ISSUE
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CONSERVATION AREA DESIGNATION
The Harold Road Conservation Area was originally designated April 1973 and extended in August 1992 and December 2008.

CONSERVATION AREA GENERAL GUIDANCE
Please read this document alongside the Croydon Conservation Area General Guidance document, available online at:
http://www.croydon.gov.uk/planningandregeneration/framework/conservation/conservation-areas/conservation-guidance

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

CROYDON LOCAL PLAN
The Croydon Local Plan and other Supplementary Planning Documents are available online at:
http://www.croydon.gov.uk/planningandregeneration/framework/localplan/
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**APPENDIX 2: CONTACTS**
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KEY
- The Harold Road Conservation Area
- Other Conservation Areas in Croydon
Map 2. The boundary of the Harold Road Conservation Area showing proposed area to be removed and extension
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1.0 INTRODUCTION

1.1 WHAT IS A CONSERVATION AREA?
1.1.1 A conservation area is an area of special architectural or historic interest; the character and appearance of which it is desirable to preserve or enhance. Please see section 1.3 of Croydon’s Conservation Area General Guidance SPD for further information.

1.2 WHAT IS A CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN?
1.2.1 A Conservation Area Appraisal and Management Plan is a document produced to supplement Croydon’s Local Plan, the London Plan, and Croydon’s Conservation Area General Guidance SPD.

1.2.2 This document is structured in two parts, an Appraisal of the conservation area and an associated Management Plan. The Appraisal defines the principal qualities that constitute the conservation area’s special character and identifies threats to this character. The Appraisal is not necessarily exhaustive and other elements of architectural or historic interest may be present within the area.

1.2.3 The Management Plan addresses issues raised in the Appraisal and provides area-specific development and maintenance guidelines to supplement those provided in Croydon’s Conservation Area General Guidance SPD. Potential enhancement of the area is also considered. For further information please see section 1.4 of the Conservation Area General Guidance SPD.

1.3 WHAT IS THIS DOCUMENT’S STATUS
1.3.1 After public consultation this document will be adopted as a Supplementary Planning Document (SPD) to the Croydon Local Plan and will be a material consideration when assessing planning applications that affect the conservation area.

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

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

1.4.2 Following its publication a minimum of six weeks will be allowed for a public consultation, which will include a public meeting. The draft document will be available to view on the Council’s website (see Appendix). All owners and occupiers of the Harold Road Conservation Area will be written to, to inform them of the consultation process. Following the completion of the consultation period, all public responses will be considered and, where appropriate, the document will be amended before it is formally adopted.
1.5 DESIGNATION BACKGROUND
1.5.1 The Harold Road Conservation Area was originally designated in 1973 due to its considerable architectural interest and the risks posed to the area’s character as a result of redevelopment pressures. It was later extended in 1992 to include 8 Harold Road and extended in 2008 to include St Margaret’s Church, Chevening Road, which has since been demolished.

1.5.2 Proposed Alterations to the Conservation Area:
This document identifies the proposed removal of the 2008 extension to the conservation area. This is due to the demolition of St Margaret’s Church was demolished in 2012. The adjacent houses numbers 41-53 are all considered to be of neutral significance to the character of the conservation area.

1.6 STATEMENT OF SPECIAL CHARACTER
1.6.1 The Harold Road Conservation Area contains a significant grouping of substantially sized, late Victorian, elaborately detailed villas set in generous gardens, laid out on wide sweeping roads and on richly wooded slopes. This development is linked to that of the wider area which significantly expanded following the arrival of the Crystal Palace in 1856. Its 19th century townscape is well preserved without many modern alterations damaging the character and architectural significance. There are also pockets of earlier 19th century late Georgian development on Central Hill and South Vale, which have a more intimate scale and character.

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

1.7 STREETS WITHIN THE CONSERVATION AREA
1.7.1 All or part (as listed), of the following streets are located within the Harold Road Conservation Area:
• Bedwardine Road (part)
• Central Hill (part)
• Cheverley Road (part)
• Eversley Road (part)
• Gatestone Road (all)
• Harold Road (most)
• Highfield Hill (part)
• South Vale (all)
• Vermont Road (part)

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

1.8 POTENTIAL EXTENSION
1.8.1 It is recommended to extend the Harold Road Conservation Area to the north-west of the existing conservation area to include High View Road and parts of Rockmount Road and Troy Road (see Map 2). The buildings within the proposed extension area are of the same age as the buildings in the Harold Road Conservation Area and were constructed between 1868 and 1890. They have many features in common with the properties that lie within the Harold Road Conservation Area. They make a significant contribution towards the local character of the area in terms of their architectural features and also their layout and scale which have a high townscape value.

1.8.2 High View Road is predominantly comprised of detached double-fronted villas, many of which have retained their original architectural features. The consistent scale and spacing of the buildings creates a pleasing rhythm to the street.

