



PLACE OVERVIEW & SCRUTINY SUB-COMMITTEE AGENDA

7.00 pm

**Tuesday
9 September 2025**

**Council Chamber -
Town Hall**

Members 9: Quorum 4

COUNCILLORS:

Conservative Group (3)

David Taylor (Chairman)
Ray Best
Osman Dervish

Havering Residents' Group (4)

Philippa Crowder
Laurance Garrard
Robby Misir
John Wood

Labour Group (1)

Matthew Stanton (Vice-Chair)

East Havering Residents Group (1)

Vacant

**For information about the meeting please contact:
Taiwo Adeoye - 01708 433079
taiwo.adeoye@onesource.co.uk**

Please would all Members and officers attending ensure they sit in their allocated seats as this will enable correct identification of participants on the meeting webcast.

Under the Committee Procedure Rules within the Council's Constitution the Chairman of the meeting may exercise the powers conferred upon the Mayor in relation to the conduct of full Council meetings. As such, should any member of the public interrupt proceedings, the Chairman will warn the person concerned. If they continue to interrupt, the Chairman will order their removal from the meeting room and may adjourn the meeting while this takes place.

Excessive noise and talking should also be kept to a minimum whilst the meeting is in progress in order that the scheduled business may proceed as planned.

Protocol for members of the public wishing to report on meetings of the London Borough of Havering

Members of the public are entitled to report on meetings of Council, Committees and Cabinet, except in circumstances where the public have been excluded as permitted by law.

Reporting means:-

- filming, photographing or making an audio recording of the proceedings of the meeting;
- using any other means for enabling persons not present to see or hear proceedings at a meeting as it takes place or later; or
- reporting or providing commentary on proceedings at a meeting, orally or in writing, so that the report or commentary is available as the meeting takes place or later if the person is not present.

Anyone present at a meeting as it takes place is not permitted to carry out an oral commentary or report. This is to prevent the business of the meeting being disrupted.

Anyone attending a meeting is asked to advise Democratic Services staff on 01708 433076 that they wish to report on the meeting and how they wish to do so. This is to enable employees to guide anyone choosing to report on proceedings to an appropriate place from which to be able to report effectively.

Members of the public are asked to remain seated throughout the meeting as standing up and walking around could distract from the business in hand.

What is Overview & Scrutiny?

Each local authority is required by law to establish an overview and scrutiny function to support and scrutinise the Council's executive arrangements. Each overview and scrutiny sub-committee has its own remit as set out in the terms of reference but they each meet to consider issues of local importance.

The sub-committees have a number of key roles:

1. Providing a critical friend challenge to policy and decision makers.
2. Driving improvement in public services.
3. Holding key local partners to account.
4. Enabling the voice and concerns to the public.

The sub-committees consider issues by receiving information from, and questioning, Cabinet Members, officers and external partners to develop an understanding of proposals, policy and practices. They can then develop recommendations that they believe will improve performance, or as a response to public consultations. These are considered by the Overview and Scrutiny Board and if approved, submitted for a response to Council, Cabinet and other relevant bodies.

Sub-Committees will often establish Topic Groups to examine specific areas in much greater detail. These groups consist of a number of Members and the review period can last for anything from a few weeks to a year or more to allow the Members to comprehensively examine an issue through interviewing expert witnesses, conducting research or undertaking site visits. Once the topic group has finished its work it will send a report to the Sub-Committee that created it and will often suggest recommendations for the Overview and Scrutiny Board to pass to the Council's Executive.

Terms of Reference

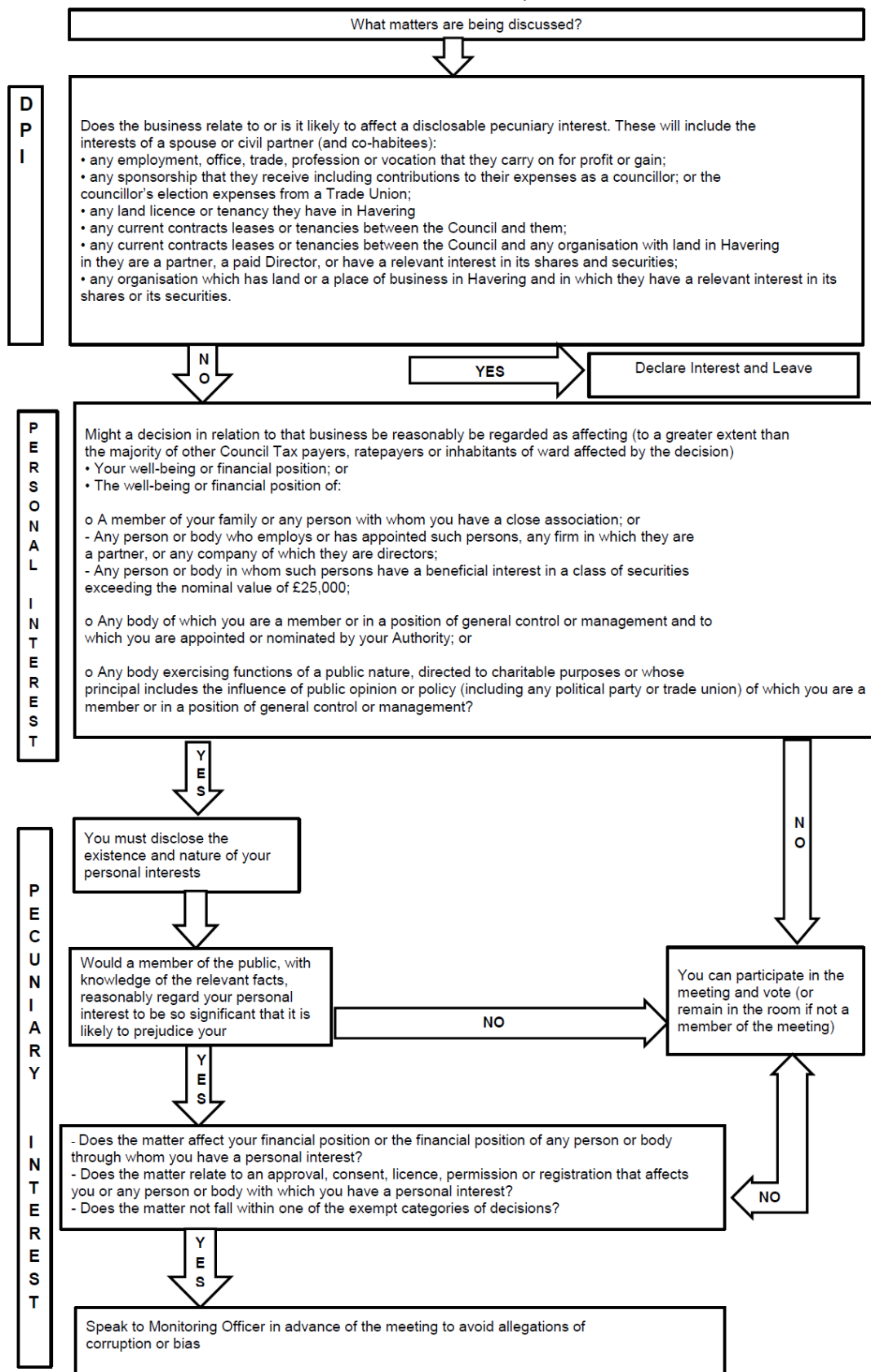
The areas scrutinised by the Committee are:

- Housing & Accommodation Services
- Land & Property Services
- Planning
- Building Control
- Business Services
- Inward Investment
- Asset Management
- Property Services
- Facilities Management
- Sports

Place Overview & Scrutiny Sub Committee, 9 September 2025

- Leisure
- Arts
- Music
- Libraries
- Heritage
- Parks & Open Space
- Highways
- Parking & Traffic
- Waste & Recycling
- Climate Change
- Transport & Infrastructure
- Public Protection & Licensing
- Emergency Planning
- Technical Services

DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF



Principles of conduct in public office

In accordance with the provisions of the Localism Act 2011, when acting in the capacity of a Member, they are committed to behaving in a manner that is consistent with the following principles to achieve best value for the Borough's residents and to maintain public confidence in the Council.

SELFLESSNESS: Holders of public office should act solely in terms of the public interest. They should not do so in order to gain financial or other material benefits for themselves, their family, or their friends.

INTEGRITY: Holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might seek to influence them in the performance of their official duties.

OBJECTIVITY: In carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices on merit.

ACCOUNTABILITY: Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.

OPENNESS: Holders of public office should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands.

HONESTY: Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.

LEADERSHIP: Holders of public office should promote and support these principles by leadership and example.

AGENDA ITEMS

1 APOLOGIES FOR ABSENCE AND ANNOUNCEMENT OF SUBSTITUTE MEMBERS

Receive (if any)

2 DISCLOSURE OF INTERESTS

Members are invited to disclose any interests in any of the items on the agenda at this point of the meeting. Members may still declare an interest in an item at any time prior to the consideration of the matter.

3 CHAIRMAN'S ANNOUNCEMENTS

The Chairman will announce details of the arrangements in case of fire or other events that might require the meeting room or building's evacuation.

4 MINUTES (Pages 9 - 14)

To approve as a correct record the Minutes of the meeting of the Sub-Committee held on 1 July 2025 and authorise the Chairman to sign them,

5 ADOPTION OF CONSERVATION AREA APPRAISALS AND MANAGEMENT PLANS FOR ROMFORD, RAINHAM AND GIDEA PARK (Pages 15 - 224)

Report attached

6 COMMUNITY INFRASTRUCTURE LEVY - CIL UPDATE (Pages 225 - 234)

Report attached.

Zena Smith
Head of Committee and
Election Services

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**MINUTES OF A MEETING OF THE
PLACE OVERVIEW & SCRUTINY SUB COMMITTEE
Council Chamber - Town Hall
1 July 2025 (7.00 - 8.30 pm)**

Present:

COUNCILLORS

Conservative Group	David Taylor (Chairman), Ray Best and +Damian White
Havering Residents' Group	Philippa Crowder, Robby Misir and John Wood
Labour Group	Matthew Stanton (Vice-Chair)
East Havering Residents Group	Vacant

The Chairman reminded Members of the action to be taken in an emergency.

80 APOLOGIES FOR ABSENCE AND ANNOUNCEMENT OF SUBSTITUTE MEMBERS

Apologies were received from Councillor Laurance Garrard and Councillor Osman Dervish. +Councillor Damian White substituted for Councillor Dervish.

81 DISCLOSURE OF INTERESTS

There was no interest disclosed at the meeting.

82 MINUTES

The minutes of the meetings of the sub-committee on 3 February, 19 February and 6 March 2025 were agreed as a correct record and signed by the Chair.

83 ADDRESSING DAMP AND MOULD

At the request of the sub-committee, the Assistant Director of Housing Property Services provided Members with the Council's current Damp and Mould Policy and the recent revisions relating to Awaab's Law.

The Assistant Director of Housing Property Services advised the sub-committee of some of the measures that are currently being undertaken to ensure compliance.

A new Damp and Mould policy was approved by Cabinet on 11th June 2025. The revised policy sets out how the Council will deal with Dampness and Mould and clarifies the Council's commitment to supporting residents' health and wellbeing, through addressing any detected presence of damp and mould in its properties.

The new Damp and Mould Policy is based on the proposed Awaab's Law, the Housing Act 2004 and the Decent Homes Standard and sets out to clarify the Council's commitment to supporting residents' health and wellbeing, through addressing any detected presence of damp and mould in its properties.

The Sub-Committee was advised that the policy confirms the Council's commitment to comply with the current legislation and explains the circumstances in which we will manage the treatment of damp and mould.

The Assistant Director of Housing Property Services stated that the Damp and Mould issue within Havering is a complex matter with many contributing factors:

- The Havering housing stock consists of older buildings which often come with low thermal efficiency.
- Low thermal efficiency can create surface areas that are more prone to condensation. If left untreated, condensation allows mould to occur.
- Housing pressures and overcrowding with larger families residing within smaller dwellings allows for excess moisture production.
- Cost of living pressures prevent residents from heating their homes effectively.
- Complex residents require additional support and strains already stretched services.

Members were advised that Havering have introduced the Damp and Mould MOT approach to help support residents over the cold winter periods when some of Havering's property archetypes are prone to condensation based mould. This provides mould treatments once a month for 4 months with a surveyors inspection which can determine and raise any required or additional remedial works.

The Sub-Committee noted the service are actively collecting and using data to highlight areas that are more prone to condensation based mould. This includes short-term and longer-term environmental monitoring, and thermal imaging surveys at scale.

Following discussion and question, Members agreed the following recommendations for officers to take away and consider for follow-up action.

Recommendations:

1. Data Analysis & Predictive Modelling

The Sub-Committee to follow up with the officers/service regarding the feasibility of predicting damp and mould issues using demographic and community group data. This will support targeted intervention efforts.

2. Councillor Training

The Sub-Committee suggested providing training for councillors on identifying early signs of damp and mould. While this has already been raised at Cabinet level, it was agreed it should be reiterated as a formal recommendation.

3. Annual Resident Communication

The Sub-Committee recommended the introduction of an annual communication to all residents regarding damp and mould issues. This information should also be included in the resident welcome packs for new tenants.

4. Review of Housing Policy

It was proposed that the housing policy be reviewed to ensure adequate priority is given to residents experiencing damp and mould, even prior to formal medical diagnosis.

5. Follow-Up Reporting

Officers are asked to return to the sub-committee in December to provide an update on the use of demographic data to identify households at risk of damp and mould.

6. Communication Strategy

The communications team should actively promote current advice and preventative information via social media, particularly during seasonal spikes in reported damp and mould issues.

7. Exploration of Additional Metrics

Officers are to explore the feasibility of identifying further metrics that correlate with the presence of damp and mould. This would allow for a more proactive, group-level response where appropriate.

8. Annual Follow-Up Strategy

It was proposed that an annual follow-up with affected households be built into the wider strategy to monitor long-term progress and outcomes.

The Sub-Committee proposed to Officers to report back within two months on demographic-based predictive analysis and return with a written update to Members in December 2025.

84 VOIDS OVERVIEW

The Assistant Director of Housing Property Services provided the sub-committee with an overview on Voids. Members received an update report

on the progress of the Council's management of void properties within its housing stock.

Members noted that the key objectives for the housing service are to make void properties available for letting as quickly as possible, minimising rent loss and maximising the housing available. It is also to ensure that the homes we provide are clean, safe, secure and comply with the Council's ready to let standard.

The Sub-Committee was informed that the council manages approximately 9,250 homes including Private Sector Housing (PSH) of which approximately 757 became vacant last year. It was noted that on average, there are around 80 voids with the maintenance & lettings service at any one time. Last year we received 14.5 voids per week.

The Assistant Director of Housing Property Services stated that the council's customer satisfaction data relating to void performance was poor. Members were advised that the service have just launched customer satisfaction postcards that gathers resident's feedback in relation to the voids and lettings service.

The sub-committee service is also implementing a pre-exit process lead by the re-housing and terminations team. During this time, a pre exit survey will be undertaken identifying resident recharges thus reducing the costs of works and the amount of work required. The introduction of the advance notice period will also allow for the pre-organisation and allocation of the correct resources

The Assistant Director of Housing Property Services advised that the historic void process was cumbersome with multiple tasks required prior to the raising of the main voids works order. The time between notification and the raising of the primary void works order was between 5-10 working days.

It was stated that all of the tasks have now been streamlined into the main voids works order eliminating the pre void period of 5-10 days. The only void work order raised is the primary void basket rate and this is raised and processed on day one.

The Sub-committee noted that Havering's void performance when benchmarking against our London peers is not only top quartile performance, but also significantly outperforming top quartile performance. Top quartile performance is considered 66.27 days with The London Borough of Havering's current void performance is achieving an impressive 55.13 days.

The benchmarking data used is based on 2023-24 HouseMark Annual benchmarking for the same indicator measures (keys to keys) the average end-to-end time London council peer group.

The keys to keys turnaround times' year-end 2024-25 returned a performance of 55.1 days against year-end 2020-21 80.2 days. The

comparisons demonstrate the significant improvement in current Key-to-key performance of 25.1 days.

Following discussion and question, Members agreed the following recommendations for officers to take away and consider for follow-up action.

Recommendations:

1. Key-to-Key Process Data

The Sub-Committee requested detailed data on the key-to-key process, including:

- The point at which works are deemed complete.
- The time taken from completion of works to property being re-let.
- A breakdown of turnaround times by property type (e.g. General Needs, PSA, Hostels).

2. Scale of Works – Voids Classification

Members asked for data on the scale of works required across void properties, specifically:

- The number of properties falling into V1, V2, and V3 classifications.

3. Assessment of Works Required (Basket of Works)

Further clarity was requested on the process used to assess the scope of work required for void properties. The committee would like additional information on:

- How the “basket of works” is determined.
- The methodology used to assess and transition voids from one category to another.

4. Cost Recovery from Former Tenants

A request was made for information regarding the Council's approach to recovering costs from former tenants, including:

- Processes in place.
- Success rates and performance outcomes.

5. 360° Property Viewings

The Sub-Committee Stanton proposed that existing 360° property viewings be made available on the Council's lettings website. The sub-committee supported:

- A feasibility review to determine whether these virtual tours can be published online.
- A suggested approach of uploading template 360° tours for each of the main property layouts (e.g. left-handed and right-handed variants), estimated to be 24 templates in total.

6. Feasibility of Early Tenant Move-In

The Sub-Committee proposed a feasibility study into the option of allowing prospective tenants to move into properties before non-essential (primarily cosmetic) void works are completed. The request includes:

- An assessment of the pros and cons of such an approach.
- Identification of which works could be safely deferred without impacting habitability.

The Sub-Committee proposed to Officers to return with the requested data and feasibility assessments as outlined above, Timelines for follow-up to be confirmed.

Chairman

PLACES OVERVIEW AND SCRUTINY SUB-COMMITTEE

Subject Heading:	Adoption of Conservation Area Appraisals and Management Plans for Romford, Rainham, and Gidea Park
ELT Lead:	Helen Oakerbee
Report Author and contact details:	Cara Collier, cara.collier@havering.gov.uk
Policy context:	Havering Local Plan 2021 National Planning Policy Framework 2024

SUMMARY

This report provides a briefing on the development of Conservation Area Appraisal and Management Plans (CAAMPs) for Romford, Rainham and Gidea Park. The decision to adopt and publish the CAAMPs is due to be presented at Cabinet on 17th September 2025. Draft CAAMPs were consulted on earlier this year, comments have been incorporated, and final CAAMPs are now ready for adoption.

RECOMMENDATIONS

The committee are asked to note the contents of this report and the CAAMPs for Romford, Rainham and Gidea Park (appendix 1, 2, and 3).

REPORT DETAIL

1.1 Conservation Areas (CAs) are areas which have been designated because of their special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. The Planning (Listed Buildings and Conservation Areas) Act 1990 requires Local Planning Authorities to designate areas which they are considered to be of architectural and historic interest as conservation areas. Section 71 of the Act requires the Local Planning Authority to formulate and publish proposals for the preservation and enhancement of these areas, and requires proposals to be submitted for consideration in a public meeting in the area to which they relate.

1.2 The Local Planning Authority has a legal duty to review and manage conservation areas. This includes review and updating of CAAMPs as required under the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69 (2) states “It shall be the duty of a Local Planning Authority from time to time to review the past exercise of functions under this section and to determine whether any parts or any further parts of their area should be designated as conservation areas; and, if they so determine, they shall designate those parts accordingly.”

1.3 The CAAMPs play a crucial role in informing planning decisions and assists the Local Planning Authority in assessing the impact of proposed developments on the character of the conservation area. CAAMPs for Romford, Rainham, and Gidea Park were last updated in 2008 and are considerably out of date. In view of this, it is of critical importance that the CAAMPs are up to date to ensure these areas are protected sufficiently.

1.4 Heritage consultants Purcell have been working to update the CAAMPs for Romford, Rainham and Gidea Park for the Council. Public consultation on the draft CAAMPs was held from 28th April to 9th June 2025. During the consultation, three in-person consultation events were held. For full details of the consultation, please see the Consultation Statement (Appendix 4), which sets out detail of the consultation undertaken, comments received, and changes made.

1.5 The CAAMPs are attached as appendices 1, 2 and 3. Each CAAMP summarises the area’s special interest and historic development. It then goes onto the character assessment which explores key buildings in the area, important views, setting of the conservation area, etc. Issues and opportunities facing the CA are then presented, and finally how to manage change in the CA and specific recommendations for its protection. During the review process, boundary changes for all three CAs were recommended by our heritage consultants. These changes were consulted on and are reflected in the final CAAMPs. The changes to the conservation area boundaries are shown in Appendix 5.

1.6 Romford’s boundary will expand significantly in the new CAAMP. An expansion was previously suggested in the 2008 Romford character appraisal but never implemented. Romford’s current CA boundary is concentrated around Market Place and St Edwards Church, also spreading out along High Street and part of South Street, covering the facades of buildings. The approach of only protecting facades is no longer recommended by Historic England and is why expansion was suggested previously in 2008. Romford’s new CA boundary reflects this. It also now extends further along South Street to Romford station. The new Romford CAAMP (appendix 1) reflects the changes in the area since the last appraisal was done (2008), and the ongoing challenges the conservation area faces. Section 6 ‘managing change’ provides detailed guidance for the Council and developers on how to manage change in Romford while protecting its historic character.

1.7 For Rainham, an expansion is proposed to include the whole garden area at Rainham Hall, which the boundary previously cut across. A small area in the North of the CA is proposed to be removed from the conservation area after a thorough site assessment finding the buildings in this area incongruous with the overall

character of Rainham. Please see appendix 5 for the details of the boundary changes. Rainham CAAMP (appendix 2) reflects the changes in the area since the last appraisal was done (2008), and the challenges the conservation area faces. Section 6 'managing change' provides detailed guidance for the Council and developers on how to manage change in Rainham while protecting its historic character.

1.8 A small expansion of the Gidea Park CA is proposed to include the Interwar parade of shops with flats above at 142-156 Balgores Lane, to more effectively encompass the townscape composition at the base of the conservation area where Balgores Lane and Crossways meet. The Gidea Park CAAMP (appendix 3) reflects the changes in the area since the last appraisal was done (2008), and the challenges the conservation area faces. Section 6 'managing change' provides detailed guidance for the Council and developers on how to manage change in Gidea Park while protecting its historic character.

1.9 Part 2 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (2) states that "...to determine whether any parts or any further parts of their area should be designated as conservation areas; and, if they so determine, they shall designate those parts accordingly". Changes to the boundary of a CA is classified as CA designation, and under part 3, section 4 of the constitution, approval of the Executive is required to designate a CA.

1.10 Havering has 11 conservation areas and the Council intends to update all CAAMPs to make sure they are up to date and sufficient to protect the CAs in the borough. Cabinet will be recommended to delegate authority to the Director of Planning and Public Protection for adoption of future CAAMPs, if there are no boundary changes proposed.

1.11 Documents included in the Appendix:

- Appendix 1 – Romford CAAMP
- Appendix 2 – Rainham CAAMP
- Appendix 3 – Gidea Park CAAMP
- Appendix 4 – Consultation Statement
- Appendix 5 – CA Boundary Changes

IMPLICATIONS AND RISKS

Financial implications and risks: The review and expansion of the existing CAAMPs within this cabinet report does not have any material financial implications on the authority. They will provide material considerations for planning decisions within the designated new boundaries of the three plans, and must be taken into account when assessing planning applications.

The cost of updating the CAAMPs has been funded by existing budgets.

Legal implications and risks: The Council as Local Planning Authority (“Council”) has a duty under section 69(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) (“the Act”) to determine which parts of its area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as conservation areas.

Under section 69(2) of the Act from time to time the Council shall review the past exercise of the section 69(1) functions.

The designation of a conservation area has several planning consequences. These include (and are not limited to):

- ☐ Restrictions (and potential criminal offence) concerning demolition in a conservation area without express planning permission;
- ☐ Engagement of Statutory duty under section 72 of the Act, when determining planning applications in a conservation area to pay special attention to the desirability of preserving or enhancing the conservation area;
- ☐ Engagement of statutory duty under section 71 of the Act from time to time to formulate, publish proposals and hold a public meeting about them, for the preservation and enhancement of the conservation area;
- ☐ Restrictions on cutting down, topping, lopping, or uprooting trees in a conservation area;
- ☐ Greater restrictions for certain otherwise permitted development under the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) (“the GPDO”);
- ☐ Restricts the power of the secretary of state to cancel or modify an immediate Article 4 Direction (restricting permitted development rights) under the GPDO for certain classes of development;
- ☐ Greater controls to display certain types of advertisement under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The Council has discharged its responsibilities under section 71 of the Act to: (1) formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas; (2) consider proposals at a public meeting; and (3) have regard to any views expressed at any public meetings.

Human Resources implications and risks: The recommendations made in this report do not appear to give rise to any identifiable HR risks or implications that would affect either the Council or its workforce.

Equalities implications and risks: The Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010 requires the Council, when exercising its functions, to have 'due regard' to:

- (i) The need to eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (ii) The need to advance equality of opportunity between persons who share protected characteristics and those who do not, and;
- (iii) Foster good relations between those who have protected characteristics and those who do not.

Note: 'Protected characteristics' are age, sex, race, disability, sexual orientation, marriage and civil partnerships, religion or belief, pregnancy and maternity and gender reassignment.

The Council is committed to all of the above in the provision, procurement and commissioning of its services, and the employment of its workforce. In addition, the Council is also committed to improving the quality of life and wellbeing for all Havering residents in respect of socio-economics and health determinants.

An EqHIA (Equality and Health Impact Assessment) is usually carried out when a proposed or planned activity is likely to affect staff, service users, or other residents.

The Council seeks to ensure equality, inclusion, and dignity for all in all situations.

There are no equalities implications.

ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS AND RISKS

The recommendations made in this report do not appear to conflict with the Council's policy on Environmental and Climate implications.

BACKGROUND PAPERS

n/a

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ROMFORD
CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN
JULY 2025



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Date	Issue	Revision	Reviewed	Approved
November 2024	01	First Draft	MH	MH
February 2025	02	Second Draft	EB	EB
March 2025	03	Third Draft	EB	EB
July 2025	04	Final	EB	EB

ROMFORD CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

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1.0 Introduction



1.0 Introduction

This section provides information about what conservation area designation means and its implications for development. It also gives an overview of the Romford Conservation Area, sets out the purpose of the Conservation Area Appraisal and Management Plan (CAAMP) and outlines the consultation process that has been undertaken to prepare it.

1.1 What is a Conservation Area?

A conservation area is defined as an 'area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.'⁰¹

Designation of a conservation area recognises the unique quality of the heritage of that area as a whole. This quality is derived not only from individual buildings but also other features, including (but not limited to) topography, grain, materials, thoroughfares, views, open spaces and landscape. These all contribute to the historic character and appearance of an area, resulting in a distinctive local identity and sense of place.

The extent to which a building, or group of buildings or structures, positively shapes the character of a conservation area is derived from its exterior – principally those elevations which are street-facing but also side and rear elevations, the integrity of its historic fabric, overall scale and massing, detailing and materials. Open spaces, whether they are public or private, green or hard landscaped, can all contribute to the special interest of an area. Furthermore, the spaces between buildings, such as alleys, streets, paths and yards, all contribute to a conservation area's appearance and character.

1.2 What Does Conservation Area Designation Mean?

The aim of conservation area designation is to preserve or enhance the character and appearance which makes the area special. To ensure this, changes to the external appearance of buildings in a conservation area may require planning permission from the Local Planning Authority, as certain permitted development rights are curtailed. For example, full or substantial demolition of a building will require planning permission and works to trees within conservation areas must be notified to the Local Planning Authority in advance. There are often further restrictions in place in conservation areas through Article 4 directions, which remove certain permitted development rights.

Under the National Planning Policy Framework (NPPF), conservation areas are designated heritage assets, and their conservation is to be given great weight when determining planning applications.⁰² Further details can be found in [Section 6](#).

The 2016-2030 Havering Local Plan (adopted in 2021) includes Policy 28, Heritage Assets, which sets out the Council's approach to development impacting heritage assets, including conservation areas and their settings.

1.3 Romford Conservation Area

The Romford Conservation Area is one of 11 conservation areas in the London Borough of Havering, each distinctly individual in character and representing a variety of the surviving areas from different periods of the borough's past. It was designated in 1968.

Romford is a historic market town northeast of London with origins dating to initial Roman settlement. It was granted its first Market Charter in 1247, when its tradition of commerce officially began; the relocation of its church to the north side of the marketplace in the early 15th century cemented the importance of the market crossroads as Romford's social and economic heart.

This importance is reflected in the conservation area's historic buildings, erected over the centuries to accommodate local trade and industry, as well as in its street plan, which remains centred upon the crossroads of Market Place, High Street, North Street and South Street. Modern redevelopment from the mid-20th century onward has eroded the character of the area to a degree; this and ongoing development pressures have resulted in the conservation area's placement on Historic England's register for Heritage at Risk. However, its special interest as a historic commercial centre of high local importance remains clearly legible.

⁰¹ Section 69(1), *Planning (Listed Buildings and Conservation Areas) Act 1990*

⁰² *National Planning Policy Framework* (2023)

1.0 Introduction

1.4 Conservation Area Boundary

1.4.1 Boundary Review

Understanding or appreciation of what is special about an area can change over time. Therefore it is important to review and take stock of the boundaries and character of a conservation area at intervals to ensure that the reasons for its designation are still relevant and evident, and that the proper management of change is in place.

A review of the boundary alongside any accompanying guidance and assessments should generally take place every five to ten years or in response to a notable change (positive or negative), including changes in policy or legislation. Until the present review (2025), there had been no changes made to the boundary of the conservation area since 1968.

The present-day boundary encompasses the historic buildings and the ancient crossroads at the centre of Romford where the Market Place, the High Street, North Street and South Street meet.

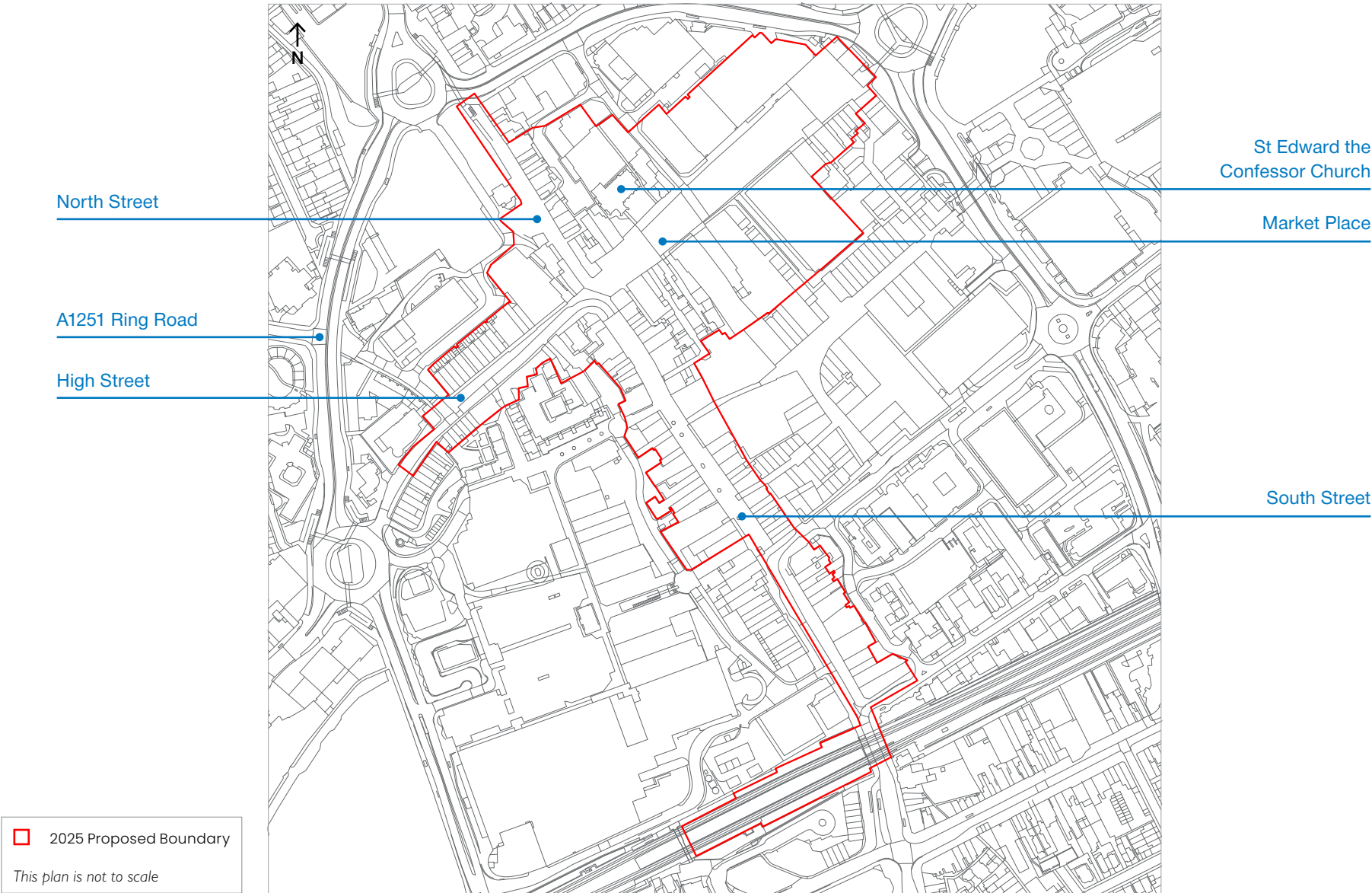
Following review of the 2008 conservation area appraisal, a subsequent conservation area site inspection undertaken in September 2024 and initial stakeholder consultation, the following extensions to the original boundary of the conservation area have been made. In general, the full plots of buildings within the boundary along Market Place, High Street, North Street and South Street are now included and the boundary extended southward to include the pedestrianised eastern section of South Street to its intersection with Eastern Road and Romford Train Station.

There are a few instances at the fringes of the conservation area where it was not considered appropriate to include full building plots. These include the recent redevelopment along the eastern side of North Street at its northern end, which comprises starkly modern massing and has fully eroded historic plot boundaries. The late-20th century Salvation Army Church along the north side of the High Street at the western end of the conservation area is also not proposed for inclusion due to its lack of historic and architectural relationship with the conservation area, and as it is largely concealed from views from within the conservation area by the Woolpack public house building, which it is recessed behind.

The boundary of the Conservation Area has been extended along its southeastern section, south of Market Place. This extension aims to incorporate the early-to-mid 20th-century shops and department stores within the conservation area. Careful consideration has been exercised in this expansion to include only those buildings that reflect the architectural character of the area. Consequently, the buildings comprising the majority of the Liberty Shopping Centre have been excluded from this expansion. The new boundary is established where the earlier shopping structures meet the Liberty Centre. It is noted that the post-war buildings along this side of the Market Place constitute an opportunity for enhancement, however their inclusion is justified on the grounds of the important frontage they provide to the Market Place, their appropriate scale, some architectural interest and their continued retail use.

It is noted that the scale and materiality of the modern Romford Shopping Hall complex and recent hotel redevelopment along the north side of Market Place are also incongruous to the architectural and historic character of the conservation area; however, these are included within the boundary due to their key position fronting the conservation area's defining and most important historic open space.

These extensions are reflected on the Romford Conservation Area Boundary map on the following page.



Romford Conservation Area Boundary Map

1.0 Introduction

1.5 Purpose and Scope of the Conservation Area Appraisal and Management Plan

Understanding the character and significance of conservation areas is essential for managing change within them. It is therefore a requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 that all Local Planning Authorities ‘*formulate and publish proposals for the preservation and enhancement*’ of conservation areas within their jurisdiction, and that conservation areas are periodically reviewed.

These proposals are normally presented in the form of a CAAMP, which defines and documents the special interest of a conservation area (see [Section 2](#)), analyses the characteristics that make it special (see [Sections 3 and 4](#)), its condition (see [Section 5](#)) and sets out a plan for managing change to ensure its ongoing protection and enhancement (see [Section 6](#)).

This CAAMP has been prepared in line with current best practice guidance published by Historic England, the government’s heritage advisor and the public body which manages the care and protection of the nation’s historic environment.

This document is intended to be comprehensive; however the omission of any building, structure, feature or space does not imply that the element is not significant or does not positively contribute to the character and special interest of the conservation area. The protocols and guidance provided in [Section 6](#) are applicable in every instance.

The assessments which provide the baseline information for this CAAMP have been carried out using publicly available resources and thorough on-site analysis from the publicly accessible parts of the Romford Conservation Area.

1.6 Consultation and Engagement

It is a statutory requirement under Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 that conservation area guidance produced by or on behalf of the Local Planning Authority be subject to public consultation, and for the Local Planning Authority to have regard of the views expressed by consultees.

Initial consultation was undertaken with key stakeholders, including Historic England, members of the Romford Civic Society and the London Borough of Havering Planning Team, at early stages of the CAAMP drafting process to raise awareness of the conservation area review, utilise local understanding of the area’s special interest and gather feedback on opportunities for enhancing this special interest and on the proposed conservation area boundary.

A draft of this CAAMP underwent public consultation from 28th April to 9th June 2025 including a public event. Comments received from this consultation have been incorporated into the final CAAMP as appropriate.

2.0 Summary of Special Interest



2.0 Summary of Special Interest

Romford's special interest is drawn from its ancient crossroads and the historic buildings associated with its position as a commercial trading post, which has been in consistent use since at least the medieval period to the present day.

Special interest is also drawn from the existence of a group of high-quality historic buildings at the western end of Market Place, some of which are listed. These focus on the parish church while also including buildings such as Church House, No.7 Market Place, The Golden Lion Inn, the Lamb Inn and a series of early 20th century bank buildings. This group contributes substantial historic and architectural character to the townscape, visible in part from each of the crossroads' principal streets.

Special interest is also drawn from the representation of the evolving commercial shopping provision in Romford, originating from the historic market on Market Place which formed the crux of Romford's social and economic development, extending through the 20th century. Medieval burgrave plots which remain legible in part along the southern side of Market Place and on the High Street add to the appreciation of the area's medieval past.

Victorian industrial and commercial prosperity is represented not only through the rebuilt parish church, but also through the surviving brewery buildings and public houses that were so integral to Romford's economy, mostly concentrated on the High Street. The arrival of the railway at the beginning of the Victorian period served as the stimulus for this growth and prosperity. The importance of the railway continued into the 20th century, especially the inter-war and post-war periods, which saw Romford increasingly becoming the social and commercial centre of the wider area.



View of Market Place, westwards.



View across St Edward the Confessor front churchyard, looking southwest.



View of The Woolpack on the High Street.

2.0 Summary of Special Interest

The Quadrant Arcade remains one of the more prominent signifiers of Romford's commercial development in the Inter-war period, as does accompanying 1930s development along South Street. Architectural detail survives in places such as at roof level, where terraces of commercial plots are appreciable.

1960s arcades similarly represent the continuously evolving commercial offer of Romford's centre.



View east along the High Street. Romford Brewery buildings and The White Hart (The Bitter End) are visible to the right.



View from South Street of the crossroads, the White Lion visible to the centre left, and Lloyds Bank to the centre right.



View of Lloyds Bank, with the church spire of St Edward the Confessor visible to the far right.



View of South Street, looking north. The Quadrant Arcade is prominent on the right.

3.0 Summary of Historic Development



3.0 Summary of Historic Development

3.1 Timeline

The following offers a summary of Romford's historic development.

- Settlement originates where the Colchester to London Roman Road forded the River Rom.
- 1247**
A Market Charter was granted, and a town grew up around the common ground beside the Great Essex Road.
- 1410**
Chapel dedicated to St Edward the Confessor built on the Market Place.
- 1465**
Royal Charter formed the liberty of Havering.
- 1670**
c.323 houses formed a linear town around the Market Place and High Street.
- 1709**
A brewery was established behind the Star Inn, the forerunner to the prosperous Ind Coope & Sons Brewery.
- 1839**
The railway arrives in Romford.
- 1849**
The parish church, St Edward the Confessor, is rebuilt.
- 1894**
Romford Urban District Council formed.
- 1937**
The Municipal Borough of Romford formed following rapid suburban expansion and redevelopment of the town centre.

1944

Romford heavily bombed during WWII, including the parish church.

1965

London Borough of Havering formed, incorporating Romford.

1960s-70s

Radical replanning of Romford erodes a large part of the historic town centre, with the ring road built 1970, truncating the market town crossroads.

1972

The Liberty Shopping Centre was completed, replacing historic townscape southwest of the crossroads

1993

Ind Coope & Sons Brewery was closed and demolished, replaced by a shopping centre called The Brewery to the southwest of the crossroads

2006

Tollgate House built at the western end of Market Place

2013

Romford Shopping Hall completed



A view of Market Place in 1898, looking west. The old Bull Inn is visible to the far left, the church spire to the right. (Havering Libraries Local Studies)

3.0 Summary of Historic Development

3.2 Early Development

The settlement of Rumford (later Romford) grew up where the River Rum (or Rom) crossed the Roman road from London to Colchester. It grew into a natural trading post before the city of London, with a market held on the common ground straddling what had become known as the Great Essex Road, known today as Market Place. In 1247 Romford was granted a Royal Charter to hold a weekly market, and another to hold annual fairs in 1250. Its position as a principal trading centre between Essex and London was by this point firmly established.

A substantial town grew up along the market core, buildings lining the Market Place and High Street. The chapel of St Edward's was built on The Market Place in 1410. A Royal Charter of 1465 formed the liberty of Havering, independent of the County of Essex and governed from a courthouse in the Market Place. By the 1600s Romford was being described as the 'great market town for corn and cattle', with an estimated 363 houses by 1670.



