

# **LONDON ROAD (BROAD GREEN) LOCAL AREA OF SPECIAL CHARACTER**

Supplementary Planning Guidance



LONDON BOROUGH OF CROYDON

*This document provides non statutory planning guidance which supplements the policies of the Unitary Development Plan (UDP), adopted on the 30th January 1997. The UDP is the Development Plan for the London Borough of Croydon and sets out the Council's policies and proposals for the use of land in the Borough.*

*Only the policies in the Development Plan can have the special status afforded by section 54A of the Town and Country Planning Act, 1990 (as amended) in deciding planning applications. However, the Government advises that supplementary planning guidance (SPG) may be taken into account as a material consideration, the weight accorded to it being increased if it has been prepared in consultation with the public and has been the subject of a Council resolution. This document has undergone public consultation and was adopted by the Council at its Planning Policy and Implementation Sub-Committee on 16th July 1996*

*This guidance supplements the UDP Policies in Chapter 3 (Design and Layout of Development) and Chapter 4 (Urban Conservation). The Council has also produced Supplementary Planning Guidance on Shopfronts and Signs and Residential Alterations.*

## London Road (Broad Green) LASC comprising : Royal Parade ( 206 -272 London Road)

### Introduction

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- 1.1 Policy UC6 of the Draft Unitary Development Plan states:  
“There are many older areas of the Borough which, although unlikely to meet the criteria for designation as Conservation Areas, possess sufficient architectural, townscape and environmental quality to make them of significant local value. These areas may be important because of the age or quality of buildings, homogeneity, architectural style, landscape and layout”. There are twenty four Local Areas of Special Character around the Borough.
- 1.2 The Council working with building owners and interested parties wishes to encourage the retention and restoration of buildings contributing to the character of these areas.
- 1.3 Whilst there will be emphasis on the preservation of existing character the council will also seek to alleviate environmental problems such as traffic congestion, inadequate parking facilities, lack of trees or inappropriate advertisements.
- 1.4 This leaflet aims to provide background information which will be of interest to the general reader; as well as detailing historical development and possible improvements. The information contained within this leaflet is intended to discourage inappropriate development and promote preservation and sensitive change.