1.8.3 Rockmount Road is comprised of three-storey semi-detached Victorian villas with basements, located on a hill. The properties have steeply-pitched roofs, which contribute to the townscape by providing a pleasing rhythm of chevrons descending along the street. The majority of the properties include original architectural features including barge-boards, moulded window surrounds, decorative cast ironwork boundary treatments, arched windows and decorative brickwork.

1.8.4 The section of Troy Road proposed for inclusion is dominated by a terrace of four locally-listed Victorian townhouses. Valued architectural features of the properties include two-storey bay-windows, moulded window surrounds, pilasters, decorative ironwork boundary treatments and recessed porches.
Map 3: Harold Road Conservation Area showing extensions in 1992 to include 8 Harold Road and in 2008 to include St Margaret’s Church
The following Appraisal defines the characteristics that make the Harold Road Conservation Area special, including its wider context, historic development, townscape, streetscape and architectural character. It also describes its current condition.

2.0 CONTEXT

2.1 LOCATION, TOPOGRAPHY AND SETTING
2.1.1 The Harold Road Conservation Area is located in the northern extremity of the borough of Croydon in the Upper Norwood ward. Harold Road is located to the east of the Crystal Palace District Centre and the north/south route of Church Road. There are several other conservation areas located close to the Harold Road Conservation Area, including the Church Road, Upper Norwood Triangle and Beulah Hill Conservation Areas in the borough of Croydon and the Gipsy Hill and Westow Hill Conservation Areas in the borough of Lambeth. The conservation areas are closely linked with similar ages of property and facing similar pressures of development (see Map 5 on p.8).

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

2.1.3 The setting of the conservation area largely comprises residential areas of low-rise buildings set amongst mature

Map 4. Topography in metres around the Harold Road Conservation Area
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trees. Westow Park is located immediately to the south east of the conservation area and contributes to the area’s woodland character with mature trees.

2.1.4 The bulk and massing of the 1970s extension to the Queens Hotel on Church Road, as well as the tall tower blocks on College Green, have a negative imposing visual impact on the setting of the conservation area due to their prominence in the predominant low-lying character of the area.

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

2.1.6 Chevening Road, Eversley and Hermitage Roads directly face the Upper Norwood Recreation Ground within the conservation area, therefore the buildings on these streets (the majority of which is inter-war housing), has a direct impact on the setting of the conservation area.

2.2 HISTORIC DEVELOPMENT

2.2.1 The Upper Norwood area has had Human activity for thousands of years. The Great North Wood, from which ‘Norwood’ is a contraction, was the name of a large wooded area that stretched from the present-day Croydon Town Centre to Camberwell. The Great North Wood was named during the Anglo-Saxon period to distinguish it from the Great South Wood in the Weald of Kent and Surrey (see Map 6).
2.2.2 The part of the Great North Wood within the parish of Croydon is recorded in the Domesday Book (1086) as belonging to the Archbishop of Canterbury. Although the Lords of the Manor held the rights for hunting and felling trees for timber and allowed local tenants to graze pigs in the woodland, evidence of permanent settlement is virtually non-existent before the 19th century. This lack of development can be explained by the geology of the ridge. It is formed of heavy London clay that resulted in a poor environment for agriculture and building. However it was ideally suited to the growth of deep rooted trees, including the English oak.

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

2.2.4 Rocque’s map of the Great North Wood of c.1745 (Map 6) shows the area still largely covered in forest. The area of land on which the Harold Road Conservation Area is located in today was called ‘The Great Stake Coppice’ and was owned by the Archbishop of Canterbury. The line of Church Road is also shown on this map. The road was an ancient route through the woodland leading south-west from the historic Vicar’s Oak. This, the most famous of the boundary oaks, was located at the point where the parishes of Croydon, Lambeth and Camberwell, and the detached portion of Battersea parish (met, now marked by the crossroads of Anerley Hill, Church Road, Westow Hill and Crystal Palace Parade. Boundary oaks were planted to help parish authorities navigate the wooded area.

2.2.5 By the start of the 19th century much of the area’s dense woodland had been cleared, becoming altogether more planned and refined. In 1815 the area now a tourist destination with middle and upper class housing led to the famous gypsies of Norwood being ordered to leave the area, having been apprehended as vagrants. The ‘Norwood Heights’ were well known as a place of refreshment and recreation, particularly to travellers on the road to and from London. As the population of London rapidly grew the overcrowding and unsanitary conditions of central London encouraged wealthier residents to move further out of the city to the clean air and dramatic views of London.