Extract of Christopher Saxton's map of Essex, 1579 . One of the earliest maps recording Romford, labelled here as "Rumford". Copyright: British Library

3.0 Summary of Historic Development

3.3 Romford in the 18th Century

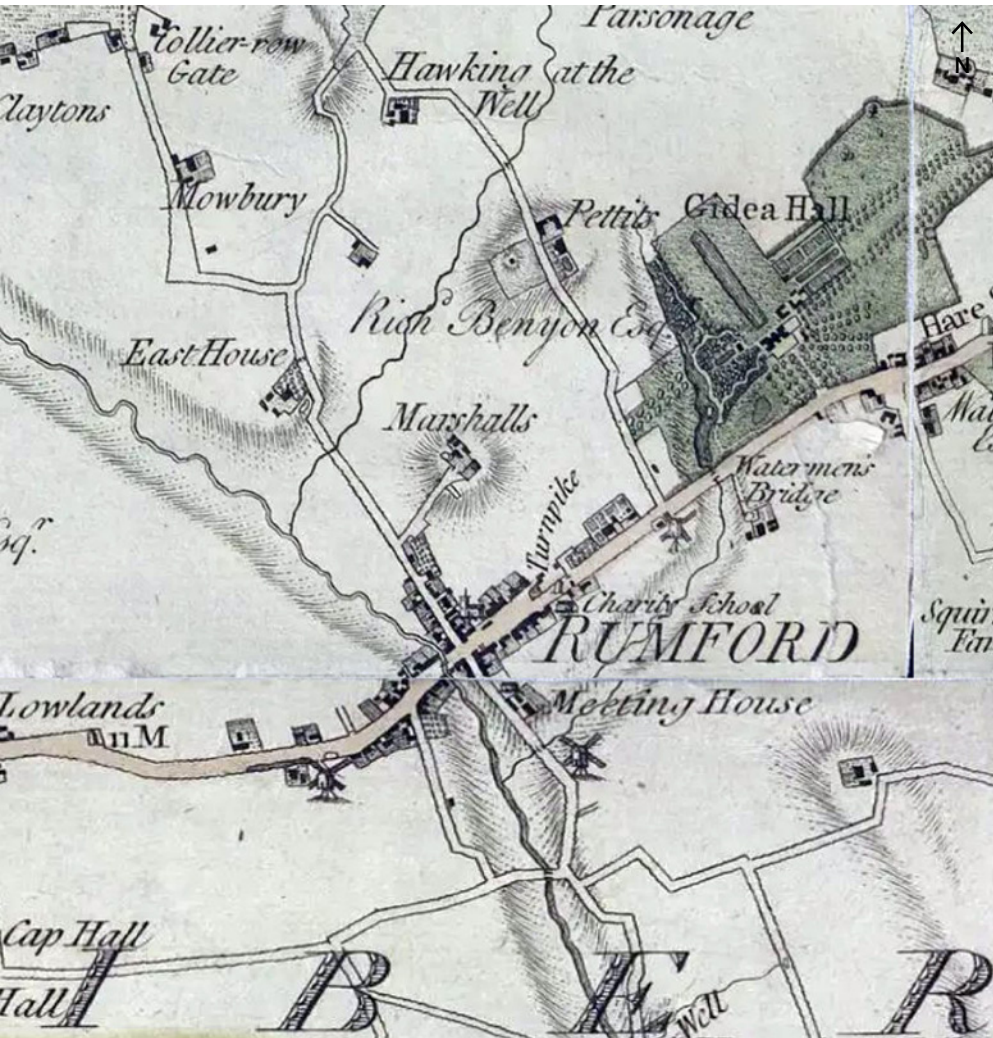
The plan form of the town continued to be principally linear by the start of the 18th century, formed of narrow burgage plots along either side of Market Place and the High Street. Inns and similar premises dominated, catering to the high volume of trader traffic, each of which had arched passageways leading to long rear service yards. Of 22 pubs recorded in 1762, three surviving today are recorded: the King's Head on Market Place; the Golden Lion at the corner of North Street; and the White Hart on the High Street.

One of Romford's oldest industries was founded in 1708 when Benjamin Wilson opened a small brewery behind the Star Inn on the High Street beside the River Rom.⁰¹ It was purchased by Edward Ind in 1799 when it became part of Ind Smith, from 1845 known as Ind Coope. The brewery went on to supply not only the cluster of local inns, but public houses across London and the southeast of England, the premise growing to encompass a 20-acre site south of the High Street by the 1970s, ultimately closing in 1997.⁰²



High Street, Romford, 1895, Ind Coope brewery in middle ground on right (Havering Libraries Local Studies)

Romford's linear development began to expand north and south, creating a town centre of four quarters around a crossroads, with Market Place to the west, the High Street to the east, and building along comparatively narrower roads extending north and south.



Chapman & Andre's 1777 map, showing linear development expanding into a four-quartered settlement around a crossroads (British Library)

⁰¹ Thames Chase (2024) 'The Old Brewery'. Available at: <https://www.thameschase.org.uk/about-thames-chase/places-of-interest/the-old-brewery>

⁰² Thames Chase (2024) 'The Old Brewery'. Available at: <https://www.thameschase.org.uk/about-thames-chase/places-of-interest/the-old-brewery>

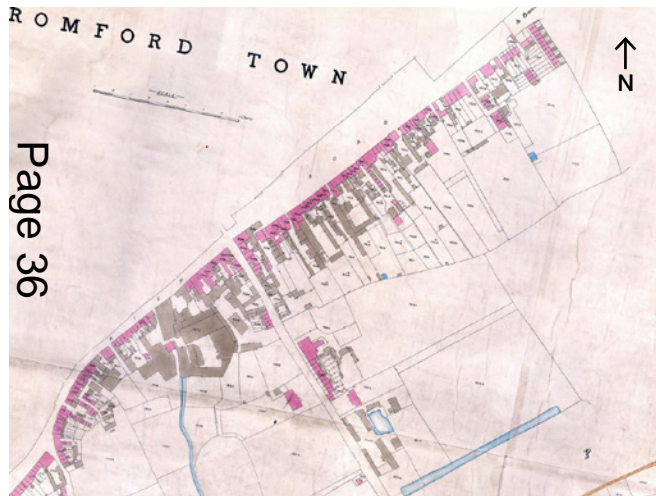
3.0 Summary of Historic Development

3.4 19th Century Growth

The arrival of the railway and the opening of Romford train station in 1839 brought a corresponding growth in tourism, trade, and local prosperity. South Street quickly developed as the principal link between the town center and the station, while plots flanking the High Street and Market Place remained narrow, with deep rear yards.

The prosperity of mid-19th century South Street is evident in the 1871 Ordnance Survey map, where substantial detached and semi-detached houses line the southern end of the street, set far back from the road. Many of these houses feature large, expansive garden plots. The location of the county court further exemplifies the growth and prosperity of Romford during this period.

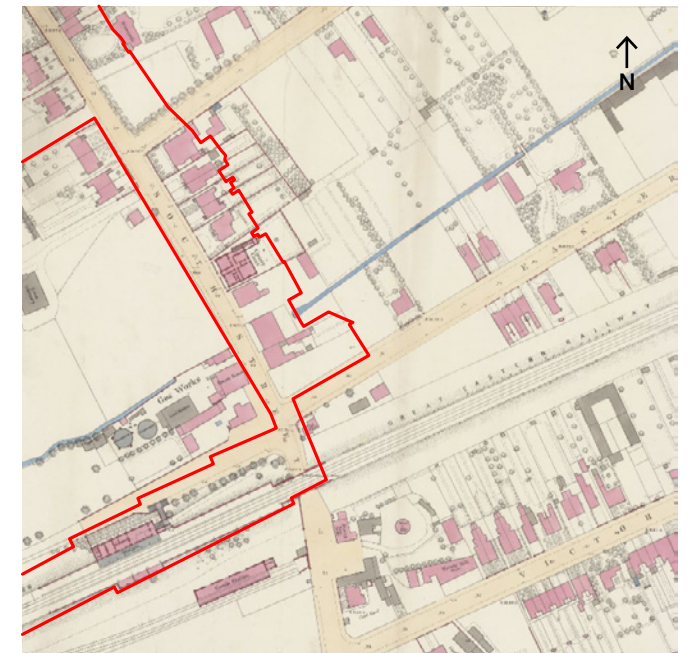
Development extended around the well-established quadrant structure, with the central crossroads of the Romford town centre as the nucleus. Market Place became fully hemmed in by coaching inns and later development, though its function as an open-air livestock market remained active. The southwest was dominated by industry, chiefly the brewery.



1844 Tithe Map showing the southern part of Romford, the Ind Coope brewery indicated by group of large buildings along the River Rom (The Genealogist)



1845 Tithe Map showing the northern part of Romford (The Genealogist)

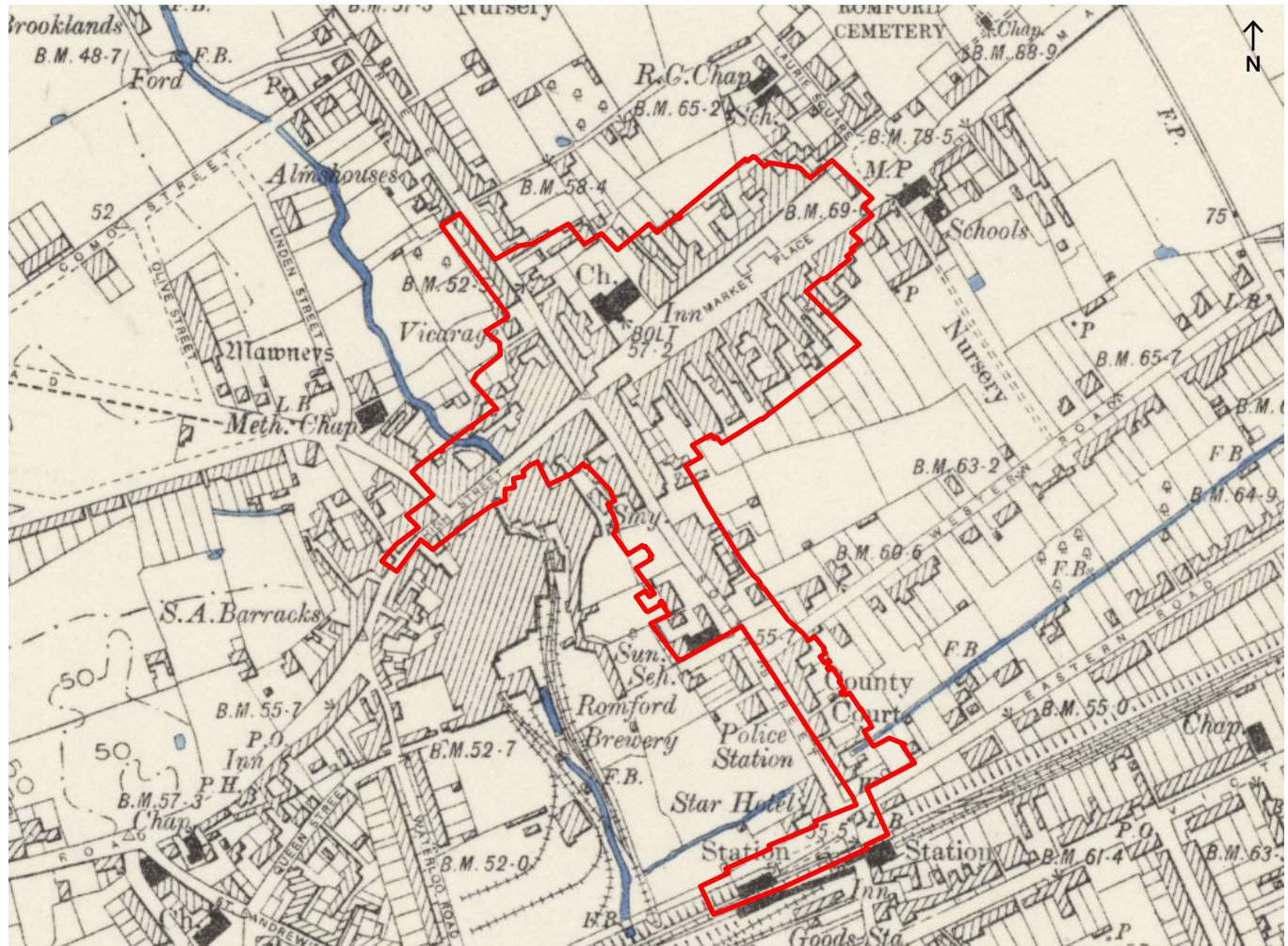


1871 ODS map showing the southern end of South Street.

3.0 Summary of Historic Development

The chapel for St Edward the Confessor on Market Place pulled down after being deemed unfit for purpose and was rebuilt in 1856 by the architect John Johnson in a gothic revival style. Using rubble stone and ashlar dressings, it included a 162ft spire and interiors that incorporated older monuments.

Over the latter half of the 19th century a range of shopfronts and pubs replaced existing buildings on the High Street around the established brewery offices. The White Hart was built in 1898 by Ind Coope Brewery as the Tap House on the site of a 15th century coaching Inn, and would continue to be used as a major venue for clubs, society and civic events until its closure in the early 2000s. The range of shopfronts with flats above at 25-35 High Street, as well as the Woolpack public house to the northwest were also built in the late 19th century, indicative of the commercial growth of the town centre to the northwest.



1895 (Surveyed) OS map of Romford centre. Indicative conservation area boundary shown in red. (National Library of Scotland)

3.0 Summary of Historic Development

3.5 Romford Centre 20th Century

At the turn of the 20th century, the quarter to the southeast of the crossroads still retained open plots to the rear of its Market Place and South Street frontages, accessed via narrow alleys between buildings and via Western Road to the south, while the relentlessly growing Ind, Coope and Co brewery, by this point supplied with its own railway line, dominated the southwestern quadrant. The Rom continued to flow freely across the northwest quadrant to the rear of High Street and North Street frontages, while a network of subdivided plots extended to the northeast.

Inter-war Development

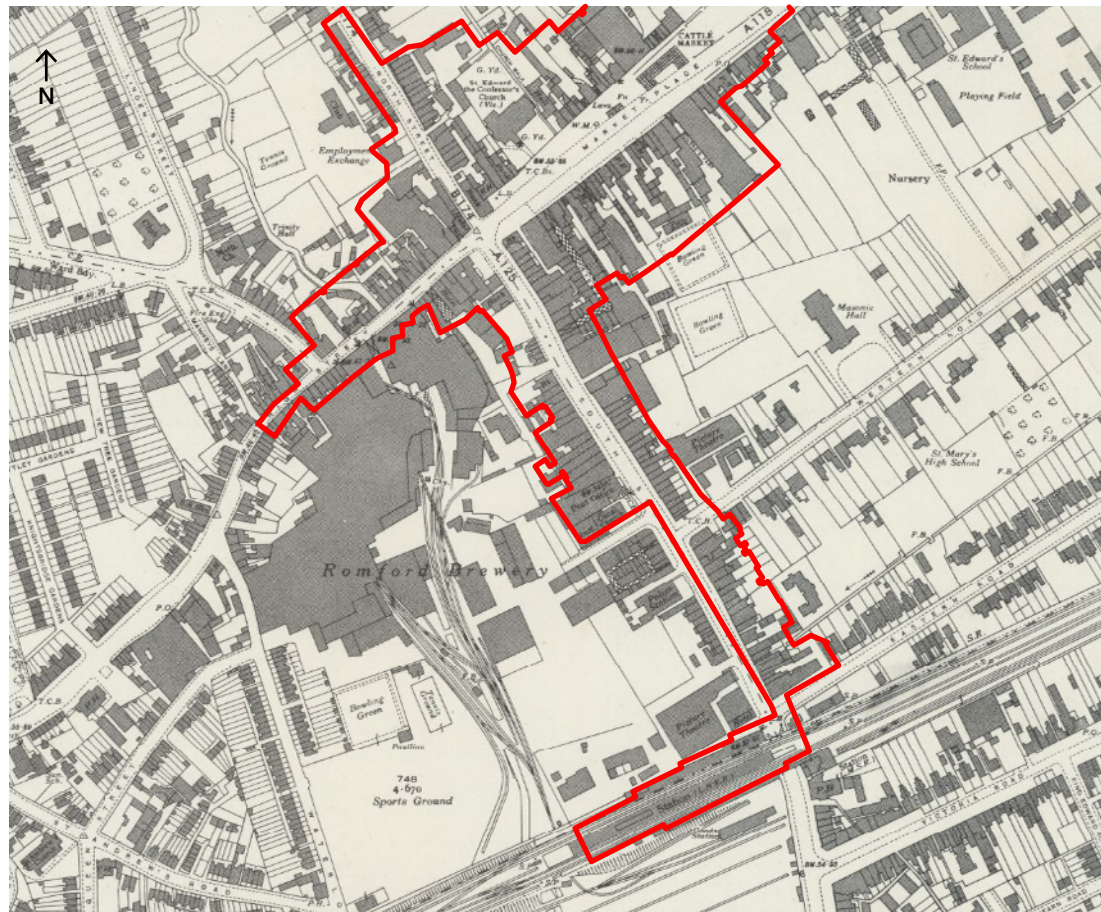
The suburban expansion of London over the 1930s soon reached Romford, and the town modernised rapidly at the expense of many Victorian or older buildings, replaced by Art Deco, Neo-Classical and Queen Anne designs. This is particularly evident along South Street, where the once-large plots of houses set back from the street have been replaced with denser, larger commercial buildings that follow a consistent street line..



Photo of Quadrant Arcade 1938 (Havering Libraries Local Studies)

The Quadrant Arcade, a state-of-the-art covered shopping centre, was opened in 1935. This was concurrent with the widening of South Street, resulting in a substantial amount of Inter-war redevelopment, the architectural character of which remains legible today within this part of the centre. The new Bull Inn was opened on the site of its early 17th century or 18th century predecessor in 1929, one of six marketplace pubs at the time, alongside The Lamb. The nationwide building boom of high street banks saw to the construction of three

competing branches on three of the four corners of the market crossroads in quick succession over the 1930s, including: The Prudential Building; Lloyds Bank; and the Co-op, while HSBC had taken over a 1905 building nearby at No.9 Market Place in 1920. By the outbreak of the Second World War in 1939 the replacement of much of the narrow townscape grid of earlier centuries with large retail halls and civic buildings had drastically changed the streetscape, with small burgage plots displaced in many places by large retail plots.



1939 (surveyed) OS map of Romford centre, indicative conservation area boundary is shown in red. (National Library of Scotland)

3.0 Summary of Historic Development

Post-War Development

The closure of the cattle market in 1958 signalled the end of Romford's function as a traditional market town. Postwar rebuilding transformed the north side of High Street following bomb damage, and there was further development at the town periphery. Rapid population expansion continued, and in 1965 the municipal borough was abolished and absorbed into the London Borough of Havering.

Over the 1960s and 70s the town centre was part of a radical replanning that replaced a large degree of historic fabric with new retail precincts and laid out a tight ring road around the town centre. This road truncated and pedestrianised the four arms of crossroads, severing Romford's historic core from the wider town, but also improving its shopping experience through the removal of vehicular traffic through Market Place. The only surviving pre-20th century fabric within the ring road were the centre's historic inns, the 19th century brewery, St Edward's Church and the neighbouring Church House.

The 1969 Ordnance Survey map shows this redevelopment in progress, the swathes of open land and plots just beyond the historic crossroads swept away for large scale commercial development.

The former brewery site by that time known as Star Brewery, was closed in 1993 and replaced by an expansive retail development known as The Brewery; it extends to the rear of frontages along the west side of South Street alongside a substantial car park.



1969 (surveyed) OS map of Romford centre, indicative conservation boundary shown in red. (National Libraries of Scotland)

3.0 Summary of Historic Development

3.6 New Additions in the 21st Century

The Havering Museum was opened within the redeveloped former brewery buildings along the south side of High Street in 2010. Shortly thereafter, a mixed-use scheme known as Tollgate House, loosely designed in the character of a Neoclassical market hall, was completed in 2006 on the site of a former turnpike tollgate. Sites along the east side of Market Link have been redeveloped as hotels in recent years, with one overlooking Market Place.

New housing has also been introduced to the area via a mixed-use block with ground floor shops and offices and residential units above erected on the site of the Edwardian Rumford Shopping Hall along the north-east side of Market Place, noticeably taller than neighbouring development. High-rise residential development has also been erected in the immediate setting of the conservation area to the north-west and east, some still under construction, all visible from the historic crossroads.

4.0 Character Assessment

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4.0 Character Assessment

4.1 Location, Topography and Geology

The Romford Conservation Area is within the centre north of the London Borough of Havering, and falls within the area of the London Basin. It is approximately 20 kilometres east of London city centre, and 8 kilometres north of the River Thames. The town centre is located at the point where the Great East Road, a highway dating back to the Romans, crossed the River Rom, and where a weekly market has been held since at least 1247. The River Rom is now mostly culverted, flowing beneath Angel Way and the modern Brewery shopping complex, towards the River Thames.

Romford is about 30 metres above sea-level, and the town centre and conservation area is level throughout. The geology of the area is complex, with alluvial and head deposits to the west associated with the River Rom and gravel terraces overlying London Clay to the east. These characteristics played a key role in Romford's prehistoric use, as the watercourses and terraces would have been appealing places for human settlement.⁰¹

01

02

03

04

05

06

07

08

Romford Conservation Area

Gidea Park Conservation Area

Romford Train Station

South Street

Market Place

Havering Town Hall

St Edward the Confessor Church

North Street

A1251 Ring Road

High Street

This plan is not to scale



Aerial image of Romford centre's location in its wider surrounding context. The conservation area is outlined in red. Base plan ©GoogleEarth

⁰¹ Oxford Archaeology (2024) 'Archaeological Priority Area Appraisal: London Borough of Havering'. Available at: [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.havering.gov.uk/downloads/file/6708/havering-archaeological-priority-areas-report](https://www.havering.gov.uk/downloads/file/6708/havering-archaeological-priority-areas-report)

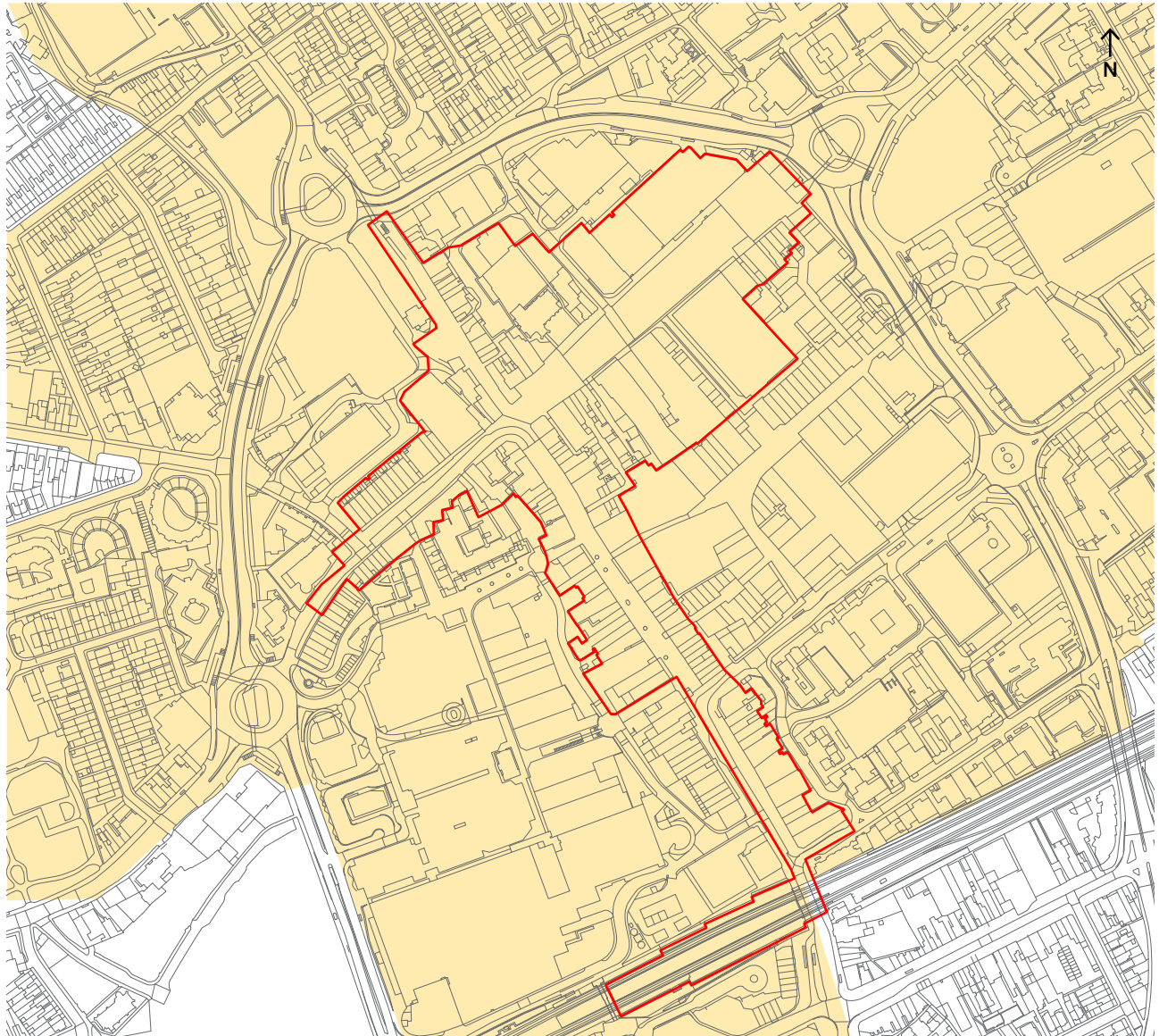
4.0 Character Assessment

4.2 Archaeology

The conservation area covers two of Havering's Archaeological Priority Areas (APA); 2.11 and 2.19. 2.11 is a Tier 2 APA that is centred on the Roman and medieval settlement and market town of Romford. A small section of the southern end of the conservation area reaches into 2.19. 2.19 is a Tier 2 APA that incorporates a historic settlement known as Oldchurch, a precursor settlement to Romford. In addition, APA 2.24 covers the course of the London to Colchester Roman road which is presumed to follow the path of High Street; this is also classified at Tier 2. Due to Romford's long history and the finds gathered by prior archaeological investigation, there remains a strong potential for further discoveries of archaeological material from Prehistory onwards.⁰²

There are no scheduled monuments within the conservation area or its near setting.

Further information can be found by consulting the Archaeological Priority Area Appraisal written by Oxford Archaeology in 2024 for the London Borough of Havering.



Map showing the distribution of Archaeological Notification Areas in Romford.

⁰² Oxford Archaeology (2024) 'Archaeological Priority Area Appraisal: London Borough of Havering'. Available at: [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.havering.gov.uk/downloads/file/6708/havering-archaeological-priority-areas-report](https://www.havering.gov.uk/downloads/file/6708/havering-archaeological-priority-areas-report)

4.0 Character Assessment

4.3 The Setting of the Conservation Area

The setting of the conservation area has been considerably shaped by infrastructure and new development, particularly by the railway line to the south, and the mid/late 20th century ring road which encircles the conservation area and points south. The latter truncated the conservation area roads to the east, north and west, creating a definitive boundary of a busy main road, though in turn this has removed busy traffic along the historic byway of Market Place and the High Street.

Development to the north and west of this ring road is dominated by later housing, while a cluster of borough civic buildings including the Havering Town Hall are to the east, all accessed from the conservation area by pedestrian subways, concealed from conservation area views.

There is extensive mid-20th century and later building within the ring road and the immediate setting of the conservation area to the north of Market Place and the High Street, including large, mixed-use, residential and office developments of five or more storeys. These are visible in northward views, including along North Street from South Street and the historic crossroads, from the St Edward's churchyard and also from Market Place northward along Market Link, and generally fail to relate to any historic context. There are two places of worship to the northwest and west within the ring road, the 19th century Trinity Methodist Church and a late 20th century Salvation Army Church to the west, both only partially visible in mid-range views from the west end of the High Street and generally inconspicuous. The former is mostly obscured by a large, late-20th century multi-storey car park with a dull, utilitarian frontage just beyond the conservation area boundary which detracts from its setting.

The area to the southwest of the conservation area behind the High Street and South Street is dominated by The Brewery shopping centre, a large late 20th century retail park mostly

of two to three-storeys with an extensive open car park to the west. There is pedestrian access to this from the High Street via the historic former entrance in through the brewery frontage, though the historic urban grain here conceals the development from the High Street. Its visual impact is greater from South Street in views along Exchange Street and Arcade Place.

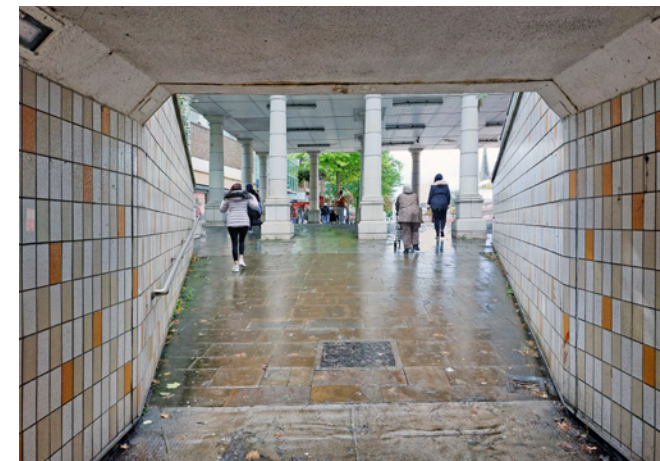


The A1251 ring road encircles the conservation area to the east, north and west.



New development lining the east side of North Street.

Redevelopment here also includes Malt House Place and Logan Mews, which comprise four to five-storey residential blocks arranged to the rear of buildings along the south side of the High Street. There are service yards and back-of-house spaces interwoven amongst the modern development; these have an unkempt character and generally detract from the setting of the conservation area.



Approach to conservation area & Market Place via pedestrian subway.



View of setting from South Street, looking west along Exchange Street.

4.0 Character Assessment

The area to the southeast beyond the ring road includes recently redeveloped residential high rises which overlook the conservation area and are highly visible from the eastern end of Market Place. The conservation area's immediate southeastern setting within the ring road is largely occupied by the Liberty Shopping Centre, a predominantly two to three-storey shopping complex that in part falls within the conservation area boundary, but does little to relate to any historic context. Its flat roof accommodates car parking and services; these roof units, some of which are two-storey brick extensions, are visible intermittently from the main thoroughfares of the conservation area, creating a cluttered roofline.

The Liberty is accessed from the conservation area via pedestrian entrances in from Market Place and South Street which generally blend in with their commercial surroundings apart from the access in from the southeast side of Market Place, where the entrance and adjacent, utilitarian late-20th century development substantially detract from conservation area character.

To the south the conservation area ends at the terminus of the pedestrianised segment of Eastern Road. The Conservation Area thins as it runs south Along South Street to include only the eastern half of the Road and Romford Train Station. The opposite side of South Street has mid/late 20th century commercial and office buildings with nondescript facades of low aesthetic value.



Insensitive late-20th century development within and in the setting of the conservation area at south east end of Market Place.



Modern high-rise housing to the southeast is visible from Market Place.



Interior photos of the Liberty Shopping Centre, showing some of the shopfronts that form the southwest boundary of the conservation area



View south from conservation area boundary, along South Street.

4.0 Character Assessment

4.4 Important Views

The combination of low-lying topography and the truncation of the crossroads by the 1970s ring road impedes long-range views into and out of the conservation area. Internally, the conservation area is experienced via established views along the four principal thoroughfares of Market Place, North Street, South Street and the High Street, and though kinetic views glimpsed whilst moving through the conservation area.

All views which take in heritage assets, whether or not they are designated, are considered important and contribute to the understanding and experience of the conservation area. Consequently, the views considered in this section are only an indicative selection and are not intended to be a comprehensive set.

Views of the St Edward the Confessor Church Spire

At the time of writing, one specific view within the conservation area has been identified within the Romford Masterplan, the view of the spire of St Edward's church along South Street from Romford Station. Incidental views of this prominent vertical landmark from all parts of the conservation area, as well as from the outside-in, are an important feature of the area's character, and help identify a local sense of place.

Street Views

A number of historic public houses and banks enjoy prominent corner positions within the streetscape at the conservation area's historic crossroads, and characterise the commercial character of the conservation area. These include the Golden Lion on the northwestern corner of the crossroads, and the Neo-Georgian bank buildings forming the crossroad's other three corners. Views of these buildings up and down streets and across key townscape spaces contribute to the understanding of the conservation area's history as a market town and later evolution as a commercial hub.

Likewise the views of and from the railway station and bridges from the southern end of South Street assist in demonstrating the sense of arrival to the town centre from the railway



View of St Edward's spire & adjacent historic commercial frontages from South Street.



View looking northwest across Market Place, featuring St Edward's & historic commercial and public house frontages.



View of Market Place from the crossroads, featuring prominent historic commercial frontages & spire of St Edward's.



Incidental view of the spire of St Edward's (Grade II*), from the north-western boundary of the conservation area, Angel Way

4.0 Character Assessment

Views toward and away from the crossroads along its four historic streets illustrate help make its importance as one of the area's oldest and most important elements of historic townscape legible. Views west down the High Street taken in the 19th century frontages of the former brewery buildings and the Woolpack public house building on the corner of Angel Way and the High Street, with which they share a historic relationship.

Eastward views comprise Market Place. Whilst this terminates at the 2006 Tollgate House and is flanked by modern redevelopment in places, views of Market Place as a historic open commercial space are key to understanding Romford's early history.

North Street and South Street are key historic routes within Romford, and offer longer-range views into and out of the heart of the conservation area. These help to define the area's historic context and approaches.

Views along ancillary streets and into rear yards, particularly from Market Place, are experienced in kinetic views as one walks past. These tend to be of spaces of a more intimate scale, and, where they survive, illustrate the area's historic market town layout across narrow plots.



View west along High Street from crossroads.



View toward crossroads from South Street.



View into alley east of The Bull public house from Market Place illustrates historic townscape pattern.

4.0 Character Assessment

4.5 Key and Landmark Buildings

The special interest of the conservation area is often best experienced visually by taking in its historic buildings and spaces, as the majority of these contribute to the understanding of its special interest. However, there are individual buildings and spaces which play a more important role in establishing the character of the area, and are considered to be landmarks.

In Romford's case, landmarks are generally either statutorily or locally listed buildings, while several others also make a **positive contribution** to the area's historic or architectural character. These are identified on the plan opposite, as well as the conservation area's key views.

P A number of buildings or spaces within the conservation area boundary are identified as **opportunities for enhancement**. These are buildings or sites that comprise elements which detract from the character and appearance of the conservation area; their improvement or replacement is encouraged.

→ Key Views

■ Listed Building

01 Church House (Grade II)

02 Parish Church of St Edward the Confessor (Grade II*)

03 The Lamb Public House (Grade II)

04 The Golden Lion Public House (Grade II)

■ Positive Contributor

■ Opportunity for Enhancement

■ Locally Listed Asset

A The Bull Inn

B 9 Market Place (HSBC)

C Lloyds Bank

D 28 Market Place

E Quadrant Arcade

F The Co-op Bank

G Prudential Building

H The White Hart (The Bitter End)

I Romford Brewery, High Street, Romford

J 25-35 High Street

K The Woolpack

L Quadrant Arcade

M 64 South Street (Façade is old post office)

N 97 South Street

O 97 - 101 South Street

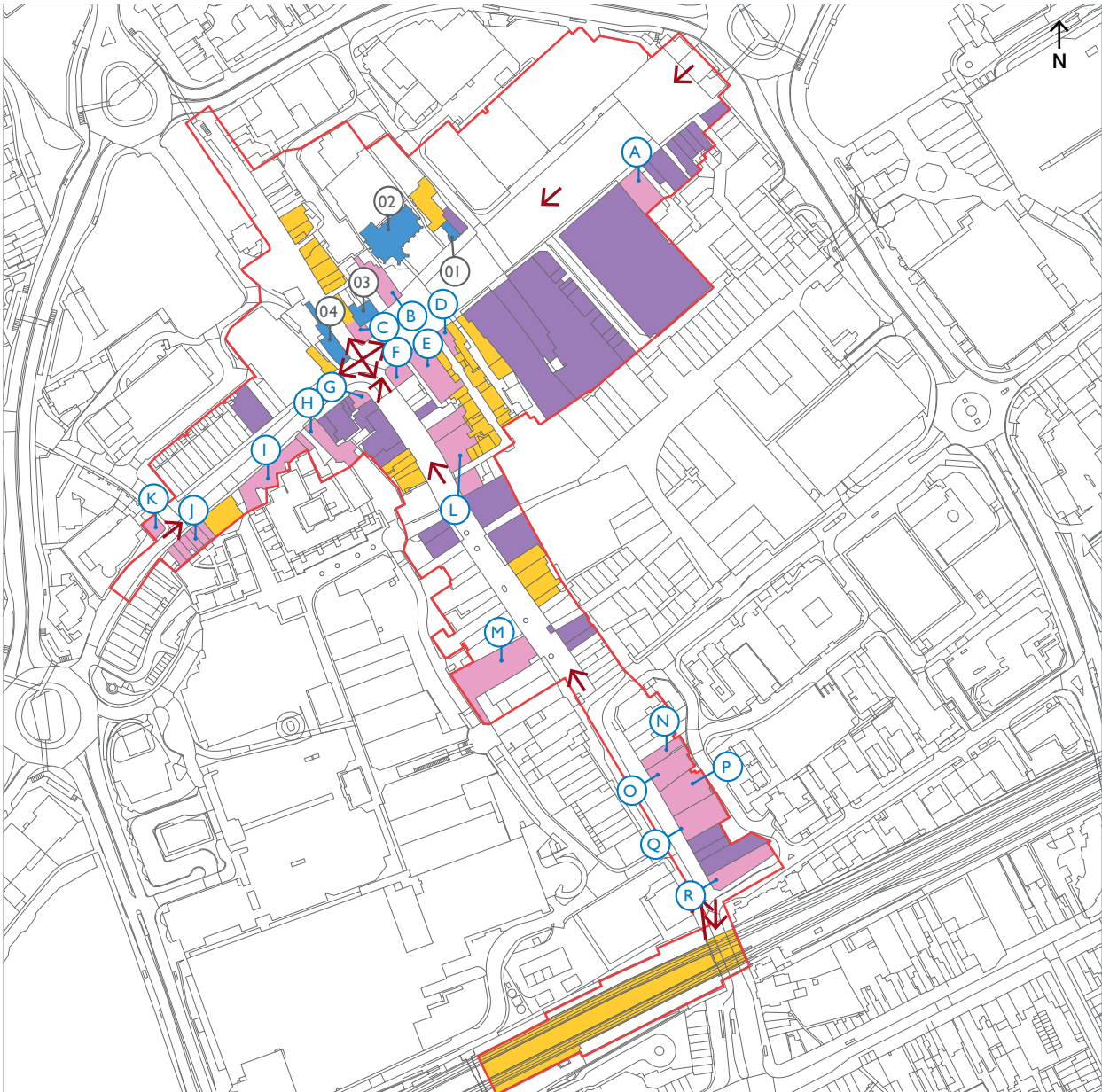
P 103 - 111 South Street

Q 113 - 117 South Street

R 131 South Street

Note: Details of the locally listed buildings in the conservation area are included as Appendix A.

This plan is not to scale



Map indicating the location of key and landmark buildings, key views & opportunities for conservation area enhancement.

4.0 Character Assessment

4.6 Townscape and Spatial Analysis

The layout of the conservation area is densely urban, formed by the meeting of four, partly truncated principal roads to the north, east, south and west. These roads dominate the town plan, and nearly all of the conservation area's buildings front one of these roads.

The area to the north of Market Place and the High Street is interspersed by several smaller ancillary streets and access roads serving the large mid-to-late 20th and 21st century developments on the conservation area fringe. There are noticeably fewer breaks in built form along the south side of High Street, but some narrow alleyways and pedestrian routes provide access to rear yards to the south of Market Place, as well as into the shopping centre beyond. However, commercial intensification within the southeast quadrant of the conservation area has eradicated most of its historic street pattern.

There are also few breaks within the building frontages lining either side of South Street, apart from two access routes into the retail and residential complex associated with the Brewery redevelopment to the southwest of the conservation area.

Some traditionally narrow plots remain in places; these are articulated in street views somewhat sporadically in Market Place and in sections along South Street. More commonly, broad building façades incorporate numerous ground floor shopfronts, as is found along the south side of High Street and the east side of North Street.



Individual plots remain legible in stretches of South Street.



Larger frontages incorporate multiple ground floor units in High Street.

4.7 Boundary Treatments

As the conservation area comprises a historically commercial area, boundary treatments generally do not form a prevalent part of the historic townscape. The exception to this is St Edward's church in Market Place, where the churchyard is set back behind a rubble wall with a striking pointed arch entrance gate in stone which forms a prominent part of the Market Place streetscape. The plot to the rear of the church is demarcated by a tall brick wall to the west and railings to the north and east; the latter also line the pathway between the front and rear churchyard. The other exception is the strong boundary to the south of the conservation area formed by the railway embankment, the brick arches of which form the elevation of the railway station.

Other existing boundary treatments include modern brick walls and railings to parking areas north of Market Place, and the rear boundary wall in Angel Way which encloses the rear plots to the mid-20th century mixed use block along the north side of the High Street. The latter marks the edge of the conservation area and comprises a mix of doors, security deterrents and brickwork which detracts from area character and appearance.

4.0 Character Assessment

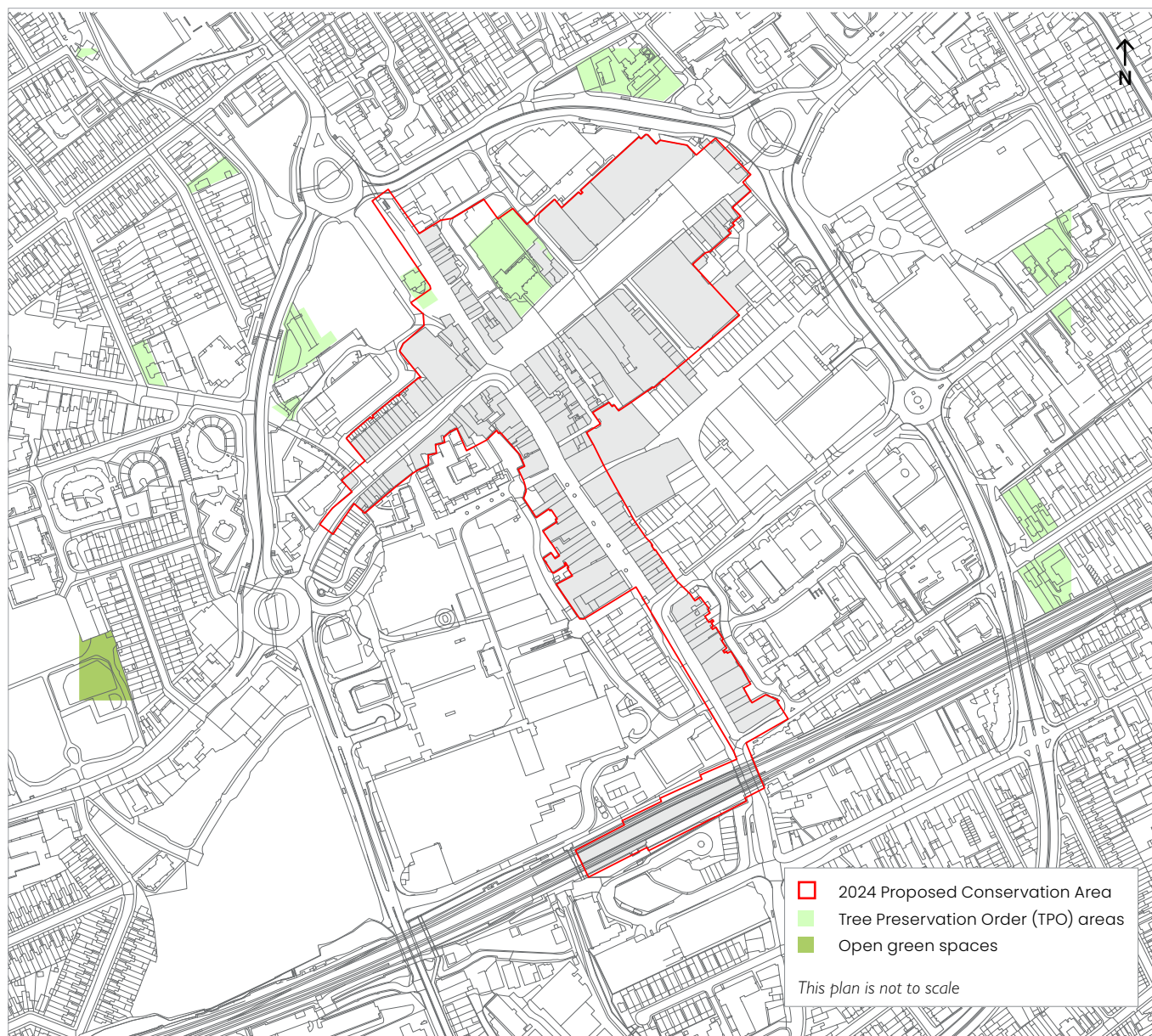
4.8 Open Spaces and Trees

The Romford Conservation Area is dominated by the large open space of Market Place, the historic centre of the town. It is an expansive space which dominates the historic townscape, and its continued active use as an open-air market is integral to the special interest of the conservation area and makes a strong contribution. Use of pavement space by cafes or shops around the edge of this open space contributes activity and encourages footfall on non-market days.

