

SOUTH NORWOOD
CONSERVATION AREA
APPRAISAL AND
MANAGEMENT PLAN



CROYDON COUNCIL

SUPPLEMENTARY PLANNING DOCUMENT

Issue

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Published By

CROYDON COUNCIL

Bernard Weatherill House

8 Mint Walk

Croydon CR0 1EA

www.croydon.gov.uk

Email: spatial.planning@croydon.gov.uk

Tel: 020 4071385

Authors

This document was produced by Place Services
and written by Katie Lee-Smith, Megan Lloyd-
Regan and Nicola Storey and approved by
Maria Kitts.

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Conservation Area General Guidance

Please read this document alongside the
Croydon Conservation Area General Guidance
document, available online at: [https://
www.croydon.gov.uk/planning-and-regeneration/planning-policy/conservation-and-heritage/conservation-areas](https://www.croydon.gov.uk/planning-and-regeneration/planning-policy/conservation-and-heritage/conservation-areas). Other
supplementary planning documents are also
available online via the Croydon Council
website Planning pages: [http://
www.croydon.gov.uk/planningandregeneration](http://www.croydon.gov.uk/planningandregeneration).

Croydon Local Plan

The Croydon Local Plan and other
Supplementary Planning Documents are
available online at:
<https://www.croydon.gov.uk/planning-and-regeneration/planning-policy/croydons-development-plan/local-plan-2018>

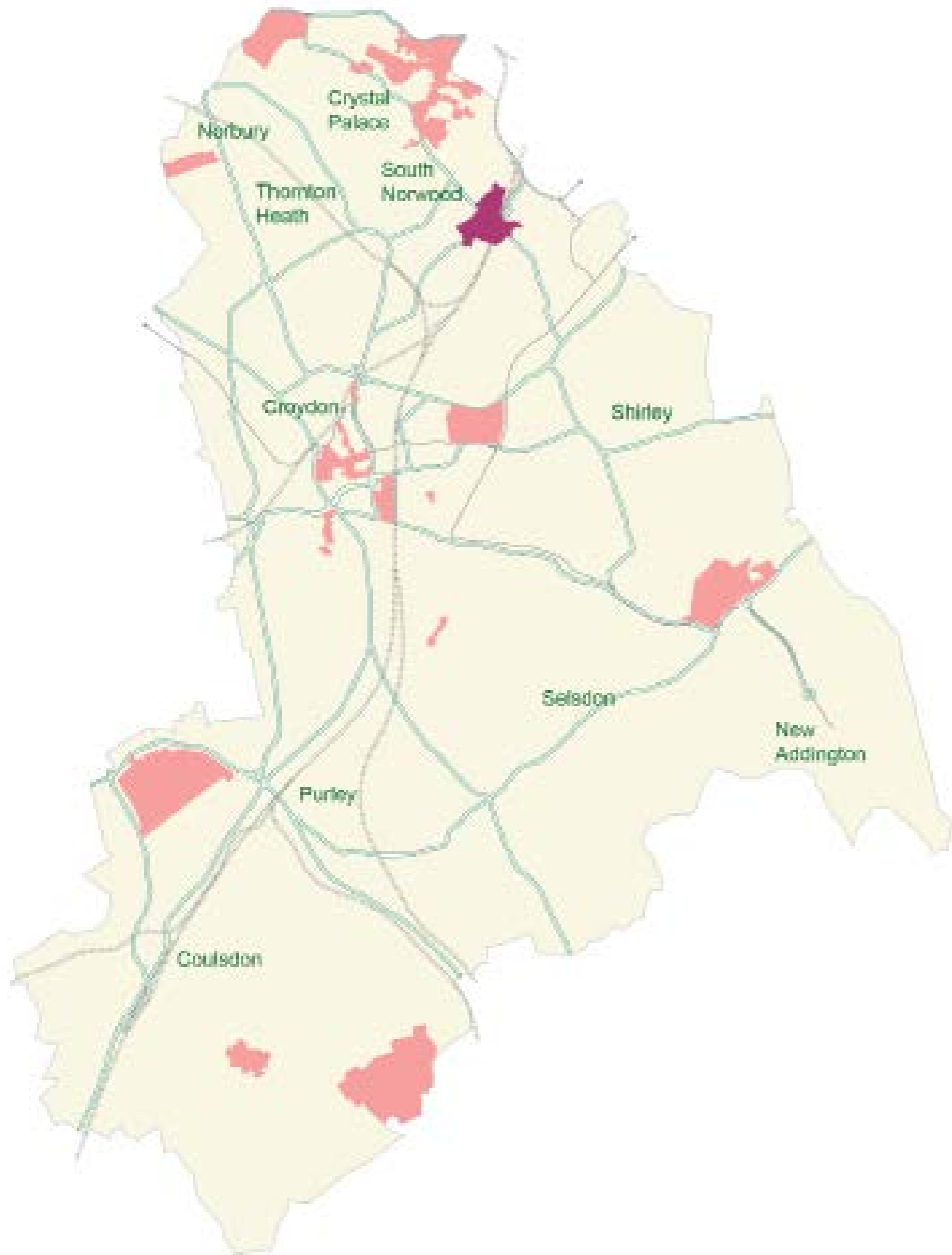
CONTENTS

1.0 INTRODUCTION	3
1.1 What is a Conservation Area?	3
1.2 What is a Conservation Area Appraisal and Management Plan?	3
1.3 What is this Document's Status?	3
1.4 Community Involvement	3
1.5 Designation Background	4
1.6 Proposed boundary amendments	4
1.7 Statement of special character	9
1.8 Character Areas	9
APPRAISAL	
2.0 CONTEXT	12
2.1 Location, Topography and Geology	12
2.2 Setting	12
2.3 Historic Development	16
2.4 Archaeological Significance	28
3.0 TOWNSCAPE CHARACTER	30
3.1 Layout and Plan Form	30
3.2 Density and Land Uses	30
3.3 Form, Building Height and Massing	31
3.4 Key Views and Landmarks	33
4.0 STREETScape CHARACTER	37
4.1 Greenery, Trees and Open Space	37
4.2 Public Realm	39
4.3 Boundary Treatments	40
5.0 ARCHITECTURAL CHARACTER	42
5.1 General Architectural Character	42
5.2 Historic and Architectural Significance of Buildings	44
5.3 Architectural Features and Materials	51
6.0 CHARACTER AREA DESCRIPTIONS	53
6.1 Historic Core Character Area	53
6.2 Stanley Halls Character Area	60
6.3 Lancaster and Warminster Road Character Area	62
6.4 The Railway Character Area	64
6.5 Residential Roads Character Area	65

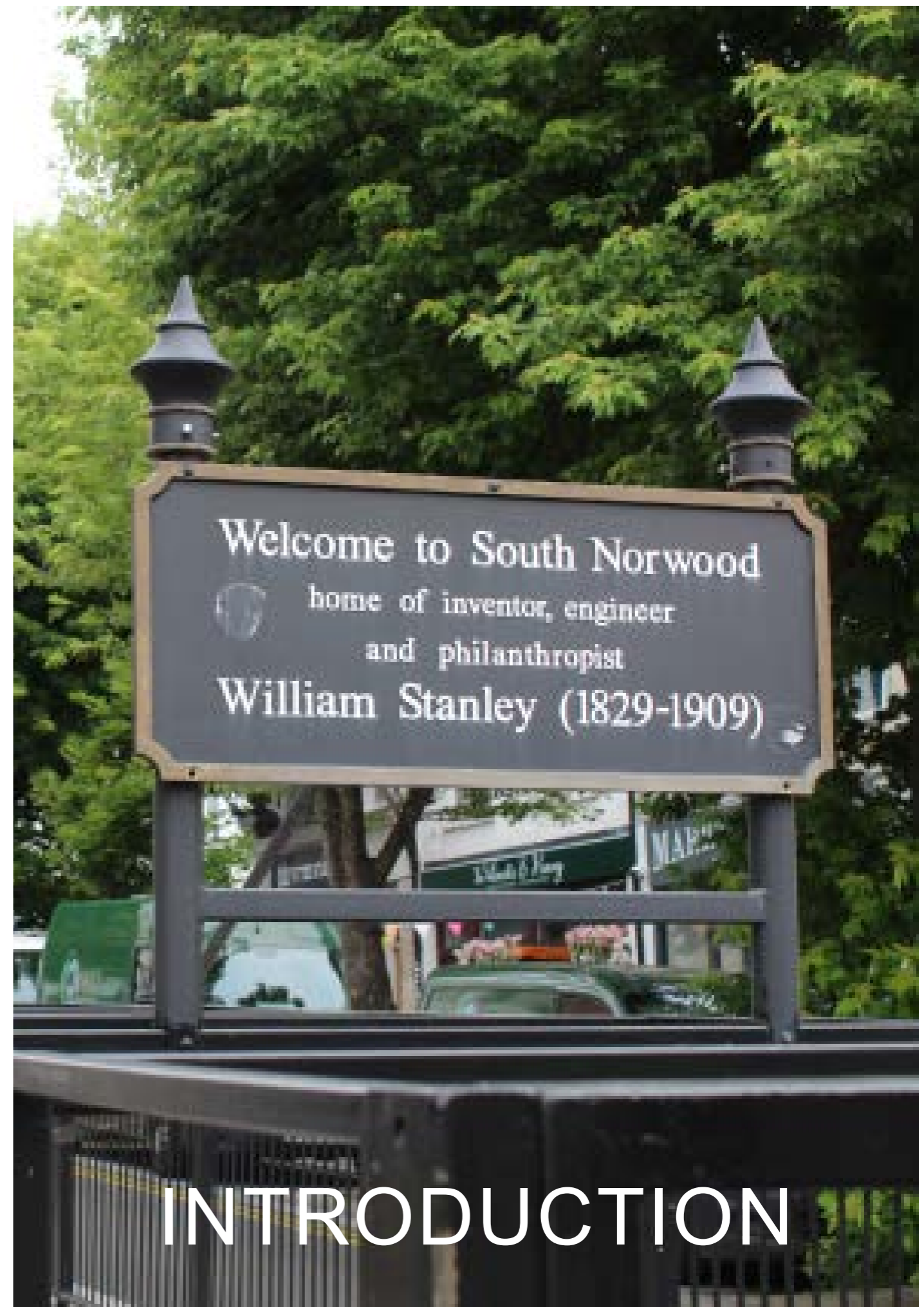
7.0	CONDITION AND THREATS	73
7.1	Current Condition	73
	MANAGEMENT PLAN	
8.0	ADDITIONAL CONSIDERATIONS	76
8.1	Statutorily Listed Buildings	76
8.2	Locally Listed Buildings	76
8.3	Building Regulations	76
8.4	Planning Enforcement	77
8.5	Trees in Conservation Areas	77
8.6	Permitted Development in Conservation Areas	77
9.0	DEVELOPMENT GUIDELINES	78
9.1	Heritage Statements	78
9.2	Demolition	78
9.3	New Development	78
9.4	Shopfronts and Advertisements	79
9.5	Alterations and Extensions	84
9.6	Window Alterations and Replacement	86
9.7	Doors and Porches	87
9.8	Masonry, Brickwork and Render	87
9.9	Boundary Treatments and Gardens	88
9.10	Changes of use and Conversions	89
9.11	Setting	89
9.12	Sustainability in the Historic Environment	89
10.0	ENHANCEMENTS AND RECOMMENDATIONS	90
10.1	Maintenance	90
10.2	Shop Front Improvements	90
10.3	Plaques, Signage and Heritage Interpretation	91
10.4	Public Realm Improvements and Placemaking	91
10.5	Traffic and Access	92
10.6	Enhancements for Character Areas	92
10.7	Other Measures to Consider	94
11.0	APPENDICES	97
11.1	Appendix 1: Bibliography	97
11.2	Appendix 2: Other Useful Information	98
11.3	Appendix 3: Contacts	99

LIST OF MAPS

Map 1.	Location of the South Norwood Conservation Area and other Conservation Areas in Croydon	vi
Map 2.	The Boundary of the South Norwood Conservation Area	2
Map 3.	Boundary Changes to the South Norwood Conservation Area 2022	5
Map 4.	Character Areas in the South Norwood Conservation Area	10
Map 6.	Key Views	34
Map 5.	Green spaces which make a notable positive contribution to the Conservation Area	37
Map 7.	Building types identified by the contribution that they make to the Conservation Area	48
Map 8.	Predominant age of buildings	49



Map 1. Location of the South Norwood Conservation Area and other Conservation Areas in Croydon



INTRODUCTION



Map 2. The boundary of the South Norwood Conservation Area

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 (CAAMP) is a document produced to supplement Croydon's Local Plan, the London Plan, and [Croydon's Conservation Area General Guidance SPD](#).

1.2.2. An Appraisal defines the principal qualities that constitute the conservation area's special character, also identifying threats to this character. It is important to note that assessments made in this document are non-exhaustive, and further elements of architectural or historic interest may be present.

1.2.3. A Management Plan addresses the issues raised in the Appraisal and provides area-specific development guidelines to supplement those provided in [Croydon's Conservation Area General](#)

[Guidance SPD](#); potential enhancement schemes are also explored. For further information please see section 1.5 of the [Conservation Area General Guidance SPD](#).

1.3 WHAT IS THIS DOCUMENT'S STATUS?

1.3.1. This document has been adopted as a Supplementary Planning Document (SPD) to Croydon Local Plan and is a material consideration when assessing planning applications that affect the Conservation Area.

1.3.2. All planning applications for sites within the Conservation Area should be informed by the adopted document and the [Croydon Conservation Area General Guidance SPD](#).

1.4 COMMUNITY INVOLVEMENT

1.4.1. Early engagement was undertaken when this document was being drafted with key stakeholders, businessowners, and local community groups. Early consultation was also undertaken at the South



1. South Norwood Community Festival 2021

Norwood Community Festival (18th July 2021), where information about the Conservation Area was exhibited and visitors were able to take part in an exercise to share thoughts and concerns regarding the area. The supplied material was used to inform a draft Conservation Area Appraisal and Management Plan prior to formal public consultation.



2. South Norwood local centre, designated in 1990

1.4.2. The public consultation ran for six weeks during which time the draft was available to view on the Council website. A public consultation event was held on the 25th January 2022 at 241 Selhurst Road. Hard copies were available at the event as well as local libraries.



3. Surrounding residential areas streets including Lancaster Road, included in the conservation area in 2007.

1.4.3. Responses received were from a range of residents, stakeholders, and statutory consultees. All public responses were considered and, where appropriate, the document was amended before adoption, and the designation boundary changed.

boundary was extended in 2007 to take in many of the residential side roads to the north west of the High Street, Lancaster and Warminster Road, and the area to the east of the railway line .

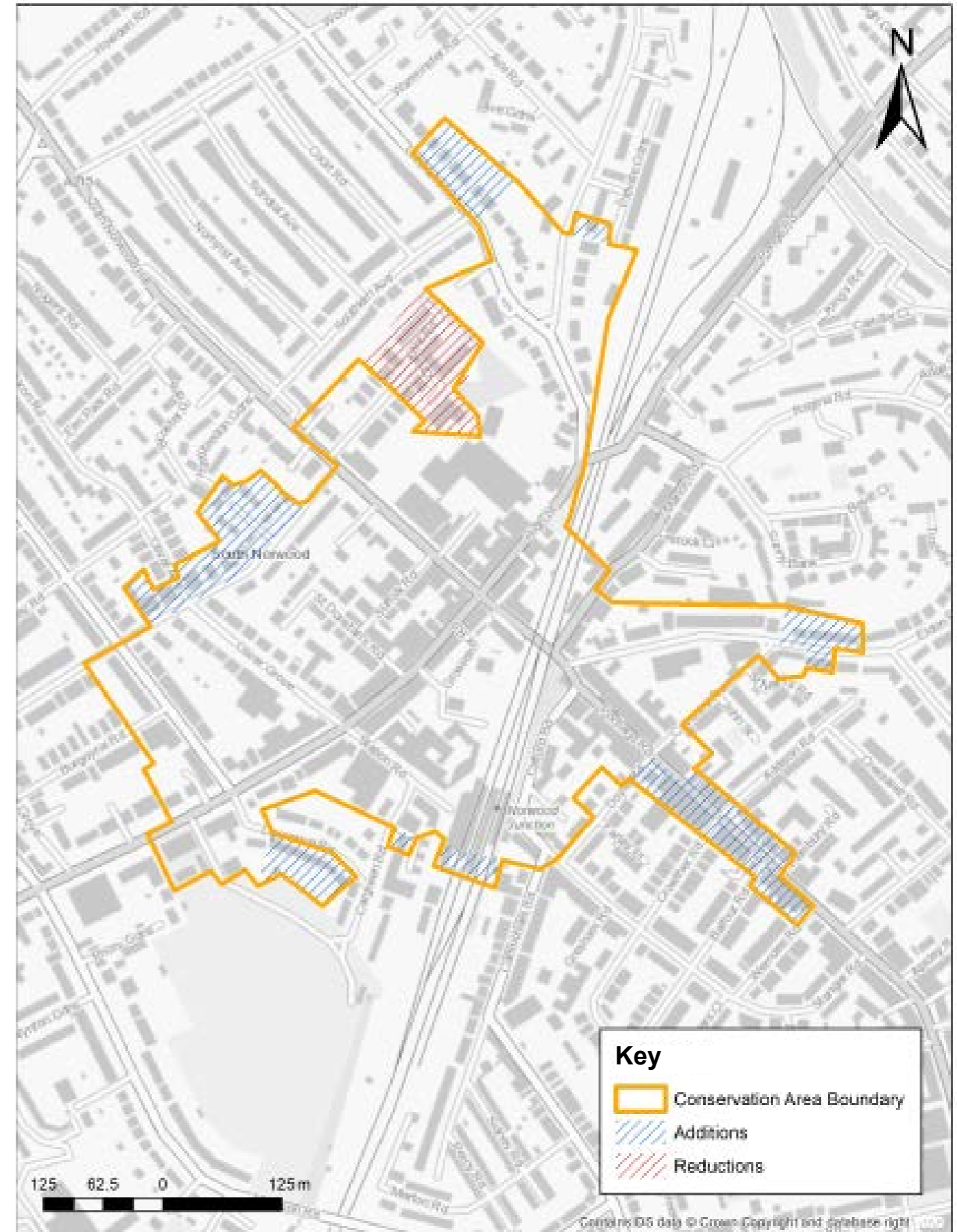
1.5 DESIGNATION BACKGROUND

1.5.1. The designation of South Norwood Conservation Area emerged following an exhibition by the Croydon Society at Fairfield Halls in 1990. The area was subsequently designated as a Conservation Area in November 1992. The

1.6 BOUNDARY AMENDMENTS 2022

1.6.1. The Conservation Area boundary has been carefully reviewed during preparation of the draft Conservation Area Appraisal and Management Plan in line with National Planning Policy Framework (NPPF)

guidance on conservation area designation (paragraph 191). Several boundary changes were recommended to ensure that the designation includes all those areas that are of special interest and contribute to South Norwood's unique character. These recommendations are based on a thorough site assessment and reflect the current condition of the area, as well as up to date methodologies and best practice.



Map 3. 2022 boundary changes to the South Norwood Conservation Area

2022 Additions to the Conservation Area

1. Holmesdale Road and Holmsedale Close

1.6.2. This addition has taken in the Royal Mail delivery office (first shown on the 1898 Ordnance Survey (OS) Map), the South Norwood Baptist Church (founded in 1887, although the Church was rebuilt in 2007), the row of nineteenth century locally listed buildings, and a distinctive estate of post-war homes on Holmesdale Road and Close, laid out by the 1944 OS map and built by the 1954 OS map. The Royal Mail Delivery Office is a red brick building with large windows and a decorated arched entrance on its south western end. The South Norwood Baptist Church is unusual and modern in its massing, however, it adds interest to the streetscape and uses red brick as its predominant building material. The nineteenth-century houses are semi-detached, and two and a half storeys in height, built in London stock brick with red brick detail.

1.6.3. The twentieth-century houses on Holmesdale Road and Close are all two storeys in height with red brick ground floors, plastered second floors and bay frontages. They all are consistent in their style and configuration, with external brick staircases.

1.6.4. These residential, church and Royal Mail buildings are all of merit, for their historic interest, historic and current ecclesiastical use, or architectural interest.

2. Lawrence Road

1.6.5. The south side of this road is well preserved. It is first shown on the 1898 OS Map and is of historic and architectural interest. It comprises several large detached residential buildings, well proportioned, and evenly situated within their plots and all two storeys in height. The houses have retained architectural detailing such as decorated eaves, stucco window surrounds, and overhanging porches. Each house has a generous front garden plot, often planted with hedge borders and shrubs, with plots defined by brick boundary walls. The consistency in style across this group, as well as the rhythm they create along the streetscape, makes a positive contribution to the Residential Character Area, and it is considered to be of high enough merit to include within the boundary.



4. The Royal Mail delivery office on Holmesdale Road



5. Post-war housing on Holmesdale Close



6. Lawrence Road

3. No. 3 Cargreen Road:

1.6.6. Cargreen Road was an early street developed within the area and is shown on the 1879 OS map. The majority of buildings on the street have been fairly altered, but No. 3 has retained much of its historic character and features and is a positive contributor. It is three storeys in height (with a basement level), with a painted render façade. It has banding at first floor level, and its central second floor windows are topped with decorative

cornices. Timber porches are located at each front door, which is accessed by steps. Due to its architectural merit, age, and prominence along the streetscape, it has been included within the boundary of the Conservation Area.

4. The goods shed and Norwood Junction station platforms

1.6.7. These are important buildings and features of the Station, which are of group value and it is recommended that they are all included within the boundary so that they can be managed effectively as a group. The goods shed is located just south of the station forecourt and was built just a few years after the station opened in 1859. It is a large building, built in London stock brick, and has retained architectural detailing which make it recognisable as a railway building. It is now used as railway offices.

5. Portland Road

1.6.8. The Portland Road addition will take in more of the commercial high street and end at the locally listed building, the Mission Hall. It incorporates a stretch of buildings, which are currently recognised as being a local area of interest. The buildings are predominantly of red brick, with some London stock brick, and continue a strong sense of enclosure

and rhythm along the high street parade. Buildings range between two to three storeys in height, and most included shopfronts at ground floor level, some of which have retained historic detailing of interest. Due to the group value of these buildings and shopfronts, and the positive contribution they make to the character of the Conservation Area, they have been included within the boundary.

6. Albert Road

1.6.9. This extension would take in residential terraces which have retained their historic character and are of aesthetic interest. To the south of the road, this includes a small, terraced row of houses, which are two storeys in height, and are of value as a group. They have retained their front boundary treatments, which also makes a positive contribution to the streetscape. On the north is a group of large, twentieth-century semi-detached houses, which are of architectural merit. They have retained features such as their tile-hung projecting bays, and half-timbered gable ends, which are prominent features along the street. Due to the contribution they make, as well as their age and architectural detailing, they have been recommended for inclusion within the area.



7. No. 3 Cargreen Road



8. The goods shed at Norwood Junction Station



9. Norwood Junction Station



10. Shops on Portland Road



11. Semi-detached houses on Albert Road

7. Warminster Road

1.6.10. This extension has taken in the locally listed building at No. 53. The building is in the same style as those at Nos. 59 and 61, and so is of group value with these. It has retained its historic character and architectural detailing, including decorative brackets to windowsills and eaves, brick quoins, brick dog-tooth banding, and stucco window surrounds with keystones. Due to the quality of detail, age, and relationship with similar buildings within the Conservation Area it has been included.

8. Lancaster Road

1.6.11. This would take in the three-storey residential villas, which make a group and are of historic and aesthetic interest and are first shown on the 1898 OS map. These buildings are of the same date as No. 12, which is located within the Conservation Area. They are three and a half storeys in height, with painted render facades, rusticated ground floors, decorated door surrounds, and bracketed eaves. Due to the quality of detailing, age, and relationship with a similar building within the Conservation Area they were included.

2022 Reductions

9. Part of Chalfont Road

1.6.12. This area was recently redeveloped to provide housing. The site once contained a house set in its own grounds, but the former character and layout is no longer discernible, and the new development is of no architectural or historic interest. It has been taken out of the boundary and instead considered as part of the setting of the area.



12.No. 53 Warminster Road



13.Villas on Lancaster Road



14.Recent residential development on Chalfont Road

1.7 STATEMENT OF SPECIAL CHARACTER

1.7.1. The key significance of the South Norwood is derived from its architectural and historic interest as a Victorian suburb, initiated by the establishment of the railway station. The intact layout and built form of the historic shopping streets, which include the High Street, Portland Road and Station Road, as well as the residential side streets, create a significant contribution to the special interest of the Conservation Area in terms of architectural styles, materials and quality. The high streets in particular contribute to the heritage and social values of South Norwood.

1.7.2. The historic layout, still evident to this day, is of key significance. Development radiated out from the road junction at the core of the

settlement into the surrounding fields, during the development of South Norwood as a Victorian suburb. This original focus of development at the junction of High Street, Portland Road and South Norwood Hill is still visible and intact. The centre of South Norwood is predominantly composed of historic buildings constructed between the 1840s to 1910, and although many of these buildings have been altered and extended over time, many retain their original features.

1.7.3. The value placed by the local community on the architecture and history of the area also plays an important part in defining South Norwood's special interest. This is evident in the number of active community and civic organisations in the area who

take an interest in the history and the physical appearance of the area.