2.2.6 The Crystal Palace District Centre close to Harold Road started to emerge during the first decades of the 19th century, with common land within the triangle of Church Road, Westow Street and Westow Hill being released for building in 1807. It transformed into a concentrated settlement and by 1847 (see Map 7 on p.10) was an established located commercial and residential centre.
In the 1830s the popularity of the area grew with the opening of the Beulah Spa Gardens in 1831 to the south of Harold Road. These fashionable pleasure gardens, helped to attract visitors to the area and to raise its profile in London society. The official Beulah Spa guide (1856) described Norwood as ‘a village situated on the outskirts of an extensive wood, and long famed for the salubrity of its air, and the beauty of its surrounding scenery with smiling villas’. The London to Croydon Railway opened in 1839 with a station at nearby Annerley (now Anerley Station). The railway was later amalgamated with the London and Brighton Railway in 1846 to form part of the London, Brighton and South Coast Railway. The arrival of the railway resulted in the growth of development with affordable housing for commuters.

The earliest development within the proposed amended boundary of the conservation area occurred along Central Hill and South Vale from the late 1830s, linked to gradual development that was occurring in the wider area in the District Centre and on Beulah Hill. These early houses in the conservation area were mainly two-storey cottages, many of which survive today.

The Crystal Palace, an immense glass exhibition hall which had originally been designed for the 1851 Great Exhibition in Hyde Park, was rebuilt, altered and enlarged in 1854. The Palace was moved to Penge Common with expansive pleasure gardens laid out to the south, complete with such attractions as artificial lead mines and model dinosaurs. Living accommodation was provided for the army of workmen in Norwood New Town, a walled area between Oxford and Rockmount Roads. The arrival of the Crystal Palace brought massive change to the area. This, along with the arrival of the railways, encouraged a significant amount of development in the area. This growth initially concentrated on Church Road and Beulah Hill. It also included some larger and grander houses on Central Hill,
now within the Harold Road Conservation Area.

2.2.10 The Crystal Palace Low Level and Upper Level Stations were opened in 1854 and 1865 respectively. The earlier Low Level Station (now Crystal Palace Station) was linked to the Palace by a 72ft glass walkway named the ‘Crystal Colonnade’ and the High Level Station (demolished 1961), by a fan-vaulted subway, which survives today and is Grade II listed. Along with the Palace itself, these new stations had a significant impact on the character and development of the wider area, including increasing numbers of residents (many of whom commuted into central London), local businesses and visitors.

2.2.11 During the 1880s the open fields between Beulah Hill and Central Hill in the ownership of the Archbishop of Canterbury were developed along the new road linking the two, Harold Road. The road was lined with grand Victorian villas. The Archbishop of Canterbury retained the freehold and offered plots of land for building with 100 year leases.
These houses were largely aimed at wealthy City workers eager to escape the smog of central London and able to travel to work by rail. By 1886 the Burdett's Upper Norwood and Penge Street Directory recorded twenty-four houses on Harold Road, five of which were unoccupied. Gatestone and Bedwardine Roads were laid out and developed after Harold Road in the 1880s and 1890s. The houses were large and accommodated families and servants, who lived on the top floor.

2.2.12 In 1890 (Map 9) the site for the Upper Norwood Recreation Ground was acquired by the Croydon Corporation from the Ecclesiastical Commissioners and laid out as a public park. The Victorians saw the importance of recognising the need to protect green spaces for recreation. The lay out of the park included the construction of Eversley and Chevening Roads. The land was drained and planted with 1600 trees and shrubs, the turf stripped and re-laid, and the land ‘fenced’ with suitable entrances. It was opened on the 14th May 1890 by the Mayor of Croydon on the same day as the opening of Wandle Park.

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

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

2.2.15 The destruction of the Crystal Palace by fire in 1936 following a long period of decline had an impact on the wider area. The loss of the Palace’s economic influence resulted in a lack of any substantial new development in the inter-war and post-war periods. During the Second World War the main damage within the conservation area was the destruction of number 24 Harold Road by a bomb with slight damage to neighbouring 22 and 26 Harold Road.

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

2.2.17 There have been some small developments within the conservation area boundary since its designation in 1973. Two short terraces of undistinguished houses have been built set back from South Vale - Courtney Close was built in 1975 and numbers 26a-d (adjacent to 20-26 South Vale) were constructed in the late 1980s.

SELECTED REFERENCES:
- Kelf-Choen, R: *100 years of Harold Road; Norwood Society*. 1975.

2.3 ARCHEAOGOLOGICAL SIGNIFICANCE
2.3.1 At present the Harold Road Conservation Area is not located within or in close proximity to any Archaeological Priority Zones (please see section 4.5 of Croydon’s Conservation Area General Guidance SPD for further information). There are no scheduled monuments in the immediate area.