While the area's predominantly urban character limits open space and permanent greenery, there are spaces which soften the townscape and improve the pedestrian experience. The churchyard of St Edward the Confessor includes a modest green facing Market Place and a large green to the rear, connected by a pedestrian path, both make a strong contribution to the conservation area. The space facing Market Place is actively used by passers-by as a place to dwell and makes a strong contribution to the character of the conservation area. The rear part of the churchyard is kept private by metal railings and as it is not publicly accessible, which slightly tempers the contribution it makes to the conservation area. Its mature trees are protected by a Tree Preservation Order and contribute positively to the character of the conservation area and setting of the historic church.

A modest public seating area planted with mature trees is located north of the Golden Lion Public House. This space historically formed part of the vicarage garden, and its trees are also protected under a Tree Preservation Order (TPO). However, the character is very municipal and its contribution to the character of the conservation area is limited in its present condition.

There are a series of mature trees planted within pavements along the High Street, Market Place and South Street. These are prominent features of the public realm and contribute positively to the character and appearance of the conservation area.



Tree Preservation Orders (TPOs) within Romford Conservation Area, indicated in green.

4.0 Character Assessment



View westwards across Market Place, lined by trees.



View of St Edward's churchyard, looking southwest towards Market Place.



Trees and public realm in North Street.



Street trees along High Street, looking towards Market Place.



Pathway north of the church, flanked by mature planting.

4.0 Character Assessment

4.9 Public Realm

4.9.1 Street Surfaces

Street surfaces across the conservation area vary considerably due to its mix of pedestrianised or part-pedestrianised spaces. Pavements are generally surfaced with large concrete pavers and mostly granite kerbs.

The High Street is paved in granite setts at its eastern end where it is pedestrianised, and surfaced in tarmac to the west where it is open to vehicles. Market Place is surfaced in a variety of pavers and granite setts, stretches of which are historic, arranged to indicate wayfinding routes. Parking spaces and plot markers for stalls within Market Place have been indicated in places by paver patterns and paint. South and North Street are both pedestrianised, though access for service vehicles is maintained, and laid in concrete pavers which are varied in colour to indicate different pedestrian zones. Broader concrete pavers indicate pavements that are flush with the street. Ancillary streets are generally in tarmac.

Paving is used across the conservation area to accentuate entrances or points of interest for pedestrians. The most notable of these instances is the circle arrangement at the crossroads, where a stone marker indicating the names of its historic streets is embedded at its centre.



Street furniture and surfaces used on the High Street.



Surface detail on the North Street square.



Surface detail on Market Place

4.0 Character Assessment

4.9.2 Street Furniture, Lighting and Wayfinding

Outdoor seating is provided in several locations within the conservation area, with a concentration on South Street, Market Place and within a pedestrianised seating area on North Street. Seating in South Street and Market Place comprises fixed metal benches of a modern profile, on occasion wrapped around tree planters. Low-level planters introduce greenery to pedestrian areas, such as on North Street, where their presence helps to soften the appearance a public recycling station. However, the design of planters throughout the conservation area is haphazard and lacks visual consistency. Public seating provisions promote active footfall and dwell time, contributing to the positive active character of the spaces. Several cafes in spaces along all four streets provide outdoor seating in warmer months.

South Street has notably higher volume of street furniture than other streets within the conservation area. In addition to seating and planters, there are also free-standing advertising units, telephone boxes, defibrillators and public toilet facilities installed.

Bollards are used in places such as the central crossroads to control traffic access and delineate between pavements and shared use roadway. A pair of robust stone markers remain on the crossroads and indicate a vehicle access point from the crossroads through to Market Place.

Black plastic public bins are used across the conservation area. Racks of bicycle hoops are installed on South Street and the western end of the High Street.

Streetlamps are consistent throughout the conservation area, and comprise lanterns in a traditional profile and banner rails. These generally demarcate the conservation area's location, as design changes immediately to utilitarian profile outside of the conservation area's boundary, notably at the western end of the High Street.

Street signage principally relates to traffic control and wayfinding; this adds congestion to the street scene in places. A-boards, banners and other freestanding advertising placed on the pavement by local businesses also adds a degree of clutter at times.



Streetlamp detail on South Street, the old Post Office in the background.

4.0 Character Assessment

4.10 Building Uses

Conservation area buildings remain principally in commercial or retail use; a number of buildings in mixed-use include residential units or offices at upper floors. There is also an array of ground-floor restaurants and cafes, and ground floors or full buildings occupied by banks. The historic provision of trader and tourist accommodation in roadside inns has been replaced by late 20th and early 21st century hotel developments, the latest a Premier Inn on the northern side of Market Place.

The former Brewery buildings at 19-21 High Street have been converted for cultural use by the Havering Museum. St Edward's Church and neighbouring Church House remain in use as a place of worship along the north side of Market Place.

4.11 Scale and Massing

The width, height and volume of buildings within the conservation area is highly varied, with buildings of two to three bays and three to four-storeys alongside large units with upwards of seven bays and three large storeys. Massing at the southern side and eastern end of Market Place is generally larger due to late 20th century development. There is a particularly appreciable variety of massing along South Street, where a mix of Inter-war commercial buildings hold their own alongside larger modern redevelopment.

Roofs vary between pitched, mansard or flat forms, which, together with varying building heights offer a lively roofscape indicative of the diverse array of building types and periods. Building heights within the conservation area generally remain deferential to the spire of St Edward the Confessor church, which remains appreciable throughout most of the streetscape.

4.12 Materials

There is no predominant material used across the conservation area, indicative of its evolution as a rapidly changing commercial centre.

Stock and red brick is used extensively on 19th century buildings and several prominent 1930s commercial or public buildings, employed alongside stonework, metal work and decorative brick details.

Render or stone cladding is also evident across pre or early 19th century buildings and 1930s commercial architecture. This frequently incorporates fine decorative detailing, particularly on 1930s façades.

Concrete, glass and red or brown brick is dominant on the southern side of Market Place to mid to late-20th century commercial often to frontages.



View of South Street, showing a variety of building massing.

4.0 Character Assessment

4.13 Architectural Styles and Periods

There is a range of architectural styles and periods found across the conservation area consistent with the area's historic evolution as a commercial centre.

4.13.1 Georgian and Earlier Buildings

The conservation area's earliest surviving buildings include Church House, a modest 15th/16th century building adjacent to St Edward's, and the Golden Lion, which retains characterful features such as its rear coachyard entrance, pedimented front entrance, corner quoins and window dressings, all appropriate to its prominent corner position. The Lamb public house in Market Place dates to the early-19th century; its frontage employs traditional massing but generally lacks detail.



Georgian detailing to the southern façade of the Golden Lion pub, High Street.

4.13.2 Victorian Buildings

Several prominent buildings within the conservation area are excellent surviving examples of Victorian commercial, industrial and public building type, indicative of this period of extensive local redevelopment. St Edwards the Confessor church is representative of the significant investment made by the townspeople in their town in the mid-19th century, while the range of Brewery buildings and shopfronts along the High Street are indicative of how mid/late 19th century development industry and commercial activity shaped the town.

The Romford Brewery was built in 1851, a vast complex that occupied most of the land between the High Street, South Street and the railway line, of which the range of buildings on the south side of the High Street are all that remain. This range is typical of Victorian industrial design; stock brick, with a central section of three-storey, six bays in stock brick articulated with red brick piers and window arches at ground floor, and a three-storey, gabled extension added to the East in a similar style later, and a coach passage in through the principal façade, which now provides pedestrian access into the Brewery retail complex.

A series of red brick, commercial high street buildings were erected near to the brewery on the High Street in the late 19th century, characterised by brick ornamentation and steep pitched tiled roofs. The Woolpack is directly associated with the Brewery, a purpose built, corner plot public house with details such as mock Tudor timbering, decorative

barge boards and a projecting moulded cornice along both frontages. The White Hart public house at 7-13 High Street is typical of the English Domestic Revival Style, three-storeys, four bays with large oriel windows with timber frame and leaded lights at first floor. The range of buildings at Nos.25-35 retain a well detailed brick façade, with details such as stucco pilasters, decorative terracotta detailed gables, and tall hexagonal chimneys.

The HSBC building at 9 Market Place dates to 1905 and is a surviving example of the Free Renaissance style, a four-storey, red brick building with decorative stonework and canted bays, diluted to some extent by a subsequent eastern extension.



View of the Victorian Romford Brewery buildings on the High Street.

4.0 Character Assessment

4.13.3 Inter-War Buildings

The most prevalent historic style is from the Inter-war period, illustrative of London's suburban expansion and development of high streets in the 1930s. Three of the four corners of the crossroads are occupied by 1930s Neo-Georgian banks, which feature entrance bays, symmetrical elevations, red brick façades and dressings in Portland stone. The surviving façade of the post office on South Street shows similar use of an earlier form of Neo-Georgian design, from 1912. There are also a series of fine commercial art deco frontages, the most prominent being the three-storey Quadrant Arcade, but others are at two-storeys with strong linear features carried through red brick and stucco or stone coursing. Groups of frontages can be identified as relating to the other based on projecting brick and cornice or balustrade design, despite subsequent

changing of ownership and different surface treatments, such as No.49-57 South Street, and No.71-83 South Street.

The Bull Inn on Market Place is another example of post WWI design; a two-storey, Neo-Georgian public house with a symmetrical façade articulated in red brick and stucco pilasters overlooking Market Place. This is a 1927 rebuild of the public house that preceded it.

4.13.4 Mid-20th Century and Later Buildings

Modern commercial and mixed-use development dominates a large proportion of the conservation area, generally to a lesser degree of architectural quality. This includes modern infill occupying narrow historic plots on South Street, the prominent mid-century slab block of the former Debenhams

department store which projects forward into Market Place, and a broad, three-storey mid-century range of flats over an arcade of shopfronts at ground floor which lines the northern side of High Street. Whilst these often fail to respond to the context of their historic environment, some employ interesting materials or massing typical of their period.

Buildings to the eastern and northern sides of Market Place represent more recent redevelopment. These include the 2006 Tollgate House, a pastiche Neo-Georgian mixed-use building with a frontage in red brick, render and ashlar stone, as well as the redeveloped Romford Shopping Hall with flats above, which towers over Market Place at six-storeys in a range of materials.



The Bull Inn façade of 1927, Market Place.



The Neo-Georgian Co-operative Bank Building at the corner of Market Place and South Street

4.0 Character Assessment

4.14 Architectural Details

Historic architectural detail survives to principal elevations across the conservation area, particularly at upper floor level.

4.14.1 Windows

A large proportion of historic windows have been replaced with uPVC. Where they have not, a variety of types can be seen, such as small leaded windows within the Church House, tall, multi-pane timber framed casement windows within the three bank buildings overlooking the crossroads, and Crittall windows within the northern elevation of the Quadrant Arcade.

4.14.2 Decorative Brickwork and Relief

Rich brickwork and relief details survive across a series of commercial buildings on South Street and the High Street on Victorian or 1930s buildings respectively, a tangible indicator of Romford's pattern of historic development. These patterns and forms add material depth and interest to front and return elevations.

Relief tilework to the east façade of The Woolpack public house records proudly displays its origins as an Ind Coope public house.



Detail of timber casement windows and stone detailing within the corner façade of the Lloyds building.



Detail of Woolpack decorative façade and signage, recording its origins as a Ind Coope public house.



Detail of west facing doorway of Church House, one of the conservation area's oldest buildings.

4.0 Character Assessment

4.14.3 Roofline Details

Distinctive balustrades or corning on a series of 1930s commercial terraces on South Street indicate a once unified ranges of shopfronts. These simple decorative elements add architectural and historic interest to the roofline along the southern part of South Street.



Detail of the balustrade No.83 South Street, part of a longer range that features at the southern perimeter of the conservation area.

4.14.4 Shopfronts

Ground floor shopfronts are largely modern replacements. Most situated within historic frontages do little to relate to the context of their buildings. Where historic shopfront features do survive, they are generally limited to corbels pilasters which separate individual units, though it is possible that historic shopfront features survive behind modern fascias and external finishes. The shopfront at 29 High Street employs proportions and materials appropriate to its Victorian context, including timber stallrisers, a recessed entrance, vertical elements between shopfront windows, and an appropriately-sized fascia beneath a moulded cornice.



Shopfront at No.29 High Street.

5.0 Issues and Opportunities

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5.0 Issues and Opportunities

5.1 Introduction

This section of the Conservation Area Appraisal and Management Plan provides analysis of the current issues and opportunities facing the Romford Conservation Area and reflects the findings of a detailed site survey and initial stakeholder consultation. It will be reviewed and updated following public consultation to ensure holistic coverage.

The analysis is set out around the below themes:

5.2 Detracting Buildings, Elements and Additions

5.3 Shopfronts and Advertising

5.4 Open Spaces and Public Realm

5.5 Maintenance and Repair of Buildings

5.6 Sustainable Development and Climate Change

5.7 Development Opportunity

5.8 Interpretation and Raising Awareness

5.2 Detracting Buildings, Elements and Additions

The quality and appearance of buildings throughout the conservation area is mixed. Whilst many historic frontages contribute positively to appearance and character of the area, there has been a considerable amount of insensitive redevelopment from the mid/late 20th century onward. Vacant buildings or retail units particularly detract from the area's special interest, as do unsympathetic accretions to street frontages. However, a number of these elements, from whole buildings to smaller-scale alterations, present opportunities for conservation area enhancement.

5.2.1 Detracting Buildings

Detracting buildings are identified as opportunities for enhancement on the area map included in [Section 4.5](#). These buildings comprise massing, scale and/or materiality which do little to relate to the area's historic character and detract from the street scene. Some buildings are inappropriate modern and even very recent insertions; whilst others may be historic, they have undergone such extensive alteration that their former character no longer is appreciable. However there are also examples of modern commercial buildings comprising materials and massing which remain sensitive within the context of adjacent historic frontages.

If the opportunity arises to replace or alter detracting buildings, there is potential to enhance the conservation area by ensuring that proposals are sensitively designed and respond better to the area's historic context and the character and appearance of the townscape.

Any development within the setting of the conservation area should take into consideration its special interest, and be of high quality, sensitive design.



The projecting Liberty entrance pavilion in South Street clashes with adjacent historic character



Various approaches to modern redevelopment in Market Place

5.0 Issues and Opportunities

5.2.2 Unsympathetic Additions and Accretions

Modern accretions to historic building exteriors across the conservation area are largely unsympathetic. These elements, and particularly the cumulative impact of incremental additions, can detract from the appearance of historic elevations and, as a result, from the character of the conservation area. These include:

- **Surface-mounted services** such as cables, conduit and security systems; there is opportunity to reduce visual clutter across frontages by removing or rationalising these elements, or by relocating them to more discreet locations. It is recommended that installation of any new external devices or technology be limited to rear elevations or rerouted internally so that they remain concealed from the public realm. Opportunities should also be taken to remove redundant wiring.
- **Pigeon deterrents** including spikes over doors and windows and netting are visible across several frontages. These have an unsightly, detrimental visual impact and there are opportunities to explore alternative, more humane deterrent methods whilst raising awareness amongst building owners of the negative effects of such forms of deterrent.

- **Television aerials and satellite dishes** are modern and highly conspicuous elements which are visually intrusive within historic streetscapes; these are found throughout the conservation area atop roofs and fixed to frontages, including to listed buildings. Often dishes and aerials remain fixed to buildings after they become redundant. There is opportunity to remove the latter, and ensure that any new devices are located along rear elevations, concealed from the public realm. Planning permission is required for the installation of telecoms equipment on walls and roofs visible from the public domain, and listed building consent is required for installation on listed buildings.
- Elements of **rooftop service and plant fixtures** are visible from street level in longer views across Market Place, and **handrails for roof access** are also visible in Market Place and South Street, in some cases atop buildings within the immediate setting of the conservation area; these are generally unsightly, utilitarian elements which add clutter to rooflines and clash with the historic character of the area. There is opportunity to rationalise the amount and location of rooftop plant and maintenance access when new or replacement plant fixtures are proposed and set handrails away from parapets so that they remain concealed in views from the street and wider conservation area.



Pigeon spikes & netting, South Street



Cumulative impact of modern accretions to upper floors, Market Place

5.0 Issues and Opportunities

5.2.3 Windows, Doors and Rain Goods

There are examples of the insensitive replacement of historic timber or metal windows in uPVC throughout the conservation area, particularly at upper floors where their impact is highly visible. uPVC doors and plastic rain goods have also replaced original and traditional versions in places.

Plastic windows in particular negatively affect the appearance of buildings, but all plastic features are modern, alien additions to the historic environment and have a detrimental impact on the character and appearance of the conservation area. Their installation often constitutes the loss of the original or historic features and profiles, which incrementally reduces the special interest of the area. In addition, the use of plastic windows and doors reduces the breathability of traditionally constructed buildings, by preventing moisture from egressing the building; this can cause wider damage to building fabric. There are opportunities to return windows to traditional materials and appearance where they have been altered.

There are a few instances of visible rooflight installations to front facing roof pitches within historic façades in the High Street, North Street and South Street. These are particularly modern insertions which break up the appearance of historic pitched roofs and detract from the character and appearance of the conservation area. There is potential for an Article 4 direction to be implemented to better control proposals for window changes in the future.



Insensitive uPVC window replacement, South Street



Visible rooflights to front roof pitches in the High Street

5.2.4 Ancillary Spaces

The conservation comprises a series of ancillary alleyways and yards behind principal frontages, many of which are remnants of the area's former burgage plots. Whilst less visible from street views, they form an important element of the conservation area's historic character and aid in the understanding of its evolution over time.

However, their typically back-of-house use has led to a number of unsympathetic additions and accretions which detract from the character, appearance and use of the spaces. There is opportunity to review the approach to these spaces, and generate a strategy for how they might be better incorporated into active use, and become attractive, intimate spaces in their own right.



Historic rear yards and alleys have the potential to enhance the character of the conservation area

5.0 Issues and Opportunities

5.2.5 Boundary Treatments

As the conservation area comprises a principally commercial area, boundary treatments are relatively few. The rear boundary wall along Angel Way that provides access to the upper floors of the mid-20th century block lining the north side of the High Street is in very poor condition, with highly-visible security deterrents and mismatched brickwork, gates, doors and garage doors. There is opportunity to improve this frontage with a streamlined design for its doors, gates, garage doors and signage that would replace unsightly elements and help unify the boundary treatment.

Some cafés, restaurants and public houses occupying ground floor units offer outdoor seating on a seasonal basis, and there is potential for this to expand; there is opportunity to ensure the design of any boundary treatments such as railings, gates or temporary fencing is of a high-quality design in appropriate materials that remains sensitive to the historic context of the conservation area, and does not obstruct or add clutter to the street scene. Any boundary treatments introduced in Market Place should ensure that the boundary wall to the St Edward's churchyard remains prominent and unobstructed in street views.



Utilitarian rear boundary treatments at conservation area edge in Angel Way

5.3 Shopfronts and Advertising

Commerce has shaped the conservation area at the heart of Romford from its origins. Few if any intact historic shopfronts survive within the conservation area, though individual historic shopfront components remain legible in places and some modern shopfronts comprise elements of traditional design. Given the range of dates and types of buildings present throughout the conservation area, there is no appropriate one-size-fits-all approach to improved shopfront design and implementation, though a degree of visual continuity which could enhance the character of the conservation area is possible to achieve through high quality design. Universally unsympathetic alterations and additions which detract from the character of the conservation area are noted below.

Oversized, poorly positioned and internally-lit fascia signs and the use of metal or plastic materials are particular issues. Overlarge fascia signage obscures the legible proportions of historic façades and neighbouring façades, and often conceals historic fabric or architectural details. The colour, design and branding of some shop signage does not respect the character of either the building or of the historic street scene as a whole.

Most shopfronts have had traditional glazing and stall riser arrangements replaced with larger windows without subdivision and stall risers of inappropriate proportions and materials. In some cases, shopfronts extend across multiple units or buildings, obscuring the legibility of historic frontages.

Planning permission is required for alterations or changes which materially affect the external appearance of shopfronts. When opportunities arise, shopfronts and shop signage should utilise design features or patterns that are generally in keeping with historic shopfront proportions and materiality where appropriate; it is noted that a historic shopfront profile may not be appropriate for a Postwar or modern building. Guidance on shopfront design is included in [Section 6.5](#).

Additional standalone pavement signage is often employed by local businesses; this generally adds clutter to the street scene and there is opportunity to rationalise the approach to their implementation.



Original shopfront pilasters surviving in the High Street



Overlarge fascia signage in plastic & metal, South Street

5.0 Issues and Opportunities

5.4 Open Spaces and Public Realm

Market Place retains its prominence as the conservation area's key open space. On market days its important historic function, which forms the foundation of the conservation area's significance, remains appreciable and attracts high footfall, while recent hotel and residential redevelopment within the area has the potential to increase market patronage. However, its market use is generally limited and at other times it is used as a car park, when it loses its sense of place historic legibility. There is opportunity to map out and execute a clear strategy for the sympathetic and dynamic use of Market Place moving forward which would enhance the important historic character and use of the conservation area as a commercial hub.

Street furniture is employed throughout the conservation area by way of seating, planters, bins, bollards and cycle racks. This has the potential to enhance the pedestrian experience, but the amount and design of street furniture in places causes congestion within the street scene, particularly in South Street. This is compounded by the insertion of freestanding wayfinding and advertisement signage and security cameras, public toilets pods and defibrillator stations. There is opportunity to rationalise the design and placement of these elements; any proposed street furniture should be of high quality design and materials which remain sensitive to the historic character of the conservation area.

Recently renewed streetlamps across the conservation area effectively help to demarcate it from its setting. Lampposts should undergo regular maintenance and inspection, and repair when needed.

No historic paving remains within the conservation area apart from granite kerbs and stretches of granite setts which survive in places. Existing paving finishes help to delineate pedestrian areas from mixed-use surfaces. As an array of pavers and patterns have been applied and there is opportunity to rationalise pavement treatments throughout the conservation area to unify its appearance. New public realm surfaces would need to complement area character and be of high quality, durable materials.



Active weekday market in Market Place



An array of street furniture in South Street

5.0 Issues and Opportunities

5.5 Maintenance and Repair of Buildings

The area as a whole remains in active commercial use, with high footfall and commercial tenancy. Individual listed historic buildings are overall in good condition and play an active role in the public experience of the conservation area.

The condition of other historic buildings varies considerably. There are a number of buildings which are suffering from a lack of maintenance or are in need of repair; this is particularly visible at upper floors. Issues include peeling paint to render, deteriorated render, vegetation growth, peeling paint to metal and timber windows, water damage and staining to stone and brickwork, and loss of glazing. It is critical that the causes of these issues are resolved to prevent reoccurrence and further damage.

While they await redevelopment, poorly maintained or closed commercial sites on Market Place dominate the street scene along its southern side and contribute an accordingly greater degree toward a character of decline than smaller vacant shopfronts. There is opportunity for these buildings to take on meanwhile uses to keep their frontages active, pending safe access.

As well as having an impact on physical building fabric, these maintenance and repair issues harm the appearance of both individual buildings and the wider conservation area. There is guidance on good practice maintenance and repair methods in [Section 6.4](#) and additional sources of guidance in [Further Information and Sources](#).



Degrading façade condition in North Street



Brickwork and glazing damage to locally-listed White Hart façade on the High Street



Vacant frontages in Market Place considerably detract from area character

5.0 Issues and Opportunities

5.6 Sustainable Development and Climate Change

The London Borough of Havering intends to be carbon neutral by 2040, and in March 2023 declared a climate and ecological emergency recognising the threats of climate change to the borough. This issue interacts with the conservation area in a number of ways, including changes to buildings and the way people move around the area.

Havering Council have embedded climate change mitigation and minimising carbon emissions throughout the Local Plan, including within its Strategic Objectives and in Policy 12, Healthy communities and Policy 36, Low carbon design and renewable energy.

5.6.1 Energy Efficiency Upgrades

Whilst the maintenance and continued use of historic buildings is inherently sustainable, there is likely to be both a desire amongst residents and tenants and pressure from government over coming decades to improve the energy efficiency and reduce the carbon footprint of Romford's historic building stock. Reducing heating requirements combined with using more sustainable sources of heat and power are the two main aspects to consider.

There are many opportunities to improve the energy efficiency and reduce the carbon footprint of historic buildings which will have no impact on the character and appearance of the conservation area. These include improving the thermal performance of the building stock through insulating roofs and suspended ground floors, draught exclusion and introducing secondary glazing. Historic and traditionally constructed buildings were designed to be breathable, allowing moisture to naturally exit building fabric. Care needs to be taken to make sure buildings of this type remain breathable, rather than air-tight, through choosing appropriate materials as retaining moisture will harm the fabric of the building.

Care also needs to be taken if external changes are proposed, to ensure they remain sensitive to their historic context. This could include the addition of solar photovoltaic panels on south or east/west facing roofs as an additional heating or hot water source. However, these must not detract from the historic character of the building and are likely to be only acceptable when positioned on rear roof slopes not visible from the public realm. Planning permission will be required for such additions.

5.6.2 Upgrades within the Public Realm

As noted on previous pages, much of the conservation area is already partially pedestrianised, though the parking offered in Market Place regularly brings in a considerable amount of car traffic. Reducing petrol and diesel car use is critical to reducing carbon emissions and there is government commitment to phasing out their sale over the next decade. Petrol and diesel car use will be replaced by a combination of electric (or other carbon-free) vehicles and active, car less travel. Both will require infrastructure changes that will need to be considered in the context of the special interest of the conservation area to ensure they are implemented appropriately.

Electric vehicles require charging points which can be installed within existing car parks and adjacent to street parking bays. Although these are relatively unobtrusive, they are likely to increase visual street clutter to a degree and should therefore be considered alongside other reductions in street furniture clutter. However, lamppost charging points and wireless charging may become viable in the future which and are likely to be compatible with a conservation area environment.

Encouraging active travel, cycling, walking and the use of e-scooters is also key to reducing carbon emissions. Reducing vehicle movement in the conservation area will improve air quality and make active travel more pleasant and safer; this would in turn have a positive impact on the character of Market Place, the conservation area's most important open space. There is a cycle lane along the High Street already in place, and improved signposting for cycling and walking routes could be introduced elsewhere whilst taking care not to add to visual clutter through excessive increased signage. There are clusters of cycle stands located at the north end of South Street, the west end of the High Street and the east end of Market Place, though their form and colour vary. There is opportunity to rationalise this, and ensure that new stands remain sensitive to area character.



Cycle stands at the west end of the High Street

5.0 Issues and Opportunities

5.6.3 Trees and Open Green Spaces

Maintaining existing trees and replacing lost or dying trees are an important part of the strategy to tackle climate change and trees also contribute considerably to the special interest of the conservation area. Street trees help to soften the area's urban grain, and contribute to its sense of place.

Permission is needed for any works to trees above a certain size in the conservation area (see [Section 6.3](#)) and justification is required for the loss of any street trees, which should be also be replaced with new trees. A succession planting strategy would be beneficial to ensure existing tree coverage is maintained into the future and opportunities for new trees should also be considered. There is currently a deficiency of green space in the conservation area. Whilst there are limited opportunities for new green public spaces there are opportunities for linking green corridors and pocket parks as well as the greening of existing routes with new street trees.



Trees add to the character of the conservation area in South Street

5.7 Development Opportunity

As a suburb of greater London, Romford has been identified as a strategic site for new housing by the Mayor of London, and schemes must include strong pedestrian links to area railway stations in an effort to promote sustainable travel. This means that there is considerable pressure for new development in Romford, both within the conservation area and its immediate and wider setting.

This can present a challenge in historic areas such as Romford, where the historic character of buildings and townscape is especially sensitive to change. There are a limited number of sites which have been identified as detracting from the special interest of the conservation area in [Section 4.5](#); these present opportunities for the enhancement of historic character through sympathetic redevelopment.

Any proposals for new development both within the conservation area and within its setting should be carefully considered and well designed to ensure that the special interest and character of the conservation area as a designated heritage asset are preserved. Particular attention should be paid to the placement, height, massing and materiality of any proposed development within the conservation area or its setting, also taking important views and the potential impacts of accompanying infrastructure changes into account.

5.8 Interpretation and Raising Awareness

Whilst there is a good level of local appreciation for the historic development of Romford, there are opportunities to increase awareness of the special interest of the conservation area, of the responsibilities and benefits of owning a building in the conservation area and the implications of proposing changes to buildings. There are also opportunities to raise awareness of the importance of building maintenance to prevent degradation amongst local owners and occupiers.

6.0 Managing Change



6.0 Managing Change

6.1 Introduction

Section 6 provides a framework to guide change within the Romford Conservation Area, based on the understanding of its special interest set out in earlier sections of this document. The overarching ambition for the conservation area is to preserve and enhance what is special about it, and thus this is the statutory duty of the Council. This is achieved by ensuring that change and development take place in a considered and sympathetic way, and by raising awareness of and promoting shared responsibility for looking after the conservation area.

The long-term objectives of conservation area management are to phase out past ill-considered changes and additions, and to ensure that new development is of high quality and responds to the conservation area's special character. This applies to very small changes, such as reinstating lost historic features, to proposals for new development both within the conservation area and its setting. In addition, the regular maintenance of buildings is a vital part of preserving both their special interest and physical fabric. Repairs can often be necessary; ensuring that these are undertaken sensitively is an important part of looking after historic buildings and the conservation area as a whole.

The following sections set out how and why change within the conservation area is controlled, good practice advice on maintenance and repair and specific guidance on alterations, extension and new development. Specific recommendations can be found in [Section 6.8](#).

6.2 Planning Legislation, Policy and Guidance

Planning legislation, policy and guidance is utilised when determining applications for development or other changes within the conservation area. This is to ensure that proposals seek to preserve or enhance the area's special interest including the contribution made by its setting.

The primary legislation governing conservation areas is the Planning (Listed Buildings and Conservation Areas) Act 1990. This sets out statutory duties for local planning authorities in managing change within conservation areas. Regional and local planning policy reflect this legislation in the protection and enhancement of conservation areas. See the London Borough of Havering's website for details regarding current national policy regarding the historic environment and the relevant policies set out within the Havering Local Plan.

In addition to legislative and policy requirements there is a wealth of best practice guidance and advice available from Historic England and other heritage organisations. When changes are being considered to buildings within and in the setting of the conservation area, it is often helpful to first seek pre-application advice from the Council to gain early guidance on proposals and discuss any constraints or opportunities; details for this can be found on the London Borough of Havering's website.

Links and details of all the relevant policy, guidance and advice can be found in [Further Information and Sources](#).

6.3 Control Measures Brought About by Conservation Area Designation

6.3.1 Restrictions on Permitted Development

In order to protect and enhance the Romford Conservation Area, any changes that take place must preserve, respect or contribute to the character and appearance which makes the conservation area of special interest. Permitted Development Rights, as defined by *The Town and Country Planning (General Permitted Development) (England) Order 2015*, are works which can be undertaken without the need to gain planning permission. Permitted Development Rights are different in a conservation area, meaning that planning permission is needed for works which materially affect the external appearance of a building.

This includes, but is not restricted to:

- The total or substantial demolition of buildings or structures (including walls of over 1 metre in height, gate piers and chimneys);
- Other partial demolition including new openings in external elevations;
- Works to trees with a diameter of 75 mm or greater, measured at 1.5 metres from soil level;
- Changes to the external finish of a building (including rendering, pebble dash or other cladding);
- Changes to the roof shape including installation of new dormer windows and chimneys;
- Any extension other than a single-storey rear extension of 4 metres or less (3 metres or less if the house is detached or semi-detached);
- Extensions to the side of buildings;
- Any two-storey extensions;

6.0 Managing Change

- Erection of an outbuilding to the side of a property;
- Aerials and satellite dishes on chimneys or elevations visible from the street;
- Putting up advertisements and other commercial signage (advertising consent may also be required);
- Changing the use of a building (e.g. from residential to commercial); and
- Installing solar panels that are wall-mounted on a wall or roof facing the highway.

For further information and advice about when planning permission is required within a conservation area, see the guidance on the Government's Planning Portal or contact the London Borough of Havering Planning Department. It should be noted that proposals which impact listed buildings, including changes to their setting, may also require listed building consent.

6.3.2 Article 4 Directions

The Council can develop bespoke controls to ensure that specific elements of a conservation area are protected from harmful change. This is done through the application of an Article 4 Direction. These provide additional control by specifically revoking certain permitted development rights, meaning that planning permission needs to be sought before work can be undertaken.

Should the Council wish to do so, the process of implementing any new Article 4 Directions will be undertaken at a future date, separate from the adoption of this CAAMP.

6.4 Conservation and the Repair of Buildings

All buildings require maintenance and repair regardless of their age, designation (or lack thereof) or significance. In conservation areas, it is important that such works are carried out sensitively to protect the historic fabric of buildings and preserve the established character of the wider area. The following sections provide a summary of best practice advice on maintenance and repair. Historic England and other heritage bodies, including the Society for the Protection of Ancient Buildings (SPAB), provide a wide range of advice and guidance on how to care for and protect historic places, including advice on their maintenance and repair. See [Further Information and Sources](#) for information.

6.4.1 Maintenance

Maintenance is defined as routine work necessary to keep the fabric of a place in good order. It differs from repair in that it is a pre-planned, regular activity intended to reduce the instances where remedial or unforeseen work is needed. Regular maintenance ensures that small problems do not escalate into larger issues, lessening the need for repairs, and is therefore cost effective in the long-term. In general maintenance work does not require consent from the Council, however some maintenance works may require consent.

Regular inspection of building fabric and services will help identify specific maintenance tasks relevant to each building. These could include but are not limited to:

- Regularly clearing gutters and drain grilles of debris, particularly leaves;
- Clearing any blockages in downpipes;
- Sweeping of chimneys;
- Removal of vegetation growth on or abutting a building; and
- Repainting or treating timber or metal windows and other external timberwork.

6.4.2 Repair

Repair is defined as work that is beyond the scope of maintenance undertaken to remedy defects caused by decay, damage or use, including minor adaptation to achieve a sustainable outcome, but not involving alteration or restoration. Identification of repairs may arise during regular inspection of buildings or following extreme weather events and could include repairing damage to roof coverings, repointing of brickwork or repairs to windows.

It is important to understand the cause of any damage or defects both to ensure that the repair is successful and to minimise the work that is required. It is also important to understand the significance of the built fabric affected in order to minimise harm when enacting a repair. As with maintenance, consent may be required for some types of repair work; it is advisable to discuss with the Council before any work is undertaken.

The following should be considered when planning repair works:

- Repairs should always be considered on a case-by-case basis. A method of repair which is suitable for one building may not be suitable for another.
- Only undertaking the minimum intervention required for any given repair.
- Use materials and construction techniques which match the existing fabric to maintain the appearance and character of the building. The exception to this is when existing materials or techniques are detrimental to the built fabric – for example, cement pointing on a historic brick building.
- Repair is always preferable over the wholesale replacement of a historic feature.

6.0 Managing Change

- If replacement of a historic feature is required – for example, if it has degraded beyond repair – the replacement should be carried out on a like-for-like basis using the same materials and construction techniques. The replaced element should be the same as the original in terms of material, dimensions, method of construction and finish (condition notwithstanding) in order to be classed as like-for-like.
- Like-for-like replacement should not be applied in cases where a historic feature has previously been repaired using inappropriate materials or techniques. When seeking to improve failing modern features or past unsuitable repairs, a traditionally-designed alternative using appropriate materials is preferable, such as breathable, lime-based renders and paints. In such cases planning permission, and in the case of a listed building, listed building consent, may be required.
- Repairs should, where possible, be reversible, as better alternatives may become available in the future.
- Repointing should always be carried out using a lime-based mortar. Within historic and traditionally constructed buildings, cement-based pointing is damaging to brickwork and stonework as it is an impermeable material. Periodic renewal of pointing will extend the lifetime of building fabric.

6.5 Proposing Change to Buildings

6.5.1 Alteration, Extension and Demolition

The appropriateness of demolition, alteration or extension will be considered on a case-by-case basis, as what is appropriate in one location will not necessarily be acceptable in another. In all cases it is vital to consider the impact of the proposed change on the special interest of the conservation area ensuring that this is preserved or enhanced.

Demolition of buildings that detract from the character and appearance of the conservation area may be beneficial. However, gap sites can also detract from the character of the conservation area, and therefore demolition of whole buildings may only be permitted in instances when rebuilding is proposed, when the site was historically open and this remains appropriate, or when an alternative suitable future use for the site is planned.

Alterations should preserve or enhance the character of the conservation area, and changes should be sensitive to its prevailing architectural and visual character. Alterations may comprise of the removal of detracting features such as uPVC windows, and where appropriate, their replacement with more historically appropriate versions. Alterations should therefore use appropriate materials for their context, and ideally those that are typically found within the conservation area. This may include timber for windows and doors and brickwork for structural elements. New materials may be appropriate as long as they are complementary to the appearance of the area.

Extensions should be subordinate to the existing buildings in their scale, massing and design, and should ensure that any existing historic features remain legible. Extension to the side and front of buildings is unlikely to be appropriate as this would change the visual appearance of the streetscape, whereas extension to the rear, where space allows, is likely to be more acceptable. All extensions should be of high quality design and construction. Whilst the design may use materials and finishes which are characteristic to the conservation area, there may be scope for use of a wider, less traditional material palette where these are part of a high quality, sensitively-designed extension that complements or enhances the appearance of the original building and the conservation area setting.

6.5.2 Alterations Proposed in Response to Climate Change

There are many opportunities to make changes to historic buildings in the conservation area which will assist in improving their thermal performance and, as a result, tackle climate change. Internal works in unlisted buildings will not require planning permission; however, for any works which affect the exterior of a building it will be required. Any works to listed buildings, both internal and external, will require listed building consent and those to the exterior will also require planning permission.

Internally, adding insulation to roofs or lofts and below suspended ground floors will improve thermal efficiency, and draft exclusion around windows, doors and vents will also be beneficial. Installing secondary glazing will also improve thermal performance, though it is noted that double or triple glazing may be considered appropriate in some conservation area buildings, pending impacts to the character of the building and wider setting. Care should be taken to ensure that traditionally constructed buildings remain sufficiently breathable to avoid causing harm to the fabric of the building.

6.0 Managing Change

Externally, solar panels could be installed on rear roof slopes not visible from the public realm. Where solar panels are proposed to be installed to listed buildings, even on rear roof slopes, listed building consent will be required. Other renewable energy sources could be considered, such as ground, air or water-sourced heat pumps, so long as they do not detract from the character or appearance of the conservation area.

The installation of electric vehicle charging points (EVCPs) will require planning permission, and care should be taken when installing any outlets, conduit, etc. in historic building fabric to avoid unnecessary fabric loss and minimise the visual impact of the EVCP in views from the street. EVCPs often require vehicles to be parked at close range; the impact of this on the character and appearance of the street and wider conservation area should be carefully considered.

6.5.3 Modern Additions to Historic Buildings

Proposed modern additions to buildings should be carefully considered to ensure they are both necessary and appropriate to the character and appearance of the conservation area. The removal of unsympathetic features such as redundant external wiring, satellite dishes and television aerials should be undertaken proactively, as this will remove visual clutter and thus enhance the appearance of the conservation area. The installation of new television aerials and satellite dishes on a wall, chimney or roof slope that faces onto and is visible from the conservation area public realm (generally to front and side elevations) requires planning permission and is discouraged. The visibility of such features detracts from the appearance of the conservation area; therefore care should be taken to locate these items discreetly, ideally to the rear of buildings.

6.5.4 Windows, Doors and Drainage Goods

There have been instances in which uPVC units have been used to replace historic windows. uPVC doors and plastic gutters and drainpipes also found on historic buildings in places throughout the conservation area. Plastic or uPVC elements are not in keeping with the appearance or character of a historic building, and thus detract from the special interest of the conservation area. Therefore, replacement of historic or traditional windows, doors and drainage goods is discouraged unless they are damaged beyond repair. Where such replacement is necessary this should be in materials and styles appropriate to the building. Where inappropriate replacement has already been undertaken, returning these features back to their traditional appearance is encouraged. The proportions and type of window will be dependent upon the age and style of an individual building.

Doors and window frames should be painted in appropriate colours. Changes in colour beyond a shade lighter or darker of the existing colours will likely require planning permission, with decisions based on surrounding context and appropriate historic precedent. Drainage goods would have historically been painted cast iron or lead; however other metals may be appropriate subject to their detailed design.

6.5.5 Boundary Treatments

Boundary treatments are applied sparingly throughout the conservation area. Inappropriate or low-quality existing boundary treatments should be replaced when opportunities arise. When new boundary treatments are proposed, these should remain sensitive to the historic character and appearance of the conservation area and avoid introducing clutter to the street scene.

6.5.6 Shopfronts and Signage

Retail is an important function at the heart of the conservation area, and therefore the design and appearance of shopfronts is important to preserving and enhancing its character. Changes to shopfronts will require planning permission, and, if part of a listed building, listed building consent. Changes to signage and advertising will require advertisement consent.

A shopfront is part of a building as a whole, rather than being a separate entity. The design of shopfronts therefore needs to reflect the style, proportions, vertical or horizontal emphasis and detailing of the rest of the building, particularly the principal elevation. This is the case for both buildings which historically contained retail at ground floor and where a shopfront has been a later insertion.

Where historic or existing shopfronts contribute to the character and appearance of the conservation area, they should be retained and enhanced where possible. Any historic shopfront features which survive should be retained, repaired as necessary, and incorporated into new schemes, rather than being replaced or concealed. It would be desirable to reinstate historic features, such as corbels and pilasters where these have been lost and the placement of them, or vestiges of their original design, remain.

6.0 Managing Change

Where it is appropriate to replace all or parts of a shopfront, traditional styles and materials are likely to be most appropriate in historic buildings, but non-traditional, sympathetically designed shopfronts would be appropriate in modern and new buildings. The replacement of inappropriate modern alterations to shopfronts with suitably-designed traditional alternatives is encouraged. The use of plastic and metal is not considered to be appropriate in historic contexts.