1.8 CHARACTER AREAS

1.8.1. The Conservation Area contains five distinct Character Areas. These are shown on Map 4.

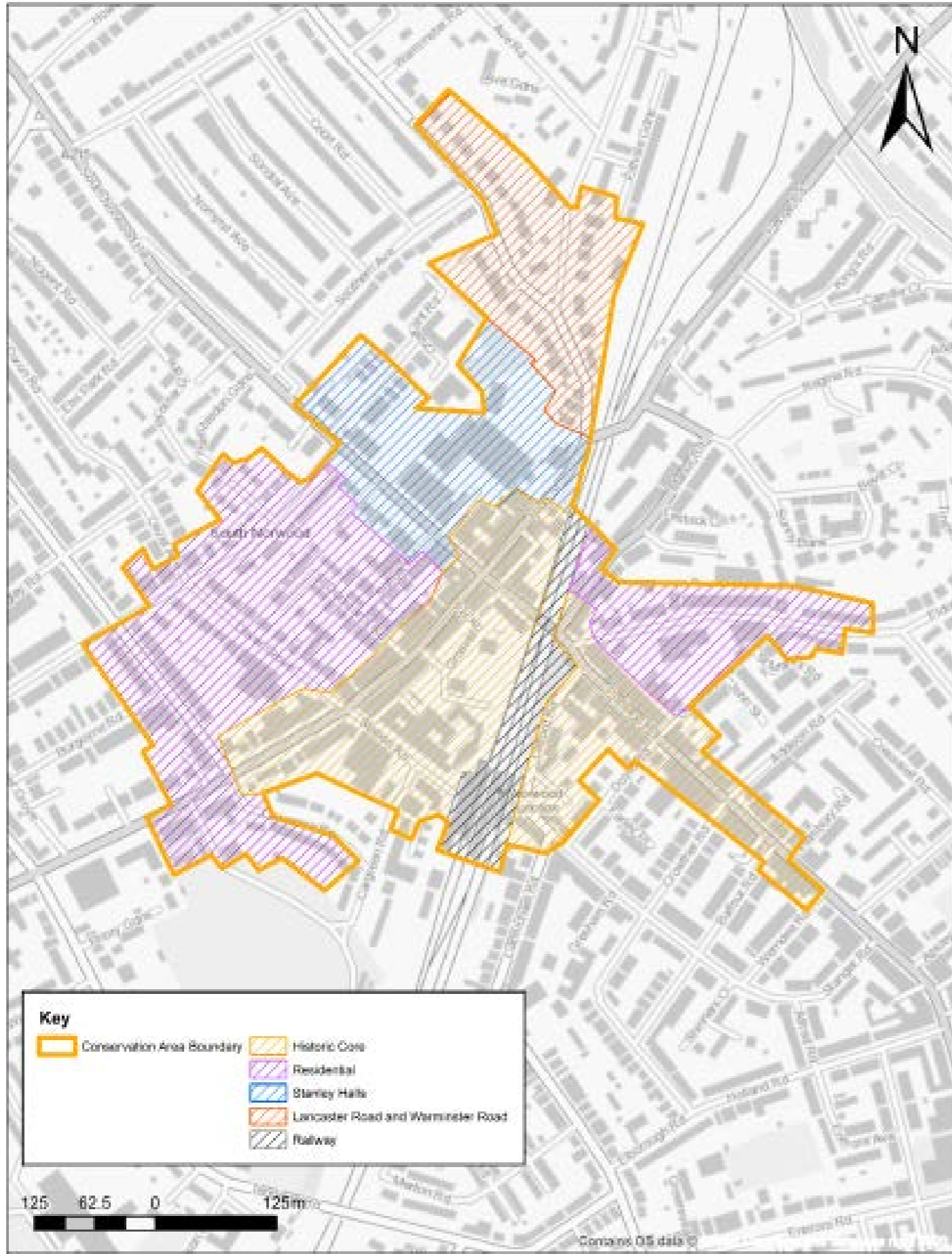
1.8.2. Sections 3 - 5 of this document describe the overall character of South Norwood. Section 6 analyses the distinctive components of each of the character areas in more detail.

The Character Areas are:

- Historic Core
- Stanley Halls
- Lancaster and Warminster Road
- The Railway
- Residential Roads



15.The historic high street, which developed as a railway suburb in the Victorian era



Map 4. Character Areas in the South Norwood Conservation Area



APPRAISAL

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

2.0 CONTEXT

2.1 LOCATION, TOPOGRAPHY AND GEOLOGY

2.1.1. South Norwood is located three miles north east of Croydon town centre. The Conservation Area covers an area of roughly 0.3 sq. km. It is bisected by the railway line and its station, Norwood Junction, is located within the core of the Conservation Area.

2.1.2. South Norwood lies on the southern slopes of the Norwood Ridge which forms the southern edge of the London Basin. This line of hills runs from north-east to south-west for about three miles and rises to approximately 110 metres above sea level at its highest point. The ridge splits into two spurs at the centre of Upper Norwood. One runs north-west (Central Hill) and one south-west (Church Road). The spur divides into two again at All Saints' Church with Beulah Hill running north-west and South Norwood and Grange Hill running south-west. South Norwood Hill is the most southerly spur of this ridge.

2.1.3. The highest point of the South Norwood Conservation Area is roughly 65 metres above sea level on Lancaster Road to the north, and around 45 metres above sea level at its lowest point on Portland Road in the south.

2.1.4. The geology is formed by grey silty deposits known as London Clay, capped in places with the gravel of the Claygate Beds. The London Clay extends at its foot to the southern edge of the South Norwood Country Park, where a stream marks the junction with the sands and gravels of the Blackheath Beds that rise to Shirley, Addington Hills and Croham Hurst. A second stream once ran from near the old Woodside Brickworks site, flowing through the dip in Birchanger and Portland Roads and emerging on the Country Park at its north-west corner, where it can still be seen. These combined streams join the Chaffinch Brook and the Beck to form the Pool River which eventually flows into the Ravensbourne.

2.2 SETTING

2.2.1. The National Planning Policy Framework (NPPF) describes the setting of a heritage asset as *"The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral."*

2.2.2. Historic England's guidance, Good Practice Advice Note 3 *The Setting of Heritage Assets* (2017), also sets out that the setting of a heritage asset is the surroundings in which the asset is experienced and includes a (non-exhaustive) check-list of potential attributes of the setting that may help to elucidate its contribution to significance. This checklist has been used to inform this assessment.

2.2.3. The immediate setting of the South Norwood Conservation Area mostly comprises a continuation of residential and commercial streets. Areas which have retained their historic buildings and spaces make a positive contribution to the character of the Conservation Area, demonstrating the wider settlement of South Norwood and its growth in the late nineteenth and twentieth centuries. These streets retain most of their historic character and architectural detail, particularly along Farley Place, Crowther Road, Carmichael Road, Apsley Road, Stanger Road, and South Norwood Hill.

2.2.4. There are Local Heritage Areas to the south of the Conservation Area along Portland Road. These can be viewed on the Council's [website](#). The streets to the

north of the railway also contain scattered locally listed buildings, which highlight the quality of historic buildings within the setting of the area.

Positive

2.2.5. Some notable areas and features within the setting of the Conservation Area, which contribute positively to its significance, are highlighted below. Development in these areas have the potential to impact on the significance of the Conservation Area, through its impact on views or a loss of historic context. A number of these areas include locally listed buildings or have been designated Local Heritage Areas. Of particular note are:

Portland Road

2.2.6. The commercial character of Portland Road continues to the south for significant stretch. This makes a positive contribution to the Conservation Area, and much of this stretch is recognised

for its architectural and historic interest and is designated as a [Local Heritage Area](#) by Croydon Council.

Farley Place

2.2.7. Farley Place contains a pair of eighteenth-century cottages, which make a positive contribution to the area. The southernmost has retained its historic timber windows. The terraced cottages opposite, although altered, also contribute positively to the historic character here and the setting of the Conservation Area.

Sunny Bank

2.2.8. The layout of this area of residential development of Sunny Bank (originally Frog Island) is of significance. It reflects the former route of the Croydon Canal, still evident in the nature of its planform, its curving streets giving evidence of the canal which once bounded it to the east and



16. View south along Portland Road, towards the edge of the Conservation Area

south. The area also contains a locally listed building, the yellow brick villa at No. 17 Eldon Park.

Negative

2.2.9. There are some elements of the Conservation Area’s setting which have a negative impact on its significance as they detract from its distinctive character and appearance. Negative features within the setting are:

Tall Buildings

There are a number of tall buildings within the setting of the Conservation Area. These make a particularly notable impact within the immediate setting of the area, for example, those on Penge Road are located close to the Conservation Area boundary and are visible from Lancaster Road and the High Street. A number of other tall buildings are visible within the wider setting of the Conservation Area and are particularly visible to the south east where the land slopes and then plateaus, creating long vistas from areas of high ground within the Conservation Area. Tall buildings pose a particular threat to the Conservation Area, due to its complex topography, which affords wide reaching views out of the area and along streets towards its setting. Tall buildings in close

proximity to the Conservation Area have a negative impact on its setting due to not being in keeping with the character and appearance as well as the visual impact.

The Petrol Station

2.2.10. The petrol station on South Norwood Hill (Figure 17) currently makes a negative contribution to the setting of the Conservation Area. It is a large, prominent corner plot, which increases vehicular traffic and creates cluttered signage which



17. Petrol Station on South Norwood Hill

is visible from the Conservation Area.

Positive Green Spaces

2.2.11. South Norwood itself is densely built, however, the wider area is surrounded by green open spaces which make a positive contribution to the way the Conservation Area is appreciated within its setting. Key areas of green space within the setting include South Norwood Country Park, South

Norwood Lake and Grounds and South Norwood Recreation Ground.

2.2.12. The nearest of these, the Recreation Ground (Figure 18), is located immediately to the south west of the Conservation Area. It was first acquired by the council in 1889 to be laid out as a public amenity and to this day forms an important urban green space. It is recorded by the London Gardens Trust, and although the layout is greatly simplified from its original, as there are no longer flower displays or a bandstand, some of the original trees remain. It is accessible from the Conservation Area, and visible from within it in places. It also serves the local community as a activity space, with play equipment and events taking place here.

2.2.13. The South Norwood Country Park is located approximately 0.5 km to the south east of the Conservation Area boundary (Figure 19). It is an important open space and park within the setting of the Conservation Area. The park was created in 1987 and is owned by the London Borough of Croydon. It is recorded on the London Garden’s Trust inventory; the entry for the site includes details of its historic development, design, and earlier use of the land here prior to the park’s

establishment. There is a Scheduled Monument (List Entry No.: 1001966) in the centre of the park, the Elmers End medieval moated site. Due to its proximity to the Conservation Area, its function as a park which serves the local town and people, and its origin to preserve the previously undeveloped land here, the South Norwood Country Park is considered to

make a positive contribution to the setting of the Conservation Area.

Beckenham Cemetery and Crematorium

2.2.14. The Cemetery, opened in 1876 as Crystal Palace District Cemetery, adjoins the South Norwood Country Park to the north. It contains the graves of people connected with South Norwood, notably the

grave of diver William Walker, whose work saved Winchester Cathedral from ruin. Walker was a resident of 118 Portland Road, which also falls within the setting of the Conservation Area. His home is now marked with a plaque funded and erected by the People for Portland Road as part of their Heritage Trail.



18. South Norwood Recreation Ground



19. South Norwood Country Park

2.3 HISTORIC DEVELOPMENT

Prehistory (500,000BCE – 43)

2.3.1. South Norwood and its surrounding area would have been largely wooded following the end of the last ice age around 12,000 years ago. It is thought that some of this ancient woodland remains to the north of South Norwood at Sydenham Hill Wood and at Dulwich.

2.3.2. The London clay geology which exists within South Norwood would have made for poor agricultural conditions, and so there has been intermittent settlement within the area. Neolithic evidence of human occupation has been identified to the north and west of the Conservation Area where flint tools including axes have been found (Greater London Historic Environment Record No. MLO10797,19619). A number of prehistoric sites have been recorded on Wandle Gravels in Croydon and South Croydon; these areas are composed partially of sand and gravel.

Roman (43AD – 410)

2.3.3. Roman finds have been identified within the vicinity of South Norwood, but occupation evidence from this period has largely been found at Croydon to the southwest, outside the conservation area boundary (MLO24609).



20.A mosaic within the Conservation Area depicting the historic industry of the area (source: Place Services)

Early Medieval (410 – 1066) and Medieval (1066 – 1540)

2.3.4. A dense ancient woodland once covered large swathes of land south of the Thames, across the area over the high ridge of land between Deptford in the north and Selhurst to the south. It was called the North Wood during the Anglo-Saxon period, and it is likely this that later gave Norwood its name. The Great North Wood comprised chiefly oak and hornbeam trees (with some ash, hazel and holly), as well as open commons. Throughout the Middle Ages this area supported woodland industry, such as providing firewood, charcoal as fuel, timber for ship building, bark for dyeing leather and sticks for baskets, brooms and woven hedges. These resources supported a rapidly expanding

London, producing charcoal for fuel and timber for construction and shipbuilding.

2.3.5. Medieval settlements were scattered across the landscape, linked by a network of roads, meadows, woods and farmland. The medieval rural settlement pattern was largely dispersed, with church/hall complexes, individual farms, moated sites and small hamlets. The part of the Great North Wood within the parish of Croydon is recorded in the Domesday Book, 1086. At this time the land belonged to the Archbishop of Canterbury, although the local Lord of the Manor held hunting and tree-felling rights, and local people kept pigs in the wood. There is, however, no physical evidence recorded from this time as there are currently no Historic

Environment Records (HER) within the Conservation Area dating to the medieval period.

2.3.6. Within the wider landscape, a Medieval moated site containing two concentric moats is protected as a Scheduled Monument at Elmers End to the east of the Conservation Area (List Entry No.: 1001966). The site also contains the remains of an associated manor house visible in cropmark evidence; this is thought to date to the thirteenth century.

Post Medieval (1540 – 1901)

2.3.7. There are a number of post-medieval sites noted on the Greater London HER for South Norwood, reflecting the growth of the settlement during the nineteenth century; some of these buildings survive today and are recognised through their designation as statutory listed or locally listed buildings.

2.3.8. There is some evidence for occupation within the vicinity of South Norwood in the sixteenth and seventeenth centuries, but this evidence largely falls outside of the Conservation Area. To the northwest a manor house is recorded on the HER (MLO12274), and to the southeast is Woodside Cottage House, a timber-framed

building, which is currently Grade II listed (List Entry No.: 1190416, MLO82399).

2.3.9. By the mid-eighteenth century the exploitation of the Great North Wood had led to large swathes of deforestation and the creation of heathland. Roque's Map of 1768 shows that by this time a small hamlet

had developed at South Norwood at the road junction of the now Whitehorse Lane (B266) and South Norwood Hill. This road pattern survives today and is a notable feature of the Conservation Area; the area centred on the junction of Selhurst Road with South Norwood Hill and comprised agricultural land to northwest



21.Extract from the 1800 Inclosure map showing South Norwood Hill (source: norwoodstreethistories.org.uk)



22.Extract from the 1768 John Roque Map showing Great North Wood (source: John Hickman Local Historian)

and southwest of Selhurst Road (Selis Lane) and heathland to the east. The Goat House, by this point a farmstead, is also visible to the east. This building's name was likely derived from the much earlier name of the land here, which first appeared on William Mar's 1678 map. This map depicted an establishment in a clearing in the woods called 'Shelverdine or Goat House'.

2.3.10. Until the beginning of the nineteenth century, the area remained isolated with the roads to the north tapering off into the heathland. Portland Road was one of the oldest routes across Norwood Common and was retained by the 1800 Enclosure Commissioners. The small settlement contained only a pub, brick works, one country house, a few villas, two farms, and a scattering of farm workers cottages; it is likely that the pub is the original Jolly Sailor Public House, opened between 1807-1810. The existing pub of this name is on the same site.

2.3.11. Before the Act of Enclosure, the areas of common land were notoriously occupied by criminals and highwaymen who used the woodland and its routeways to target those who frequented the roads. The Jolly Sailor was a renowned haunt of

smugglers, according to an unnamed history book referenced in the Croydon Times Diamond Jubilee Souvenir Number from 1921.

Enclosure

2.3.12. From the early nineteenth century, areas across Croydon were enclosed by the Croydon Enclosure Act. Before 1801, the parish recorded approximately 1500 acres of common heath and waste land, 830 acres of which were located at Norwood. The land was divided into plots to be privately cultivated by its new owners; these were enclosed under the 1797 Act and were allocated in 1801. Lord Thurlow, an eminent late eighteenth century lawyer, divided his estate in Lambeth and Streatham on his death



23. The Croydon Canal (source: Croydon Archives)

in 1806 between a number of trustees who attempted to sell the mansion and part of the land, but could find no buyers. In 1809 they obtained an Act of Parliament allowing them to demolish the mansion and to develop roads and accelerate building in the area. This facilitated the nineteenth century settlement at South Norwood.

Croydon Canal

2.3.13. The Croydon Canal played a large role in shaping the development of South Norwood. Construction began in 1801 and was completed in 1806. The canal ran south from a junction at New Cross with the Grand Surrey Canal to what is now West Croydon Station, which is on the canal basin. The canal rounded

South Norwood to the east and its route partially falls within the South Norwood Conservation Area, and the Jolly Sailor was a stopping point of the canal. The shape of the canal can still be seen in the road layout of the former Frog Island (now known as Sunny Bank). These roads follow the curve of the old canal bed. The canal was not as successful as its contemporaries and was closed in 1836; much of the alignment was later used by the London & Croydon Railway Company.

2.3.14. An evaluation undertaken south of South Norwood located the route of the canal and found the site of

a wood and stone canal bridge (MLO58662, 58665, 586). Part of the old canal is visible on the first edition Ordnance Survey map of 1868. A recreation and sports ground created in 1881 to the north of the Conservation Area included the reservoir at Woodvale Road/ Auckland Road which formerly served the Croydon Canal (MLO99408, 99410). The site was used for fishing, boating and swimming and also had a cricket ground, pavilions and over fifty lawn tennis courts.

Railway

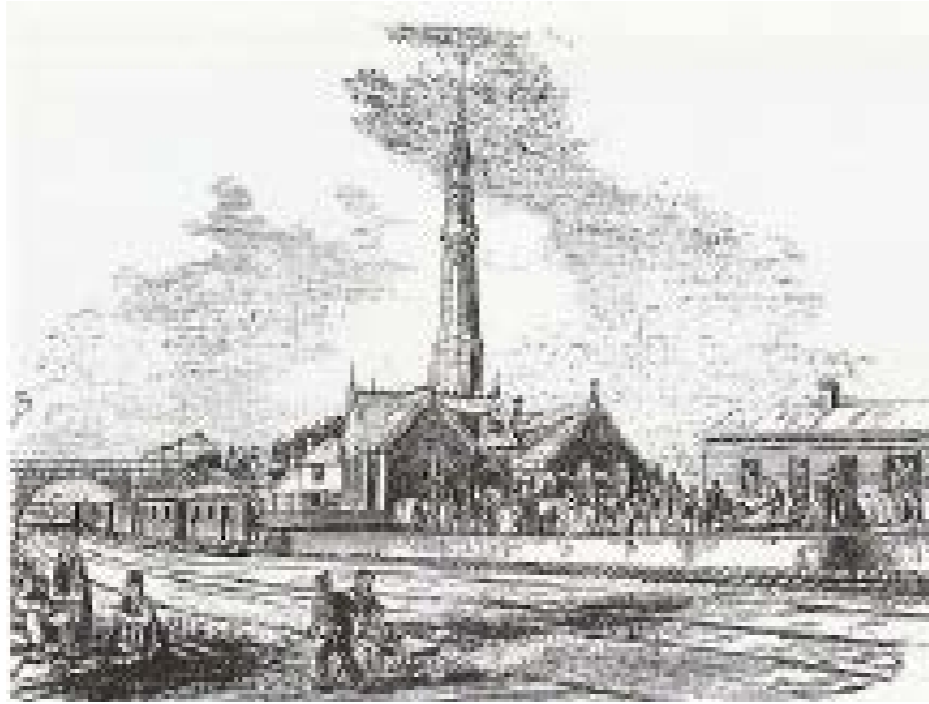
2.3.15. The arrival of the railway in the mid-nineteenth century had a great impact

on the development at South Norwood. Authorised by an Act of Parliament in 1835, the line ran from a new station at London Bridge to London Road in Croydon. During construction, Parliament decided that only one route should enter the capital from the south, so lines from Dover and Brighton shared the route from Croydon at Norwood Junction (MLO107767). The original Norwood Station, formerly called the Jolly Sailor, named after the public house, was located close to the junction of Portland Road and the High Street within the Conservation Area; it was demolished in the 1960s.



24. South Norwood Station c.1960 (source: Croydon Archives PH/x/1,832)

2.3.16. In 1844, the London & Croydon Railway Company trialled an 'Atmospheric Railway'. For this a pumping station was built at Norwood, near to the Norwood Junction Railway Bridge. Using atmospheric pressure behind a piston attached to the train through a groove in an airtight pipe, the train was propelled towards the pumping station; although innovative, it was ultimately unsuccessful, and the scheme was abandoned in 1847. A plaque, sponsored and erected by People for Portland Road on the south-eastern railway bridge, commemorates the Atmospheric Railway.



25. Jolly-sailor Station, showing the pumping station 1845 (source: wikimedia Commons)

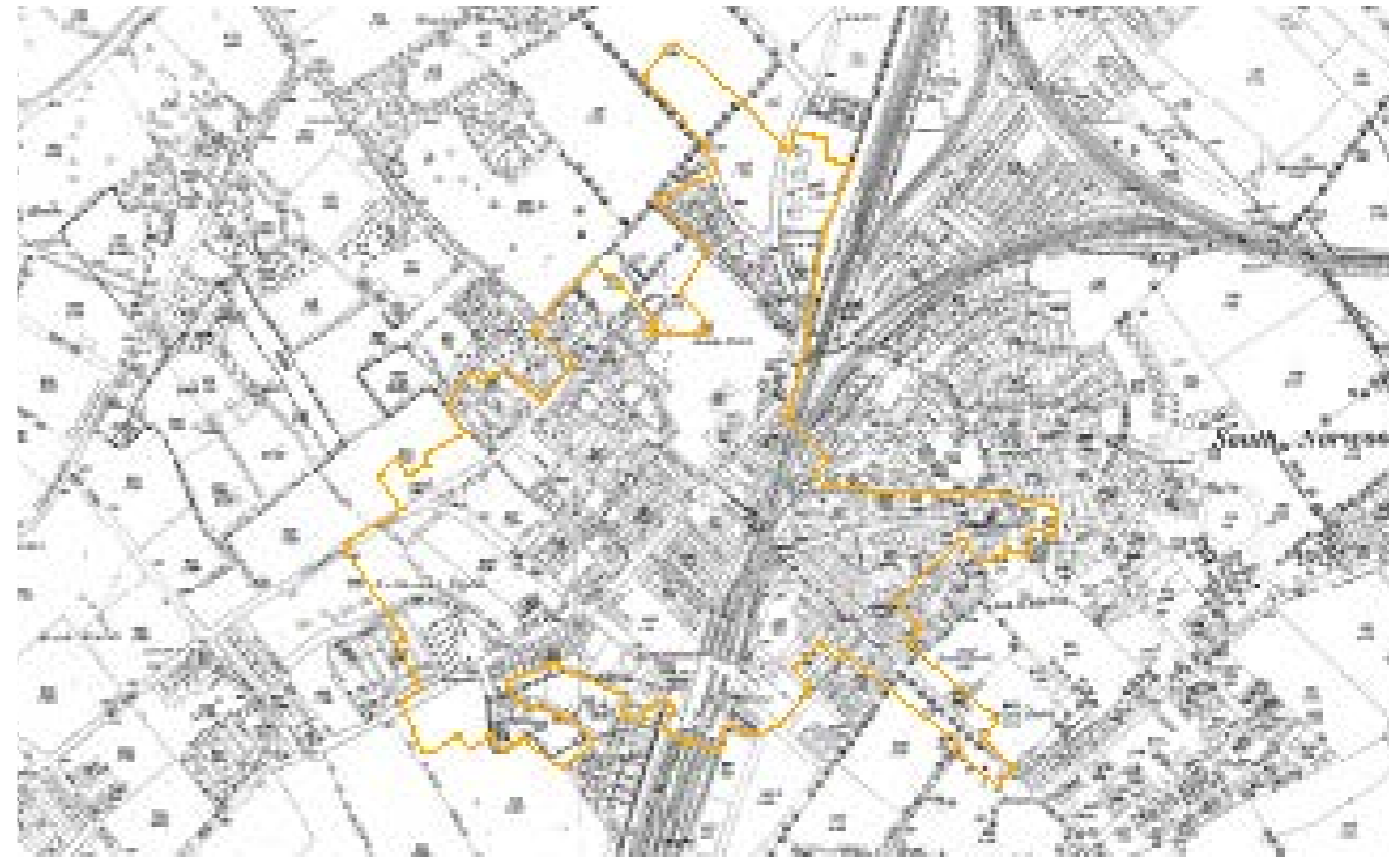
alignment of the road forming an unusual crescent. A number of religious buildings were built in the mid-nineteenth century to serve the growing community, including St Marks in 1852, the Church of the Holy Innocents in the 1893, the Mission Hall in 1889, and a mid-nineteenth century Chapel behind Nos. 39b-41 Portland Road (List Entry No.: 1323688, MLO82421; List Entry No.: 1079303, MLO82348; WS012, MLO102214). A pauper's school was founded in 1878 along Chalfont Road at Cumberlow Lodge by William Ford Robinson Stanley, a local inventor and philanthropist (MLO101600).

