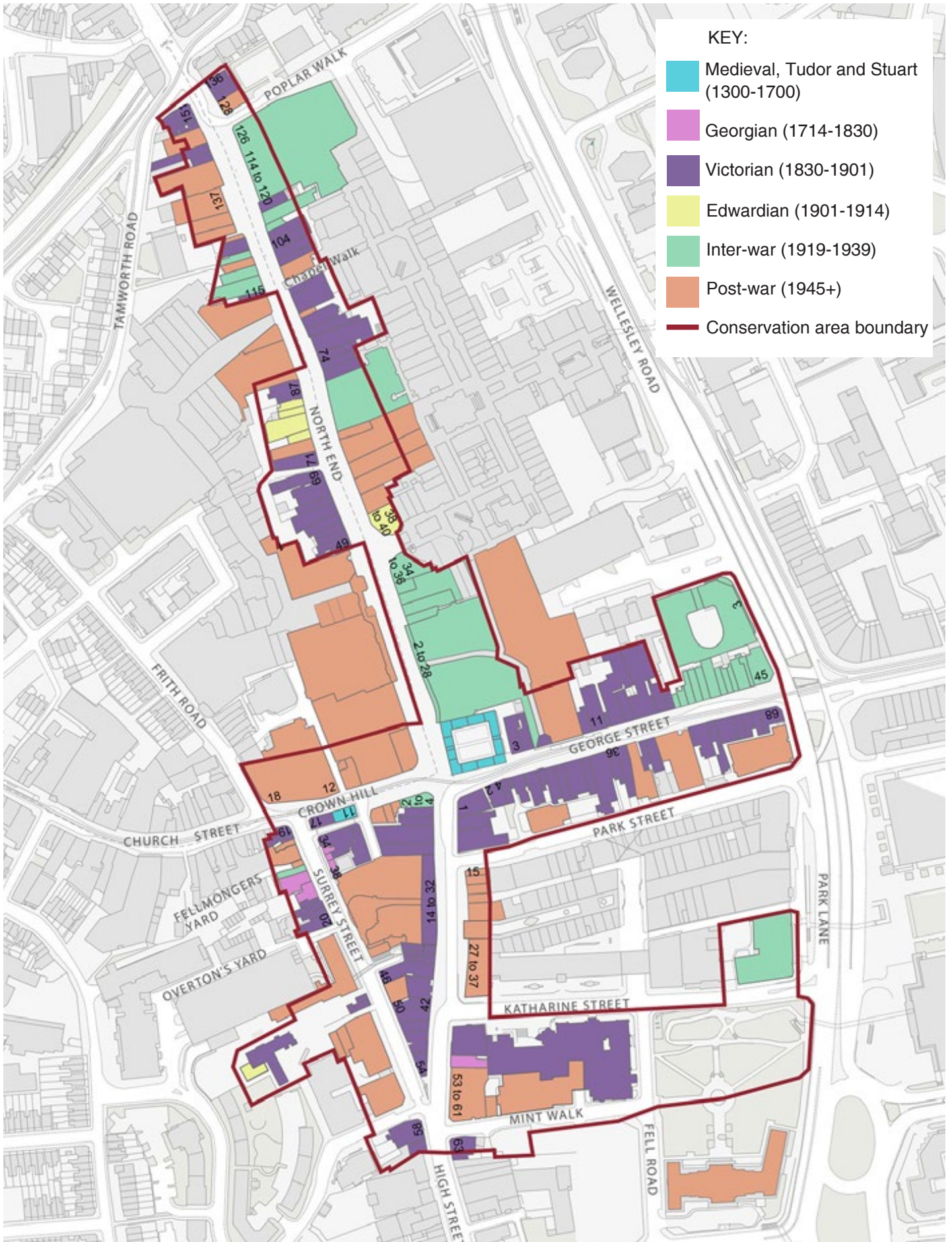
2.2.24 The Croydon Tramlink opened in 2000 running through Croydon's town centre. Further major changes in early 2000s to North End included the arrival of the Centrale shopping centre on North End, taking over the former Drummond Centre on the west side of the road. Redevelopment in 2010 at



Whitgift Middle School, c.1940, now the site of the Whitgift Centre. (see photo on p.36 for the same view as it is today)



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



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

Bridge House on Surrey Street and Exchange Square, which wraps round the existing multi-storey car park, has been the most recent major change in the area.

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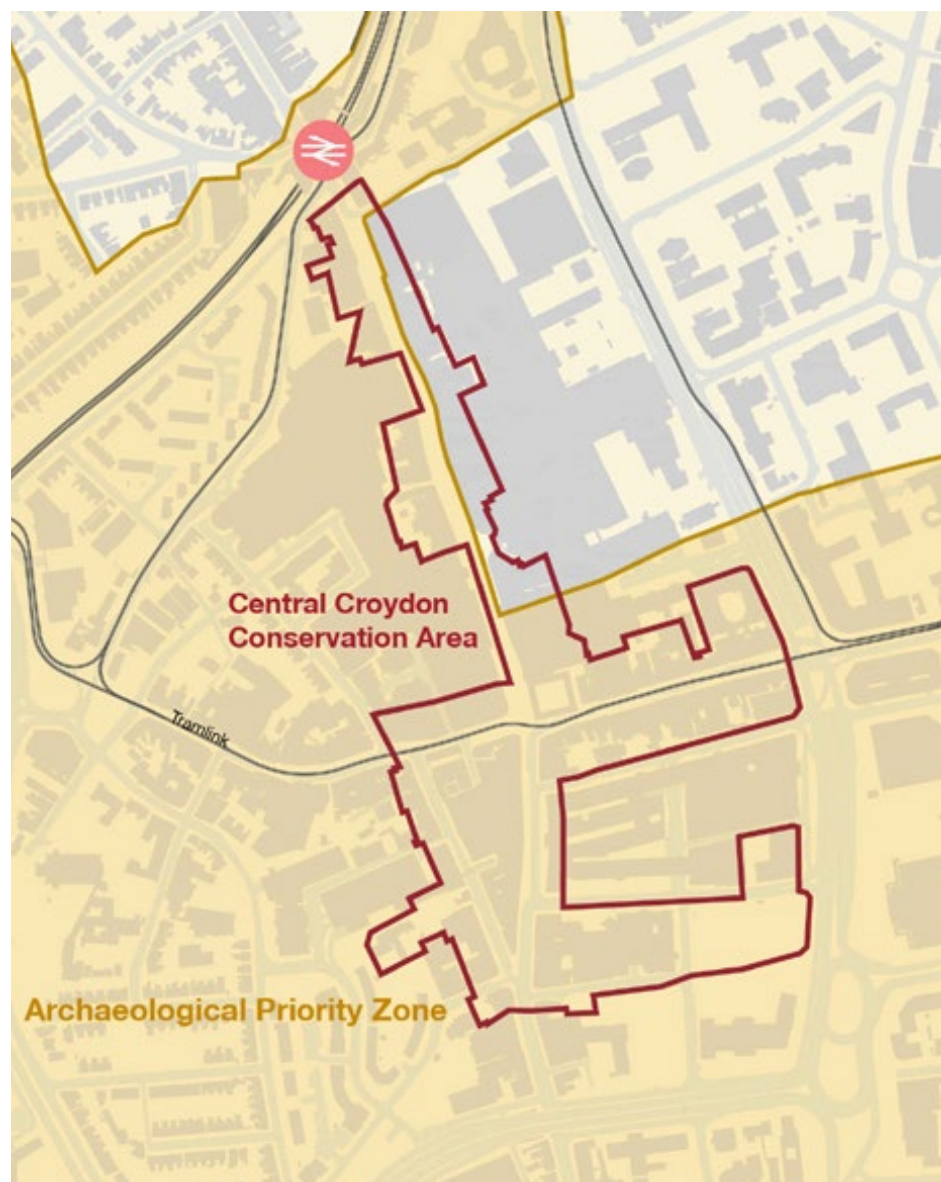
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- Nikolaus Pevsner and Bridget Cherry, *Buildings of England London 2: South London*, 1980
- Brian J Salter *Central Croydon Living History Local Guide No 1* 1973, revised 1978

## 2.3 ARCHAEOLOGICAL SIGNIFICANCE

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

2.3.2 Archaeological finds in the Central Croydon area include Mesolithic and Neolithic artefacts, Roman coins and

domestic pottery, Roman burials in Park Street and an early Saxon cemetery in the Edridge Road / Park Lane area, originally discovered in the late 19th century, during the construction of the houses in Edridge Road, and partially excavated by Wessex Archaeology in 1992. A medieval stone-vaulted undercroft is known to have existed near Fellmongers Yard, off Surrey Street but is no longer extant. Details of further finds in the area are held by the Greater London Historic Environment Record, managed by English Heritage (please see Appendix 1 for details).