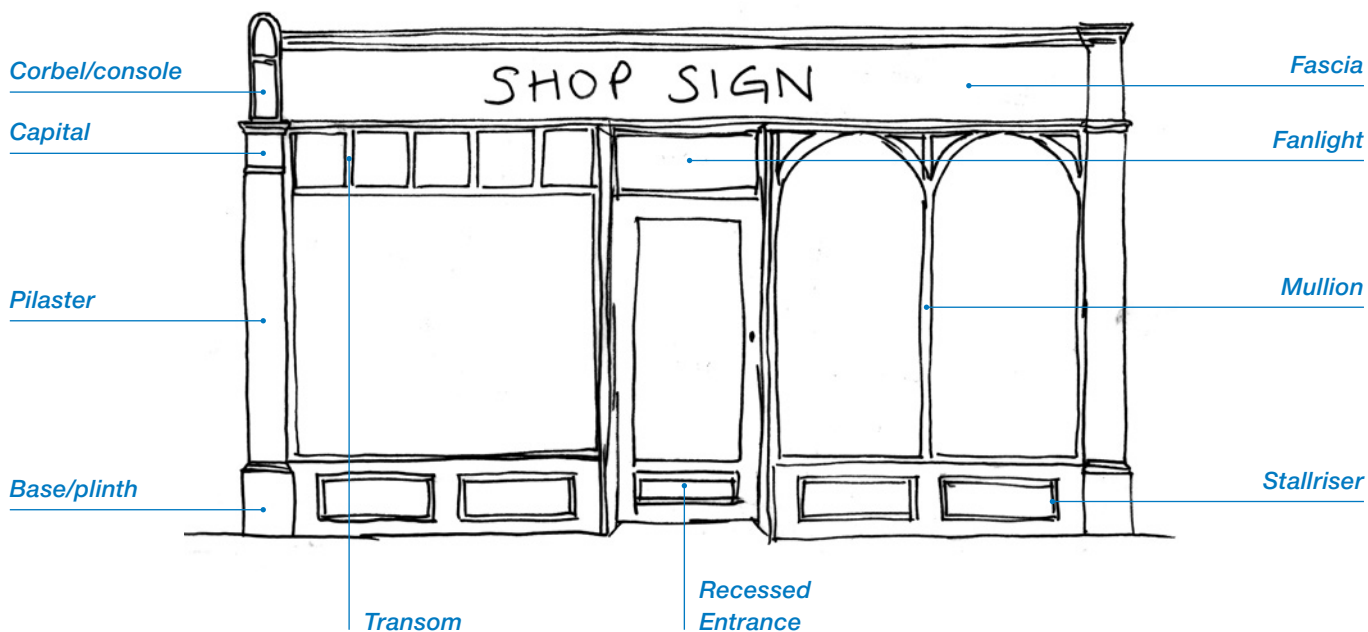
Pilasters, cornices, fascias and stall risers are all important elements in creating the visual proportions of traditional shopfronts within historic buildings; please see sketch opposite for a diagram of these features. Fascias are of notable importance and should be in proportion to the rest of the shopfront; they should not be overly large or extend above cornice level or beyond the corbels on either side. Full height glazing is a modern feature and does not reflect the character of historic buildings, though may be considered appropriate in more recent buildings.

The design and detailing of advertising and signage content, both on fascias, hanging signs and any free-standing signage, are also important in the conservation area. The signage should complement the design of the shopfront and building, conveying a sense of permanence and quality. Colour palettes, lettering style and illumination need to be considered in the design of a complementary shopfront. With regards to illumination, internally lit signage is generally considered inappropriate within the conservation area context; subtle external lighting is more appropriate. Careful consideration needs to be given to the appropriateness of free-standing signage such as A-boards as these can cause visual clutter and physical impediment to pedestrian movement.

There are examples of fabric canopies within the conservation area and such features can add interest to the street scene if they are of an appropriate design which also considers impacts on neighbouring shopfronts and longer street views. Canopies should avoid obscuring historic features, should be retractable and be made of canvas. Dutch-style canopies, which are visible when retracted, are not appropriate.

Canopies would have traditionally been positioned above fascia signage and this is therefore the most appropriate position for replacement or new canopies; projecting hanging signage will allow the shop name and advertising to remain visible when the canopy is down. Installation of canopies will require consent from the Council.

Components of a Traditional Shopfront



6.0 Managing Change

6.6 New Development

6.6.1 New Development within the Conservation Area

Some sites comprise detracting buildings, the sensitive replacement or redevelopment of which could enhance the conservation area's appearance. There may also be opportunities to redevelop buildings which make a neutral contribution to the conservation area. Any new or replacement development needs to take account of, and remain sensitive to, the following:

- The significance of any building proposed for demolition;
- The significance of the relationship between any building to be removed and adjacent structures and spaces;
- The potential to draw inspiration from the historic use and character of a site;
- The significance or contribution of any gap site; is it a historic gap within the street frontage or does it detract?;
- The potential impact of proposals on known or potential archaeological remains;
- The potential impact of proposals on the setting of any neighbouring listed buildings;
- The materials and architectural detailing characteristic of the area - these should be a key point of reference in the choice of materials and detailing for proposed new development;
- The scale and grain of the surrounding area, including historic plot boundaries;

- The proposed height of new development in relation to neighbouring buildings and the surrounding context; and
- The potential impact of proposals on important views and the prominence of landmark buildings within the conservation area.

The above list is not exhaustive; each location will present its own unique requirements for sensitive and appropriate proposed development. In all cases, new development must be of high quality design, construction and detailing. The principal aim of new development should be to preserve or enhance the character of its immediate setting and the conservation area as a whole.

6.6.2 New Development in the Setting of the Conservation Area

The setting of the conservation area contributes considerably to its special interest, and it has been identified that there are opportunities for new development within this setting. New development should remain sensitive to its location within the setting of the designated heritage asset and enhance or preserve, rather than harm, its special interest. Proposed new development should be of the highest quality design and execution, regardless of scale, in order to achieve this and, where relevant, help phase out ill-considered and unsympathetic interventions from the past.

6.7 Public Realm

The public realm, namely publicly accessible streets and open spaces, is the area from which the majority of people will experience the conservation area. Preserving and enhancing its character and appearance is therefore of considerable importance for maintaining the special interest of the area. The public realm consists not only of street surfaces, but the street furniture, street signs and interpretation.

A sensitive and holistic approach to change and improvement to the public realm within an overarching strategy is needed, including changes to road infrastructure to encourage cycling and walking. Any additions or amendments to the public realm will also need to take account of highways and other relevant regulations.

There are areas where surface finishes could benefit from replacement with rationalised, high quality surface treatments. Care should be taken to ensure future public realm works are considered for the longer term and materials both for street furniture and surface treatments are durable and of high quality, and remain sensitive to the character of the conservation area.

There are opportunities to alleviate the green space deficit in the conservation area through sensitively-design linking green corridors and pocket parks along with new street tree planting.

In addition to street furniture, road signage, freestanding shop signage, broadband cabinets and items such as inappropriately located café seating can collectively cause excessive clutter within the public realm and detract physically and visually from the pedestrian experience of the conservation area. Applications associated with features within the public realm should be carefully considered to make certain that public streets remain pleasant and attractive places to be whilst ensuring that commercial activities can continue successfully.

Installation of vehicle e-charging points are likely to become a feature of the street scene in the near future. Although these are relatively unobtrusive, they are likely to increase visual street clutter to a degree and should therefore be considered alongside other elements of street furniture.

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6.8 Specific Recommendations

The following recommendations have been developed in response to the issues and opportunities within the conservation area identified in [Section 5](#), and in light of the guidance on managing change provided in Section 6 over previous pages. These recommendations are designed to ensure the preservation and enhancement of the special interest of the Romford Conservation Area.

01

The historic environment of Romford, in particular that which contributes to the character and appearance of the conservation area, should be maintained to ensure the area remains a desirable place to live, work and visit.

02

Strategies for the long-term and sensitive use of Market Place as an open commercial space which enhance the historic character of the conservation area should be carefully considered.

03

Proposals for extension, alteration and new development should preserve or enhance the special interest of the conservation area, or where the public benefits would outweigh any harm. New development should integrate contextual design and prioritize the preservation and enhancement of the area's distinctive character.

04

The design, construction and materials of any new development, extension, alteration or repair should be of the highest quality and respect their local context.

05

Development within the setting of the conservation area should be sympathetic to its special interest in terms of its scale, massing, proportions, materials and detailing. Applicants proposing new development in the setting of the conservation area should assess and describe the likely impact of their proposals on the significance and character of the Conservation Area and its setting.

06

Trees which contribute to the character of the conservation area should be retained, or replaced as necessary; opportunities for additional tree planting, linking green corridors and pocket parks and other green landscaping should also be carefully considered, ensuring it is sensitive whilst working to alleviate the current green space deficit in the conservation area.

07

Enhancement of the public realm is encouraged including appropriate surface treatments and with potential for integration with heritage interpretation.

08

Changes to buildings in response to climate change are encouraged but should take into consideration the character and appearance of the conservation area.

09

Careful removal of inappropriate and unsympathetic additions to buildings and the street scene is encouraged.

10

Reinstatement of lost historic features, such as timber or metal windows to upper floors or corbels and stall risers on shopfronts within historic frontages is encouraged, where appropriate.

11

Replacement of inappropriate modern alterations to shopfronts with suitably designed traditional or sympathetically designed alternatives is encouraged.

12

The condition of the conservation area should be monitored and reviewed periodically.

Further Information and Resources



Further Information and Sources

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Consulted Archives

Havering Library and Local Studies

Historic England archive

Further Sources of Information

For further study, the following archives hold material that may be of relevance to the history and significance of Romford:

- Havering Library and Local Studies
- London Metropolitan Archive
- Essex Record Office
- The National Archives
- Historic England Archive

Legislation, Policy and Guidance

Legislation, Planning Policy and Best Practice Guidance

The following legislation, policy documents and guidance have been utilised in undertaking the conservation area review and preparing this report.

- a Planning (Listed Buildings and Conservation Areas) Act 1990
- b Ministry of Housing, Communities and Local Government, National Planning Policy Framework (2023) (specifically Section 16: Conserving and Enhancing the Historic Environment)

- c London Borough of Havering, Havering Local Plan (2016-2031)
- d London Borough of Havering, Havering Character Study (August 2024)
- e London Borough of Havering Archaeological Priority Area Appraisal (May 2024)
- f Ministry of Housing, Communities and Local Government, Planning Practice Guidance
- g Historic England, Conservation Area Appraisal, Designation and Management: Advice Note 1 (Second Edition, 2019)
- h Historic England, Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (2008)
- i Historic England, Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (Second Edition, 2017)
- j Historic England Advice Note 18. Adapting Historic Buildings for Energy Carbon Efficiency (July 2024)

Planning (Listed Buildings and Conservation Areas) Act 1990

Listed buildings and conservation areas are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. Designation gives conservation areas protection as alterations, additions or demolitions are controlled by the need for planning permission, which is required by local planning authorities when change is proposed. Section 69 of the Act details the protection of conservation areas and is reproduced below, of specific reference is section (1):

Further Information and Sources

'Section 69 Designation of Conservation Areas

(1) Every local planning authority:

(a) shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and

(b) shall designate those areas as Conservation Areas.

(2) It shall be the duty of a local planning authority from time to time to review the past exercise of functions under this section and to determine whether any parts or any further parts of their area should be designated as Conservation Areas; and, if they so determine, they shall designate those parts accordingly.

(3) The Secretary of State may from time to time determine that any part of a local planning authority's area which is not for the time being designated as a Conservation Area is an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance; and, if he so determines, he may designate that part as a Conservation Area.

(4) The designation of any area as a Conservation Area shall be a local land charge.'

National Planning Policy Framework (2023)

The National Planning Policy Framework (NPPF) sets out the government's planning policies for new development within England and how these are expected to be applied. At the heart of the NPPF 'is a presumption in favour of sustainable development'. The most recent version of the NPPF was published in 2023 and of relevance to the current review is Section 16 – 'Conserving and enhancing the historic environment', in particular paragraph 197:

'When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.'

Also of relevance are paragraphs 212 and 213:

'Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.'

Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 207 or less than substantial harm under paragraph 208, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.'

Planning Practice Guidance

In 2014 the government launched the Planning Practice Guidance website (<https://www.gov.uk/government/collections/planning-practice-guidance>). The guidance is a live document intended to provide further detailed information with regard to the implementation of the NPPF. It includes the section 'Historic environment', which advises on enhancing and conserving the historic environment.

Conservation Area Designation, Appraisal and Management Historic England Advice Note 1 (Second Edition)

This Historic England advice note, published in 2019, supports the management of change in a way that conserves and enhances the character and appearance of historic areas through conservation area appraisal, designation and management. Of great relevance to the review of the Romford Conservation Area are the following paragraphs:

'10 Conservation area designation is undertaken to recognise the historic character of an area and/or in answer to the impact of development, neglect and other threats, on areas which are considered to have special architectural or historic interest. The appraisal is the vehicle for understanding both the significance of an area and the effect of those impacts bearing negatively on its significance. It will form part of the local planning authority's Historic Environment Record and will be part of the evidence base for the local plan and a material consideration in planning decisions.'

Further Information and Sources

'77 Under section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 local planning authorities have a statutory duty to draw up and publish proposals for the preservation and enhancement of Conservation Areas in their districts from time to time. Regularly reviewed appraisals, or shorter condition surveys, identifying threats and opportunities can be developed into a management plan that is specific to the area's needs. In turn, this can channel development to conserve the Conservation Area's special qualities. Both areas in relative economic decline and those under pressure for development can benefit from management proposals that promote positive change.'

Conservation Principles, Policies and Guidance

Conservation Principles was published by English Heritage (now Historic England) in 2008. It provides a comprehensive framework for the sustainable management of the historic environment, wherein 'Conservation is defined as the process of managing change to a significant place in its setting in ways that will best sustain its heritage values, while recognising opportunities to reveal or reinforce those values for present and future generations'. The guidance also provides a set of four heritage values, which are used to assess significance. The values are evidential, historical, aesthetic and communal.

Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (Second Edition)

The significance of a heritage asset is not only derived from its physical presence but also from its setting and the surroundings in which it is experienced. The Setting of Heritage Assets (2nd Edition) published in 2017 by Historic England provides guidance on managing change within the setting of a heritage asset. It recommends the following staged approach to the assessment of proposals during design evolution under Part 2: Setting and Views:

Step 1: Identify which heritage assets and their settings are affected.

Step 2: Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated.

Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it.

Step 4: Explore ways to maximise enhancement and avoid or minimise harm.

Step 5: Make and document the decision and monitor outcomes.

Contact Details

London Borough of Havering Planning Department:
developmentplanning@haverling.gov.uk

APPENDIX A: LOCALLY LISTED BUILDINGS IN ROMFORD CONSERVATION AREA

ASSET NAME	REFERENCE	AGE	DESCRIPTION	ADDRESS
The Bull Inn	SE18	1920s	Public House in Neo-Georgian design with attractive symmetry. Two storey brick building with Georgian detailing such as strong course, cornice, and pilasters.	Market Place, RM1 3ER
9 Market Place (HSBC)	SE22	1905	HSBC bank in Neo-Jacobean design. Three storeys plus attic, red brick and bath stone construction. High quality decorative stonework and canted bays. Later third bay extension of detrimental impact to building	Market Place, RM1 3AF
Lloyds Bank	SE20	1920s/1930s	Corner building built as a bank. Of brick construction with bath stone plinth and colonnade at ground floor. Attractive example of Neo-Georgian style well displayed on its corner position.	North Street, RM1 3AA
18 Market Place	SE23	1840s-1910s	Surviving eastern gable of a 19th century building. Timber clad exterior with oriel window on first floor. Two storey building with brick ground floor, rear of building of brick construction. Original building of historic and architectural merit although highly damaged by later alterations.	Market Place, RM1 3ER
Quadrant Arcade	SE30	1935	L-shaped shopping centre of three storeys, facing onto Market Square and South Street. Attractive example of Streamline Art Deco design. Brick building with stone detailing.	South Street, RM1 1NJ
The Co-op Bank	SE21	1932	Three-storey corner building of brick construction with Portland Stone ground floor. Good example of Neo-Georgian design with high quality detailing in fenestration and brickwork.	South Street, RM1 4XP
Prudential Building	SE8	1910s-1940s	Four-storey corner building in Neo-Georgian form. Building is in brick construction and with stone dressing and tile mansard roof. Building faces onto South Street and High Street, forming an attractive corner on a historic crossroad.	High Street, RM1 3RA
The White Hart (The Bitter End)	SE10	1896	Two and half storey brick building in English domestic Revival style. Shopfront altered to detriment of building. Eclectic design incorporating brickwork, woodwork and distinctive dormer windows that break the roofline.	High Street, RM1 1JU
Romford Brewery, High Street, Romford	SE9	1851	Now Havering Museum. Large former brewery of yellow brick construction, now Havering Museum. Prominent feature within the conservation area. Attractive example of 19th century industrial architecture with classical motifs.	High Street, RM1 1JU

APPENDIX A: LOCALLY LISTED BUILDINGS IN ROMFORD CONSERVATION AREA

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ASSET NAME	REFERENCE	AGE	DESCRIPTION	ADDRESS
23-35 High Street	SE7	1840s-1910s	A row of 6 late-nineteenth century shops. Of brick construction with shop fronting and classical motifs. Fine 19th century detailing such as terracotta clad gables, pilasters delineating bays, hexagonal chimney stacks, and oriel windows. Shopfront detrimental to building.	High Street, RM1 1JL
The Woolpack	SE11	1890s	Late-nineteenth century pub. Three storeys of brick construction with stone dressings and slate roof. Mock Tudor timber work in gables. Dental string course run along building.	High Street, RM1 1JL
64 South Street	SE24	1912	Neo-Georgian Post Office designed by Albert Robert Myers. Brick construction with fine stone dressing to windows and two flanking stone gables on first storey. Front elevation has fine detailing and a strong example of the Neo-Georgian style.	South Street, RM1 1RB
31 south street	SE29	1937	Neo-Georgian building on prominent corner position. Brick with stone dressings. Large slate roof with deep eaves. Brick quoin detailing at corners. Corner entrance has simple arched pediment.	South Street, RM1 1NX
113-117 South Street	SE28	Post 1947	Three storey brick buildings with white cement pilasters delineating window bays. Shallow fluting in pilasters. Attractive facade with raised central four bays in simple Art Deco style. Ground floor shopfront of lesser quality.	South Street, RM1 1NX
103-111 South Street	SE27	1912-1947	Three-storey, eight bay commercial buildings. Painted cream and white with Art Deco detailing. Ground floor has been altered extensively with Tuscan columns, upper floors of higher artistic design quality.	South Street, RM1 1NX
99-101 South Street	SE26	1914-1947	Three-storey, seven bay-brick building with stone detailings. Projecting central bay with stone pediment at the top. Strong example of early twentieth century commercial design. Shopfront on ground floor altered with modern marble pillars.	South Street, RM1 1NX
97 South Street	SE25	1914-1947	Neo-Georgian style building in gault brick with projecting central window bay on first floor. Two storey, three bay with strong symmetry. Fine Neo-Georgian window surrounds with pediment. Shopfront of lesser and detracting quality.	South Street, RM1 1NX

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RAINHAM
CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN
JUNE 2025



Date	Issue	Revision	Reviewed	Approved
November 2024	01	First Draft	EB	EB
February 2025	02	Second Draft	EB	EB
March 2025	03	Third Draft	EB	EB
June 2025	04	Final	EB	EB

RAINHAM CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

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1.0 Introduction



1.0 Introduction

This section provides information about what conservation area designation means and its implications for development. It also gives an overview of the Rainham Conservation Area, sets out the purpose of the Conservation Area Appraisal and Management Plan (CAAMP) and outlines the consultation process that has been undertaken to prepare it.

1.1 What is a Conservation Area?

A conservation area is defined as an 'area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.'⁰¹

Designation of a conservation area recognises the unique quality of the heritage of that area as a whole. This quality is derived not only from individual buildings but also other features, including (but not limited to) topography, grain, materials, thoroughfares, views, open spaces and landscape. These all contribute to the historic character and appearance of an area, resulting in a distinctive local identity and sense of place.

The extent to which a building, or group of buildings or structures, positively shapes the character of a conservation area is derived from its exterior – principally those elevations which are street-facing but also side and rear elevations, the integrity of its historic fabric, overall scale and massing, detailing and materials. Open spaces, whether they are public or private, green or hard landscaped, can all contribute to the special interest of an area. Furthermore, the spaces between buildings, such as alleys, streets, paths and yards, all contribute to a conservation area's appearance and character.

1.2 What Does Conservation Area Designation Mean?

Changes to the external appearance of buildings in a conservation area may require planning permission from the Local Planning Authority, as certain permitted development rights are curtailed. For example, full or substantial demolition of a building will require planning permission and works to trees within conservation areas must be notified to the Local Planning Authority in advance. There are often further restrictions in place in conservation areas through Article 4 directions, which remove certain permitted development rights.

Under the National Planning Policy Framework (NPPF), conservation areas are designated heritage assets, and their conservation is to be given great weight when determining planning applications.⁰² Further details can be found in [Section 6](#).

The 2016-2030 Havering Local Plan (adopted in 2021) includes Policy 28, Heritage Assets, which sets out the Council's approach to development impacting heritage assets, including conservation areas and their settings.

1.3 Rainham Conservation Area

The Rainham Conservation Area is one of 11 conservation areas in Havering, each distinctly individual in character and representing a variety of the surviving areas from different periods of the borough's past. It was designated as one of the borough's first conservation areas in April 1968.

Rainham retains a hamlet-like character at its core, formed of an intersection of three main roads which later grew to comprise ancillary streets. Its setting north of the Thames is shaped by ancient natural features including streams, marshland and fields which afford the area some separation from denser suburban development to the north and west, further preserving its character.

1.4 Conservation Area Boundary

1.4.1 Boundary Review

Understanding or appreciation of what is special about an area can change over time. Therefore it is important to review and take stock of the boundaries and character of a conservation area at intervals to ensure that the reasons for its designation are still relevant and evident, and that the proper management of change is in place.

A review of the boundary alongside any accompanying guidance and assessments should generally take place every five to ten years or in response to a notable change (positive or negative), including changes in policy or legislation.

The present-day boundary encompasses the ancient village core, focused on the group of historic buildings that give Rainham its character. This encompasses the buildings and rear garden plots lining the three streets of the village core,

⁰¹ Section 69(1), Planning (Listed Buildings and Conservation Areas) Act 1990

⁰² National Planning Policy Framework (2023)

1.0 Introduction

stopping before the railway line to the south, the eastern riverbank of the River Ingrebourne to the west, and the greater part of the Rainham Hall gardens and surviving 18th century buildings to the east, including the Church of St Helen and St Giles, the Vicarage, Redbury, the War Memorial, Rainham Hall and the Lodge. This boundary has not changed since the area was designated in 1968. Two changes to the boundary have been made as part of the preparation of this CAAMP, see the following paragraphs details.

A site inspection of the area found that the conservation area boundary bisected a section of Rainham Hall gardens to the east of the building. As the community garden forms a key feature of Rainham Hall, a National Trust site and one of the conservation area's key historic buildings, the boundary of the conservation area has been extended slightly to the north east to encompass the entire garden along its northern and eastern plot boundary. This is indicated by the solid red line on the adjacent boundary map.

Additionally, the conservation area has been altered to omit the section south of Viking Way, which included two mid-to-late 20th-century structures. This decision follows a thorough site assessment and examination. The buildings in question were deemed incongruous with the overall character of the conservation area due to differing materiality, form, and age. Furthermore, they are isolated from the main conservation zone, lacking any connecting roads within the designated area. Consequently, their removal has been deemed appropriate to maintain the overall cohesion of the conservation area.

These updates are reflected on the Rainham Conservation Area Boundary map on the following page.

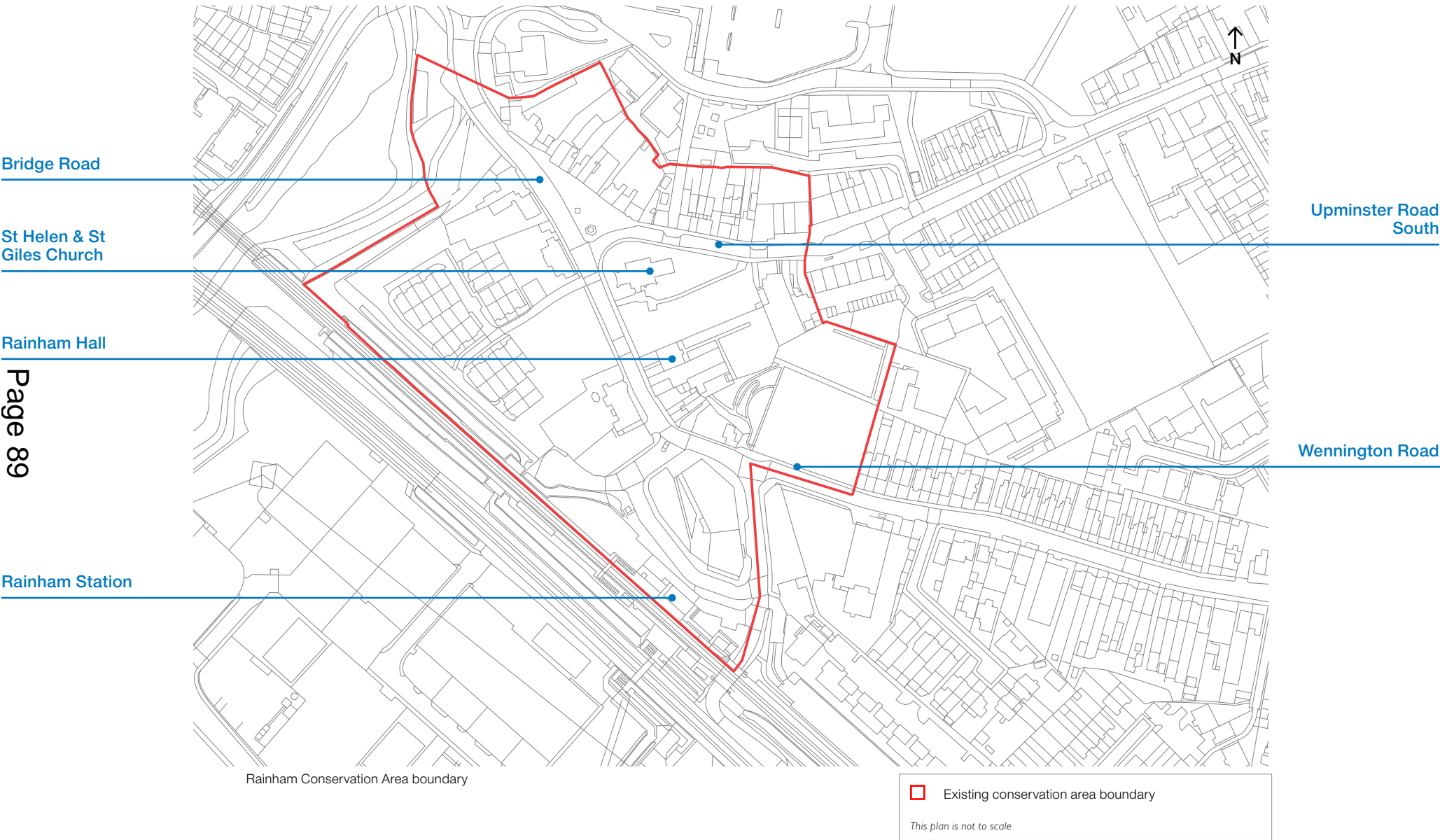


View north across part of the Rainham Hall Gardens. The existing boundary divides this space roughly from the pathway at the far right of the photo.



The northern part of the Rainham Hall Gardens is occupied by a large vegetable garden, open to visitors.

1.0 Introduction



1.0 Introduction

1.5 Purpose and Scope of the Conservation Area Appraisal and Management Plan

Understanding the character and significance of conservation areas is essential for managing change within them. It is therefore a requirement under the *Planning (Listed Buildings and Conservation Areas) Act* 1990 that all Local Planning Authorities ‘formulate and publish proposals for the preservation and enhancement’ of conservation areas within their jurisdiction, and that conservation areas are periodically reviewed.

These proposals are normally presented in the form of a CAAMP, which defines and documents the special interest of a conservation area (see [Section 2](#)), analyses the characteristics that make it special (see [Sections 3 and 4](#)) and the issues and opportunities that the area faces (see [Section 5](#)), and sets out a plan for managing change to ensure its ongoing protection and enhancement (see [Section 6](#)).

This CAAMP has been prepared in line with current best practice guidance published by Historic England, the government’s heritage advisor and the public body which manages the care and protection of the nation’s historic environment.

This document is intended to be comprehensive, but the omission of any building, structure, feature or space does not imply that the element is not significant or does not positively contribute to the character and special interest of the conservation area. The protocols and guidance provided in [Section 6](#) are applicable in every instance.

The assessments which provide the baseline information for this CAAMP have been carried out using publicly available resources and thorough on-site analysis from the publicly accessible parts of the Rainham Conservation Area.

1.6 Consultation and Engagement

It is a statutory requirement under Section 71 of the *Planning (Listed Buildings and Conservation Areas) Act* 1990 that conservation area guidance produced by or on behalf of the Local Planning Authority be subject to public consultation, and for the Local Planning Authority to have regard of the views expressed by consultees.

Initial consultation was undertaken with key stakeholders, including the London Borough of Havering Planning Team, at early stages of the CAAMP drafting process to raise awareness of the conservation area review and utilise local understanding of the area’s special interest.

A draft of this CAAMP underwent public consultation from 28th April to 9th June 2025 including a public event. Comments received from this consultation have been incorporated into the final CAAMP as appropriate.

2.0 Summary of Special Interest



2.0 Summary of Special Interest

Rainham's special interest is drawn from its ancient settlement at the banks of the Thames marshes and River Ingrebourne, and the historic village buildings associated with its development and prosperity as a marshland hamlet.

This village character remains at the heart of Rainham, which has been shaped over time by a setting along rivers and marshes that is key to understanding the conservation area's historic development. These natural features have afforded a degree of protection from encroaching suburbia at the outskirts of London, providing Rainham with an air of seclusion which survives today.

The conservation area's core of high-quality historic buildings, including its largely unaltered Norman church, is not only architecturally significant but also illustrative of the village's eras of development tied to its association with riverside trade from the medieval period onward.

Historic public houses mark entrances into the village from the east and west, while shopfronts largely retain their period character and are occupied by independent traders, adding vibrancy to the village centre. Historic houses belonging to once-prominent local residents also feature within the streetscape.

A network of pathways across and into the conservation area creates strong spatial links across the village. These help illustrate Rainham's historic layout and contribute kinetic views of its historic buildings, the River Ingrebourne and the wider setting. Trees are mature and plentiful across the area within private gardens, the churchyard of St Helen and St Giles, along the river and across Rainham Hall gardens. These contribute to the area's historic character and soften the urban environment. Together these elements allow Rainham's historic village character to remain prominent, and underpin the conservation area's special interest.



Riverside path to the River Ingrebourne



Church of St Helen and St Giles

2.0 Summary of Special Interest



View of the parish church tower, looking northwards from Railway View.



Village centre, the War Memorial in the foreground.



View southwest across Rainham's centre.



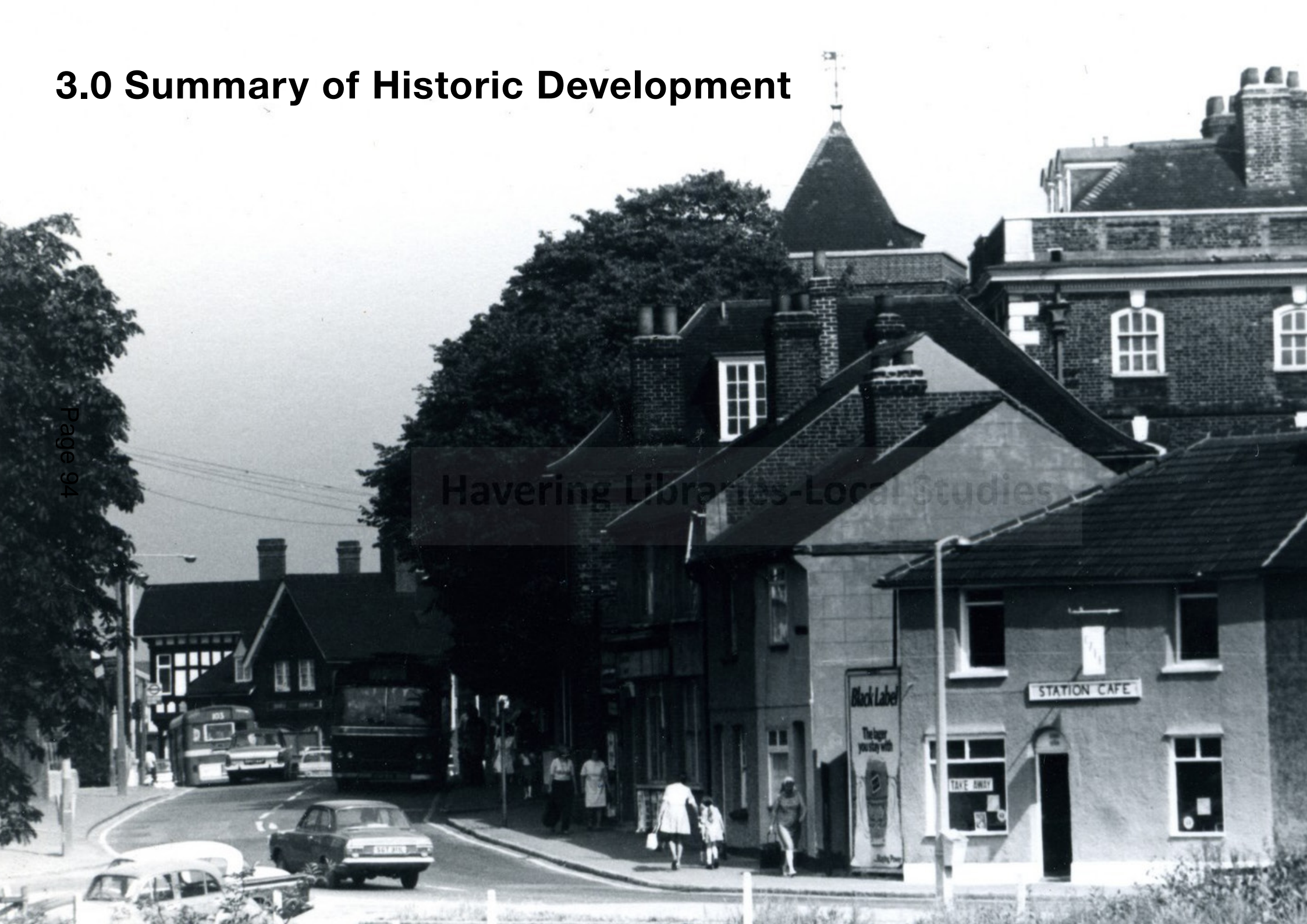
Upminster Road South looking east, the trees from the parish churchyard to the right of the photo.



View of Rainham Hall from its own gardens, looking south.

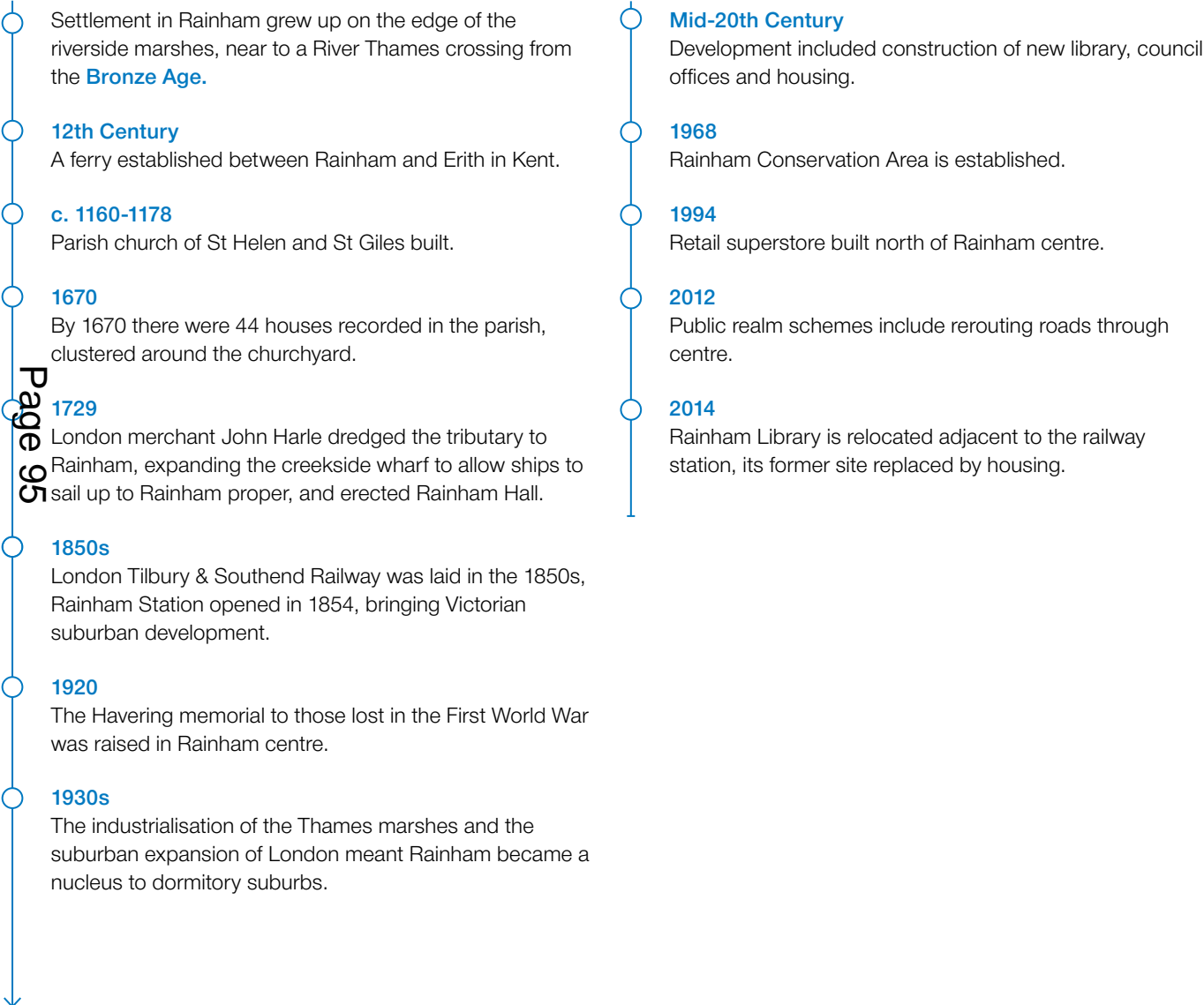
3.0 Summary of Historic Development

Havering Libraries-Local Studies



3.0 Summary of Historic Development

3.1 Timeline



3.0 Summary of Historic Development

3.2 Early Rainham

Remains dating to the Neolithic, Iron Age, Romano-British and Anglo-Saxon periods have been found in the area surrounding Rainham, suggestive of a continuous settlement in or near to Rainham from the Bronze Age onward. Discovered relics from the Saxon period indicate the presence of residents of some importance, and support one theory behind the village's placename - Roeginga-ham, or 'settlement of the ruling people.'⁰³

The settlement developed as an important landing point for a river crossing to Kent, and on a principal roadway leading east from London along the northern banks of the Thames. The village was located at the point the main London Road crossed the River Ingrebourne, on a spit of higher land that separated the Ingrebourne, Rainham Creek and the Rainham Marshes. A 'short' river-crossing ferry was established immediately south of the hamlet in the 12th century, taking passengers to and from Erith in Kent, with the expansive marshes between the river and the hamlet providing excellent grazing for livestock awaiting transportation. Intensive river traffic over the medieval and early modern ages spurred the development of wharves employing workers in the water trade. Public houses were established in Rainham village to cater to the burgeoning local economy.

The parish church of St Helen and St Giles was built somewhere between 1160 and 1178, the tower and embattlements added in the 16th century. The church is the conservation area's only surviving medieval building, however timber framed cottages at no.2-8 Upminster Road and the Vicarage are believed to date to the 17th century. The latter was then fronted in brick in 1710.

3.3 18th Century Growth

Rainham's prosperity expanded in the early 18th century when London sea merchant John Harle acquired its wharf and dredged the Ingrebourne to sail ships directly to the centre of Rainham. Following the success of his business in the London coal and grain trade, Harle built Rainham Hall and its associated outbuildings in 1729. A series of other conservation area buildings date to this period of prosperity, including Redberry House, the vicarage and smaller properties such as No.12 Broadway. An earlier iteration of the Pheonix public house, the Bell Inn and the Angel public house were all in situ by c.1720-30.

Lotter's map of 1760 recorded Rainham as an established settlement on the road into London, north of the marshes bounding the banks of the Thames. Lessees of the wharf were recorded from the late-18th century onward, and in 1801 Rainham was described as 'the grand lodging and landing place for the whole mercantile goods of that part of the county.' (please insert footnote as Powell, 1978, p. 134-138.). The wharf continued to serve area market garden trade providing transport of goods into London well into the 19th century.



1760 map of London and its surrounds by T. C. Lotter, showing Rainham due south of Romford along the marshes.

⁰³ Weinreb and Hibbert, 1983, p. 636.

3.0 Summary of Historic Development

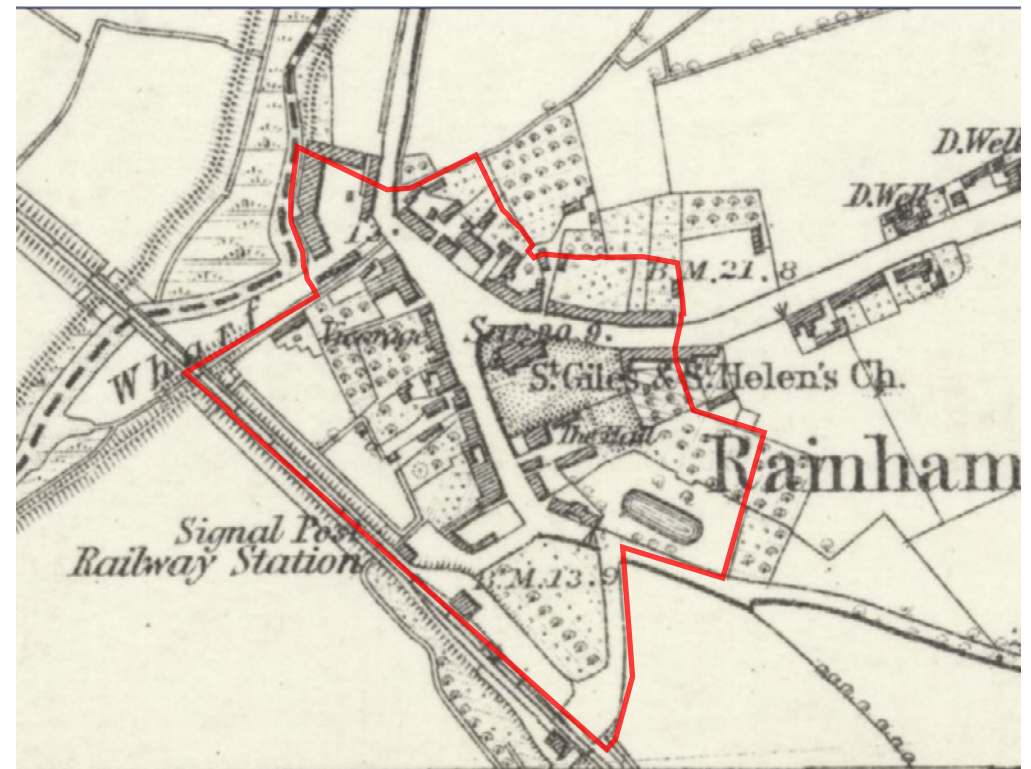
3.4 The 19th Century Village

Rainham remained a modest village until the arrival of the railway in 1854 when its suburban development gradually began. A post office and telegraph office followed shortly thereafter in the early 1870s, serving a population which had reached 868 by 1868, with initial premises near to Rainham Station. The adjacent 1862 Ordnance Survey map shows

ribbon development along main roads east of the wharf and northeast of the railway line, with market gardens to the rear of plots. St Giles & St Helen's Church was situated in a generous churchyard at the village's principal intersection, with Rainham Hall noted to the south.



At the turn of the 18th century the small Rainham settlement clustered around the church and river wharf. A circle indicates the rough location of the future conservation area.

