

# CHARACTER TYPOLOGY

# LONDON BOROUGH OF CROYDON

DRAFT 03 May 2015

This information should be used as evidence base for the Croydon Local Plan

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SECTION 1:  
INTRODUCTION

This information should be used as evidence base for the Urban Design & Local Character and Heritage Assets and Conservation and Places of Croydon policies within the Croydon Local Plan – Detailed Policies and Proposals.

## AIMS OF THE DOCUMENT

The purpose of this study is to identify and analyse different types of housing in Croydon, based on a range of criteria and characteristics, as evidence base for the Council's Core Strategy. This document supports the Borough Character Appraisal by giving a typological explanation of housing in Croydon.

It is the intention that this information will be used to inform the nature of future development, and therefore ensure that the residential character of individual areas is retained and protected.

As well as gaining an understanding of the architecture of buildings, streets and neighbourhoods in Croydon the valuable greenery that exists in residential areas, should be considered. The character of an area can be dependent on its trees, hedges, verges, and front gardens, whilst back gardens often form significantly large areas of land with numerous nature conservation benefits.

## METHODOLOGY

Eight housing types were identified based on a range of characteristics, and analysed quantitatively against a set of 15 criteria. These eight types have been examined in detail in seven profiles, with the historical evolution and defining characteristics of each type described.

Ten sample areas were selected for each type. Dimensions and areas were calculated electronically based on an average of these areas.

The different residential types have been mapped to show their distribution across the borough, excluding employment areas, parks and open spaces.

## MAPPING

Residential types have been plotted on a map of the borough, excluding town and district centres, conservation areas, parks and open space. The mapping identifies the predominant character of an area, rather than identifying every individual building, which may be different from its surroundings.



## ADDITIONAL DESIGNATIONS

- Conservation Areas:

There are 21 Conservation Areas in Croydon incorporating a wide range of residential types. These areas are Designated Heritage Assets protected by national planning policy which seeks to preserve or enhance their special character. Conservation Areas are generally distinct from the wider area, and are therefore excluded from this study.

- Local Areas of Special Character:

There are many older areas of the borough which, although unlikely to meet the criteria for designation as Conservation Areas, possess sufficient architectural, townscape and environmental quality to make them of significant local value.

LASCs mainly form part of wider residential areas and therefore have been included in this study.

- Statutorily Listed Buildings:

A number of buildings in Croydon are included on the Statutory List of Buildings of Special Architectural and Historic Interest, managed by English Heritage on behalf of DCMS.

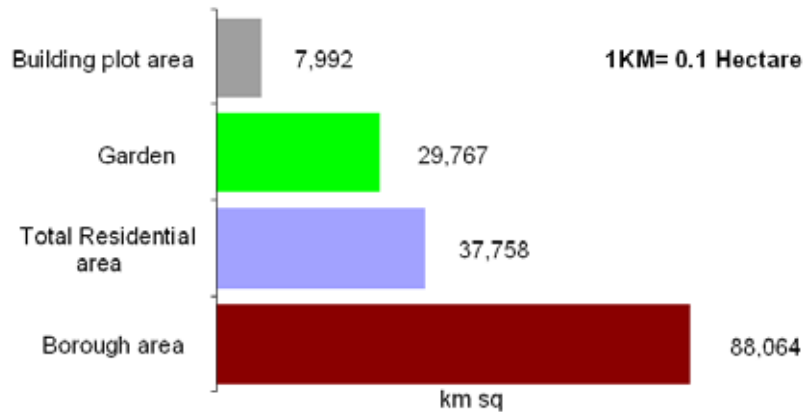
These are Designated Heritage Assets protected by national planning policy and there will be a strong presumption in favour of their retention. All internal

and external alterations to a Listed Building require Listed Building Consent. The protection and enhancement of the setting of Listed Buildings will also be an important factor in the consideration of nearby development proposals.

Many Listed Buildings are located in residential areas and therefore are included in the mapping.

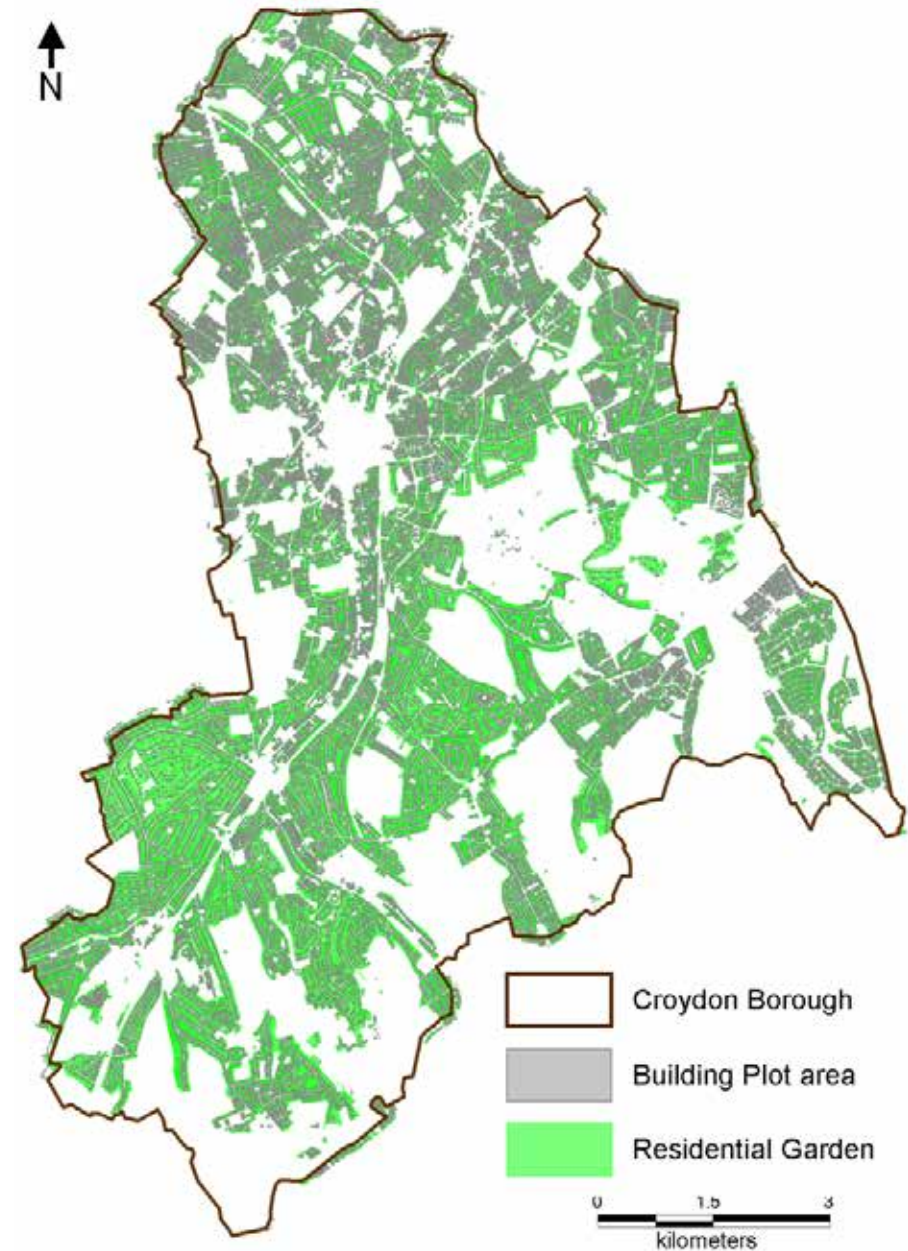
- Locally Listed Buildings:

A large number of buildings in the borough are included on Croydon's Local List of Buildings of Architectural or Historic Interest, and there will be a presumption in favour of their retention, in recognition of the positive contribution they make to the townscape. External alterations to a Locally Listed Building will require planning permission. Locally listed buildings are often located in residential areas and therefore are also included in the mapping.



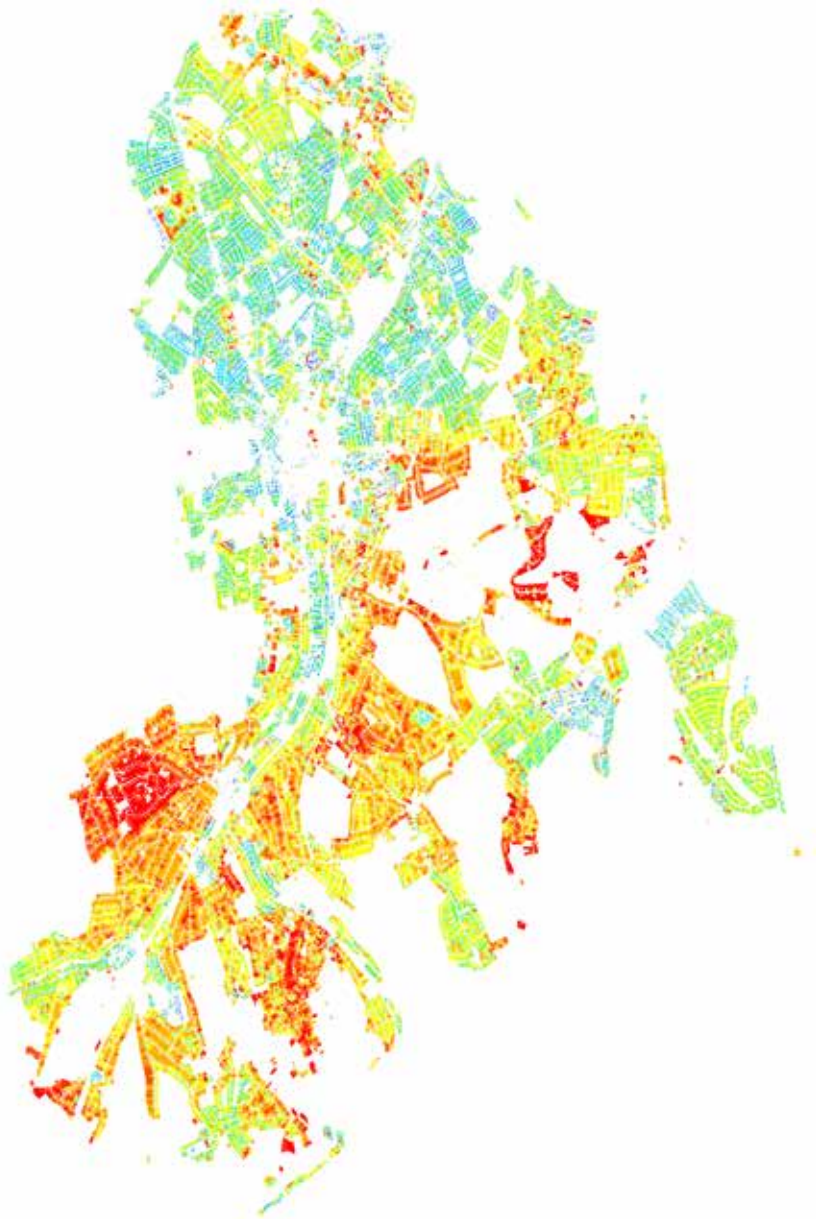
The diagram and graph show the break up of the residential land use that makes up 42.9% of the total land use in the borough.

- 35% of the total borough area is made up of residential garden space.
- 60% of the total borough area is made up of residential garden space, recreational space and Broad leaved woodland.
- 9% of the total borough area is made up of buildings.



### TOTAL BUILDING / GARDEN AREA (KM<sup>2</sup>)

Space Syntax Limited © 2009



2,000 to 20,000	(558)
1,000 to 2,000	(2525)
500 to 1,000	(10179)
250 to 500	(19800)
150 to 250	(18702)
100 to 150	(17316)
75 to 100	(15441)
50 to 75	(23275)
25 to 50	(28462)
0 to 25	(35877)

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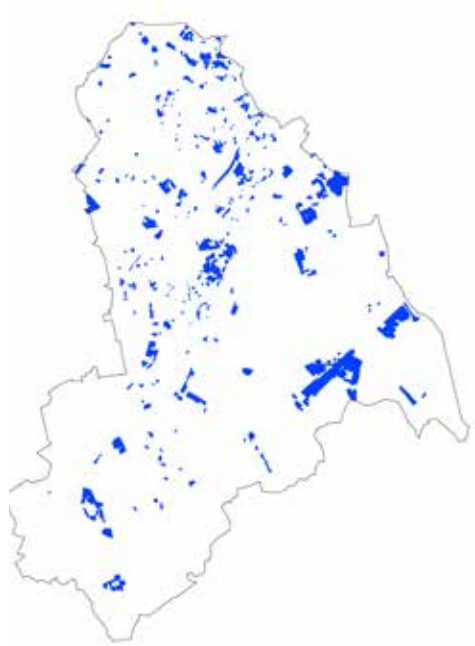
Map 1. Location of the Local Areas of Special Character within 16 Places of Croydon.





SECTION 2:  
PREDOMINANTLY RESIDENTIAL TYPOLOGIES

# COMPACT HOUSES ON RELATIVELY SMALL PLOTS



## **Predominant period**

1950-present

## **Location**

within established suburbia, on outskirts of suburbia, as fill-in and re-developments in the historic areas

## **Townscape character**

Planned estates or fill in high density developments predominantly set in an organic layout, buildings loosely following the streets, separate blocks of garages

## **Residential character**

Mixed building form and densities: detached, semi detached, small terraces, maisonettes, some bungalows

**Examples:** Park Hill, Forestdale, Fieldway, Valley Park, Deepfield Way, Stambourne Way, Wakefield Gardens



## ANALYSIS

Density - units per hectare	between 13 and 50 u/h (average 48 u/h)
Block size/structure	Closes, cul de sacs, often staggered building lines
Area of house footprint (average m <sup>2</sup> )	54m <sup>2</sup>
Height of house (storeys)	Majority 2 storeys
Approx % with extensions	Limited scope for extensions.
Area of plot (average m <sup>2</sup> )	200m <sup>2</sup>
Area of garden, including hard standing	0 - 200 m <sup>2</sup>
Ratio of building to land	1 : 2
Width of plot	4 - 12m (average 6.3m)
Width of street	4 - 16m (average 9m)
Distance between neighbouring buildings	0 - 7m Often not aligned with each other
Distance between opposing buildings (front)	10 - 22m Often do not face each other
Length of front garden	0 – 7m (average 3.6m)
Distance between opposing buildings (rear)	10 - 40m Often do not back onto each other.
Length of rear garden	0 – 24m (average 8.6m)

## TOWNSCAPE AND LANDSCAPE

- This housing type encompasses a wide range of buildings including terraces, mews, semi detached and detached houses. This variety reflects the amount of land available for developments, along with a desire to maximise densities and profitability.
- Building lines are often extremely fragmented, with most blocks and houses failing to address the street or each other. Staggered building lines, as well as those where there is poor definition between public and private space, are characteristic. Landscaping and trees might be confined to any left over space at the edges of developments, or else be in more spacious communal gardens. Car access and parking has often taken precedence over providing adequate provision for pedestrians.
- Schemes such as Turnpike Link and St Bernards, both at Park Hill and commissioned by the developer Wates, are more successful in their use of innovative planning techniques which clearly delineate between public and private space, as well as integrating a rich variety of planting.



## DESIGN, MATERIALS & FEATURES

- Some buildings, were often designed with recognisably modernist influences and as such are very simple in form and appearance. Features which typify this type of architecture are flat roofs and large expanses of glazing and concrete. Housing designed to fit into an existing context might utilise recognisable materials such as clay tiles and stock-coloured bricks, although these are often artificial imitations.
- Where houses are not faced externally in concrete or brick, various types of cladding are a common feature. This might include different varieties of treated or painted timber, clay tiles or increasingly uPVC.