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

## 3.0 CHARACTER AREA DESCRIPTIONS

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

### 3.1 SURREY STREET CHARACTER AREA (A)

3.1.1 The character of Surrey Street is defined by the variety of historic buildings and traditional materials present, complemented by the bustling character of the market, which has been in operation on or near Surrey Street since the 13th century. The townscape of the area varies, with dramatic contrasts of two-three storey historic buildings with the dominant taller buildings present.

3.1.2 Before 1834 Surrey Street was called Butchers Row, which now lends its name to the row of timber-framed buildings with galleried upper floors at the northern end of the street (numbers 34-38).

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



Surrey Street looking south



Crown Hill looking east towards the Whitgift Almshouses

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

3.1.5 Crown Hill, named after the Crown Inn that once stood on the corner with North End,

links George Street and Church Street and is characterised by its steep incline and architectural variety.

### 3.2 NORTH END CHARACTER AREA (B)

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



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

3.2.3 Apart from the northernmost point near Station Road, North End is pedestrianised (from 1989) and paved between building frontages, with seating, lighting, advertisements and lines of trees running the length of the street. The view south along North End terminates with the prominent Town Hall clocktower. The Grade I listed Whitgift Almshouses occupy a prominent position at the southern end of the street at the crossroads with George Street, High Street and Crown Hill.

### 3.3 GEORGE STREET CHARACTER AREA (C)

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

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



Tudor-Revival buildings on North End (numbers 32, 34 and 34a) with trees and public seating



View north up the pedestrianised North End



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



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

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

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

### 3.4 HIGH STREET CHARACTER AREA (D)

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

3.4.2 Numbers 2-54, on the western side of the High street, were comprehensively rebuilt in the 1890s following redevelopment of the area between the High Street and Surrey Street (see pp.13-16). The exceptionally fine sequence of late Victorian commercial terrace includes the Grade II listed former Grants department store amongst other striking locally listed buildings, as well as a Victorian arcade that leads through to Surrey Street. The bulk of the upper floors of the



Buildings on the north side of George Street



South side of George Street



Gable fronted buildings on the south side of George Street



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

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

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

**3.5 KATHARINE STREET CHARACTER AREA (E)**

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

3.5.2 On the north side of the Town Hall, within a small paved square behind which lies the entrance to the Library, are the war memorial and a statue of 1903 of Queen Victoria by Francis John Williamson, both Grade II listed. They are of ceremonial significance and also of group value with the Town Hall, Union Chambers and the Spread Eagle, united by their form, scale and materials (see section 6.2).

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



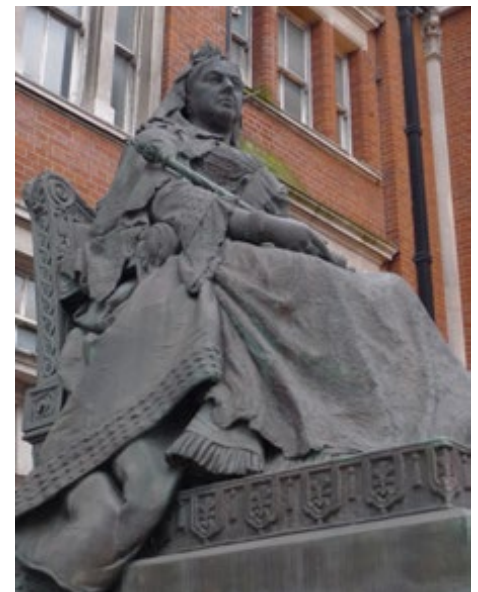
The Grade II listed Croydon Town Hall from the Queen’s Gardens - formerly known as the Town Hall Gardens until it was re-opened in 1983 by Queen Elizabeth, The Queen’s Gardens is a locally listed park.



Segas House from the Queens Gardens, looking north



War Memorial, Katharine Street, Grade II



Statue of Queen Victoria on Katharine Street

## 4.0 TOWNSCAPE CHARACTER

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

### 4.1 LAYOUT AND PLAN FORM

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

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

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

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

4.1.5 The High Street Character Area has development on both sides of the curving High Street, which varies in width from 14m to 22m. Despite the wholesale rebuilding of the west side of the conservation area in 1890 the irregular plot widths reveal the historic layout (see Map 6 on p.11). The 1960s St George's Walk development on the east side has a symmetrical, gently curving frontage with the arcade and



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



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

buildings behind splayed to follow the lines of Park Street and Katharine Street.

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

## 4.2 DENSITY AND LAND USES

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

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

4.2.3 The main land uses in North End and George Street are retail. Most of the shops and cafes only trade at ground floor level with storage, offices and some residential above. The

width of North End (on average between 16-18m) is in part due to the legacy of the plots of houses from the 18th and 19th centuries, with gardens in front of the properties. The area is animated by the tramlink service that runs east-west through George Street and Crown Hill.

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

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

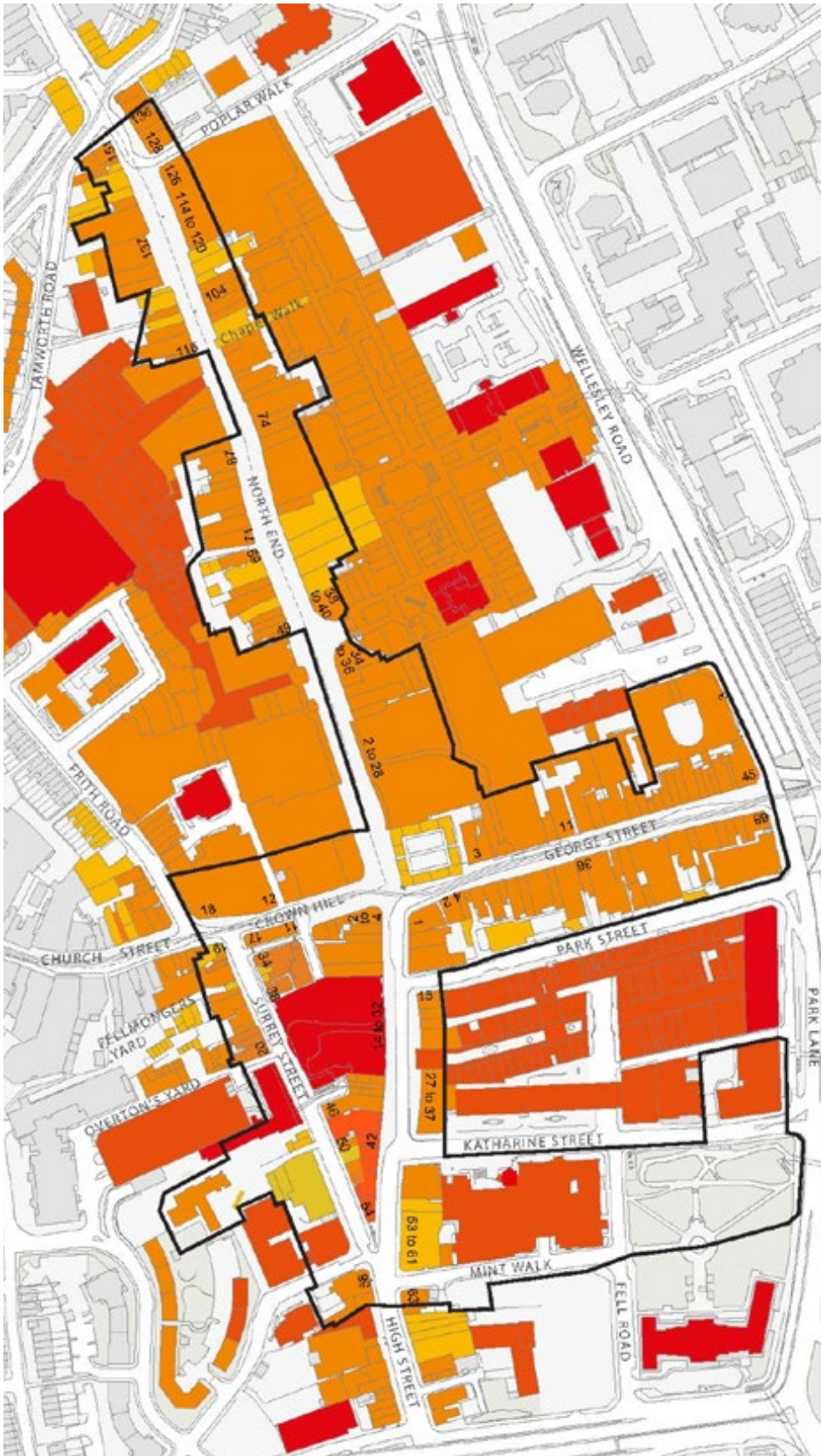
## 4.3 BUILDING HEIGHT AND MASSING

4.3.1 Building heights, scale and massing vary across the character areas of the Central Croydon Conservation Area (please see Map 12 on p.26 and the aerial photos on p.27).

