

Addiscombe

General character

11.18 Addiscombe is a suburban residential settlement, framed by green areas on the eastern side. This Place is influenced by and evolved as an extension of the Croydon Metropolitan Centre. The non-residential character consists of "Urban Shopping Areas" (concentrated along the Lower Addiscombe Road corridor and Chepstow/Addiscombe Road); and "Industrial Estates" within the interiors of blocks, interlaced with houses.

11.19 The residential character consists of a varied yet balanced mix of "Terraced Houses and Cottages" (along Lower Addiscombe Road and in the East India Estate Conservation Area), "Mixed Flats and Compact Houses" in the south west (between East Croydon and the Addiscombe tram stop), "Detached Houses on Relatively Large Plots" in south east (between the Addiscombe tram stop and Lloyd Park) and "Local Authority Housing With Public Realm" in the north.

Policy DM29: Addiscombe

Preferred option

DM29.1 Within the Addiscombe District Centre, to ensure that the Distinct Centre characteristics are respected and enhanced proposals should:

- a) Complement existing predominant building heights of 2 storeys up to 4 storeys and a maximum of 5 storeys around

the Lower Addiscombe Road and Blackhorse Road Junction;

b) Retain the rhythm, size and the continuity of ground floor active frontages⁴⁴;

c) Allow flexibility at first floor and above for mixed use;

d) Retain, enhance and positively reference corner features such as the articulation of corner building and architectural features such as domed projecting bays with finials and the projecting double gable ends running at 90 degree angles interrupting the running cornices;

e) Incorporate or retain traditional shop front elements such as stall riser's fascias and pilasters; and

f) Incorporate multi-stock brick as the predominant facing materials of the whole building.

DM29.2 In the area between Addiscombe Railway Park & Lower Addiscombe Road (Section between Leslie Park Road & Grant Road), to ensure changes to the character of this area are carried out in a way that strikes a balance between enhancing the existing character and facilitating growth, proposals should:

a) Retain the predominant residential building lines and the

⁴⁴ These buildings have few or no blank facades. At ground floor it contains uses that frame the street or space and active upper floors with little or no obscure or frosted glazing. Active frontages encourage visual and/or physical interaction between the private uses inside and the public uses outside. Visual interaction is achieved by creating views or glimpses through windows, projecting bays, balconies and doors into or out of a building. Physical interaction encourages people to come into a building or has indoor uses that spill out onto the street.

open character of front gardens;

b) Respond to the fine grain⁴⁵ of the existing residential developments;

c) Complement the existing predominant building heights of 3 storeys up to 4 storeys;

d) Enhance existing and provide new direct public walking and cycling routes to Addiscombe Railway Park.

e) Incorporate multi-stock brick and white render as the predominant facing materials of the whole building.

How the preferred option would work

11.20 A map showing the areas in which Policies DM29.1 and DM29.2 apply can be found in Appendix 11.

Addiscombe District Centre

11.21 The character of Addiscombe District Centre is defined by the predominance of the "Urban Shopping Area" character along the northern side of Lower Addiscombe Road. The beginning and end of this character is marked by two triangular urban spaces.

11.22 Addiscombe District Centre has managed to retain the village feel that contributes to its distinctive sense of place. The fine urban grain and consistent rhythm, frontage widths and setback of the buildings reinforce the relationship with the architecturally consistent Victorian and Edwardian "Terraced

⁴⁵ Grain also called urban grain. It describes the pattern of the arrangement and size of buildings within a settlement and the degree by which an area's pattern of streets-blocks and junctions are respectively small and infrequent (fine grain) or large and infrequent (course grain).

Houses and Cottages" sited on the southern side of Lower Addiscombe Road.

11.23 The Lower Addiscombe Road/Inglis Road junction area has a distinctive block composition and architectural detailing. The junctions are defined by symmetrical buildings with consistent heights and strongly defined corners. Detailing such as domed projecting bays within finials and the projecting double gable ends running at 90 degree angles interrupting the running cornices contribute to Addiscombe's distinctiveness. Additionally features such as the articulation of corner buildings including ground floor entrances that address corners is a characteristic feature throughout the District Centre and should be referenced.

11.24 The western section of the "Urban Shopping Area" has a distinct non-residential appearance. This is reflected in the building heights and facing materials which are predominantly red multi stock brick. The eastern side mirrors the character of the adjacent residential areas. These buildings have ground floors that have been converted into commercial premises, whilst preserving the residential appearance of the upper floors. The treatment of facades of these buildings gradually changes from multi stock brick to render. In order to preserve the distinction in appearance between the residential areas and the District Centre, new development should be encouraged to incorporate multi-stock brick.

11.25 The Lower Addiscombe Road/Blackhorse Road junction area is a formal, well defined urban public space framed on three sides by buildings with a predominant height of 2-5 storeys.

11.26 The District Centre location and good transport links provides opportunities for densification of up to 5 storeys, preferably in locations on corner plots. It is considered that the retention of small traditional type shop frontages (including stall riser's fascias and pilasters) reinforces the distinctiveness of

Addiscombe District Centre. Therefore it would not be appropriate to incorporate large and tall buildings within this location. Policy 3.1 balances the need to facilitate growth and respect the existing character.

11.27 This policy seeks to retain the continuity of plot widths, setbacks and traditional shop frontages (in line with the Shopfront Security Addendum to Supplementary Planning Guidance No.1 Shopfronts & Signs). This should not preclude growth, as growth may be still be achieved through creative design solutions such as (where appropriate) amalgamating shop units to create one larger unit.

Area between Addiscombe Railway Park & Lower Addiscombe Road (Section between Leslie Park Road & Grant Road)

11.28 In this area the character of consists of "Industrial Estates", "Mixed Flats and Compact Houses", and sections of "Terraced Houses and Cottages" and "Local Authority Housing with Public Realm".

11.29 The character of this area has become fragmented as a result of development with an (urban) grain that is not in keeping with the character of the neighbouring buildings. This area is still undergoing change which will need to be managed the Policies in DM29.2 will provide guidance to enable this to be carried out in a sensitive way.