## CHARACTERISTICS

Walls	Red or buff brick, render, cladding in timber, clay tiles or uPVC
Roofs	Pitched roofs with artificial clay or slate tiles. Flat roofs hidden behind parapets with articulated coping. Generally no chimneys.
Windows	uPVC, metal or timber casements, generally in horizontal configuration
Features	Limited architectural decoration. Some housing with indistinct historical references.
Extensions	Conservatories, single storey rear and side extensions. Limited potential for conversion and extension.
Outbuildings	Sheds, limited space for other outbuildings
Trees in gardens	Small ornamental species, fruit trees
Trees in street	Areas of landscaping and tree planting often integrated into the development. Some older trees retained amid redevelopment.
Boundaries	Often no front boundary, open driveway/front garden, communal gardens
Car parking	Garages either integral to design of houses, or in separate blocks. Parking on hard standing to front of house. Street parking unusual.
Negative alterations and additions	Piecemeal change destroys any intended unity of individual developments.

# DETACHED HOUSES ON RELATIVELY LARGE PLOTS



## Predominant period

1910-1950

## Location

outer suburbia, further from town centres and district centres.

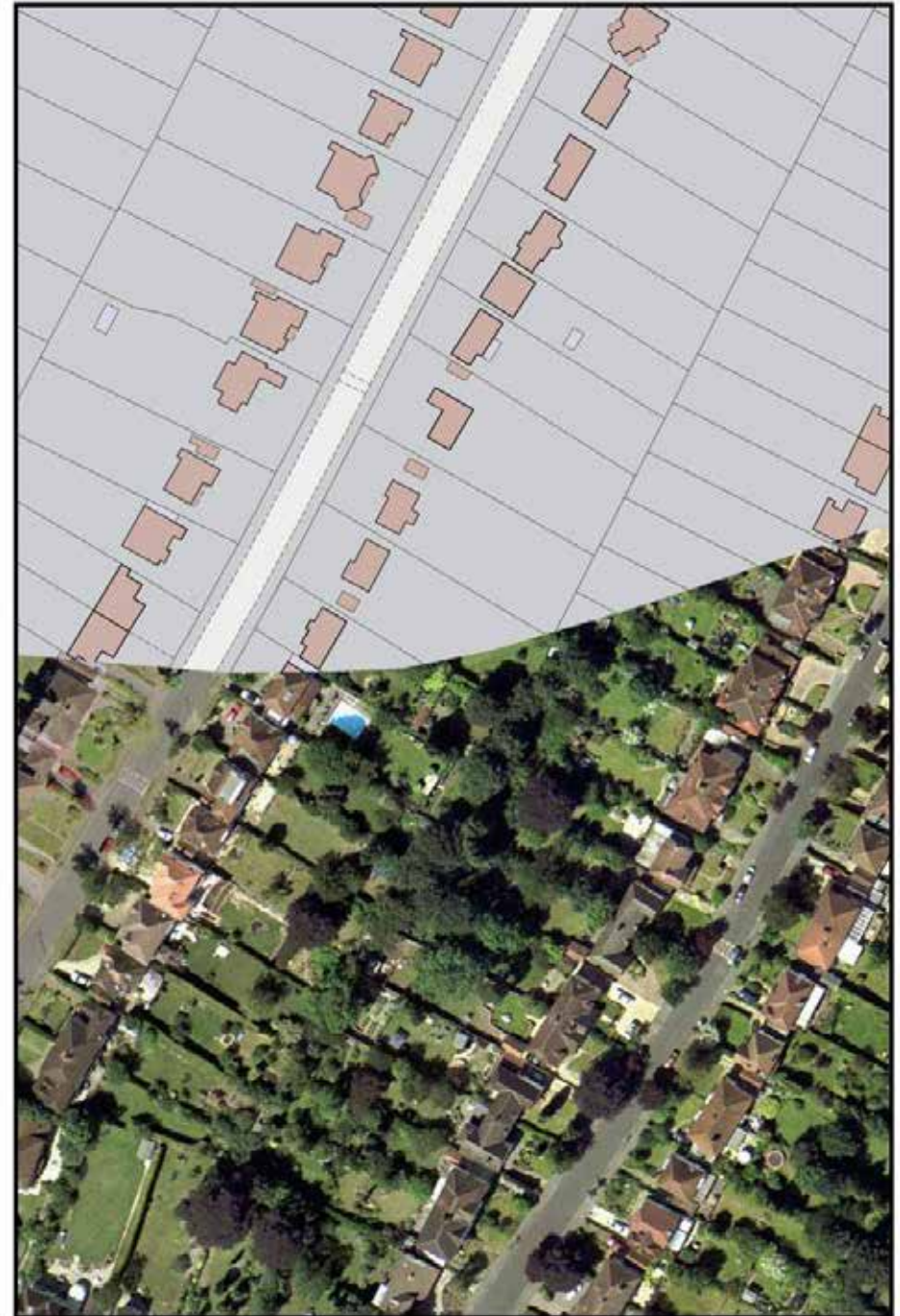
## Townscape character

Suburban evolved estates, no uniformity in design, houses have similar relationship to street, integration of buildings and soft landscaping, large front gardens, some covenants on land

## Residential character

Medium-large two storey detached houses dominate, some semi detached, some bungalows, garages integrated or detached, driveways, large rectangular plots,

**Examples:** Whitgift Estate, Croham Manor Road, West Purley, Foxley lane, Orchard Road, Glebe Hyrst, Hartley and District, Coulsdon Manor Estate.



## ANALYSIS

Density - units per hectare	Between 9 and 12 u/h (average 10.6 u/h)
Block size/structure	Houses predominantly arranged in rows.
Area of house footprint (average m <sup>2</sup> )	100m <sup>2</sup>
Height of house (storeys)	Majority 2 storeys, some 2.5 storeys, some bungalows.
Approx % with extensions	Majority.
Area of plot (average m <sup>2</sup> )	970m <sup>2</sup>
Area of garden, including hard standing	870m <sup>2</sup>
Ratio of building to land	1 : 8.6
Width of plot	15 – 21.5m (average 17m)
Width of street	12 - 16m (average 13m)
Distance between neighbouring buildings	3 - 7m (average 4.7m)
Distance between opposing buildings (front)	28 - 41m (average 34m)
Length of front garden	9.5 – 14.5m (average 11m)
Distance between opposing buildings (rear)	50 - 96m (average 80.5m)
Length of rear garden	21 - 56m (average 40m)

## TOWNSCAPE AND LANDSCAPE

- The Garden City Movement, as founded by Ebenezer Howard in 1898, had a significant impact on the way in which areas of suburban housing were laid out in the first half of the 20<sup>th</sup> century. Although the original Garden City ideal was to create self-contained communities with shops, agriculture and light industry, it was the concept of re-housing Britain in a semi-rural setting which inspired the form of numerous new estates built between 1910 and 1950.
- These garden suburbs are laid out over areas of previously undeveloped countryside, farmland, or country estates. They often retain landscape features, patches of woodland, historic thoroughfares or boundaries, and the names of streets often reflect the historical origins of the land.
- Many estates have restrictive covenants imposed on them by the former owners of the land, which initially had the effect of controlling the general form and layout of any development, as well as specific details.
- Although a number of these houses of this period are built in an art deco style, the majority were influenced by English vernacular and Tudor architecture. This prevailing style, which is often referred to as 'Tudorbethan' has a unifying effect on the detached houses in these estates.



## DESIGN, MATERIALS AND FEATURES

- As a development of the Arts and Crafts movement, which was at its height between approximately 1890 and 1910, the highest quality houses are constructed using traditional materials and methods, exhibiting fine finishes and craftsmanship. Houses are generally built of brick, often with timber framing, weatherboarding or tile hanging to upper storeys and rendered lower levels.
- Some houses built at greater expense often utilise native hardwood structural frames and handmade tiles, whereas plainer examples might have imitation framing and machine made tiles, or rendered elevations. Houses display a diverse range of materials, in a varied palette often corresponding to the local vernacular, or else are simply finished in render or brick.



Photo 3. Typical street view



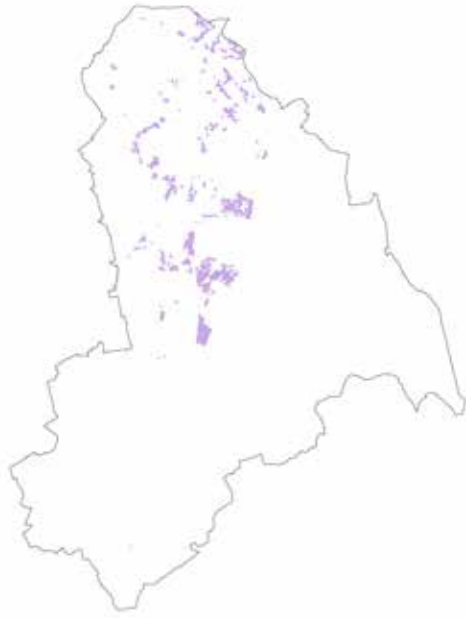
Photo 2. Typical arrangement



## CHARACTERISTICS

Walls	Red brick or rendered, some with tile-hung or timber-framed sections.
Roofs	Red or brown clay tiles.
Windows	Casements in timber or steel. Often leaded glass; bay windows; dormers.
Features	Features might include swept gables, bay windows, feature stained glass, dormer windows, ornamental brick chimney stacks.
Extensions	Roof extensions; rear and side extensions of one of two storeys; side extensions over garages.
Outbuildings	Garages; garden buildings (sheds, greenhouses, summer houses). Also some outdoor swimming pools.
Trees in gardens	Over 60% tree coverage. Small ornamental species dominate.
Trees in street	More likely on wider street with grass verge.
Boundaries	Low front walls of brick, flint, stone, or hedges/other planting.
Car parking	Integral or detached garages to the side; open driveways and hard standing to front boundaries.
Negative alterations and additions	Satellite dishes or burglar alarms; inappropriate large front gates and boundaries.

# LARGE HOUSES ON RELATIVELY SMALL PLOTS



## Predominant period

Victorian (1840-1901) and Edwardian (1901-1914).

## Location

on the hills close to the town centre and district centres.

## Townscape character

Some degree of uniformity and design cohesion, and strong relationship to the street, consistent front and rear building lines. Regular rhythm of buildings with some spacing between. Parking on streets. Built form dominant.

## Residential character

Large detached or semi-detached housing 3-5 storeys with small front gardens, but no provision for garages. Some converted into apartments. Long / large rear gardens.

**Examples:** Castlemaine Avenue, Croham Park Avenue, The Waldrons, Lower Addiscombe Road, Birdhurst Road, Campden Road.





## ANALYSIS

Density - units per hectare	Between 11 and 32 u/h (average 19u/h)
Block size/structure	Uniform rows, some crescents
Area of house footprint (average m <sup>2</sup> )	114m <sup>2</sup>
Height of house (storeys)	Majority 2 or 3 storeys, many with basements and attic rooms
Approx % with extensions	Majority
Area of plot (average m <sup>2</sup> )	660m <sup>2</sup>
Area of garden, including hard standing	560m <sup>2</sup>
Ratio of building to land	1 : 5
Width of plot	6 – 13m (average 8.7m)
Width of street	11 – 13m (average 11.9m)
Distance between neighbouring buildings	1 – 6m (average 2.6m)
Distance between opposing buildings (front)	18 - 35m (average 26.6m)
Length of front garden	3 - 12m (average 7.3m)
Distance between opposing buildings (rear)	30 - 95m (average 57m)
Length of rear garden	17 - 52m (average 31m)

## TOWNSCAPE AND LANDSCAPE

- Improved transport links, particularly with new railway lines in and out of towns and cities, allowed aspirational and newly wealthy Victorians to continue working in town, yet move out into the first fully fledged suburbs.
- Large imposing houses were built on the fringes of towns, close to railway stations and main transport routes. The best houses are often found close to amenities such as parks and churches, which were also created at great expense.
- The layout of areas varies, but streets were often laid out and planted with trees in advance of the construction of houses, which might then develop incrementally according to the individual preferences of purchasers and builders.
- Plot sizes are compact in relation to the size of houses with only minimal front gardens separating them from the pavement. There is often little separation between buildings, however, high quality public realm, mature trees and wide streets often compensate for lack of private space.



## DESIGN, MATERIALS AND FEATURES

- Several Acts of Parliament in the second half of the nineteenth century had the effect of controlling the layout and design of new housing, with matters such as windows sizes, ceiling heights and sanitation provision now being specified. Within these limitations an enormous range of newly mass-produced decorative features could then be applied.
- House pattern books, which had been around since the Georgian period, made a diverse range of fashionable internal and external features available at reasonable prices. Although many of these features were also utilised for smaller terraced houses, products which might include terracotta and plasterwork could be added by builders, sometimes to spectacular effect.



## CHARACTERISTICS

Walls	London stock brick or red brick
Roofs	Slate or clay tiles
Windows	Traditionally vertical timber sash windows. Some timber casements on later examples.
Features	Bay windows, decorative door/window surrounds, feature stained glass, decorated gables, bargeboards, terracotta
Extensions	Roof extensions; rear extensions of one or two storeys; basement extensions.
Outbuildings	Outhouses, ancillary buildings on the rear boundary.
Trees in gardens	Small/medium trees to some front gardens. Often large mature trees to rear gardens.
Trees in street	London plane trees,
Boundaries	Low brick front walls, may have originally had cast iron railings.
Car parking	Parking on street or paved front garden. Some streets have rear service roads wide enough to allow access to rear garages.
Negative alterations and additions	Satellite dishes or burglar alarms on front elevations; loss of front boundaries; loss of front gardens for parking.