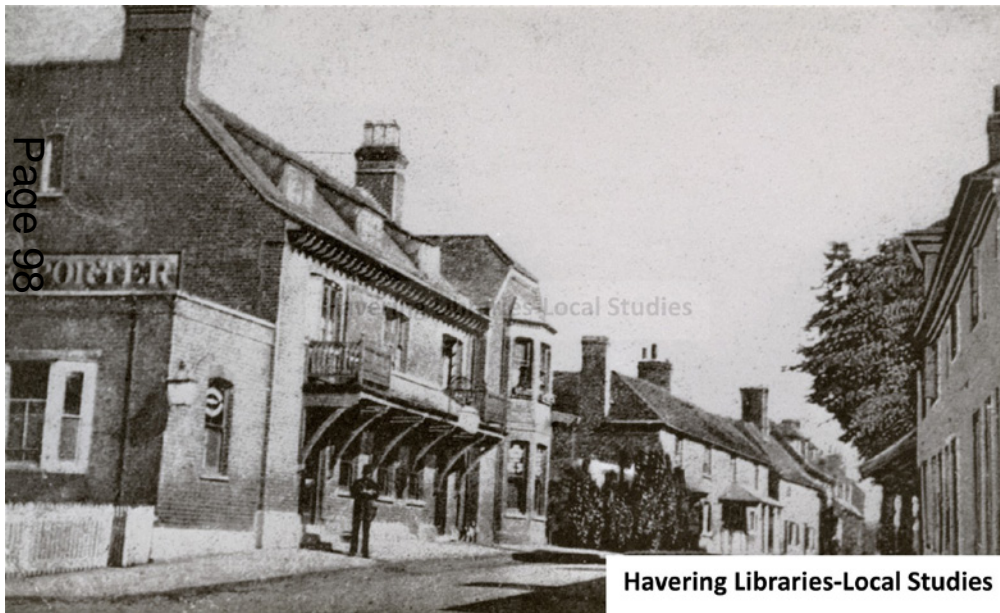


1862 Ordnance Survey map illustrating development by the mid 19th century, indicative conservation area boundary shown in red (National Library of Scotland)

3.0 Summary of Historic Development

Late 19th-century development saw the construction of terraced housing to the east of the village centre and north of the railway line along Broadway and the Upminster Road, while residential properties overlooking the centre were altered to incorporate ground floor shopfronts. Purpose built commercial ground floor units with residential accommodation above had also begun to infill open land closer to the village centre, in some cases replacing individual dwellings

and farmhouses overlooking the village square; No.26-28 Broadway was rebuilt c.1897 in this style. The Phoenix public house was rebuilt along the west side of Broadway following a fire in the 1890s, with the result visible in the photograph below left.



The rebuilt Phoenix Hotel c.1895-1900, with a view of Broadway. (Havering Libraries Local Studies)



A late-19th century view across Rainham Centre towards the church, behind which Rainham Hall is visible. A sign for the old Angel Inn hangs to the right of the photo. (Havering Libraries Local Studies)

3.0 Summary of Historic Development

3.5 Rainham in the 20th Century

Commercial buildings with purpose-built ground floor shop fronts and the rebuilding of several pubs continued to shape Rainham centre prior to the outbreak of the First World War in 1914. Ground floor shops were added to the front of Nos.9-27 Upminster Road South c.1900-1905, while Nos.18-24 (even) Bridge Road were erected in 1907, and the Angel and the Bell public houses were rebuilt in 1906 and c.1900, respectively.

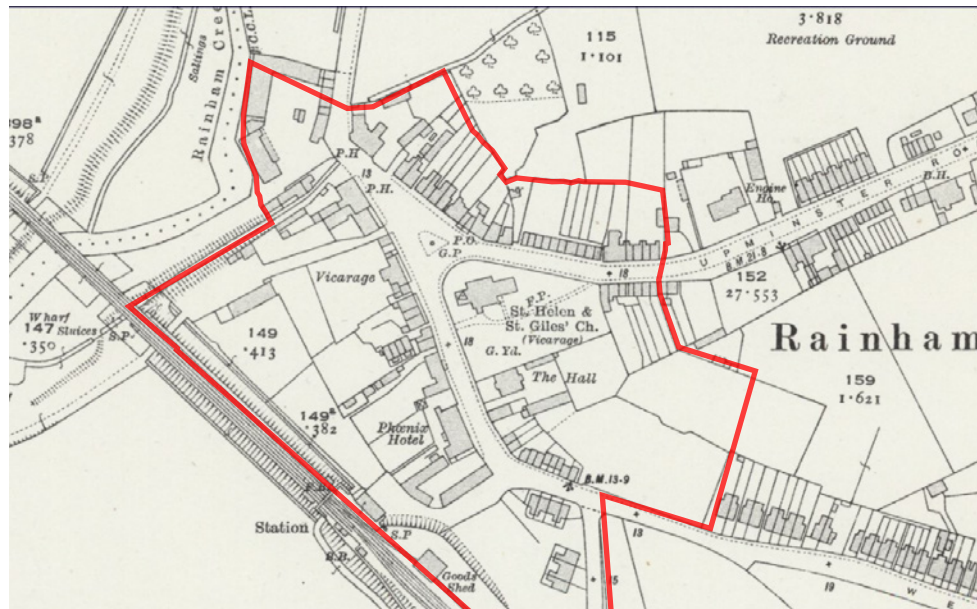
The profitability and prominence of Rainham Wharf by the early 20th century was much reduced, having declined steadily over the second half of the 19th century after the trainline had disrupted its primacy as a trading post.⁰⁴ The marshes between Rainham and the River Thames were sold to the War Office in 1906 and turned into a rifle range, and an industrial site near to the marshes was adapted for use as a munitions facility during the First World War. A memorial to those lost in the War was erected in Rainham centre on 7th November 1920, the first such memorial in Havering. Its three clockfaces were designed to face the three main roads from Rainham Triangle: the main road to London, the road leading to Southend and the Upminster Road South.

The bucolic village briefly became a destination for London day-trippers before the area was industrialised over the 1930s with the arrival of the Dagenham Ford Factory on marshland to the west of Rainham. This corresponded with a decline in prosperity associated with the slowing of shipping commerce.

The suburban expansion of London reached Rainham after the end of the Second World War, when the village became the nucleus of a dormitory suburb which grew up around it.



A 1905 photograph of Nos.9-27 Upminster Road South with newly built ground floor shopfronts. (Havering Libraries Local Studies)



1915 Ordnance Survey map, indicative conservation area boundary shown in red

⁰⁴ Havering Libraries (2021) 30 March. Available at: <https://www.facebook.com/HavLib/posts/daldys-wharf-rainham-creek-rainham-c1900-1910the-victoria-county-history-essex-v/3785777368136952/>. (Accessed: 24 October 2024)

3.0 Summary of Historic Development

Over the 1960s and 70s a Rainham sewer system was developed and the roads repaved. A library and council offices were built in 1967 south of Broadway, overlooking the main square. Rainham Conservation Area was established in 1968 and the following year, Rainham Wharf was closed, after which the River Ingrebourne in its path near the village gradually silted up.

In the 1970s several tall council apartment buildings and commercial units were built to the northeast of the church along Upminster Road South, and a large supermarket and associated carpark were built north of the centre in 1994. In 1998/9 the Rainham Creekside Path was opened, using some of the site of the old Rainham Wharf to create an open green space.⁰⁵

A public realm masterplan for Rainham village was completed in 2013, aimed at improving the spatial relationships between all parts of the village. This involved the adjustment of roads within the central square to form a large pedestrianised space around the war memorial, improved pedestrian routes between Upminster Road South and the Tesco site to the north, and an improved riverside walkway next to River Ingrebourne.⁰⁶

The new Rainham Library was opened in 2014, accompanied by a bus interchange and improved public realm between it and the station. The old library site overlooking the square was subsequently redeveloped for housing, with some homes occupied, some under construction at the time of writing.



View of the town centre, looking east towards the church and war memorial, the Bell and the Angel framing either side of the road. The old road pattern around the war memorial is visible, reconfigured c.2013 (Havering Libraries Local Studies)

⁰⁵ Havering Libraries (2021) 30 March. Available at: <https://www.facebook.com/HavLib/posts/daldys-wharf-rainham-creek-rainham-c1900-1910the-victoria-county-history-essex-v/3785777368136952/>. (Accessed: 24 October 2024)

⁰⁶ Havering Libraries (2021) 30 March. Available at: <https://www.facebook.com/HavLib/posts/daldys-wharf-rainham-creek-rainham-c1900-1910the-victoria-county-history-essex-v/3785777368136952/>. (Accessed: 24 October 2024)

4.0 Character Assessment



4.0 Character Assessment

4.1 Location, Topography and Geology

Rainham village is situated at the southern end of the London Borough of Havering, an area within the London Basin. It is approximately 15 miles east of London city centre, and one mile northeast of the River Thames. The medieval market town of Romford lies just over five miles to the north.

The village core is formed at the meeting of Upminster Road South, Bridge Road and Broadway, adjacent to a historic small river crossing of the River Ingrebourne, and north of the Rainham Marshes. The River Ingrebourne is now mostly silted up, while the Rainham Marshes are partially occupied by industrial estates and partially given over to nature reserves.

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Rainham Conservation Area

Rainham Leisure Centre

Upminster Road South

Rainham Hall

Wennington Road

Rainham Station

St Helen & St Giles Church

River Ingrebourne

Bridge Road

This plan is not to scale



Aerial image of Rainham Conservation Area location in its wider context. The conservation area boundary is indicated in red (© Google Earth)

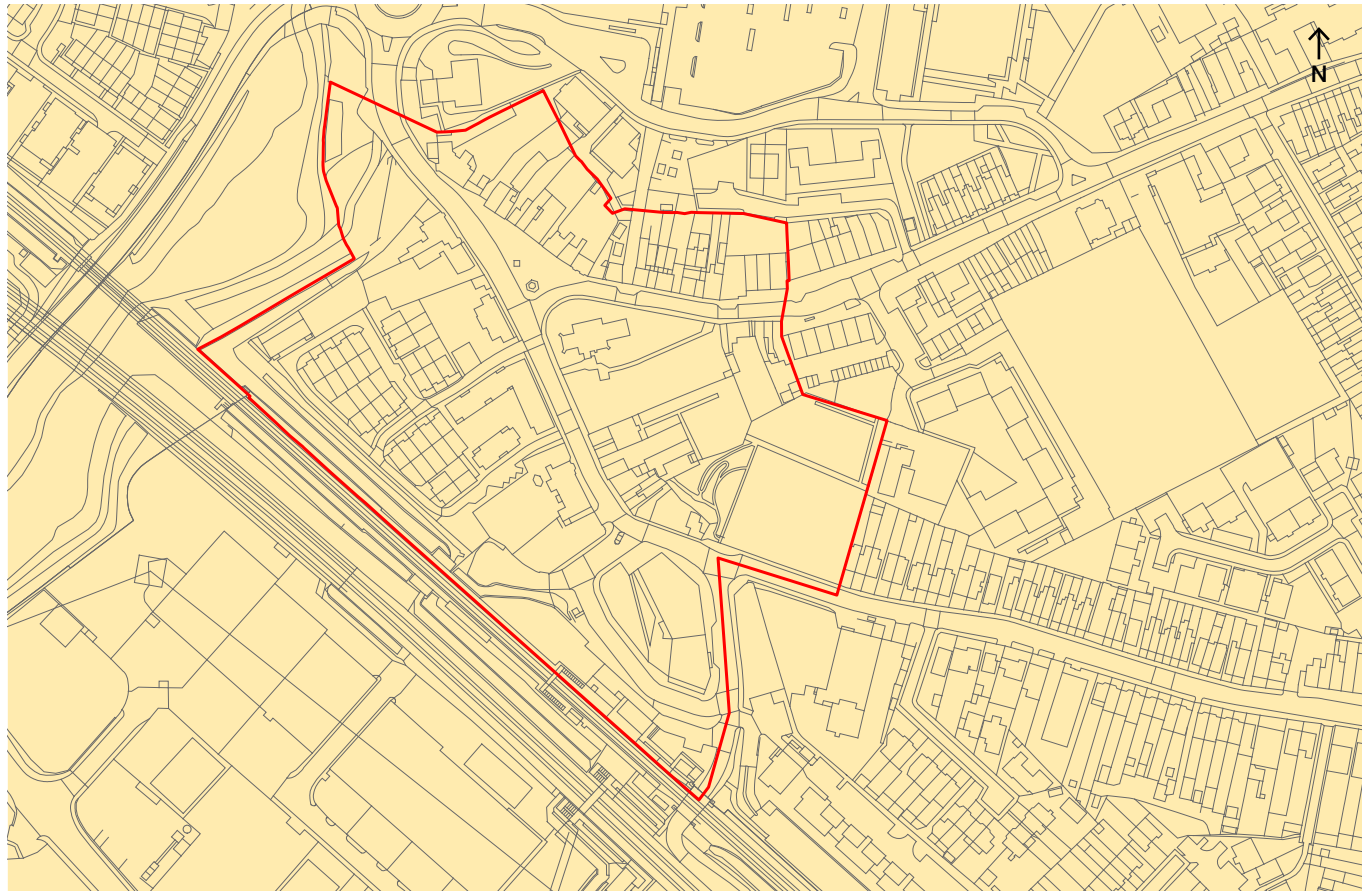
4.0 Character Assessment

4.2 Archaeology

The entire conservation area is covered by Havering Archaeological Priority Area 2.22, which is centred on the historic village. The Rainham APA is designated principally as it has potential to contain archaeological deposits associated with successive phases of medieval and later settlement activity.⁰⁷

There are no scheduled monuments within the conservation area or its immediate setting.

Further information can be found by consulting the Archaeological Priority Area Appraisal written by Oxford Archaeology in 2024 for the London Borough of Havering, available online.



Map indicating extent of Havering APA 2.22 Rainham, conservation area boundary indicated in red

⁰⁷ Oxford Archaeology (2024) 'Archaeological Priority Area Appraisal: London Borough of Havering'. Available at: [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.havering.gov.uk/downloads/file/6708/havering-archaeological-priority-areas-report](https://www.havering.gov.uk/downloads/file/6708/havering-archaeological-priority-areas-report)

4.0 Character Assessment

4.3 The Setting of the Conservation Area

The setting of the conservation area is dominated by suburban built development to the east, large retail and leisure developments to the north and west, and marshlands and industrial parks to the south.

The railway line is a dominant visual and physical boundary between the conservation area and the marshland and industrial parks to the south, screening views of the latter completely from within the conservation area apart from views of its tall electricity masts.

Modern suburban development dominates wider setting to the west and north west, but is separated from the conservation area by the River Ingrebourne and roadways and further screened by mature trees.

Large retail and leisure facilities and associated car parking have infilled land to the immediate north, linked to the village core through a series of well-designed wayfinding paths, and screened from views within the conservation area by the tight plot layout to the north of Upminster Road South. Public realm works at the northern edge of the boundary soften the break between conservation area and retail park.

Upminster Road South and Broadway extend straight eastwards, lined by two-storey 20th century suburban housing.



View southwest along southern conservation area boundary, with railway line to left & new housing to right.



View westwards out of the conservation area along the A road.



Suburban terrace houses demarcate the eastern end of the conservation area boundary along Broadway.



View of the retail and car park to the north of the conservation area. The pedestrian route into the village centre can be seen to the far left of the photo.

4.0 Character Assessment

4.4 Important Views

The small size of the conservation area and generally low-lying topography impedes long-range views into and out of the centre of Rainham, limiting important views within the conservation area to those into and out of its central triangle. Otherwise the conservation area is experienced via incidental and kinetic views which change as one moves along its three main streets, or along pathways through town. These views include those of landmark buildings, including glimpsed views of the St Helen and St Giles church tower at the heart of the village.

All views which take in heritage assets, whether or not they are designated, are considered important and contribute to the understanding and experience of the conservation area. Consequently, the views considered in this section are only an indicative selection and are not intended to be a comprehensive set. Important views within the Rainham Conservation Area include those looking inward into the conservation area from its setting, those looking across the triangle at its historic core, views across the St Helen and St Giles churchyard at the centre of the village, and views across Rainham Hall gardens. These are illustrated in adjacent photographs and on landmarks map in [Section 4.5](#).



View into Rainham from the western conservation area boundary, framed by the Bell and Angel Inn to the war memorial and church beyond.



View east across Rainham village triangle, including the war memorial and the parish church.



View west across Rainham triangle, past the war memorial toward Bridge Road.

4.0 Character Assessment



View north across the parish churchyard, the rear of No.2-8 Upminster Road in the middle distance.



View west across Rainham Hall gardens, towards the village core.



View west along Broadway toward the village core, with the Phoenix pub to the left and Rainham Hall grounds to the right.

4.0 Character Assessment

4.5 Key Buildings and Spaces

A conservation area is often best experienced by taking in its historic buildings and spaces, as the majority of these contribute to the understanding of its special interest. However, there are individual buildings and spaces which play a more important role in establishing the character of the area, and are considered to be landmarks.

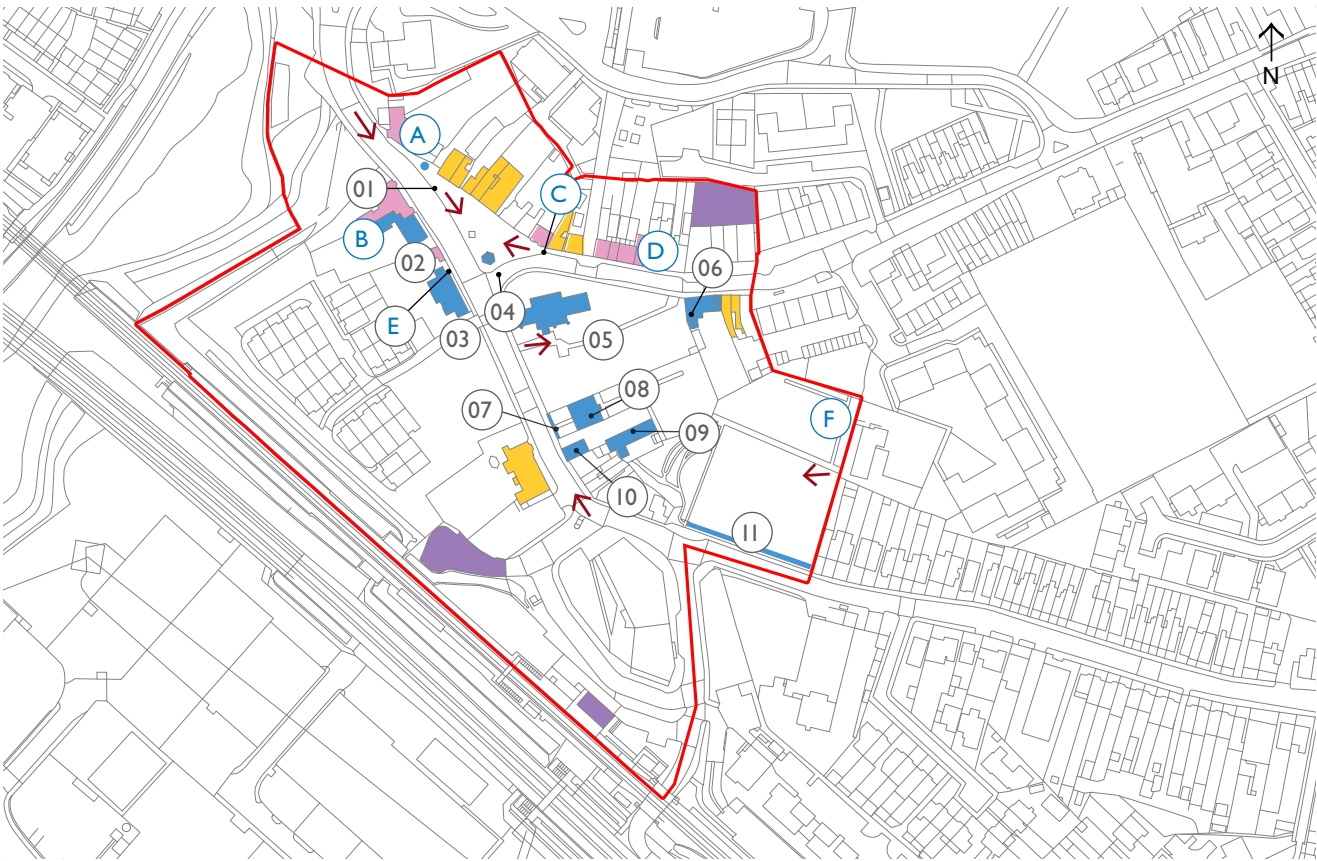
Rainham's landmarks are generally either statutorily listed heritage assets or locally listed buildings, while several others also make a **positive contribution** to the area's historic or architectural character. These are identified on the plan opposite, as well as the conservation area's important views identified in **Section 4.4**.

A number of buildings or sites within the conservation area boundary are identified as **opportunities for enhancement**. These comprise elements which considerably detract from the character and appearance of the conservation area; their improvement or replacement is encouraged.

4.6 Townscape and Spatial Analysis

The conservation area is centred on the meeting point of three major historic thoroughfares, Broadway, Upminster Road South and Bridge Road.

Streets and plot form around these three main roads reflect the gradual expansion of built form, densely packed with principal street frontages set around large plots of principal civic or private property, the church yard, Rainham Hall and Redbury House. Public and private open spaces help the area to retain its historically spacious feel, despite the dense development surrounding the area.



Map indicating the location of heritage assets, positive contributors, opportunities for enhancement and the conservation area boundary.

→ Key Views	04 War memorial (Grade II)	10 The Lodge and Rainham Hall (Grade II*)	Locally Listed Buildings
□ Proposed 2025 Boundary	05 Church of St Helen and St Giles (Grade I)	11 Wall and gate piers to Rainham Hall between number 15 and 37 (Grade II)	A The Bell Public House
■ Positive Contributor	06 No.2-8 Upminster Road South (Grade II)		B The Angel Inn
■ Opportunity for Enhancement	07 Forecourt railings, gates and piers walls and vases at Rainham Hall (Grade II*)		C 12 Broadway
■ Statutorily Listed Heritage Assets	08 Rainham Hall (Grade II*)		D 9 to 27 Upminster Road South
01 K6 Telephone Kiosk (Grade II)	09 Stable Block at Rainham Hall (Grade II*)		E 27A Broadway, Outbuilding to Vicarage.
02 Redbury (Grade II)			F 2025 Extension to the Conservation Area boundary.
03 The Vicarage (Grade II)			

This plan is not to scale

4.0 Character Assessment

4.7 Open Space and Trees

There are a series of publicly accessible, historic open green spaces within the centre of Rainham, its suburban expansion and modern infill having remained largely outside of the historic core. Principal public open spaces within the conservation area include:

- St Helens and St Giles Churchyard
- Rainham Hall Gardens
- River Ingrebourne Creek-side Park



View of St Helens and St Giles Churchyard



View of park above Ingrebourne Creek, off Bridge Road.



Views of community gardens attached to Rainham Hall, open to the public for free at regular intervals throughout the week.



View of River Ingrebourne Creek-side Park

4.0 Character Assessment

There are relatively few street trees within the conservation area due to plots arranged close to the road. Mature trees within the public green spaces, as well as those lining the railway and those within private gardens behind street facing buildings are therefore important features of the townscape,

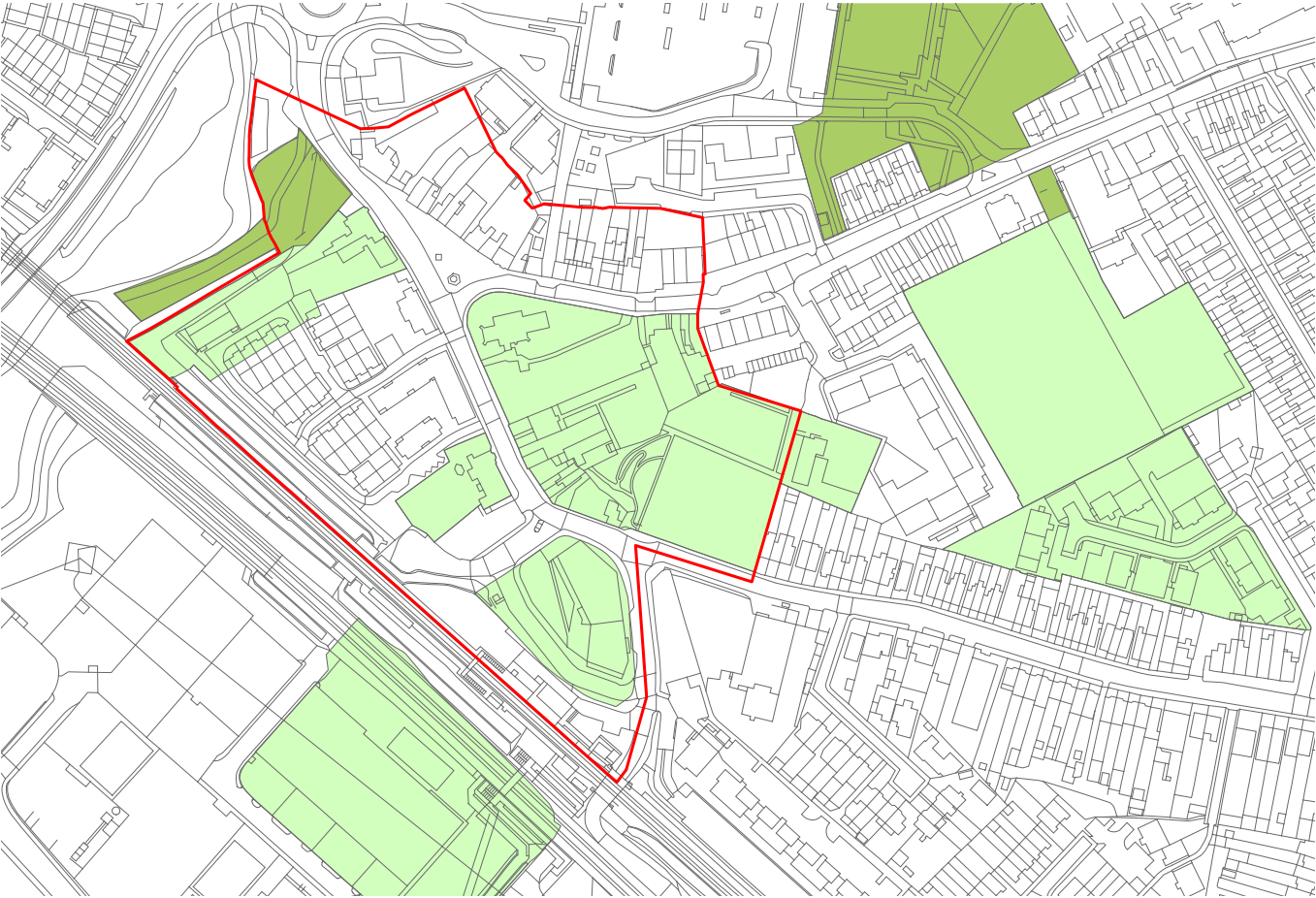


View west across the village centre, with foliage from churchyard trees on the left and trees within the Creek-side Park visible in the distance.



Trees help to obscure views of the railway along the southern conservation area boundary.

as they provide verdant backdrops and help to soften views of railway or electricity pylons set beyond the conservation area boundaries. Tree Preservation Orders (TPOs) are designated across a considerable number of plots within the conservation area boundary, as indicated on the adjacent map.



Tree Preservation Orders (TPOs) and designated green spaces within the Rainham Conservation Area.

2024 Proposed Conservation Area

Tree Preservation Orders

Designated Green Space

This plan is not to scale

4.0 Character Assessment

4.8 Public Realm

4.8.1 Key Features

A generous, roughly-triangular 'square' lies at the heart of the conservation area, formed by the meeting of its three principal roads, which provides a key feature of area public realm. The space was created in c.2012, when roadway to the rear of the war memorial was infilled and pedestrianised. This area is laid with modern stone pavers and provided with seating, planters and cycle bays which encourage dwell time and generally contribute positively to the character of the centre, despite sparse planting.

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Pedestrianised or shared use links between Upminster Road South and the shopping centre to the north, and public realm between the 2014 library, bus depot and railway station to the south have been similarly provided with planters or young trees. The link to the north has art installations on brickwork to the sides of buildings in addition to planters, which serves to soften the otherwise urban environment and contributes positively to the character of the links, encouraging active footfall.



View of the central 'square' looking west along Bridge Road, the war memorial visible at the far left.



View of public realm between the library, bus depot and railway.



View into the conservation area via a pedestrian link between Upminster Road South and the shopping centre to the north. Temporary planters and mature trees within private gardens on either side, and views of treetops in the churchyard above the roofline soften the visual link.

4.0 Character Assessment

4.8.2 Street Surfaces

Street surfaces throughout the conservation area are in tarmac with stone or granite kerbs.

Pavement materials vary more widely throughout the conservation area. Utilitarian surface treatments including tarmac and concrete pavers prevail on pavements away from the centre, and while in generally decent condition detract from the character of the townscape.

Pavements laid with flags and large paving stones prevail around the centre and streets surrounding Rainham Hall and the church. Modern polychromatic brick pavers and granite setts survive in driveways have been used to articulate sections of new pavement. Modern textured pavers have been laid to demarcate level access pedestrian crossings, or parking kerbs.



Stone pavers adjacent to the churchyard, granite kerbs indicating section of extended pavement from 2012 rearrangement of roadway.



Detail of historic setts on off-street entrance to Redbury House.

4.0 Character Assessment

4.8.3 Street Furniture, Lighting and Wayfinding

Street furniture is found throughout the conservation area, indicative of its character as a town centre.

Seating, bike hoops, planters and other furniture that encourages dwell time is clustered within open areas where wide pavements or dedicated land allows it: within the churchyard, the pedestrianised section of the town centre, near to the library and in the creek-side park. Their profiles vary, and their materials include stone, wood, or black plastic.

Street lighting is modern throughout the conservation area. Streetlamps are in a traditional profile through, except for within the new housing development south of Bridge Road, where they employ a contemporary design. Historic metal bollards on the pavement edge are prominent throughout the conservation area. Some modest wayfinding signage has been introduced within the town centre via metal signposts and small, circular metal plaques embedded in stone pavers around the centre, indicating the historic locations of local services.



The village centre comprises a variety of street furniture.



View of seating within the churchyard, Rainham Hall visible in the background.



Interpretive plaques embedded in modern stone pavers around the centre.

4.0 Character Assessment

4.9 Building Uses

Building uses throughout the conservation area are typical to that of a modest village centre. Most buildings are in commercial or mixed use comprising ground floor shops or restaurants with offices or flats above. Exceptions within historic buildings include St Helen and Giles church, Rainham Hall, currently in cultural use as a National Trust site, and the area's public houses.

There are a handful of solely residential historic buildings, as well as the recently-built housing redevelopment south of Bridge Road. A new residential and civic complex including Rainham library is sited just north of the railway station near the conservation area's southern boundary.

4.10 Boundary Treatments

Boundary treatments throughout the conservation area are limited, but those to historic properties have a considerable impact on the appearance of the townscape. Both Rainham Hall and St Helen and St Giles churchyard have robust, handsome brick garden walls which provide them with visual separation from the street and an air of privacy. The wall between the two properties also makes a strong visual impression along the path leading northward through the churchyard.

The Vicarage and Redbury are given more delicate treatment, set behind railings on brick plinths which allow their façades to remain fully visible from the street. Iron railings also offer protection to the war memorial at the village centre.

The new housing development opposite the church and Rainham Hall includes tall brick boundary walls which are a nod to their historic neighbours. Elsewhere modern boundary treatments tend to comprise utilitarian metal fencing at the conservation area's outer limits.



Boundary wall between Rainham Hall & the churchyard offers picturesque separation



Iron railings at the Vicarage

4.11 Scale and Massing

Buildings within the conservation area are generally two to three-storeys in height beneath pitched roofs, often with additional attic storeys with dormer. Modest buildings are often arranged in terraces. Grander buildings such as Rainham Hall and Redbury House are markedly taller with more prominent massing.

Commercial and residential building terraces along Upminster Road South are more compact in scale and massing, with longer terraces contributing to consistent frontages in street views. Larger, freestanding forms found across residences and public house premises along Bridge Road and Broadway and the St Helen and St Giles church add variety to the historic centre.

4.0 Character Assessment

4.12 Materials

The use of red and brown brick characterises the conservation area, with stone and other materials intermixed. The use of render on principal façades is also prevalent, particularly along the northern side of Bridge Road and Upminster Road South.

4.12.1 Brick

Red, brown and occasionally use of stock brick is the predominant building material used across the conservation area on buildings from the 17th century onward.

4.12.2 Stonework

Stone is used as decorative detailing on prominent historic buildings within the conservation area, specifically at Rainham Hall and to the war memorial within the centre.

The church is the conservation area's most prominent building, and the only one to be built of stone, more specifically rubble. It also features brick sections within the tower, and timber porches.



Varied roofline forms and materiality at the Phoenix public house.



Detail of decorative stonework deployed at Rainham Hall, Grade II*



Rubble and brick employed at St Helen & St Giles church, Grade I



Varied finishes are found across the centre, the war memorial in the foreground, Grade II

4.0 Character Assessment

4.12.3 Other Finishes

Render and roughcast have been applied to entire brick frontages in several instances throughout the conservation area. In some instances, such as with sections of The Bell and Angel public houses, it has formed part of the early 20th century mock-Tudor timber framing. Several instances of render application along the northern side of Bridge Road and Upminster Road South, either on early 20th century commercial edifices, over older frontages, or localised rendering of details such as door surrounds, contributes to a great deal of variety in frontage materiality.

Traditional weatherboarding has been retained or reinstated at a single-storey eastern extension to the Old Vicarage on Broadway, and at 2-8 Upminster Road South, the latter as part of a 21st century renewal project.

4.12.4 Roofs

Roofs to historic buildings are generally finished in terracotta tile or slate, with an occasional roof replaced with modern tile. Chimneys form an important part of the roofscape, each varied in height and massing according to the varied age of the building stock, and provide lively visual interruptions within a characterful roofline framing the conservation area.



Detail of traditional weatherboard and roofline of No.2-8 Upminster Road South, Grade II.



View west across the centre, encompassing varied roofscape within the conservation area.

4.13 Architectural Types

The historic architectural types most prevalent throughout the conservation area include modest, commercial terraces, semi-detached and detached houses. Standalone local landmarks punctuate these, such as the church, Rainham Hall and public houses. This contributes to the conservation area's wider architectural character as a prosperous 18th to 19th century village.

4.13.1 Commercial and Professional Buildings

A wide range of commercial and professional buildings which date from the late-18th to the late 20th century line Bridge Road, Upminster Road and Broadway. There is a high proportion of residential buildings with ground floors converted into shopfronts in the late 19th and 20th century, with one or two-storeys above, as well as purpose-built in this mixed-use arrangement. Examples of the former include the late Victorian ground floor shopfront extensions to no.9-27 Upminster Road South, and examples of the latter include the three-storey No.26-28 Bridge Street. There is very little modern commercial development within the conservation area, limited to a short range of late 20th century commercial buildings which occupy the north side of Upminster Road South. Commercial frontages are generally simple, in brickwork with brick dressings and plastered, pebbledash or stucco fronts. There is one example of timber boarding, a modern replica of historic design, used at no.2-8 Upminster Road South.

4.0 Character Assessment

4.13.2 Shopfronts

Shopfronts to historic commercial buildings across the conservation area consist in the most part of late 19th or 20th century design, forming converted ground floor additions to residential houses, although there are instances of purpose-built ground floor units. These are all largely traditional in design, reflecting the late Victorian practice of recessed entrance doors, panelled stall risers, large shopfront windows and over lights. Pilasters with capitals also remain consistently legible. Shop signage is generally in keeping with the historic setting; examples include painted brickwork at The Lodge (Grade II) and painted timber fasciae, although there are some examples of inappropriate, backlit modern shop signs. The shopfronts within the late 20th century range at No.31-33 Upminster Road South are modern, with large shopfront windows and metal framed entrances.



View of shopfronts at No.19-23 Upminster Road South, showing late 19th century extensions to early 19th century terraced cottages.



Shopfronts within No.24-28 Bridge Road, built c.1897



The Phoenix public house

4.13.3 Public Houses

There are three purpose-built public house buildings within the conservation area, one of which – The Phoenix, remains in active use. The other two, The Bell and The Angel, closed in the 2020s and remain at the time of writing vacant. Their scale and massing are indicative of their use as centres of social pastime, and all three have large, prominent street facing façades built in red brick, with embellishments including faux Tudor timber framing, bay windows and ornamental brick detailing.

4.0 Character Assessment

4.13.4 Residential Buildings

Historic residential buildings include the 18th century Vicarage and Redbury House, which present prominent brick frontages to Broadway. Both rise two-storeys beneath pitched roofs set with dormers, and are set back from the pavement by a narrow stretch of planting.



Redbury House, Grade II



The Vicarage, Grade II

Rainham Hall and its ancillary buildings are now owned by the National Trust but were designed and built as residential buildings. The hall represents a grander style typical of an 18th century merchant's house, rising three-storeys in brick with

stone dressings. This is now a key feature of the streetscape and conservation area, and paramount to understanding its historic development. Its current cultural use and interpretative offer go far in this regard.



View of the northern façade of Rainham Hall, its lodge and stable block, all separately listed at Grade II*, from its publicly-accessible gardens

4.0 Character Assessment

4.13.5 Religious Buildings

The conservation area's single religious building is the Church of St Helen and St Giles, which is still in active use as a place of worship and forms the most prominent fixture within the townscape. Its size and massing provide visual breaks within the centre, and its rich external enrichments from iterative phases from c.1170 to the present day provide high architectural interest. It has high communal and historic value as the oldest building in the borough.



View of St Helen and St Giles church, from within the churchyard.

4.0 Character Assessment

4.14 Architectural Details

A mix of 18th, 19th and early 20th century architectural detail survives on principal elevations within the conservation area.

Rainham Hall presents the most enriched façades, but elsewhere more modest decorative elements include applied timber embellishments, door canopies and intricate leaded glazing.

Polychromatic bricks and decorative arrangements have been used on late 19th and early 20th century buildings to create intricate cornices, such as at the Phoenix Public House.

Decorative relief brickwork has been used to good effect at the Bell Public House, where a raised grid pattern embellishes one of the principal gable façades.



Detail of first floor window of the Angel Public House.



Detail of upper storey of the Bell Public House.



Detail of brick cornice decoration at the Phoenix Public House.



Detail of entrance canopy at Redbury.

5.0 Issues and Opportunities



5.0 Issues and Opportunities

5.1 Introduction

This section of the Conservation Area Appraisal and Management Plan provides analysis of the current issues and opportunities facing the Rainham Conservation Area and reflects the findings of a detailed site survey and initial stakeholder consultation. It will be reviewed and updated following public consultation to ensure holistic coverage.

The analysis is set out around the below themes:

5.2 Development Opportunity

5.3 Detracting Buildings, Elements and Additions

5.4 Shopfronts and Advertising

5.5 Maintenance and Repair of Buildings

5.6 Public Realm

5.7 Sustainable Development and Climate Change Interpretation and Raising Awareness

5.2 Development Opportunity

Rainham enjoys the unique combination of village character, good transport links into central London and adjacent open space at the fringe of the borough, all qualities of a desirable place to live. This, alongside the nationwide housing shortage which local authorities are under pressure to accommodate, means that there is an inevitable desire for new development within the area. A new housing scheme has recently redeveloped a considerable tract of land west of Broadway and opposite St Helen and St Giles church within the conservation area, and there is also potential for development within its immediate and wider setting.

This can present a challenge in historic areas such as Rainham, where the historic character of buildings and townscape is especially sensitive to change. Given the density of the conservation area, there are very few sites which have been identified as detracting from its special interest in [Section 4.5](#); these present opportunities for the enhancement of historic character through sympathetic redevelopment.

Any proposals for new development both within the conservation area and within its setting should be carefully considered and well designed to ensure that the special interest and character of the conservation area as a designated heritage asset are preserved. Particular attention should be paid to the placement, height, massing and materiality of any proposed development within the conservation area or its setting, also taking important views and the potential impacts of accompanying infrastructure changes into account.

5.3 Detracting Buildings, Elements and Additions

The overall quality and appearance of buildings and the street scene of the conservation area is generally good. Most historic frontages contribute positively to appearance and character of the area, though some have suffered from unsympathetic modern accretions. A small number of low-quality modern buildings also detract from the character and appearance of the conservation area. A number of these elements, from whole buildings to smaller-scale alterations, present opportunities for conservation area enhancement.

5.3.1 Detracting Buildings

Detracting buildings and sites are identified as opportunities for enhancement on the area map included in Section 4.5. These buildings generally comprise massing and/or materiality which do little to relate to the area's historic character and detract from the street scene, and are found at the edges of the conservation area. They include the railway station, a squat, modern building with no architectural detail, adjacent vacant sites and car parks to the south.

If the opportunity arises to replace or alter detracting buildings, there is potential to enhance the conservation area by ensuring that proposals are sensitively designed and respond better to the area's historic context and the character and appearance of the townscape.

Any development within the setting of the conservation area should take into consideration its special interest, and be of high quality, sensitive design.



Rainham's railway station is a key entry point into the conservation area, but detracts from its historic character

5.0 Issues and Opportunities

5.3.2 Unsympathetic Additions and Accretions

Modern accretions to historic building exteriors across the conservation area are largely unsympathetic. These elements, and particularly the cumulative impact of incremental additions, can detract from the appearance of historic elevations and, as a result, from the character of the conservation area. These include:

- **Surface-mounted services** such as cables, conduit and security systems; there is opportunity to reduce visual clutter across frontages by removing or rationalising these elements, or by relocating them to more discreet locations. It is recommended that installation of any new external devices or technology be limited to rear elevations or rerouted internally so that they remain concealed from the public realm. Opportunities should also be taken to remove redundant wiring.

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Television aerials and satellite dishes are modern and highly conspicuous elements which are visually intrusive within historic streetscapes; these are found throughout the conservation area atop roofs and fixed to frontages. Often dishes and aerials remain fixed to buildings after they become redundant. There is opportunity to remove the latter, and ensure that any new devices are located along rear elevations, concealed from the public realm. Planning permission is required for the installation of telecoms equipment on walls and roofs visible from the public domain, and listed building consent is required for installation on listed buildings.



Surface-mounted services & conduit detract from façades

5.0 Issues and Opportunities

5.3.3 Windows, Doors and Rain Goods

Whilst a good number of timber windows survive in historic buildings across the conservation area, there are highly visible examples of insensitive replacement in uPVC in the village centre. uPVC doors and plastic rain goods have also replaced original and traditional versions in places.

Plastic windows in particular negatively affect the appearance of buildings, but all plastic features are modern, alien additions to the historic environment and have a detrimental impact on

the character and appearance of the conservation area. Their installation often constitutes the loss of the original or historic features and profiles, which incrementally reduces the special interest of the area. In addition, the use of plastic windows and doors reduces the breathability of traditionally constructed buildings, by preventing moisture from egressing the building; this can cause wider damage to building fabric. There are opportunities to return windows to traditional materials and appearance where they have been altered.

There are a few instances of visible rooflight installations within historic façades in the village centre. These are particularly modern insertions which break up the appearance of historic pitched roofs and detract from the character and appearance of the conservation area. There is potential for an Article 4 direction to be implemented to better control proposals for window changes in the future.



Low-quality window replacement is evident across prominent conservation area façades



Visible rooflights at the village centre

5.0 Issues and Opportunities

5.3.4 Boundary Treatments

Boundary treatments within the conservation area are generally historic or of appropriate profile and materiality, particularly within the village core. However, utilitarian, unfinished metal fencing is visible at the fringes of the conservation to the north and south which detracts from area character. Whilst it is understood that some security fencing relates to the railway, there is opportunity to replace other unsightly boundary treatments in metal fencing in a traditional profile; simple, black-painted railings are generally considered most appropriate.

In some cases, overly-utilitarian modern metal fencing is used at the entrances to rear yards between historic buildings; there is opportunity to replace these with gates of a sympathetic profile.