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



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



Map 12: Building heights in the Central Croydon Conservation Area

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

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

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

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

#### 4.4 TOPOGRAPHY AND VIEWS

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



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



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

4.4.2 Most of the Central Croydon Conservation Area is situated on fairly level ground at approximately 50m above sea level (see Map 13). At Crown Hill there is a steep drop towards Church Street. Surrey Street runs from Crown Hill at a shallower gradient, rising to meet the High Street at an oblique angle. Exchange Square is on lower ground to Surrey Street. The sunken part of the Queen's Gardens is laid out on the former Croydon Central Station cutting.

4.4.3 There are several key views into, within and out of the Central Croydon Conservation Area, which it is important to preserve (see Map 14 on p.29). The view west from Crown Hill, looking over the roofs of Church Street with the Minster tower in the distance is designated in the Croydon Local Plan (View 1 on Map 14, see photo on p.8).

4.4.4 Other local views include the view of the Town Hall clock tower looking south down North End (View 5 on Map 14) and views of the Whitgift Almshouses from Crown Hill and the High Street. (Views 2 and 7 on Map 14). The historic facade of the Grants complex on the High Street terminates the view west along Park Street (View 6 on Map 14). There are views to the west from Surrey Street down side alleys to the Pumping Station behind (View 8 on Map 14). The list is not exhaustive and there are likely to be other significant views not identified here.

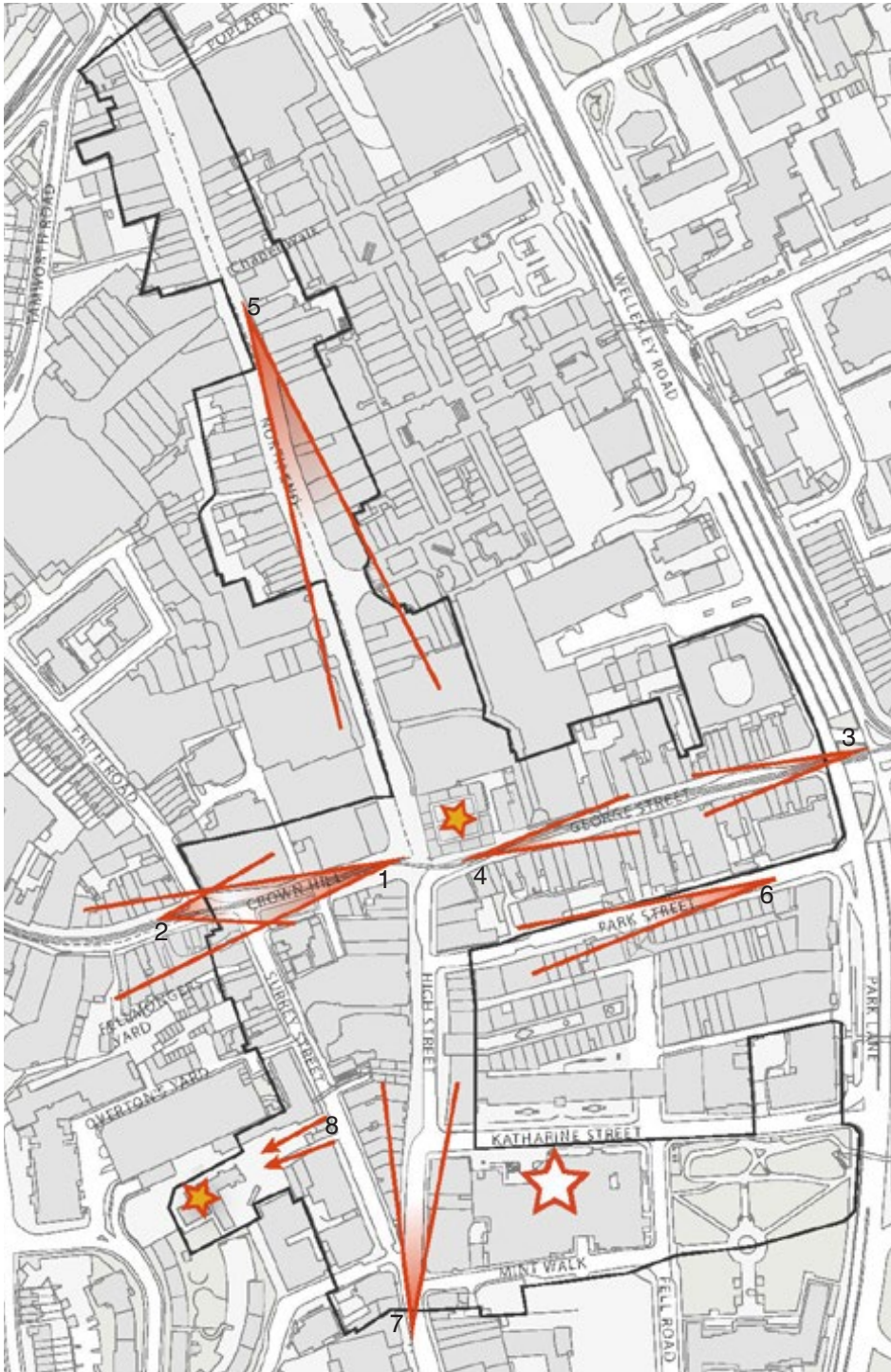


Map 13: Topography around the Central Croydon Conservation Area



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

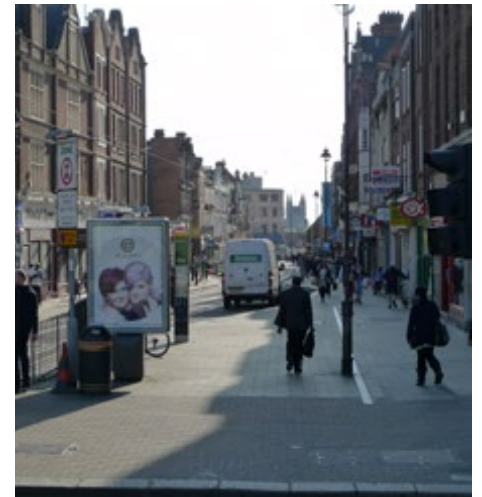







Surrey Street Pumping Station, a local landmark, viewed from Surrey Street (View 8 in Map 14)



View 4 in Map 14 from Crown Hill



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

-  Views  
 Local landmarks  
 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: Whitgift Almshouses from Crown Hill
  - 3: Long view of Parish Church from Wellesley Road
  - 4: Long view of NLA tower from George Street (Locally designated view in Croydon Local Plan)
  - 5: View of the Clocktower from North End (Locally designated view in Croydon Local Plan)
  - 6: View of facade of Grants complex from Park Street
  - 7: View along the High Street towards the Almshouses
  - 8: Short views of the Pumping Station from Surrey Street

Map 14: Landmarks and some significant views within and out of the Central Croydon Conservation Area

## 5.0 STREETScape CHARACTER

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

### 5.1 PUBLIC REALM AND OPEN SPACE

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

5.1.2 Exchange Square is an area of attractive open space focussed around the Grade II listed Pumping Station (see section 6.2) and enclosed by surrounding buildings. It has been consistently paved in small granite paviers. There is a pedestrian route through the square from Surrey Street to Scarbrook Road and Charles Street; the square is also accessible from Matthews Yard.