**LOCATION PLAN : LONDON ROAD(BROAD GREEN)LASC.**

**not to scale**



**Royal Parade : 1904**

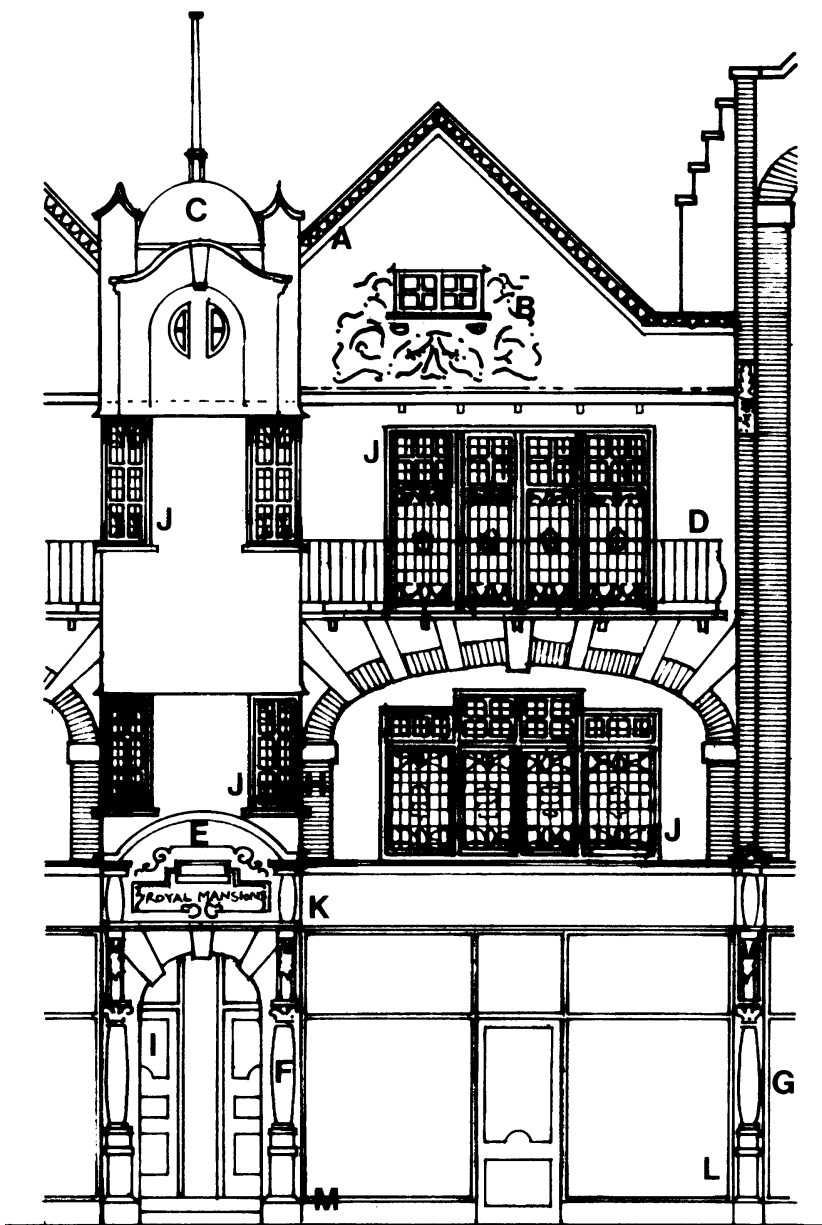
## History and Context

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- 2.1 Royal Parade was designated a Local Area of Special Character in 1992, in addition the buildings are also included within the Local List of Buildings of Architectural or Historic Interest and are part of Broad Green Local Centre.
- 2.2 The area consisting of lock-up shops with flats above (Royal Mansions) dates from 1902 and was named in honour of the coronation of King Edward VII, it was built on the edge of the former Broadgreen Place estate which was sold for building in 1900. Hathaway Road and Nova Road which bisect Royal Parade were also built on the estate and date from the same period (the streets were laid out in 1900 and the houses built in 1902.) Towards the end of the nineteenth century London Road lost its residential character and became increasingly commercial whilst land to the rear of the shops was developed for housing.
- 2.3 Edwardian photographs show the Parade in its heyday, a riot of architectural detail topped by numerous gables and domes, the shopfronts hidden by elegant awnings. (See photograph above)
- 2.4 Whilst Arts and Crafts would probably be the best description of the architecture of Royal Parade the buildings display many idiosyncrasies. The buildings make a particular impact because of their location at the junction of London Road with St. James's Road, their large scale and consistent design and colour.

# Design Advice

3.1 Whilst many parts of London Road are a mixture of individually designed properties Royal Parade was planned and built at one time. It is therefore particularly important that the appearance of the whole is considered when changes are proposed.



- A Decorative moulding
- B Decorative plasterwork
- C Domes; originally with lead or copper covering
- D Wrought iron balcony rails with timber supporting balconies
- E Decorated doorhood on brackets
- F Basalt pilasters
- G Dividing pilaster incorporating basalt shafts
- H Exposed brickwork
- I Original doors to flats
- J Leaded Windows incorporating coloured glass patterns
- K Suggested shopfront fascia aligned with existing architectural details
- L Suggested shopfront
- M Suggested stallriser

## Shopfronts

- 3.2 Few if any shopfronts survive in anything like their original form. However many of the ornate dividing pilasters and corbels remain; although unfortunately several of the basalt shafts have been painted over.
- 3.3 Any new shopfronts should take account of original details and materials as well as the general proportions of the building. It is particularly important that the upper and lower edges of any new fascias should maintain the lines of the original shopfront to provide some degree of architectural unity and a continuous baseline. (See drawing on page 4.).



## Windows and Doors

- 3.4 The original window pattern contributes greatly to the marching vertical rhythm of the facade. Even where the original elaborate coloured glass has disappeared it is important that as many of the original frames as possible are restored and retained and that any new windows follow as far as possible the same proportions and patterns. Aluminium or uPVC windows and doors are inappropriate.





- 3.5 Many original front doors survive to the flats above the shops, these are an integral part of the buildings overall design and include elaborate letter boxes; a well considered and co-ordinated colour scheme would enable the design of the doors to be better appreciated.

## Ironwork

- 3.6 The surviving undulating wrought iron balcony fronts emphasise the french windows of the second floor flats and help to give the terraces a continental flavour. Many of the balconies have been removed. It is essential for the preservation of the character of the building that the remaining railings are retained and where possible missing elements are replaced; a consistent colour scheme is essential.



- 3.7 The simple brick rear elevations of the buildings appear merely as a backdrop to the cast iron rear access staircases; unusually each flat has both a front and rear entrance. The boldly designed cast iron stairs, landings, balconies and railings are in good condition and painted a consistent colour.

## Roofscapes

- 3.8 The bold gables and domes that punctuate the front elevation establish the rhythm of the building which is then further developed by the window mullions, balconies and doorways.



- 3.9 Originally the Hathaway Road and Nova Road corners of the blocks were emphasised by domes but these have all now disappeared, damaging the London Road perspective.

- 3.10 Chimneys which often play an important role in Edwardian architecture are quite low key on these buildings but at the side and rear, the chimneys are more prominent and several tall gracefully tapered original pots can be seen. Chimney pots should be retained wherever possible.



- 3.11 The roofs of the buildings were originally covered with slates but most are now covered with modern tiles.





## Decorative Features

- 3.12 The elevations of Royal Parade display a wealth of architectural detail.
- 3.13 The shopfronts are separated by the grand entrance portals of the flats above; each porch shelters two doors. Unfortunately many of the basalt side columns have been painted. This paint should be removed in any future improvements. In the late 1930's the original door surrounds of nos. 228 to 234 were replaced by the strange Art Deco entrances we see today.
- 3.14 Whereas the rear of the building displays simple unadorned brickwork the front and side elevations are rendered with much decorative plasterwork (or pargeting). In places the character of the building has been damaged by the destruction of the patterns but much survives; mermaids, dragons and grotesque faces are incorporated within the decoration.
- 3.15 Whilst reinstatement of the missing motifs is unlikely, many features can be preserved by careful restoration which may require expert help. It is important that any future re-painting schemes retain the consistent colour of the facades.



FOR FURTHER ADVICE AND INFORMATION CONTACT THE URBAN DESIGN TEAM .

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