Utilitarian metal fencing along north boundary of the conservation area

5.0 Issues and Opportunities

5.4 Shopfronts and Advertising

Retail trade is a very important part of Rainham's economy, both historically and today. Whilst there are a considerable number of historic shopfronts surviving, some have been unsympathetically altered or replaced over time. This is particularly visible along the central village triangle, and in places along Upminster Road South, where it has a detrimental impact on the special interest of the conservation area.

Oversized fascia signs in plastic or metal are particular issues, and some employ internally-lit signage. Overlarge fascias obscures the legible proportions of historic façades and neighbouring façades, and often conceal historic fabric or architectural details. The colour and design of some shop signage does not respect the character of either the building or of the historic street scene as a whole.

While many shopfronts employ traditional glazing and stall riser proportions and arrangements, detailing is often crude and overly-plain. Modern accretions, including security bars, ventilation grilles and low-quality lighting also detract from the street scene, as do shopfronts which have had their historic profiles and proportions replaced with larger windows without subdivision.

Planning permission is required for alterations or changes which materially affect the external appearance of shopfronts. When opportunities arise, shopfronts and shop signage should be returned to a more traditional appearance, or utilise design features or patterns that are generally in keeping with historic shopfront proportions and materiality where appropriate. Guidance on shopfront design is included in [Section 6.5](#).



Oversized fascia signage at the village centre



Some conservation area shopfronts comprise poor detailing and modern accretions



Overlarge glazing without subdivision is generally inappropriate for a shopfront within a historic frontage

5.0 Issues and Opportunities

5.5 Maintenance and Repair of Buildings

The area as a whole remains in active commercial use, with high footfall and commercial tenancy. Buildings are overall in good condition and play an active role in the public experience of the conservation area.

Some buildings suffer from a lack of maintenance or are in need of repair. Issues include peeling paint to render, deteriorated render, peeling paint to timber windows, loose or missing roof tiles, water damage and staining to brickwork, and loss of glazing. It is critical that the causes of these issues are resolved to prevent reoccurrence and further damage.

In other instances, the loss of historic detail is indicative of low-quality repair. A number of terraced frontages in Upminster Road South have lost their historic dentilled cornices, and prominent historic blocks within the village triangle have been repaired or modified with mismatched fabric.

Vacancy also presents building condition concerns, as vacant buildings are often not maintained whilst awaiting new occupancy. This is currently the case for the two public house buildings which frame the western entrance into the conservation area, where boarded-up windows, broken windows and brickwork degradation are evident. These vacant buildings in prominent townscape positions emit sense of decline.

As well as having an impact on physical building fabric, these maintenance and repair issues harm the appearance of both individual buildings and the wider conservation area. There is guidance on good practice maintenance and repair methods in [Section 6.4](#) and additional sources of guidance in [Further Information and Resources](#).



Render damage, Broadway



Vacant public houses at the conservation area's western entrance detract from area character



5.0 Issues and Opportunities

5.6 Public Realm

The pedestrian triangle at the village centre is an important and popular area of public realm within the conservation area which enjoys views of several of its designated heritage assets. However, it currently comprises a mix of street furniture in various materials and profiles that lack cohesion and detract from its sense of place. There is opportunity to rationalise street furniture here; any proposed street furniture should be of high quality design and materials which remain sensitive to the historic character of the conservation area.

Traditionally-profiled streetlamps across the conservation area effectively help to demarcate it from its setting; lampposts should undergo regularly-scheduled maintenance, inspection, and repair. Bollards in an array of profiles and materials are found throughout the conservation area. There is opportunity to rationalise and replace modern bollards in metal in a traditional profile that complements the character of the conservation area.

The River Ingrebourne presents a green space along the conservation area's western boundary with important historic ties to the development of Rainham. There is opportunity to improve the public realm offer within the park along the river to improve its appearance, and so that it can more legibly relate to the rest of the conservation area.



The pedestrian triangle at the village centre is a key area of public realm



The park alongside the River Ingrebourne currently lacks a cohesive public realm strategy.

5.0 Issues and Opportunities

5.7 Sustainable Development and Climate Change

The London Borough of Havering intends to be carbon neutral by 2040, and in March 2023 declared a climate and ecological emergency recognising the threats of climate change to the borough. This issue interacts with the conservation area in a number of ways, including changes to buildings and the way people move around the area.

Havering Council have embedded climate change mitigation and minimising carbon emissions throughout the Local Plan, including within its Strategic Objectives and in Policy 12, Healthy communities and Policy 36, Low carbon design and renewable energy.

5.7.1 Energy Efficiency Upgrades

Whilst the maintenance and continued use of historic buildings is inherently sustainable, there is likely to be both a desire amongst residents and tenants and pressure from government over coming decades to improve the energy efficiency and reduce the carbon footprint of Rainham's historic building stock. Reducing heating requirements combined with using more sustainable sources of heat and power are the two main aspects to consider.

There are many opportunities to improve the energy efficiency and reduce the carbon footprint of historic buildings which will have no impact on the character and appearance of the conservation area. These include improving the thermal performance of the building stock through insulating roofs and suspended ground floors, draught exclusion and introducing secondary glazing. Historic and traditionally constructed buildings were designed to be breathable, allowing moisture to naturally exit building fabric. Care needs to be taken to make sure buildings of this type remain breathable, rather than air-tight, through choosing appropriate materials as retaining moisture will harm the fabric of the building.

Care also needs to be taken if external changes are proposed, to ensure they remain sensitive to their historic context. This could include the addition of solar photovoltaic panels on south or east/west facing roofs as an additional heating or hot water source. However, these must not detract from the historic character of the building and are likely to be only acceptable when positioned on rear roof slopes not visible from the public realm. Where solar panels would be on a wall or roof slopes facing the public highway, or on a flat roof, planning permission is required.

5.7.2 Upgrades within the Public Realm

Reducing petrol and diesel car use is critical to reducing carbon emissions and there is government commitment to phasing out their sale over the next decade. Petrol and diesel car use will be replaced by a combination of electric (or other carbon-free) vehicles and active, car less travel. Both will require infrastructure changes that will need to be considered in the context of the special interest of the conservation area to ensure they are implemented appropriately.

Electric vehicles require charging points which can be installed within existing car parks and adjacent to street parking bays. Although these are relatively unobtrusive, they are likely to increase visual street clutter to a degree and should therefore be considered alongside other reductions in street furniture clutter. However, lamppost charging points and wireless charging may become viable in the future which and are likely to be compatible with a conservation area environment.

Encouraging active travel, cycling, walking and the use of e-scooters is also key to reducing carbon emissions. Reducing vehicle movement in the conservation area will improve air quality and make active travel more pleasant and safer. Improved signposting for cycling and walking routes could be introduced whilst taking care not to add to visual clutter through excessive increased signage. There clusters

of cycle stands near the station and the library, but only two in the village centre; there is opportunity to expand on these within the historic village core.

5.7.3 Trees and Open Spaces

Maintaining existing trees and replacing lost or dying trees are an important part of the strategy to tackle climate change and trees also contribute considerably to the special interest of the conservation area. Street trees help to soften the area's urban grain, and contribute to its sense of place. There are currently large planters in place within the central village triangle, but these only contain low-level planting. There is opportunity to provide trees in planters or planted directly into the ground within this pedestrian space, which could help soften its otherwise hard finishes and sparse character.

Permission is needed for any works to trees above a certain size in the conservation area (see [Section 6.3](#)) and justification is required for the loss of any street trees, which should be also be replaced with new trees. A succession planting strategy would be beneficial to ensure existing tree coverage is maintained into the future and opportunities for new trees should also be considered.



Underutilised planters in village centre

5.0 Issues and Opportunities

5.8 Interpretation and Raising Awareness

Whilst there is a good level of local appreciation for the historic development of Rainham, aided in part by the National Trust's interpretative offer at Rainham Hall, there are opportunities to increase awareness of the special interest of the conservation area. This is particularly the case around the River Ingrebourne, once home to Rainham's historic wharf, where there is a lack of legibility regarding the historic importance of the water feature; there is an opportunity here for the installation of interpretive signage to encourage increased historic awareness.

It is beneficial to provide area residents and tenants with clear information on the responsibilities and benefits of owning a building in the conservation area and the implications of proposing changes to buildings. There are also opportunities to raise awareness of the importance of building maintenance to prevent degradation amongst local owners and occupiers.

6.0 Managing Change



6.0 Managing Change

6.1 Introduction

Section 6 provides a framework to guide change within the Rainham Conservation Area, based on the understanding of its special interest set out in earlier sections of this document. The overarching ambition for the conservation area is to preserve and enhance what is special about it, and thus this is the statutory duty of the Council. This is achieved by ensuring that change and development take place in a considered and sympathetic way, and by raising awareness of and promoting shared responsibility for looking after the conservation area.

The long-term objectives of conservation area management are to phase out past ill-considered changes and additions, and to ensure that new development is of high quality and responds to the conservation area's special character. This applies to very small changes, such as reinstating lost historic features, to proposals for new development both within the conservation area and its setting. In addition, the regular maintenance of buildings is a vital part of preserving both their special interest and physical fabric. Repairs can often be necessary; ensuring that these are undertaken sensitively is an important part of looking after historic buildings and the conservation area as a whole.

The following sections set out how and why change within the conservation area is controlled, good practice advice on maintenance and repair and specific guidance on alterations, extension and new development. Specific recommendations can be found in [Section 6.8](#).

6.2 Planning Legislation, Policy and Guidance

Planning legislation, policy and guidance is utilised when determining applications for development or other changes within the conservation area. This is to ensure that proposals seek to preserve or enhance the area's special interest including the contribution made by its setting.

The primary legislation governing conservation areas is the Planning (Listed Buildings and Conservation Areas) Act 1990. This sets out statutory duties for local planning authorities in managing change within conservation areas. Regional and local planning policy reflect this legislation in the protection and enhancement of conservation areas. See the London Borough of Havering's website for details regarding current national policy regarding the historic environment and the relevant policies set out within the Havering Local Plan.

In addition to legislative and policy requirements there is a wealth of best practice guidance and advice available from Historic England and other heritage organisations. When changes are being considered to buildings within and in the setting of the conservation area, it is often helpful to first seek pre-application advice from the Council to gain early guidance on proposals and discuss any constraints or opportunities; details for this can be found on the London Borough of Havering's website.

Links and details of all the relevant policy, guidance and advice can be found in [Further Information and Resources](#).

6.3 Control Measures Brought about by Conservation Area Designation

6.3.1 Restrictions on Permitted Development

In order to protect and enhance the Rainham Conservation Area, any changes that take place must preserve, respect or contribute to the character and appearance which makes the conservation area of special interest. Permitted Development Rights, as defined by The Town and Country Planning (General Permitted Development) (England) Order 2015, are works which can be undertaken without the need to gain planning permission. Permitted Development Rights are different in a conservation area, meaning that planning permission is needed for works which materially affect the external appearance of a building.

This includes, but is not restricted to:

- The total or substantial demolition of buildings or structures (including walls of over 1 metre in height, gate piers and chimneys);
- Other partial demolition including new openings in external elevations;
- Works to trees with a diameter of 75 mm or greater, measured at 1.5 metres from soil level;
- Changes to the external finish of a building (including rendering, pebble dash or other cladding);
- Changes to the roof shape including installation of new dormer windows and chimneys;
- Any extension other than a single-storey rear extension of 4 metres or less (3 metres or less if the house is detached or semi-detached);
- Extensions to the side of buildings;
- Any two-storey extensions;
- Erection of an outbuilding to the side of a property;
- Aerials and satellite dishes on chimneys or elevations visible from the street;
- Putting up advertisements and other commercial signage (advertising consent may also be required);
- Changing the use of a building (e.g. from residential to commercial); and
- Installing solar panels that are wall-mounted on a wall or roof facing the highway.

For further information and advice about when planning permission is required within a conservation area, see the guidance on the Government's Planning Portal or contact the London Borough of Havering Planning Department. It should be noted that proposals which impact listed buildings, including changes to their setting, may also require listed building consent.

6.0 Managing Change

6.3.2 Article 4 Directions

The Council can develop bespoke controls to ensure that specific elements of a conservation area are protected from harmful change. This is done through the application of an Article 4 Direction. These provide additional control by specifically revoking certain permitted development rights, meaning that planning permission needs to be sought before work can be undertaken.

Should the Council wish to do so, the process of implementing any new Article 4 Directions will be undertaken at a future date, separate from the adoption of this CAAMP.

6.4 Conservation and the Repair of Buildings

All buildings require maintenance and repair regardless of their age, designation (or lack thereof) or significance. In conservation areas, it is important that such works are carried out sensitively to protect the historic fabric of buildings and preserve the established character of the wider area. The following sections provide a summary of best practice advice on maintenance and repair. Historic England and other heritage bodies, including the Society for the Protection of Ancient Buildings (SPAB), provide a wide range of advice and guidance on how to care for and protect historic places, including advice on their maintenance and repair. See [Further Information and Resources](#) for information.

6.4.1 Maintenance

Maintenance is defined as routine work necessary to keep the fabric of a place in good order. It differs from repair in that it is a pre-planned, regular activity intended to reduce the instances where remedial or unforeseen work is needed. Regular maintenance ensures that small problems do not escalate into larger issues, lessening the need for repairs, and is therefore cost effective in the long-term. In general maintenance work does not require consent from the Council, however some maintenance works may require consent.

Regular inspection of building fabric and services will help identify specific maintenance tasks relevant to each building. These could include but are not limited to:

- Regularly clearing gutters and drain grilles of debris, particularly leaves;
- Clearing any blockages in downpipes;
- Sweeping of chimneys;
- Removal of vegetation growth on or abutting a building; and
- Repainting or treating timber or metal windows and other external timberwork.

6.4.2 Repair

Repair is defined as work that is beyond the scope of maintenance undertaken to remedy defects caused by decay, damage or use, including minor adaptation to achieve a sustainable outcome, but not involving alteration or restoration. Identification of repairs may arise during regular inspection of buildings or following extreme weather events and could include repairing damage to roof coverings, repointing of brickwork or repairs to windows.

It is important to understand the cause of any damage or defects both to ensure that the repair is successful and to minimise the work that is required. It is also important to understand the significance of the built fabric affected in order to minimise harm when enacting a repair. As with maintenance, consent may be required for some types of repair work; it is advisable to discuss with the Council before any work is undertaken.

The following should be considered when planning repair works:

- Repairs should always be considered on a case-by-case basis. A method of repair which is suitable for one building may not be suitable for another.

- Only undertaking the minimum intervention required for any given repair.
- Use materials and construction techniques which match the existing fabric to maintain the appearance and character of the building. The exception to this is when existing materials or techniques are detrimental to the built fabric – for example, cement pointing on a historic brick building.
- Repair is always preferable over the wholesale replacement of a historic feature.
- If replacement of a historic feature is required – for example, if it has degraded beyond repair – the replacement should be carried out on a like-for-like basis using the same materials and construction techniques. The replaced element should be the same as the original in terms of material, dimensions, method of construction and finish (condition notwithstanding) in order to be classed as like-for-like.
- Like-for-like replacement should not be applied in cases where a historic feature has previously been repaired using inappropriate materials or techniques. When seeking to improve failing modern features or past unsuitable repairs, a traditionally-designed alternative using appropriate materials is preferable, such as breathable, lime-based renders and paints. In such cases planning permission, and in the case of a listed building, listed building consent, may be required.
- Repairs should, where possible, be reversible, as better alternatives may become available in the future.
- Repointing should always be carried out using a lime-based mortar. Within historic and traditionally constructed buildings, cement-based pointing is damaging to brickwork and stonework as it is an impermeable material. Periodic renewal of pointing will extend the lifetime of building fabric.

6.0 Managing Change

6.5 Proposing Change to Buildings

6.5.1 Alteration, Extension and Demolition

The appropriateness of demolition, alteration or extension will be considered on a case-by-case basis, as what is appropriate in one location will not necessarily be acceptable in another. In all cases it is vital to consider the impact of the proposed change on the special interest of the conservation area ensuring that this is preserved or enhanced.

Demolition of buildings that detract from the character and appearance of the conservation area may be beneficial. However, gap sites can also detract from the character of the conservation area, and therefore demolition of whole buildings may only be permitted in instances when rebuilding is proposed, when the site was historically open and this remains appropriate, or when an alternative suitable future use for the site is planned.

Alterations should preserve or enhance the character of the conservation area, and changes should be sensitive to its prevailing architectural and visual character. Alterations may comprise of the removal of detracting features such as uPVC windows, and where appropriate, their replacement with more historically appropriate versions. Alterations should therefore use appropriate materials for their context, and ideally those that are typically found within the conservation area. This may include timber for windows and doors and brickwork for structural elements. New materials may be appropriate as long as they are complementary to the appearance of the area.

Extensions should be subordinate to the existing buildings in their scale, massing and design, and should ensure that any existing historic features remain legible. Extension to the side and front of buildings is unlikely to be appropriate as this would change the visual appearance of the streetscape, whereas extension to the rear, where space allows, is likely to be more acceptable. All extensions should be of high quality design and construction. Whilst the design may use materials and finishes

which are characteristic to the conservation area, there may be scope for use of a wider, less traditional material palette where these are part of a high quality, sensitively-designed extension that complements or enhances the appearance of the original building and the conservation area setting.

6.5.2 Alterations Proposed in Response to Climate Change

There are many opportunities to make changes to historic buildings in the conservation area which will assist in improving their thermal performance and, as a result, tackle climate change. Internal works in unlisted buildings will not require planning permission; however, for any works which affect the exterior of a building it will be required. Any works to listed buildings, both internal and external, will require listed building consent and those to the exterior will also require planning permission.

Internally, adding insulation to roofs or lofts and below suspended ground floors will improve thermal efficiency, and draft exclusion around windows, doors and vents will also be beneficial. Installing secondary glazing will also improve thermal performance, though it is noted that double or triple glazing may be considered appropriate in some conservation area buildings, pending impacts to the character of the building and wider setting. Care should be taken to ensure that traditionally constructed buildings remain sufficiently breathable to avoid causing harm to the fabric of the building.

Externally, solar panels could be installed on rear roof slopes not visible from the public realm. Where solar panels are proposed to be installed to listed buildings, even on rear roof slopes, listed building consent will be required. Other renewable energy sources could be considered, such as ground, air or water-sourced heat pumps, so long as they do not detract from the character or appearance of the conservation area.

When planning the installation of electric vehicle charging points (EVCPs) care should be taken when installing any outlets, conduit, etc. in historic building fabric to avoid unnecessary fabric loss and minimise the visual impact of the EVCP in views from the street. EVCPs often require vehicles to be parked at close range; the impact of this on the character and appearance of the street and wider conservation area should be carefully considered. The installation of an EVCP does not require planning permission, the areas in question must be lawfully used for off street parking.

6.5.3 Modern Additions to Historic Buildings

Proposed modern additions to buildings should be carefully considered to ensure they are both necessary and appropriate to the character and appearance of the conservation area. The removal of unsympathetic features such as redundant external wiring, satellite dishes and television aerials should be undertaken proactively, as this will remove visual clutter and thus enhance the appearance of the conservation area. The installation of new television aerials and satellite dishes on a wall, chimney or roof slope that faces onto and is visible from the conservation area public realm (generally to front and side elevations) requires planning permission and is discouraged. The visibility of such features detracts from the appearance of the conservation area; therefore care should be taken to locate these items discreetly, ideally to the rear of buildings.

6.5.4 Windows, Doors and Drainage Goods

There have been instances in which uPVC units have been used to replace historic windows. uPVC doors and plastic gutters and drainpipes also found on historic buildings in places throughout the conservation area. Plastic or uPVC elements are not in keeping with the appearance or character of a historic building, and thus detract from the special interest of the conservation area. Therefore, replacement of historic or traditional windows, doors and drainage goods is discouraged unless they are damaged beyond repair. Where such replacement is necessary this should be in materials and styles appropriate to the building. Where inappropriate

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replacement has already been undertaken, returning these features back to their traditional appearance is encouraged. The proportions and type of window will be dependent upon the age and style of an individual building.

Doors and window frames should be painted in appropriate colours. Changes in colour beyond a shade lighter or darker of the existing colours will likely require planning permission, with decisions based on surrounding context and appropriate historic precedent. Drainage goods would have historically been painted cast iron or lead; however other metals may be appropriate subject to their detailed design.

6.5.5 Boundary Treatments

Boundary treatments are applied sparingly throughout the conservation area, but some form key elements of the townscape within the village centre. Inappropriate or low-quality existing boundary treatments should be replaced when opportunities arise. When new boundary treatments are proposed, these should remain sensitive to the historic character and appearance of the conservation area and avoid introducing clutter to the street scene.

6.5.6 Shopfronts and Signage

Retail is an important function at the heart of the conservation area, and therefore the design and appearance of shopfronts is important to preserving and enhancing its character. Changes to shopfronts will require planning permission, and, if part of a listed building, listed building consent. Changes to signage and advertising will require advertisement consent.

A shopfront is part of a building as a whole, rather than being a separate entity. The design of shopfronts therefore needs to reflect the style, proportions, vertical or horizontal emphasis and detailing of the rest of the building, particularly the principal elevation. This is the case for both buildings which historically contained retail at ground floor and where a shopfront has been a later insertion.

Where historic or existing shopfronts contribute to the character and appearance of the conservation area, they should be retained and enhanced where possible. Any historic shopfront features which survive should be retained, repaired as necessary, and incorporated into new schemes, rather than being replaced or concealed. It would be desirable to reinstate historic features, such as corbels and pilasters where these have been lost.

Where it is appropriate to replace all or parts of a shopfront, traditional styles and materials are likely to be most appropriate in historic buildings, but nontraditional, sympathetically designed shopfronts would be appropriate in modern and new buildings. The replacement of inappropriate

modern alterations to shopfronts with suitably-designed traditional alternatives is encouraged. The use of plastic and metal is not considered to be appropriate in historic contexts.

Pilasters, cornices, fascias and stall risers are all important elements in creating the visual proportions of traditional shopfronts within historic buildings. Fascias are of notable importance and should be in proportion to the rest of the shopfront; they should not be overly large or extend above cornice level or beyond the corbels on either side. Full height glazing is a modern feature and does not reflect the character of historic buildings, though may be considered appropriate in more recent buildings.

Components of a Traditional Shopfront



6.0 Managing Change

The design and detailing of advertising and signage content, both on fascias, hanging signs and any free-standing signage, are also important in the conservation area. The signage should complement the design of the shopfront and building, conveying a sense of permanence and quality. Colour palettes, lettering style and illumination need to be considered in the design of a complementary shopfront. With regards to illumination, internally lit signage is generally considered inappropriate within the conservation area context; subtle external lighting is more appropriate. Careful consideration needs to be given to the appropriateness of free-standing signage such as A-boards as these can cause visual clutter and physical impediment to pedestrian movement.

There are examples of fabric canopies within the conservation area and such features can add interest to the street scene if they are of an appropriate design which also considers impacts on neighbouring shopfronts and longer street views. Canopies should avoid obscuring historic features, should be retractable and be made of canvas. Dutch-style canopies, which are visible when retracted, are not appropriate. Canopies would have traditionally been positioned above fascia signage and this is therefore the most appropriate position for replacement or new canopies; projecting hanging signage will allow the shop name and advertising to remain visible when the canopy is down. Installation of canopies will require consent from the Council.

6.6 New Development

6.6.1 New Development within the Conservation Area

There are relatively few opportunities for new development within the conservation area. However, some sites comprise detracting buildings or vacant areas, the sensitive replacement or redevelopment of which could enhance the conservation area's appearance. There may also be opportunities to redevelop buildings which make a neutral contribution to the conservation area. Any new or replacement development

needs to take account of, and remain sensitive to, the following:

- The significance of any building proposed for demolition;
- The significance of the relationship between any building to be removed and adjacent structures and spaces;
- The potential to draw inspiration from the historic use and character of a site;
- The significance or contribution of any gap site; is it a historic gap within the street frontage or does it detract?;
- The potential impact of proposals on known or potential archaeological remains;
- The potential impact of proposals on the setting of any neighbouring listed buildings;
- The materials and architectural detailing characteristic of the area - these should be a key point of reference in the choice of materials and detailing for proposed new development;
- The scale and grain of the surrounding area, including historic plot boundaries;
- The proposed height of new development in relation to neighbouring buildings and the surrounding context; and
- The potential impact of proposals on important views and the prominence of landmark buildings within the conservation area.

The above list is not exhaustive; each location will present its own unique requirements for sensitive and appropriate proposed development. In all cases, new development must be of high quality design, construction and detailing. The principal aim of new development should be to preserve or enhance the character of its immediate setting and the conservation area as a whole.

6.6.2 New Development in the Setting of the Conservation Area

The setting of the conservation area contributes considerably to its special interest, and there are likely opportunities for new development within this setting. New development should remain sensitive to its location within the setting of the designated heritage asset and enhance or preserve, rather than harm, its special interest. Proposed new development should be of the highest quality design and execution, regardless of scale, in order to achieve this and, where relevant, help phase out ill-considered and unsympathetic interventions from the past.

6.7 Public Realm

The public realm, namely publicly accessible streets and open spaces, is the area from which the majority of people will experience the conservation area. Preserving and enhancing its character and appearance is therefore of considerable importance for maintaining the special interest of the area. The public realm consists not only of street surfaces, but the street furniture, street signs and interpretation.

A sensitive and holistic approach to change and improvement to the public realm within an overarching strategy is needed, including changes to road infrastructure to encourage cycling and walking. Any additions or amendments to the public realm will also need to take account of highways and other relevant regulations.

Care should be taken to ensure future public realm works are considered for the longer term and materials both for street furniture and surface treatments are durable and of high quality, and remain sensitive to the character of the conservation area.

In addition to street furniture, road signage, freestanding shop signage, broadband cabinets, and elements such as inappropriately located café seating can collectively

6.0 Managing Change

cause excessive clutter within the public realm and detract physically and visually from the pedestrian experience of the conservation area. Applications associated with features within the public realm should be carefully considered to make certain that public streets remain pleasant and attractive places to be whilst ensuring that commercial activities can continue successfully.

Installation of vehicle e-charging points are likely to become a feature of the street scene in the near future. Although these are relatively unobtrusive, they are likely to increase visual street clutter to a degree and should therefore be considered alongside other elements of street furniture.

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6.8 Specific Recommendations

The following recommendations have been developed in response to the issues and opportunities within the conservation area identified in [Section 5](#), and in light of the guidance on managing change provided in Section 6 over previous pages. These recommendations are designed to ensure the preservation and enhancement of the special interest of the Rainham Conservation Area.

- 01

The historic environment of Rainham, in particular that which contributes to the character and appearance of the conservation area, should be maintained to ensure the area remains a desirable place to live, work and visit.
- 02

Proposals for extension, alteration and new development should preserve or enhance the special interest of the conservation area, or where the public benefits would outweigh any harm.
- 03

The design, construction and materials of any new development, extension, alteration or repair should be of the highest quality and respect their local context.
- 04

Development within the setting of the conservation area should be sympathetic to its special interest in terms of its scale, massing, proportions, materials and detailing.
- 05

Development within the setting of the conservation area should ensure the green and spacious nature of the setting, which contributes to its special interest, is maintained.
- 06

Trees which contribute to the character of the conservation area should be retained, or replaced as necessary; opportunities for additional tree planting and green landscaping should also be carefully considered.
- 07

Changes to buildings in response to climate change are encouraged but should take into consideration the character and appearance of the conservation area.
- 08

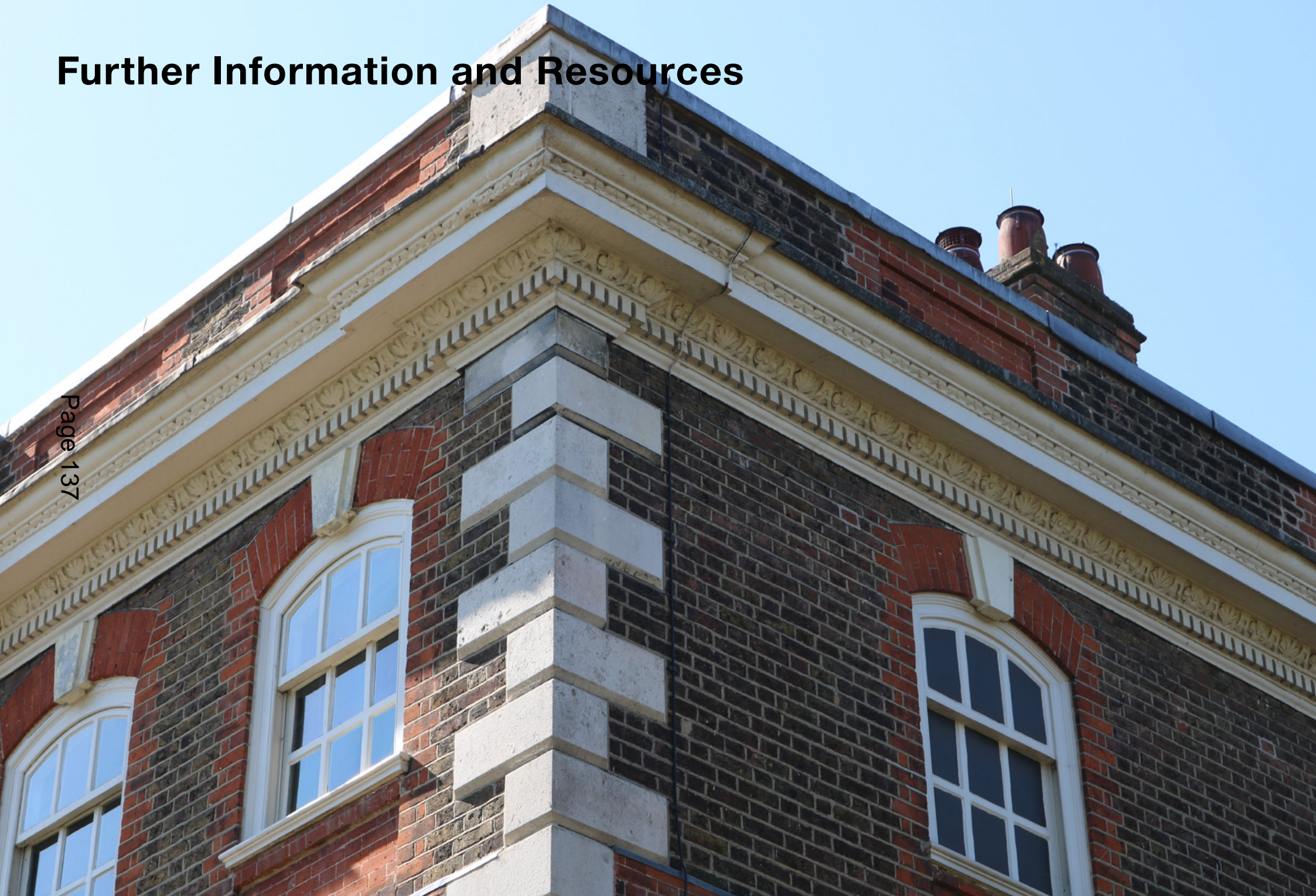
Careful removal of inappropriate and unsympathetic additions to buildings and the street scene is encouraged.
- 09

Reinstatement of lost historic features, such as timber sash windows or corbels and stall risers on traditional shopfronts is encouraged, where appropriate.
- 10

Replacement of inappropriate modern alterations to shopfronts with suitably designed traditional or sympathetically designed alternatives is encouraged.
- 11

The condition of the conservation area should be monitored and reviewed periodically.

Further Information and Resources



Further Information and Resources

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Consulted Archives

Havering Library and Local Studies

Historic England archive

Further Sources of Information

For further study, the following archives hold material that may be of relevance to the history and significance of Rainham:

- Havering Library and Local Studies
- London Metropolitan Archive
- Essex Record Office
- The National Archives
- Historic England Archive
- National Trust Heritage Records database

Legislation, Policy and Guidance

Legislation, Planning Policy and Best Practice Guidance

The following legislation, policy documents and guidance have been utilised in undertaking the conservation area review and preparing this report.

- a Planning (Listed Buildings and Conservation Areas) Act 1990
- b Ministry of Housing, Communities and Local Government, National Planning Policy Framework (2023) (specifically Section 16: Conserving and Enhancing the Historic Environment)
- c London Borough of Havering, Havering Local Plan (2016-2031)

- d London Borough of Havering, Havering Character Study (August 2024)
- e London Borough of Havering Archaeological Priority Area Appraisal (May 2024)
- f Ministry of Housing, Communities and Local Government, Planning Practice Guidance
- g Historic England, Conservation Area Appraisal, Designation and Management: Advice Note 1 (Second Edition, 2019)
- h Historic England, Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (2008)
- i Historic England, Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (Second Edition, 2017)
- j Historic England Advice Note 18. Adapting Historic Buildings for Energy Carbon Efficiency (July 2024)

Planning (Listed Buildings and Conservation Areas) Act 1990

Listed buildings and conservation areas are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. Designation gives conservation areas protection as alterations, additions or demolitions are controlled by the need for planning permission, which is required by local planning authorities when change is proposed. Section 69 of the Act details the protection of conservation areas and is reproduced below, of specific reference is section (1):

Further Information and Resources

'Section 69 Designation of Conservation Areas

(1) Every local planning authority:

(a) shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and

(b) shall designate those areas as Conservation Areas.

(2) It shall be the duty of a local planning authority from time to time to review the past exercise of functions under this section and to determine whether any parts or any further parts of their area should be designated as Conservation Areas; and, if they so determine, they shall designate those parts accordingly.

(3) The Secretary of State may from time to time determine that any part of a local planning authority's area which is not for the time being designated as a Conservation Area is an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance; and, if he so determines, he may designate that part as a Conservation Area.

(4) The designation of any area as a Conservation Area shall be a local land charge.'

National Planning Policy Framework (2023)

The National Planning Policy Framework (NPPF) sets out the government's planning policies for new development within England and how these are expected to be applied. At the heart of the NPPF 'is a presumption in favour of sustainable development'. The most recent version of the NPPF was published in 2023 and of relevance to the current review is Section 16 – 'Conserving and enhancing the historic environment', in particular paragraph 197:

'When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.'

Also of relevance are paragraphs 212 and 213:

'Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.'

Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 207 or less than substantial harm under paragraph 208, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.'

Planning Practice Guidance

In 2014 the government launched the Planning Practice Guidance website (<https://www.gov.uk/government/collections/planning-practice-guidance>). The guidance is a live document intended to provide further detailed information with regard to the implementation of the NPPF. It includes the section 'Historic environment', which advises on enhancing and conserving the historic environment.

Conservation Area Designation, Appraisal and Management Historic England Advice Note 1 (Second Edition)

This Historic England advice note, published in 2019, supports the management of change in a way that conserves and enhances the character and appearance of historic areas through conservation area appraisal, designation and management. Of great relevance to the review of the Rainham Conservation Area are the following paragraphs:

'10 Conservation area designation is undertaken to recognise the historic character of an area and/or in answer to the impact of development, neglect and other threats, on areas which are considered to have special architectural or historic interest. The appraisal is the vehicle for understanding both the significance of an area and the effect of those impacts bearing negatively on its significance. It will form part of the local planning authority's Historic Environment Record and will be part of the evidence base for the local plan and a material consideration in planning decisions.'

'77 Under section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 local planning authorities have a statutory duty to draw up and publish proposals for the preservation and enhancement of Conservation Areas in their districts from time to time. Regularly reviewed appraisals, or shorter condition surveys, identifying threats and opportunities can be developed into a management plan that is specific to the area's needs. In turn, this can channel development to conserve the Conservation Area's special qualities. Both areas in relative economic decline and those under pressure for development can benefit from management proposals that promote positive change.'

Further Information and Resources

Conservation Principles, Policies and Guidance

Conservation Principles was published by English Heritage (now Historic England) in 2008. It provides a comprehensive framework for the sustainable management of the historic environment, wherein 'Conservation is defined as the process of managing change to a significant place in its setting in ways that will best sustain its heritage values, while recognising opportunities to reveal or reinforce those values for present and future generations'. The guidance also provides a set of four heritage values, which are used to assess significance. The values are evidential, historical, aesthetic and communal.

Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (Second Edition)

The significance of a heritage asset is not only derived from its physical presence but also from its setting and the surroundings in which it is experienced. The Setting of Heritage Assets (2nd Edition) published in 2017 by Historic England provides guidance on managing change within the setting of a heritage asset. It recommends the following staged approach to the assessment of proposals during design evolution under Part 2: Setting and Views:

Step 1: Identify which heritage assets and their settings are affected.

Step 2: Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated.

Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it.

Step 4: Explore ways to maximise enhancement and avoid or minimise harm.

Step 5: Make and document the decision and monitor outcomes.

Contact Details

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GIDEA PARK
CONSERVATION AREA APPRAISAL
AND MANAGEMENT PLAN
JULY 2025

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A team of experienced consultants from Purcell jointly contributed to the completion of this Conservation Area Appraisal and Management Plan.

Date	Issue	Revision	Reviewed	Approved
November 2024	01	First Draft	MH	MH
February 2025	02	Second Draft	EB	EB
June 2025	03	Final	EB	EB

GIDEA PARK CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

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1.0 Introduction

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1.0 Introduction

This section provides information about what conservation area designation means and its implications for development. It also gives an overview of the Gidea Park Conservation Area, sets out the purpose of the Conservation Area Appraisal and Management Plan (CAAMP) and outlines the consultation process that has been undertaken to prepare it.

1.1 What is a Conservation Area?

A conservation area is defined as an ‘*area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance*’.⁰¹

Designation of a conservation area recognises the unique quality of the heritage of that area as a whole. This quality is derived not only from individual buildings but also other features, including (but not limited to) topography, grain, materials, thoroughfares, views, open spaces and landscape. These all contribute to the historic character and appearance of an area, resulting in a distinctive local identity and sense of place.

The extent to which a building, or group of buildings or structures, positively shapes the character of a conservation area is derived from its exterior – principally those elevations which are street-facing but also side and rear elevations, the integrity of its historic fabric, overall scale and massing, detailing and materials. Open spaces, whether they are public or private, green or hard landscaped, can all contribute to the special interest of an area. Furthermore, the spaces between buildings, such as alleys, streets, paths and yards, all contribute to a conservation area’s appearance and character, as does the setting of a Conservation Area.

1.2 What Does Conservation Area Designation Mean?

The aim of conservation area designation is to preserve or enhance the character and appearance which makes the area special. To ensure this, changes to the external appearance of buildings in a conservation area may require planning permission from the Local Planning Authority, as certain permitted development rights are curtailed. For example, full or substantial demolition of a building will require planning permission and works to trees within conservation areas must be notified to the Local Planning Authority in advance. There are often further restrictions in place in conservation areas through Article 4 directions, which remove certain permitted development rights; refer to [Section 7.3](#) for details regarding the Article 4 direction which currently applies to the Gidea Park Conservation Area.

Under the National Planning Policy Framework (NPPF), conservation areas are designated heritage assets, and their conservation is to be given great weight when determining planning applications.⁰² Further details can be found in [Section 7](#).

The 2016-2031 Havering Local Plan (adopted in 2021) includes Policy 28, Heritage Assets, which sets out the Council’s approach to development impacting heritage assets, including conservation areas and their settings.

1.3 Gidea Park Conservation Area

1.3.1 Overview

The Gidea Park Conservation Area is one of 11 conservation areas in the London Borough of Havering, each distinctly individual in character and representing a variety of the surviving areas from different periods of the borough’s past. It was designated in June 1970 following an extensive report and survey undertaken by the Gidea Park & District Civic Society. Its boundary was then extended in 1989 to include Gidea Park railway station.

Gidea Park is an attractive London suburb east of the commercial centre of Romford. Its earliest development dates to a Roman road which extended between Colchester and London, though the area remained largely rural until the early-20th century when Sir Herbert Raphael, then-owner of Gidea Hall, devised a plan to develop the house’s estate as a garden suburb rooted in the ideals of the Arts and Crafts movement.

A subsequent architectural competition and exhibition in 1910-11 delivered 159 new homes by the nation’s leading architects, situated in generous plots across a designed townscape. A second exhibition of homes added were added to the northern end of the development in 1934. These buildings and streets form the focus of the Gidea Park Conservation Area, which also includes some subsequent development, the key green spaces of Raphael Park and Romford Golf Course and the commercial thoroughfare of Main Road at the heart of the conservation area.

⁰¹ Section 69(1), Planning (Listed Buildings and Conservation Areas) Act 1990

⁰² National Planning Policy Framework (2023)

1.0 Introduction

1.3.2 Conservation Area Boundary

The conservation area encompasses the buildings and plots which comprised the 1911 Romford Garden Suburb Exhibition of Houses and Cottages erected across the former Gidea Hall estate, as well as those included in a second exhibition in 1934. It extends northward from Main Road to Eastern Avenue, incorporating Raphael Park to the west and a section of the Romford Golf Course to the east. A narrower section extends south of Main Road between Balgores Lane and Crossways. The conservation area was extended further southward to include Gidea Park Station in 1989. One change to the boundary has been made as part of the preparation of this CAAMP, see 1.4 below for details.

Page 18 of 28 1.3.2 Boundary Review

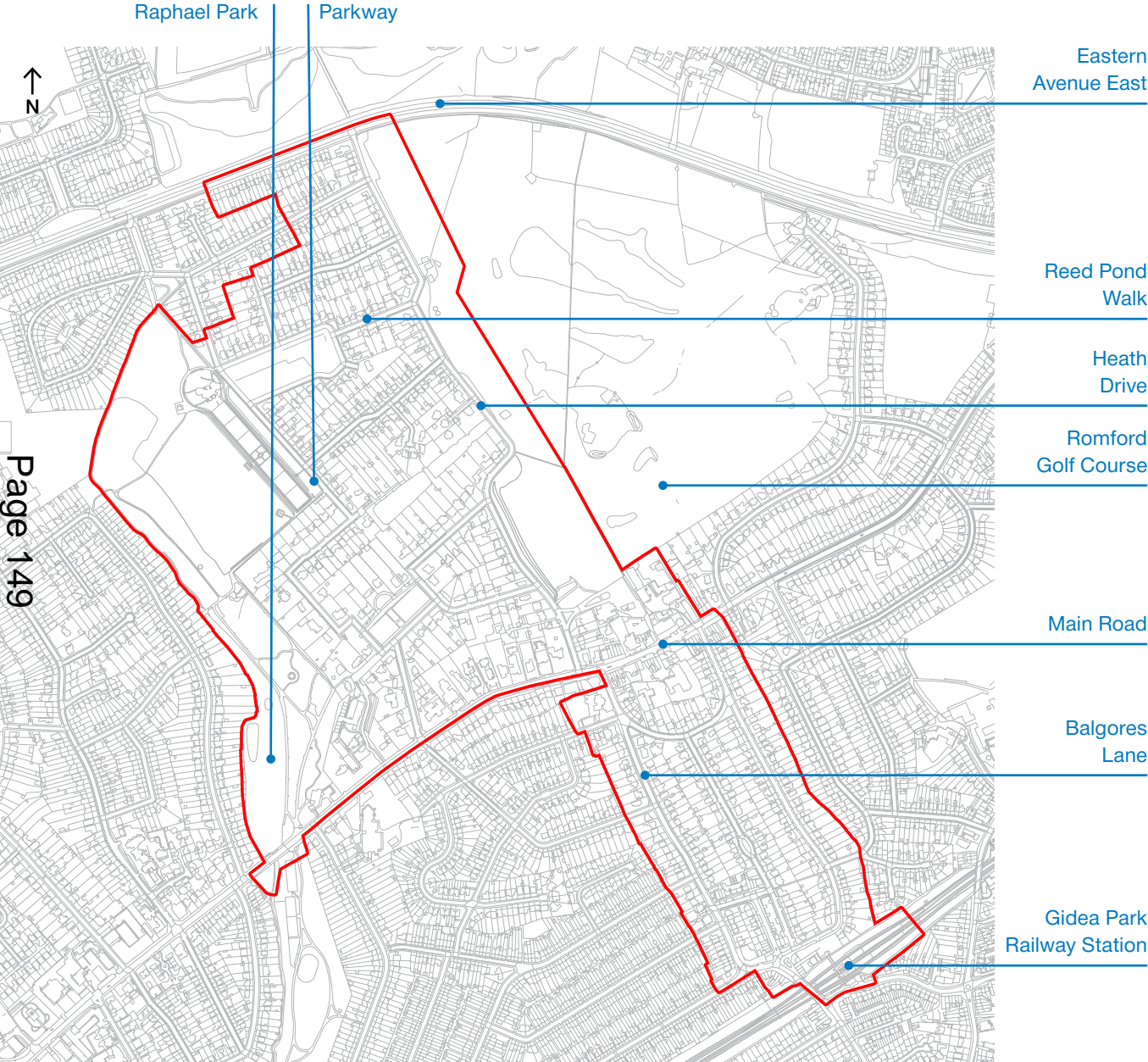
Understanding or appreciation of what is special about an area can change over time. Therefore it is important to review and take stock of the boundaries and character of a conservation area at intervals to ensure that the reasons for its designation are still relevant and evident, and that the proper management of change is in place.