# LOCAL AUTHORITY BUILT HOUSING WITH PUBLIC REALM



## Predominant period

1920-1960

## Location

Close to suburban district centre, stations, main roads, higher density than privately built planned estates

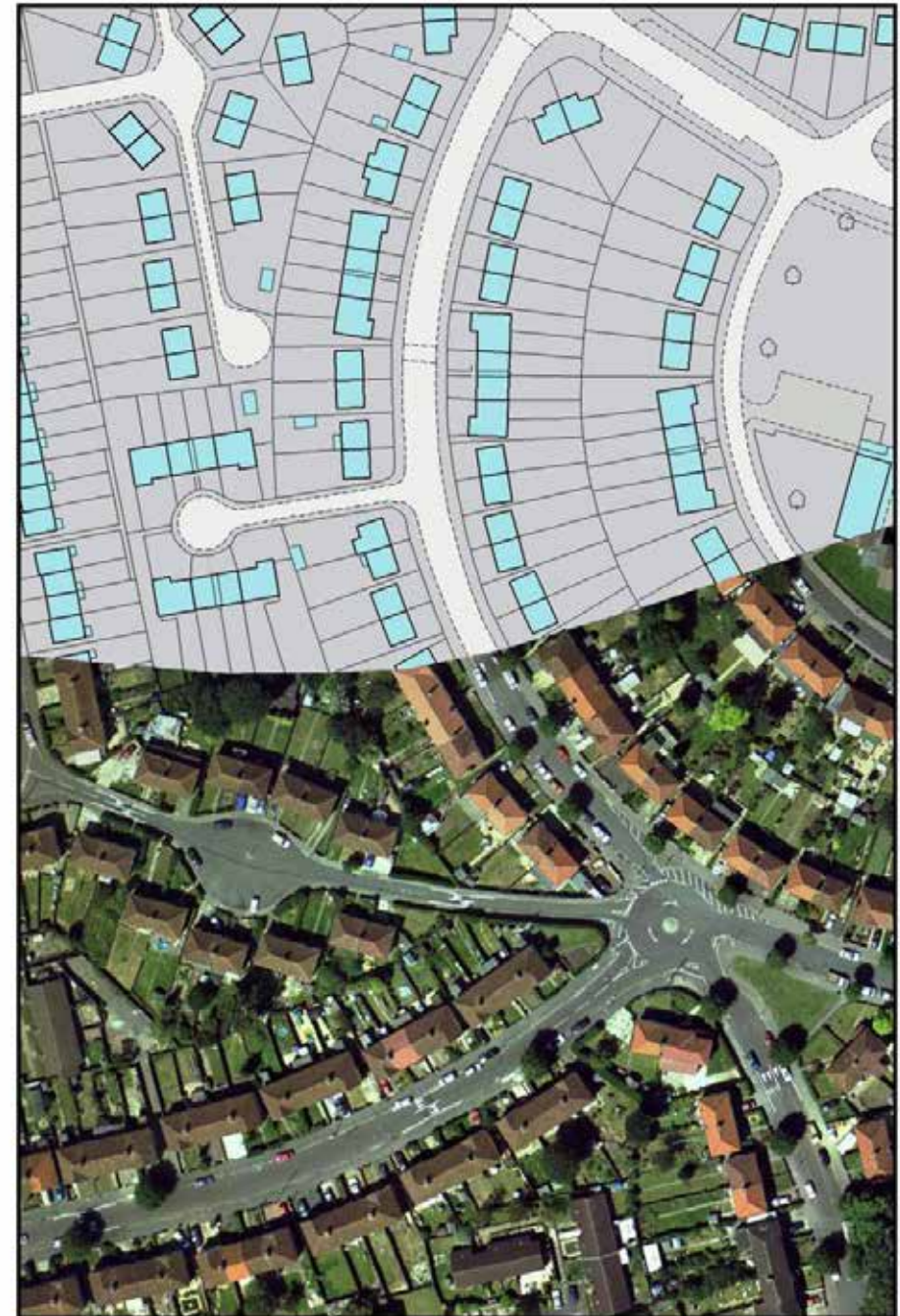
## Townscape character

A single architectural style dominates in each area. Interesting layout of the street network. Areas include public realm designed to promote communities.

## Residential character

Dominated by maisonettes, semi detached, some small terraces, front gardens, majority without garages

**Examples:** Grasmere Road, Long Lane, Melfort Road, New Addington, Monkshill, Waddon Estate, Tollers Lane, Denning Road



## ANALYSIS

Density - units per hectare	Between 26 and 54 u/h
Block size/structure	Rows, crescents, small terraces
Area of house footprint (average m <sup>2</sup> )	47m <sup>2</sup>
Height of house (storeys)	Majority 2 storeys.
Approx % with extensions	Less than half. Extensions on council-owned property less likely.
Area of plot (average m <sup>2</sup> )	275m <sup>2</sup>
Area of garden, including hard standing	230m <sup>2</sup>
Ratio of building to land	1 : 5
Width of plot	6.4 – 13.4m (average 8.68m)
Width of street	11 – 13m (average 11.9m)
Distance between neighbouring buildings	4.2 – 8.3m (average 5m)
Distance between opposing buildings (front)	23 – 29m (average 26m)
Length of front garden	6 – 9m (average 7.3m)
Distance between opposing buildings (rear)	29 – 53m (average 36.5m)
Length of rear garden	11 – 36m (average 18.8m)

## TOWNSCAPE AND LANDSCAPE

- Local authority estates share common origins with their privately built counterparts, and the additive nature of earlier cottage estates appealed to the builders of both types of housing. Whereas speculative developers provided housing which would appeal to the purchaser seeking an individual and stylish home, local authorities planned estates with an overall sense of order that would promote community and equality.
- The intention was to create communities by providing a full range of facilities which would ideally include provision for shops, businesses, schools, churches and community halls, but in practice consists of only a recreation ground and a few shops.
- Earlier semi-detached or terraced schemes evolved into more innovative developments which might include blocks of flats or maisonettes surrounded by areas of car parking and parkland, perhaps with a playground.



## DESIGN, MATERIALS AND FEATURES

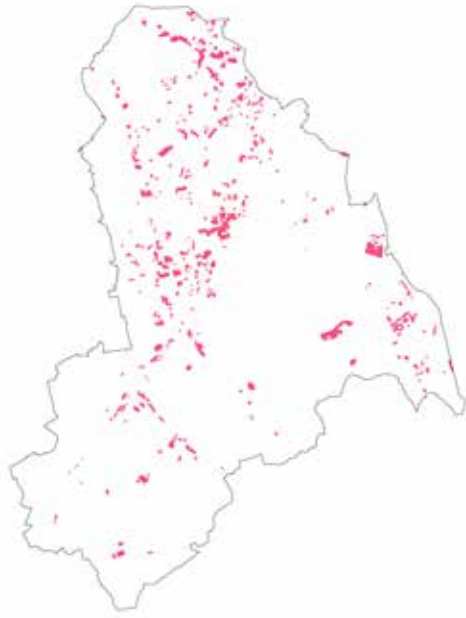
- Houses were designed with simple, regularised forms in a loosely neo-Georgian style that would promote an ordered community. As such, housing continued to be minimally detailed, with little in the way of external decoration, and rolled out in standardised forms.
- The simple design and appearance of local-authority built housing also reflected the difficult economic conditions faced by the builders, with the impact of the wars and the great depression forcing a modest approach. In reality many public housing schemes relied on private investment to a certain extent.
- Houses and flats were of a consistent size and layout so that all prospective tenants could be given equal opportunities, and not be channelled into specific areas according to the size of their family. Whilst in continued council ownership this consistency has been maintained through comprehensive maintenance and improvement schemes. Variations begin to occur on privately owned examples.



## CHARACTERISTICS

Walls	Predominantly render painted white.
Roofs	Slate or clay tiles. Simple roof forms, often hipped. Chimneys.
Windows	Casements in timber, metal or plastic. Often leaded glass; curved or canted two storey bay windows; dormers.
Features	Minimal features.
Extensions	Roof extensions; rear extensions of one or two storeys; side extensions over garages.
Outbuildings	Detached garages; sheds.
Trees in gardens	Small-medium species. Prunus, Sorbus, Malus, eg. cherry, Rowan, Whitebeam
Trees in street	More likely on wider streets
Boundaries	Brick walls, privet hedges, fences.
Car parking	Parking on street or paved front garden. Some streets have rear service roads wide enough to allow access to rear garages.
Negative alterations and additions	Satellite dishes or burglar alarms on front elevations; loss of front boundaries; loss of front gardens.

# MEDIUM RISE BLOCKS WITH ASSOCIATED GROUNDS



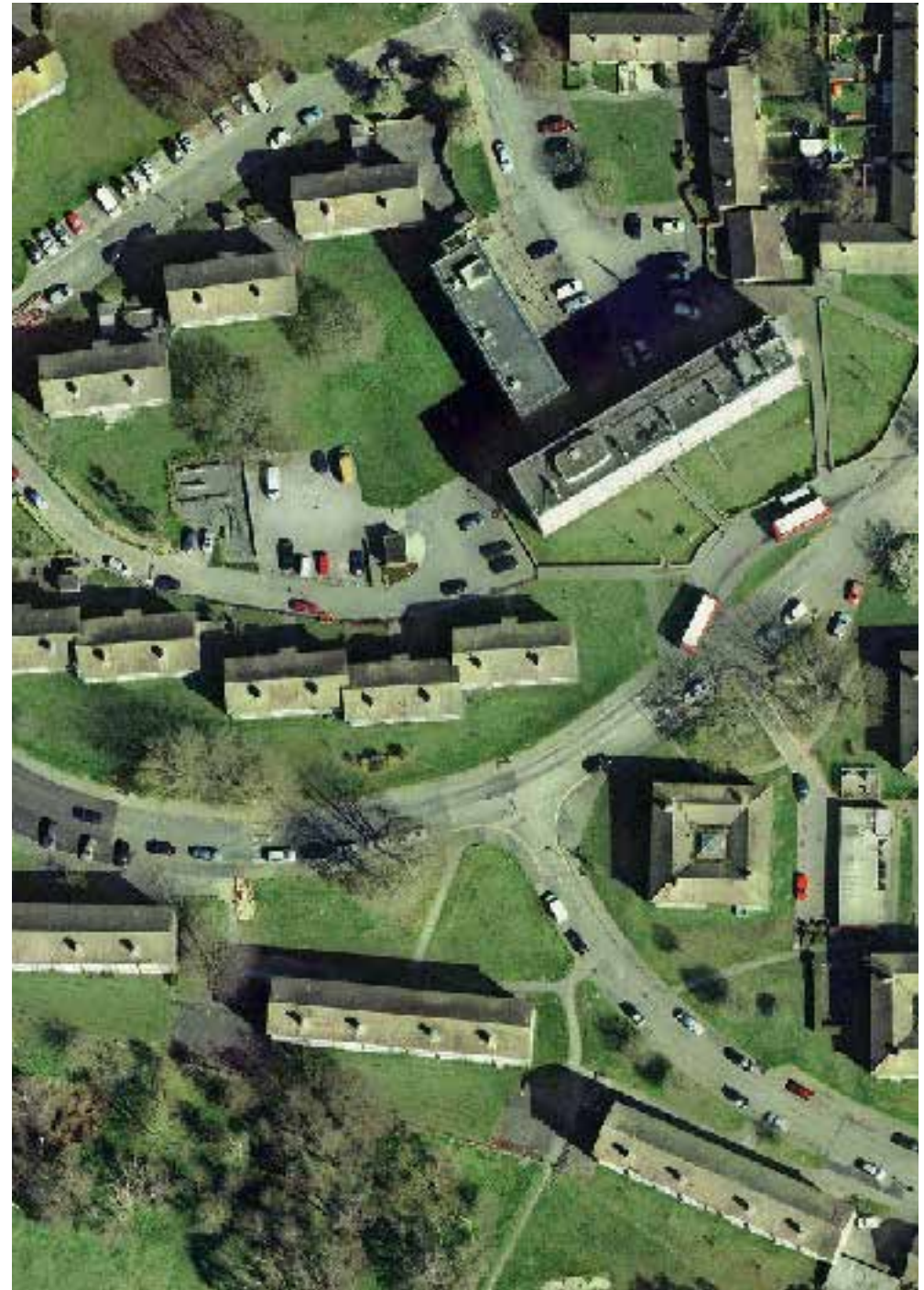
**Predominant period**  
1920-present

**Location**  
within established suburbia and on outskirts of suburbia also redevelopment areas

**Townscape character**  
Planned late 20th century estates with higher density and less land, large purpose built blocks in large plots, few local centres, separate blocks of garages

**Residential character**  
Mixed building form and densities. Detached, semi detached, small terraces, blocks of flats, some bungalows.

**Examples:** Park Hill, Forestdale, Fieldway, Valley Park, Campion Close, Pawsons Road, Sylvan Rise



## ANALYSIS

Density - units per hectare	between 64 and 119 u/h average 91 u/h
Block size/structure	buildings scattered in soft landscaping, rows, staggered building lines, well defined court yard areas
Area of house footprint (average m <sup>2</sup> )	Large variations
Height of house (storeys)	3 - 6 storeys
Approx % with extensions	Limited scope for extensions
Area of plot (average m <sup>2</sup> )	no individual plot
Area of garden, including hard standing	no individual gardens
Ratio of building to land	average 1 : 4
Width of plot	Houses: 4 - 12m (average 6.3m)
Width of street	4-16m (average 9m)
Distance between neighbouring buildings	Large variation.
Distance between opposing buildings (front)	Large variation. Often do not face each other
Length of front garden	Large variation
Distance between opposing buildings (rear)	Large variation. Often do not back onto each other.
Length of rear garden	Houses: 4 – 24m (average 13.6m)

## TOWNSCAPE AND LANDSCAPE

- This housing type encompasses a wide variety of large and small blocks of flats. This variety often reflects the amount of land available for developments, along with a desire to maximise densities and profitability.
- Flats are generally planned and built in blocks of over three storeys, surrounded by communal space with car parking and separate garage blocks, whereas closes and cul de sacs might be squeezed into smaller backland plots that leave little provision for public and private open space.
- Schemes such as Turnpike Link and St Bernards, both at Park Hill and commissioned by the developer Wates, are more successful in their use of innovative planning techniques which clearly delineate between public and private space, as well as integrating a rich variety of planting.
- Building lines are often extremely fragmented, with most blocks and houses failing to address the street or each other. Staggered building lines, as well as those where there is poor definition between public and private space, are characteristic. Landscaping and trees might be confined to any left over space at the edges of developments, or else be in more spacious communal gardens. Car access and parking has often taken precedence over providing adequate provision for pedestrians.



## DESIGN, MATERIALS & FEATURES

- Some buildings were designed with recognisably modernist influences and as such are very simple in form and appearance. Features which typify this type of architecture are flat roofs and large expanses of glazing and concrete. Housing designed to fit into an existing context might utilise recognisable materials such as clay tiles and stock-coloured bricks, although these are often artificial imitations.
- Where flats are not faced externally in concrete or brick, various types of cladding are a common feature. This might include different varieties of treated or painted timber, hanging tiles, or increasingly uPVC.

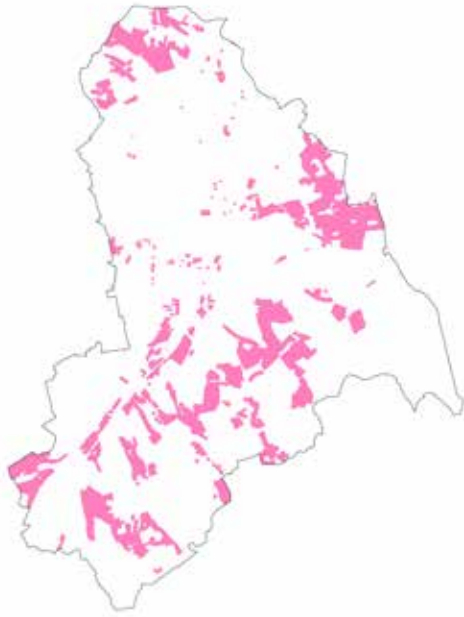


## CHARACTERISTICS

Walls	Red or buff brick, render, cladding in timber or uPVC
Roofs	Pitched roofs with artificial clay or slate tiles. Flat roofs on earlier blocks. Generally no chimneys.
Windows	uPVC, metal or timber casements, generally in horizontal configuration
Features	Limited architectural decoration
Extensions	Limited potential for extensions
Outbuildings	Refuse storage, garage blocks
Trees in gardens	Small ornamental species, fruit trees
Trees in street	Areas of landscaping and tree planting often integrated into the development. Some older trees retained amid redevelopment.
Boundaries	Predominantly no front boundary, communal gardens
Car parking	Garages in separate blocks. Parking on hard standing on access roads or on dedicated parking lots
Negative alterations and additions	Piecemeal change destroys any intended unity of individual developments.



# PLANNED ESTATES OF SEMI DETACHED HOUSES



## **Predominant period**

Interwar. Predominantly 1925-1945

## **Location**

Outer suburbia, further from town centre.