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

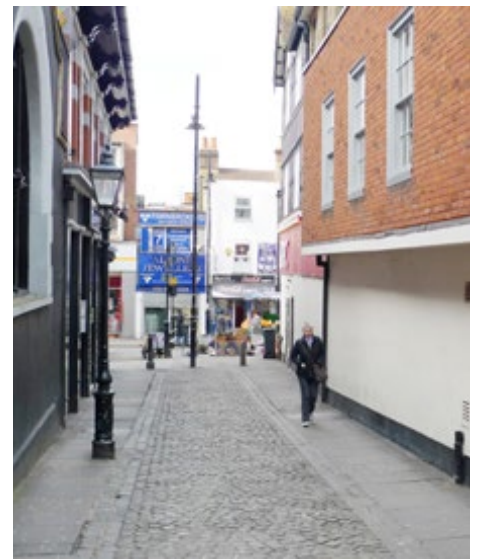
5.1.4 The public realm of George Street is dominated by the tram route shared with one-way traffic route. The tram stop is located outside the former Alders store and has limited



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



Public realm in the southern part of North End



Stone footways and fantail granite setts at Bell Hill



Part of the public realm at Exchange Square

footway space, a change of land levels and cluttered street furniture. The street has a macadam carriageway and wide footways of herringbone brickwork, small concrete slabs and granite kerbs.

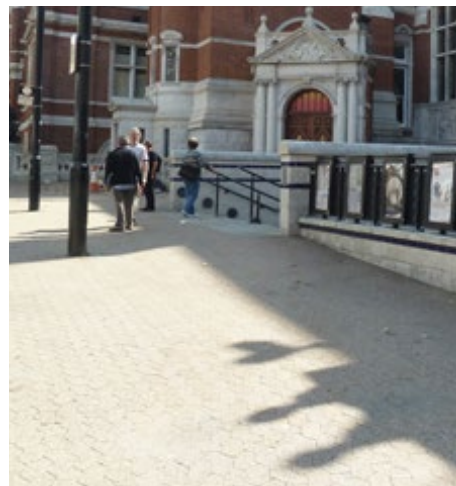
5.1.5 The High Street has light traffic and the footway on the west side is wide enough to allow cafes and restaurants to spill out, animating the public realm. There is a wide footway on the east side of the road at the entrance to St George's Walk. The footways are paved in small unit concrete slabs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

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

5.1.7 The principal public open space in Croydon's town centre is the Queen's Gardens, which is well used throughout the year. The northern sunken part of the gardens to the north is a Victorian municipal park that is largely unchanged from its original design with shrubs, lawns and ornamental flower beds; the park is included on the Local List of Historic Parks and Gardens (see section 11.3). The history of the garden is recorded on a plaque in the sunken area, on one of the old railway cutting walls, which is currently hard to read due to its location and overgrown vegetation. The 1980s extension to the park, over which Taberner House casts long and wide shadows, includes lawns, trees



A busy George Street with pedestrians and the tram route



Public realm in front of the town hall

and a fountain, however the excessive numbers of paths and subsequent infilling of the fountain result in an incoherent character.

5.1.8 Although not a public open space, the Whitgift Almshouses courtyard is also a locally listed park (see section 11.3) due to its surviving layout and features that reflect its original design and its historic connection with the Grade I listed Whitgift Almshouses and their founder John Whitgift, Archbishop of Canterbury.



Crossing and public realm on the High Street

## 5.2 PERMEABILITY AND CONNECTIVITY

5.2.1 North End is the main pedestrian route through the town centre and is also open to cyclists. Between North End and Wellesley Road the Whitgift Centre currently provides the only route from east to west during opening hours. Outside these hours it is a barrier to pedestrian movement.

5.2.2 Drummond Road leads from North End, under a bridge beneath the Centrale shopping centre, through to Reeves

Corner and the Minster, and is a key route to Old Town.

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

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

### 5.3 STREET FURNITURE

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

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



'Legible London's sign on Katharine Street



Victorian railings, Queen's Gardens



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



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

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

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

## 5.4 GREENERY AND TREES

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

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

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

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



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

5.4.4 The garden in the centre of the Whitgift Almshouses and visible through the entrance gate on North End is also on the Local List of Historic Parks and Gardens. This grassy space contributes greatly to the tranquility of the Grade I listed building.



London plane trees on North End

# 6.0 ARCHITECTURAL CHARACTER

## 6.1 GENERAL ARCHITECTURAL CHARACTER

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

## SURREY STREET CHARACTER AREA

6.1.2 The architectural character of Surrey Street is varied, with buildings of differing scale, form, age and appearance. The large scale and massing of Bridge House and the rear of the Grants Complex dominate the central part of the street, creating a canyon-like effect and as a result have a harmful impact on its character.

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

6.1.4 There are several other Georgian and Victorian buildings at the northern end of Surrey Street that are of particular individual and group interest. They include the Grade II listed 18th century Dog and



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



Georgian and Victorian buildings on the western side of Surrey Street



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

Bull public house (see section 6.2), the adjacent Georgian numbers 26/27 with a yellow colourwashed facade and the double jettied Victorian building at number 20 with canted oriel windows beneath a pair of tile-hung gables.

6.1.5 Number 46 is a substantial three-storey Victorian building by the pedestrian bridge, formerly the printing press of the Croydon Advertiser. Numbers 48-52 are a sequence of tall and narrow yellow brick buildings with highly decorated elements. The closely spaced sequence of mullions and pilasters sets up a strong vertical rhythm.

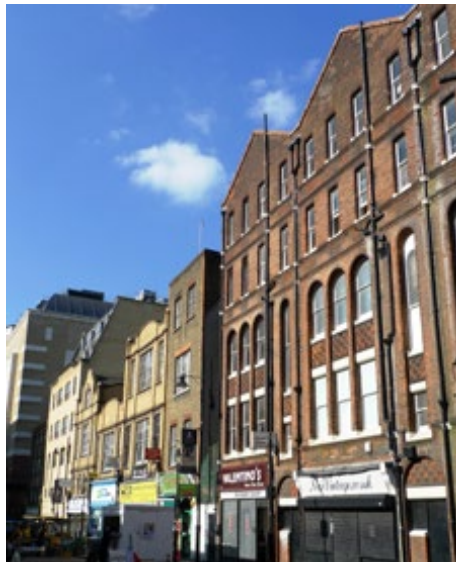
6.1.6 Numbers 3-9 Middle Street, the former printing works of Roffey and Clark, at one time linked by footbridge to their High Street shop; are of stock brick with red brick decoration.

6.1.7 Buildings on either side of Crown Hill are modern, except for numbers 11-13 which are Grade II listed dating to before the redevelopment in 1890, and numbers 1-9 Crown Hill, which is a tile clad building from the 1930s with strong Art Deco influences.

#### NORTH END CHARACTER AREA

6.1.8 North End contains a diverse range of architecture, including some of Croydon's most interesting historic commercial buildings, many of which are locally listed. Many buildings have a strong vertical emphasis, achieved by the narrow frontages, proportions and architectural features.

6.1.9 Immediately north of the Grade I listed Whitgift Almshouses (see section 6.2) lies the former Alders store



Surrey Street, 1890's facades



1 Middle Street on the corner of Bell Hill



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

(numbers 2-30). This grand Classical sandstone facade was originally constructed to unify the appearance of separate buildings purchased by the store at different times. It has a complex rhythm of giant order pilasters, large and small, with original metal-framed windows and spandrel panels in between. The centrepiece is a raised inset portico of paired Portland stone columns beneath a deep entablature.

6.1.10 Numbers 32-34a were built for WH Smith in the 1920s in a Tudor-revival design (see photo). The facade includes heraldic panels of English University or public school



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

towns, all connected with branches of WH Smith.

6.1.11 The main entrance to the Whitgift Centre formerly led to the Whitgift School (see photo on p.17) and was flanked as now by two highly individual buildings. To the south is number 36, built for Burtons store in 1926 with a curved facade and giant order stone pilasters and relief spandrel panels masking a steel frame and enabling a light appearance. On the corresponding north side number's 38-40 an eclectic Arts and Crafts building of 1910 with a tower and gables, Arts and Crafts foliage and checkerboard panelling below windows. The rear elevation of these buildings formerly faced the Whitgift School.

6.1.12 Numbers 49-51 are of an elaborate four-storey design in yellow stock brick with red brick dressings, stone and iron balconies; the bracket clock is a local landmark in North End (see photos on pp.24 and 47). Number 61 is in a Venetian Gothic style, with pointed arch windows to the first floor and arched windows to the second with iron balconies. Number 65 is a tall sandstone-fronted property of two storeys with classical details including a central pediment and moulded Tudor-style brick chimney stacks in two groups at either end.