Railway expansion

2.3.17. South Norwood rapidly expanded following the arrival of the railway in the mid-nineteenth century. Many of the buildings within the Conservation Area are testament to the settlement's growth at this time, especially along the High Street, Chalfont Road and Oliver Grove (MLO101594, 102173).

2.3.18. Albert Road, and its continuation along Eldon Park and Lincoln Road, was built in 1855 (formerly known as Frog Island), and although the Croydon Canal was no longer in use, it influenced the

2.3.19. As it grew, the settlement developed as a town of two halves. Portland Road was South Norwood's main shopping centre until the railway station was removed from Portland Road. The new station at Norwood Junction changed the commercial centre of South Norwood to the High Street, evidenced by the growth from fifteen shops in 1861 to sixty by 1872. These buildings were largely purpose-built and bigger compared to the shops along Portland Road. The railway network encouraged the development of chain shops, which became more prevalent after the 1870s; one of these branches was known as 'Kennedy's Sausages'.



26. Ordnance Survey Map 1868



27. Ordnance Survey Map 1898

Kennedy's Sausages

2.3.20. No. 18a High Street is one of the earliest branches to survive of a small chain of shops operating in South London (List Entry No.: 1392596, MLO101136). Kennedy's began trading from 140 Rye Lane, Peckham in the 1870s, and the proprietor from the 1890s was a John Kennedy. Kennedy's deployed a consistent design to its shops across the chain and had nine stores across south east London, first recorded in South Norwood in 1926. The company was run by the same family for some 130 years. The railway network facilitated warehousing and the importation of frozen meat from the 1880s, which allowed the business to thrive. The shops were a well-known family butchers selling sausages and pies. The shop closed in 2007, largely due to changing shopping habits and trends in the twenty-first century. The building was Grade II listed in 2008 as a well-preserved example of a 1920s shop with its distinct Kennedy's art deco décor mostly surviving.



28. Kennedy Sausages Shop c.2005 (source: Croydon Archives PH-07 2990)

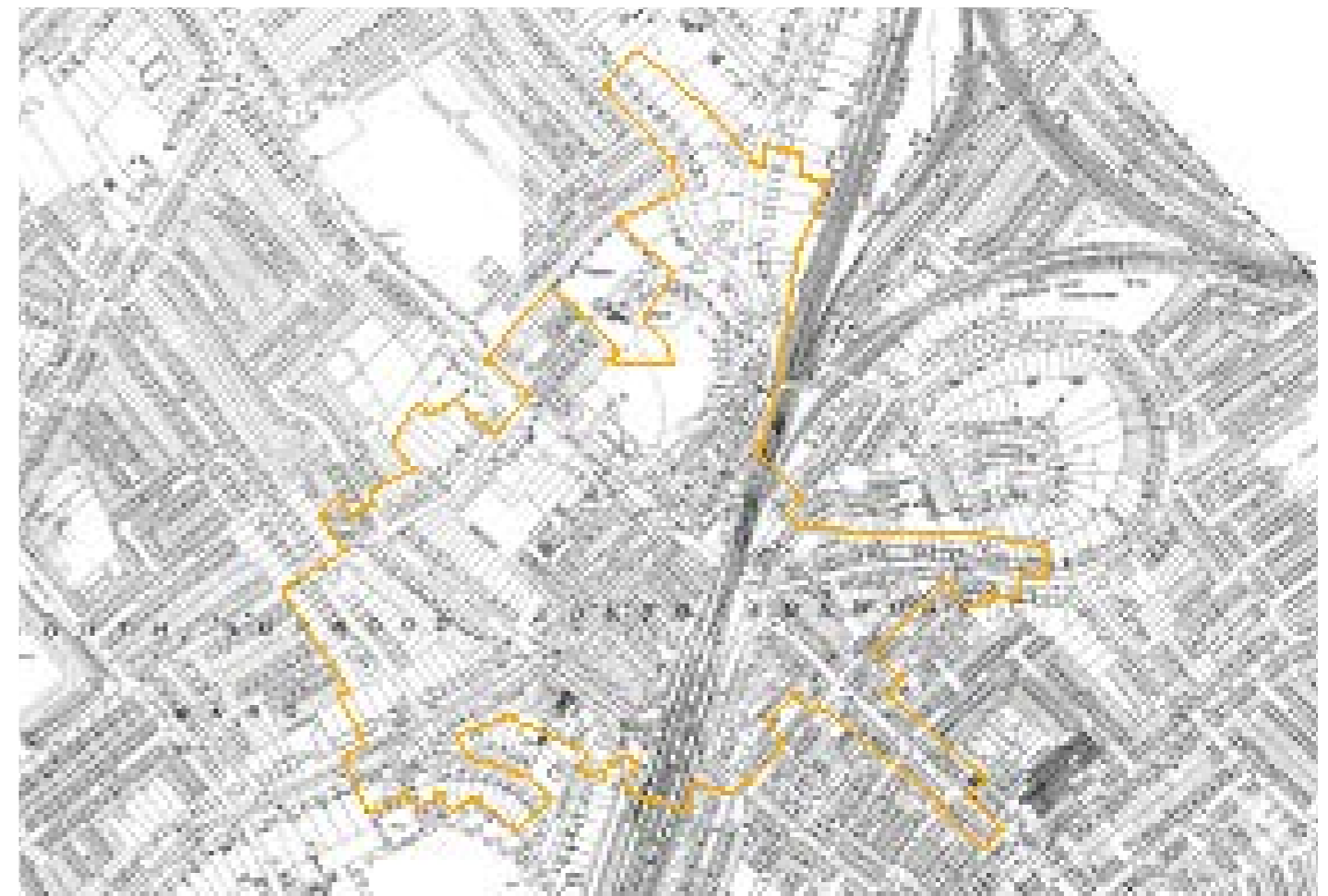
Woods, was bought in 1806 by John Davidson Smith who divided the site for residential development. The first edition Ordnance Survey map of 1868 shows a mansion with extensive gardens and landscaping (MLO104047). In 1900 the park was acquired by the Croydon Corporation and the park became a public area

with the additions of a bowling green, tennis courts and a bandstand. The mansion was damaged in World War II and two of the three lodges survive.

2.3.22. Beaulieu Heights to the north of South Norwood, also formed part of the Great North Wood and later comprised the grounds of two large houses: Hazelwood and Beaulieu



29. Ordnance Survey Map 1912



30. Ordnance Survey Map 1933

Lodge (MLO104015). Beaulieu Mansion and gardens are still in private use and the house served as a hotel for many years. Hazelwood was built in c.1860 by a Dr Butter. The gardens included a walled garden, and the park was opened to the public following the Second World War after both were purchased by Croydon Council in 1938.

2.3.23. South Norwood Recreation Ground is located at Tennison Road and Cargreen Road (MLO99503). This late nineteenth-century recreation area was constructed by Croydon Corporation as public amenity on fields acquired in 1889. The recreation ground formerly had a bandstand and was planted with a boundary of trees; a bowling green, pavilion and football pitches were added later.

Samuel Coleridge-Taylor

2.3.24. South Norwood was home to a range of notable residents, one of whom was the Victorian composer Samuel Coleridge-Taylor, who wrote 'The Song of Hiawatha'. Coleridge-Taylor was an accomplished musician and composer, and the first black person to be commemorated by a blue plaque in 1975. Coleridge-Taylor lived at No. 30, Dagnall Park, to the west of Norwood Junction (SE016: MLO101760). His blue plaque

now marks the house. He studied at the Royal College of Music and became renowned by his early twenties, so much so that he was invited to the White House by President Theodore Roosevelt.

Sir Arthur Conan Doyle

2.3.25. Author of the famous Sherlock Holmes stories, Sir Arthur Conan Doyle, lived in South Norwood between 1891 and 1894 at No. 12 Tennison Road located just outside of the Conservation Area (SE014: MLO102383). It was at South Norwood that Conan Doyle decided to give up on his medical career and pursue writing fully. The influence of Norwood can be noted in his writing, particularly 'The Norwood Builder'.



31. Samuel Coleridge-Taylor c.1893



32. Plaque commemorating Sir Arthur Conan Doyle outside his home on 12 Tennison Road

William Ford Stanley

2.3.26. William Ford Stanley was a local inventor who first moved to South Norwood in 1867. Stanley's works in South Norwood were complemented by his local philanthropy made possible with the profits from his firm, which manufactured precision scientific instruments from 1853 until 1999.

Throughout his life, Stanley gave the town two adjoining halls with art gallery and society rooms.

2.3.27. Perhaps his most notable contribution to the area was the design and construction of Stanley Technical Trade School and Stanley Halls, located on South Norwood Hill. The complex comprises a Technical Trade School, public halls and art gallery built throughout the early 1900s. In 1903, Stanley Halls was opened, and a second hall added in 1904. The Technical Trade School opened in 1907 and was the first in the country. The Clock Tower within the centre of the Conservation Area is a testament to the gratitude Stanley received from the local community, who erected the Clock Tower in honour of his golden wedding anniversary in 1907. That year, Stanley was also made a Freeman of the Borough. He died at his home in Cumberlow Lodge, South Norwood, in 1909, and was buried at Elmers End cemetery.

Modern (1901 – 2022)

2.3.28. Development of South Norwood continued during the wars and by 1940 much of the land around the Conservation Area, to the south and north, was developed with housing.



33. Clock Tower (source: Croydon Archives PH/96/4161)

First and Second World Wars

2.3.29. There are HER records relating to remnants of both First and Second World War defensive structures or weapons emplacements around South Norwood. An air raid shelter is identified at Grangewood Park and a World War II (WWII) anti-aircraft rocket battery site at Orchard School Sports Centre to the north (MLO72380, 68317, 99411). The area suffered during the bombing of WWII. A V2 rocket bomb exploded in Sunny Bank – Regina Road on 20th October 1944 causing loss of life and very extensive damage to a wide area (WVS notebook of Mrs. Gwen Martin).

South Norwood Islamic Community Centre

2.3.30. As the local community grew, The Muslim Association of Croydon was formed in 1974 to support Muslims settled in Croydon to safeguard their interests, language, customs and traditions. In the 1990s, a group of local Muslims in South Norwood started searching for a space which could cater for their needs, particularly as Croydon only had one mosque at this time. A new site was procured on Clifford Road in 2000, and the South Norwood Islamic Community Centre was established soon after as a place of prayer supporting the local community.



34. Stanley Halls South Norwood Hill (source: Croydon Archives 142.4)



35. Plan of Stanley Halls, by W.F.R. Stanley (source: Croydon Archives AR548/5)

Twentieth-century buildings

2.3.31. Throughout the twentieth century pockets of development occurred across the area. The area to the north of Holmesdale Road and Suffolk Road/St Dunstan's Road (formerly St. John's Road) in particular was filled in with residential housing. Some notable buildings within the Conservation Area also date from the twentieth century, including the Roman Catholic church of St Chad, designed by George Drysdale and completed in 1933 and the Brutalist Library. The library was purpose-built in 1968, with the chief librarian at the time, Mr T. E. Callender working alongside the architect Hugh Lea, influenced by L. Mies van der Rohe's unique style, to design the space effectively for its use as a library. Lea was the Croydon Borough Architect between the years of 1966-1973, and was the Director of Development from 1972 until 1988.

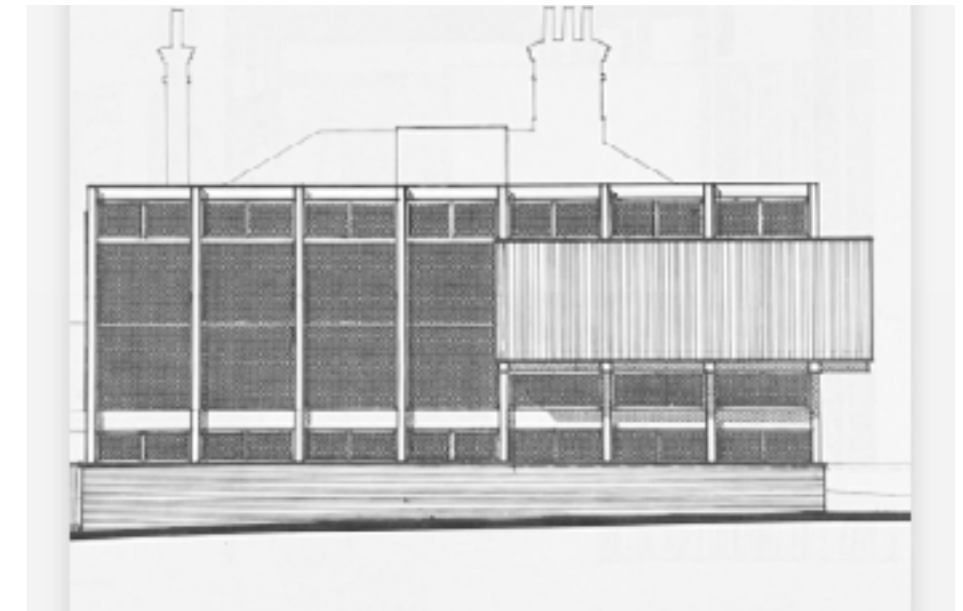
Twenty-first century changes

2.3.32. In recent years, development has continued within the Conservation Area, resulting in areas of modern building. Notably was the redevelopment of Cumberlow House, originally built in around 1878 by William Stanley, who designed the building as his residence. It was later used

as a Children's Home and was locally listed, but it was demolished in 2006.

2.3.33. The Harris Academy built in 2007 incorporated the Stanley Technical Trade School building, designed by John McAslan + Partners.

2.3.34. In 2019, South Norwood was granted £1.16m through the government's Good Growth Fund. The project, led by Croydon Council and We Love SE25, was amended to bring empty properties back into use, and invest in community hubs including the Samuel Coleridge Taylor Centre, Socco Cheta



36. Plan showing the South Norwood Library (source: Brutalist Library @ BrutalistLib)



37. Harris Academy (source: RIBA)

community centre, Stanley Halls and the Croydon Youth Theatre Organisation.

2.3.35. In 2020 Croydon Council secured a further £1.1m funding from Historic England to deliver and manage the South Norwood High Streets Heritage Action Zone (HAZ). The programme was developed to support the area by funding shop front and façade improvements, heritage-focussed placemaking projects and entrance improvements to the landmark Stanley Halls. The comprehensive outreach and activity programme was also produced to engage a diverse, multi-cultural community and develop the custodians of local heritage for the future. As part of the HAZ project, the South Norwood Conservation Area Appraisal and Management Plan was reviewed and updated in 2021-2022.

Selected References and Sources

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- John Hickman, *An Introduction to the History of South Norwood Country Park*, <https://friendsofsncp.org.uk/history/>
- 'Norwood: Introduction', in *Survey of London: Volume 26, Lambeth: Southern Area*, ed. F H W Sheppard (London, 1956), pp. 167-173.

2.4 ARCHAEOLOGICAL SIGNIFICANCE

2.4.1. Within the South Norwood Conservation Area, excavations have revealed the potential for post medieval preserved archaeological remains. Some preserved made-ground layers (a layer of ground which shows evidence of archaeological activity) from this period have been found within the Conservation Area along the High Street (MLO77525).

2.4.2. Findspots of Prehistoric and Roman material are recorded within the vicinity; however, these are regarded as being indicative of occupation in the wider landscape rather than of specific occupation in the Conservation Area.

2.4.3. The medieval site at Elmers End is indicative of the dispersed nature of occupation within this area during the medieval period (List Entry Number: 1001966). Many of the historic roads and routeways, however, are preserved within the current settlement pattern and therefore there is some potential for medieval and post-medieval occupation within the Conservation Area. Whilst settlement evidence is more likely to be sited along the street frontage, backyard sites and open areas have the potential to contain preserved

archaeological remains that are undisturbed. Any former waterways which ran through South Norwood or wells also have the potential for good preservation of waterlogged remains and paleoenvironmental deposits.

2.4.4. The route of the former canal is important as it forms part of the historic transport industry within the area. Part of the route is preserved within the railway corridor. The visible elements of the

canal have been largely lost; however, there is the potential for below ground deposits associated with the canal itself and potentially the infrastructure associated with it. Historic industrial sites have considerable place-making potential along with preserved waterlogged remains below ground.

2.4.5. The Greater London Archaeology Advisory Service reviewed Croydon's archaeological resource

in 2016 and the borough was divided into four levels of archaeological priority. Following the review, South Norwood Conservation Area does not encompass any known areas of high archaeological potential and, therefore, falls within Tier IV. Further information about priority areas and the borough review are available on Historic England's [website](#)



38. Decorations along Portland Road, South Norwood (source: James Bentley Archives)



39. Portland Road, South Norwood (source: James Bentley Archives)

3.0 TOWNSCAPE CHARACTER

This section provides an overview of the townscape character of the South Norwood Conservation Area. Townscape is defined as the arrangement and appearance of buildings, spaces and other physical features in the built and natural environment. Further detail on individual elements within each Character Area is provided in Section 6.

3.1 LAYOUT AND PLAN FORM

3.1.1. The layout of the South Norwood Conservation Area contributes to its special interest. It indicates how the development evolved from the central junction and radiated out from the two main arterial roads into the surrounding fields. This original focus of development is the confluence of the High Street, Portland Road and South Norwood Hill, which is still legible in the layout of the area to this day. Development has also responded to the former route of the Croydon Canal and the railway, which bisects the Conservation Area.

3.1.2. South Norwood Conservation Area is generally characterised by a tight urban grain with narrow plot widths. There are few building setbacks on the main streets within the historic core and along shopping parades, which contrasts with the residential

side streets, where there are small front gardens. The Lancaster and Warminster Road area varies in its layout, being characterised by detached taller buildings, wider plot widths and generous setbacks with landscaped frontages.

3.1.3. Street widths are relatively consistent throughout the Conservation Area, although the residential streets have the impression of being wider as buildings are set back from the pavement edge. The gentle curve of the High Street, combined with the density of buildings which line the pavement edge, creates a more enclosed feeling on the commercial streets.



40. Tight grain demonstrated looking down the residential side street of St Dunstan's Road to the High Street



41. View along the slightly curving High Street

3.2 DENSITY AND LAND USES

3.2.1. The density of buildings within the Conservation Area varies depending on the predominant land use and street layout. The historic core is of a higher density and is enclosed in character, due to the continuous stretches of commercial buildings, which flank the High Street and Portland Road. The topography also contributes to the sense of density by affording views of continuous frontages. On higher ground, within the Stanley Halls area and the Lancaster Road and Warminster Road area, there is still a high density of buildings, however they are set further apart and behind moderately-sized front gardens. This creates a feeling of lower density.

3.2.2. Land uses within the Conservation Area are predominantly commercial and residential. Commercial buildings centre around the two high streets that form the core of the Conservation Area; Selhurst Road and High Street to the east of the railway line, and Portland Road to the west. The historic core of the area contains a high proportion of commercial buildings, often with residential flats above. There are also a number of public houses.

3.2.3. Residential side streets adjoin the arterial High Street and Selhurst Road, with Whitworth Road, Lawrence Road, Oliver Grove, St Dunstan's Road, Suffolk Road and Holmesdale Road all comprising mainly nineteenth-century residential terracing and later twentieth-century semi-detached houses.

3.2.4. Within the residential roads and Historic Core Character Areas, there are also a number of places of worship, which contribute to the area in terms of their historic and current use, and also serve to break up the density of buildings and often include elements of soft landscaping. These include: The Holy Innocents Church, St Chad's Church, the Rapture Ministries Church of the Open Bible, the Local Polish Catholic Mission, the South Norwood Methodist Church, South Norwood Baptist Church, St Mark's, the South Norwood Islamic Community Centre, the New Destiny Christian Church and the Redeemed Christian Church of God.

3.2.5. There is a sixth form college, primary school, library and the Royal Mail Delivery Office within the Residential Character Area, which contributes to its suburban townscape.



42. St Mark's Church, Albert Road

3.3 FORM, BUILDING HEIGHT AND MASSING

3.3.1. The building heights of historic buildings are varied but are predominantly of three storeys on the main roads and two storey buildings on the residential side roads. Residential streets are fairly consistent in their massing, however there is much greater variety along commercial streets and particularly within the Historic Core Character Area. Along Station Road, for example, the station is a two-storey building which terminates the street, and the road extends to the north flanked by three to three-and-a-half storey Victorian terracing. Some twenty-first century residential development which is five storeys in height, and a twentieth-century supermarket

which is blocky in its massing detract from the character and appearance of the street.

High Street

3.3.2. Along the High Street, buildings are more consistent in their Victorian date and therefore also their form and height. They typically range between two-and-a-half and three-and-a-half storeys. This consistency in height is an important feature of the area, contributing to a coherent townscape. This height also allows for glimpses of rooflines and chimneys from the street level, which adds to the interest of the roofscape, particularly due to the slightly sloping topography of the High Street. Buildings are predominantly terraced and built to the pavement edge, which contributes to a sense of enclosure; however the

building line is punctuated by side streets, which create regular gaps in the building line. There are some exceptions along the High Street, notably to the east of the junction with South Norwood Hill, where the buildings become more varied in terms of their height and mass. For example, the small stretch of single-storey buildings known as Commercial Buildings add interest, however the four-storey Nicola House introduces modern massing and height.

Portland Road

3.3.3. Portland Road is varied in its form and mass; buildings can range between one and three-and-a-half storeys in height. This street has developed such that there are stretches of buildings which share a similar form, and create smaller groups, however they are then broken up by differing groups and modern infill. For example, Nos. 52 to 62 Portland Road is a range of Victorian terracing, two-and-a-half storeys in height, with gable frontages at each end. It is set adjacent to a modern, blocky four storey development, and opposite a stretch of historic two storey terraces.

Residential Roads

3.3.4. Within the residential side streets buildings are of a different form, mass, height and density to the more tightly developed historic core. Along St Dunstan's Road, Albert Road and Chalfont Road, for example, residential buildings tend to be of a smaller scale, at two storeys in height, and comprise of fairly densely built terraced or semi-detached houses. The buildings are set back behind small front garden plots. Whitworth Road, Oliver Grove, Lawrence Road and Holmesdale Road are of a similar character to smaller side streets, however the buildings are between two and three storeys, and are predominantly semi-detached and detached, creating a more spacious density with regular gaps between buildings. They are also frequently set back within their plots, behind small front garden plots. Lancaster Road and Warminster Road are unique in terms of their



43. Consistent form, scale, height and mass of residential buildings on St Dunstan's Road

scale, massing and density; the houses are detached and larger here, typically between two to three-and-a-half storeys tall. They are set within much larger plots, with consistent gaps between buildings. There is also greater variety of form, postwar and modern buildings introducing differing styles and massing.

Landmark Buildings

3.3.5. Landmark buildings across the Conservation Area are often unique in their form and massing and break up the density of development. Stanley Halls (now Stanley Arts) is notable in its massing, as a unique historic building with a stepped-up roofline and central gable front which is dominant and creates a recognisable landmark within the area. The Library is another example of an unusual building in terms of its form, as a Brutalist style structure,

built in the late 1960s. These buildings are described in detail in Section 6.

Modern Development

3.3.6. There are modern blocks of flats that can be found across the Conservation Area as infill development. Prominent examples are those on Belgrave Road, David House on the High Street, Pump House on Station Road, and along Clifford Road. These buildings are between three and five storeys tall. Although modern in terms of their form and massing, they are less visible in views from and towards the Conservation Area due to the building heights. There are also two tower blocks, located on Belgrave Road, which are both 11 storeys tall. The scale and mass of these buildings are unsympathetic and incongruous to the historic core of the Conservation Area and they have a negative impact on the area.

3.3.7. The educational buildings of the Harris Professional Skills Sixth Form and Harris Academy are both modern in their form and massing, however they are high-quality in their design. The former is of particular interest as the former Police Station building, built in 1986 and closed in 2012. Neither are significantly taller than

their surroundings, and they reflect modern architectural styles, the Harris Academy in particular with a minimalist façade and the Sixth Form with Postmodern inspired architecture.



44. Late 1960s tower block on Belgrave Road

3.4 KEY VIEWS AND LANDMARKS

3.4.1. South Norwood contains a variety of distinct buildings and key views that create a sense of place. Local landmarks have been identified due to their prominence in the townscape through scale, visibility or architectural interest.

3.4.2. The gateways into the area are varied. The Clock Tower occupies a central position at the junction of Station Road and the High Street and is key to orientation. When arriving by train the

Clock Tower draws people towards the High Street. The Stanley Halls are an important landmark on South Norwood Hill.

3.4.3. There is no strong sense of arrival by Selhurst Road. The Holy Innocents Church, Samuel Coleridge-Taylor Centre and the Library form a strong cluster of civic buildings but along with the Victory Club opposite, are set back from the road and lack a significant activity on their frontages. The views from the Goat House bridge are also important, although the sense of arrival is reduced by the changes in alignment of the road crossing the railway line, the quality of the public realm, and significant gaps in the building frontage.