## **Townscape character**

Planned estates, built speculatively by developers, with public realm, front gardens.

## **Residential character**

Predominantly semi detached. Some detached; low density; strong identity.

**Examples:** Ballards, Elmers End, Spring Park, Ridgeway, Croham Heights, Rickman Hill, Covington Way



## ANALYSIS

Density - units per hectare	Between 14 and 25 u/h (average 19 u/h)
Block size/structure	Some rows, but often crescents, cul de sacs, or irregularly curved streets.
Area of house footprint (average m <sup>2</sup> )	73m <sup>2</sup>
Height of house (storeys)	Majority 2 storeys.
Approx % with extensions	More than half.
Area of plot (average m <sup>2</sup> )	545m <sup>2</sup>
Area of garden, including hard standing	470m <sup>2</sup>
Ratio of building to land	1 : 6.5
Width of plot	8 - 12m (average 10.5m)
Width of street	12 - 14m (average 12.6m)
Distance between neighbouring buildings	2 - 6m (average 3.6m)
Distance between opposing buildings (front)	25 - 28m (average 26m)
Length of front garden	5 – 7.5m (average 7m)
Distance between opposing buildings (rear)	45 - 90m (average 63m)
Length of rear garden	30 - 45m (average 35m)

## TOWNSCAPE AND LANDSCAPE

- Poor living conditions in overcrowded and polluted towns and cities, as well as the social impact of the First World War, instigated a new desire to re-house the urban population in an improved environment.
- Extensive areas of land were acquired by developers for the construction of suburban estates, often at some distance to district or metropolitan centres, which were intended to be accessed primarily by car or bus. For the first time the car was fully integrated into the design of streets and houses.
- Developers in Croydon included Wates (Norbury), Laing (Riddlesdown area), Costain (Croham Heights). Partly as an effect of the Depression of the 1930s, smaller developers were often put out of business, leaving the private property market dominated by larger corporations.



Photo 5. Houses with curved bays and integral garages



Photo 4. Houses in Art Deco style

## DESIGN, MATERIALS AND FEATURES

- Seven standard house designs were used, which could then have a variety of materials and features applied according to taste. The prevailing style selected is now commonly described as 'Tudorbethan' in reference to the use of Tudor and Elizabethan-style timber framing and other rustic features. From the outset, house buyers could select their preferred design from a catalogue, which also emphasised the benefits of a brand new, modern home in a suburban location.
- As a reaction against the uniformity of terraces, houses were originally advertised as being individually designed, which appealed to purchasers seeking an idealised detached country home. Economic restrictions prevented the building of detached houses, but on the other hand the combination of two houses under one roof achieves a greater impression of grandeur
- The best features and materials are reserved for the front and rear elevations, and the side walls are generally plain, perhaps with a tradesman's entrance. Allowing access to the back gardens down the side of houses meant that costly additional rear service roads were not required.



## CHARACTERISTICS

Walls	Red brick or rendered, some with tile-hung or timber-framed sections.
Roofs	Red or brown clay tiles.
Windows	Casements in timber or steel. Often leaded glass; curved or canted two storey bay windows; dormers.
Features	Tudorbethan. Features might include swept gables, porches, entrance canopies, feature stained glass with sunray motif, dormer windows.
Extensions	Roof extensions; rear extensions of one or two storeys; side extensions over garages; rear conservatories.
Outbuildings	Some detached garages set back from the street
Trees in gardens	Small-medium species. Prunus, Sorbus, Malus, eg. cherry, Rowan, Whitebeam
Trees in street	More likely on wider streets with grass verges. Individual streets may have themed planting.
Boundaries	Low brick front walls or low hedges, higher rear boundary fences
Car parking	Integral garages accessed by small front driveway
Negative alterations and additions	Satellite dishes or burglar alarms on front elevations; loss of front boundaries; loss of front gardens for parking; side extensions create a terracing effect.

# SCATTERED HOUSES ON LARGE PLOTS



## Predominant period

Mixed period

## Location

Rural, greenbelt fringe

## Townscape character

Loose knit, buildings separated from the street, organic layout and siting, landscape dominates, variety of building forms lacking uniformity or architectural cohesion

## Residential character

1-2 storey, detached, semi detached, low rise and low density

**Examples:** Kenley, Coulsdon, Bishops Walk, Shirley Hills Road.



## ANALYSIS

Density - units per hectare	Between 3 and 8 u/h (average 4 u/h)
Block size/structure	N/A
Area of house footprint (average m <sup>2</sup> )	154m <sup>2</sup>
Height of house (storeys)	Majority 2 storeys, some bungalows.
Approx % with extensions	Majority.
Area of plot (average m <sup>2</sup> )	2775m <sup>2</sup>
Area of garden, including hard standing	2621m <sup>2</sup>
Ratio of building to land	1 : 17
Width of plot	20 - 52m (average 43m)
Width of street	8 – 15m (average 12m)
Distance between neighbouring buildings	9 - 40m (average 22m)
Distance between opposing buildings (front)	51 – 100m (average 64m)
Length of front garden	17 - 32m (average 22m)
Distance between opposing buildings (rear)	54 - 132m (average 84m)
Length of rear garden	24 - 72m (average 42m)

## TOWNSCAPE AND LANDSCAPE

- The housing type encompasses a wide variety of architectural styles and periods, and relates to individually designed houses built on large irregularly shaped plots, as well as those laid out as part of wider developments. The Webb Estate is a significant example of a garden estate laid out in accordance with strict principles to maximise the natural environment and ensure a high quality of development.
- The layout of areas is also irregular, although houses are generally set well back from the road and at some distance from each other. Large front gardens often allow space for a long driveway and a parking area entered through large security gates. Generous plots sizes also mean that there is great potential for adding outbuildings, and there will often be a separate garage block flanking the house, with other types of building to the rear.
- Many houses of this type are located in greenbelt land, with mature gardens and any other landscaping acting as a continuation of the surrounding countryside. However, formal planting schemes and extensive lawns might intentionally contrast with the wider setting.



## DESIGN, MATERIALS & FEATURES

- As with detached houses on large plots, the predominant architectural style of those built between 1910 and 1950 is loosely Arts and Crafts, with rustic features based on Tudor and Medieval architecture. Later in the twentieth century, a greater variety of styles began to be used, with neo-Georgian examples becoming commonplace.
- Opportunities for new houses on this scale have become more limited in recent decades, with increased planning restrictions and a lack of available land. Therefore the re-development of earlier buildings is a more regular occurrence. This might involve the construction of a large house on the site of a bungalow; the redevelopment of a house to provide a larger residential institution; or the substantial conversion and extension of an existing house. The design of new developments is largely consistent with existing styles, although becoming increasingly watered down, and making greater use of modern materials and construction methods.



Photo 8. House with Tudor details



Photo 6. Red brick house



Photo 7. White house

## CHARACTERISTICS

Walls	Red brick, stock brick, or rendered, some with tile-hung or timber-framed sections.
Roofs	Red or brown clay tiles.
Windows	Casements in timber or steel. Often leaded glass; bay windows; dormers.
Features	Features might include swept gables, bay windows, columns, grand entrances.
Extensions	Large potential for extension due to size of plot. Rear extensions, conservatories, side extensions. Roof extensions less likely.
Outbuildings	Garages, outhouses, garden buildings (sheds, greenhouses, summer houses). Also some outdoor swimming pools.
Trees in gardens	A large variety of species and sizes.
Trees in street	Street less defined, but dominance of natural environment generally means mature trees.
Boundaries	High boundaries with walls, fences, hedges, trees and other planting. Imposing entrance gates.
Car parking	Space for several cars in driveway. Garages can accommodate at least two cars. Street parking very rare.
Negative alterations and additions	Overdevelopment of site. Security measures which might include cctv and perimeter security gates/fencing.

# TERRACED HOUSES AND COTTAGES



## Predominant period

Victorian (1837-1901) and Edwardian (1901-1914)

## Location

Urban dominant north of the Borough, active streets, very close to centre/edge of town and district centres.

## Townscape character

Tight knit building form, continuous long building lines, parking on streets, eroded public realm

## Residential character

Terraced housing, some closely arranged semis, 2-5 storeys, relatively high density as tend to be small plots. Some tight knit semis.

**Examples:** Parchmore Road, Avondale Road, Jarvis Road, Huntly Road, Melfort Road, Laud Street

Photo 9. Houses of three storeys with bays



## ANALYSIS

Density - units per hectare	Cottages: between 71 & 99 u/h (average 85) Houses: between 48 & 64 u/h (average 58)
Block size/structure	Majority in grid layout
Area of house footprint (average m <sup>2</sup> )	Cottages: 44 m <sup>2</sup> Houses: 62 m <sup>2</sup>
Height of house (storeys)	Cottages: Majority 2 storeys Houses: 2-3 storeys, many with basements and attic rooms.
Approx. % with extensions	Half
Area of plot (average m <sup>2</sup> )	Cottages: 118m <sup>2</sup> Houses: 175m <sup>2</sup>
Area of garden, including hard standing	Cottages: 113m <sup>2</sup> Houses: 74m <sup>2</sup>
Ratio of building to land	1 : 2
Width of plot	Cottages: 4.4-5.4m (ave 4.7m) Houses: 5.9 - 7.1m (ave 5.5m)
Width of street	Cottages: 11 - 12.5m (ave 12m) Houses: 12 - 13m (ave 12.5m)
Distance between neighbouring buildings	N/A
Distance between opposing buildings (front)	Cottages: 15 - 17m (ave 16.6m) Houses: 17 - 21m (ave 16.5m)
Length of front garden	Cottages: 1.2 - 2.8m (ave 2.2m) Houses: 1.9 - 4.5m (ave 3.2m)
Distance between opposing buildings (rear)	Cottages: 19.5 - 26m (ave 6.6m) Houses: 21 - 43m (ave 30m)
Length of rear garden	Cottages: 8 - 13m (ave 11m) Houses: 9 - 22m (ave 15m)

## TOWNSCAPE AND LANDSCAPE

- Terraced housing was being built in England as early as the seventeenth century, with London's earliest surviving example at Newington Green, Islington, dating from 1658. The arrangement of houses in terraces proved to be a practical method of providing large amounts of accommodation in dense urban areas which could vary dramatically in scale and social conditions. Earlier developments in locations such as Bloomsbury proved to be some of the most desirable and fashionable addresses of the Georgian period, although a large majority of Victorian terraced housing was built to accommodate the industrial workforce.
- The impact of the industrial revolution meant that later in the nineteenth century there was an unprecedented need to provide housing for the exploding urban population. Streets were laid out by developers or landlords, often with a nearby park or recreation ground, and public facilities such as public houses located intermittently on street corners. Streets were generally straight, parallel to each other, or arranged in a grid pattern.
- Variations in natural landscape contours were regularised to a certain degree, so that the space between buildings could contribute to the orderly appearance of the terraces. Trees were planted on wider streets, whilst larger terraces may have had a front garden with a low wall and railings, in which further small trees and planting could be added.





## DESIGN, MATERIALS AND FEATURES

- Victorian Terraced cottages and houses in London are usually built of stock brick with slate roofs, whilst later Edwardian examples might have rendered elevations or tile-hung bays. Projecting bay windows are a typical feature of most terraced houses, with stone mullions and door surrounds. Houses traditionally had timber doors and sash windows; cast iron rainwater goods; and many also had wrought iron railings to the front boundary.
- Although some houses have simple elevations of brick or render, terraces can also utilise a vast array of decorative features. The houses on each terrace generally share a set of common features that might also apply to the wider area.



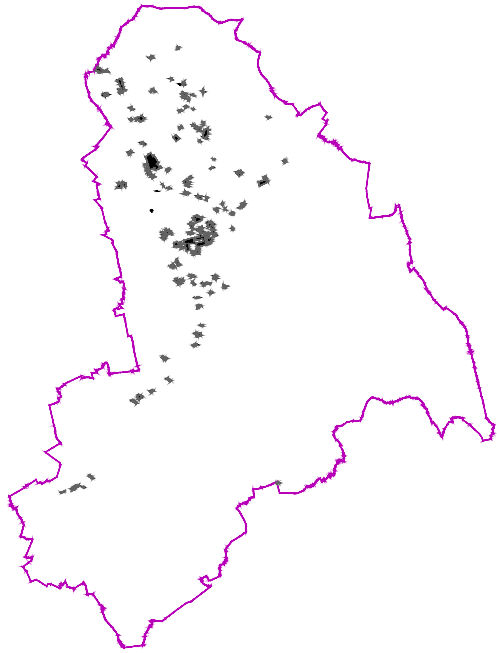
## CHARACTERISTICS

Walls	London stock brick or red brick. Render.
Roofs	Slate or clay tiles.
Windows	Traditionally vertical timber sash windows. Some timber casements on later examples.
Features	Bay windows, decorative door/window surrounds, feature stained glass, decorated gables, bargeboards
Extensions	Roof extensions; rear extensions of one or two storeys; basement extensions.
Outbuildings	Sheds/outhouses to rear boundary.
Trees in gardens	Small-medium species. Prunus, Sorbus, Malus, eg. cherry, Rowan, Whitebeam
Trees in street	More likely on wider streets. London Planes.
Boundaries	Low brick front walls, may have originally had cast iron railings.
Car parking	Parking on street or paved front garden. Some streets have rear service roads wide enough to allow access to rear garages.
Negative alterations and additions	Satellite dishes or burglar alarms on front elevations; loss of front boundaries; loss of front gardens.



SECTION 3:  
PREDOMINANTLY MIXED USE CHARACTER TYPES

# LARGE BUILDINGS WITH CONTINUOUS FRONTAGE LINE



## Location

predominantly concentrated in Croydon Opportunity Area, also in District Centres and along A23

## Predominant Period

various, predominantly C20 onwards

## Townscape character

Well defined street edge, active frontages with direct entrances to the building from the street,

**Examples:** Croydon Civic Centre, Katherine Street, Fair Field area, Mid Croydon Area, Dingwall Road, New South Quarter



## ANALYSIS

Density	1 -7 buildings per ha 180 - 364 housing units
Block size/structure	Grid
Area of building footprint (average m <sup>2</sup> )	Large variation, from 400 m <sup>2</sup>
Height and massing	Significantly larger than predominant scale of the surroundings or 6 storey and more Prominent in scale and design, Local landmarks and destinations
Approx % with extensions	Limited scope for extensions
Area of plot	Large variation, from 700 m <sup>2</sup>
Area of garden, including hard standing	Large variation, from 300 m <sup>2</sup>
Ratio of building to land	1:1.5
Width of plot	Large variation, from 18m
Width of street	12m - 18m
Distance between neighbouring buildings	tight knit, buildings directly adjacent to each other or up to 2 m
Distance between opposing buildings (front)	20m - 24m
Length of front garden	0 - 10m
Distance between opposing buildings (rear)	Large variation, from 10m
Length of rear garden	from 0 - 60m

## TOWNSCAPE AND LANDSCAPE

- Public buildings blended in the urban context, related to public and private sector services such as: education, health, churches and offices , but also mixed use with residential units or residential conversions
- Buildings within a tight knit street frontage, substantially larger than surroundings or more than 6 storey.
- The type supporting urban vibrance, often associated public realm such as piazzas, squares



## DESIGN, MATERIALS & FEATURES

- Buildings are distinctive not only in terms of their scale, but also prominent in terms of their architectural design. Usually coherent with adjacent frontages in terms of rhythm of features or height.
- The materials and decorations applied on buildings often reflect the state of the art of the particular period. Historic buildings are usually made of natural materials such as stone, brick, with high quality and consistent in style features. Contemporary buildings often experiment with more technically advanced materials such as composites or treated metal panels.