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

Map 10: 1951 showing the spread of urban development in all directions around the Harold Road Conservation Area
3.0 TOWNSCAPE CHARACTER

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

3.1 LAYOUT AND PLAN FORM

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

3.1.2 The layout of Harold Road and Vermont Road is characterised by the spaciousness and regularity of the siting of buildings, set on plots of more or less equal width, which give the streets an underlying rhythm. The ratio of building footprint to plot size is approximately 1:5. The large open space of Upper Norwood Recreation Ground is located at the southern end of Harold Road, contributes to the spacious character. The north-eastern end of the conservation area is less spacious in layout, with smaller plot sizes on Central Hill, South Vale, Gatestone Road and Bedwardine Road, narrower frontages, shallower front and rear gardens and a higher ratio of building footprint (approximately 1:3) compared to Harold Road.

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

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

3.1.5 Rochdale Court detracts from the character of the conservation area as a result of its scale and layout, with garages facing Harold Road and buildings not addressing the street.

Upper Norwood Recreation Ground

Southern view of Gatestone Road

48-70 Harold Road meandering up hill

Western view of Rockmount Road

Narrow street of South Vale, facing Central Hill
3.2 DENSITY AND LAND USES

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

3.2.2 Land uses in the conservation area are predominantly residential, with the exception of Central Hill to the west of the junction with Harold Road where there are several commercial premises including a small convenience shop. Some commercial units were unoccupied at the time of assessment in Autumn 2014, which had a negative impact on the special character of the conservation area. The Upper Norwood Recreation Ground is public open space.

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

3.3 BUILDING HEIGHT AND MASSING

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

3.3.2 The massing of detached buildings along Harold Road and Vermont Road is generally consistent with regular separations between buildings. The scale and massing of Conservatory Court, 83 Chevening Road and 41-47 Central Hill are at odds with the established character of the conservation area. Parkview Nursing Home, 1-3 Eversley Road has larger massing than most buildings in the conservation area as a result of the co-joining of two buildings with extensions to the rear of the building.

3.4 VIEWS

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

3.4.2 The landmark NTL television mast on South Norwood Hill in the Church Road Conservation Area is visible from the Upper Norwood Recreational Ground and there are wide panoramas towards central London from Central Hill, partly obscured by trees.
4.0 STREETSCAPE CHARACTER

4.0.1 Streetscape is defined as the outward visual appearance and character of a street or locality. This section provides an overview of the streetscape character of the Harold Road Conservation Area. Further detail on the character of individual streets is provided in section 6.

4.1 PUBLIC REALM

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

4.1.2 There are some instances where front gardens have been hard-surfaced, for example at 28 Harold Road. This loss of soft landscaping has had a negative impact on the quality of the public realm. Well maintained front gardens with low-boundary treatments and planting in front gardens enhances the quality of the public realm.

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

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

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

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

4.3 STREET FURNITURE

4.3.1 The conservation area is relatively uncluttered with street furniture which is limited to lamp posts, telecommunication cabinets, telephone cables, road signage, street name plates, post boxes and street furnishings. Some of the furniture has historical value, such as a few of the street name plates and the cast iron Elizabeth II post box on Highfield Hill. The drinking fountain in the north-east corner of the Upper Norwood Recreation Ground is a unique historic feature. It was erected in 1891, and has a plaque recording that it was presented by T Tufnell, Southgate, 1891.

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

4.4 GREENERY AND TREES

4.4.1 Greenery and trees are an important and integral component of the conservation area’s character due to the articulation given to front and side property boundaries, the softening of the streetscene and enhancement of the rural character of the Upper Norwood Recreation Ground. The majority of trees in the conservation area, apart from those within the Upper Norwood Recreational Ground, are planted on private land, however they make a substantial contribution to the quality of the streetscene.

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

Historic street name plate

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

Drinking fountain in the Upper Norwood Recreation Ground

Historic cast-iron Elizabeth II Type B post box
5.0 ARCHITECTURAL CHARACTER

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

5.1 GENERAL ARCHITECTURAL CHARACTER

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

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

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

5.2 HISTORIC AND ARCHITECTURAL SIGNIFICANCE OF BUILDINGS

5.2.1 An assessment of the level of contribution individual buildings make to the special character of the Harold Road Conservation Area is shown on Map 12 on p.18. There is a high concentration of locally listed buildings present in this conservation area.

A) LOCALLY LISTED BUILDINGS

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

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

5.2.3 These buildings are of local architectural value and make a positive contribution to the conservation area’s special character. Please see section 6 for further information on...
individual buildings on each street.

B) POSITIVE UNLISTED BUILDINGS
5.2.4 Many other buildings in the Harold Road Conservation Area make a positive contribution to its character and appearance (see Map 12 on p.18). These buildings are considered to have local heritage value and collectively contribute to the conservation area’s special interest. Please see section 6 of this document for further information on individual buildings within each character area.

C) NEUTRAL BUILDINGS
5.2.5 There are several buildings in the conservation area that do not positively contribute or detract from the conservation area’s special character (see Map 12 on p.18).

D) BUILDINGS THAT DETRACT FROM THE CONSERVATION AREA’S SPECIAL CHARACTER
5.2.6 There are some buildings within the conservation area that detract from its special character (see Map 12 on p.18).