A review of the boundary alongside any accompanying guidance and assessments should generally take place every five to ten years or in response to a notable change (positive or negative), including changes in policy or legislation.

As part of the CAAMP review process, the former Gidea Park Character Area formerly identified by the London Borough of Havering within the setting of the conservation area was assessed as to whether it merited inclusion within the conservation area. Following a review of its historical and architectural interest via desk-based research and undertaking site inspection, it is the conclusion of this report that the conservation area should not be extended to include the former Gidea Park Character Area, as the latter lacks the historic interest and townscape and architectural qualities that give the conservation area its special interest.

In addition, based on the findings of archival research, a site inspection of the area and feedback from stakeholder consultation, the boundary of the conservation area has been amended to include the Interwar (erected between 1921 and 1938) parade of shops with flats above at 142-156 Balgores Lane, to more effectively encompass the townscape composition at the base of the conservation area where Balgores Lane and Crossways meet. This update is reflected on the Gidea Park Conservation Area Boundary map on the following page.

1.0 Introduction



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Gidea Park Conservation Area boundary

Existing conservation area boundary

This plan is not to scale

1.0 Introduction

1.5 Purpose and Scope of the Conservation Area Appraisal and Management Plan

Understanding the character and significance of conservation areas is essential for managing change within them. It is therefore a requirement under the *Planning (Listed Buildings and Conservation Areas) Act* 1990 that all Local Planning Authorities ‘formulate and publish proposals for the preservation and enhancement’ of conservation areas within their jurisdiction, and that conservation areas are periodically reviewed.

These proposals are normally presented in the form of a CAAMP, which defines and documents the special interest of a conservation area (see [Section 2](#)), analyses the characteristics that make it special (see [Sections 3, 4 and 5](#)), as well as different issues and opportunities for enhancement (see [Section 6](#)) and sets out a plan for managing change to ensure its ongoing protection and enhancement (see [Section 7](#)).

This CAAMP has been prepared in line with current best practice guidance published by Historic England, the government’s heritage advisor and the public body which manages the care and protection of the nation’s historic environment.

This document is intended to be comprehensive; however, the omission of any building, structure, feature or space does not imply that the element is not significant or does not positively contribute to the character and special interest of the conservation area. The protocols and guidance provided in [Section 7](#) are applicable in every instance.

The assessments which provide the baseline information for this CAAMP have been carried out using publicly available resources and thorough on-site analysis from the publicly accessible parts of the Gidea Park Conservation Area.

1.6 Consultation and Engagement

It is a statutory requirement under Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 that conservation area guidance produced by or on behalf of the Local Planning Authority be subject to public consultation, and for the Local Planning Authority to have regard of the views expressed by consultees.

Informal consultation was undertaken with key stakeholders, including members of the Gidea Park Civic Society and the London Borough of Havering Planning Team, at early stages of the CAAMP drafting process to raise awareness of the conservation area review, utilise local understanding of the area’s special interest and gather feedback on opportunities for enhancing this special interest and on the proposed conservation area boundary.

A draft of this CAAMP underwent public consultation from 28th April to 9th June 2025 including a public event. Comments received from this consultation have been incorporated into the final CAAMP as appropriate.

2.0 Summary of Special Interest



2.0 Summary of Special Interest

The special interest of the Gidea Park Conservation Area is principally drawn from its conception as an early 20th century garden suburb, and its presentation of a varied and characterful collection of residential dwellings that showcases the work of leading Arts and Crafts architects of the period, set within green and generous plots.

The development was originally envisaged via a competition and subsequent exhibition of houses in 1910-11, taking inspiration from north London's Hampstead Garden Suburb established a few years prior. Gidea Park was not ultimately executed to the same extent in regard to formal layout and the provision of community amenities. However, a uniquely verdant and architecturally diverse townscape of high quality homes founded on the ideals of the Arts and Crafts movement was achieved, and the result is of high architectural and historic interest.

The new suburb incorporated some historic features and buildings already present within Gidea Park, including the garden walls and gate posts, fish ponds and other parkland

elements originally associated with the 18th century Gidea Hall. Buildings forming part of an 17th century settlement along today's Main Road known as Hare Street were also retained, and now contribute an additional layer of architectural and historic interest.

A second exhibition of houses in 1934 added a further genre of residential development to the northern part of the conservation area, which, whilst of somewhat lesser architectural interest, complements the form and grain of the original housing scheme. Subsequent infill of later housing has remained sensitive to the original development's scaling and arrangement for the most part, employing degrees of characterful individuality through varied massing, materials and architectural detail. External alterations to historic homes across the conservation area have been generally modest and/or sympathetically undertaken, though some insensitive modifications, replacements and redevelopments have eroded the character of the area to a minor degree.

The presence of mature greenery, and trees within verges, open spaces and private gardens softens the landscape and forms a verdant backdrop that is a fundamental part of the area's historic garden suburb character. In some cases, preexisting trees and landscape elements were deliberately integrated into the original townscape design and remain legible features today. As most houses have remained in their original use as single-family dwellings, front gardens and the visible presence of boundary treatments have largely survived intact and make a strong contribution to the character of the conservation area.

Other historic ancillary uses remain evident in commercial areas along Main Road and adjacent to the railway station at the conservation area's southern edge, and in recreational spaces. These add variety to the townscape whilst maintaining a legible historic relationship with the domestic neighbourhood. Whilst architectural and townscape features in these areas have undergone more substantial change over time, they retain historic interest.



Former Gidea Hall Fish Ponds.



Two dwellings, typical of the architectural individuality of the area.

2.0 Summary of Special Interest



Detail of front elevation plasterwork.



Detail of chimney brickwork.



Streetview, with housing and mature foliage.



Detail of 1911 datestone and gable.



Dwelling with characterful roofline.

3.0 Summary Historic Development



3.0 Summary Historic Development

3.1 Summary Historic Development Timeline

- Roman road between Colchester and London encouraged settlement development including Romford, granted a market charter in 1247.
- Wealthy estates and villages were established near Romford; Hare Street inns were maintained by frequent travelers, and Gidea Park had a house as early as the 13th century.
- Gidea Hall and its formal gardens rebuilt in 1720 to the east of Romford north of the Roman road; Hare House erected to the south of the road in the 1760s.
- Railway line laid in 1839, cutting across the Hare Hall estate south of Gidea Hall; no local station was built.
- 1897 Gidea Hall sold to Sir Herbert Raphael. Raphael, who donated land to found the Romford Golf Club to the east, and a public park to the west, the latter today's Raphael Park.
- 1910 Development company formed to build a garden city suburb around Gidea Hall.
- 1911 Exhibition of 159 homes built northwest of the new railway station and around Gidea Hall, with prospective buyers offered completed homes or plots to build on. Building continued until outbreak of WWI in 1914.
- 1930 Gidea Hall was demolished.
- 1934 A second "modern homes" exhibition led to construction of further 35 houses to the north of the estate.
- London Borough of Havering established in 1965.
- 1970 Gidea Park designated a Conservation Area.

3.2 Gidea Park Before the 20th Century

The ancient Roman road from Colchester to London established the first infrastructure within the Gidea Park area. This continued to be used as a major trade route, and as centuries extended into the late medieval period (1066-1540) major settlements such as Romford grew up along the roadway.

The wealthy established large estates near the growing market town, including at Gidea Park where a manor house was in situ as early as the 13th century.⁰¹ The Gidea Hall estate which grew up from this was also accompanied by the nearby Hare Hall, positioned south of the main road to the southeast of today's conservation area..

On the Main Road between the two major estates a development known as Hare Street flourished, supported both by local wealthy landowners and the trade traffic to and from Romford. A series of inns on the Main Road that survive today, if much altered, were established in the 17th century: the White Hart Inn (today known as The Archers) and the Ship Inn. The adjoining buildings to the White Hart, Nos.202-210 Main Road, likely date to the late 18th or early 19th century, and no.224 Main Road dates to the early 18th century, all with established shop fronts at ground floor level.



Lithograph of Hare Street 1890, by Alfred Bennett Bamford. The White Hart, now The Archers, is on the right. (Havering Libraries-Local Studies)

⁰¹ (2024) 'Gidea Hall', in *Lost Heritage*. Available at: http://www.lostheritage.org.uk/houses/lh_essex_gideahall.html

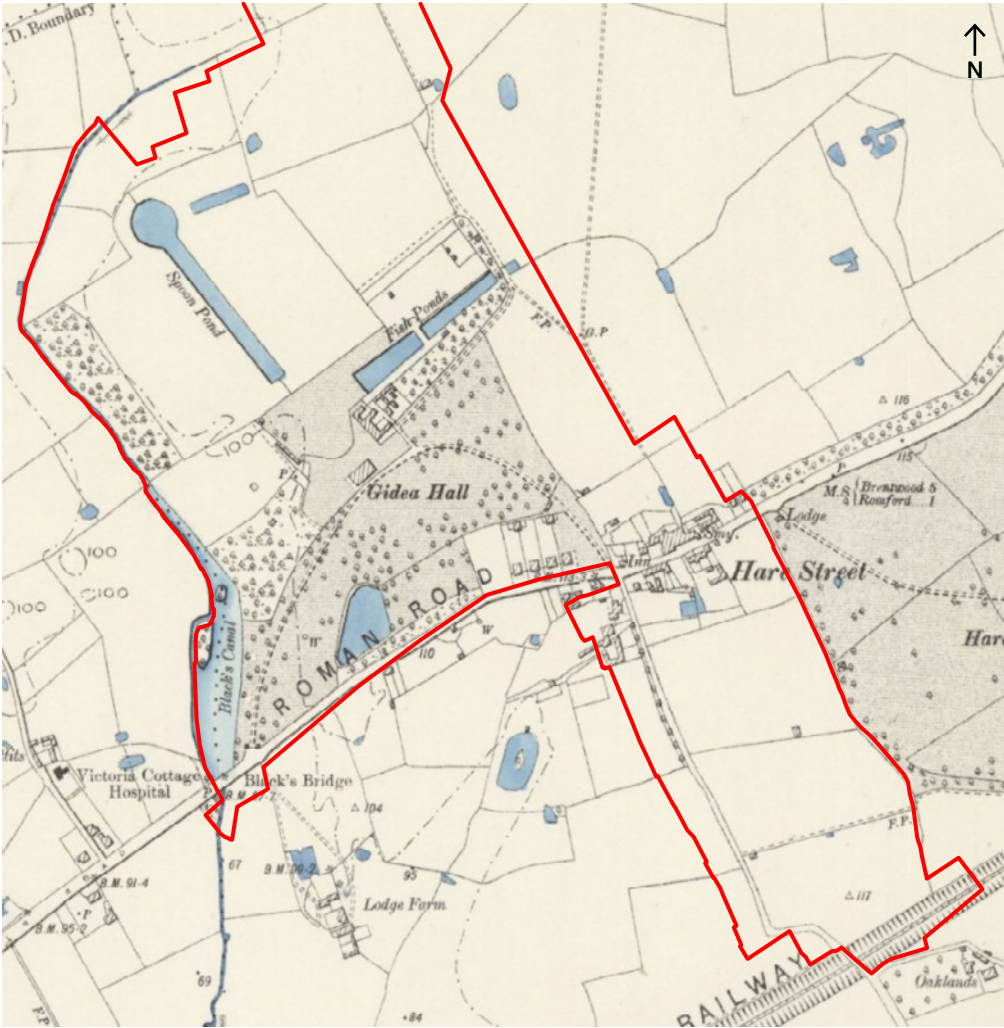
3.0 Summary Historic Development

Gidea Hall was rebuilt in 1720 by Sir John Eyles, who also created a formal ornamental parkland for the estate, including a lake, fishponds and large water feature known as Spoon Pond. In 1776 the Benyon family, then-owners of Gidea Hall, commissioned James Wyatt to design Black's Bridge over Black's Canal where it met the road as part of the growing estate.



Extract of the 1805 OS map, surveyed in 1790, showing Gidea Hall and Hare Street. The western perimeter of Hare Hall can be seen to the right of the image. (Havering Libraries-Local Studies)

In 1839 the Eastern Counties Railway was laid, cutting through the Hare Hall estate land south of the Main Road, but no station was built and the area remained largely rural, dominated by estate parkland even as the nearby Romford expanded ever more rapidly. However, with the coming of the railway the value of land for suburban development would soon outstrip the value of country estates, and Gidea Hall was sold to a development company in 1883. The below 1895 Ordnance Survey map illustrates the extent of development by the end of the 19th century.



1895 OS map (surveyed). The distinctive Spoon Pond can be seen in the upper left corner of the map, and the railway line in the lower right corner. The 2024 conservation area boundary is indicated in red. (National Library of Scotland)

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age 157

A sepia-toned portrait of a middle-aged man with a high forehead, receding hair, and a prominent mustache. He is wearing round-rimmed spectacles. His attire consists of a dark, textured suit jacket over a white shirt and a dark tie. A small, circular, textured brooch is pinned to the left lapel of his jacket. The background is a plain, light-colored studio backdrop.

Sir Herbert Raphael, 1906. (Wiki Commons)

3.3 The Garden City Concept

The rapid urbanisation of the late-19th century had led to unprecedented social and economic problems in towns and cities laid out over haphazardly adapted plots and crowded streets, or long, uniform terraces of high density and low individual character. The growing population of middle-class families also presented a demographic who could afford to rent a new kind of housing, but without the capital wherewithal to build it themselves.

The concept of a Garden City was one of the radical urban planning concepts to emerge in response to this, a movement founded by Ebenezer Howard in 1898, which promoted a vision of well-ordered, spacious, satellite communities outside

of town centres. Its founding theories were tied closely to ideas of the Arts and Crafts architectural movement and the revival of vernacular architecture. Gaining worldwide acclaim, important models emerged in the early decades of the 20th century, including Hampstead Garden Suburb in 1907.

Models of plans for neighbourhoods of quality, affordable homes shared a few key elements, as illustrated in the diagram below; often circular, they centred on a civic nucleus of a public park, buildings and shopping facilities, local employment, accessible transport and strong cultural, recreational and shopping facilities, resulting in a suburb as self-sufficient as possible.

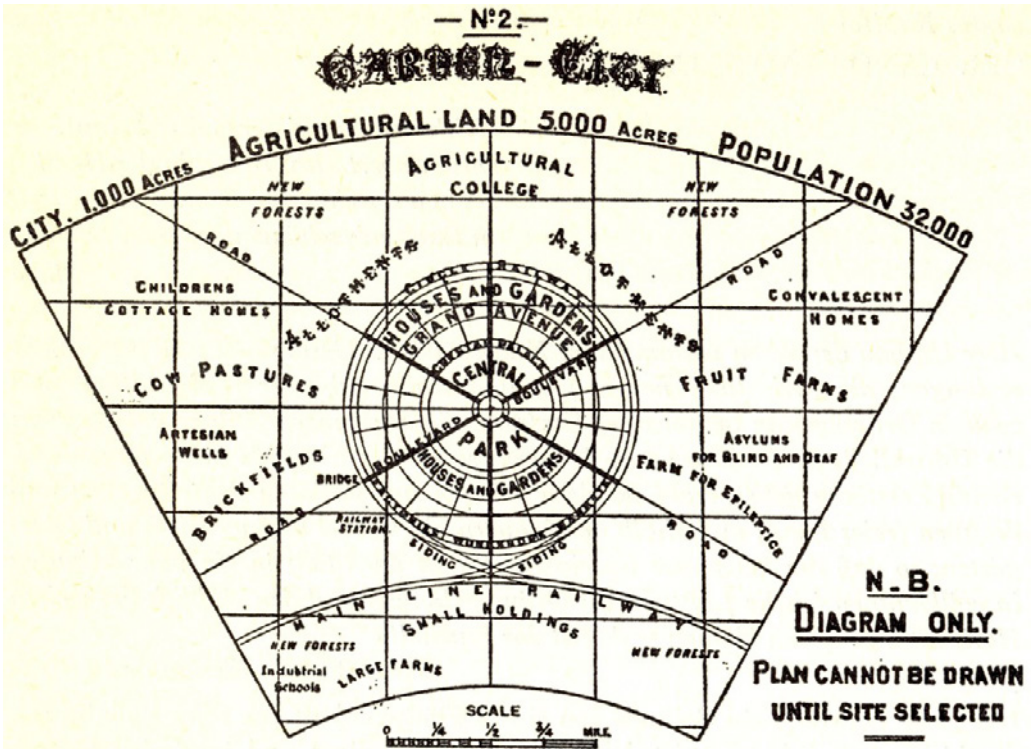


Diagram of the Garden City by Ebenezer Howard, 1898 (Wiki Commons)

3.0 Summary Historic Development

3.4 The Gidea Park Estate

A development company was set up by Raphael and two fellow Liberal MPs, Charles McCurdy and Tudor Walters, with the goal of developing a Garden Suburb akin to Hampstead Garden on the remaining Gidea Hall estateland.

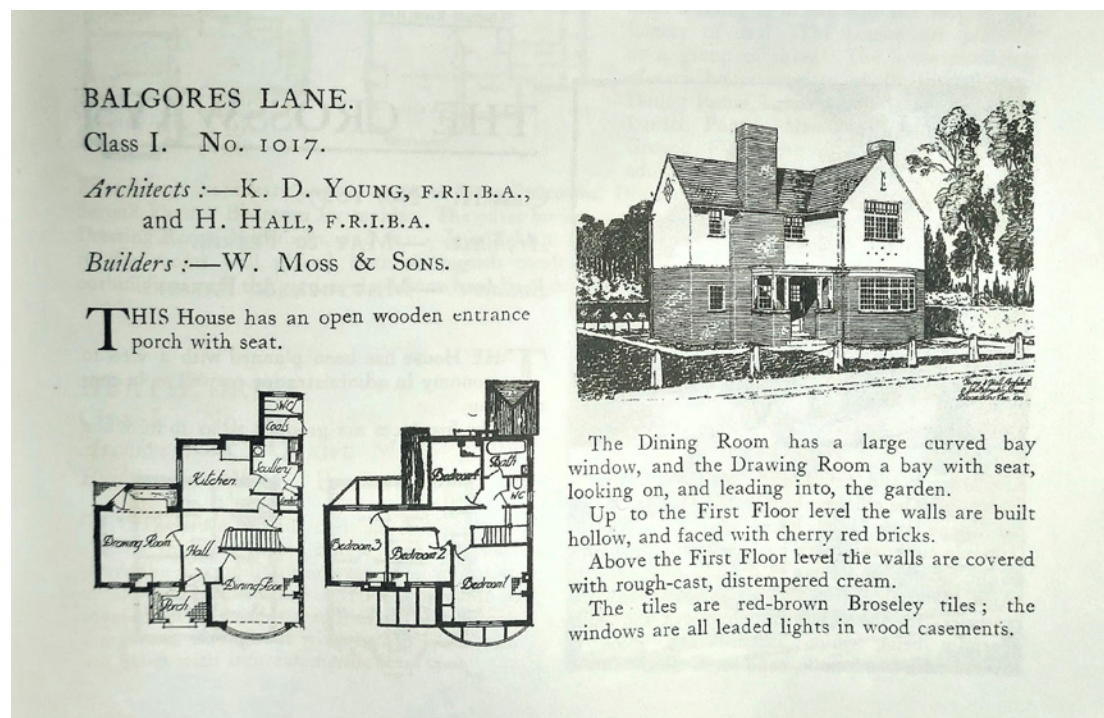
One hundred and twenty-one architects answered the developer's call for designs for the Romford Garden Suburb Gidea Park, each providing a three or four bedroom house that could meet the following brief:

*"to demonstrate to housing and public authorities, to builders and to the public generally, the improvement in modern housing and building due to scientific knowledge, the revival of the Arts and Crafts and the progress of the garden city movement, and by doing so to assist the raising of the standard of living not only in the outer metropolis but throughout Britain."*⁰²

This group included most of the influential figures of the later Arts & Crafts movement – Barry Parker, Raymond Unwin, M. H. Baillie Scott, Philip Tilden, and Clough Williams-Ellis. The planned development comprised an informal townscape grid varied by the deliberate kinking of roads to avoid important trees, and the incorporation of existing estate features like the Fish Ponds at Gidea Hall.

Between July 1910 and June 1911 159 houses and cottages were built to the design of these architects, and in 1911 an exhibition was run, drawing investors, house hunters and developers in via the newly built Gidea Park railway station. A map of the exhibition on the following page illustrates how houses had been constructed on plots spaced across the entire area, including streets south of Main Road as evidenced by plans detailing specific houses along Balgores Lane. Buyers could buy one of these houses, one of the generously sized building plots or have a house designed for them.

Styles of building varied, but nevertheless tended towards the picturesque Tudor or neo-Georgian, with the occasional exaggerated vernacular detail.



31 Balgores Lane, Design and artists impression from the exhibition catalogue, 1911. (Havering Libraries-Local Studies)



Balgores Lane, 1950s (Havering Libraries-Local Studies)

⁰² The Hundred Best Houses (1911), p. 7.

3.0 Summary Historic Development



45-48 Heath Drive, 1911. Photos of four large Neo-Georgian houses by Ronald P. Jones. (Havering Libraries-Local Studies)



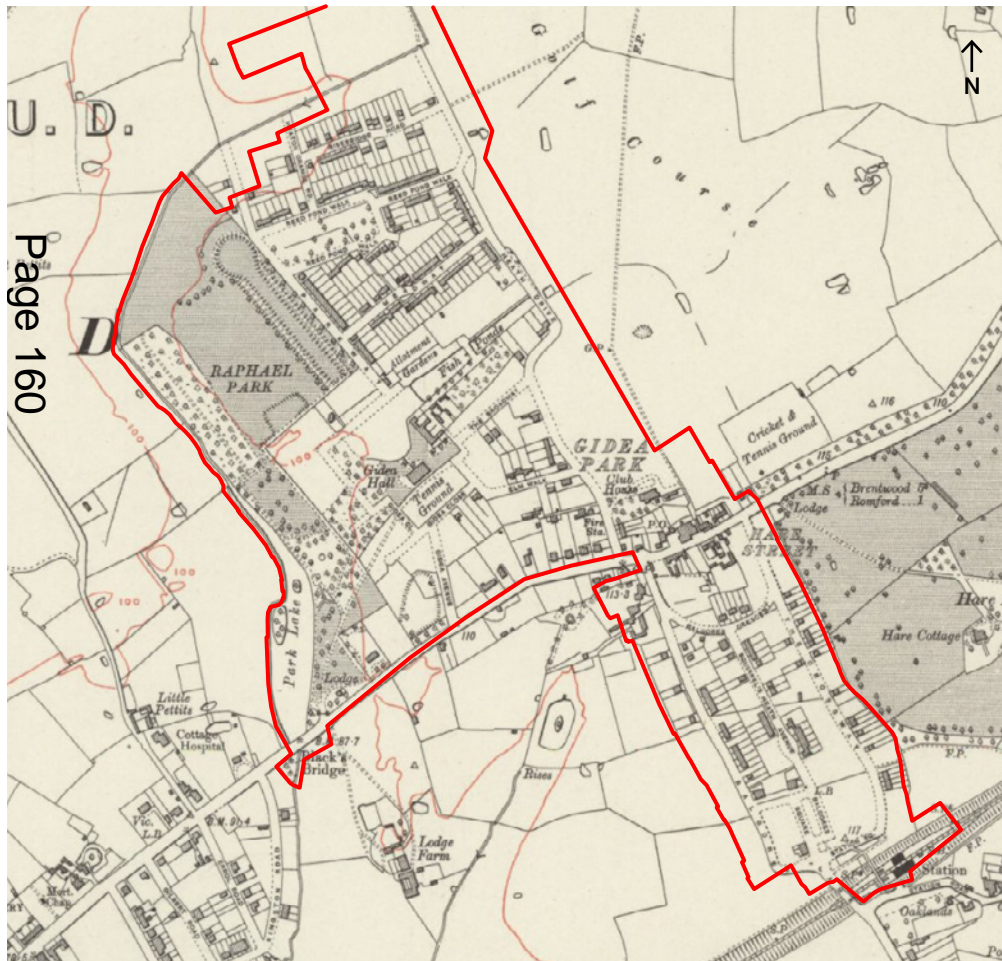
The village green at Reed Pond Walk' (Havering Libraries-Local Studies)



Bird's eye view of the exhibition, 1911 map of the built houses. (The Book of the House & Cottage Exhibition 1911)

3.0 Summary Historic Development

The garden's suburb's original plan included a nucleus around the existing historic hamlet of Hare Street, and a new church and shopping centre. The latter was never fully realised, nor were plans to extend the development northwards beyond the newly built Eastern Avenue roadway, or eastwards beyond the Golf Course. The outbreak of WWI interrupted the full development plan of the estate; the below Ordnance Survey map illustrates the extent of development by 1914.



1914 (surveyed) OS map. The conservation area boundary is indicated in red. (National Library of Scotland)

While the early plan had incorporated Gidea Hall as part of the estate, by the 1920s following its sporadic use by the War Office and as a resident's club, it had fallen into disrepair. Following a failed bid to sell it as a residential property it was demolished in 1930, leaving only the wall, railings and gate from its 18th century park entrance.



Contrasting view of 3 Gidea Close and Gidea Hall to the east, 1920s, prior to its demolition. (Havering Libraries-Local Studies)

3.0 Summary Historic Development

A second “modern homes” competition and exhibition held in 1934 intended to sell plots south of Eastern Avenue and produced 35 houses, with one genuinely contemporary design by Francis Skinner of Tecton at 64 Heath Drive. By this time the concept of a garden suburb had waned in favour of the merits of ribbon development, with smaller scale speculative housing – some comprising conventional inter-war designs – infilling the remaining unused plots. Whilst this was reflected in the 1934 linear arrangement of building frontages

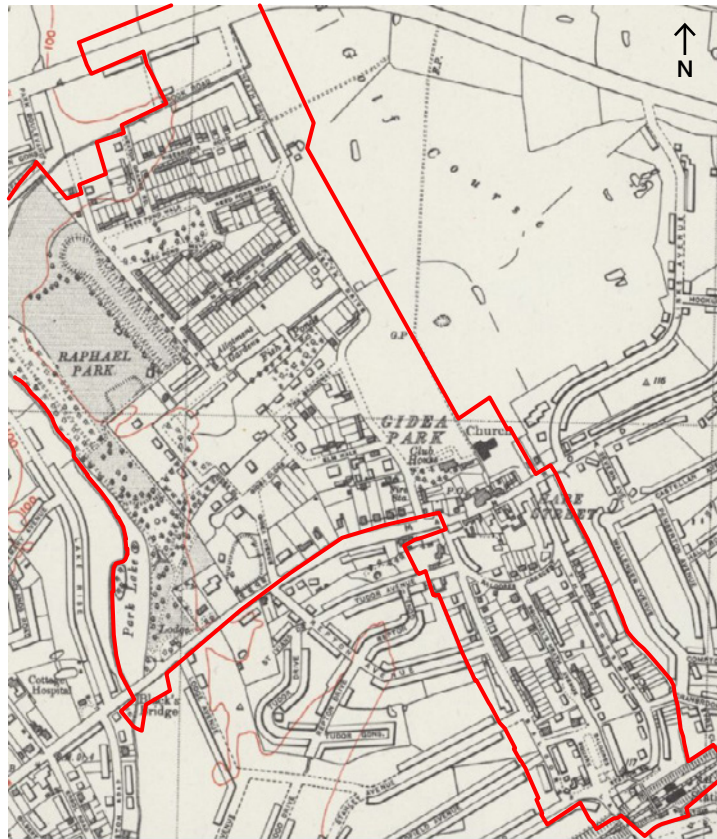
along new streets, the importance of the site’s verdant setting on the outskirts of town and its direct relationship to the ideals of quality suburban living remained a key consideration in the new development’s design.

The 1938 Ordnance Survey map below illustrates this second wave of construction, as well as new streets of ribbon development around the Gidea Park core to the south.

The general trend of modernising town centres and “zoning” development pressures of the latter 20th century likely drove the formation of the Gidea Park and District Civic Society in 1968, which undertook an extensive survey and report of the area. In 1970 the areas comprising the 1911 Romford Garden Suburb Exhibition and the 1934 Modern Homes Exhibition were adopted as the Gidea Park Conservation Area.



View from 64 Heath Drive, 1934



1938 (surveyed) OS map, showing many of the 1934 exhibition homes in situ. The conservation area boundary is indicated in red. (National Library of Scotland)

4.0 Character Assessment



4.0 Character Assessment

This section provides analysis and assessment of the character and appearance of the conservation area and the way this contributes to its special interest. It considers the character of the conservation area as a whole, addressing different elements of character including spatial analysis, setting and views, public realm, and architectural forms, materials and details.

4.1 Location, Topography and Geology

Gidea Park is situated in the centre-north of the London Borough of Havering, approximately 28km east of London centre and 10km north of the River Thames. Hare Street, the estimated centre of Gidea Park, is approximately 1.5km east of Romford, the medieval market town.

The A118, known as the Main Road runs through the centre of the conservation area from southwest to northeast, and is one of the principal and historic throughfares between Essex and London. The Great Eastern Main Line railway is located to the south of the conservation area, also extending southwest to northeast; its railway station, Gidea Park, forms the southernmost point of the conservation area. There is one local waterway, the Black's Canal or Black's Brook, a small tributary which forms a large water feature within Raphael Park and feeds the Fish Ponds.

Area topography is relatively flat, but with gentle hills towards the north. The northern part of Havering is a diverse landscape with an agricultural character, interspersed with woodland, dissected by rivers and influenced by urban areas. Gidea Park forms part of the historic estate of Gidea Hall and was largely used as fertile parkland up until the early 20th century. The bedrock geology of the borough is largely London Clay Formation which is overlain by a series of gravel terraces.⁰¹



Aerial image of Gidea Park's location in its wider surrounding context. The conservation area is outlined in red.

⁰¹ Oxford Archaeology (2024) 'Archaeological Priority Area Appraisal: London Borough of Havering'. Available at: <https://www.havering.gov.uk/downloads/file/6708/havering-archaeological-priority-areas-report>

4.0 Character Assessment

4.2 Archaeology

Although not always a visible part of the conservation area, archaeological remains can contribute considerably to our understanding of how the area has developed.

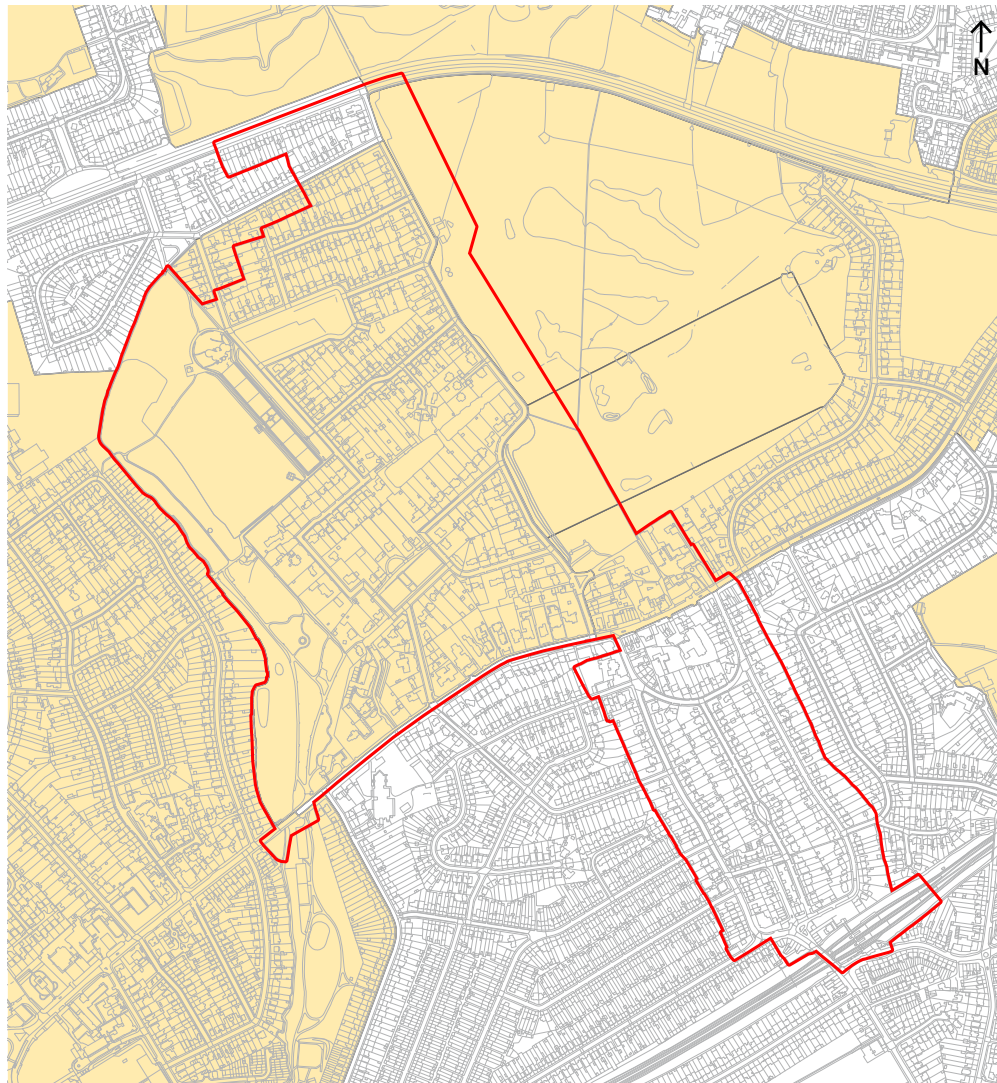
Due to the area's historic proximity to the Roman road and the medieval market town of Romford, there remains significant potential for further discoveries. Additional finds may provide further knowledge relating to the area's pre-20th century evolution and development, which would possibly contribute to the special interest of the conservation area.

There is one scheduled monument within the conservation area, a section of Roman Road within Gidea Park Golf Course. It is considered a designated heritage asset of the highest significance, and the impact that a proposed development may have on a Scheduled Monument and its setting is a material consideration in the planning process. Works physically affecting a Scheduled Monument require Scheduled Monument Consent from the Secretary of State for Digital, Culture, Media and Sport via Historic England.

The Roman Road scheduled monument is also classed as a Tier 1 Archaeological Priority Area (Havering APA 1.2), as it mainly contains nationally-important remains of a Roman Road, though excavation in 2002 uncovered post-medieval material which suggests the road may form part of the former drive associated with Gidea Hall.

The conservation also comprises two Tier 2 APAs, or areas which hold specific evidence indicating the presence or likely presence of heritage assets of archaeological interest. These include Havering APA 2.8, comprising the site of the former Gidea Hall and its estate, and Havering APA 2.24, comprising the site of the former London to Colchester Roman Road.

Further information about these APAs can be found by consulting the Archaeological Priority Area Appraisal for the London Borough of Havering (2024), available online.



Map showing the coverage of Archaeological Priority Areas within the Gidea Park Conservation Area, indicated in yellow.

4.0 Character Assessment

4.3 The Setting of the Conservation Area

The setting of the Gidea Park Conservation Area has been considerably shaped by transport infrastructure and the continued suburban development.

Suburban Setting

It is surrounded to the west, south and southeast by slightly later suburban housing, comprising mostly semi or detached villas with a comparatively tighter plot pattern and more urban public realm than the generous spatial arrangement which forms a hallmark of the conservation area. Whilst generally of more standard architectural detail and massing, these later streets do much to maintain the conservation area's quiet, largely residential character, often to an insular effect.

The Romford Golf Club extends from the conservation area boundary to the east, forming a key feature of townscape only visible from Heath Drive. It provides openness interspersed with verdant planting which contribute strongly to the character of the historic garden suburb.

The Eastern Avenue (A12) dominates the conservation area's setting to the north and northeast, presenting a hard stop to its network of streets and parkway. The noise from the busy roadway considerably impacts the area at its outer limits, and from across Romford Golf Club. The railway line also forms a key element of setting to the south of the conservation area, but as this predated much of the area's development and adjacent streets were designed with it in mind, its impact is less abrupt.

Open Setting

There is an appreciable shift between the suburban character of the conservation area and areas of open, semi-rural character further afield to the north where a slight rise allows for long views to mature woodland and the distant Grade I listed Bower House, an early 18th century red brick country house set within its own parkland.



View north out of Gidea Park Conservation Area from Parkway, including view of Bower House in the distance.

4.0 Character Assessment

4.4 Important Views

All views which take in heritage assets, whether designated or not, are important and contribute to the understanding and experience of the Conservation Area. As a consequence, the views considered in this section are not intended to be a comprehensive set. Local views are identified on the map included in Section 4.5.

Views across the conservation area are often limited by its historic layout along meandering street lines and tree-lined avenues. Thus, the conservation area is generally experienced through incidental, kinetic and transitional views which constantly change as one moves along streets.

Some longer vistas along relatively straight stretches of road illustrate the juxtaposition between development and open land as designed, including views looking roughly north and south along Heath Drive, with the golf course to the east, and Parkway, with Raphael Park to the west. The streets connecting the two were laid out in an informal, meandering pattern which echoes their historic variety of buildings styles and architectural details across a network of picturesque, intimate neighbourhood views.

South of Main Road, longer-range views north and south along the key corridors of Balgore Lane, Squirrels Heath Avenue and Crossways are also picturesque, featuring tree-lined verges.

Views leading out of and into the conservation area are also important as they help to orient and delineate the conservation area within and from its setting. Due to the level topography of the immediate setting these views are generally limited to southwest and northeast views along Main Road, looking onto Heath Drive and the historic Hare Street.



View northeast into Romford Golf Course, from the junction of Heath Drive and the entrance driveway.



View from west corner of Balgore Lane's junction with Main Road, looking east.



View from east end of Main Road, looking west into the conservation area.

4.0 Character Assessment

4.5 Architectural Interest and Heritage Assets

The character of the conservation area is best expressed through the group value of its many qualities, and due in part to its incomplete historic development, there are few individual buildings which play a leading role in establishing the character of the area. Rather, the conservation area's group of locally and statutorily listed buildings are most representative of the its qualities.

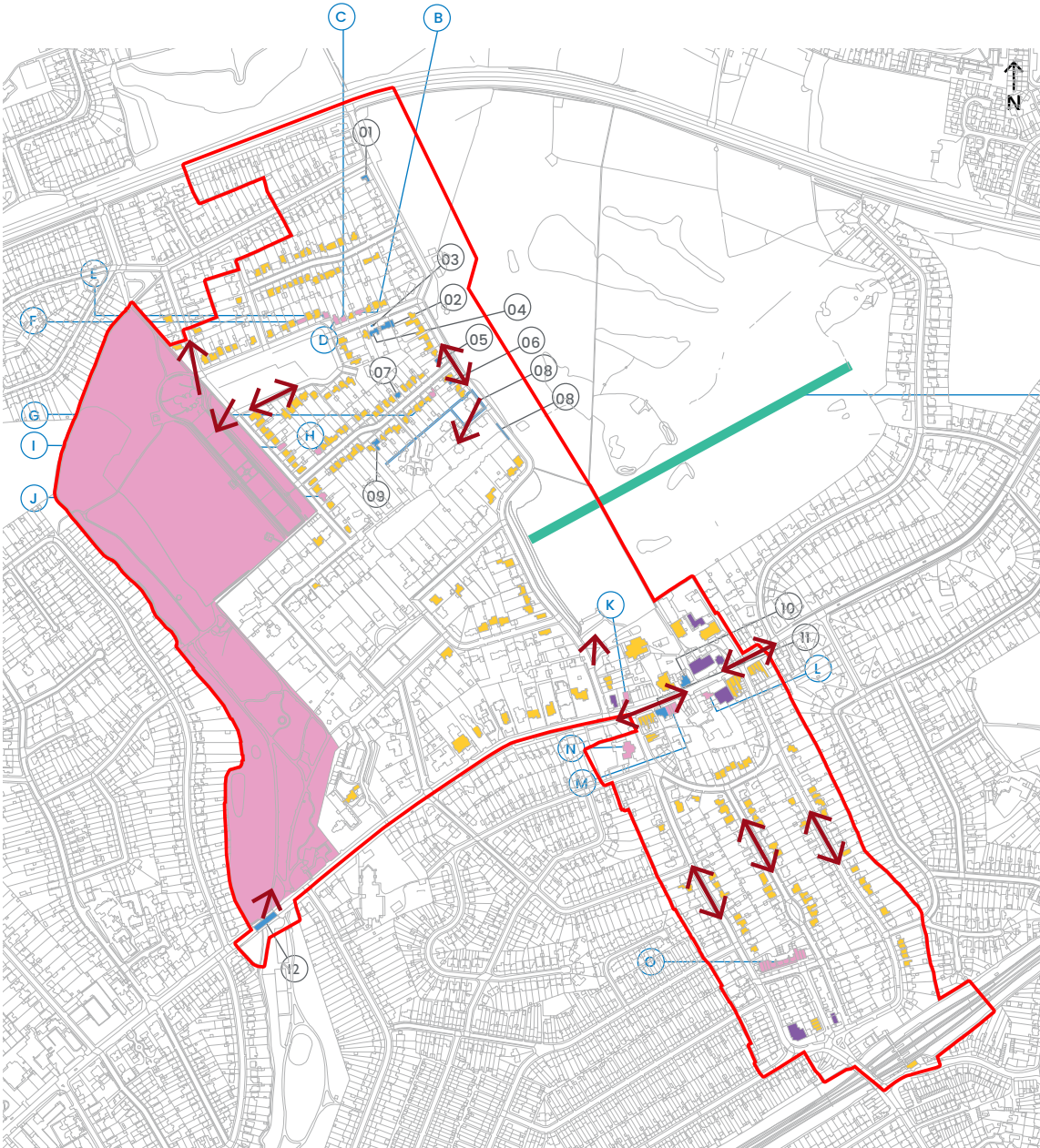
There are 13 statutorily listed buildings in the conservation area, 19 locally listed buildings (Nos.1-6 and 7-12 Hare Lane counted as one) and one scheduled monument. Additional buildings are identified as positive contributors to the conservation area for their architectural or historic interest, the latter comprising exhibition buildings or those by exhibition architects. Sites presenting opportunities for enhancement are also indicated.⁰² These, together with key views identified in Section 5 are marked on the adjacent plan.