## CHARACTERISTICS

Walls	Historic buildings: predominantly brick or stone Buildings from C20 onwards: large variation including brick, concrete, composite or metal panels, ceramic panels
Roofs	predominantly flat roofs some with strong articulation of parapet
Windows	metal or uPVC frames
Features	Large scale architectural decoration predominantly related to the structure of the building
Extensions	Conversions and associated additions of balconies Roof extensions
Outbuildings	Limited scope for outbuildings, refuse storage
Trees in gardens	Small ornamental species Often gardens on the roof
Trees in street	Areas of landscaping and tree planting often integrated into the development Active frontage often associated with planting
Boundaries	Often no front boundary, communal gardens to the rear
Car parking	Limited parking provisions, often within the building envelope.
Negative alterations and additions	Piecemeal change destroys any intended unity of individual developments.

# LARGE BUILDINGS WITH SPACING



## Location

predominantly concentrated in Croydon Opportunity Area, also in District Centres

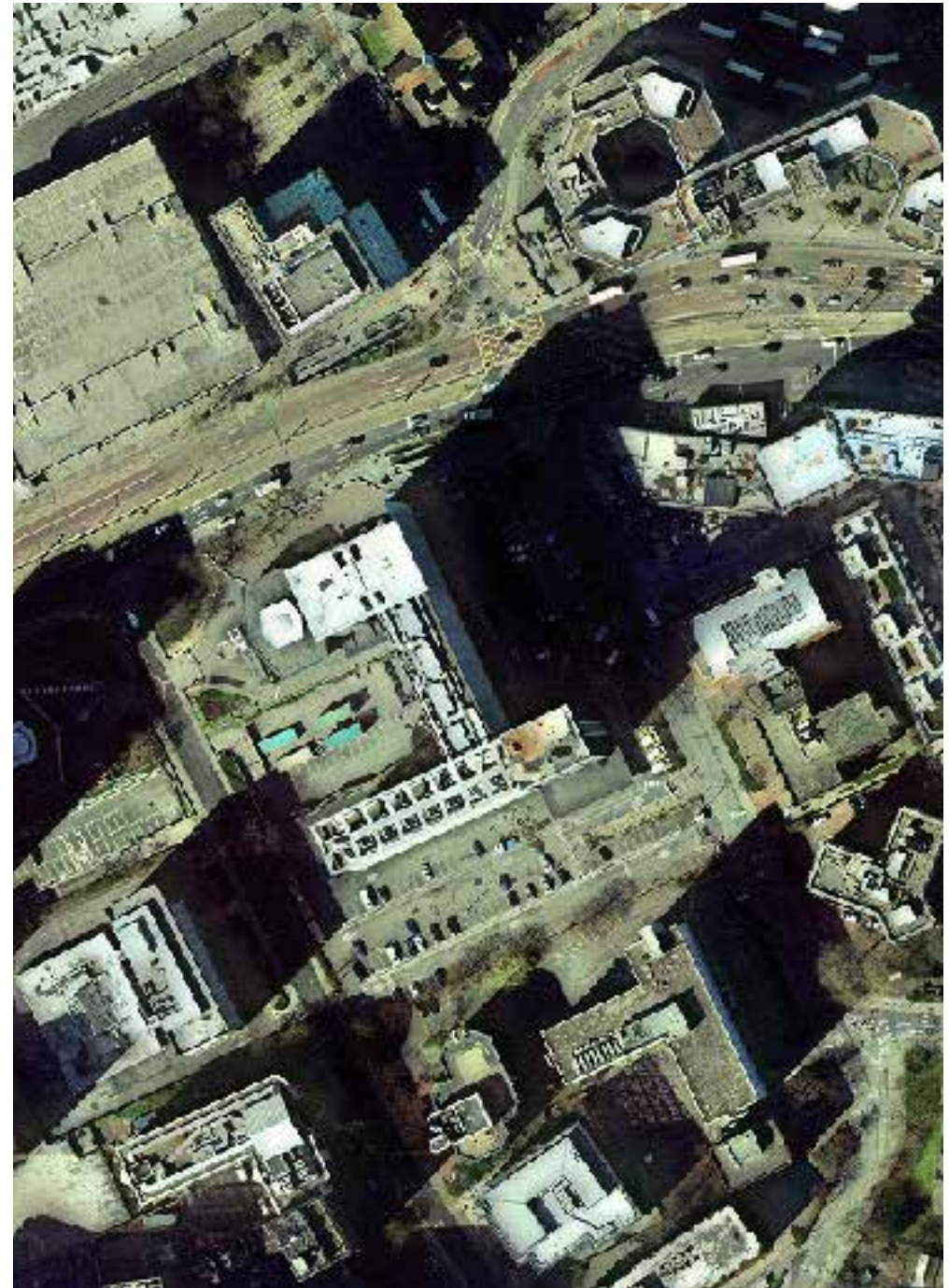
## Predominant Period

C20

## Townscape character

Well defined street edge by the rhythm of buildings with some spacing between them and semi-public realm to the front; active frontages with direct entrances to the building from the street;

**Examples:** Croydon, Fair Field area, Lansdowne Road, Wellesley Road, Dingwall Road, Bedford Park



## ANALYSIS

Density	3 - 4 buildings per ha 128 - 278 residential units per ha
Block size/structure	Grid
Area of building footprint (average m <sup>2</sup> )	Large variation 300 - 1100 m <sup>2</sup>
Height and massing	Significantly larger than predominant scale of the surroundings or 6 storey and more Usually prominent in scale and design
Approx % with extensions	Limited scope for side / front extensions
Area of plot	Large variation from 1000 m <sup>2</sup>
Area of garden, including hard standing	Large variation from 500 m <sup>2</sup>
Ratio of building to land	between 1 : 2 and 1 : 3
Width of plot	between 30 and 130m
Width of street	13 m - 18 m
Distance between neighbouring buildings	7 m - 20 m
Distance between opposing buildings (front)	20 m - 48 m
Length of front garden	6 m - 10 m
Distance between opposing buildings (rear)	Large variation, from 7m
Length of rear garden	Large variation, from 5 m

## TOWNSCAPE AND LANDSCAPE

- Buildings blended in the urban context, related to public and private sector services such as: education, health, churches and offices; also large residential conversions or fill-in developments.
- Street frontage is created by the rhythm of aligned buildings set back from the edge of the footways.
- Often associated public realm such as piazzas, squares
- Usually individually designed, distinctive buildings very loosely corresponding with predominantly residential surroundings.





## DESIGN, MATERIALS & FEATURES

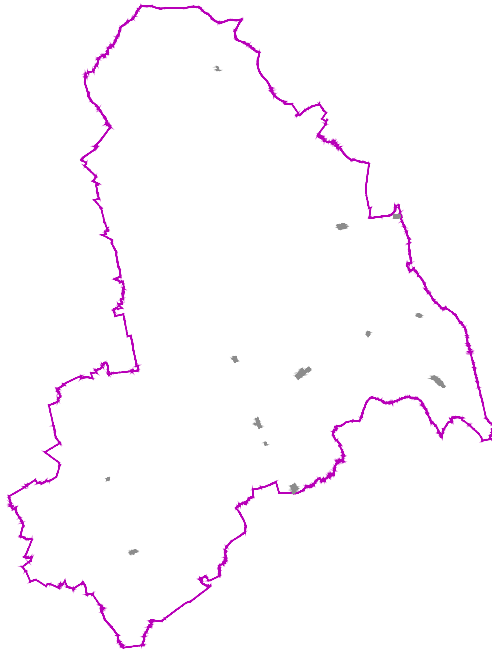
- Buildings are distinctive not only in terms of their scale, but also prominent in terms of their architectural design. Usually standing out from the surrounding buildings in terms of rhythm of features or height.
- The materials and decorations applied on buildings often reflect the state of the art of the particular period. Historic buildings are usually made of natural materials such as stone, brick, with high quality and consistent in style features. Contemporary buildings often experiment with more technically advanced materials such as composites or treated metal panels.



## CHARACTERISTICS

Walls	Historic buildings: predominantly brick or stone Buildings from C20 onwards: large variation including brick, concrete, composite or metal panels, ceramic panels
Roofs	predominantly flat roofs some with strong articulation of parapet
Windows	metal or uPVC frames
Features	Large scale architectural decoration predominantly related to the structure of the building
Extensions	Conversions and associated additions of balconies Roof extensions
Outbuildings	Limited scope for outbuildings, refuse storage
Trees in gardens	Small ornamental species Often gardens on the roof
Trees in street	Areas of landscaping and tree planting integrated into the development
Boundaries	Low to mid-level walls with planting behind Communal gardens to the rear
Car parking	Limited parking provisions, often within the building envelope or at the ground level Buildings in New Town often have open ground floor with parking spaces
Negative alterations and additions	Piecemeal change destroys any intended unity of individual developments Removal of soft landscaping at the ground level, signage clutter

# SUBURBAN SHOPPING AREAS



## Location

local centres, suburban shopping parades in the South of the Borough

## Predominant Period

1914-1960

## Townscape character

Well defined street edge, continuous and active frontages; additional space between footways and carriageway allocated for parking or soft landscape

**Examples:** Sanderstead Local Centre, 1-59 Limpsfield Road; Sanderstead, Hamsey Green Local centre, 316-350 Limpsfield Road

Shirley, 798-836 Wickham Road; Selsdon, Crossways Parade



## ANALYSIS

Density	20 commercial units per ha and 20 - 40 residential units above
Block size/structure	Linear, often with slip roads Well defined street edge, continuous active street frontages
Area of building footprint (average m <sup>2</sup> )	50 - 200 m <sup>2</sup>
Height and massing	2-4 storeys Ground floor always with high ceiling level Massing matching or slightly larger than of surrounding residential areas
Approx % with extensions	Limited scope for extensions
Area of plot	60 - 350 m <sup>2</sup>
Area of garden, including hard standing	0 - 300 m <sup>2</sup>
Ratio of building to land	between 1 : 1 and 1 : 2
Width of plot	between 5 m and 10 m
Width of street	between 18 m and 40 m
Distance between neighbouring buildings	Tight knit terraced buildings
Distance between opposing buildings (front)	between 18 m and 40 m
Length of front garden	Activities overflow onto footways Width of the slip road with the green verge or associated green: 12 - 50m
Distance between opposing buildings (rear)	Large variation
Length of rear garden	0 - 12 m

## TOWNSCAPE AND LANDSCAPE

- This character type encompasses a variety of commercial and public uses at the ground floor. Other uses, including residential, are located above ground floor level
- There is a variety of associated forms of public realm including: green verges, public open space, outdoor cafes, squares, places to sit
- Architectural design demonstrates close references to surrounding residential character.



## DESIGN, MATERIALS & FEATURES

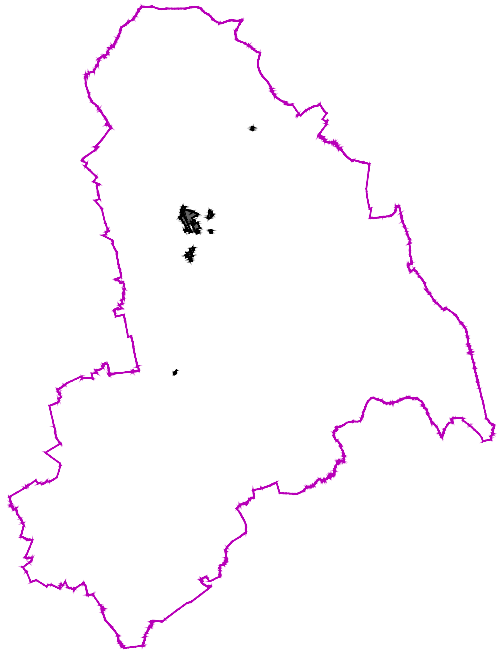
- Suburban shopping areas represent a distinctive quality characterised by the tight knit frontages, publicly accessible associated landscaping and parking spaces
- Facades demonstrate horizontal composition articulated by large and visually continuous glazing of shop fronts separated from upper floors by consistent line of fascias, often decorated by string courses and connected lintel lines, topped by ornate eaves lines or gables.
- Some shopfronts preserved their original protruding timber fascias, pilasters with ornate heads dividing particular units. Upper floors, often with gable fronts form a regular rhythm or terminate important local vistas.



## CHARACTERISTICS

Walls	Red or buff brick, render
Roofs	Pitched roofs with artificial clay or slate tiles. Often chimneys as features.
Windows	Large shop front windows predominantly in metal or timber frames  Windows on upper floors: uPVC, metal or timber casements
Features	Some architectural decoration including: barge boards, decorative string courses, pilasters, corbels, ornate lintels  Marquees and shutters
Extensions	Conversions including roof conversions  Rear and roof extensions
Outbuildings	Limited space for outbuildings, sheds
Trees in street	Soft landscape incorporates street trees and/or grass verges  Flower baskets on guardrail or lamp posts
Boundaries	Predominantly building forms the boundary  In some instances closeboard or brick wall fence to the rear
Car parking	Associated parallel or perpendicular parking
Negative alterations and additions	Unsympathetic signage and advertisements  Ground floor shop to flat conversions  Clearance of soft landscaping

# TOWER BUILDINGS



## Location

Croydon Opportunity Area, in the setting of district centres: Thornton Heath, South Norwood, Crystal Palace, Addiscombe, New Addington

## Predominant Period

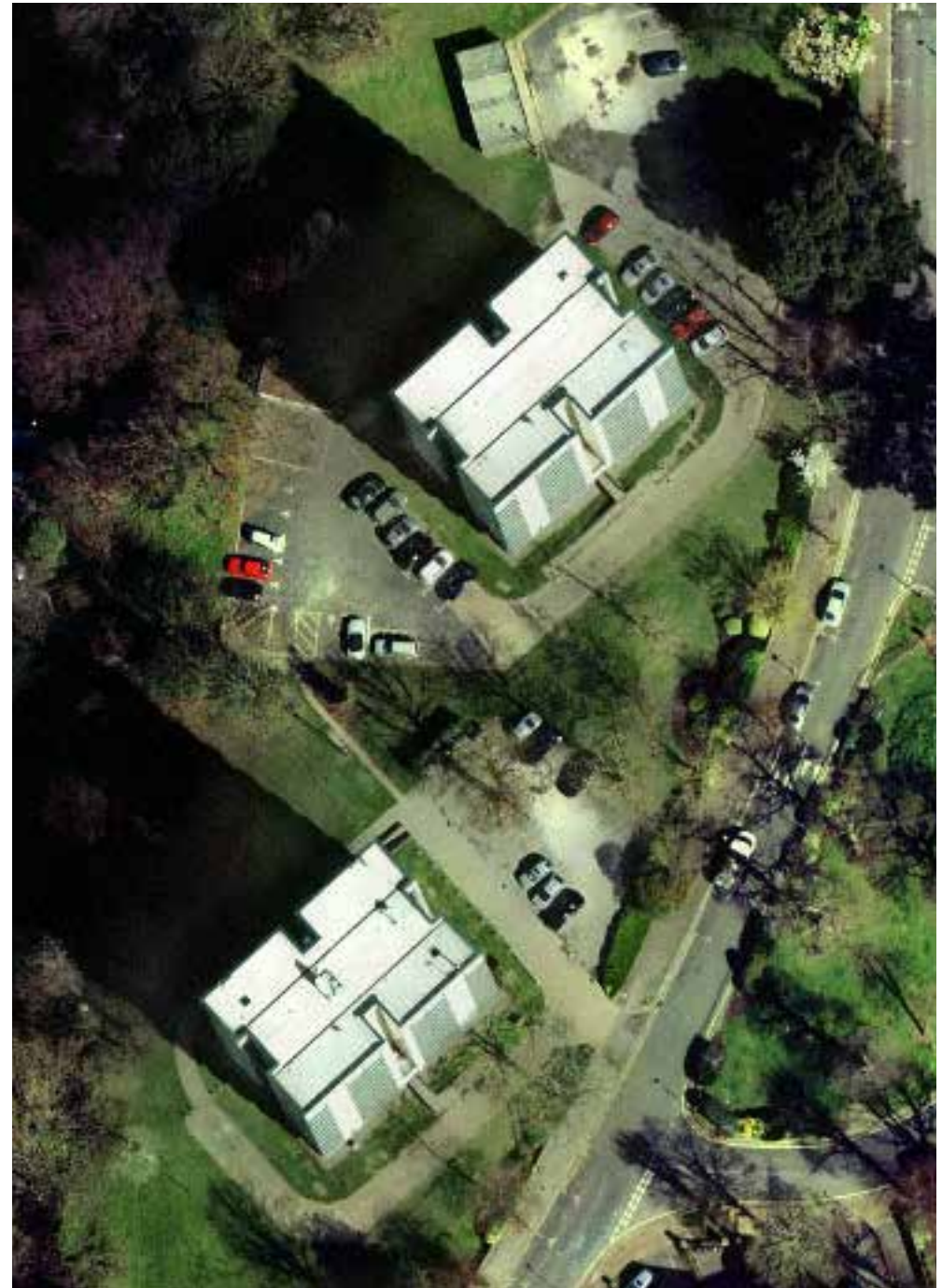
after 1960

## Townscape character

Buildings in their own setting not related to the existing building lines; fragmented active frontage; predominantly limited to entrance points; landmark buildings