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

5.2.8 Number 83 Chevening Road and numbers 45-47 Central Hill detract from the conservation area’s special character due to their large scale and massing, which is out of keeping with that of the rest of the area. Similarly the bulky rear of numbers 45-47 Central Hill also has a negative impact on views across the area from South Vale and Harold Road.

5.2.9 The garages of Rochdale Court directly front the street, with the rest of the development set back from and facing away from the street. They are at odds with the existing layout of the rest of the area. This detracts from the appearance of the streetscene and is not in keeping with the existing pattern of development.

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

Negative impact of Rochdale Court within the Harold Road Conservation Area

83 Chevening Road is a building which detracts from the conservation area due to its imposing scale and bulk.
Map 12. Level of contribution buildings make to the special character of the Harold Road Conservation Area
5.3 KEY ARCHITECTURAL FEATURES AND BUILDING MATERIALS

5.3.1 Buildings within the Harold Road Conservation Area retain a very high proportion of their original features, or have had original features replicated or repaired. In particular the buildings that date from the 1880s contain prominent and exaggerated features, which give the groupings of buildings their distinctive character.

<table>
<thead>
<tr>
<th>Key Architectural Features and Building Materials: Central Hill / South Vale / Bedwardine Road / Gatestone Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Street-facing gables</td>
</tr>
<tr>
<td>2. Chimney stacks</td>
</tr>
<tr>
<td>3. Recessed decorative stone/stucco porches</td>
</tr>
<tr>
<td>4. Half timbering</td>
</tr>
<tr>
<td>5. Hardwood timber doors with glazing panels</td>
</tr>
<tr>
<td>6. Decorative brickwork detailing, including soldier courses</td>
</tr>
<tr>
<td>7. Timber sash windows</td>
</tr>
<tr>
<td>8. Intricate window frames of bespoke designs</td>
</tr>
<tr>
<td>9. London stock / red brick</td>
</tr>
<tr>
<td>10. Stone / stucco detailing</td>
</tr>
<tr>
<td>11. Stucco render</td>
</tr>
<tr>
<td>12. Stone cladding</td>
</tr>
<tr>
<td>13. Hanging clay tiles</td>
</tr>
<tr>
<td>14. Barge boards</td>
</tr>
<tr>
<td>15. Shallow pitched roofs</td>
</tr>
</tbody>
</table>

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

5.3.2 Buildings generally contain a selection as opposed to all of the materials and features listed here.
KEY ARCHITECTURAL FEATURES AND BUILDING MATERIALS:
HAROLD ROAD / VERMONT ROAD
1. Street-facing gables
2. Dutch gables
3. London stock brick / Red brick
4. Prominent decorative chimney stacks with clay pots
5. Prominent recessed arched doorways
6. Hardwood timber doors with glazing panels
7. Feature dormer windows
8. Turrets
9. Decorative brickwork detailing, including soldier courses
10. Bay windows
11. Timber sash windows
12. Intricate window frames of bespoke designs
13. Stone / stucco detailing
14. Stucco / terracotta decorative panels integrated into elevations
15. Natural slate roofs
Key features and building materials in the Harold Road Character Areas - numbers refer to the table on the previous page
6.0 STREET ASSESSMENT

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

6.1 BEDWARDINE ROAD

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

6.1.2 The architectural character on both sides of the street varies. The south side is dominated by insensitive post-war flats which have been omitted from the conservation area. Also on the south side of the street is number 1 Bedwardine Road, an attractive detached brick house with a fine central gabled porch, prominent chimney stacks and sliding timber sash windows. and numbers 53-57, date from 1883 and have raised entrances with timber porches and a mix of half timbering, brick, render and hung tiles. Numbers 91-93 Bedwardine Road have a close relationship to nearby buildings on Harold Road as a result of their scale and design; the Dutch gable on number 91 Bedwardine Road mirrors that on number 46 Harold Road.
6.1.3 The north side of the street is marked by a row of small-scale late 19th century cottages of a modest but interesting character with attractive bay windows and prominent chimney stacks. The post-war buildings of South Court and the Accident Repair centre make a neutral contribution to the character of the conservation area.

6.2 CENTRAL HILL
6.2.1 Central Hill is the oldest street in the conservation area, dating from the 1830s. The street follows the contours of the ridge, the ground falls away steeply on both sides. To the north the land falls away to post-war development in the borough of Lambeth. Trees, particularly on the Lambeth side of the street help to define the frontage and soften the streetscape character. There is a mix of buildings dating between the 1830s and 1850s, to the western section of Central Hill in the conservation area numbers 49-79, with later 1870s buildings higher up the hill to the eastern section (numbers 29-41).