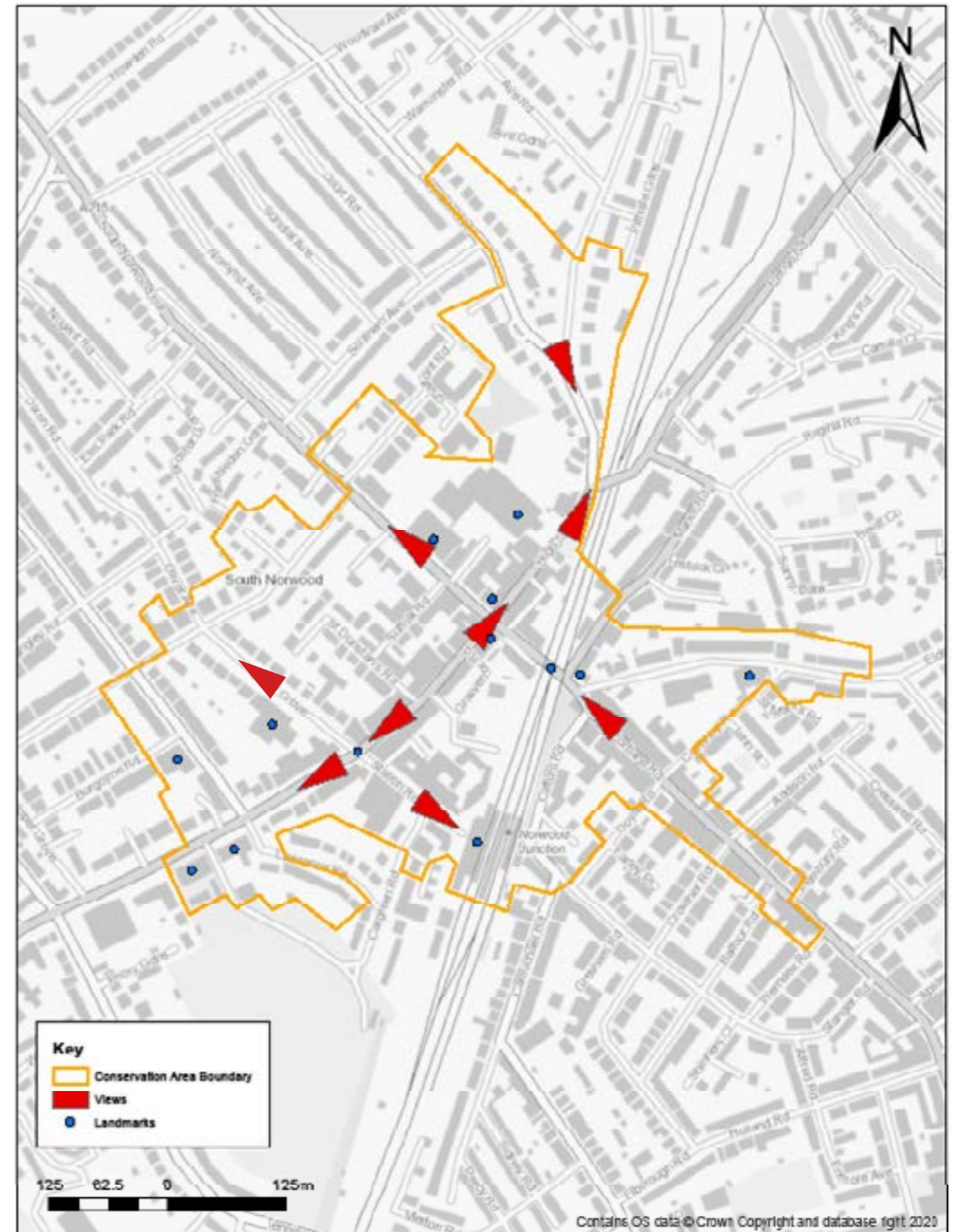
3.4.4. The following buildings and structures in the South Norwood Conservation Area have been identified as landmarks:

- The Clock Tower, Station Road;
- Stanley Halls, South Norwood Hill;
- The Harris Academy, set back from the High Street and seen from South Norwood Hill;
- The Albion and The Jolly Sailor Public Houses on the High Street;

- Portmanor Public House, now reverting to its former name The Signal following its conversion to residential use, on the corner of Portland Road and Albert / Manor Road;
- Holy Innocents Church on Selhurst Road;
- South Norwood Library, on the corner of Selhurst Road and Lawrence Road;
- The Station;
- the former Metropolitan Police Station on Oliver Grove;
- St Mark's Church; and
- The railway bridge over Portland Road.

3.4.5. Key views are identified on Map 5. This is a selection of key views. The list is not exhaustive and there may be other views of significance. Any proposals for development within the Conservation Area, or its environs, should consider the views below and any others which may be relevant or highlighted as part of a bespoke assessment of that proposal.

View	Reason for inclusion
Norwood Junction Station towards the High Street	This view takes in the key gateway to the Conservation Area, terminating with the Grade II Listed Clock Tower (List Entry No.: 1079271).
Selhurst Road East towards the Clock Tower	This provides a view of the Grade II Listed Clock Tower against a background of No. 91 High Street (the Trude) and curving High Street beyond, lined with a high density of historic buildings.
Oliver Grove South East towards Clock Tower	This provides a view of the Grade II Listed Clock Tower, which terminates the view along Oliver Grove. In the Victorian period this view was punctuated by the grand gate pillars which now stand at the entrance of South Norwood Recreation Ground.
North East along the High Street	This view takes in the commercial and historic core of the area, with a high density of shopfronts and historic buildings.
South West along the High Street	This view takes in the commercial and historic core of the area, with a high density of shopfronts and historic buildings.
South East along South Norwood Hill	This long reaching view takes in the landmark building of Stanley Halls, with the street leading to the railway crossing beyond.
South East along Portland Road	This view takes in the commercial and historic core of the area, with a high density of shopfronts and historic buildings.



Map 5. Key Views



45. East towards clock tower



46. East along High Street



47. South west from the railway bridge



48. North along Station Road



49. North on Lancaster Road



50. South west from junction with South Norwood Hill



51. South east along South Norwood Hill



52. South along Portland Road

4.0 STREETScape CHARACTER

This section provides an overview of the streetscape character of the South Norwood Conservation Area. Streetscape is defined as the outward visual appearance and character of a street or locality. Further detail on individual elements within each Character Area is provided in Section 6.

4.1 GREENERY, TREES AND OPEN SPACE

4.1.1. Due to the urban character of the South Norwood Conservation Area, and the density of buildings within it, there are few open green spaces within the area. Green space is predominantly limited to front gardens and churchyards within the Residential Character Area and Lancaster Road and Warminster Road Character Area, which are visible from

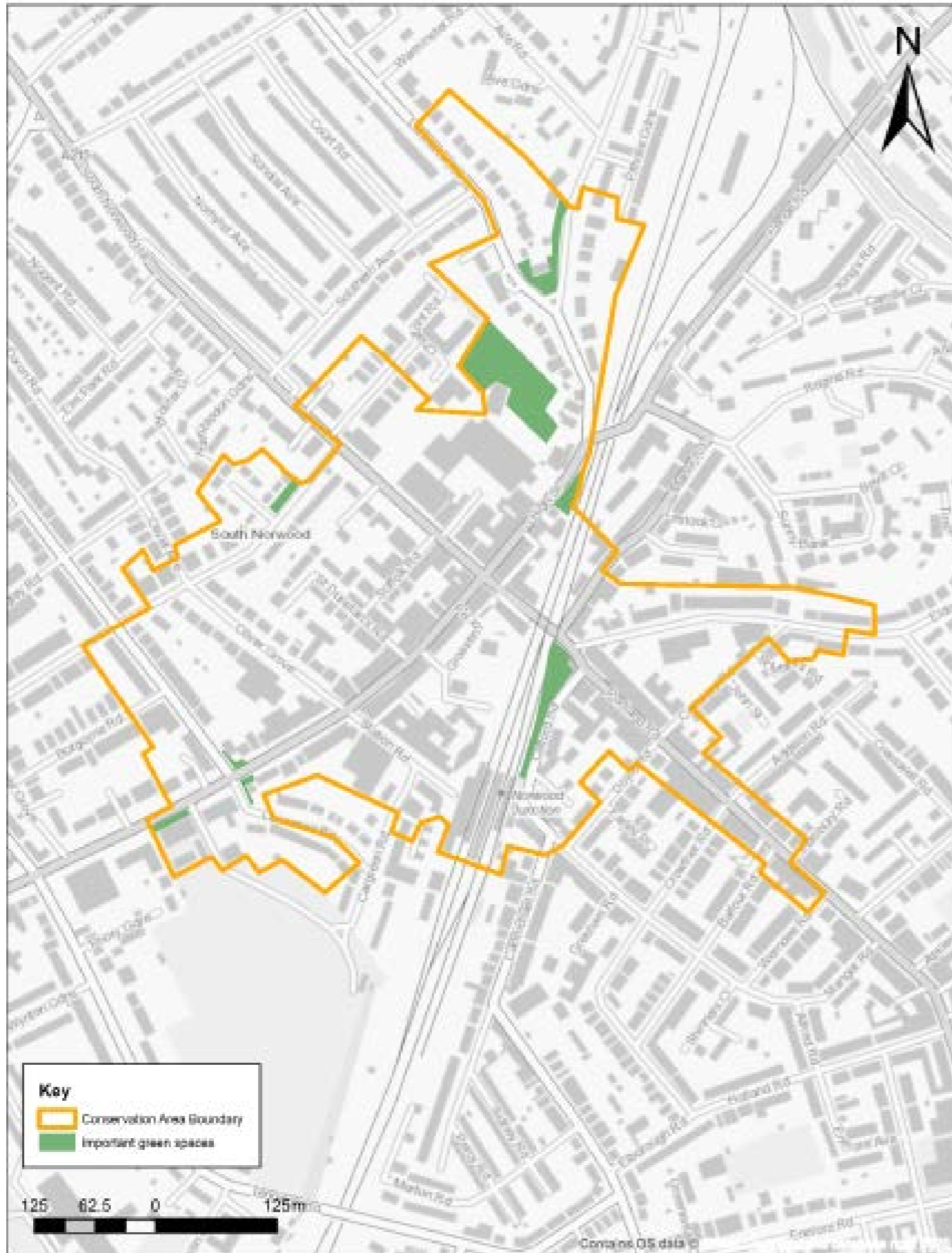
roads and pavements. Gardens are sometimes planted with hedges, shrubs and flowers, and larger front lawns are located to the north of the area along Holmesdale Road and Close where there is also some tree planting. The larger plots on Lancaster Road and Warminster Road contain more mature trees, often deciduous, with some specimen tree planting as well, which contributes to a greener streetscape and sense of grandeur.

4.1.2. The Sensible Garden on the north end of the High Street is a unique and notable green space within the Conservation Area. It sits between the road and railway, which create a narrow triangular space. The garden was opened in 2014 by the South Norwood Tourist

Board and was created by the local community. It is mostly laid to lawn, with tree and shrub planting to the east along the railway, benches, and a path leading through beds, shrubs, herbs and hedges. The space makes a positive contribution to the streetscape and provides a green space within the historic core of the area. The benches within the garden are dedicated to some of the notable alumni of the former Stanley Technical School and the Harris Academy (Captain Sensible and Stormzy). The garden is bordered to the south by a dominating digital advertisement board, which detracts from the green and restful character of the space.



53. The Sensible Garden



Map 6. Green spaces which make a notable positive contribution to the Conservation Area

4.1.3. There are also a range of street trees which make an important and positive contribution to the streetscape of the Conservation Area. Notably the trees along Station Road and Oliver Grove help to create a sense of arrival and lead the eye towards the Clock Tower and Station beyond. South Norwood Hill has also retained a number of trees, which soften the streetscape and compliment the prominent red brick of the Stanley Halls building. Trees along Whitworth Road contribute to the more verdant, residential nature of the street.

4.2 PUBLIC REALM

4.2.1. The public realm spaces within the South Norwood Road Conservation Area are mostly comprised of the busy commercial and quieter residential streets. Within the Historic Core Character Area, Selhurst Road, the High Street and Portland Road are busy vehicular through-routes with fairly narrow pavements, which results in little space for public realm furniture. However, recent schemes have sought to ingrain some heritage interpretation into the public realm spaces along these busy streets. For example, inlaid into the paving on Station Road, outside the Jolly Sailor pub, there is a map of the historic area and an outline of the canal. Station



54. Example of public realm feature in the form of heritage interpretation, which is ingraind into the pavement surfacing



55. Public space located outside of the Library, with benches, an information board, and a mural inlaid onto the ground

Road also has a variety of public benches and street trees. Underneath railway bridge in Portland Road, there is a mosaic mural depicting the history and landmarks of the South Norwood area, which makes a positive contribution to the space and enhances understanding of the Conservation Area. There is

also a small forecourt outside the Brutalist Library, which has a mural and benches.

4.2.2. Along the main commercial streets, cast iron bollards line the pavement, as well as tall streetlights in black metal with traditional style lantern and bulbs, which make a positive contribution to the streetscape. Small pavers are also used in places, and

the kerb is lined by a red brick band, which adds interest to these spaces. Along the High Street, the Sensible Garden also offers a pleasant public realm space with benches and is well planted.

4.2.3. Typical street frontages within the Residential Character Areas are defined by the rhythms created by buildings and the spaces between them, set back from the road behind front gardens, which can be seen from the public roads and pavements. Some front gardens have been hard-surfaced and have had their boundary treatments removed, which has had a negative impact on the quality of the streetscene. The churchyards of the Holy Innocents Church and St Chad's Church provide key spaces within the areas and make a positive contribution to the streetscene through their low-level and permeable boundary treatments, open space, landscaping and planting, and have a semi-public character. The South Norwood Baptist Church, South Norwood Methodist Church, and St Mark's Church are built up to the pavement edge although the South Norwood Baptist Church contains some planting, which makes a positive contribution and softens the streetscape.

4.3 BOUNDARY TREATMENTS

4.3.1. A large portion of the Conservation Area is covered by the Historic Core Character Area, where buildings front directly onto the pavement. This leaves no room for boundary treatments.

4.3.2. Within the residential side streets properties have small front gardens which are often bounded by low brick walls with some piers and coping stone details. Less common are iron railings, iron gates, and hedges; however where these have been retained, they make a positive contribution, for example at No. 9 Whitworth Road. The front boundary wall at No. 3 Whitworth Road is an unusual example of 'crazy brickwork' incorporating pieces of stone and tile, an unusual feature within the area which makes a notable contribution. Some historic boundary treatments have been lost over time, and either left empty or replaced with modern alternatives, such as low close-boarded fencing. The modern developments of the Sixth Form College on Oliver Grove and St Mark's C of E Primary School on Albert Road are bounded by tall metal rail fencing. These boundary treatments break the continuous character of low boundary walls, historically in brick.



56. Red brick and hedgerow boundary on South Norwood Hill



57. Brick boundary on Portland Road, with iron gate and hedge



58. Hedge, brick and iron railing boundary walls on Whitworth Road

4.3.3. Within the Lancaster Road and Warminster Road Character Area, as noted in Section 3.1, plot sizes are considerably larger and, therefore, boundary treatments make a substantial contribution to the streetscape. There is very little consistency in boundary treatment within this area, as buildings are more

varied, and this has also resulted in very different boundaries. Where they do exist, historic boundary walls are constructed in red brick, and sometimes are topped with iron railings and hedges. However, many historic boundary treatments have been lost, and replaced with unsympathetic modern alternatives, such as close-board fencing. Walls are typically low, which allows for views into front gardens and towards buildings, although No. 76 Warminster Road is notably taller; its high yellow brick wall and planting makes a grand and imposing contribution to the streetscape.

4.3.4. Landmark buildings tend to retain historic boundary treatments, such as Stanley Halls, which is bounded by a low red brick wall topped with ornate iron railings in places. The Holy Innocents Church is bounded by a Bath stone wall, contemporary with the Victorian church, although it has been darkened by traffic pollution from Selhurst Road. Brick piers topped with decorative caps with iron railings and gates are located to the north of the Holy Innocents Church, which lead to the South Norwood Recreation Ground behind it. These make a positive contribution to the streetscape. To the south of the South Norwood Clock Tower, another

landmark building within the Conservation Area, are the ornate iron railings topped with gold finials which surround the Victorian public toilets. These make a positive contribution here and are prominent in views towards the Clock Tower.



59. View north towards brick piers on Selhurst Road, originally located on Olivers Grove, now adjacent to the Holy Innocents Church



60. Railings to the south of the South Norwood Clock Tower

5.0 ARCHITECTURAL CHARACTER

This section provides an overview of the architectural character of the Conservation Area, including key features and building materials. It also provides assessment of the significance of individual buildings and descriptions of the listed buildings in the Conservation Area.

5.1 GENERAL ARCHITECTURAL CHARACTER

5.1.1. The architecture of the Conservation Area varies in style, depending on its age and use. However, a common thread runs through the Conservation Area, as it was largely developed during the Victorian period, meaning that building materials, methods and detailing dates mostly from this time.

5.1.2. The centre of South Norwood predominantly comprises original buildings dating from the 1840s through to 1910, the majority date between 1870 - 1900. Although some of these buildings have been altered and extended over time, many retain their original features. This contributes to the area's distinctive local character.



61. The Albion Public House, High Street



62. No. 21 Lancaster Road (Locally Listed)



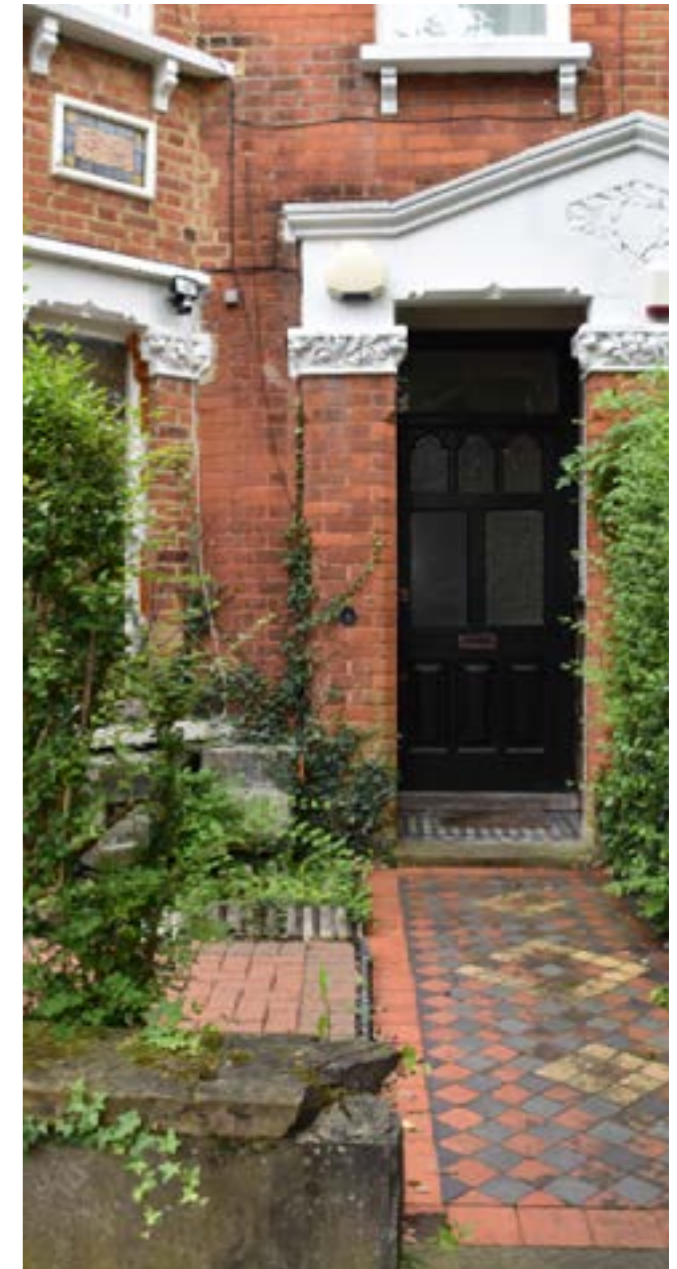
63. Victorian flint cottages on Coventry Road (Locally Listed)



64. Nos. 251 - 253 Selhurst Road, Gothic Revival style (Locally Listed)



65. Example of London stock brick, red brick and stucco detailing on Warminster Road



66. Residential building on Chalfont Road, demonstrating well preserved historic architectural detailing and tiled entrance



67. 26 - 16 South Norwood Hill, in red brick and painted render with prominent gables facing the street

5.2 HISTORIC AND ARCHITECTURAL SIGNIFICANCE OF BUILDINGS

5.2.1. An assessment of the designations and level of contribution individual buildings make to the special interest of the South Norwood Conservation Area is shown on Map 7. Every building, space and feature within a Conservation Area makes a contribution to its character and special interest, be it positive, neutral or negative.

Listed Buildings

5.2.2. There are 6 statutory listed buildings within the South Norwood Conservation Area, which are shown on Map 7 and detailed below. Full descriptions can be found on the Historic England website. These buildings, structures and features have been listed due to their special historic and architectural interest as defined by Historic England. Further information about the listing process can be found on the Historic England [website](#).

5.2.3. Listed buildings in the historic core character area:

Grade II Clock Tower (List Entry No.: 1079271): The Clock Tower is constructed in cast iron, set on a stone plinth. It is an ornate structure and a landmark

within the High Street. Refer to paragraph 2.3.27 for its history.



68.The Clock Tower

Grade II* Holy Innocents (List Entry No.: 1079303):

This church was built in 1894-5, by George Frederick Bodley. It is, unusually, constructed in Bath stone. It is built in the Neo-Gothic imitation of Perpendicular architecture. There is stained glass in the east window by Kempe.



69.Holy Innocents Church

Grade II War Memorial at the Church of Holy Innocents (List Entry No.: 1442659): This memorial is in memory of the sacrifices

made by the local community who were members of Company 969. St. Mark's Church Lads Brigade in the First World War, and to remember those who gave their lives during the war. It is a simple yet dignified stone Celtic cross war memorial, resting on a trapezoidal plinth on top of a stone base. It was made by Ebutt and Sons and unveiled on 19 November 1922 in a ceremony attended by Colonel Hugh Lawrence CMG.



70.War Memorial at Holy Innocents

Grade II Kennedy's Sausages (List Entry No.: 1392596): Located on the High Street, the building is a good example of a 1920s shop with many original features, such as sunburst transom lights, tiled walls with mirrored panels, counters and ceiling and floor coverings. Its "Sun Ray" Art Deco transom window lights and part of the interior have



71.Kennedys Sausages (c. 2005)

also been preserved, including the counters. The fascia lettering was of a plain style and not the usual ornate style of the brand. Please refer to paragraph 2.3.20 for its history.

5.2.4. Listed buildings in the residential roads character area:

Grade II St Marks Church (List Entry No.: 1323688):

This church was designed by G.H Lewis of Linden and Lewis in 1852 in an Early English style, with extensions in 1862 by the same architect, and later extensions throughout the second half of the nineteenth century. It is constructed in Kentish ragstone with buff limestone dressings under a slate roof. The stained glass window south-east transept by Henry Holiday.



73.St Mark's Church

Grade II Stanley Halls (List Entry No.: 1252932):

This red brick building is a landmark within South Norwood, designed by William Stanley, inventor, manufacturer of precision instruments, and Utopian philanthropist. Refer to paragraph 2.3.27 for its history The building is in red brick with granite dressings and terracotta ornaments. It is in the free style, with debased Italianate detail, and decorative finials.

Locally Listed Buildings

5.2.6. 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 8 and listed below. These buildings have a significant level of local value and make a positive contribution to the conservation area's special character. Local listing is an important tool for local planning authorities to identify non-listed buildings and heritage assets which make a positive contribution to the locality. More information about locally listed buildings can be found on the Council's [website](#).



72.Stanley Halls

5.2.7. Historic Core Character Area:

- 233 Selhurst Road
- 235 Selhurst Road
- 249 Selhurst Road
- 251 Selhurst Road
- 8 High Street
- 9 High Street
- 10 High Street
- The Ship Public House High Street
- Mission Hall Portland Road

5.2.8. Residential Character Area:

- 4 Lawrence Road
- 2 Lawrence Road
- South Norwood Library Lawrence Road
- Samuel Coleridge-Taylor Centre, 194 Selhurst Road
- 221 Selhurst Road
- 223 Selhurst Road
- St Chad's Roman Catholic Church Whitworth Road
- 22 Oliver Grove
- 24 Oliver Grove
- 26 Oliver Grove
- 28 Oliver Grove
- 367 Holmesdale Road
- 369 Holmesdale Road
- 371 Holmesdale Road
- 373 Holmesdale Road

- South Norwood Methodist Church Suffolk Road
- 1 Coventry Road
 - 3 Coventry Road,
 - St Mark's Church Coventry Road (also a listed building)

5.2.9. Stanley Halls Character Area:

- 2 Chalfont Road
- 4 Chalfont Road
- 6 Chalfont Road
- 8 Chalfont Road
- 10 Chalfont Road
- 12 Chalfont Road

5.2.10. Lancaster Road and Warminster Road Character Area:

- 8 Lancaster Road
- 11 Lancaster Road
- 21 Lancaster Road
- 53 Warminster Road
- 59 Warminster Road
- 61 Warminster Road
- 76 Warminster Road



74.11 Lancaster Road



75. St Chad's Church



76. The Library



77. Plaque commemorating the underpass

Buildings that make a positive contribution (unlisted)

Many other buildings in the South Norwood Conservation Area make a positive contribution to its special character (refer to Map 7). These buildings are considered to have heritage value and are a key part of the Conservation Area's special interest. Refer to Section 6 of this document for further information on buildings within each Character Area.

Buildings that make a neutral contribution

5.2.11. There are several buildings in the Conservation Area that do not positively contribute or actively detract from its special interest (refer to Map 7). These buildings may have merit in their own right. For example, one notable building which makes a neutral contribution but is of merit is No. 20 on St Dunstan's Road; this building was formerly Henderson's Film Laboratories, renovated c.2019; the footprint and form of an earlier twentieth-century building in this location is still legible, and so is of some historic interest.