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



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



Victorian commercial buildings on the eastern side of North End, opposite one of the large glass entrances to the Centrale shopping centre



Detail of numbers 100-106 North End



Locally listed buildings, numbers 57-69 North End



6.1.14 Numbers 100-106 North End (see photo) was the first Central Croydon Library and opened in 1890. The facade is notable for its grand composition with double height oriel windows, palm leaf ironwork and much elaborate brickwork including dentilled string courses and an octagonal turret (see photo). Numbers 132-136 is a striking decorative building of stock brick with Gothic detailing around the windows in stone and red brick. The Arkwright's Wheel public house at number 151 is three storeys with red brick and stone classical dressings.



The striking Moorish dome at number 127 North End, a former cinema entrance



Upper levels of The George public house on George Street, part of the Jubilee Buildings at numbers 15-23 George Street

6.1.15 The striking Moorish dome at number 127 North End, also with corner turrets and an arcade below, is the former entrance to the Prince's Picture House, which opened in 1921 and later became the Palais Ballroom. This building is an important remnant of Croydon's past as a place of entertainment, with many theatres, music halls and cinemas in the town centre.

#### GEORGE STREET CHARACTER AREA

6.1.16 George Street is characterised by highly decorated late Victorian commercial buildings of considerable interest and group value. Almost all buildings on George Street are of individual interest and high craftsmanship, with ornate facades and are either locally listed or make a positive contribution to the conservation area's special character (see Map 15 on p.41). It is apparent in their design that buildings were generally planned as groups of three to five, with corresponding architectural treatment through windows, balconies, parapets and gables.



Terraced buildings on the north side of George Street



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

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

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

6.1.19 Numbers 25-45 George Street date from the interwar period and are in the Moderne style. They are of a high architectural quality and group value, with fine detailing and characteristic contrasts of dark red brick and stone. Number 45 George Street (see photo) is an imaginative neo-Classical composition, with two finely detailed red brick façades and a chamfered, concave corner in ashlar stone. Its square clock is a local landmark. It still has its original steel windows.

## HIGH STREET CHARACTER AREA

6.1.20 The architectural character



Numbers 42-44 George Street



White terracotta facade, 5 George Street, former Allders department store



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



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

of this area is dominated by the concentration of highly decorated late Victorian commercial buildings. All buildings on the west side of the street, which date from the 1890s widening and redevelopment, are locally listed, apart from the Grade II listed former Grants department store building (see section 6.2). This row of red and yellow brick buildings is described by Pevsner as ‘the best group of commercial buildings of its date in South London’.<sup>1</sup> The assembly of gables, oriel windows, turrets, balconies, decorative reliefs and stone, brick and terracotta decoration display a high degree of craftsmanship and attention to detail.

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

6.1.22 At the northern end of the High Street on the eastern side of the street lies the

<sup>1</sup> Pevsner & Cherry, *Buildings of England London 2: South London*, 1980

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

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

6.1.24 South of the junction with Surrey Street and Scarbrook Road lies two locally listed buildings. Number 58 (the Green Dragon public house), on the corner of Scarbrook Road and the High Street,



3-5 High Street: traditional style timber shopfront

has a Baroque cupola, which complements the turret atop the Millet’s building (see photo on p.5), which has a distinctive curved corner facade. Like the Grade II listed Spread Eagle public house, number 58 was originally a bank. Number 63 High Street on the corner of Mint Walk and the High Street is a three-storey building in the Queen Anne Revival style with fine brick mouldings including a dentilled cornice and well-preserved, elaborate joinery.

#### KATHARINE STREET CHARACTER AREA (E)

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



1 High Street



5-11 High Street



Detail of 32-34 High Street

## 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 Central Croydon Conservation Area are shown on Map 15. There is a very high concentration of statutorily and locally listed buildings in this conservation area.

### A) LISTED BUILDINGS

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

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

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

#### SURREY STREET PUMPING STATION (GRADE II)

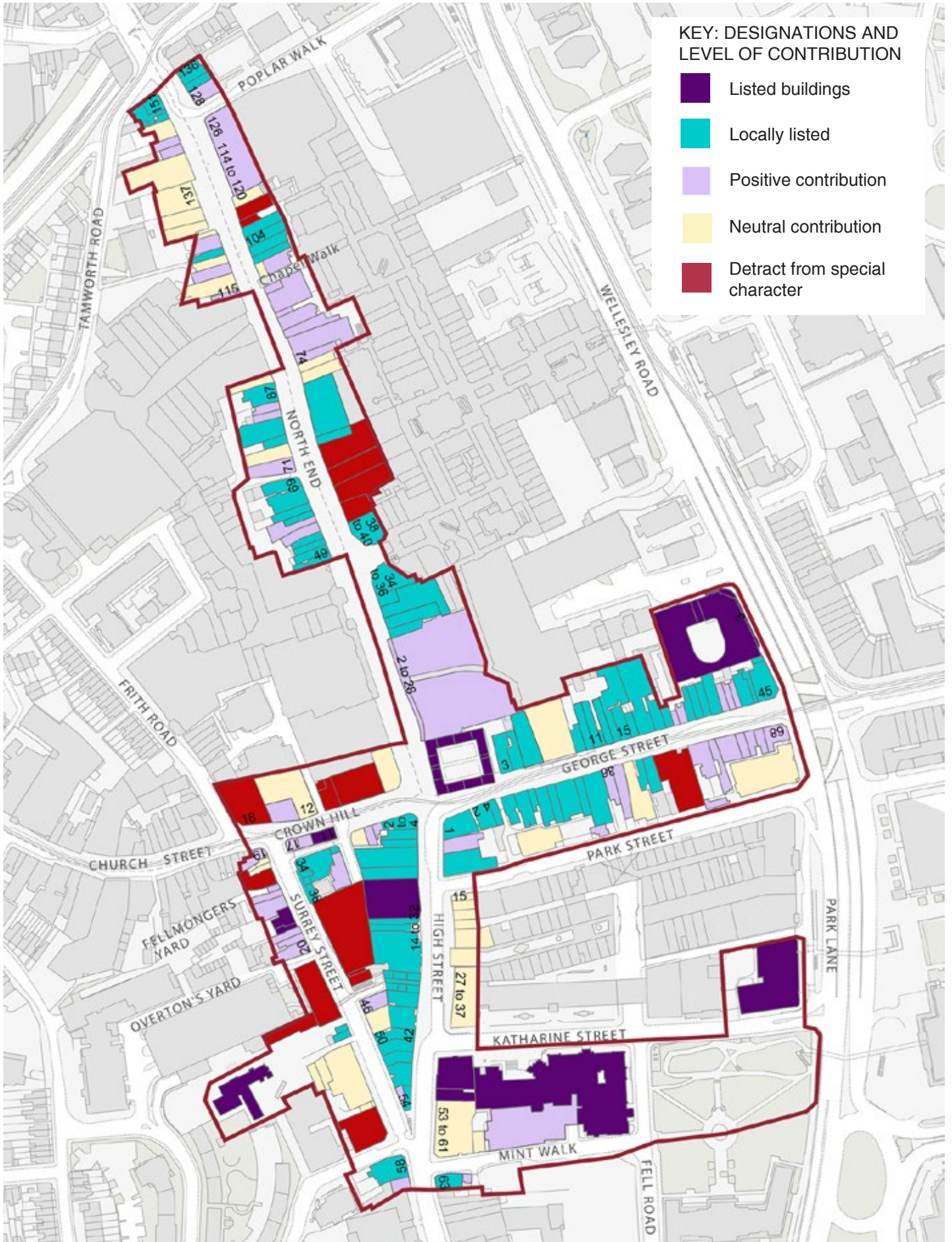
6.2.4 The Surrey Street Pumping Station was built in four phases between 1851 -1912, including



The late-16th century Whitgift Almshouses on the corner of North End and George Street, Grade I listed



View into the courtyard of the Whitgift Almshouses towards North End



Map 15: Designations and the contribution buildings within the Central Croydon Conservation Area make to its special character

the 1862 engine house by C Baldwin Latham that faces Exchange Square in castellated Gothic style stock brick with polychromatic decoration. It is now the prominent centrepiece to Exchange Square.



Surrey Street Pumping Station, Exchange Square, Grade II listed

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

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



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

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

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



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

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

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



The Ship Inn, 47 High Street, with numbers 43-45, formerly part of Nat West Bank, both Grade II listed

**SPREAD EAGLE PUBLIC HOUSE, FORMER NAT WEST BANK, 39-45 HIGH STREET (GRADE II)**

6.2.8 Numbers 39-41 are dated 1893 and are designed in the Classical style using red brick

facings with order of Giant Corinthian pilasters, entablature and parapet. The ground floor is faced in ashlar. Numbers 43-45 (see photo on p.42) are of brick with a stucco cornice and quoins. Sash windows with moulded stucco shouldered architraves and cornices.