6.2.2 As well as being the oldest street, Central Hill has the most varied layout and character in all of the streets in the conservation area. Plot widths vary significantly, as does the height, massing, layout and character of buildings along the street, many of which are locally listed. Spacing between properties is more frequent towards the western end of the street, as is the presence of front gardens. However front gardens are often hard-surfaced with refused bins without screens which detracts from the quality of the streetscene.
6.2.3 Many of the rear elevations of properties on Central Hill are visible from elsewhere in the conservation area on Bedwardine Road, South Vale, Harold Road and Rockmount Road. This is due to the scale of buildings along Central Hill and the generous depth of the rear gardens on the descending slope.

6.2.4 Numbers 29 and 33-41 have similarities in their overall massing, Italianate design and material, of London stock bricks with shallow pitched roofs- capes, prominent chimneys, recessed porches, bay windows, timber sash windows and often elaborate detailing of either red brick string courses or stucco surrounds to doorways and windows. The locally listed numbers 33-35 have particularly ornate delicate stucco detailing to windows and doors.

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

6.3 CHEVENING ROAD
6.3.1 Chevening Road runs along the north side of the Upper Norwood Recreation Ground; very little of the street is included within the conservation area. Number 83 Chevening Road is included within the conservation area by virtue of its position fronting Harold Road. However it is considered to detract from the character of the area (Map 12 p.20). Its large footprint and massing is at odds with the established character of the conservation area (see picture on p.19).

6.4 EVERSLEY ROAD
6.4.1 Eversley Road runs along the south side of the Upper Norwood Recreation Ground. Only numbers 1-5, constructed in 1902, are included within the conservation area. Numbers 1-3 have been conjoined and now form a care home. Number 5 is a good example of an 1890s house. The conjoining of 1-3 Eversley Road and loss of soft landscaping detracts from the special character of the conservation area.

6.5 GATESTONE ROAD
6.5.1 Due to the denser nature of development, shallow front gardens, and the post-war flats on higher ground on the eastern side of the road (outside of the conservation area), this street has a more enclosed character than most other streets in the conservation area. The view south down the road is terminated by 1 Bedwardine Road. Narrow spaces between the buildings combined with the topography, allow for attractive long distance views which open up the otherwise tight street frontage.

6.5.2 The group of 1890s houses on the western side of the street have a pronounced vertical emphasis, accentuated by the street-facing gables, which, along with the repeating bay windows, create a strong rhythm to the street. Many of these houses are clad in stone. They form a distinct
group within the conservation area and are all locally listed. They are two storeys with roof accommodation and a lower ground floor, which is not common in the rest of the conservation area. Glimpses are caught between properties and above the roofs of the properties behind. At the top of the hill the single storey dwelling of this grouping, formerly in industrial use, has been converted into residential use.

6.5.3 The four buildings on the eastern side of the street contained in the conservation area are also locally listed. These include a semi-detached pair of brick faced houses (numbers 5-7) of a simple design, sitting alongside two Arts and Crafts style buildings (numbers 9-11), which have hanging clay tiles and half timbering on their elevations.

6.6 HAROLD ROAD
6.6.1 Harold Road has a suburban and spacious character. The south-west part of the road is set around the Upper Norwood Recreational Ground (see section 4.1). The wide road is distinguished by the grand detached houses, most of which are locally listed, that line the street with integrated mature trees and landscaping. Buildings are sited on long, narrow plots of similar size which gives the different sections of the street a sense of regularity. Buildings on Harold Road have the deepest front gardens in the conservation area, particularly to the properties directly facing the Upper Norwood Recreation Ground, and often contain mature planting.
6.6.2 Buildings on Harold Road have particularly rich detailing and materials (see section 5.3). Several groups of Victorian houses are clearly identifiable along Harold Road, displaying the same elaborate details, sometimes in varying combinations. Both number 14 and number 48 Harold Road have distinctive turret features that mark the end of the grouping’s composition.

6.6.3 Numbers 8 and 9-21 (odd) are a group of yellow brick villas of an identical design (see picture on p.24), with double-height bay windows to the right hand side and feature dormer windows to the left, prominent chimney stacks and decorative stucco motif panels and stucco balustrading. Number 19 is a modern infill development following bomb damage during the Second World War.

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

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

6.6.6 Numbers 34-46 are all red brick villas of a similar design with some minor variations. All buildings have street-facing projecting gables to the right side of the front elevation and feature dormer windows on the same side at roof-level. The Dutch gable feature to number 46 mirrors that of number 91, Bedwardine Road. All buildings have arched soldier courses above ground and first floor windows and prominent feature chimney stacks. All buildings have detailed timber porches in the centre of their composition. Some buildings retain a decorative terracotta panel set within a central parapet at the roofline. The character of this group of buildings has been eroded by some minor alterations, window replacements, painting of originally exposed brickwork, and the use of pebbledash around porch detailing.

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

6.6.8 Numbers 54-64 are of a more simple design than other villas to the south on Harold Road. They are of red brick with double-height bay windows. This group of buildings has a unified character and a strong rhythm created by pattern of steeply pitched gable frontages.