Buildings that detract from the Area's Special Character

5.2.12. There are some buildings within the Conservation Area that detract from its special interest (please see Map 7).

5.2.13. Modern blocks of flats which do not reflect the existing grain or historic character of the area are considered to detract from its special interest include:

Grosvenor and Belgrave Towers: These 11 storey buildings are considered to make a negative contribution, as the scale and mass of these buildings are unsympathetic to the historic core of the Conservation Area and detract from the area's character and appearance, introducing modern materials, massing and height.

David House, High Street: Unsympathetic in scale, material and prominence on streetscape.

Becton Court, Holmesdale Road: Unsympathetic use of materials, mass and orientation.

Aldi, Station Road: The building introduces unsympathetic modern signage and materials.

The tyre and automobile shop, South Norwood Hill: This single storey building currently detracts from the character of the area due to the prominent, modern fencing which surrounds the shop and the large, brightly coloured signage, which is unsympathetic to the appearance of the area.



79. Grosvenor and Belgrave Towers



78. Tyre shop, South Norwood Hill

Heritage at Risk

5.2.14. At the time of writing, the following buildings in the Conservation Area are included on the Historic England Heritage at Risk Register:

Kennedy's Sausages

(Grade II): Built in the 1920s for Kennedy, a chain of South London butchers, no longer in business. Applications for residential use of the upper and rear ground floors were consented in 2015 and 2016 and works were completed in 2021.

Church of St Mark (Grade II)

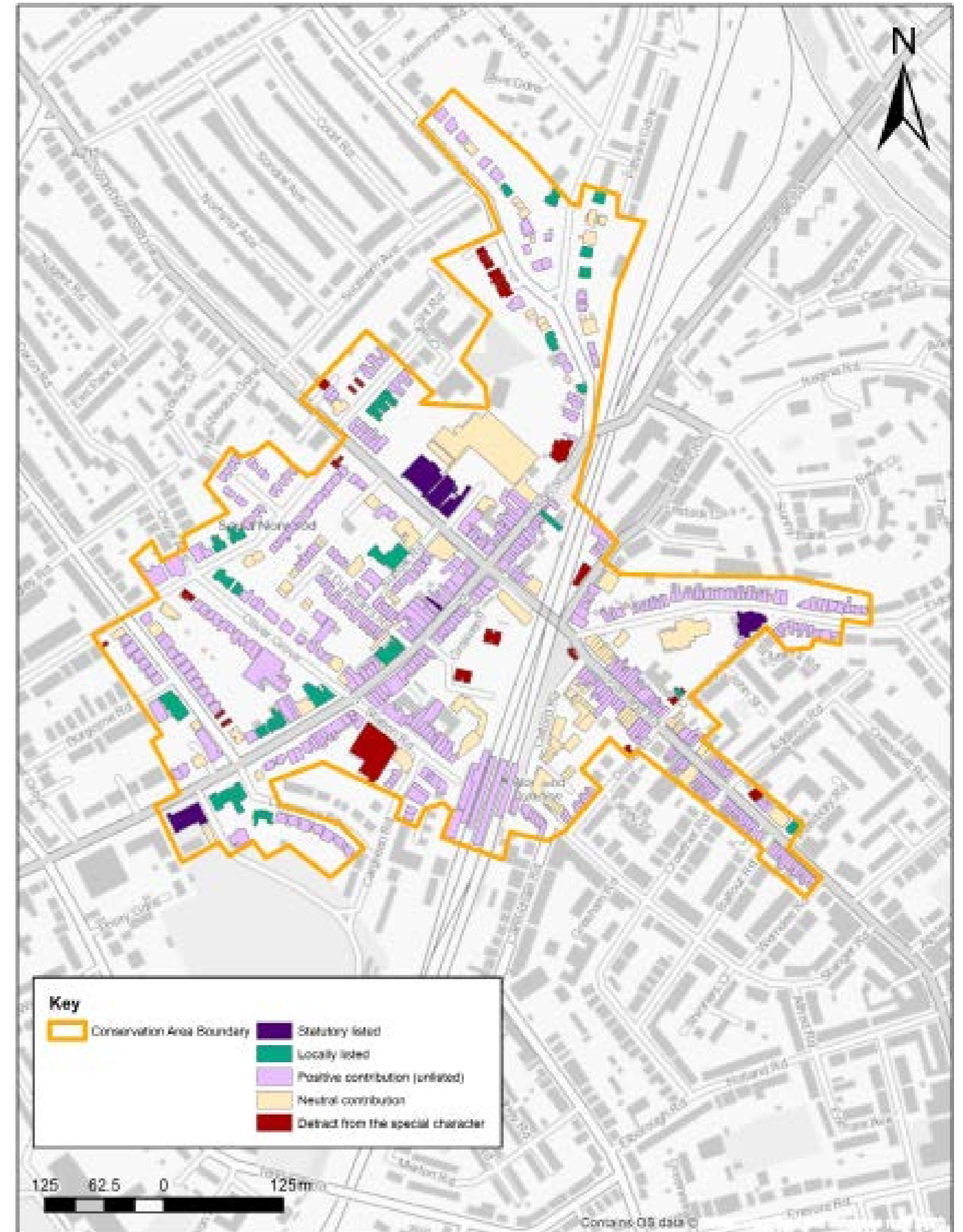
Designed by GH Lewis and Lewis, the nave was built in 1852 and the rest completed by 1890. Stonework repairs were completed in 2013, grant-aided by Historic England and the National Lottery Heritage Fund. The chancel and south slopes of the nave and aisle were re-roofed in 2016 with funding secured from the Listed Places of Worship Roof Repair Fund. The north slopes of the nave and aisle roofs remain in need of repair.

South Norwood

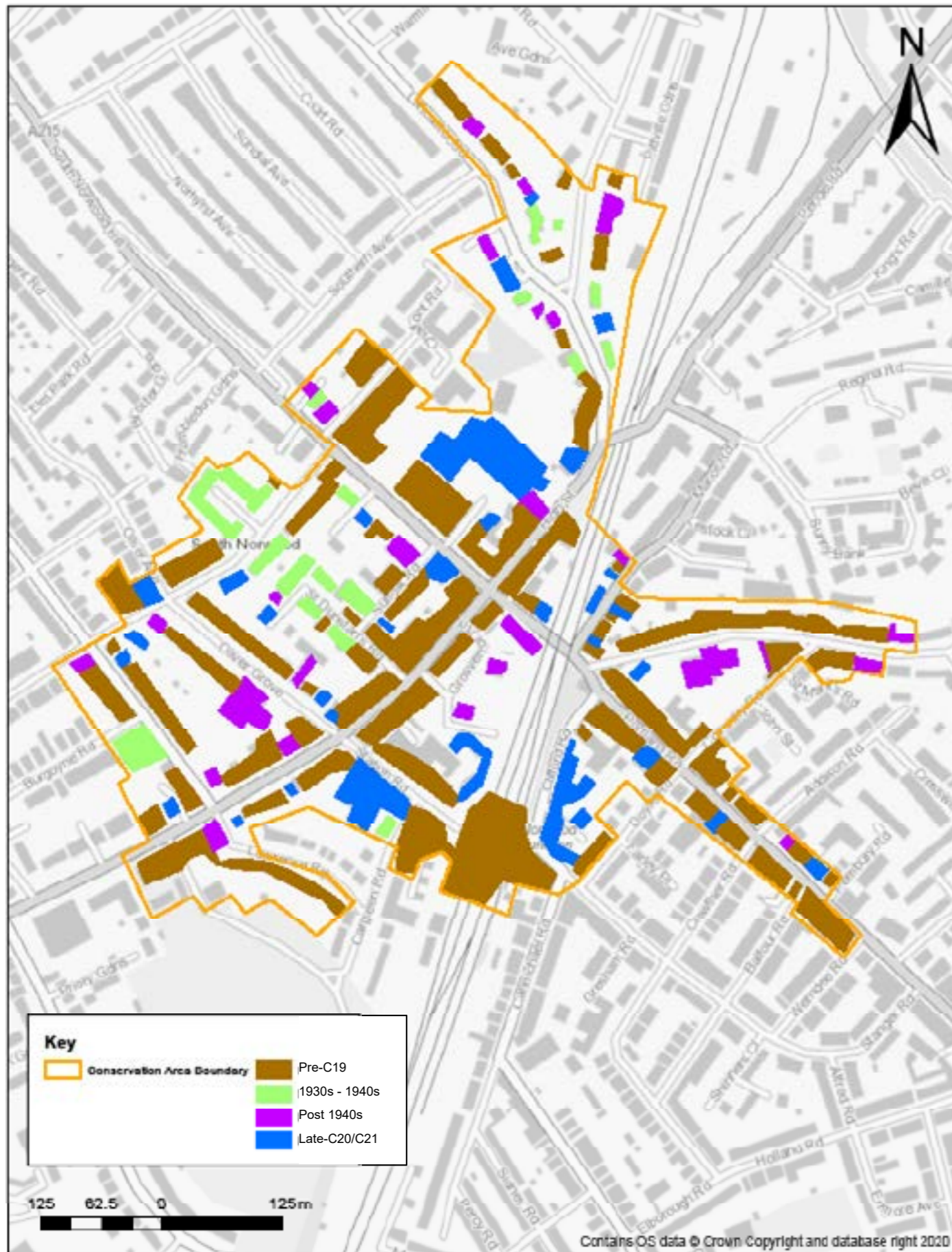
Conservation Area: The South Norwood Conservation Area itself is also currently on the Heritage at Risk Register due to its current poor condition.



80. Kennedy's Sausages, Grade II Listed, currently on the Heritage at Risk Register



Map 7. Building types identified by the contribution that they make to the Conservation Area



Map 8. Predominant age of buildings

5.3 ARCHITECTURAL FEATURES AND MATERIALS

5.3.1. The building materials in South Norwood are varied. The materials change depending on the Character Area and age of building. Older buildings tend to be simpler, with a predominance of London Stock brick and render. Materials became more varied in the Victorian period, with dark red brick becoming more prevalent and more complex architectural detailing.

5.3.2. Despite this variation, many buildings share design characteristics, and many key architectural features and common building materials are found throughout the Conservation Area. Architectural features and building materials that are highly characteristic of the South Norwood Conservation Area and that contribute to its special interest are listed below.

5.3.3 Key Architectural features

- Pitched and hipped roofs, often with parapets in the High Street and prominent gables within residential side streets and Portland Road
- Chimney stacks
- Timber sash windows
- Bay windows
- Arched (pointed or rounded) window openings
- Keystones (a central stone at the summit of an arch)
- Decorative banding
- Dentilled and bracketed eaves
- Barge-boards
- Architraves around doors and windows
- Historic shopfronts (cornices, pilasters, stallrisers, some historic painted signage and hanging signs)



81.Bracketed eaves



82.Keystones over arched windows and entrance



83.Historic shopfront detail



84.Decorated door and window surrounds, and arched opening and stone dressings. Ironwork railings and gate still in place.

5.3.4 Traditional building materials

- London stock brick
- Red brick
- Stucco (render and moulding)
- Timber (windows, doors and decorative features such as barge-boards)
- Ironwork (balconies, railings and gates)
- Slate and clay plain tiles (roofing)
- Stone (dressings)



85. Red brick (Church of St Chad)



86. London stock brick, stucco, and slate roofing



87. London stock brick and some timber shopfront detailing surviving



88. London Stock brick, painted render, and finial detailing



89. London stock brick and carved stone detailing (Samuel Coleridge-Taylor Centre)



90. Timber sash windows



91. Painted render with sash windows



92. Red brick with stone and tile details, with sash window and stained glass (Stanley Halls)

6.0 CHARACTER AREA DESCRIPTIONS

This section provides an overview of the character of distinct areas within the Conservation Area. It analyses distinctive qualities and identifies prominent buildings and features that are of note for their contribution towards the Conservation Area's special interest. This section supplements the information provided relating to the Conservation Area as a whole in Sections 3-5.

Character Areas are shown on Map 4.

6.1 HISTORIC CORE CHARACTER AREA

6.1.1. The key significance of South Norwood's historic core is derived from its large concentration of Victorian buildings and its commercial uses. The density of buildings within the core and along the High Street and Portland Road in particular, create an enclosed and urbanised character. The Character Area follows Selhurst Road through to the High Street, Station Road, and Portland Road.

6.1.2. Plots are narrow and buildings tend to be taller than in the residential streets. This also contributes to the sense of enclosure. The core contains more decorative architectural detailing and historic

shopfronts, which contribute to a vibrant character and varied streetscape.

6.1.3. There has been some modern infill within the historic core, with pockets of modern development, which are often neutral in the contribution they make to the character of the area. Although they maintain the characteristic continuous frontage on the High Street and Portland Road.

Selhurst Road

6.1.4. The western end of the area includes a stretch of larger detached properties (229 – 235 to the north, and 196 – 206 to the south). These buildings are predominantly residential, although two have been converted to a nursery and dentist surgery. On the north of the street the buildings display ornate architectural detailing, including decorative barge-boarding with finials (although some are missing), two-storey bay windows, timber sash windows, stucco window surrounds and porches.



93. Selhurst Road, view to the east



94. Station Road, view to the north

No. 233 and 235 are locally listed buildings and are particularly well preserved. The planted front garden plot at No. 235 makes a positive contribution to the streetscape. To the south, the buildings are taller, with quoins, sash windows (although there has been some modern replacement with UPVC), bay windows, stucco detailing and decorative banding.

6.1.5. Nos. 249 and 251 is locally listed and is prominent within the streetscape. It is three-storeys, in red brick with white brick and stone detailing. The arched Gothic Revival windows on the first and

second floors are striking, and the elongated keystones on the second floor are an unusual feature. The forecourt is paved, and shopfronts partially modern, which detract from the historic character of the building. Opposite is a stretch of commercial buildings from Nos. 208 – 218; they have largely retained their timber historic shopfronts, although display modern signage, and the larger detached properties have pleasant arched windows and open pedimented gable ends.



95. Nos. 249 - 251 Selhurst Road

Station Road

6.1.6. The Grade II Listed Clock Tower is located at the junction of Station Road and Selhurst Road. It is one of South Norwood's landmarks and displays a highly decorated cast iron clock supplied by Croydon clockmakers Gillet and Johnston. Refer to paragraph 2.3.27 for its history.

6.1.7. Station Road is varied in character, as detailed in Section 3.3; buildings vary in date, heights range from three storeys to five, and the road slopes down to the south, creating a varied roofscape. Some buildings are set back from the pavement edge, which breaks the continuous plot line. Street trees line the pavement and lead the eye along the road, where the station building to the south, and Clock Tower to the north terminate views.



98. View north along Station Road

High Street

6.1.8. The High Street is a mixture of small businesses and shops, often with residential flats above. It is characterised by its continuous frontages of yellow stock brick buildings, sweeping around the slight bend of the road. As noted in Section 3.1, this highlights the strong sense of rhythm along the south side of the street created by the regular windows, consistent building heights, and parapets. Architectural detailing is simple, including flat headed arches above windows (many of which have been replaced by modern UPVC windows) and brick or stone banding. The shopfronts often retain historic detailing, such as cornices and flanking pilasters, however the modern signage and bright colours are dominating at street level and not always sympathetic to the appearance of the historic buildings.

6.1.9. There is more variety on the north side of the street, with buildings ranging from two to three storeys, hipped and pitched roofs, with some dormer windows, prominent chimney stacks, and more ornate architectural detailing. The buildings on this side of the road are of group value, due to the number of historic buildings and their density. There are also a standalone buildings of note.

6.1.10. No. 7, No. 9 and No. 10 are locally listed. No. 7 is the Shelverdine Goathouse Public House (formerly The William Stanley), an impressive three-and-a-half storey building with feature dormers, decorated brick eaves, detailed stucco window surrounds with decorative capped pilasters, and a historic frontage to the pub at ground floor level. Its neighbours, Nos. 9 and 10, are similar in their architectural



99. View west along the High Street, including The Ship public house



96. View east along the High Street



97. View west along the High Street

form and detailing, although the shopfront has been altered with a modern fascia.

6.1.11. Nos. 14 and 15 represent the only place on the High Street where the original shops have been replaced with a post-war structure.

6.1.12. No. 18a High Street is the Grade II Listed Kennedy's Sausages. It makes a key contribution due to its historic interest and its original shopfront detailing. Further detail can be found in paragraphs 2.3.20 and 5.2.3.

6.1.13. There is an old mews block visible behind Nos. 18 and 19 and other old mews can be seen behind the shops on both sides of the High Street. Until the emergence of the motor car in the early twentieth century, horses were important, particularly to the food shops.

6.1.14. The block comprising Nos. 22 and 23 has a cast iron parapet balustrade, an ornamentation peculiar to the period, which adds interest to the streetscape.

6.1.15. Nos. 24 and 25 on the corner of South Norwood Hill are likely to be the original buildings mentioned in the 1853 Directory. No. 24 was a butcher's shop, with a licensed slaughterhouse at the rear until 1940. Cattle were led via the passage, which is still



100. Albion Yard buildings

remaining in South Norwood Hill. The structure of the slaughterhouse still survives but has been converted. Although butchering ceased in 1977 the old, tiled front of the shop is possibly preserved behind the modern facade.



101. No. 7 is the Shelverdine Goathouse Public House (formerly The William Stanely)

This is one of the very few relics of a Victorian shop front in the High Street.

6.1.16. At the junction of the High Street and Portland Road is the notable Jolly Sailor Public House. Refer to paragraph 6.1.26 for more detail and history. The building makes a positive contribution to the streetscape. Opposite the junction is The Albion, another public house, which makes a positive contribution due to its historic character and architectural detailing. Its neighbour, the large brick block of No. 27 with feature gable end, was a working dairy first mentioned in Ward's Croydon Directory 1893, and remained so until at least WWII. It is now used as a commercial building.



102. Flint building on Portland Road with ground floor shopfronts



103. Nos. 52 - 64 Portland Road



104. Former public house on Portland Road, Portmanor, now known as The Signal

6.1.17. On the other side of the High Street, at the corner of Portland Road, is No. 63, a prominent corner inter-war brick building with a balcony and pillars, with an additional floor constructed in 2021.

From the Victorian times, this was a coal depot with sidings running up to the High Street. The line of shops along the High Street is 1-5 Commercial Buildings, one of the very few groups of shops in the High Street that do not include living accommodation. Nos. 59-62 were substantial mid-nineteenth century cottage residencies with shops added later. The opening to the rear of No. 59 ran down to the Norwood Wharf of the canal. The Ship Public House is a locally listed building located within this stretch (refer to paragraph 6.1.26 for more detail); the rear structure of the ship appears on canal maps. No. 57 is a builders yard created around the old entrance to the Norwood Wharf of the canal.

South Norwood Hill

6.1.18. A small portion of South Norwood Hill is included within the Historic Core Character Area. To the east are two pairs of well-maintained semi-detached Victorian houses, constructed in brick matching that of the pub and likely built at the same time. Opposite is a notable feature, a drinking fountain on the wall of No. 25. This was originally installed in 1887 for Queen Victoria's Golden Jubilee, made by Whiteheads of Kennington Oval and provided by the Metropolitan Cattle Trough and Drinking Fountain Association. The metal cup was removed in 1946, but the fountain was recently restored and included on the modern Tesco development here.

Portland Road

6.1.19. From the junction with the High Street, Portland Road travels south and the land slopes down to the railway bridge. To the north of the pavement under the bridge, the buildings range in date, material and form, and the historic Orton building has been altered with modern shopfronts. The brick wall to the west of the street, topped with iron railings and gold finials, makes a positive contribution. The bridge is supported by columns with decorative caps, and the south-western wall is covered

with mosaics depicting the historic development and industry of the area.

6.1.20. Further south, Portland Road contains stretches of historic buildings of varying quality, in a variety of styles, types of use and degrees of preservation. These are often interspersed with contemporary infill developments. Many original buildings on Portland Road survive, although often the shopfronts have been considerably altered, and some are in poor condition. Some have been lost to residential conversions (for example, No. 44). Some of the original painted advertising signs remain, which add to the historic character and interest of the street (evidence of this is visible on the side elevation of No. 39 Portland Road). Whilst the area has seen the loss of some historic buildings and shopfronts, its special character can be seen in the dispersed retention of groups of historic buildings and architectural features, many of which are unique. No. 37 (Figure 102), for example, is a rare flint building with red brick quoins which makes a positive contribution, although its shopfronts are modern in character. The variety of buildings also creates a strong sense of vibrancy, and a unique character.

6.1.21. The London City Mission Hall is a locally listed building, built in 1889, in London stock brick with red brick detailing, a prominent Dutch-style gable end and terracotta decorative tiles. It makes a notable positive contribution to the streetscape.

Clifford Road

6.1.22. The north side of Clifford Road is formed by the stock brick wall of the railway line, which makes a positive contribution. To the south are predominantly modern developments, which make a neutral contribution to the streetscape, as they are sympathetic to the former building structures in terms of their height and scale. Nos. 1 – 3 is a prominent two-and-a-half-storey villa, which has had significant alterations, but makes a notable contribution as a historic building.

6.1.23. Clifford Road curves around to the west, where there are stretches of Victorian terracing, in London stock brick and painted render. There are some remaining shopfronts at ground floor level here, although many have been converted to residential use further to the south. These contribute to the historic commercial character of the core, in contrast to the predominantly residential use of Clifford Road now.



105. View north east along Clifford Road



106. The Ship

Doyle Road

6.1.24. Residential terraces along Doyle Road have been much altered, although contain some historic detailing of note, such as the brick and stucco door casing, bracketed windowsills, and timber decorated eaves displayed on Nos. 30 – 36, and the floral decorative mouldings on No. 4.

Belgrave Road

6.1.25. This road is located behind the High Street and contains views towards the backs of buildings along it. These rear elevations form a consistent rhythm and make a positive contribution. Street trees and trees within rear gardens also soften the views and create a more residential character here. There are modern developments which

make a negative and neutral contribution within Belgrave Road; notably the negative contribution of the two 11 storey tower blocks. They are out of keeping in terms of their orientation, scale, form and materials, and due to their height, they are prominent in views within and towards the Conservation Area.



107. Trude (formerly the Alliance)

Public houses

6.1.26. The area is also notable for the number of public houses which have been retained. The public houses are notable for their historic architectural detailing and their use. The survival of this number of pubs in such a relatively small area is quite unique for the London Borough of Croydon. The South Norwood Area as a whole has seen the closure of public houses in the last few years, which makes those surviving all the more important. They are listed below:

The Jolly Sailor: Located at the junction of the High Street with Portland Road is South Norwood's first

purpose-built pub, the Jolly Sailor. First appearing in the Croydon Rate books in 1810, it was built to serve the canal. The pub was rebuilt in the 1870s slightly forward of the original line. The present establishment contains no traces of the original building.

The Cherry Tree: This public house was opened in 1865 and renamed The Cherry Trees in 1980 (now The Cherry Tree). It was formerly named South Norwood Railway Hotel, and overlooks the Station building.

Trude (formerly The Alliance and Morris Roots): The Alliance was built c.1864, likely to commemorate the marriage of the Prince of Wales and Princess Alexandria of Denmark the year prior.



108. View south along South Norwood Hill



109. Clock Tower of Harris Academy (formerly Stanley Technical Trade School)



110. Drinking fountain, originally installed in 1887 and recently restored on the side of the modern building

Shelverdine Goathouse (formerly William Stanley):

This building was likely built in the 1880s, on the site of a terrace of private houses known as South Place.

The Albion: Dating to 1867, the building was built on the corner site of Pascall's brickfields which closed in 1867. It is a well-preserved building retaining stables and outbuildings at the rear.

The Ship: This pub (Figure 106) was likely connected with the Croydon Canal, and historically stood next to one of the access paths to its Norwood Wharf. Before 1914 the pub once had a skittle alley, and a successful skittles team known as the Ship Hotel Timber Club. It has recently been converted to residential use.

The Queen's Arms: Located on Portland Road, this was the first public house located at 40 Portland Road was likely built in the mid-1840's. It was replaced by another in 1924, although closed in 2005. The pub was demolished in 2021 and the site redeveloped as a hostel.

The Signal: This pub opened c.1855 as Railway Signal, and was later refurbished and became the Portmanor in the late 1980's. The pub closed in 2012 and has since been converted into flats, renamed to 'Signal.'

6.2 STANLEY HALLS CHARACTER AREA

6.2.1. The Stanley Halls Character Area is dominated by the Grade II listed Stanley Halls. The area around Stanley Halls consists of a mixture of houses and flats, some of which are grandiose in style and stature. The buildings in this area are all very varied and of differing character to each other, partly due to their age and the larger plot sizes. The area is on a slight gradient, the land rising up to the north, which creates long views along the South Norwood Hill and adds interest to the streetscape.

South Norwood Hill

6.2.2. South Norwood Hill was originally part of an ancient track that led from the Norwood Ridge down to Woodside. It is

a wide, tree-lined street, with a grand character. The street is characterised by the variety of development.



112. The Sensible Garden



111. View along Chalfont Road

6.2.3. The most prominent building on South Norwood Hill is the Stanley Halls, designed and built by William Ford Stanley, the self-made Victorian manufacturer. The building is in red brick with stone dressings, with prominent gable ends and towers, which create a dynamic western elevation and contribute positively to the streetscape. The Halls are surrounded by a new, twenty-first century school complex built on an L-shaped site around the back of Stanley Halls. The Harris Academy South Norwood comprises the old Technical School building, the Upper Stanley Hall and Clock Tower, and a modern new-build school site stretching around behind Stanley Halls, by John McAslan + Partners. This modern building is of high-quality design, which complements the grand architecture of the area. Further detail on the history of the building can be found in paragraph 2.3.27, 2.3.33 and 5.2.5.