**21 KATHARINE STREET, FORMER UNION BANK CHAMBERS (GRADE II)**

6.2.9 This building was built in 1893 in red brick with ground floor and dressings in ashlar; the two bays have different articulation. The eastern bay has a rusticated ground floor with a doorway set in an arch.



Numbers 39-41 High Street, former Nat West Bank (now the Spread Eagle public house) with the Town Hall clocktower in the background, both Grade II listed

**TOWN HALL AND MUNICIPAL COMPLEX, INCLUDING THE BALUSTRADE AND STATUE OF QUEEN VICTORIA, KATHARINE STREET (GRADE II)**

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



Croydon Town Hall viewed from Katharine Street, Grade II listed (see also photo on p.23)

**WAR MEMORIAL, KATHARINE STREET (GRADE II)**

6.2.11 This structure (see photo on p.23), designed by the architect James Burford is a thirty feet high pylon of Portland stone with sarcophagus on top. The seated bronze figures either side, sculpted by Paul Montford, were unveiled in 1921.



Numbers 11 and 13 Crown Hill, both Grade II listed

**11 CROWN HILL (GRADE II)**

6.2.12 17th century, timber framed building with a weatherboarded



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

front to Bell Hill The front to Crown Hill mostly is 19th century with a rendered ground floor and modern shopfront.

**13 AND 13A CROWN HILL (GRADE II)**

6.2.13 Like its neighbour at number 11 Crown Hill this is a 17th century, timber framed building (see photo on p.43). Both were reconstructed in 1982-3 following a serious fire using original materials where possible. The front to Bell Hill has jettied upper storey faced with mathematical tiles that terminates in a parapet.

**ELECTRIC HOUSE, WELLESLEY ROAD (GRADE II)**

6.2.14 Electric House was built 1939-42 as showrooms and offices by Robert Atkinson for the County Borough of Croydon; It is a framed building clad in Portland stone and contrasting marbles. The building occupies a prominent corner site.

**SEGAS HOUSE, WELLESLEY ROAD (GRADE II)**

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

**B) LOCALLY LISTED BUILDINGS**

6.2.16 There are a significant number of buildings in the conservation area on Croydon's Local List of Buildings of Architectural or Historic Interest, shown on Map 15 on page 41 and listed below:

- 2-34 (even) George Street
- 3-7 (odd) George Street
- 9a-23 (odd) George Street
- 27-33 (odd) George Street
- 41-45 (odd) George Street
- 42-44 (even) George Street



Electric House, Wellesley Road, Grade II



Segas House, facing onto Park Lane, Grade II

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



6.2.17 These buildings have a significant level of local value and make a positive contribution to the special character of the conservation area. Please see section 6.1 for further information on individual buildings within each character area.

### C) POSITIVE UNLISTED BUILDINGS

6.2.18 Many other buildings in the Central Croydon Conservation Area make a positive contribution to its character and appearance (please see Map 15 on p.41). These buildings are considered to be of heritage value and collectively contribute towards the conservation area's special interest. Please see section 6.1 for further information on individual buildings within each character area.

### D) NEUTRAL BUILDINGS

6.2.19 There are several buildings in the conservation area that do not positively contribute or actively detract from the area's special character (please see Map 15 on p.41). These buildings may have merit in their own right.

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

6.2.20 There are some buildings in the conservation area that detract from its special character (please see Map 15 on p.41). This includes modern infill development on North End, George Street, Crown Hill and the north end of Surrey Street, as well as large-scale modern buildings on Surrey Street, including Bridge House, Surrey House and the rear elevation of the Grants complex. These buildings may have merit in their own right.

### 6.3 KEY FEATURES AND BUILDING MATERIALS

6.3.1 A wide range of architectural features can be found in the Central Croydon Conservation Area. The most characteristic are those from the 19th and early 20th century, displaying a high degree of craftsmanship as well as an understanding of Classical architectural language and proportions.

6.3.2 There is a wide range of traditional building materials present throughout the conservation area. Vernacular materials for buildings constructed up to the early 19th

century include timber framing, brick, plain tiles, mathematical tiles, small paned sash and casement windows.

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

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

6.3.5 The following pages record key architectural features and buildings materials in the Surrey Street, North End, George Street and High Street Character Areas. The Katharine Street Character Area is not covered as it only contains Segas House and the Town Hall and Library Complex, both of which are Grade II listed and contain many distinctive architectural features (please see section 6.2).



73 North End, a building that makes a neutral contribution to the conservation area's special character

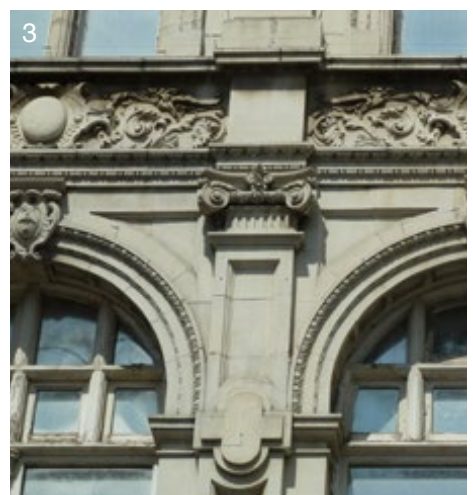


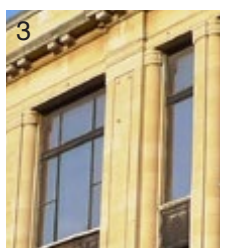
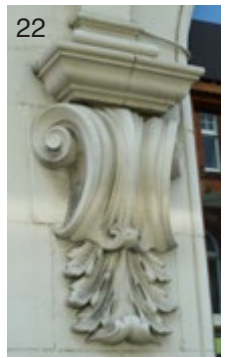
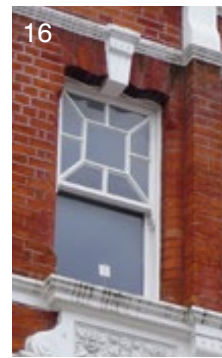
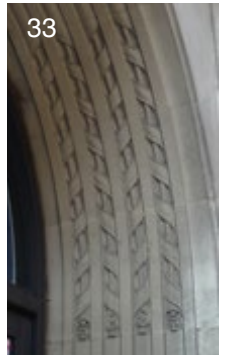
Surrey House, a building that detracts from the conservation area's special character, with the locally listed Green Dragon public house, 58 High Street, on the left

## KEY ARCHITECTURAL FEATURES<sup>1</sup> AND BUILDING MATERIALS IN THE SURREY STREET, NORTH END, GEORGE STREET AND HIGH STREET CHARACTER AREAS

1. Red / yellow (London Stock) brick
2. Decorative shallow brickwork moulding details
3. Stone cladding and stone / stucco moulding details
4. Clay roof and hanging tiles
5. Natural slate roof tiles
6. Terracotta cladding and detailing
7. Patterned brickwork
8. Brick chimney stacks, often with clay chimney pots
9. Dutch gables, often with decorative scrolls
10. Corner turrets and cupolas
11. Stone balconies
12. Cast iron downpipes and hoppers
13. Relief letting and date plaques
14. Bespoke designed dormer windows
15. Shallow bay windows
16. Timber sash or casement windows, often of a bespoke design
17. Steel / Crittall casement windows
18. Oriel windows, topped with lead roofs
19. Architraves around windows
20. Ironwork balconies
21. Decorative keystones
22. Decorative brackets
23. Parapets
24. Balustrades at parapet level
25. Cornices
26. Quoins
27. Swags
28. String courses or banding
29. Dentils
30. Corbels (shopfronts)
31. Pilasters (shopfronts)
32. Stallrisers (shopfronts)
33. Moderne / Art Deco detailing
34. Clock on the façade of number 51 North End

1. 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 The general condition of buildings in the Central Croydon Conservation Area is good, but there are signs of disrepair to buildings in Surrey Street and the yards that lead from it, as well as at the northern end of North End. There are some buildings within the conservation area that are considered to be at risk (see section 7.2).

7.1.2 The public realm is generally well maintained. Exchange Square is privately managed, and there are some signs of cracked paving. There is a lack of activity in Exchange Square, largely due to the incompleteness of the shop units around the outside of the square and the Pumping Station being out of use (see section 7.2).