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

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

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

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

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

6.8.4 The southern end of the street is wider and development is predominantly post-War, with the exception of number 19, which is a small 1880s cottage with deep eaves supported by timber brackets.
6.9 VERMONT ROAD
6.9.1 This short street runs steeply downhill, connecting Harold Road to Orleans Road. Trees in the Upper Norwood Recreation Ground, visible over the roofs of the 1920s houses on Orleans Road, complement those on the road itself. The overhead telephone cables visually clutter the streetscene.

6.9.2 The group of regularly spaced square red brick houses with elaborate timber porches share characteristics with those nearby on Harold Road. Vermont Road was first mentioned in 1878 and therefore laid out prior to Harold Road.

6.10 ROCKMOUNT ROAD AND ESSEX MEWS
6.10.1 Only part of the eastern side of Rockmount Road is located within the conservation area. The layout of this section of the conservation area is distinctive with a number of plots being subdivided and developed. Number 1a Rockmount Road forms part of Essex Mews, this use of the plot does not preserve or enhance the conservation area, the materials and massing lacks uniformity and rhythm compared to the rest of the properties on Rockmount Road. The rest of the development on Essex Mews set back from Central Hill does not impact on the conservation area.

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

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

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

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

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

7.1.5 The public realm of the conservation area is generally in a good condition. There is a limited amount of street clutter caused by unnecessary street furniture, for example bollards and traffic signs clustered at the corner of Harold Road and Chevening Road. Some front gardens have had inappropriate new boundary treatments installed including high fencing, or have had boundary treatments removed to accommodate driveways. In addition a number of front gardens have been hardsurfaced and there are some instances of bins visible from the street due to a lack of screening of refuse facilities, which both detracts from the appearance of the streetscene.

Signs in the Harold Road Conservation Area in need of maintenance

Unnecessary bollard in the Harold Road Conservation Area creating street clutter

Street furniture in the recreation ground in need of maintenance

Historic letter box in need of maintenance
7.2 KEY THREATS

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

7.2.2 Due to the size of properties in the area there is a particular development pressure for their conversion to flats, which can result in negative impacts to the conservation area, for example hard-surfacing of front gardens for parking or the poor siting of services on building elevations. There is also particular pressure for backland development in the conservation area. When this is poorly sited or over-scaled it can have a negative impact on the character of the area, block views and result in the removal of mature trees. Please see the list of existing and potential threats to the conservation area overleaf.
SUMMARY OF EXISTING AND POTENTIAL THREATS TO BUILDINGS:

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

THREATS TO THE TOWNSCAPE AND STREETSCAPE CHARACTER

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

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

Replacement of original windows for uPVC windows

Poorly sited CCTV and unsympathetic dormer.

Poorly maintained timber bargeboard

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

Unsympathetically designed side extension
This Management Plan provides area specific guidelines for development, maintenance and enhancement of the Harold Road Conservation Area.

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

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

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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 Harold Road Conservation Area.

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

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

8.1.2 The Council will resist demolition of statutorily Listed buildings, Locally Listed buildings and buildings that make a positive contribution to the special character of the Harold Road Conservation Area (see section 5.2 of this document). Demolition of buildings identified in this document as making a neutral contribution to, or detracting from, the conservation area’s special character (see Map 12 on p.19) will only be supported where there are acceptable plans for the site following demolition. For further advice please see Section 5.1 of the Conservation Area General Guidance SPD.

8.2 NEW DEVELOPMENT
8.2.1 All new development should respect the established layout, siting, height, scale and massing of buildings within the conservation area. New development should be of a high design quality, sympathetic to the area’s character. New development should result in an enhancement to the special character of the conservation area. Materials should be carefully chosen to complement the conservation area’s existing palette of materials (see section 5.3).

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

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

8.3 DEVELOPMENT AFFECTING THE SETTING OF THE CONSERVATION AREA
8.3.1 All proposed development in close proximity to the Harold Road Conservation Area should seek to preserve and enhance its setting.

8.3.2 All development proposals affecting the setting of the conservation area will be assessed using the criteria and guidance of English Heritage document ‘The Setting of Heritage Assets’.

8.4 PROPERTY CONVERSION
8.4.1 Due to the generous proportions of many buildings in the area the conversion of single dwellings into flats is often sought. There is no
There have been some roof and side extensions to buildings in the conservation area that occurred prior to its designation. These extensions should not be taken as a precedent for further inappropriate extensions.

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

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

8.6 WINDOW REPLACEMENT

8.6.1 Most properties within the conservation area contain timber sash or casement windows. If possible, original or replica windows should be retained and repaired. Following advice from a professional joiner, if windows are beyond reasonable repair, then replacements should match the original window design and materials. It is likely that planning permission maybe required for proposed replacement windows.