6.2.4. The west side of the street is more varied in its buildings, with a mixture of Victorian, twentieth century and modern development. This predominantly comprises two to three storey semi-detached buildings and blocks of flats which are set back from the street within large plots. Many of which are partially paved but

have retained some mature trees and hedge planting. The Manse Residential Care Home, located on the site of the former South Norwood Methodist Church, is a modern development of four storeys tall, however its boundary walls appear to be earlier.

Chalfont Road

6.2.5. The tree-lined Chalfont Road contains well-preserved terraced residential buildings, dating from the Victorian period, which have retained their historic architectural character. The buildings have interesting detail, such as



113. View south along Lancaster Road, with the locally listed No. 11 to the right



114. No. 76 Warminster Road, demonstrating the leafy character and grand architecture of the area

the glazed tiling in the storm porches and on the front of the buildings. They also have intricate stonework mullions and pilasters with capitals around each doorway. Nos. 2 – 10 (even) on the south side of the road are all locally listed, due to their high quality and retention of architectural features.

High Street

6.2.6. From the High Street are some views towards the Harris Academy, which is bounded by a high fence and hedge. This partially screens the building from view on the High Street. Opposite the entrance to the school is The Sensible Garden (refer to paragraph 4.1.2 for its history), a triangular green space which was created by the local community. This area makes a positive contribution to the streetscape and wider area, providing some of the only open green space within the Conservation Area. Opposite the garden is David House, a modern development of flats, which makes a negative contribution to the area due to its height, form and poor use of materials, and is unduly prominent in the streetscape.



115. Postbox in the centre of the Character Area



116. No. 2-2D Lancaster Road, a prominent corner plot building



117. Twentieth century development, within large plots which are characteristic of the area

6.3 LANCASTER AND WARMINSTER ROAD CHARACTER AREA

6.3.1. The Lancaster and Warminster Road Character Area contains larger plots and houses, many of which have retained historic mature trees and well planted front gardens, which combine to create a grand residential character on this high point within the Conservation Area.

6.3.2. There are a number of locally listed buildings in this area which indicates

the architectural interest of the area. There are also a number of post-war flatted developments, which contribute to the variety of architectural detailing and styles on these two roads.

6.3.3. At the junction of the two roads is a small traffic island, which contains a historic cast iron stink pipe, a structure which provided ventilation for pipe networks of sewerage tunnels. The pipe is green/grey in colour, and dates from the mid-late nineteenth century. Although it is now somewhat rusted and missing its ventilation cap, the pipe is an important historic feature of the streetscape.

Lancaster Road

6.3.4. The south of the Character Area begins where Lancaster Road joins the High Street. The area begins to curve up a gradual slope, flanking the line of the railway. Nos. 3 - 9 on the left of Lancaster Road are orientated to overlook the railway tracks and benefit from the wide views afforded by the topography. Buildings here comprise semi-detached pairs of villas, in London stock brick and painted, three storeys in height, with two-storey bay windows and prominent gable ends. Each building has a crest in its gable, with the name of each building painted within it

(although not all are still legible). They also have decorative barge-boarding and finials, which add interest to the roofscape. Not all have retained their historic boundary treatments, but the hedge and red brick wall of Nos. 7 and 9 make a positive contribution.

6.3.5. No. 11 is a locally listed building which is of architectural interest. It has a highly decorated main façade, with moulded corbels below the eaves, quoins, stone banding, and arched windows with a ground floor Venetian window and a decorative first floor window above the porch, with a central mullion and star-shaped light. The curved balcony on the first floor, and historic porch with an ornate iron gate also make a positive contribution to the building. Its low red brick boundary wall contributes to the streetscape.

6.3.6. Further north, the buildings on Lancaster Road are varied in their age and style, largely unified by their position within their generous plots. The majority date to the 1930s/40s, and display features of this period, such as hung tiles, bay windows, and prominent gable ends.

6.3.7. On the south west side of the street sits No. 21, another locally listed building which makes a positive

contribution to the streetscape. It is a grand building in London stock brick with stucco detailing. It is two storeys with a basement and has a partly rusticated ground floor on the right, and the left is also stucco with flank pilasters, columns and a projecting cornice above the windows. There are mature pollarded trees within the front garden, which make a notable contribution to the street and add a sense of gravitas to the building.

6.3.8. No. 33 is of some interest, in the mock Tudor style with a bracketed overhanging first floor. This building marks the edge of the boundary of the Conservation Area to the south side of the road.



118. View north along Warminster Road, showing the contribution that front garden planting makes to the character of the area

6.3.9. To the north, and on the east side of Lancaster Road, is No. 8, a locally listed building of architectural interest. It is three storeys, in stock brick with red brick detailing. It has decorative arches over the windows, and brick dentilles on the prominent gable. A stretch of villas to the north have brightly painted render, with partly rusticated flanks and bracketed eaves, are of group value and create a strong sense of rhythm to the area, due to the consistency of gaps between the buildings, as well as their positioning and use of materials. They positively contribute to the grand, historic character of the area.

6.3.10. A key building is located at the junction of Lancaster Road and Warminster Road in a large corner plot with

dense planting and hedges, which contribute to the verdant character of the area. The large, three-and-a-half storeys building within the plot is of London stock brick with simple but attractive detailing, such as the brick banding and wide chimney stacks.

Warminster Road

6.3.11. Warminster Road is perhaps the most verdant street within the Conservation Area. It contains a number of mature trees within large front garden plots, which create a pleasant backdrop to the streetscape. A high number of historic buildings have survived within this area, many of which are locally listed.

6.3.12. No. 61 is a large Victorian villa, two-and-a-half storeys in height with a basement level. The building is highly detailed, in London stock brick with red brick detailing, banding and quoins. It has tall sash windows set within a bay at ground floor level, and all windows are topped with an arch and keystone. The sills and eaves are bracketed, and the central bay is topped with a feature tower. Its neighbour to the north, No. 59, is also locally listed, and is similar in its date and architectural style. Two brick post-war blocks of flats are located at Nos. 57 and 55, which are set back from the road within large plots, in line

with their historic neighbours. They are modern in their form and mass. Mature trees and low brick boundary walls soften the streetscape. No. 53 is in the same style as 59 and 61 and together these form a group which is of value in terms of the contribution they make to the grand, historic character of the area.

6.3.13. No. 76 is set behind a high brick wall with pilasters and stone coping. The front garden is densely planted with mature trees and shrubberies, which contribute positively to the green streetscape. The building is a well-preserved villa, built in gault brick with moulded details and a prominent doorcase with pilasters on each side. It is largely screened from view but makes a positive contribution to the area as a high-quality historic building.



119. Norwood Junction Station, constructed in 1859

6.4 THE RAILWAY CHARACTER AREA

6.4.1. This small Character Area includes the railway line and its associated buildings. Its special interest is derived from the historic interest and use of the railway.

6.4.2. The railway was established in 1839 by the London and Croydon Railway. The associated buildings are well-preserved examples of Victorian railway architecture and expansion. There is a twentieth century extension to the main facade of the building, which detracts from its appearance. The railway line bisects the Conservation Area, cutting through the historic core, reflecting the historic growth of the area which radiates from it. It is visible in places, creating fortuitous, glimpsed views, with a bridge

crossing it to the east of the area and the bypass under it on Portland Road.

6.4.3. There is also a pedestrian underpass on Station Road, which is marked by a plaque, and is a unique feature of South Norwood. The Norwood Junction Subway was opened on the 31st July 1912 and was the world's first reinforced concrete underpass. It was designed by the Borough Engineer, George Carter, and constructed by Robert McAlpine & Sons. This makes a notable contribution to the special interest of the Character Area.

6.4.4. The railway is also notable for its unique history as it was granted parliamentary authority to test the experimental atmospheric railway system in 1844 (refer to paragraph 2.3.16 for further history). However, as part of the works the world's first railway flyover was constructed beyond the south end of the station to carry the atmospheric line over the conventional London & Brighton Railway steam line. At the same time the level crossing at Portland Road was replaced by a low bridge across the road.

The station buildings

6.4.5. The existing station building dates to c. 1859, following the construction of the

line to Crystal Palace. It is a well-preserved example of a Victorian station building which has changed very little since it was built. There is detailed ironwork on the station platform, and canopy details which are also of note.

6.4.6. To the west of the station is the London, Brighton and South Coast Railway goods shed. This was built in 1865 and remains in place, now used as railway offices.

6.4.7. The forecourt to the station buildings was improved in 1994, after the Council instituted a scheme with new paving, tree planting and parking controls.



120.No. 14 Lawrence Road

6.5 RESIDENTIAL ROADS CHARACTER AREA

6.5.1. Many of the residential roads surrounding the main shopping streets are of a similar character. A large number have small front gardens and boundary walls, which contribute to a residential character. There is a common thread across the residential streets, as properties are predominantly built from London stock brick.

6.5.2. The residential roads have retained their historic character. Whitworth Road and Oliver Grove were among the main arteries of the Selhurst Park Estate, which has left a

sense of status along these roads. Whitworth Road was created in the late 1870s by Earle Bird, who lived at Park House in Selhurst Road, now the British Legion Club. Oliver Grove originally had four gate piers to mark its status as the principal entrance to the Selhurst Park Estate, but the central pair were relocated to the entrance of the Recreation Ground.

Selhurst Road

6.5.3. A small portion of Selhurst Road is included within this Character Area. It is a large, wide and busy street, which draws its character from the large and varied buildings within generous plots. These plots are often well planted, and mature trees contribute to the streetscape.

6.5.4. On the north side of the road are Nos.221 and 223. This locally listed, three-storey, semi-detached building is in London stock brick with red brick detailing, arched windows, ground floor bay windows, and stucco doorcases with canopies. No. 223 has retained its low brick boundary wall and hedgerow, which makes a positive contribution to the streetscene.

6.5.5. Opposite is the Grade II* Listed Holy Innocents Church and boundary wall. This is a dominant building within the

area and marks the gateway to the Conservation Area. Its green churchyard and listed memorial also make a positive contribution. The piers to the adjacent Recreation Ground entrance came from Olive Grove, and here elevate the streetscape.

6.5.6. No. 194, the Samuel Coleridge-Taylor Centre, formerly South Norwood Branch Polytechnic, is also a locally listed building which is of historic and architectural interest. Constructed in stock brick with stucco detailing, it has a prominent gable end which faces onto the street. Its boundary walls appear contemporary. Its neighbour, the Brutalist style Library, is also locally listed (refer to paragraph 2.3.31 for more detail). This makes a notable contribution to the area as a unique and well-preserved example of this style. The form, massing and materials



121.Nos. 13 - 15 Whitworth Road

reflect the Brutalist fashion, and provide a landmark building within the area. Its forecourt has a small public realm space, with benches and a mosaic, which adds interest to the street.

6.5.7. Opposite is the Victory Club, a large painted brick Victorian building with decorative window surrounds and barge-boarding. It has a double-height bay on its eastern elevation, which adds interest to the form of the building.

Lawrence Road

6.5.8. To the west on Lawrence Road behind the library is the Rapture Ministries Church of the Open Bible. This is a small building, tucked away from the street, and of interest due to its communal and ecclesiastical use.

6.5.9. Nos. 2 and 4 are a pair of locally listed buildings. They were the first built on the road, and are of historic and architectural interest, of pleasant proportions and with interesting iron railings over the window sills. Its boundary walls are brick, and also topped with iron railings, which contribute to the character of the street. The remainder of the south side of Lawrence Road includes large detached Victorian houses, built by 1895, with simple but quality architectural detailing and which together are of group value.

Whitworth Road

6.5.10. The south of Whitworth Road begins at a visually cluttered area, with a range of fencing materials and garages dominating the streetscape.

These make a poor contribution to the character of the road. A modern development is located at No. 2 Whitworth Road, neutral in contribution, with earlier brick boundary walls.

6.5.11. However, to the north, Whitworth Road has retained its historic character and comprises rows of high-quality, Victorian housing and the twentieth-century Roman Catholic Church of St Chad's. The sense of status is reflected through the wider roads and substantial detached properties. The road is lined with mature street trees, which serve to soften the streetscape and lead the eye along the straight road. Traditional style lamp posts also line the streets, which complement the historic character.



122. Twentieth century development on Holmesdale Road



123. South Norwood Baptist Church, Holmesdale Road



124. View north along Whitworth Road, showing the residential buildings, Church of St Chad and street trees which make a positive contribution to the character of the area

6.5.12. The houses on Whitworth Road are detached, two storeys in height with attic windows. They are mostly built in London stock brick with ornate stucco detailing. Many are rendered to the north of the road, which detracts from the architectural detailing, although there are red brick examples at Nos. 4 and 12. There is a strong sense of rhythm along the street, due partly to the proportions, positioning of apertures, and prominent gable ends which are decorated with barge-boarding and topped with finials (although many finials have been lost over time). No. 19 is the only exception to this group, as it has recently been renovated and has lost many of its historic architectural details.

6.5.13. The majority of buildings have retained their low boundary walls, and these make a positive contribution to the rhythm of the streetscape.

Front garden planting also contributes positively to the residential, green character of the spaces here.

6.5.14. The locally listed St Chad's Church is a large interwar church, inspired by the Arts and Crafts movement with Italian Romanesque elements. The architect was George Drysdale (1881 - 1949). The church is built in narrow plum-coloured bricks laid in Flemish bond, with red brick bands and dressings, and creasing tiles used for some of the arches. The roofs are clad in Westmoreland slates. The entrance at the east has a copper-clad canopy, which is striking against the brickwork. It makes a positive contribution to the area, due to its high-quality design and materials and its prominence in the streetscape.

Oliver Grove

6.5.15. Oliver Grove was laid out in the early 1860s and is of historic interest. This road was also once a very important gateway to the town centre. It still retains a significant view towards the Clock Tower and Station, and much of the architecture is of high quality. The buildings on the north side of the road are



125. Sukyo Mahikari, Suffolk Road



126. Cast iron road sign

of good architectural quality and unique in character. Nos. 22 – 28 in particular are notable for their unusual first floor balconies with railings. Although the road was once symmetrical, the development of the former Police Station building (constructed in 1986), now the Harris Professional Skills Sixth Form Centre, on the western side forms a break in the architectural period of development along this road.

Holmesdale Road

6.5.16. The buildings on Holmesdale Road are characteristically varied. There is a variety of uses, forms, massing, and materials along this stretch of road. Some of the earliest buildings are locally listed, demonstrating their historic and architectural interest. The road has retained a number of historic, mature, pollarded trees to the west of its junction with Oliver Grove, which make a notable contribution.

6.5.17. A notable historic building on the north west side of the road is the Royal Mail Sorting Office. This is a low, red brick building with large windows and railings, and an arched entrance porch with pilasters and windows above. It makes a positive contribution to the area, due to its utilitarian

but attractive appearance and its continued use as a sorting office.

6.5.18. To the east is the South Norwood Baptist Church. The original building was demolished in 1994, and this modern building was erected in its place. It is notable for its large octagonal form, with thin windows in the shape of a cross, which are an unusual feature. There is shrub planting around the building, which also contributes to the streetscape. Opposite are Becton Court and Sterling House; these buildings make a negative contribution to the character of the area as they introduce modern materials and do not respond to the orientation of their surroundings, sited at angles within their plots. Becton Court dates from the 1960's, and although relatively low rise its use of poor quality materials, lack of architectural expression and box like appearance detract from the character of the Conservation Area.

6.5.19. Nos. 365 – 369 (odd) are an important grouping. They comprise of three pairs of semi-detached houses, in London stock brick and with red brick details, decorated window architraves, porches, and barge-boarding. No. 365 has been refaced in roughcast render, which has detracted from the symmetry of the

pair. Window replacements have also impacted on the architectural interest of the buildings. Nos. 367 – 373, however, are of particular note and are locally listed due to their retention of detailing.

6.5.20. From 375 – 391a, including the cul-de-sac of Holmesdale Close, are a group of twentieth-century buildings which are unique in their style. They are all set back from the road behind front garden plots and are two storeys in height with projecting gable fronts with double height bay windows under hipped roofs. Each property has stair access to the side, and small hexagonal window detailing. The strong rhythm and unity created by this group is of interest as a pocket of considered, twentieth-century residential development. A number of properties have retained their front garden planting, which also adds to the residential character of the area. The remainder of buildings along the road are varied in date and style.



127. The South Norwood Methodist Church, Suffolk Road



128. Terraced housing on Albert Road



129. Late Victorian development on Albert Road

Suffolk Road

6.5.21. Suffolk Road is a short side street adjacent to South Norwood Hill, containing a mixture of Victorian and modern development. It is

enclosed in character, due to the density of large buildings close to the pavement edge.

6.5.22. The most notable building is the locally listed South Norwood Methodist Church. It is a dominating building, built in London stock brick, with tall bar tracery windows, brick banding, brick arches, and two tall pilasters topped with decorative stone detailing punctuating the skyline. The remainder of the street are predominantly red brick buildings, the majority of which are historic buildings,

although there has been some modern infill (No. 13B) and refacing in roughcast render. Where they exist, hedge boundary treatments make a positive contribution to the quieter residential character of the road. The large car park of the church is neutral in character, and fairly visible from the road.



130. Varied architecture on St Dunstan's Road, with views to the rear of the High Street beyond

6.5.23. The end of the road is terminated by a low, brick building, which is home to the spiritual organisation Sukyo Mahikari. This makes a positive contribution to the area, and has retained some good detailing, such as the central circular window with keystones.

St Dunstan's Road

6.5.24. St Dunstan's Road is a small side road. The south end of St Dunstan's Road contains London stock brick and painted Victorian terraced housing, which displays a range of detailing such as stucco window surrounds, pilasters with moulded caps, and recessed entrances with arched porches. The majority of buildings to the west side of the road have retained their historic boundary treatments which make a positive contribution.

6.5.25. The north of the road contains post-war development. Common features include painted render and brick, bay windows, hung tile, ceramic tile detailing, and brick boundary walls. No. 20 is a modern renovation of an earlier twentieth century building, formerly Henderson's Film Laboratories, which was located here; however, many of the architectural details and fittings have been removed.



131. View west along Albert Road



132. Knapped flint and red brick used on Nos. 1-3 (locally listed) on Coventry Road

Albert Road

6.5.26. Albert Road was one of the earliest built in the area, first laid out in 1855. Although the Croydon Canal was no longer in use, its former route influenced the alignment of Albert Road, and its slight curve reflects the line of the former canal which once ran to the north. Albert Road draws its character from the nineteenth-century buildings which line its northern side, constructed of London stock brick and painted cottages, many of which retain their front gardens and boundary walls. The smaller scale of properties here create the sense that this is a quieter residential street, tucked away from Portland Road. The cottages overlook St Mark's Primary School, a low, sprawling brick building set within a large plot, which is neutral in its contribution to the area.

6.5.27. Further north along Albert Road the buildings are taller and grander in character, set slightly back from the pavement and ranging from two to two-and-a-half storeys in height.

6.5.28. The Grade II listed St Mark's Church is located on the corner plot and junction between Albert Road and Coventry Road. Its Kentish ragstone façade, slate roof and chancel with polygonal

apse and trefoil lancets make a strong contribution to the streetscape. The building is a positive landmark feature of the area.

Coventry Road

6.5.29. Coventry Road is characterised by the large spaces between buildings, comprising of the school yard, which is planted with hedges and trees, creating a strong sense of greenery and space along the road. The buildings scattered along the north side of the road are historic in character. A small, red brick Victorian schoolroom building is located on the pavement edge, and makes a positive contribution, displaying some diaperwork (a decorative masonry pattern formed by brick headers having a dark glazed finish exposed on one end, often laid in a diamond shape) and stone detailing which is of interest.

6.5.30. Further south-west, Nos. 1 and 3 are locally listed buildings of notable interest. These are some of the oldest cottages in the area and are faced in flint with red brick detail. These make a unique positive contribution to the area, due to their age and use of materials. A modern extension to the neighbouring building makes a negative

contribution to the area, due to its form, modern material and signage.

7.0 CONDITION AND THREATS

7.1 CURRENT CONDITION

7.1.1. The condition of the Conservation Area is varied, with some buildings in good condition and others appearing in poor condition and under threat of further deterioration. The Conservation Area has consequently been included on Historic England's At Risk Register (HAR). Buildings within the area are also included on Historic England's At Risk Register (see Section 5.2.14). There has been a fairly widespread loss of features such as historic windows, doors, and boundary treatments. Small-scale architectural details such as finials have also been lost over time.

7.1.2. While the overall townscape character of the South Norwood Conservation Area (see Section 3) has been maintained, there are some exceptions, notably the large blocks of flats and modern infill, which have been highlighted as making a negative contribution in Section 6.

7.1.3. The public realm space is fairly limited, but generally well maintained (see Section 5.2) and in a good condition. However, within the residential side streets, front gardens to some properties have been hard-surfaced and / or boundary treatments removed,



133. Example of the threat caused by lack of routine building maintenance



134. Loss of historic boundary treatments and use of modern materials for boundary walls



135. Loss of historic shopfronts and modern signage

which has had a negative impact on the quality of the public realm and green space (see Section 5.3).

7.1.4 THREATS TO BUILDINGS

- Loss of historic buildings (such as locally listed Cumberlow Lodge, and Queen's Arms public house)
- Loss of historic shopfronts and/or historic shopfront features
- Loss of architectural features and detailing (including windows, doors, chimneys, finials etc.)
- Poor maintenance, leading to deterioration of buildings over time
- Poor quality extensions and structures including dormer windows and rooflights
- Poor-quality repairs that do not match the appearance, or materials of the original
- Installation of modern paraphernalia where visible in the streetscene, including satellite dishes and building services

7.1.5 THREATS TO STREETScape

- Uncoordinated and excessive signage and clutter to the commercial shopfronts
- Inappropriate advertising hoarding
- Loss of historic boundary treatments and the provision of hard surfacing to front gardens
- Poor quality or inappropriate boundary treatments
- New inappropriate development within the Conservation Area which dilutes its historic integrity
- New development of poor-quality design, materials or inappropriate siting, scale or massing
- Vacant plots, which are often overgrown with vegetation or enclosed by modern boundary treatments
- Insufficient refuse storage for number of occupants in buildings, leading to overspill into the street
- Tall buildings within the Conservation Area and its setting
- Railway acting as a barrier to movement, and separating the Conservation Area into two halves



MANAGEMENT PLAN

This Management Plan provides area-specific guidance on development, maintenance and enhancement in South Norwood Conservation Area. It should be read in conjunction with Croydon's Conservation Area General Guidance Supplementary Planning Document (SPD), which provides general guidance for all Conservation Areas. It also identifies opportunities to enhance the character of the Conservation Area and sets out recommendations for future management.

8.0 ADDITIONAL CONSIDERATIONS

8.1.1. It is the responsibility of property owners to be aware of the designations that apply to their building and the area where it is situated. It is also the responsibility of the property owner to ensure the correct permissions are in place prior to undertaking works in the Conservation Area.

8.1.2. Further information about when planning permission is needed is available in the Conservation Area General Guidance SPD. The following additional considerations are also relevant to the South Norwood Conservation Area.

8.1 STATUTORILY LISTED BUILDINGS

8.1.1. The Conservation Area contains six statutory listed buildings. Listed building consent is required for any works to a listed building that could affect its character, including both external and internal work. For more information on statutory listing please refer to Section 4.5 of the Conservation Area General Guidance SPD or refer to Historic England's Guidance (Listed Building Consent: Historic England Advice Note 16).

8.2 LOCALLY LISTED BUILDINGS

8.2.1. There are also a number of locally listed buildings in the area that are on the Council's Local List of Buildings of Historic and Architectural Significance. NPPF Paragraph 203 sets out that where proposals directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset. It is therefore important to clearly understand the significance of the asset and its setting.

8.2.2. Please refer to Section 5.2 to check if a building in the Conservation Area is locally listed. Careful consideration must be given towards protecting locally listed buildings and any important features present. For further information please see Croydon's Local List SPD.

8.3 BUILDING REGULATIONS

8.3.1. Building work must comply with building regulations, where applicable. For further information and guidance about building regulations for works in conservation areas, please refer to Section 8 of the Conservation Area General Guidance SPD.

8.4 PLANNING ENFORCEMENT

8.4.1. Unauthorised building work may be subject to enforcement action, and owners should obtain all of the necessary permissions before starting any work. Anyone carrying out unauthorised demolition of a building or other structure in the Conservation Area, or unauthorised works to a listed building, could be liable for a criminal offence.

8.5 TREES IN CONSERVATION AREAS

8.5.1. Trees make an important contribution to the character of the area. The Council will resist the loss of good quality trees that make a positive contribution to the character of the area.

8.5.2. Six weeks notice must be given to the Council for any proposed works to trees in the conservation area (if the trunk is over 7.5cm in diameter). In addition, there are numerous Tree Preservation Orders (TPO) in place across the conservation area. Those wishing to undertake works to a TPO tree must seek written consent from the Local Planning Authority by way of a tree works application.

8.5.3. Further information on trees and TPOs is available from the [Council's website](#).

8.6 PERMITTED DEVELOPMENT IN CONSERVATION AREAS

8.6.1. Ordinarily, building owners have the right to make some specific changes to their properties without applying for planning permission. This is known as Permitted Development. Certain classes of permitted development do not apply when the building is in a conservation area, so planning permission is needed. Works that will require planning permission include:

- Demolition of buildings, gates fences and walls (over a certain size)
- Extensions to the roof of a house or adding an additional storey

- Installation of a flue, vents, satellite dishes or solar panels at the front of the building or in certain locations where they are visible from the street
- New gates, fences or walls (over a certain height)

8.6.2. Details of what is and is not covered by permitted development are set out in the General Permitted Development Order. It is very important to consult this legislation before starting any works to establish whether planning permission is needed. Further guidance on permitted development is available from Planning Portal.