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

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

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

### 7.2 BUILDINGS AT RISK

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

#### SURREY STREET PUMPING STATION (GRADE II)

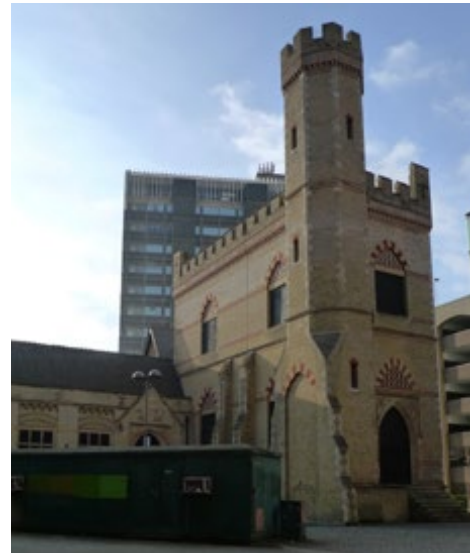
7.2.2 The Surrey Street Pumping Station has been on the Heritage at Risk Register since 1992; it is currently classed as category C risk level (slow decay, no solution agreed) and is vacant at present. Positive new uses for the Pumping Station are currently under consideration as part of the Old Town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

#### SEGAS HOUSE (GRADE II)

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

7.2.4 There are other unlisted buildings in the conservation area that are considered to be potentially at risk due to a lack of maintenance or use:

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



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



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

### 7.3 KEY THREATS AND ISSUES

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

7.3.2 Insensitive development proposals, in terms of their siting, height, massing or design, could harm the character and setting of the conservation area and / or designated heritage assets located within the area.

### SUMMARY OF THREATS AND ISSUES AFFECTING THE CHARACTER AND APPEARANCE OF THE CENTRAL CROYDON CONSERVATION AREA

1. Partial or total demolition of historic buildings
2. Poor maintenance of buildings
3. Vacancy of upper floors above shops and consequent lack of maintenance
4. New development that disregards the scale, form or architectural character of its surroundings
5. Plot amalgamation affecting the conservation area's fine-grain urban layout
6. Loss of historic features or materials
7. Loss of historic shopfronts or their features
8. Unsympathetic design and materials of shopfronts and signage
9. Replacement of doors and windows with uPVC or aluminium units
10. Loss of chimney stacks and pots
11. Introduction of unsympathetic, non-traditional materials to historic buildings
12. Solid shopfront shutters, creating a hostile environment when shops are closed
13. Poorly sited building services, including ventilation pipes, wires and alarm boxes
14. Poor quality or temporary signage
15. Harmful impacts on the conservation area's setting as a result of development of an inappropriate scale, massing or design
16. Street clutter – from street furniture, signs, tram columns and pavement advertising
17. Poorly designed or sited CCTV and utilities cabinets in the public realm
18. Lack of maintenance of road surfaces, footways and street furniture
19. Litter
20. Graffiti

SOME EXAMPLES OF THREATS AND ISSUES AFFECTING THE CONSERVATION AREA'S CHARACTER AND APPEARANCE (PLEASE SEE ALSO LIST ON P.49)



Graffiti in Queen's Gardens



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



The rear of George Street is poorly maintained



Temporary signage located on a building facade

The rear of the Grants Complex has a harmful impact on the character of Surrey Street due to its overbearing scale



Solid shutters on Surrey Street

# 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 Central Croydon Conservation Area.

For advice on whether planning permission or listed building consent 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: Detail of the former Alders white stone facade on George Street

## 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 Central Croydon 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.

9.1.2 The council will resist demolition of statutorily listed buildings, locally listed buildings and buildings that make a positive contribution to the special character and/or historic layout of the Central Croydon Conservation Area (see Map 15 on p.41).

8.1.3 Facade retention may be justifiable where there are demonstrable public benefits

from the redevelopment of the building behind the facade and where it can be demonstrated that the building work can be carried out without unacceptable risk to the retained facade.

8.1.4 Demolition of buildings identified in this document as making a neutral contribution to, or detracting from, the conservation area's special character (see Map 15 on p.41) 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 no vacant development sites of a significant size within the Central Croydon Conservation Area. Opportunities for development could result from the redevelopment of sites containing buildings that make either a neutral contribution to or detract from the area's special character (see Map 15 on p.41).

8.2.2 All proposed new buildings should maintain the existing



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



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

8.2.3 The large and dominant scale and massing of Bridge House and the rear of the Grants Complex on Surrey Street should not be used as a precedent for further development that is out of scale with the predominant building heights and massing present in this character area.

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

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

8.2.6 Materials in new developments should complement the characteristic materials present in each character area, as defined in this document.

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

### 8.3 DEVELOPMENT AFFECTING THE SETTING OF THE CONSERVATION AREA

8.3.1 As development sites in and around Croydon's town centre come forward, it is likely that the setting of the Central Croydon Conservation Area will further develop. Major development sites located either adjacent to or in close proximity to the Central Croydon Conservation Area include the Taberner



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

House, Katharine and Ellis Houses (of which parts of both are located within the conservation area), the Whitgift Centre (of which part is located within the conservation area) and West Croydon Station Road sites. Development on these sites will have a direct impact on the setting of the conservation area and other proposed developments, including proposals for tall buildings in the town centre may impact on the conservation area's wider setting.

8.3.2 All development that affects the setting of the Central Croydon Conservation Area must carefully assess all resultant impacts to ensure that its significance is not harmed. Opportunities for enhancement of the existing setting through development should be sought. The design of a development affecting the setting of the conservation area, including layout, height, scale, massing proportions, materials and detailing, will play an important role in the level of its impact. Development affecting the immediate setting of the

conservation area must be of an appropriate scale and siting that does not dominate the character of the conservation area.

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

### 8.4 EXTENSIONS

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

8.4.2 All proposed 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 prominent roofscapes, including dormer windows, that are visible from

a public highway will generally not be permitted due to the negative impact of the resultant additional massing.

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

## 8.5 SHOPFRONTS

8.5.1 Many buildings in Central Croydon are in commercial use and contribute to the vibrancy of the area. Where historic shopfronts or related features survive (including those concealed under modern signs and fascias) they should be retained or replicated in any new development proposals. All new shopfronts should respect the architectural character of the building in which they are situated – for example Victorian and Edwardian buildings should have traditional timber shopfronts with appropriate architectural features such as stallrisers, pilasters, recessed entrances and entablatures. However, innovative design solutions that comply with the Croydon Local Plan policies are also welcomed. For further advice on shopfronts please see section 5.15 of the *Conservation Area General Guidance SPD* and the *Shopfronts and Signs SPG*.

## 8.6 ADVERTISING AND SIGNAGE

8.6.1 Buildings in the Central Croydon Conservation Area are principally in commercial use and will therefore often require associated signage. Any new signs for commercial properties should respect the character and scale of buildings in the area, avoiding oversized or poorly designed signs or fascias. All signs should be externally illuminated. For further advice

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

## 8.7 WINDOW REPLACEMENT

8.7.1 Many properties in the conservation area contain timber sash or casement windows. There are also some historic steel and bronze windows, which are increasingly rare. Original or replica windows should be retained and repaired if at all possible.

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 CHIMNEY STACKS

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



57-61 North End, locally listed. Unsympathetic window replacement and alteration to the window opening (above right) and a modern shop front and oversized fascia that disregards the character of the architecture above (above left)

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

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 EXTRACT DUCTS AND VENTS

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

## 8.11 PUBLIC REALM WORKS

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

8.11.2 The pedestrianised North End is an important area of public space in central Croydon where people can meet, dwell and shop. The layout of the public realm of North End should be simple and uncluttered, flexible to allow for a variety of uses, events and flows, relate to the architectural development pattern and historic character

of North End and better reveal views of historic buildings. Proposals for North End should optimise opportunities for temporary activities and events such as markets, launches or performances and provide the supporting infrastructure. Permanent structures should be avoided.

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

8.11.4 Only essential street furniture should be installed, and this should be integrated within the overall design of the public realm and aligned wherever possible. All commercialisation (e.g. kiosks, advertising) on North End should be temporary, with the exception of advertising to the elevations of buildings, which will be subject to advertising consent. This is to maintain and enhance the character of the conservation area and maintain

a visually open and uncluttered public realm. Existing J C Decaux advertising should be removed wherever possible.

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

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

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

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



Existing public realm on North End

# 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.

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

## 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. For further information please see section 7 of the *Conservation Area General Guidance* SPD or consult the Building Conservation Directory website (see Appendix 1).