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

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

8.7 DORMER WINDOWS AND ROOFLIGHTS

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

8.8 ARCHITECTURAL FEATURES

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

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

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

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

8.12 SIGNAGE
8.12.1 Where buildings are in commercial or community use signage may be required. Where signage is located on the front boundary it should be integrated with the boundary and should not have a dominant presence in the streetscape. Where signage is located on building elevations this should complement the composition of the building and not obscure architectural detailing.

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

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

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

8.13.4 All development proposals should include storage and screening for refuse and recycling bins.
9.0 MAINTENANCE, REPAIR AND IMPROVEMENT

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

9.1 MAINTENANCE AND REPAIR

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

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

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

9.1.4 Please see Section 6 of the Conservation Area General Guidance SPD for further guidance. Conservation and
the Society for the Protection of Ancient
Additional advice for homeowners is provided in a publication produced by the Institute of Historic Buildings entitled A Stitch in Time (see Appendix 1 for details).

9.2 RESTORING AND RE-INSTATING FEATURES
9.2.1 The following works would result in enhancement of the conservation area:
• The stripping of inappropriate paint or render from originally exposed brickwork using a non-damaging method
• The removal of in-filled porches
• The re-siting of satellite dishes and TV aerials where visible from the street
• Replanting of hedges or landscape features in front gardens where they have been removed
• Restoring removed boundary treatments
• Reduction and / or removal of non-porous surface materials to driveways

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

9.3.2 All new street lighting will be implemented in the area according to the Council’s adopted Street Lighting renewal programme.

9.4 ENERGY EFFICIENCY IMPROVEMENTS
9.4.1 The Council supports the principle of works to buildings to improve their energy efficiency, provided that the original character of the building is not harmed. There are some retrofitting measures that can be explored for buildings in this conservation area to improve their energy efficiency and thermal performance. Some retrofitting measures may require planning permission. Please see section 9 of the Conservation Area General Guidance SPD for further information.

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

9.5 TREE MANAGEMENT
9.5.1 Where predominant tree species are present and considered to be making a positive contribution to the conservation area, the Council will endeavour to ensure that this character is maintained in any new street planting. For further information please see sections 5-14 and 7.3 of the Conservation Area General Guidance.
10.1 LOCALLY LISTED BUILDINGS
10.1.1 Under 100 buildings in the Harold Road Conservation Area are currently locally listed (see section 5.2). Careful consideration must be given towards protecting these buildings and any important features present. For further information please see Croydon’s Local List SPD.

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

10.3 BUILDING REGULATIONS
10.3.1 In addition to planning regulations, all building work must comply with Building Regulations. For further information and guidance please see Section 8 of the Conservation Area General Guidance SPD and/or contact the Council’s Building Control service (see Appendix 2).

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

10.5 TREES IN PRIVATE GARDENS
10.5.1 Most work to trees in the conservation area requires prior approval from the Council. For further information please see Sections 5.14 and 7.3 of the Conservation Area General Guidance SPD or contact one of the Council’s Tree officers (see Appendix 2).
APPENDIX 1: OTHER RELEVANT INFORMATION

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

B) RELEVANT CROYDON COUNCIL DOCUMENTS
(DOWNLOADABLE FROM ABOVE WEBLINK)
• Croydon Local Plan: Strategic Policies DPD
• Croydon Local Plan: Detailed Policies and Proposals DPD
• Borough Character Appraisal
• Croydon 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 (English Heritage 2012)
• Understanding Place: Conservation Area Designation, Appraisal and Management (English Heritage 2011)
• Understanding Place: Historic Area Assessments (English Heritage 2011)
• Energy Efficiency and Historic Buildings, which is a series of English Heritage guidance documents available to view and download at www.helm.org.uk/climatechange
• By Design: Urban Design in the Planning System (CABE, 2000)
• The Urban Design Compendium (English Partnerships, 2007)
• Responsible Retrofit of Traditional Buildings (Sustainable Traditional Buildings Alliance 2012)
• A Stitch in Time (IHBC and the Society for the Protection of Ancient Buildings, 2002)
APPENDIX 2: CONTACTS

CROYDON COUNCIL
Bernard Weatherill House
8 Mint Walk
Croydon CR0 1RE
www.croydon.gov.uk
Phone: 0208 726 6000
Email: contact.thecouncil@croydon.gov.uk

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

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

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

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

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

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

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

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

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

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

Croydon Natural History and Scientific Society
Contact: John Greig (Secretary)
Email: greig647@btinternet.com

Norwood Society
Contact: Philip Goddard (Chairman of the Planning Sub-committee)
Email: goddard.pj@btinternet.com
IF YOU FIND IT EASIER TO READ LARGE PRINT, USE AN AUDIO TAPE, BRAILLE OR NEED TO COMMUNICATE IN A LANGUAGE OTHER THAN ENGLISH, PLEASE LET US KNOW.

020 8726 6000