## Examples:

Croydon, NLA Tower; The Waldrons, Lower Addiscombe Road by Windmill Bridge, Regina Road, Grosvenor Road



## ANALYSIS

Density	2 buildings per ha residential towers: from 88 units per ha
Block size/structure	Organic street layout Predominantly loose connection between the building's layout and the street network
Area of building footprint (average m <sup>2</sup> )	250 m <sup>2</sup> - 1200 m <sup>2</sup> Often set on a larger podium
Height and massing	Height at least three times of the plot length In the context of Croydon - height over 25m
Approx % with extensions	Limited scope for extensions
Area of plot	from 1000 m <sup>2</sup> residential towers often without delineated individual plot
Area of garden, including hard standing	from 500 m <sup>2</sup>
Ratio of building to land	from 1:2 to 1:4
Width of plot	Large variations
Width of street	12 m - 14 m
Distance between neighbouring buildings	24 m - 36 m
Distance between opposing buildings (front)	24 m - 36 m
Length of front garden	Large variations
Distance between opposing buildings (rear)	24 m - 36 m
Length of rear garden	Large variations Often buildings sit in the middle of the plot

## TOWNSCAPE AND LANDSCAPE

- Detached tower buildings are generally located centrally within own grounds. Usually they have associated public or semi-public realm in form of landscaped surrounding.
- These are predominantly residential or office buildings, but also mixed use.
- Tower buildings are visible from large distances, usually constitute landmarks located in significant places from the town scape perspective such as crossings, terminating long and mid range vistas.



## DESIGN, MATERIALS & FEATURES

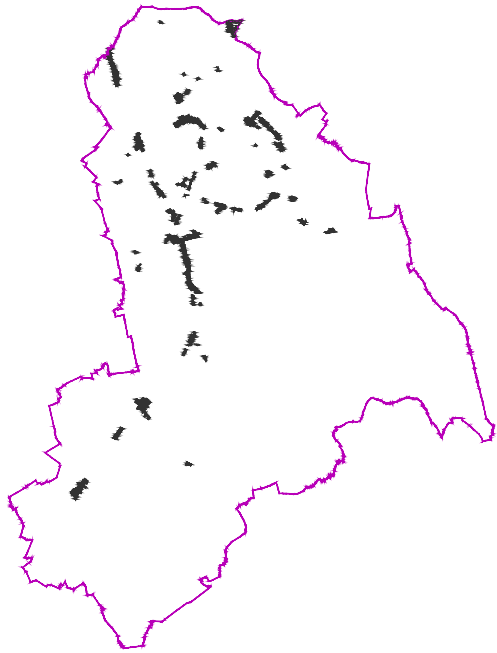
- Tower buildings are distinctive in terms of their height and slenderness, prominent in terms of their architectural design. They always stand out from the surrounding buildings in terms of design; however residential towers from C20 tend to be standardised, with design inspired by International Modernism replicated across the borough, also in other cities in Great Britain.
- The materials and decorations applied on buildings reflect the state of the art of the particular period. Designers often experiment with technically advanced materials such as composites or treated metal panels.
- All four elevations are visible and equally important.



## CHARACTERISTICS

Walls	large variation including brick, concrete, render, composite or metal panels, ceramic panels
Roofs	predominantly flat roofs some with strong articulation of parapet
Windows	uPVC or metal frames Large variations of shapes and forms
Features	Large scale architectural decoration predominantly built into the structure of the building
Extensions	Very limited scope for extensions
Outbuildings	Limited scope for outbuildings, refuse storage
Trees in gardens	Small ornamental species
Trees in street	Areas of landscaping and tree planting integrated into the development
Boundaries	Communal gardens surrounding buildings with semi-public character No formal boundaries at the street scene
Car parking	associated parking located within the boundaries, under- or on the ground separate garage blocks
Negative alterations and additions	Additional structures, hard surfacing or fencing off amenity space at the ground level

# URBAN SHOPPING AREAS



## Location

District centres, local centres, local shopping parades

## Predominant Period

late Victorian and Edwardian

## Townscape character

Buildings with active frontages are adjacent directly to the footways, activities spill to pavements, strong building lines follow street geometry, street furniture

**Examples:** Addiscombe, Lower Addiscombe Road, Thornton Heath, High Street; Purley, Brighton Road; Coulsdon District Centre, Brighton Road; Norbury, London; Crystal Palace, Westow Street; Shirley Road, South End





## ANALYSIS

Density	between 30 - 35 commercial units per ha and 30 - 70 residential units above
Block size/structure	Linear or grid Well defined street edge, continuous active street frontages
Area of building footprint (average m <sup>2</sup> )	50 - 400 m <sup>2</sup>
Height and massing	3-5 storeys Ground floor always with high ceiling level Massing larger than of surrounding residential areas
Approx % with extensions	Limited scope for extensions
Area of plot	100 - 400 m <sup>2</sup>
Area of garden, including hard standing	0 - 100 m <sup>2</sup>
Ratio of building to land	between 1 : 1 and 1 : 2
Width of plot	between 5 m and 12 m
Width of street	between 12 m and 20 m
Distance between neighbouring buildings	Tight knit terraced buildings
Distance between opposing buildings (front)	between 12 m and 20 m
Length of front garden	Activities overflow onto footways, including temporary carriageway occupation e.g. street markets
Distance between opposing buildings (rear)	Large variation
Length of rear garden	0 - 12 m

## TOWNSCAPE AND LANDSCAPE

- This character type encompasses a variety of commercial and public uses at the ground floor. Other uses, including residential, are located above ground floor level
- There is a variety of associated forms of public realm including: outdoor cafes, squares, places to sit
- Architectural design demonstrates close references to surrounding residential character; however particular buildings have distinct architectural articulation and scale



## DESIGN, MATERIALS & FEATURES

- Urban shopping areas, in district and local centres in particular, represent a distinctive quality characterised with wealth of architectural detailing.
- Facades demonstrate horizontal composition articulated by large and visually continuous glazing of shop fronts separated from upper floors by consistent line of fascias, often decorated by string courses and connected lintel lines, topped by ornate eaves lines or gables.
- Some shopfronts preserved their original protruding timber fascias, pilasters with ornate heads dividing particular units. Upper floors, often with gable fronts form a regular rhythm or terminate important local vistas.
- Facades are predominantly made of brick with features demonstrating a degree of high quality craftsmanship such as brick arches, herringbone detailing, quoins, ornate lintels, corbelled string courses, clay panels.
- Contrasting timber and white render are also applied such as decorative carved eaves, barge boards and finials; stucco decorations or wall cladding.

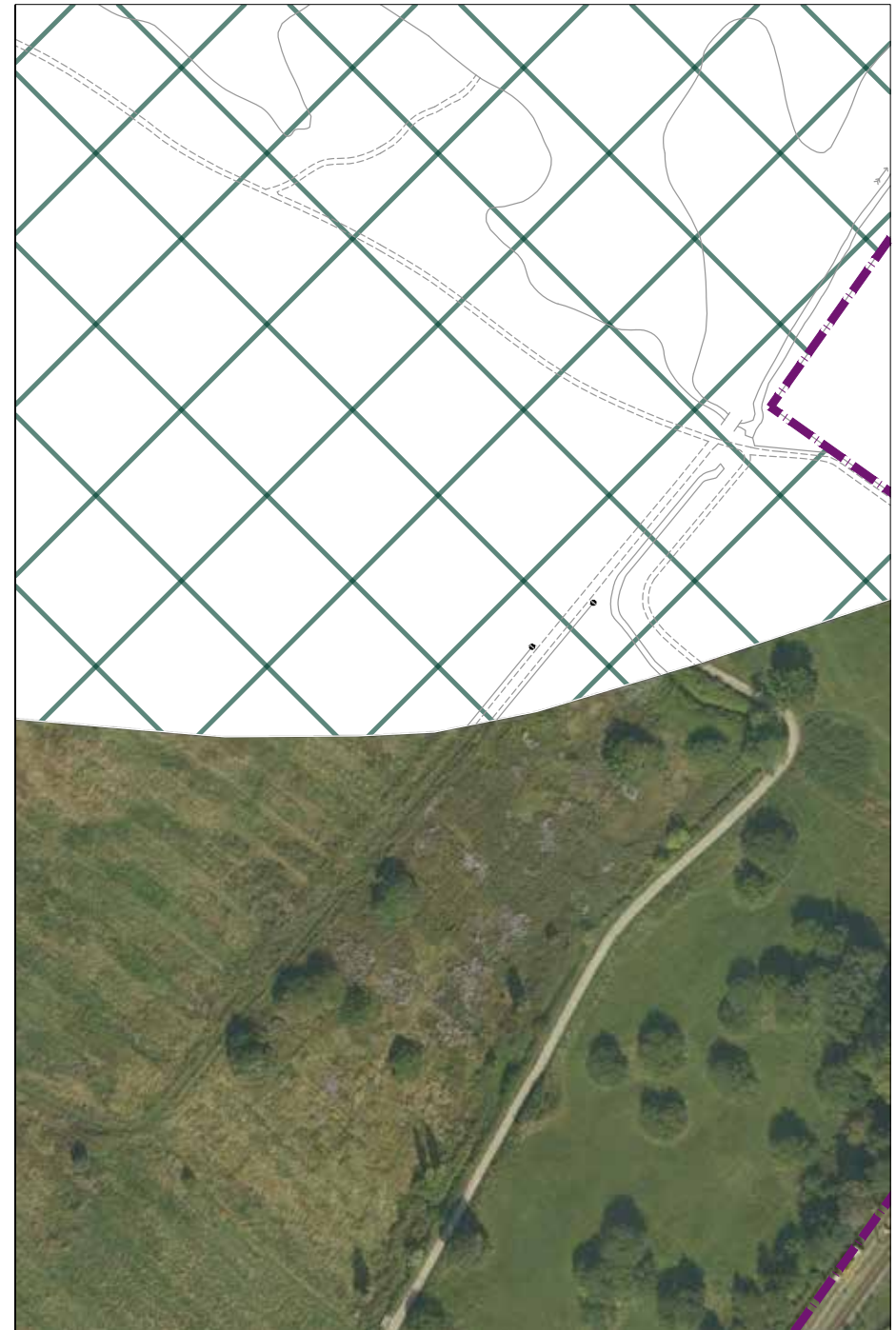


## CHARACTERISTICS

Walls	Red or buff brick, render
Roofs	Pitched roofs with artificial clay or slate tiles. Chimneys as features.
Windows	Large shop front windows predominantly in metal or timber frames  windows on upper floors: uPVC, metal or timber casements
Features	Wealth of architectural decoration including: barge boards, decorative string courses, ceramic plates, pilasters, corbels, dentils  Marquees and shutters
Extensions	Conversions including roof conversions  Rear and roof extensions
Outbuildings	Limited space for outbuildings, sheds
Trees in street	On wider streets large mature tree lines or single decorative tree planting  Flower baskets on guardrail or lamp posts
Boundaries	Predominantly building forms the boundary  In some instances closeboard or brick wall fence to the rear
Car parking	Restricted on-street parking
Negative alterations and additions	Unsympathetic signage and advertisements  Ground floor shop to flat conversions

SECTION 4:  
PREDOMINANTLY NON-RESIDENTIAL CHARACTER TYPES

# GREEN INFRASTRUCTURE



## Location

scattered areas in the North of the Borough, large scale areas integrated into regional eco-systems in the South Greenbelt , Metropolitan Open Land, Borough Open Land , Village Greens, green spaces, parkland heath land, ponds and rivers

## Predominant Period

various

## Townscape character

open spaces, free from built forms

**Examples:** Wandle Park; Park Hill; Lloyd Park; Croham Manor Golf Course; South Norwood Country Park

## ANALYSIS

Density	N/A
Block size/structure	super - blocks
Area of building footprint	N/A
Height and massing	N/A
Area of plot	Large variety, from 500 m <sup>2</sup>
Ratio of building to land	N/A
Width of plot	Large variations
Width of street	N/A
Distance between neighbouring buildings	N/A
Distance between opposing buildings (front)	N/A
Building's set back from the street	N/A
Distance between opposing buildings (rear)	N/A

## TOWNSCAPE AND LANDSCAPE

- Small to large areas of green or blue (water) spaces. Used for recreation, visual amenity or biodiversity.
- Predominantly organic form of internal paths and routes
- Two alternative interfaces with street: opening of a street frontage in case of water or meadows or strengthening the frontage with fence structures and various type of dense vegetation.
- Generally accessible, particularly during the day
- Complement local residential character as its integral element