136. Important street trees along Station Road

9.0 DEVELOPMENT GUIDELINES

9.6.1. General guidance for development in Conservation Areas is provided in the [Conservation Area General Guidance SPD](#).

9.6.2. The development guidelines provided below supplement these general guidelines, providing area specific principles for proposed development in the South Norwood Conservation Area. These have been developed in order to help preserve and enhance the particular character and appearance identified in the Appraisal.

9.6.3. The Suburban Design Guide Supplementary Planning Document (SDG) provides guidance for development in the borough. Some of the guidance in the SDG is relevant to proposals in the residential character areas of the Conservation Area. Where the guidance set out in the SDG conflicts with that in the conservation specific documents however, it is the Conservation Area General Guidance and Conservation Area Appraisal and Management Plan Design Guidelines which take precedence due to its designation and status.

9.1 HERITAGE STATEMENTS

9.1.1. When applying for planning permission in the Conservation Area, a heritage statement is usually required, in line with paragraph 194 of the NPPF. This should describe the significance of the conservation area and any other heritage assets that will be affected (such as listed buildings), and it should include an assessment of the impact the development will have. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal.

9.1.2. In some cases additional detail will be required in order to understand the impacts of the proposal, such as archaeological assessments, detailed impact assessments or townscape and views analysis.

9.2 DEMOLITION

9.2.1. Demolition, or substantial removal of part of a building or other structure within a Conservation Area will usually require planning permission, and anyone carrying out unauthorised demolition could be liable for a criminal offence. It is essential to ensure the correct permissions are in place before any demolition works taking place.

9.2.2. Demolition of statutory listed buildings, locally listed buildings and buildings that make a positive contribution to the Conservation Area (as outlined in Section 5.2) constitutes harm to the significance of the Conservation Area and will not be considered acceptable.

9.2.3. Demolition and redevelopment of sites that currently detract from, or make a neutral contribution to the special character of the area may be acceptable, but only where the new development would be of a high quality and would positively contribute to character, in line with Chapter 16 of the NPPF.

9.2.4. There is more detailed guidance on demolition in section 5.1 of the Conservation Area General Guidance SPD.

9.3 NEW DEVELOPMENT

9.3.1. There are some sites in the Conservation Area which, if sensitively redeveloped, could enhance the character and appearance of the Conservation Area. Opportunities for new development would primarily result from the redevelopment of sites which do not currently contribute to the area's special interest. These sites have been identified in Section 5.2 of the Character Appraisal.

9.3.2. There may be some opportunities for infill development between existing buildings or on backland sites behind existing buildings, but this will only be acceptable where it does not disrupt the established character, layout and pattern of development or appear cramped. Any new buildings or extensions to the rear of the existing streets should be subordinate in scale – usually at least one storey lower than the frontage buildings. Development of garden land or gaps between buildings in residential streets will not usually be acceptable as this would detract from the spacious and open character of these areas.

9.3.3. Proposals for new developments will only be considered acceptable where they are of a high quality, respond to the historic context, and would make a positive contribution to the character of the area.

9.3.4. Proposals for new development should include a heritage statement and detailed contextual analysis. Applicants must demonstrate that the proposal:

- Respects the established pattern of development, including layout, routes,

plot size, building footprints and spacing, density and height

- Respects important views and complements predominant roof forms and rooflines;
- Successfully responds to and complements the existing architectural character
- Makes use of high quality materials and detailing that complement existing buildings
- Retains and enhances trees, gardens and landscaping.

9.4 SHOPFRONTS AND ADVERTISEMENTS

9.4.1. The historic high street is at the heart of South Norwood and the shopping frontages are essential to its special character. The following guidance is intended to preserve and enhance the character and liveliness of

the high street, as well as the historic buildings and features that are there.

9.4.2. Planning permission is usually required for changes to shopfronts, and proposals should follow the guidance contained here. Further guidance on traditional shopfronts can be found in Conservation Area General Guidance Section 5.15, and in the Shopfronts and Signs Supplementary Planning Guidance No.1

9.4.3. There are a number of late nineteenth and early twentieth century historic shopfronts throughout the Conservation Area which have retained historic architectural detailing. These make an important contribution to the special interest of the area. Features of interest might include the original shop window and joinery, the traditional shop surround with fascia, pilasters and cornice, or



137. Example of modern shopfronts and advertisements, which detract from the historic character of the area

other features such as tiles or signage. These features should be retained and repaired, and should not be removed, covered or altered. Repair and reinstatement of damaged or missing features is encouraged.



139. Example of historic shopfront features which should be preserved and maintained

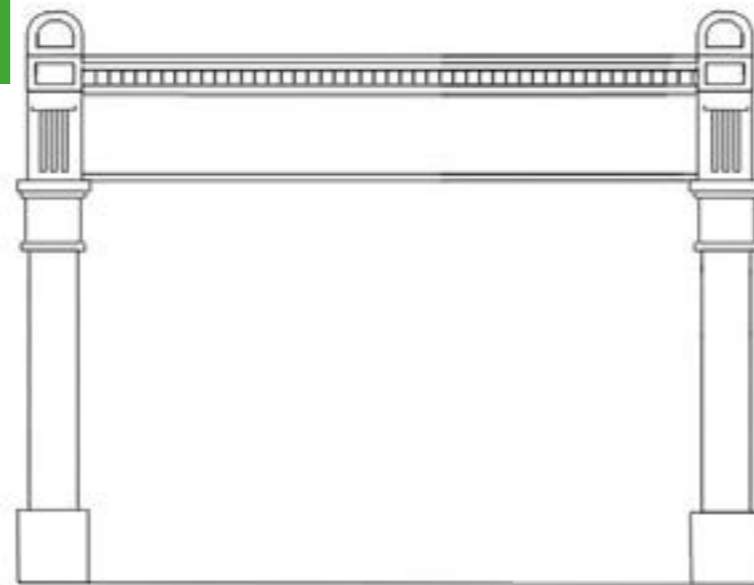
9.4.4. However, in many cases, historic shopfront features have been lost and there is scope for improvement to shop frontages to enhance the character and appearance of the historic streets. New shop fronts and signage do not need to be reproductions of historic styles. Creative and contemporary designs are encouraged, but these should always reflect the design, proportions and features of traditional shopfronts as set out in the guidance below, so that they complement the overall character of the street.

Traditional shopfront elements

9.4.5. Shopfronts in the conservation area should aim to incorporate the following features:

9.4.6. **Surround:** The architectural surround that frames the shop window is an important element of the design. It helps to define the shop frontage and create a consistent rhythm in the street. Traditionally this comprised pilasters, console brackets, and a fascia with cornice.

9.4.7. **Fascia:** This should be in proportion with the building and neighbouring fascias. It should not extend below the head of the pilaster. The fascia should be a flat or angled panel. Box fascias that project



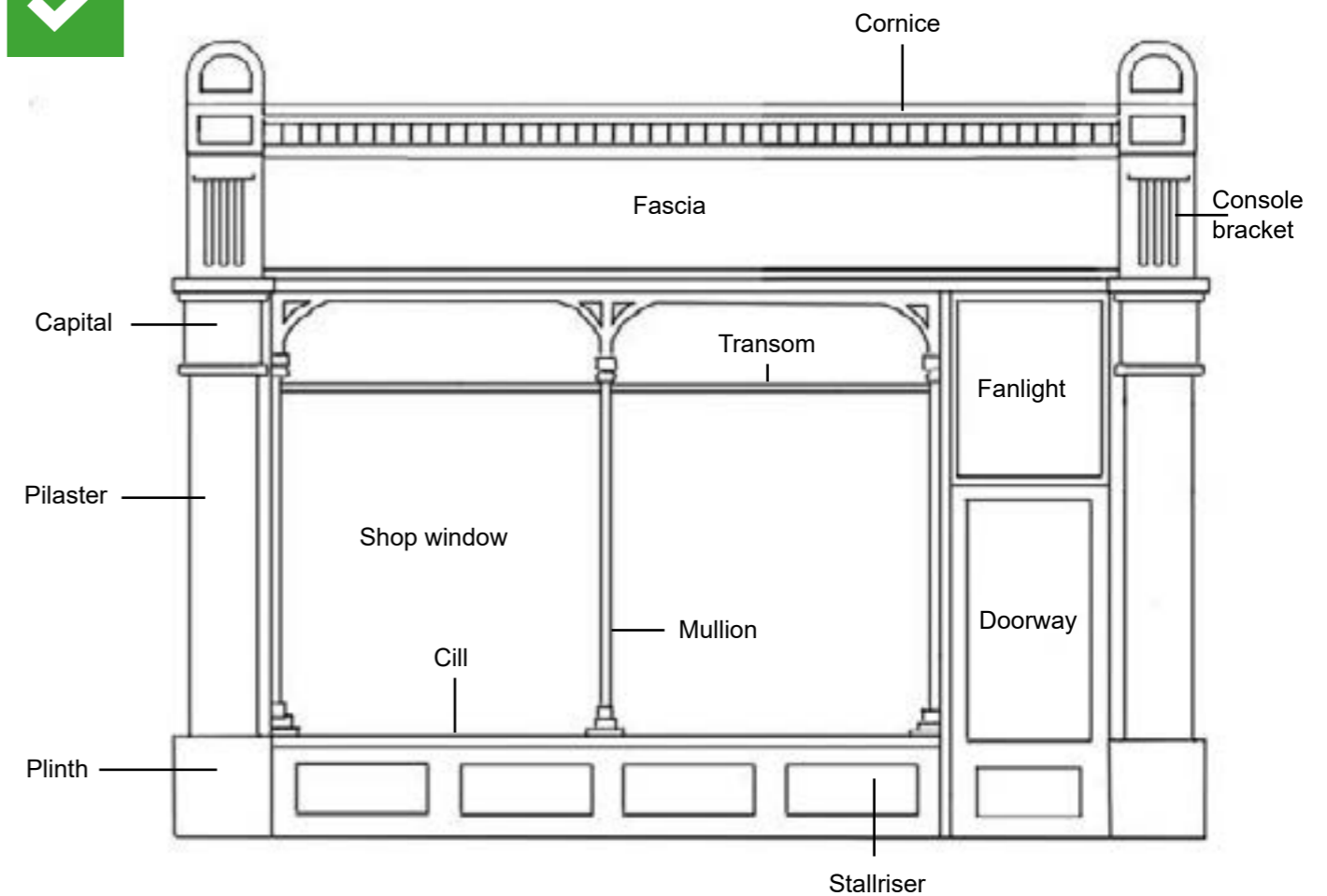
138. A traditional shopfront surround

forward are not appropriate. Shopfronts that combine more than one unit can disrupt proportions. In these cases, pilasters and surrounds should be retained or incorporated to provide a visual break. Fascia signs should not be extended over multiple units. Instead, each unit should have a separate fascia sign, linked by a common design.

9.4.8. **Stallrisers:** Stallrisers are an important functional feature, providing a protective base to the windows and glazed doors. They should be in proportion to the rest of the shopfront and are usually constructed in timber. Stallrisers should be incorporated into new

shopfronts. The removal of stallrisers for full glazed units will not usually be permitted.

9.4.9. **Shop window:** This should extend from the top of the stallriser to the base of the fascia and should usually be subdivided with a transom rail and/or vertical mullions. Floor to ceiling glazing is not appropriate. The shop window should provide views into the shop or views of a display area. Decorative elements such as etched glass, lettering or decorative vinyls can be



140. The features of a traditional shopfront

included, but the window should not be entirely obscured as this makes the shop less appealing and detracts from the liveliness of the street scene.

9.4.10. **Doorway:** This can be set back in a recess or flush with the building line. Existing recessed doorways should be retained where possible. The shop door should be glazed to provide views into the shop.

Materials

9.4.11. Painted timber is the traditional material for shopfronts and should usually be used for shopfronts in the Conservation Area. High quality steel or aluminium frames with a powder coated finish might also be acceptable, provided that these are designed to complement the building and street scene. Other materials such as plastic, synthetic cladding panels, anodised or plastic-coated metals or UPVC are not appropriate.

Signage and advertising

9.4.12. Signage for shops and business should be simple and uncluttered. Signs should not dominate the shopfront or obscure windows or architectural features.

9.4.13. Materials, colours and finishes should complement the historic character of the building and street. Signs should usually be timber or powder coated metal panels, or be formed from individually mounted metal lettering. Perspex, acrylic and other non-traditional materials are not usually appropriate. Standard corporate signage, logos and colour schemes may need to be adapted to suit the context.

9.4.14. Lettering should be in proportion with the size of the sign. The sign content should usually include only the name of the business, the type of business, the shop number, and a discrete logo or artwork.

9.4.15. Fascia signs should be a simple flat panel contained within the fascia area.

They should not obscure architectural features, project forward, or extend above the first floor level. Plastic box fascias are not acceptable. Additional signs on the building facade above fascia level or on upper storeys will not usually be permitted.

9.4.16. One hanging or projecting sign on each shopfront will be permitted. This should usually be at the same height as the fascia sign. Any existing brackets for hanging signs should be reused if possible.

9.4.17. Where the shopfront has an unusual design or the business is located in a building without a traditional shopfront, alternative forms of signage will be considered. These should complement the building façade and should not cover architectural features or create a cluttered appearance.

The following alternative types of signage should be considered:

- Individual lettering applied to walls or window glass
- Signs hung internally behind windows
- Small projecting, hanging or freestanding signs
- Small plaques or panels at eye level

9.4.18. Refer to the Conservation Area General Guidance Section 5.15 (C) for further guidance on the Council's policy towards advertisements.

Lighting

9.4.19. External lighting should be a neutral colour and static.

9.4.20. Internally illuminated signage or 'halo' illumination will not usually be acceptable. Signage can be illuminated externally with a strip light or swan-neck lamp.

9.4.21. Illuminated digital display screens and LED displays will not usually be acceptable.

9.4.22. Further guidance on lighting can be found in Para 7.3 of the Shopfronts and Signs Supplementary Planning Guidance. Historic England provide detailed advice on external lighting for historic buildings, which can be found on its website. This includes guidance on design concepts, patterns of lighting arrangements, discreet location of lighting, the size and nature

of the building to be lit and the need to illuminate it, as well as potential adverse effects of external lighting to consider.

Shutters and security

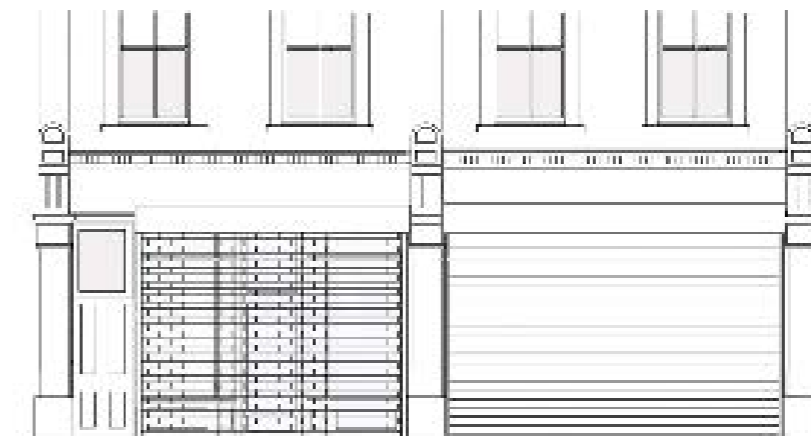
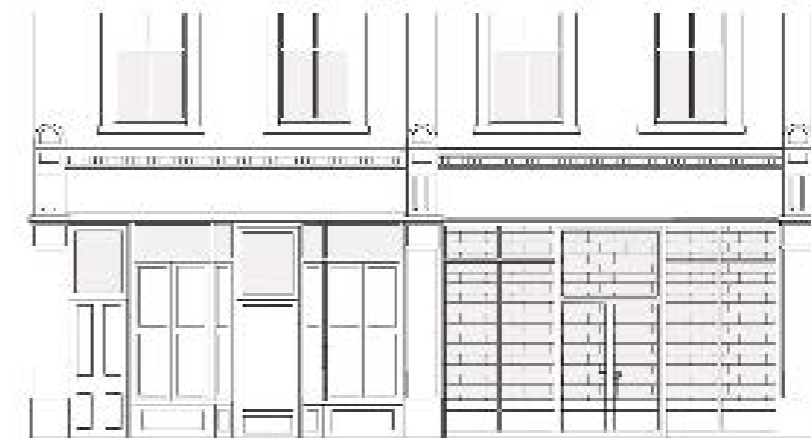
9.4.23. All security measures should be integrated within the shopfront design and should not have a negative impact on the street scene or cover architectural features.

9.4.24. External solid roller shutters and externally mounted shutter boxes are not permitted. External shutter

boxes can be an intrusive feature on historic shopping streets due to their bulk and prominent position. When closed, solid roller shutters detract from the appearance of historic buildings and the vibrancy of the street.



141. Sensitively designed fascia signs



142. Open grills or traditional shutters are more appropriate than solid roller shutters.



143. Example of the effect of shutters on the streetscape

9.4.25. Toughened or laminated glass, internal screens or grills, or traditional removable external shutters are the preferred solutions. Rod and link (or other open type) external grills may be permitted

where there is no satisfactory alternative. These should have a paint finish to complement the shopfront and the box and runners should be disguised within the shop front (not mounted externally).

9.4.26. Detailed further guidance on shop front security is provided in the Security Addendum to the Shop Front Design Guide SPD.

Access

9.4.27. Access to upstairs flats should be retained. Residential flats above commercial units are an important part of the character of the Conservation Area and helps to preserve the mixed use in the area.

9.4.28 Making a planning application for shopfront alterations

Planning Applications involving shopfront alterations and signage should include:

- Scale elevations and sections of the existing and proposed shop fronts and signage at 1:20, with proposed materials, colours and finishes clearly indicated
- Details of any external lighting including product specifications, large scale drawings and illumination levels

9.5 ALTERATIONS AND EXTENSIONS

9.5.1. Extensions should be subordinate to the original building in size and appearance, and should not obscure the form and proportions of the original building. They should be carefully designed to preserve the symmetry of a pair of buildings or the uniformity of a group or terrace. The varied orientation of buildings in the South Norwood Conservation Area and the spaciousness of plots means that rear and sides of buildings are often visible from the street, and new extensions in these areas should be designed with care.

9.5.2. Design, detailing, fenestration and materials should be carefully considered to complement the existing building and the character of the area. Use of contemporary or contrasting detailing and materials can help to achieve differentiation between old and new. This can be an acceptable approach provided that the design responds to and complements the character of the existing building and immediate context.

Rear Extensions

9.5.3. Rear extensions should usually be at least one storey lower than the original building and should generally extend no

more than 3m beyond the rear wall in terraced properties, or 4m in detached properties.

9.5.4. Rear extensions should not be wider than the width of the house. Wrap-around extensions to the side and rear of the original building tend to obscure the original form and layout and are not usually acceptable.

Roof Extensions and alterations

9.5.5. Roofs of historic buildings are important features that help to define the building's character and make an important contribution to townscape. Alterations or

extensions to roofs are often prominent and need to be carefully designed.

9.5.6. Roof extensions that are visible from the street will not usually be acceptable, except where the addition is part of a sensitively designed side or rear extension and complements the style and materials of the existing roof. Hip-to-gable extensions, large box dormers, or mansard style extensions will not usually be acceptable.

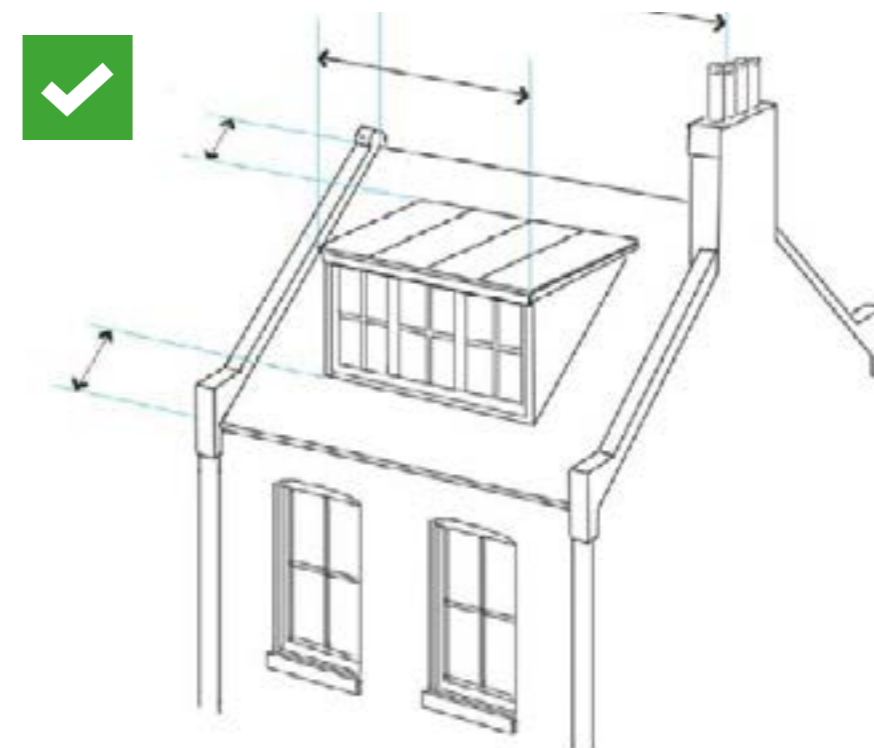
9.5.7. Dormers may be acceptable on the rear roof slope of terraced buildings. They should be subordinate to the size of the roof. The

width of the dormer should not usually be more than 2/3 the length of the existing ridge. Dormers should usually be set in 0.5m from both sides of the roof and the eaves, and 0.3m from the ridge. The addition of dormer windows to the front roof slope will not usually be acceptable, unless these are a feature of the existing building or an established characteristic in the street.

9.5.8. Rooflights should usually be located at the rear of the roof and should be 'conservation style' (flush with the roof slope in a dark finish).

9.5.9. Where repair or replacement of the original roof covering is required, this should be on a like for like basis. For historic buildings this will usually be either slate or clay tile. Where possible, the original slates or tiles should be retained and reused. Artificial roof coverings such as Eternit or concrete tile should not be used. Where the original roofing material has been lost, reinstatement of the original or most appropriate roof covering for the building is strongly encouraged. Ridge tiles, finials and other details should always be retained and reused, or replicated.

9.5.10. Due to the contribution made by chimneys to the roofscape, their removal is unlikely to be permitted,



144. Dormer extensions may be acceptable on the rear roof slope of terraced buildings that are not visible from the street. They should be set in from the edges of the roof so that they appear subordinate.

particularly those visible in the streetscene, and those on listed or locally listed buildings.

9.5.11. Refer to the Conservation Area General Guidance Section 5.3 for further guidance on roof extensions and alterations

9.6 WINDOW ALTERATIONS AND REPLACEMENT

9.6.1. Windows are an important feature and contribute to the character of a building. Loss of historic windows and inappropriate replacement or alteration causes harm to the character of the area. Wherever possible, traditional and historic windows should be retained.

9.6.2. The thermal performance of windows can be significantly improved through repair,

refurbishment and draught-proofing, and installation of discreet secondary glazing, shutters or curtains. These methods should be considered in the first instance.

9.6.3. Where the existing windows are beyond reasonable repair, it will usually be acceptable to replace them on a like for like basis. Traditional timber windows in unlisted buildings can usually be replaced with high quality slimline double glazed windows in timber frames, provided that these closely replicate the design, dimensions and features of the originals. Replacement with UPVC will not be considered acceptable.

9.6.4. Where windows and doors have been altered, reinstatement of traditional windows is encouraged. In

cases where a previously altered window is to be replaced, the new window should replicate the original design and materials or a style appropriate for the age and type of building.

9.6.5. Alterations to the original configuration of windows, the size and proportions of window and door openings, or details such as lintels, brick arches and sills will not usually be acceptable (except where reinstating historic features that have been lost).

9.6.6. Refer to the Conservation Area General Guidance Section 5.6 for further guidance on windows in conservation areas.



145. Example of loss of traditional windows on buildings on the left hand side and right hand side

9.6.7 Making a planning application for window replacement

Applications for planning permission involving window alterations or replacement should also include the following:

- A clear justification for the loss of the original windows (such as a report from a joiner indicating that the original frames are beyond reasonable repair)
- Scale drawings of the proposed windows showing the window frame and masonry reveal (elevations at 1:20 and sections/details at 1:5)
- Scale drawings of the existing windows to be replaced or good close up photographs of the existing windows clearly labelled with dimensions
- Details of materials and finishes for the proposed windows, and product details and specifications where available

9.7 DOORS AND PORCHES

9.7.1. Where possible, historic doors should be retained as these are important features. Traditional doors in the area are generally solid timber. It is usually possible to repair and refurbish these if they are in poor repair. Where replacement is necessary, this should be in a like for like basis. Timber doors should be replaced with a high quality solid timber door which closely replicates the original design. Side lights and top lights are an important part of the door design and should not be covered or altered. UPVC doors will not usually be considered acceptable.

9.7.2. Where houses incorporate porches as part of their historic design, these add interest to the character and appearance of the residential character areas of the Conservation Area. Historic porches should not be removed or enclosed. Improvement or removal of unsympathetic modern porches will be encouraged.

9.7.3. New open porches may be considered acceptable, provided they are well detailed and appropriate to the character of the host building, and do not detract from the consistency or symmetry of a terrace or semi-detached pair.