### EXTERNAL WALLS

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

9.1.3 Architectural detailing, including stone / stucco / terracotta mouldings should be

regularly repaired, maintained and painted if necessary.

### ROOFS

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

### WINDOWS AND DOORS

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

9.1.6 The replacement of timber window frames (see section 8.7) and doors with uPVC alternatives has a negative impact on the character of the conservation area and should be avoided.

### RAINWATER GOODS

9.1.7 Debris and vegetation in gutters and rainwater pipes should be regularly cleared (at

least once a year) to prevent water damage to buildings.

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

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



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



Cleaning and repainting (above left) can have a significant positive impact on a building's appearance

# 10.0 ENHANCEMENT PROPOSALS

10.0.1 The Central Croydon Conservation Area is located within the Croydon Opportunity Area, which is a focus for significant public and private investment in future decades that is likely to result in enhancements to the conservation area and its setting. Other opportunities for enhancement of the area may come forward from other 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 Connected Croydon, 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 installation of the Legible London wayfinding scheme and new cycle routes. Opportunities for further improvements, which will be delivered as funding comes forward, are identified in the Croydon Opportunity Area Planning Framework (OAPF) and masterplans, including the Old Town Masterplan (see section 11.3). 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 2 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 REGENERATION OF THE RETAIL CORE

10.3.1 The OAPF strongly supports the potential for a renewed and expanded retail offer. In particular, the refurbishment and/or redevelopment of the Retail Core area would offer residents, visitors, shoppers and employees a significant retail destination for both south London and the south-east of England. The OAPF recognises that North End and George Street both contain fine grain buildings and heritage assets and are both located within the Central Croydon Conservation Area. The OAPF states that *'The Retail Core should become a mixed-use, retail-led destination with new homes, leisure and other work space forming an integral part of the area's make-up. These uses should sit alongside a new quality physical environment of streets, spaces, enhanced heritage assets and transport*



The Croydon Portrait Bench, including (from left to right) Ronnie Corbett, Samuel Coleridge Taylor and Dame Peggy Ashcroft, installed as part of recent investment in the public realm through the Connected Croydon programme



Legible London signage on Katharine Street

*connections.* This complementary approach should help attract more people into the area, in turn generating a vibrancy to support new and existing uses. The guidance contained within this Management Plan supports this vision.

#### 10.4 RELATED COUNCIL-LED INITIATIVES

10.4.1 There are several active or recently implemented initiatives that affect the Central Croydon Conservation Area (please see below). For more information please refer to the documents referenced below or contact the Spatial Planning team (see Appendix 2 for contact details).

##### A) MID-CROYDON MASTERPLAN

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

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

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

##### B) WEST CROYDON MASTERPLAN

10.3.3 The northern tip of North End is located within the West Croydon Masterplan area,



— Central Croydon Conservation Area boundary — Mid Croydon Masterplan boundary

Map 16: The Mid Croydon Masterplan drawing



The Mid Croydon Masterplan includes improvements to George Street



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

which was adopted in July 2011. The West Croydon Masterplan takes a co-ordinated approach to ensuring the delivery of a new station and interchange and promises a transformed and well-connected public realm that will complement the town centre. Some of the components in the West Croydon Masterplan that will affect the Central Croydon

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

**C) OLD TOWN MASTERPLAN**  
 10.3.4 Part of the Central Croydon Conservation Area, namely

Surrey Street, Crown Hill and the west side of the High Street, is located within the boundary of the 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.

10.3.5 Some of the components in the Old Town Masterplan that directly affect the Central Croydon Conservation Area are listed below (please see also the extract from the Old Town Masterplan drawing - Map 17):

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

**D) HIGH STREETS IMPROVEMENT PROJECT**

10.3.6 The High Streets Improvements Project is part of the Mayor of London's investment of over £20m in Croydon to deliver an integrated programme of environmental improvements projects in and around the town centre.



— Central Croydon Conservation Area boundary      — Old Town Masterplan boundary

Map 17: Extract from the Old Town Masterplan drawing, showing components that would affect the Central Croydon Conservation Area - please refer to the 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.

## 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 LOCALLY LISTED PARKS AND GARDENS

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

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

## 11.4 ARTICLE 4 DIRECTIONS

11.4.1 There is currently no Article 4 Direction in place that applies to this conservation area. The Council maintains the right to

serve an Article 4 Direction, if deemed appropriate, to protect the special character of the Conservation Area. For further information please see section 2.5 of the *Conservation Area General Guidance* SPD.

## 11.5 BUILDING REGULATIONS

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

## 11.6 PLANNING ENFORCEMENT

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

## 11.7 ARCHAEOLOGICAL INVESTIGATIONS

11.7.1 The whole of the Central Croydon Conservation Area is within the Central Croydon Archaeological Priority Zone (see Map 11 on p.19). Archaeological investigations may be required for development likely to involve groundworks. Please see section 4.5 of the *Conservation Area General Guidance* SPD or contact the Greater London Archaeological Advisory Service (see Appendix 2 for details) for further information.



# APPENDIX 1: OTHER RELEVANT INFORMATION

## A) USEFUL WEBSITES

- Croydon Council Planning and Conservation web pages:  
[www.croydon.gov.uk/environment/conservation](http://www.croydon.gov.uk/environment/conservation)  
[www.croydon.gov.uk/planningandregeneration](http://www.croydon.gov.uk/planningandregeneration)
- Historic England web pages:  
[www.historicengland.org.uk](http://www.historicengland.org.uk)  
[www.historicengland.org.uk/advice/](http://www.historicengland.org.uk/advice/)  
[www.historicengland.org.uk/advice/your-home/saving-energy/](http://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](http://www.gov.uk/government/publications/national-planning-policy-framework--2)
- The Planning Portal  
[www.planningportal.gov.uk](http://www.planningportal.gov.uk)
- Greater London Historic Environment Record:  
[www.heritagegateway.org.uk](http://www.heritagegateway.org.uk) (managed by English Heritage)
- Greater London Authority (for the London Plan):  
[www.london.gov.uk/thelondonplan](http://www.london.gov.uk/thelondonplan)
- Department for Communities and Local Government  
[www.communities.gov.uk](http://www.communities.gov.uk)
- Building Conservation Directory:  
[www.buildingconservation.com](http://www.buildingconservation.com)
- Sustainable Traditional Buildings Alliance:  
[www.sdfoundation.org.uk/stba](http://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 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* (English Heritage 2011)
- *The Setting of Heritage Assets* (Historic England 2015)
- *Understanding Place: Conservation Area Designation, Appraisal and Management* (Historic England 2011)
- *Understanding Place: Historic Area Assessments* (Historic England 2010)
- *Energy Efficiency and Historic Buildings*, Historic England guidance document available to view and download:  
<https://www.historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/>
- *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 1EA; [www.croydon.gov.uk](http://www.croydon.gov.uk)  
Tel/Email: 0208 7266000; [contact.thecouncil@croydon.gov.uk](mailto:contact.thecouncil@croydon.gov.uk)

- Spatial Planning (including Urban Design and Conservation officers): Tel: 0208 4071385;  
Email: [spatial.planning@croydon.gov.uk](mailto:spatial.planning@croydon.gov.uk)
- Development Management (including Enforcement & Tree Officers): Email: [development.management@croydon.gov.uk](mailto:development.management@croydon.gov.uk)
- Building Control Team, Croydon Council:  
Email: [building.control@croydon.gov.uk](mailto: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](http://www.croydon.gov.uk/libraries) Tel:0208 7266900;  
Email: [local.studies@croydon.gov.uk](mailto: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](mailto:london@historicengland.org.uk)

The Victorian Society  
Tel/Email: 0208 9941019; [admin@victoriansociety.org.uk](mailto:admin@victoriansociety.org.uk)  
[www.victoriansociety.org.uk](http://www.victoriansociety.org.uk)

The Georgian Group  
Tel/Email: 0871 7502936; [info@georgiangroup.org.uk](mailto:info@georgiangroup.org.uk)  
[www.georgiangroup.org](http://www.georgiangroup.org)

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

The Building Conservation Directory  
Tel/Web: 01747 871717; [www.buildingconservation.com](http://www.buildingconservation.com)

The Energy Saving Trust  
Tel/Web: 0800 512012; [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)

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

Royal Institute of British Architects (RIBA)  
Tel/Web: 0207 3073700; [www.architecture.com](http://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](mailto:greig647@btinternet.com)

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