## DESIGN, MATERIALS & FEATURES

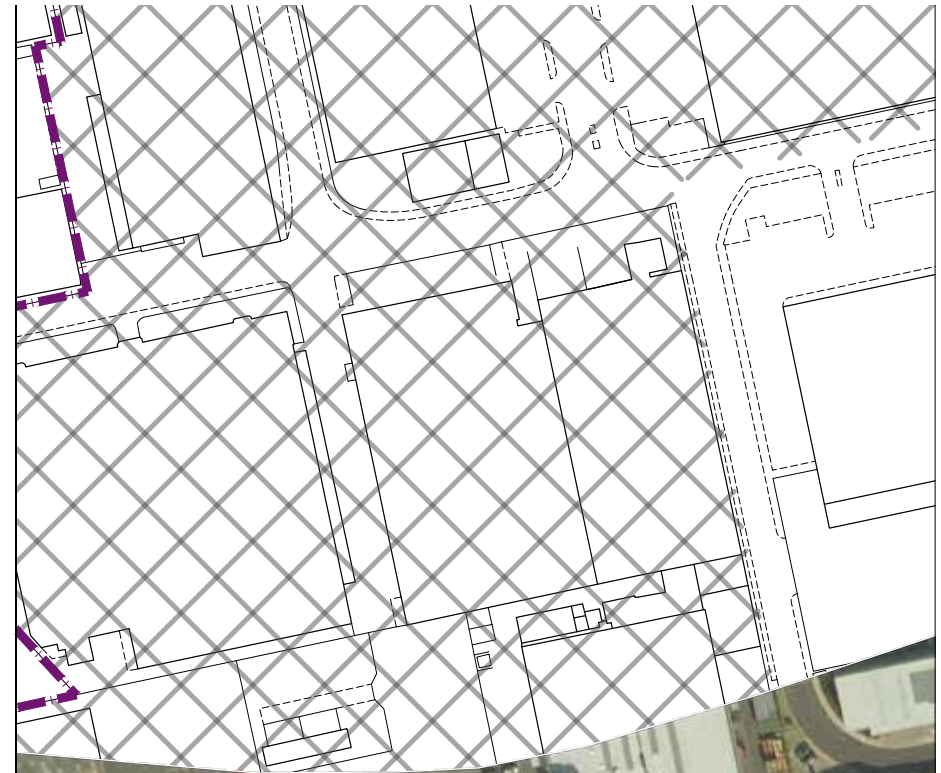
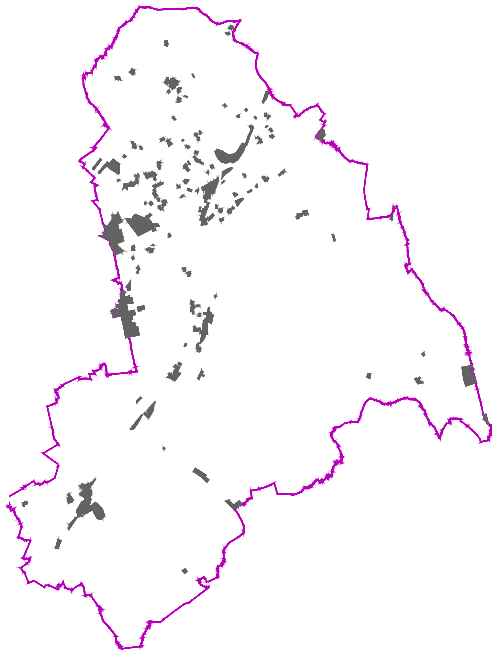
- Structures such as seating, play areas composed into soft landscaping

## CHARACTERISTICS

Walls	N/A
Roofs	N/A
Windows	N/A
Features	Large scale architectural decoration predominantly built into the structure of the building
Extensions	N/A
Outbuildings	Pavilions with cafe and services
Trees in street	Strengthening of the street pattern with trees lines
Boundaries	Railing or no formal boundaries
Car parking	Generally no parking provision
Negative alterations and additions	Unsympathetic pavilions



# INDUSTRIAL ESTATES



## Location

Primarily concentrated along main railway line and A23 road corridor; small scale industrial estates in the interiors of urban blocks located mainly in Broad Green and Thornton Heath

## Predominant Period

various, from C19 onwards

## Townscape character

Gated developments; one access point from the street, often controlled; structures hidden from the main street frontage

**Examples:** Waddon, Purley Way; Waddon, Imperial Way; Addington, Vulcan Way; Coulsdon, Ullswater Crescent

## ANALYSIS

Density	approximately 1 commercial units per ha
Block size/structure	Large superblocks, linear or scattered Historical sites contained within urban blocks
Area of building footprint (average m <sup>2</sup> )	Large variations, from 1 000 m <sup>2</sup>
Height and massing	Low rise buildings, sometimes collection of buildings; 1-2 storeys; high ceiling
Area of plot	Large variations, from 1 600 m <sup>2</sup>
Ratio of building to land	Large variations, between 1:1 to 1: 10
Width of plot	Large variations
Width of street	14 m - 30 m
Distance between neighbouring buildings	Large variations
Distance between opposing buildings (front)	Large variations, from 20 m
Building's set back from the street	Large variations, from 0 m
Distance between opposing buildings (rear)	Large variations, from 0 m

## TOWNSCAPE AND LANDSCAPE

- Large warehouse buildings with substantial floor to ceiling heights; some small collections of individual buildings with no association with surroundings.
- Predominantly gated developments with high security boundary fencing. Large amounts of hard-standing, generally not suitable for walking.
- In historical locations, when placed inside residential blocks, references to local residential charact limited to predominant external facing material and height

## DESIGN, MATERIALS & FEATURES

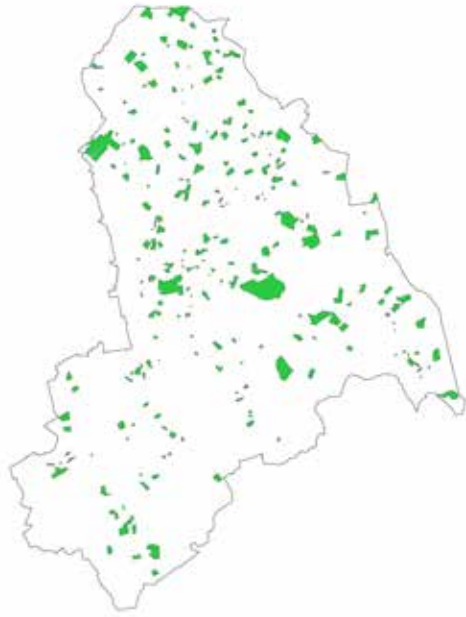
- Low rise, detached buildings.
- Utilitarian architecture, light structures

## CHARACTERISTICS

Walls	large variation including brick, light concrete, composite or metal panels
Roofs	Predominantly flat or low pitch
Windows	Small, utilitarian windows, metal or uPVC frames Large folded door openings, metal or uPVC frames
Features	Minimum decorations, very utilitarian appearance
Extensions	Very limited scope for extensions
Outbuildings	Smaller subsidiary buildings, often containing office, located in the detached structure Gate kiosks
Trees in street	Limited areas of landscaping and tree planting integrated into the parking areas
Boundaries	Landscaping, no formal fences
Car parking	Always associated on site parking
Negative alterations and additions	Removal of trees and other planting Clutter in the public realm Large advertisements



# INSTITUTIONS WITH ASSOCIATED GROUNDS



## Location

evenly scattered across the Borough

## Predominant Period

various

## Townscape character

Gated developments with limited number of entrances; groups of buildings; long inactive frontages along fences; siting of buildings loosely related to the wider urban context

**Examples:** Croydon, Croydon Minster; South Croydon, Whitgift School; Kenley, Hayes Primary School; South Croydon, Croham Hurst Golf Club, Croham Road; South Croydon, Whitgift School



## ANALYSIS

Density	approximately 0.5 building per ha
Block size/structure	super blocks with internal street pattern and associated parking
Area of building footprint (average m <sup>2</sup> )	Large variations, from 1000 m <sup>2</sup>
Height and massing	2-4 storeys; large footprint, high ceiling levels; sometimes associated with a tower (church)
Area of plot	from 3 000 m <sup>2</sup>
Ratio of building to land	from 1:4
Width of plot	Large variations, from 50 m
Width of street	Large variations, from 12 m
Distance between neighbouring buildings	Large variations, predominantly detached buildings loosely scattered on site
Distance between opposing buildings (front)	Large variations
Building's set back from the street	Large variations, from 5 m
Distance between opposing buildings (rear)	Large variations, predominantly detached buildings loosely scattered on site

## TOWNSCAPE AND LANDSCAPE

- Public buildings and associated landscaped grounds related to public and private sector services such as: education, health, also churches, offices, sport related pavillions
- Individual locations, interlaced primarily with residential areas
- Buildings set back from the street edge, associated large parking areas located at the front, associated with internal semi-public realm

## DESIGN, MATERIALS & FEATURES

- Distinctive and high quality architecture, buildings of massing substantially larger than surroundings, often with references to local character
- Well articulated entrance area through design of façade and layout

## CHARACTERISTICS

Walls	Large variation of high quality materials including brick, natural stone, composite or metal panels
Roofs	Large variations from flat through curved to pitched
Windows	Curtain glazing in metal frames to the front Smaller, utilitarian windows to the rear of the building
Features	Large scale architectural decoration, strong articulation of main gates and entrances, towers
Extensions	New detached structures Variety of side, rear, roof extensions
Outbuildings	Service buildings usually hidden in the landscape or behind the buildings
Trees in street	Buildings set in soft landscaping, planting complement building structures
Boundaries	Brick walls, railings
Car parking	high capacity parking located on the ground
Negative alterations and additions	Unsympathetic extensions Clutter in the public realm



# LINEAR INFRASTRUCTURE



## Location

A23 corridor, central Croydon, railway lines

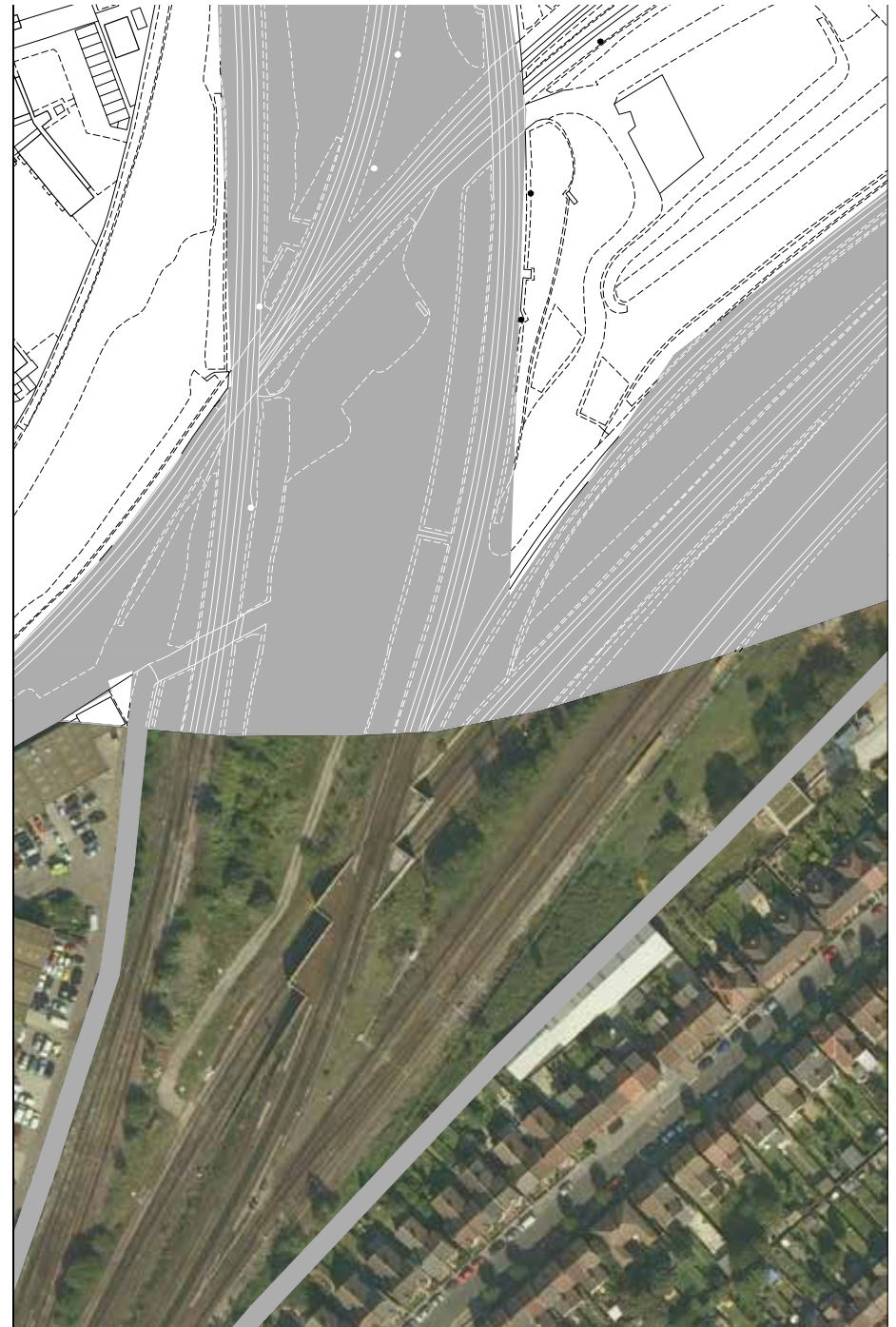
## Predominant Period

from C19

## Townscape character

Independent from street pattern; at station areas and crossings require over or under-passes

**Examples:** area between East Croydon station and Norwood Junction; area between Reeves Corner bridge and Wandle Park; Selhurst triangle



## ANALYSIS

Density	N/A
Block size/structure	Independent from street pattern
Area of building footprint (average m <sup>2</sup> )	N/A
Height and massing	on the ground or up to 10 m over the ground
Area of plot	N/A
Ratio of structure to land	1 : 1, railway 1 : 2
Width of plot	N/A
Width of street	roads: 30 m - 40 m railways: from 10 m
Distance between neighbouring buildings	N/A
Distance between opposing buildings (front)	N/A
Building's set back from the street	N/A
Distance between opposing buildings (rear)	N/A

## TOWNSCAPE AND LANDSCAPE

- Linear areas used by heavy or light rail infrastructure, including segregated tram infrastructure; areas reserved exclusively for vehicular movement (i.e. trains, motor vehicles, trams) with associated embankments
- Large scale, linear, continuous structures
- Can be elevated or under ground, allowing for other uses under or above

## DESIGN, MATERIALS & FEATURES

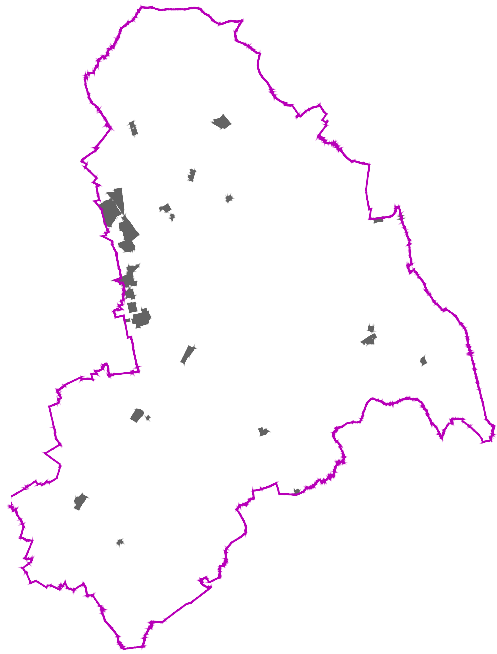
- Concrete or brick structures
- If older than 100 years, often ornate with brick detailing

## CHARACTERISTICS

Walls	brick or concrete
Roofs	N/A
Windows	N/A
Features	Decorative brick bond Railings and balustrades
Extensions	N/A
Outbuildings	N/A
Trees in street	Limited areas of soft landscaping Tree lines along some roads
Boundaries	Landscaping, no formal fences
Car parking	N/A
Negative alterations and additions	Dominance of bare hard surfaced areas Large advertisements



# RETAIL ESTATES & BUSINESS & LEISURE PARKS



## Location

Isolated locations primarily concentrated along A23 corridor, at Western boundaries of the Borough