9.7.4. Refer to the Conservation Area General Guidance Section 5.7 for further details and guidance on the Council's policy towards doors and porches

9.8 MASONRY, BRICKWORK AND RENDER

9.8.1. Buildings in South Norwood feature a variety of facing materials: predominantly brick and stucco, with some examples of flint, and decorative stonework, tiles and timber. Many of the buildings are well detailed and decorated, and the variety of finishes, detail, texture and colour contributes to the character of the area and to our understanding of each building's status and function.

9.8.2. Brickwork, stone, tiles, and other original facing materials should not be painted, rendered, or covered with cladding. This can harm the appearance of the building and can cause damage to the building fabric. Such works will not normally be permitted.

9.8.3. The removal of existing non-original paint and render is encouraged where this would not cause damage to the underlying fabric.

9.8.4. Where necessary, older brickwork should be repointed with an appropriate lime-based mortar carefully

matching the existing mix in texture and colour. Cement based hard mortar should not be used on older buildings as it is less permeable than a lime mortar mix and can lead to deterioration of brickwork. Re-pointing with hard cement-based mortars is one of the principal causes of decay in historic masonry and can cause irreversible damage.

9.8.5. Refer to the Conservation Area General Guidance Section 5.8 for further details and guidance on the Council's policy towards walls.

9.9 BOUNDARY TREATMENTS AND GARDENS

9.9.1. Historic boundary treatments and front gardens make an important contribution to the character of the street, particularly within the residential areas of South Norwood. Where the original boundary is present, it should usually be retained. Removal or replacement with a different boundary treatment will not usually be acceptable. A number of historic boundaries are in poor condition and would benefit from sensitive repair to match their original appearance and materials.

9.9.2. Where the original boundary has been lost or replaced, reinstatement of an

appropriate boundary treatment is encouraged. Design, height and materials should usually be in keeping with the rest of the street. In residential areas of South Norwood, the typical boundary treatment is a low brick wall.

9.9.3. Substantial loss of front gardens and/or boundary treatments in order to create parking spaces will not usually be considered acceptable. Hardstanding for parking should not cover more than 50% of the original front garden area, and should be appropriately landscaped with planting at the front of the site and in front of buildings to soften its appearance. The original boundary treatment should usually be retained. It may be acceptable in some circumstances to enlarge or alter gates and openings, provided that the changes are carefully designed and detailed to complement the context.

9.9.4. Applications for planning permission involving changes to boundary treatments should include scale elevations of the existing and proposed boundaries with materials and finishes clearly shown.

9.9.5. Outbuildings should be located to the rear of the host building and/or where they are not clearly visible from the street. They must be an appropriate size so that they

are subservient to the main building and do not dominate the garden, and so that views across gardens are preserved. Outbuildings at the front of the site (other than cycle and bin storage) are unlikely to be acceptable.

9.9.6. Items stored in front gardens (such as bin and cycle stores) should be minimised to avoid a cluttered appearance. Cycle and bin storage serving more than one residential unit should usually be enclosed: either inside the building envelope, or in a sympathetically designed storage unit in a discrete location away from the main frontage and entrances.

9.10 CHANGES OF USE AND CONVERSIONS

9.10.1. There are a wide variety of historic building uses in South Norwood, and each building type has a distinctive form and character suited to its use. This contributes to the character of the area and to our understanding of South Norwood's historic development.

9.10.2. Where it is possible for the building to remain in its original use, this will be encouraged. This is particularly important within the Historic Core Character Area, because the closure of public houses, shops and cafes would have

a detrimental impact on the character of the high street. Conversion of ground floor shops and high street frontages to residential use is not likely to be considered acceptable as this detracts from the active high street character, which is essential to the area's character. However, where the original use is no longer appropriate, sensitive adaptive reuse will be encouraged.

9.10.3. Conversions to flats should be avoided due to the loss of original intended use as a single dwelling. There can also be a visual impact from the alterations, including window and door replacement, re-roofing, installation of roof lights/dormers, extensions, unsympathetic additions and clutter to the front, such as bin stores and increase of hardlandscaping for car parking.

9.11 SETTING

9.11.1. Some buildings in South Norwood fall outside the Conservation Area as they do not directly contribute to its historic or architectural interest, however, form an important part of the area and contribute to its setting (refer to Section 2.2 for further detail).

9.11.2. Redevelopment or alteration to these buildings must carefully consider any impacts on the conservation area's character, the uniformity

of groups of buildings, and must be sensitively designed to have no resultant harm.

9.11.3. The key views analysed in Section 3.4 of this document are in no way exhaustive. The impact of any addition, alteration or removal of buildings, structures, trees or highways on key views should be considered to aid decision making. This includes development outside the Conservation Area. Where appropriate, views must be considered within Design and Access or Heritage Statements. This should be in accordance with Historic England's Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017). Applications which fail to have assessed any impact upon views and setting will not be validated.

9.12 SUSTAINABILITY IN THE HISTORIC ENVIRONMENT

9.12.1. In 2019 Croydon Council declared a climate emergency. It is important to understand and address the challenges that the historic environment faces in a period of climate-uncertainty. Historic England are currently undertaking research into the role that cultural heritage and historic buildings can play in climate change mitigation and adaptation, and have produced

a suite of guidance documents which support decision making including:

Historic England Advice Note 14: *Energy Efficiency and Traditional Homes* (2020)

Historic England, *Energy Efficiency and Historic Buildings: How to Improve Energy Efficiency* (2018)

Historic England, *Traditional Windows: their care, repair and upgrading* (2017).

9.12.2. These guidance documents should be used and promoted within the Conservation Area, using a holistic, 'whole building' approach when tackling these issues.

10.0 ENHANCEMENTS AND RECOMMENDATIONS

10.12.1. This section recommends additional measures that could be considered to ensure good management of the area in the future, and identifies interventions and changes that could enhance the special character of South Norwood.

10.1 MAINTENANCE

10.1.1. Property owners are strongly encouraged to undertake regular maintenance and sympathetic minor works to improve the condition and appearance of their properties, which will have a wider positive impact on the Conservation Area as a whole. The Council welcomes and supports enhancement schemes which contribute to the special character and appearance of the Conservation Area.

10.1.2. Regular and ongoing maintenance is important for buildings of all ages to ensure their longevity. Ongoing maintenance can limit, or even prevent, the need for repairs later. It will avoid the loss of original fabric and is cost-effective. Maintenance can also prevent problems including damp and decay, helping the building to be as energy efficient as possible.

10.1.3. Many of the buildings and spaces across the Conservation Area have been

impacted by a gradual decline in their condition due to lack of ongoing maintenance. There are examples of maintenance issues across the area, which commonly occur in historic buildings and conservation areas. These include the deterioration of paintwork, timber rot, and loss of historic features. Upper residential sections of the retail buildings in particular were often found to be in poor condition in South Norwood, and represent an opportunity for enhancement.

Recommendations for maintenance and repair include:

- Regular clearing of debris in gutters and rainwater pipes;
- Pruning of vegetation and trees, particularly those close to buildings.
- Re-fixing loose roof tiles or slates; and
- Regular repainting of timber with appropriate paint.
- Repair and repointing brickwork and other facing materials

10.1.4. All repairs should be undertaken considerately and should match the appearance and materials used in the original. Historic brick and flint work should always be repaired

using an appropriate mortar to suit the original construction materials (usually a lime-based mortar in older buildings).

10.1.5. Please refer to guidance in section 9 of this document, as well as section 6 of the Conservation Area General Guidance SPD for further guidance. Detailed advice on building maintenance is available from Historic England and the Society for the Protection of Ancient Buildings via their websites.

10.2 SHOPFRONT IMPROVEMENTS

10.2.1. Shops, cafes and other high street businesses make an important contribution to the vibrant character of South Norwood's historic high street. Many of these businesses are in historic buildings, and there are some surviving historic shopfront features. However, there is an opportunity to deliver significant enhancement to shop fronts by repairing and reinstating historic features, removing clutter and poor quality modern additions, and introducing sensitively designed new shopfronts and signage, as detailed in Section 9.4. This has the potential to enhance individual businesses and the appearance of the area considerably.

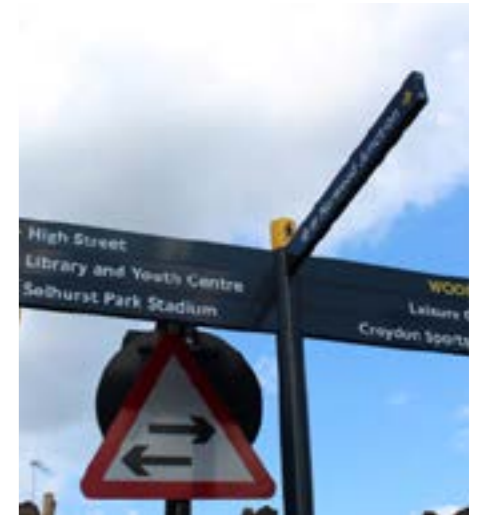
10.3 PLAQUES, SIGNAGE, AND HERITAGE INTERPRETATION

10.3.1. There is potential to introduce plaques on listed or locally listed buildings and other significant sites in conservation areas to celebrate and inform passers-by of their designation and historic significance. There is support for this idea within the local community including from the People for Portland Road group, who have funded and researched a series of plaques in the area, and the Norwood Society. This has been successful in a number of locations within the area already, including the underpass at Norwood Junction railway station. The Council would support proposals for the erection of additional plaques, subject to appropriate design and sensitive placement. There is the potential for this to be led by local amenity groups (as with the existing plaques).

10.3.2. Plaques should not detract from the architectural significance of buildings, nor introduce undue clutter. Listed building consent would be required for installation of plaques on a Listed Building. A co-ordinated approach to installation of plaques (and any other signage) is encouraged to ensure consistency and coherence.



146. Blue plaque on Stanley Halls



147. Example of signage within the Conservation Area

10.3.3. Opportunities to introduce heritage signage and interpretation to highlight and better reveal the character and significance of the area should also be considered. This might include public art, wayfinding signage, and informative signage. This could form part of wider Council-led public realm and placemaking improvements. Community-led projects to introduce signage would also be supported, provided that the design that would enhance the area's character, does not introduce undue clutter, promotes consistency in approach and that the cost of maintenance and management is fully considered.

10.4 PUBLIC REALM IMPROVEMENTS AND PLACEMAKING

10.4.1. Routine maintenance of the public realm occurs as part of the ongoing cycle of maintenance within the Borough. Such regular maintenance and repair of buildings and green spaces makes an important contribution to the appearance of the Conservation Area.

10.4.2. There are opportunities to enhance the character and appearance of the Conservation Area through improvements to public spaces and the wider public realm. This can be achieved through continuing to improve and rationalise existing street furniture and signage and reduce clutter, improvements to surfaces and landscaping, and introduction of public art and creative interventions to enhance character and pedestrian experience.

10.4.3. All proposals to enhance the Conservation Area's public realm should consider the Croydon Public Realm Design Guide.

10.5 TRAFFIC AND ACCESS

10.5.1. The Conservation Area has two A roads running through the centre. This results in high traffic levels throughout the Historic Core character area which detracts from character and pedestrian experience as well as creating issues of speeding and parking. The Conservation Area is easily accessed by public transport, foot and vehicle. Improvements to the management of traffic could enhance the area character of the area considerably, including measures such as traffic calming and upgrades to the cycle network and footpaths.

10.6 ENHANCEMENTS FOR CHARACTER AREAS

THE HISTORIC CORE CHARACTER AREA

10.6.1. This character area is a key focus for enhancements and could be improved through the repair, restoration, or reinstatement of damaged or lost architectural features. Such works should, however, be based on clear evidence of the original. If original details are unknown, works should be sympathetic and appropriate

to the building. The removal of modern paraphernalia from building facades would also enhance the area and should be sought where possible

10.6.2. In addition to the reinstatement of architectural features and the removal of modern paraphernalia, the following works are considered enhancements:

- Removal of uPVC or aluminium windows. Replacements should be well-designed timber alternatives that are in keeping with the Conservation Area's and building's character;
- Removal of non-historic render or paint where this can be achieved without damage to the underlying surface;
- Careful management of planting to retain significant views and glimpsed views of buildings;
- Repairs and improvements to boundary treatments and public realm, particularly along Selhurst Road, Station Road, Portland Road where buildings are set back, and the access route from Station Road to Portland Road where the boundary treatments are unsympathetic;

- Improving access connectivity to Portland Road from Station Road and the High Street, such as upgrading and implementing signage through the area;
- Sensitively bringing vacant buildings back into use, particularly commercial units and public houses;
- Finding sustainable and appropriate uses for vacant units and buildings; and
- Identifying a number of key locations within the Historic Core Character Area suitable for murals and public art, designed by and initiated by the local community.

Enhancements to shopfronts:

- Reinstatement of timber fascias;
- Removal of modern unsympathetic signage; and
- Repairing and restoring historic detailing, such as cornices and flanking pilasters.

Improvements to specific key buildings:

- The Jolly Sailor – currently vacant and requires sensitive restoration works;

- Clock Tower – manage traffic around the Clock Tower to ensure it remains prominent in views;
- Kennedy's Sausages (Grade II Listed), 18a High Street – on the Heritage at Risk Register; and
- Former Public Toilets, Portland Road – establish a new viable use with an active street front.

THE STANLEY HALLS CHARACTER AREA

10.6.3. This character area is varied in character with all the buildings being set back from the road. Many of the enhancements within this area can be achieved through planting and managing the public realm.

10.6.4. The following works are considered enhancements:

- Repair and improvement to boundary treatments;
- Appropriate retention and reinforcement of mature vegetation in public and private spaces which contributes to the character of the area;
- Reinstatement of painted metal rainwater goods;
- Removal of uPVC or aluminium windows. Replacements should be well-designed timber alternatives that are in keeping with the character

of the Conservation Area and building's character; and

- Removal of non-historic render or paint where this can be achieved without damage to the underlying surface, to reveal originally exposed brick.

THE LANCASTER AND WARMINSTER ROAD CHARACTER AREA

10.6.5. The Lancaster and Warminster Road Character Area is a residential character area with larger houses, such as villas, and plots.

10.6.6. The following works are considered enhancements:

- Removal of uPVC or aluminium windows. Replacements should be well-designed timber alternatives that are in keeping with the Conservation Area's and building's character;
- Reinstatement of painted metal rainwater goods;
- Removal of non-historic render or paint where this can be achieved without damage to the underlying surface;
- Repair and improvement to boundary treatments;
- Maintenance of the cast iron stink pipe and restoration of the ventilation cap; and

- Appropriate retention and reinforcement of mature vegetation in public and private spaces which contributes to the character of the area.

THE RAILWAY CHARACTER AREA

10.6.7. The Railway Character Area comprises the railway and associated infrastructure. Enhancements within this area are predominately focused around the public realm and improvements to connectivity between the Historic Core.

10.6.8. The following works are considered enhancements:

- Removal of uPVC windows on station building with traditional timber framed sash windows and goods shed with timber or Crittal windows;
- Improvement to public realm, through street furniture and planting; and
- Improving connectivity between the Station Road and Clifford Road.

Improvements to specific key buildings:

- Norwood Junction Railway Station – reinstatement of traditional entrance and architectural features

THE RESIDENTIAL ROADS CHARACTER AREA

10.6.9. Enhancements within this area can be achieved through the repair, restoration, or reinstatement of damaged or lost architectural features. The removal of modern paraphernalia on building facades would also enhance the area and should be sought where possible.

10.6.10. As well as the reinstatement of lost architectural features and the removal of modern paraphernalia, the following works are considered enhancements:

- Removal of uPVC or aluminium windows. Replacements should be well-designed timber alternatives that are in keeping with the character of the Conservation Area and building;
- Reinstatement of painted metal rainwater goods;
- Removal of non-historic render or paint where this can be achieved without damage to the underlying surface;
- Rationalising, repairing and improving boundary treatments;
- Increased soft landscaping in front gardens;

- Removal of satellite dishes on front elevations;
- Improvements to car parks with planting to soften their boundary, such as Suffolk Road Car Park;
- Improvements to public realm through increased planting and rationalising street furniture, particularly where buildings are set back such as along Albert Road, Selhurst Road and Oliver Grove; and
- Appropriate new development within vacant plots that will enhance the character and appearance of the area.

Improvements to specific key buildings:

- Church of St Mark (Grade II Listed), Albert Road – on the Heritage at Risk Register due to repair works.

10.7 OTHER MEASURES TO CONSIDER

Reviewing the Boundary of the Conservation Area

10.7.1. A review of the conservation area boundary has been carried out as part of this CAAMP, in accordance with legislation, the NPPF (2021) and Historic England Advice Note 1: Conservation Area Appraisal, Designation and Management (2018), as detailed in Section 1.5. The boundary should continue to

be assessed as part of future reviews of the Management Plan to ensure it is robust and adequately protects the significance of the area. The Conservation Area Appraisal and Management Plan should be reviewed approximately every five years to monitor change and inform management proposals.

Vacant properties

10.7.2. There are a number of vacant units within the Historic Core Character Area, which provide opportunity for enhancement through reuse, general repair and maintenance. High tenant turnover can be detrimental to a high street, with empty shops detracting from the Conservation Area, encouraging anti-social behaviour and sometimes resulting in material damage and decay to buildings. The local authority could seek to engage with building owners and interested parties to implement an empty shop scheme, using empty frontages as exhibition spaces or painting seasonal murals on empty sections of glazing. The Council should consider utilising existing powers to intervene where any unit has been vacant for over three months so that it does not detract from the area's character and appearance. The High Street Heritage

Action Zone scheme, which will operate from 2021 to 2024, will provide an opportunity to regenerate these vacant spaces. Key vacant sites are included within the HSHAZ priority list, and will be improved throughout the project.

10.7.3. Data was collated by We Love SE25 in 2018 to identify vacant units on the High Street, Station Road, Selhurst Road and Portland Road; there were 93 identified at this time. Historic England's Guidance on Vacant Historic Buildings (2018) should be implemented to ensure that these buildings are not at further risk of deterioration. Where possible, a custodian or guardian should be appointed. This is an important role with responsibility for monitoring the building while it is empty and photographing and reporting damage. If the building is unoccupied, a contact number should be displayed, so that a member of the public can report any damage witnessed. Key vacant sites are currently included within the HAZ priority list, and so will be improved throughout the duration of the HAZ.



148. Example of a vacant building within the Conservation Area

Monitoring

10.7.4. Condition and maintenance issues across the Conservation Area could be monitored by means of a regular baseline photographic survey, building on the condition assessment undertaken in 2020 as part of the High Street Heritage Action Zone. Going forward, this could be an opportunity for local groups and individuals to take a lead role, and there is scope for the Council to work in partnership with the community to undertake ongoing assessments and monitoring.

Public resources

10.7.5. The preservation and enhancement of residential dwellings and shopfronts can be improved through the publishing of guidance and resources to inform property owners and members of the community. The following types of resources could be considered:

- An introductory summary of the Conservation Area Appraisal in the form of a leaflet or webpage is a simple way to communicate the significance of the area.

- A concise maintenance guide would assist property owners in caring for their property in an appropriate manner. Poor maintenance leads to the deterioration of the fabric of the built environment and results in a loss of architectural details. Improved awareness of simple maintenance and repair would be conducive with the preservation of South Norwood's built heritage.

- Further detailed guidance for shop owners on upkeep and maintenance of historic frontages. Raise awareness of the importance of historic shopfronts and traditional signage and the contribution they make to the special interest of the Conservation Area. This could include a more detailed design guide to ensure a consistent design-led approach, including recommendations for redesigns of frontages, appropriate colours and materials.

Review Local List

10.7.6. A review of local list entries in the area could identify buildings and structures that are of particular

local interest, or that make a particularly important contribution to the character of the area. Local listing is an important tool for local planning authorities to identify non-designated buildings and other heritage assets which make a positive contribution to the locality. Updating the local list to include these would ensure that their special interest is recognised, including through the planning process. Criteria for local listing can be found on the Council's website.

10.7.7. The following sites could be considered for inclusion:

- Norwood Junction Station
- 1 - 7 Farley Place
- Former Police Station
Oliver Grove

10.7.8. These buildings have a significant level of local value and make a positive contribution to the conservation area's special interest.

11.0 APPENDICES

11.1 APPENDIX 1: BIBLIOGRAPHY

Books and publications

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- John Coulter, *Norwood Past* (Historical Publications Ltd, 1996)
- John Coulter, *Norwood Pubs* (Tempus, 2006)
- John Coulter, *Norwood: A Second Selection* (History Press Ltd, 2012)
- J.B. Wilson and H. A. Wilson, *The Story of Norwood* (London Borough of Lambeth London, 1973)
- M. A. Winterman, *Croydon's parks: an illustrated history* (LB Croydon, 1988)
- 'Norwood: Introduction', in *Survey of London: Volume 26, Lambeth: Southern Area*, ed. F H W Sheppard (London, 1956), pp. 167-173.
- The Norwood Review, No. 187 Winter (2009), <https://www.norwoodsociety.co.uk/pdf/review187.pdf>

Archives

- Croydon Museum and Archive Service
- Greater London Archaeology Advisory Service
- John Gent Postcards Collection Croydon Natural History & Scientific Society
- RIBA Archives

Maps

- Ordnance Survey Maps (various)
- Layers of London (<https://www.layersoflondon.org/map>)

Webpages

- Bomb Sight, <http://bombsight.org/explore/greater-london/croydon/south-norwood/>
- South Norwood Recreation Ground (8066), <https://www.parksandgardens.org/places/south-norwood-recreation-ground>
- London Garden's Trust, *Inventory Site Record South Norwood Country Park*, <https://londongardenstrust.org/conservation/inventory/site-record/?ID=CRO081>
- John Hickman, *An Introduction to the History of South Norwood Country Park*, <https://friendsofsncp.org.uk/history/>
- Alan Edwards, Tribute to Kennedy's Sausages (and Pies), <http://www.routebus537.veryold.net/kennedytribute.html>
- London Parks and Gardens Trust <https://londongardenstrust.org/>
- Parks and Gardens Trust Site Database, <http://www.londongardenonline.org.uk>.

11.2 APPENDIX 2: OTHER USEFUL INFORMATION

A) Websites

Croydon Council Planning and Conservation web pages: www.croydon.gov.uk/conservation

www.croydon.gov.uk/planningandregeneration

Historic England web pages: www.historicengland.org.uk www.historicengland.org.uk/advice/

<https://historicengland.org.uk/advice/your-home/saving-energy/>

National Planning Policy Framework and associated guidance: [https://www.gov.uk/government/](https://www.gov.uk/government/publications/national-planning-policy-framework--2)

[publications/national-planning-policy-framework--2](https://www.gov.uk/government/publications/national-planning-policy-framework--2)

The Planning Portal: <http://www.planningportal.gov.uk/>

Greater London Historic Environment Record: www.heritagegateway.org.uk (managed by Historic England)

Greater London Authority (for the London Plan): <https://www.london.gov.uk/what-we-do/planning/london-plan>

Department for Communities and Local Government: <http://www.communities.gov.uk/>

Building Conservation Directory: <https://www.buildingconservation.com/>

Sustainable Traditional Buildings Alliance: www.sdfoundation.org.uk/stba

B) Croydon Council Planning Policy and Guidance

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) National Guidance Documents

Archaeology and Planning in Greater London (Historic England, 2011)

Good Planning Advice Note 3: The Setting of Heritage Assets (Historic England, 2017)

Understanding Place: Conservation Area Designation, Appraisal and Management (Historic England, 2011)

Understanding Place: Historic Area Assessments (Historic England, 2011)

Energy Efficiency and Historic Buildings, which is a series of Historic England guidance documents available to view and download at www.helm.org.uk/climatechange

By Design: Urban Design in the Planning System (CABE, 2000)

The Urban Design Compendium (English Partnerships, 2007)

Responsible Retrofit of Traditional Buildings (Sustainable Traditional Buildings Alliance, 2012)

A Stitch in Time (IHBC and the Society for the Protection of Ancient Buildings, 2002)

11.3 APPENDIX 3: CONTACTS

Croydon Council

Bernard Weatherill House, 8 Mint Walk Croydon, CR0 1RE

www.croydon.gov.uk

Phone: 0208 726 6000

Email: contact.thecouncil@croydon.gov.uk

Spatial Planning (including Conservation and Urban Design officers): Tel: 0208 4071385; Email: spatial.planning@croydon.gov.uk

Development Management (including Enforcement & Tree Officers): Email: development.management@croydon.gov.uk

Building Control Team, Croydon Council: Email: building.control@croydon.gov.uk

Waste Management Team, Community Services, Croydon Council: Tel: 0208 7266200

Croydon Local Studies Library and Archives Centre: <https://www.croydon.gov.uk/libraries-leisure-and-culture/libraries> Tel:0208 7266900; Email: local.studies@croydon.gov.uk

Historic England London Region

4th Floor, Cannon Bridge House, 25 Dowgate Hill, London, EC4R 2YA

Tel/Email: 0207 973 3700; londonseast@HistoricEngland.org.uk

The Victorian Society

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

The Georgian Group

Tel/Email: 0871 7502936; info@georgiangroup.org.uk <https://georgiangroup.org.uk/>

The Twentieth Century Society

Tel/Email: 020 7250 3857; coordinator@c20society.org.uk; <https://c20society.org.uk/>

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

Croydon Natural History and Scientific Society

Contact: Mr. T. Skrzypczyk (Secretary) Email: information@cnhss.co.uk

Norwood Society

<https://www.norwoodsociety.co.uk/>

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