## Predominant Period

from 60's of C20

## Townscape character

Relations with the main street limited to one point entry; internal street (cul-de-sac) loosely defined by buildings; extensive car parking on the ground dominate townscape

**Examples:** Broad Green, Valley Park; Waddon, Purley Way; Waddon, Colonnades



## ANALYSIS

Density	approximately 1 commercial units per ha
Block size/structure	Cul-de-sac
Area of building footprint (average m <sup>2</sup> )	Large variations, from 2 000 m <sup>2</sup>
Height and massing	Large scale, low rise buildings; 1-3 storeys; high ceiling level at the ground level
Area of plot	from 50 000 m <sup>2</sup>
Ratio of building to land	1 : 3, 1:4
Width of plot	Large variations, from 75 m - 200 m
Width of street	30 m - 40 m (external), 15m internal
Distance between neighbouring buildings	Large variations
Distance between opposing buildings (front)	40 m - 118 m
Building's set back from the street	Large variations, from 20 m
Distance between opposing buildings (rear)	Large variations, from 5 m

## TOWNSCAPE AND LANDSCAPE

- Large complexes comprising of retail, entertainment and leisure; some small collections of individual large boxes.
- Main access street often with minimal footways; associated public realm in a form of walking and cycling routes and places to sit etc

## DESIGN, MATERIALS & FEATURES

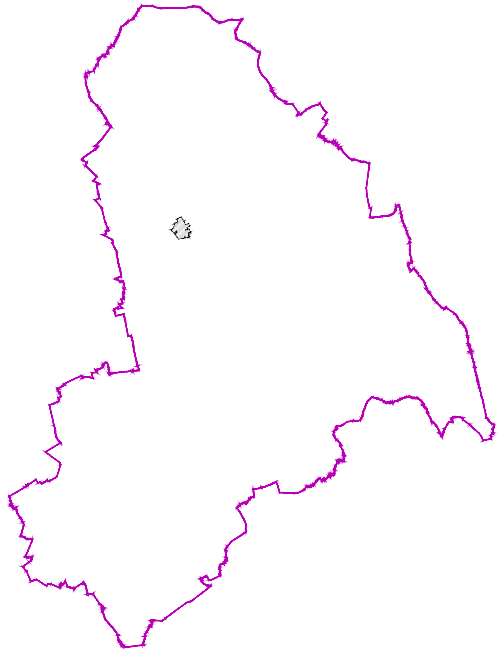
- Light structures with individual architectural articulation; large scale massing which does not relate to surrounding buildings; often with auxilliary buildings located to the rear
- Buildings set back from the street edge, associated large parking areas located at the front

## CHARACTERISTICS

Walls	large variation including composite or metal panels, ceramic panels, large glazed areas
Roofs	Large variations from flat through curved to pitched
Windows	Curtain glazing in metal frames to the front Smaller, utilitarian windows to the rear of the building
Features	Large scale architectural decoration predominantly built into the structure of the building
Extensions	Very limited scope for extensions
Outbuildings	Warehouse section located to the rear
Trees in street	Limited areas of landscaping and tree planting integrated into the parking areas
Boundaries	Landscaping, no formal fences
Car parking	Associated high capacity parking located on the ground
Negative alterations and additions	Dominance of bare hard surfaced areas Clutter in the public realm Large advertisements



# SHOPPING CENTRES PRECINCTS & TOWN CENTRES



## Location

Croydon, North End

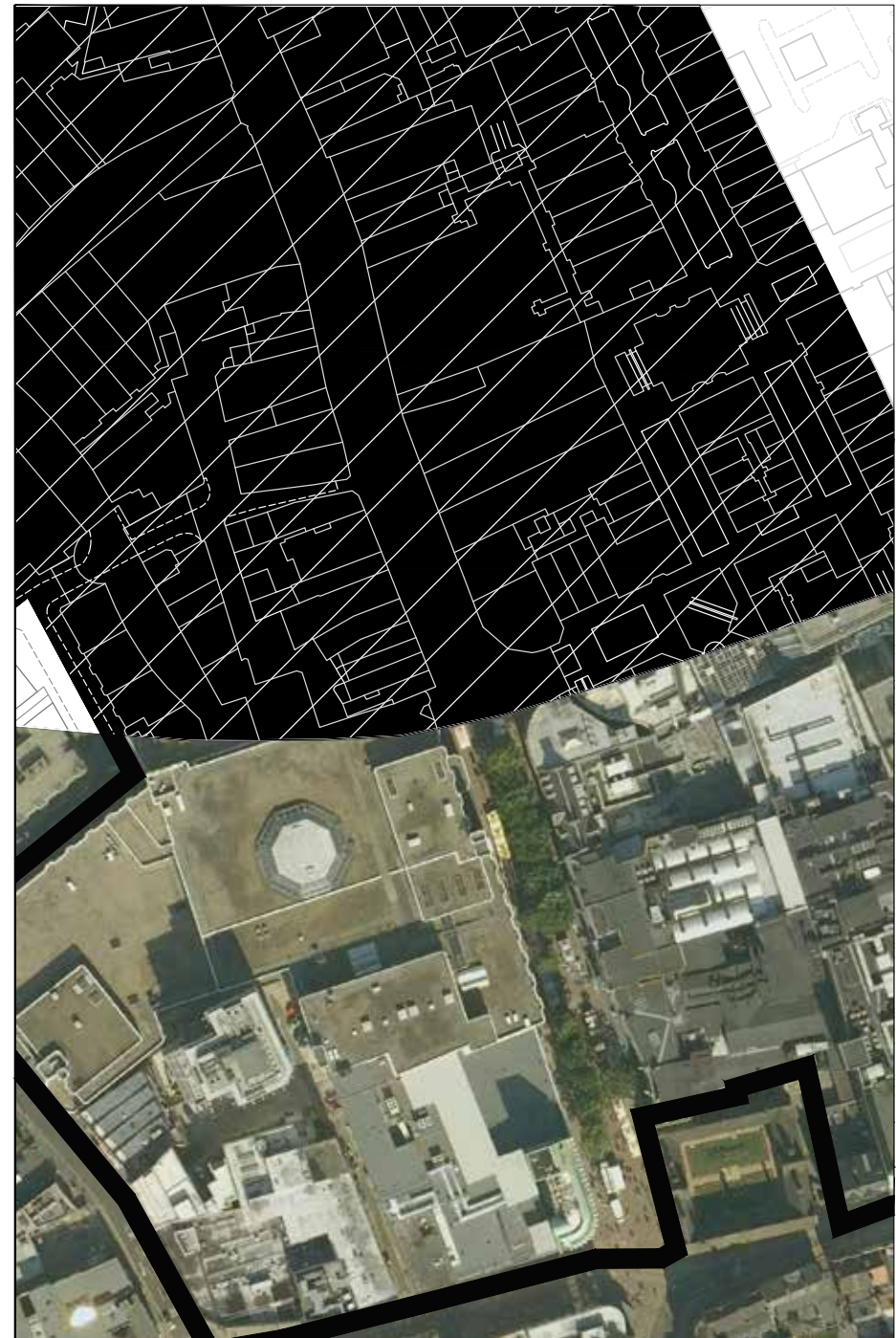
## Predominant Period

1960-1970

## Townscape character

Insular, usually with one active frontage, often discontinuous with long inactive sections; continuous active frontage opened to the pedestrianised or pedestrian priority street

**Examples:** Croydon, Whitgift Shopping Centre complex, Centrale Shopping centre, including North End



## ANALYSIS

Density	approximately 28 commercial units per ha
Block size/structure	Contained within the extent of the whole block or superblock
Area of building footprint (average m <sup>2</sup> )	50 000 m <sup>2</sup>
Height and massing	Up to 4 storeys; high ceiling levels across the building
Area of plot	from 50 000 m <sup>2</sup>
Ratio of building to land	1 : 1
Width of plot	N/A
Width of street	11 m - 18 m (external and internal)
Distance between neighbouring buildings	N/A
Distance between opposing buildings (front)	10 m - 18 m
Building's set back from the street	0 m
Distance between opposing buildings (rear)	N/A

## TOWNSCAPE AND LANDSCAPE

- Substantial shopping centres mainly in city centre locations and smaller precincts. Predominately retail with some mixed commercial uses
- Internal public realm including streets and squares with restricted access determined by retail hours.

## DESIGN, MATERIALS & FEATURES

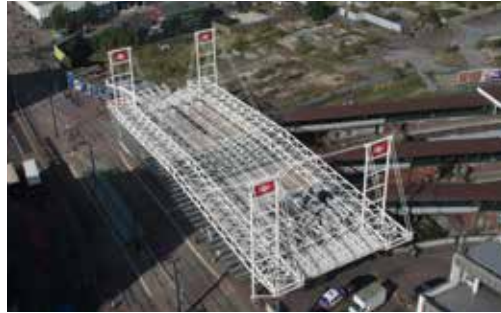
- Distinct architectural articulation and large scale massing which may not relate to surrounding buildings
- Existing buildings or their facades can be integrated into the scheme

## CHARACTERISTICS

Walls	large variation including glass, brick, concrete, render, composite or metal panels, ceramic panels
Roofs	flat roofs some with strong articulation of parapet
Windows	uPVC or metal frames Large variations of shapes and forms
Features	Large scale architectural decoration predominantly built into the structure of the building
Extensions	Very limited scope for extensions
Outbuildings	Facilities integrated into the building envelope
Trees in street	Areas of landscaping and tree planting integrated into the development
Boundaries	Perimeter of the building constitutes boundary
Car parking	Associated high capacity parking located within the boundaries, under- or on the ground ; separate multi-storey garage buildings
Negative alterations and additions	Clutter in the public realm Piecemeal changes to individual sections of the complex



# TRANSPORT NODES



## Location

every district centre

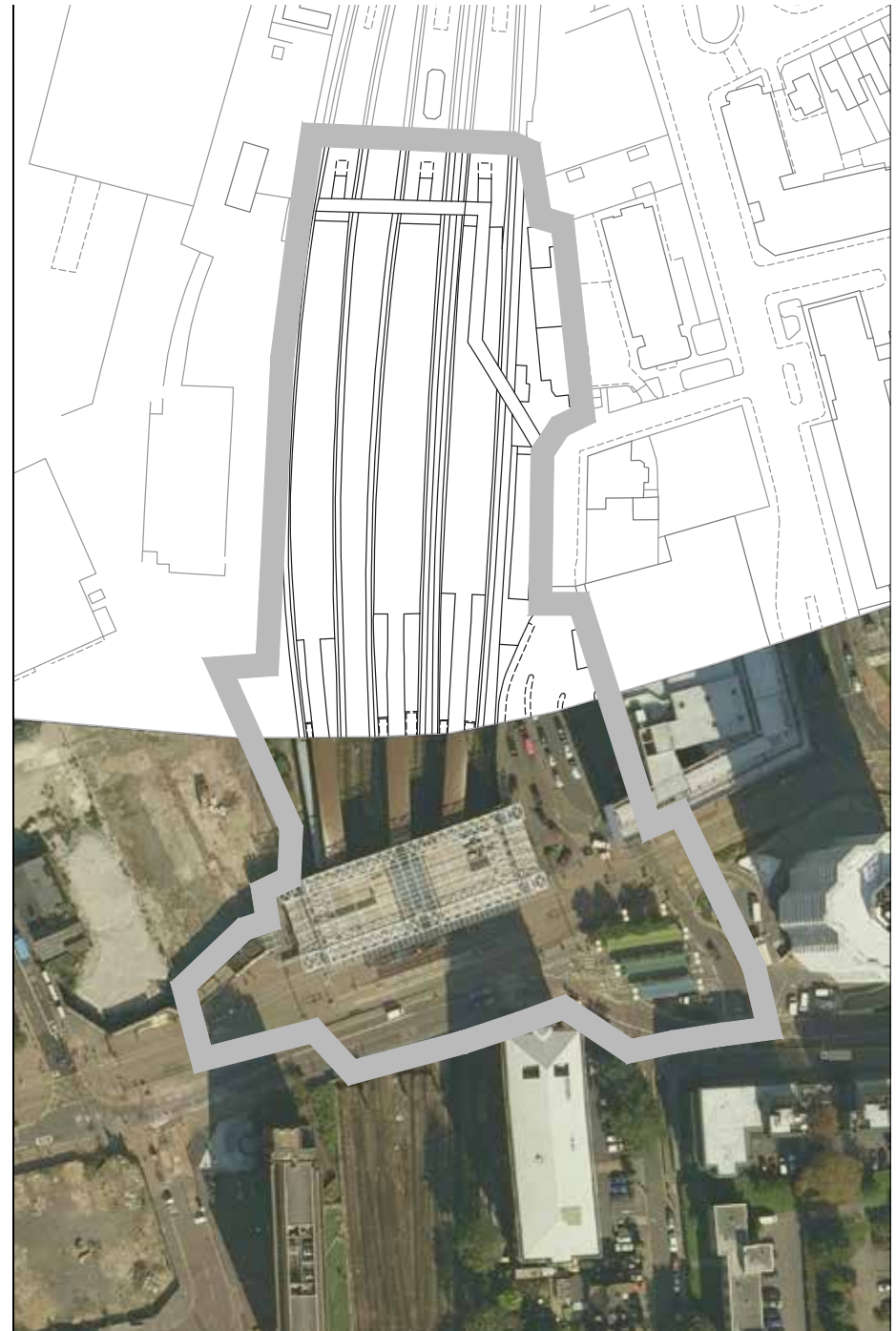
## Predominant Period

from C19

## Townscape character

Strong building line defining or closing the street; fragmented active frontage, predominantly limited to wide entrance points; important focal point in the Place; often associated square allowing vehicles to stay and make a loop; group of public transport related structures

**Examples:** East Croydon interchange area, West Croydon interchange area, Thornton Heath railway station, Norwood Junction railway station, Purley railway station





## ANALYSIS

Density	individual buildings
Block size/structure	N/A
Area of building footprint (average m <sup>2</sup> )	open platforms 1 000 m <sup>2</sup> stations from 800 m <sup>2</sup>
Height and massing	1-2 storeys; high ceiling level at the ground level
Area of plot	from 1 000 m <sup>2</sup>
Ratio of building to land	1 : 1
Width of plot	N/A
Width of street	from 12 m
Distance between neighbouring buildings	Large variations, from buildings in the continuous street frontage to detached structures
Distance between opposing buildings (front)	N/A
Building's set back from the street	Buildings located at the back of footways
Distance between opposing buildings (rear)	N/A

## TOWNSCAPE AND LANDSCAPE

- Structures supporting transport infrastructure, predominately detached buildings and structures often defining the courtyard; primarily related to public transport, but also contains small supporting commercial uses.
- Associated public realm, usually in form of hard surfaced squares of wider pavements

## DESIGN, MATERIALS & FEATURES

- Diverse and often distinct architectural styles with loose or no reference to surrounding character, often landmark buildings

## CHARACTERISTICS

Walls	large variation including brick, composite or metal panels, ceramic panels, large glazed areas
Roofs	Large variations from flat to hipped
Windows	Timber, uPVC, metal frames depending on period and style
Features	Strong articulation of main entrance Canopies over platforms
Extensions	Limited scope for extensions
Outbuildings	Warehouses located to the rear
Trees in street	Limited or no soft landscaping Tree planting integrated into the parking areas
Boundaries	Metal railing
Car parking	Always associated with some form of kiss-and-ride areas Often associated with large parking lots on the side
Negative alterations and additions	Dominance of hard surfaced areas Clutter in the public realm, including advertisements Unsympathetic extensions