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Key Views	2024 Proposed Conservation Area
Statutorily Listed Building	Locally Listed Asset
01 64 Heath Drive (Grade II)	A Raphael Park
02 38 Reed Pond Walk (Grade II)	B 37 Reed Pond Walk
03 Sundial in front of No.36 Reed Walk (Grade II)	C 33 Reed Pond Walk
04 36 Reed Pond Walk (Grade II)	D 31 Reed Pond Walk
05 43 Heath Drive (Grade II)	E 29 Reed Pond Walk
06 41 Heath Drive (Grade II)	F 23 Reed Pond Walk
07 27 Meadway (Grade II)	G 36 Meadway
08 Sections of Boundary Wall, Railings, Gates and Gate Piers to Former Gidea Hall (Grade II)	H 1 Meadway
09 16 Meadway (Grade II)	I 54 Parkway
10 The Ship Public House (Grade II)	J 40 Parkway
11 198-200 Main Road (Grade II)	K 75 Main Road
12 Black's Bridge (Grade II)	L 224 Main Road
	M 202-210 Main Road
	N Gidea Park Preparatory School and Nursery (Balgores House)
	O 1-6 and 7-12 Hare Hall Lane
Scheduled Monument	
Positive Contributor	
Opportunity for Enhancement	

This plan is not to scale



Section of Roman Road on Romford Golf Club course

Map indicating the location of all heritage assets, positive contributors to the conservation area, and areas for enhancement.

⁰² Buildings judged as a positive or negative contributor were initially identified by the 2008 CAA, and reviewed as part of site analysis undertaken in September 2024.

4.0 Character Assessment

4.6 Townscape and Spatial Analysis

The spatial character of Gidea Park is one of generous suburban spaciousness; roads with wide verges frame generous plots, with houses often set back behind front gardens. The historic Main Road divides the conservation area into two sections, with development to the south characterised by a large loop and three, long parallel avenues culminating at the railway station. Plots in this southern section are regularly laid out in a grid pattern, generally smaller than those to the north but maintaining a sense of spaciousness thanks to wide roads, planted verges and modest front gardens.

Street pattern north of Main Road is bounded by Heath Drive and Parkway, two avenues running roughly north to south between the golf course to the east and Raphael Park to the west. Other roads run between these two avenues indirectly, with deliberate, meandering changes in direction. Houses within this northern segment tend to occupy generous plots. The plot grain north of Risebridge Road becomes slightly tighter, the 1930s houses facing Eastern Avenue with the smallest plots. The conservation area ends somewhat abruptly at Eastern Avenue, a four-lane A-road, though mature greenery of the Risebridge Golf Course to the north of the A-road opposite the conservation area softens the impact of this to a degree.

The street layout as designed in 1910 incorporated some existing natural and architectural features into the townscape, and added others. These elements, including the former parkland walls and gate piers to Gidea Hall, the Hall's former fish ponds appreciable from Heath Drive, the tennis club on the site of the Hall's former tennis courts and the copse at Reed Pond Walk, remain legible and add substantial interest to the townscape.

Main Road continues to follow its historic path as an arterial route at the heart of the conservation area. Its spatial character is linear, with a mixed clusters of historic and modern development dispersed along both sides.



Crossways looking south from Main Road



Curve at base of Balgore Lane and Crossways



Meanders at Reed Pond Walk

4.0 Character Assessment

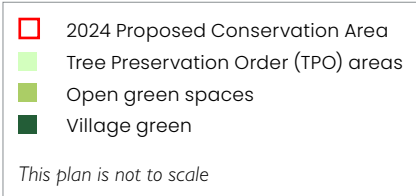
4.7 Open Space, Parks and Trees

The conservation area's green spaces and trees form a key part of its history and significance as an early-20th century garden suburb. Greenery features across the conservation area, in front and rear gardens, street verges and open spaces, and makes a highly positive contribution to its character and appearance.

The area's largest green space is Raphael Park, which forms much of conservation area's western boundary and serves as an important community amenity. It features mature trees, open space, sports and recreational facilities, pathways and Black's Canal at its southern end terminating at Black's Bridge. The park also adds historic interest as a remnant of the former Gidea Hall parkland which predates the conservation area.

Hornford Golf Course is an open space which forms much of the conservation area's eastern boundary and setting. It also enjoys active use by the community.

There are a significant number of high-quality mature trees within these green spaces as well as in a series of other private and public spaces across the conservation area. This includes those within the densely wooded corpse bounded by Reed Pond Walk, planted on wide verges to create tree lined avenues and within private gardens. These make a significant contribution to the character and appearance of the conservation area.



Tree protection orders and open green spaces within Gidea Park Conservation Area.

4.0 Character Assessment

While views across Romford Golf Course open space from within the conservation area are curtailed to a degree by its wooded western boundary, a sense of openness remains undiminished which adds a significant contrast to the adjacent urban grain of residential streets. Views across the open space and water features within Raphael Park are long, appreciable both from streets bounding the space as well as within it. Public realm within the park such as seating and play areas encourages dwell time within the space.

The copse at Reed Pond Walk is identified as a village green by the London Borough of Havering, and is an original feature of the 1910-11 Gidea Park exhibition development.

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There are several protected open spaces within the immediate setting of and visible from the conservation area which add to the character of a green environment, including Risebridge Golf Course to the north, the full expanse of Romford Golf Course to the east, and Lodge Farm Park to the south of Raphael Park.

Tree Preservation Order (TPO) areas are designated across full plots throughout the conservation area, indicating the importance of trees in both front and rear gardens. Designated Tree Preservation Order (TPO) areas in Gidea Park may be seen on page 27 and further details of the individual TPOS can be found on the Council's interactive planning map, see the Further Information and Resources section.



The copse at Reed Pond Walk, a village green



Raphael Park from Parkway



South end of Raphael Park overlooking Black's Canal

4.0 Character Assessment

4.8 Public Realm

Street and Pavement Surfaces

Street surfaces throughout the conservation area are tarmac, with granite or concrete kerbs. No historic pavement surfaces appear to survive. Most are in tarmac; simple square concrete pavers are also found throughout the conservation area, but sporadically. An exception to this is a recently refreshed area of public realm at the intersection of Balgores Lane and Crossways which has been laid in granite pavers.

Pavements are lined with narrow bands of grass verge between walkway and road in some residential streets to the south and north of Main Road, but this is not consistent.



Street and pavement surfacing on Balgores Crescent.

Street Furniture, Lighting and Wayfinding

Street lamps are prevalent throughout the conservation area modern but in a largely uniform historic profile. There are some instances of modern, more utilitarian lighting in higher traffic areas such as roads near the station and Main Road, and sections of Balgores Square.

Seating and planters are limited to commercial areas at the southern end of Balgores Lane and Main Road. These occur in occasional clusters which encourage dwell time and generally make a positive contribution to the character of the space, though profiles and materials lack consistency.

There are a series of park benches within Raphael Park, of a uniform design that contribute positively to the character and dwelling time of the open space.

Other elements of street furniture include bollards, which are found throughout the conservation area and are particularly prevalent along Main Road, in modern, utilitarian profiles. There is little to no cycle parking.

Some modest wayfinding signage has been implemented by way of double-sided signboards near Balgores Lane and along Main Road which illustrate the boundaries and history of the conservation area. Street signs are at a mix of heights; those at low height are often situated near hedges at corners.



Seating and amenity space within Raphael Park.



View of public realm on Balgores Lane, near to the train station.

4.0 Character Assessment

4.9 Building Uses

The conservation area's buildings are principally in residential use. A concentration of buildings in commercial and office use is present along Main Road and near Gidea Park railway station at the south end of the conservation area, which are representative of the area's conception as a garden suburb. Individual or small clusters of buildings in other uses are also scattered throughout the conservation area. Each use type is described below.

Residential Buildings

Residential buildings across the conservation area vary in size and decorative style, owing to the broad range of styles deployed by the 122 architects responsible for designing houses for the Gidea Park exhibition. These comprise mostly semi-detached and detached houses, with slightly larger dwellings found to the north of the Main Road, and generally smaller to the south.

A small number of residential buildings within the conservation area have been erected from the late-20th century onward, including the developments of Sycamore Grove and Mead Close, which have infilled plots northwest of the Gidea Hall fish ponds between Meadway to the northwest and Heath Drive to the east, though these are generally concealed from wider conservation area views. Several larger residential buildings in multiple occupancy are situated along the north side of Main Road, as well as Gidea Lodge, a complex of retirements apartments between Balgores Crescent and Main Road, also largely concealed. The majority of these later residential buildings lack the character of the conservation area's historic homes, but have a neutral visual impact for the most part.



Semi-detached houses on Crossways



Detached houses, Parkway



Detached houses, Squirrels Heath Avenue



Detached house, Reed Pond Walk

4.0 Character Assessment

Retail and Commercial Leisure Buildings

Retail and commercial leisure buildings are contained to Main Road, and to the section of Balgores Lane adjacent to the railway station, with the exception of recreational facilities which are embedded within or adjacent to residential streets.

Commercial buildings on Main Road are of mixed scale of three stories or lower, and mixed dates, featuring the oldest buildings within the conservation area dating from the 17th century up to those of the present day. A small number are in office use, or with offices at upper floors. Together this creates a lively corridor with an active footfall alongside the busy traffic of Main Road.



The Ship public house, listed at Grade II, on the north side of Main Road. It is presumed to date to the 17th century, if much altered.

Commercial buildings on Balgores Lane near the station include a small number of purpose-built commercial buildings dating to 1911, a curved inter-war terrace including ground floor shopfronts with flats or offices above, a single building with a ground floor arcade, and a purpose-built garage.

Recreational (commercial leisure) facilities are the only commercial buildings found outside of these two areas. The Romford Golf Club Clubhouse retains its original use from its founding in 1894 and is a landmark property at the southern edge of the golf course, close to Heath Drive. Gidea Park Lawn tennis club is situated within the former front lawn of Gidea Hall, and the small contemporary building and tennis courts are framed by tall, mature evergreen hedges, providing a pleasant break within the suburban plan. Another tennis club and courts within Raphael Park are situated within the Gidea Hall landscape feature Spoon Pond, since drained and repurposed.



Romford Golf Club Clubhouse.

4.0 Character Assessment

Education Buildings

There are several schools within the Conservation Area, near to the Main Road. The Gidea Park Preparatory School and Nursery School resides within the locally listed Balgores House, a converted Victorian country house. It presents an important local landmark, as a highly visible and attractive Victorian building near a principal intersection.

A pre-school is located within the Friends Meeting House at 7 Balgores Crescent, a mid-20th century single storey building set discreetly off Balgores Crescent. A nursery school at 69 Main Road is within a heavily altered 20th century house set behind large front car park.



Balgores Lane façade of the Gidea Park Preparatory School.

4.0 Character Assessment

Places of Worship

Gidea Park contains two places of worship, both near to the Main Road; the Friends Meeting House at 7 Balgore's Crescent, and the Anglican church St Michael & All Angels set north of Main Road behind a large drive and lawn court.

St Michael & All Angels is a large, Inter-war red brick building with a prominent bell tower, visible from Main Road but set back by a long drive, lawn and mature greenery. A rear courtyard contains a series of community spaces managed by the church including the Main Hall, a large, single volume community space dating to the interwar period with a characterful façade, heavily damaged by fire in 2022.



View of St Michael & All Angels from Main Road

4.0 Character Assessment

4.10 Scale and Massing

Residential houses, which comprise most of the conservation area's buildings, are generally two-storeys beneath pitched roofs, with some additional attic storeys and dormers, or single storey extensions. These rows of villas are spaced evenly within their own plots, often set back from the road by a generous front lawn and with a gap between neighbouring properties. A historic exception is 1-6 and 7-12 Hare Hall Lane, a robust four-storey block of flats with offices at ground floor, of 1912 with later 1930s infill. This rises prominently against a backdrop of smaller houses.

Commercial and professional buildings within the two centres of Main Road and near to the station feature a handful of terraced buildings. These are two to three storeys in height and varied in date and style. On Main Road, these terraces are interspersed with detached or semi detached buildings of generally two storeys, with an equally broad range of dates and architectural styles, some set back from the pavement by a paved forecourt, others with frontages flush with the pavement edge. Near to the station the buildings are a similar mixture of terraced or block buildings, of one- to three-storey storeys, dating to the early decades of the 20th century. This rich mix of forms creates a lively street scene, in sharp contrast to the relatively consistent residential plots throughout the rest of the conservation area.



View of Inter-war parade at intersection of Balgore Lane and Crossways.

4.0 Character Assessment

4.11 Materials

Dwelling houses share elements of a common palette of materials, despite the architectural individuality that characterizes the area. The use of red brick or render is common, as are instances where the two treatments are combined to articulate different storeys or bays of a dwelling.

The use of timber casement windows is prevalent, often with small pane glazing, with examples of small stained-glass feature windows found across the group. Decorative brickwork has also been used frequently to add interest to features such as window surrounds chimney breasts or entranceways, using polychromatic, rubbed or broken brick mosaic. Clay tiles are often integrated into brickwork or to gables for decorative effect, as are panels of timber board or untreated wood.

Roofs are clay tile, with occasional use of grey slate. Modern tile has replaced historic in places, however historic roof tiles remain prevalent.

Front gardens would have originally been soft landscaped with hedged or low fenced boundaries. Front gardens have increasingly been adapted for car parking with boundaries also consequently eroded.



Detail of brickwork at St Michael and All Angels church



Detail of window, roof and façade materials used on Reed Pond Walk

4.0 Character Assessment

4.12 Architectural Details

Architectural Details

A substantial amount of original early 20th century architectural detail survives to principal elevations across the conservation area. These details are enormously varied, according to the variety in architectural type.

Rooflines

Complex roof profiles are created with steep or irregular pitches, as well as prominent and characterful chimney stacks, gables and dormer windows.



Detail of chimney stack of No.57 Balgores Lane

Decorative Façade Treatments

Ornamentation has been applied to the principal façades of individual buildings which adds considerably to their individual character, provides an attractive variety to the street scene, and a tangible reminder of the area's historic development as a showpiece of architectural style.



Detail of decorative plasterwork to No.36 Reed Pond Walk



Detail of subtle decorative brickwork above main entrance at No.32 Reed Pond Walk

Polychromatic brickwork, rubbed brick, hung tiles, timber partition frontages and decorative plaster moulding are some of the many techniques used to ornament façades.



Detail of polychromatic brickwork set within the chimney breast at No.74 Parkway

5.0 Character Areas



5.0 Character Areas

5.1 Introduction

Whilst the majority of buildings within the Gidea Park Conservation Area principally relate to the area's development as an early-20th century residential garden suburb, there are differences in architectural detail, arrangement and townscape which form distinct character areas.

The following identifies and provides analysis of each of the different character areas within the conservation area, as shown on the adjacent plan.

The contribution made by individual buildings or sites is described in the map and key provided for each character area assessment on the following pages. A description of the key categories is as follows:

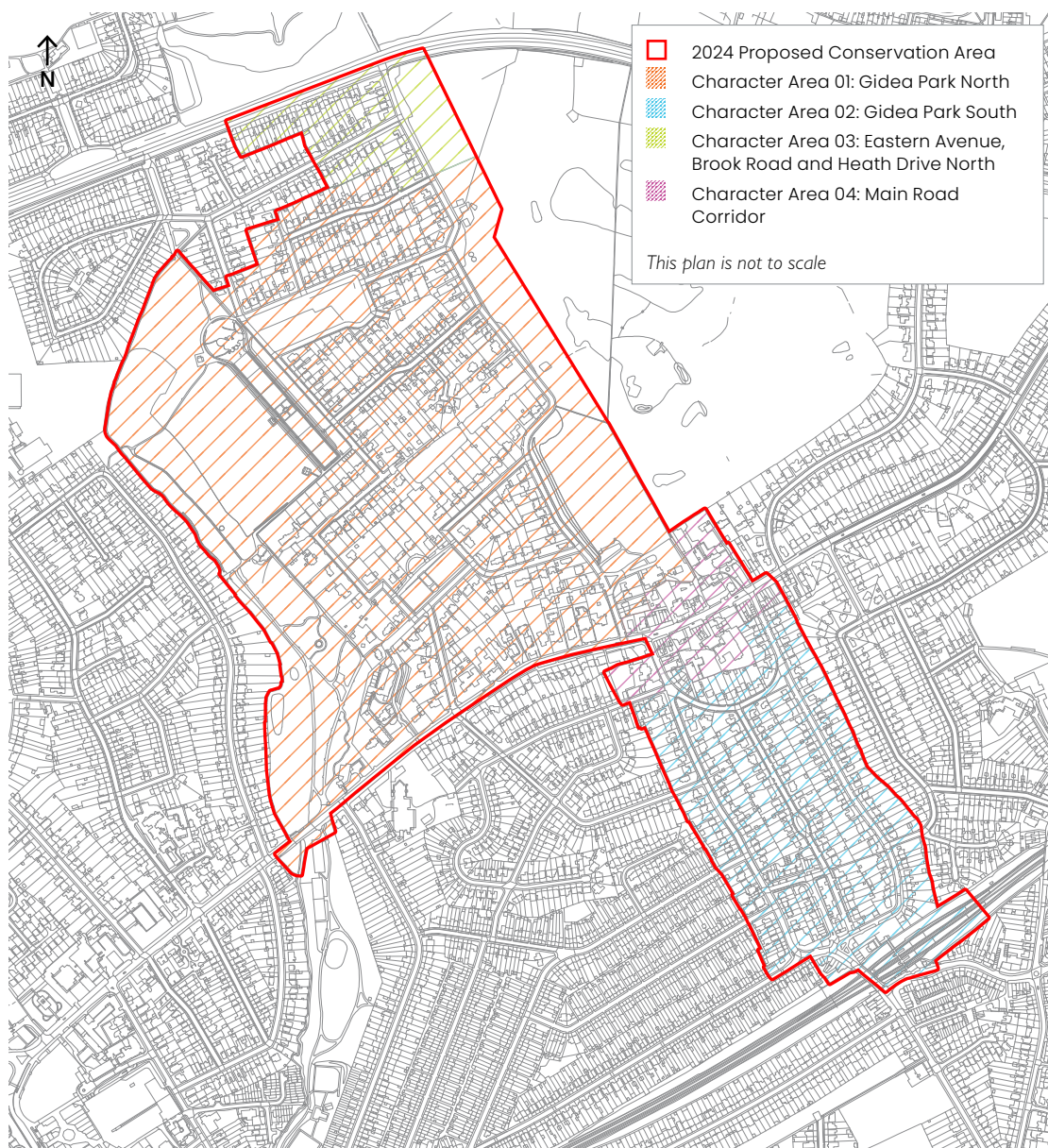
Statutorily Listed Buildings are buildings that are recognised by central government for their special architectural and historic interest and thus are provided statutory protection under the Planning (Listed Buildings and Conservation Areas) Act 1990.

Scheduled Monuments are nationally-important archaeological sites included on the National Heritage List for England, and thus are provided statutory protection as designated heritage assets.

Locally Listed Assets are designated by the local planning authority for the positive contribution they make to local character and sense of place. They are not offered the same protection as statutorily listed buildings, but are material considerations in planning applications.

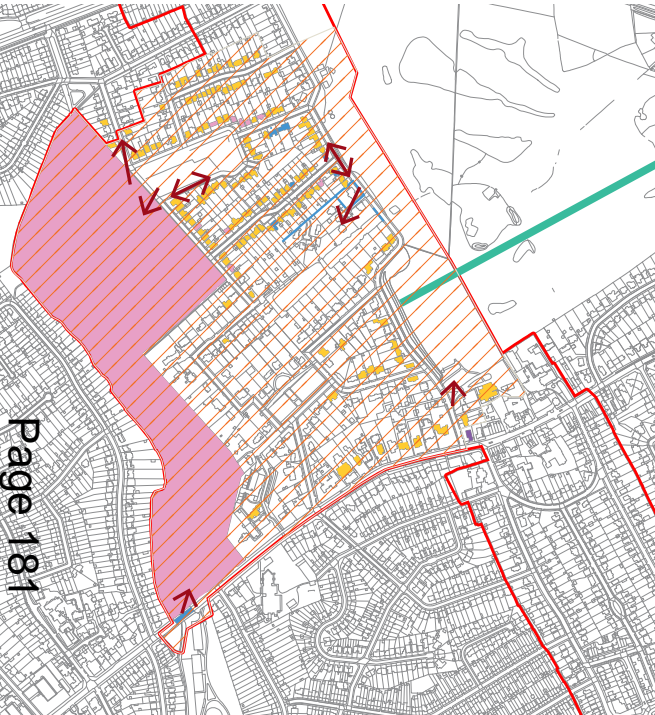
Positive Contributors are buildings which are not statutorily nor locally listed, but nevertheless make a notably positive contribution to historic townscape. These buildings may merit consideration in planning applications that impact them directly or indirectly.

Opportunities for Enhancement are buildings or sites that comprise elements which detract from the character and appearance of the conservation area. Their improvement or replacement is encouraged.

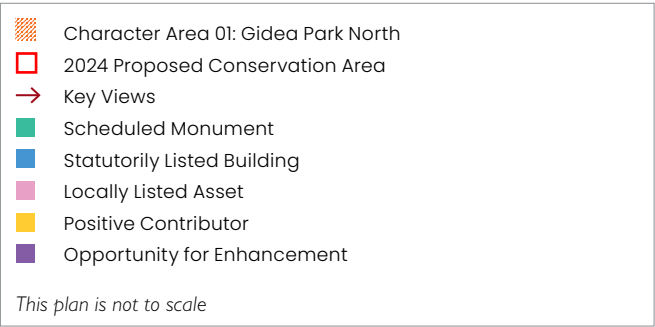


5.0 Character Areas

5.2 Character Area 1: Gidea Park North



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5.2.1 Street and Plot Pattern

Gidea Park North comprises the area north of Main Road which was laid out as part of the 1910-1911 garden suburb exhibition. Its principal access from the south is via Heath Drive, which continues northwest, bound by the Romford Golf Club course to the east. Ancillary streets extend in a loose grid as they make their way southwest toward Raphael Park from Heath Drive, often meandering, turning at right angles or, in the case of Reed Pond Walk, fully looping, to create an informal townscape pattern and sense of intimacy. By contrast, Parkway and Heath Drive face outward over open space, reflected in their generous frontages.

Plot sizes north of Main Road are generous, featuring deep rear gardens, front gardens and mature planting; this promotes a cohesion of setting and townscape character. Area features which predated the 1910-11 townscape plan were incorporated into its layout, including the walls and gates to the parkland of Gidea Hall, its fish ponds, tennis courts and several trees; bends in streets were deliberately made to circumvent the latter. Most remain legible today and are important fixtures within the townscape that contribute to the understanding of the site.

5.2.2 Important Views

Long-range views are generally limited by the informal street pattern; instead, the character area is generally experienced via incidental and kinetic views appreciated as one moves through the townscape. These views at closer range help to draw attention to the character area's buildings and architectural details.

The long and mid-range views that do occur, including up and down Parkway, looking outward (to the southwest) and inward (to the northeast) across the expanse of Raphael Park and southwest across the fish ponds from Heath Drive are important, as they help establish the context of conservation area within open spaces. Similarly, outward views looking north and east across the Romford Golf Club course, itself an original feature of the 1910-11 townscape, are also key.



Meanders at Reed Pond Walk



View looking northwest along Parkway

5.0 Character Areas

Character Area 1: Gidea Park North

5.2.3 Open Spaces, Trees and Public Realm

Both Raphael Park to the west of the character area and the Romford Golf Club course to the east are designated open spaces which allow views outward and provide buffer from development and traffic within the immediate setting of the conservation area. Both comprise features of active recreation grounds and mature planting; within the golf course informal clusters of trees in the near, middle and long distance provide a countryside-like, outer-fringe feel that is key to understanding the conservation area's context as a garden suburb.

The copse at the west end of Reed Pond Walk, designated a town green, provides a swathe of verdant landscape within the urban grain of the street pattern that adds an air of seclusion; the green is an original feature of the 1910-11 plan of high historic interest. The prevalence of Tree Preservation Orders (TPOs) to full plots reflects the importance of mature trees in front and rear gardens to area character.

Streets are generally broad, paved in tarmac with granite or concrete kerbs. Pavements are also generally in tarmac with modern concrete pavers in places; patchwork repairs of varying quality are evident. Narrow grass verges commonly run between streets and pavements, though not consistently. Signage is generally limited to street signs at high or low level, the latter often adjacent to corner hedges; this goes far to keep visual clutter within the street scene at bay. Streetlights throughout the area are metal, in a traditional profile with glazed lanterns; consultation has indicated that a number of these are in poor condition and in need of repair. Seating is only found in Raphael Park, and there is no provision of cycle parking within the character area.



Looking west over Raphael Park from Parkway



Copse at Reed Pond Walk

5.0 Character Areas

Character Area 1: Gidea Park North

5.2.4 Building Types and Uses

Buildings within Gidea Park North are principally residential, comprising mostly detached but some semi-detached houses and some larger buildings in multiple occupancy along the north side of Main Road, including a modern development at Royal Jubilee Court. A cluster of large, Victorian and Interwar houses (some rebuilt) west of the junction of Main Road and Heath Drive have been converted for use as a nursery, social club and care home.

A handful of buildings, including the Romford Golf Club clubhouse – an original fixture of the garden suburb development – and a modern clubhouse for the Gidea Park Lawn Tennis Club along Gidea Close are in recreational/leisure use. A modern single-storey building at the southern end of Raphael Park functions as a restaurant with additional access from Main Road.

5.2.5 Scale, Materials and Architectural Details

The houses within Gidea Park North erected as part of the 1910-11 exhibition competition were largely designed as either large detached houses of Class I, or as detached cottages of Class II. This difference in massing and scale remains legible, with Class I houses mostly constructed along Heath Drive, Reed Pond Walk and Parkway, and Class II cottages of a more modest scale principally built in Meadway and Risebridge Road. Later infill and modern development has generally reflected the scale of neighbouring houses, with some exceptions.

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House in multiple occupancy, Main Road



Class I detached houses in Parkway

5.0 Character Areas

Character Area 1: Gidea Park North

The architectural styles applied in 1910-11 were indicative of the period, from Arts and Crafts to Neo-Tudor and Georgian; no two houses were alike, and the eclectic sampling of early-20th century domestic design which survives today is of high significance.

Houses are generally of two storeys beneath pitched or hipped roofs; a mansard-style roof at 23 Reed Pond Walk is an exception. Roofs are predominantly in clay tiles apart from 45-48 Heath Drive, which are in slate and largely concealed behind parapets, and often feature dormers and sometimes gables. The variety employed across rooflines, forms and chimneys adds substantial interest to this character area,

and makes a strong contribution to the character of the wider conservation area as a whole. Fenestration is often arranged horizontally, with window openings and glazing bar patterns often modestly-sized in proportion to their wider elevations. Most windows are timber casements; these have been inappropriately replaced with sashes or modern window arrangements in places. Fenestration pattern is on occasion broken up by exaggerated, tall window openings, or with striking decorative windows in leaded glass.

Materials are of notably good quality and generally comprise painted render, principally in white or cream but other colours have been applied in places, and handmade brick. Brickwork also is often employed to accent architectural features within otherwise rendered elevations, whilst decorative tilework draws the eye to doorways, porches and gables to a pleasingly bespoke effect.



Horizontal window arrangement with brick mullions, Parkway



Decorative window to return elevation, Heath Drive



Elevation treatments, Reed Pond Walk

5.0 Character Areas

Character Area 1: Gidea Park North

5.2.6 Boundary Treatments

Boundary treatments vary by plot, but all convey the importance of front gardens to the suburb's historic design. They often comprise high or low hedges which contribute to a sense of enclosure; high hedges often continue between plots in rear gardens. In some cases traditional hedges have been replaced by modern planting. Low brick walls and timber fencing are also common; many of these are later replacements. Some cast-iron entrance gates survive within front gardens, replaced with inferior black-painted modern metal gates in places.

The historic garden walls to the form Gidea Hall demarcate the boundary between historic houses in Meadway and modern development to the south in Mead Close and Sycamore Grove. Gates and railings to Raphael Park along the Main Road entrance are also historic, in a charmingly eclectic profile.

5.2.7 Audit of Heritage Assets

Statutorily listed buildings within Gidea Park North are all listed at Grade II and include 16 Meadway by Philip Tilden; 27 Meadway by van 't Hoff and Maxwell; 41 Heath Drive by

Raymond Unwin and Barry Parker; 43 Heath Drive by W. Curtis Green; 36 and 38 Reed Pond Walk by M.H. Baillie Scott; the sundial in front of 36 Reed Pond Walk; and the sections of boundary wall, railings, gates and gate piers to the former Gidea Hall along and to the west of Heath Drive. A section of Roman road which survives within the Romford Golf Club course is a scheduled monument.

Locally listed assets include Raphael Park; 23, 29, 31, 33 and 37 Reed Pond Walk; 1 and 36 Meadway, and 40 and 54 Parkway.

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Hedge boundaries, Gidea Close



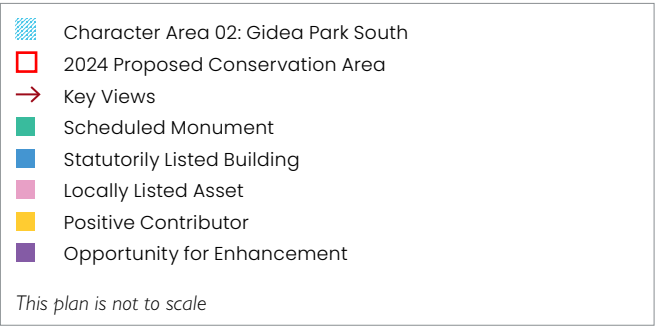
Raphael Park entrance gates and railings, Main Road

5.0 Character Areas

5.3 Character Area 2: Gidea Park South



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5.3.1 Street and Plot Pattern

The street pattern across the Gidea Park South character area comprises a grid formed of the three long north-south corridors of Balgores Lane, Squirrels Heath Avenue and Crossways, bookended by curves at Balgores Crescent to the north and the intersection of Crossways and Balgores Lane to the south, before the latter continues over the railway to Gidea Park Station. Hare Hall Lane is the only other cross-street, continuing between Squirrels Heath Avenue and Crossways as a footpath. Balgores Square remains an incomplete townscape feature at the base of Squirrels Heath Avenue, originally intended as a commercial and retail centre for the garden suburb. It now serves as a car park, encircled by tall hedges.

Balgores Lane is a key north-south vehicle route with some of the heaviest traffic in the conservation area. A number of residential streets lead west from Balgores Lane into the neighbourhoods forming the conservation area's setting. There is less permeability along the east side of the character area, with only Wallenger Avenue leading into eastern neighbourhoods.

Plots are generally narrower in this part of the conservation area in comparison to the residential area north of Main Road, with shallower front gardens. Plots in Squirrels Heath Avenue are somewhat more generous than those to the flanking streets, while those south of Hare Hall Lane are the most compact.



Footpath connecting Squirrels Heath Avenue and Crossways

5.0 Character Areas

Character Area 2: Gidea Park South

5.3.2 Important Views

The longer grid pattern of early-20th century and Interwar housing offers contrast to the more informal townscape to the north of Main Road. Important views comprise those which provide vistas across this townscape arrangement of residential areas characteristic of Gidea Park, including north and south views along Balgores Lane, Squirrels Heath Avenue and Crossways.

5.3.3 Open Spaces, Trees and Public Realm

The Gidea Park South character area has a more urban feel than the neighbourhoods to the north, in part due to the lack of open spaces. Two modest triangular greens flank either end of Balgores Crescent, but otherwise there is no publicly accessible green space. Tree Preservation Orders (TPOs) are in place across full plots in Balgores Lane and Crossways, and one in Squirrels Heath Avenue. Mature trees are prevalent to all streets, however, framing views across the townscape and conveying the importance of greenery to the historic character of the garden suburb.



View south down Crossways, flanked by mature trees

A seating area with planters and young trees implemented at the southeast corner of Crossways and Balgores Lane north of the railway line provides a place to comfortably dwell as one enters the conservation area from the south. This is paved in granite pavers that continue eastward along Crossways to the Gidea Park station car park. Otherwise pavements are overlaid in a mix of modern concrete pavers within commercial zones. Residential area pavements are mostly in tarmac, interspersed with concrete pavers in places; no historic pavements remain. Streets are in tarmac, with concrete or granite kerbs. Narrow strips of grass verges remain in some residential streets, though often in fragments.

Streetlamps modern and utilitarian in profile within the commercial area at the southern end of the character area, around Balgores Square, along Squirrels Heath Avenue and along Balgores Lane. This has been replaced by streetlamps in a historic profile with glazed lanterns in Balgores Crescent and Crossways. There are two cycle hoops along Balgores Lane before it crosses the railway line at the southern end of the conservation area; otherwise these are limited to the area adjacent to the railway station entrance.



Mix of modern pavement, Crossways

5.0 Character Areas

Character Area 2: Gidea Park South

5.3.4 Building Types and Uses

The Gidea Park South character area comprises mostly residential buildings comprising detached and semi-detached houses of two storeys. Detached houses dating to the 1910-11 exhibition are situated across Balgores Lane and Squirrels Heath Avenue interspersed with later Interwar houses, comprising some later houses by exhibition architects. A few larger buildings are in multiple occupancy as modest blocks of flats.

Commercial buildings are focused near the station and include a gently curving Interwar parade of ground floor shops with flats or offices above at the western corner of Balgores Lane where it meets Crossways. Though generally nondescript, it reads strongly of the period in red brick; shopfronts are modern but most historic corbelled pilasters remain.

A c.1911 arcaded range at the southwest corner of Balgores Square with shops at ground floor makes a strong visual impression at the southern entrance to the conservation area; this is the only part of an original commercial development dating to the first exhibition which was meant surround the square to ultimately be completed. The broad mixed-use block comprising 1-6 and 7-11 Hare Hall Lane to the north of Balgores Square dates to c.1912 and is another incomplete commercial range with flats above, infilled by a 1930s block of flats. Ground floor units are much altered and are currently in office use.

A single-storey auto repair garage and dealership is located at the northeast corner of Balgores Lane at Nos.77 and 142, an odd insertion within an area of principally residential character. Another single-storey range immediately north of the railway line currently comprises three units in restaurant use.

5.3.5 Scale, Materials and Architectural Details

Houses comprise the majority of buildings across the Gidea Park South character area. There is a lesser concentration of exhibition houses here, where they are principally found in Balgores Lane and Squirrels Heath Avenue, than in Gidea Park North, and therefore less cohesion. But a considerable number of homes date to roughly the same period and share similar materials and attention to detail. The contrast in form and architectural detailing is perhaps sharpest in Balgores Lane, where most houses along the west side south of Repton Avenue were erected after 1934.

Houses are principally of two storeys beneath hipped roofs in tile, which sometimes feature gables or dormers. Chimneys add liveliness to rooflines, but they are not as prevalent or robust here as in other parts of the conservation area; an exception is the composition of exhibition houses at 27-37 Squirrels Heath Avenue, where chimneys make a powerful impression.

Houses are principally in brick or in render, sometimes in a mix of both. Render is usually painted though occasionally left plain, and brickwork details are often employed to emphasise architectural features in otherwise rendered elevations. Windows traditionally comprised multi-pane timber casements; some survive, but most appear to have been replaced, sometimes in uPVC or with inappropriate glazing bar patterns. Some later accretions, including side wing extensions and enclosed front porches, detract from area character.



Prominent roofline at 27-37 Squirrels Heath Avenue



Mismatched window replacement, Balgores Crescent

5.0 Character Areas

Character Area 2: Gidea Park South

5.3.6 Shopfronts

Shopfronts are located in the south part of the character area near the station. Most shopfronts are modern apart from 142 Balgores Lane within the corner Interwar range which is in its historic arrangement with an appropriately-scaled fascia and some period glazing, but other elements appear to be modern replacements. Original brick pilasters and fluted capitals survive between most units within the corner range. Some shopfronts here comprise traditional elements including stall risers, cornices and vertical elements to shopfront windows, but others are in full-height glazing with overlarge fascias and internally-lit plastic signage. Surface-mounted cabling and services also detract from the building's appearance.

Delicate brick pilasters appear to survive between the three units at the single-storey commercial block opposite but are obscured by awnings and overlarge fascias; surface-mounted services and rooftop plant are highly visible.

Shopfronts within the c.1911 arcaded range at 2, 3 and 4 Balgores Square also retain historic elements, including fluted pilasters, timber stall risers and recessed entrances; the entrance to No.3 has been brought forward. Shopfronts to the office units in Hare Hall Lane are fully modern insertions of little character.

5.3.7 Boundary Treatments

Boundary treatments provide a sense of enclosure and protection to front gardens from the street and are an important historic characteristic of the area, particularly in longer street views; houses often appear over-exposed in instances where they are missing completely. Treatments often comprise low brick walls to front gardens, sometimes with stone coping and gates, and sometimes combined with hedges. Full metal railings are traditional but miss the mark within the context of the early-20th century development, where brick, timber or hedge treatments were more typical.

Long stretches of tall timber fencing to rear and side gardens present a hard, utilitarian frontage and detract from the street scene, as found in Hare Hall Lane, Balgores Crescent and at the southern end of Crossways.

Rear gardens are also often demarcated by hedges and mature trees.



Combined boundary treatment, Squirrels Heath Avenue

5.3.8 Audit of Heritage Assets

Whilst there are no statutorily listed buildings within Gidea Park South, 1-6 and 7-12 Hare Hall Lane, sections of a mixed-use commercial block that dates to the original garden suburb but was never completed, is a locally listed asset and prominent feature of the townscape along Hare Hall Lane and Balgores Lane.



Intact timber window arrangement, Crossways

5.0 Character Areas

5.4 Character Area 3: Eastern Avenue, Brook Road and Heath Drive North



Character Area 03: Eastern Avenue, Brook Road and Heath Drive North

2024 Proposed Conservation Area

Key Views

Scheduled Monument

Statutorily Listed Building

Locally Listed Asset

Positive Contributor

Opportunity for Enhancement

This plan is not to scale

5.4.1 Street and Plot Pattern

The townscape in this northernmost part of the conservation area is dominated by Eastern Avenue and its four lanes of traffic, which abruptly severs it from its setting to the north. Pairs of semi-detached houses in Eastern Avenue are set back behind modest front gardens which slope down from street level and a lane for street parking. Gaps between pairs allow views of greenery to the rear.

The street scene changes as one turns south into Heath Drive, with the expanse of the Romford Golf Club open space to the east. Streets and pavements are generous, but otherwise the earlier ideals of the garden suburb are largely absent, replaced with ribbon development across tighter plots. Rear gardens, however, are spacious.



Semi-detached 1934 houses, Eastern Avenue

5.4.2 Important Views

South and north-facing views into and out of the conservation area are appreciated from the northern end of Heath Drive, and take in the open space of Romford Golf Club to the east which is a key feature of its setting. This relationship to setting is also made legible in east-facing views from Brook Road. Kinetic views are more limited in this part of the conservation area due to the narrow plot grain.

5.4.3 Open Spaces, Trees and Public Realm

The Romford Golf Club open space continues along the east side of Heath Drive as informal grassland with smaller trees, screened from view by larger trees along the roadside. No plots within the character area have Tree Preservation Orders (TPOs) applied. While mature trees are less prevalent here than in the southern parts of the conservation area, individual or small clusters of trees soften its more open feel, in some instances providing verdant backdrops when planted in rear gardens.

Roads are paved in tarmac with concrete kerbs, granite kerbs along Eastern Avenue. A strip of parking has replaced the grass verge in Eastern Avenue, demarcated from the pavement by a stretch of granite setts. Pavements along Eastern Avenue are in tarmac; others are in concrete pavers, interspersed with stretches of plain concrete.

Streetlamps in Eastern Avenue are tall and utilitarian, and relate to the A road. This changes at the north end of Heath Drive, where traditionally-profiled streetlights help to demarcate entrance into the conservation area.

5.4.4 Building Types and Uses

All buildings within this northernmost part of the conservation area are residential, comprising mostly detached houses in Brook Road and Heath Drive, and semi-detached pairs in Eastern Avenue.

5.0 Character Areas

Character Area 3: Eastern Avenue, Brook Road and Heath Drive North

5.4.5 Scale, Materials and Architectural Details

The houses along Heath Drive between Risebridge Road and Brook Road are all of two storeys, in render or painted brick. Massing and hipped and pitched roofs in tile relate to the buildings of the first exhibition to the south; otherwise historic details are clearly of the 1930s, including the modernist dual frontages at 64 Heath Drive. All but No.64 have later additions or accretions.

The 1934 exhibition houses in Brook Road form a striking composition, rising two storeys beneath flat roofs in render, brick or painted brick. Frontages are deliberately austere, though their simplicity has been considerably impacted by the loss of their original windows, as replacements are generally of inappropriate profiles and materials. Later extensions and accretions such as porches and columns have also diminished original character. Later buildings in Brook Road and the north end of Heath Drive do little to relate to the original group.

Exhibition houses along Eastern Avenue are semi-detached pairs, also rising two storeys beneath flat roofs. Most are in red, yellow or cream-coloured brick, and some have been rendered. Original windows were in metal, but nearly all have been replaced in unsympathetic materials and profiles. Later accretions have obscured the legibility of original frontages across the range with a handful of exceptions, including 314 Eastern Avenue which survives largely intact to the front.

5.4.6 Boundary Treatments

Historic photographs show that the 1934 exhibition houses were provided with simple timber fences as boundary treatments, none of which survive apart from a section of fence between 64 and 63 Heath Drive in its original profile. Most existing boundary treatments in Brook Road are low-level brick walls or hedges; in several cases, none exist altogether. The result is a much more open character to front gardens which considerably contrasts with the intimacy created by boundary treatments featured within the earlier part of the garden suburb. Hedges and low brick walls are employed along frontages in Eastern Avenue, offering a degree of privacy from the heavy traffic of the A road but without consistency.

5.4.7 Audit of Heritage Assets

No.64 Heath Drive, a modernist dwelling of 1933-4 in reinforced concrete by Francis Skinner and Tecton is listed at Grade II.



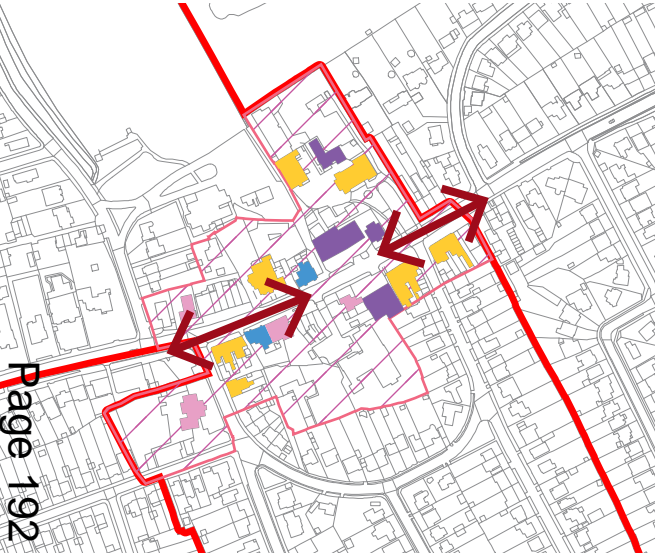
64 Heath Drive, listed at Grade II



1930s front elevation detailing, Heath Drive

5.0 Character Areas

5.5 Character Area 4: Main Road Corridor



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Character Area 04: Main Road Corridor

2024 Proposed Conservation Area

Key Views

Scheduled Monument

Statutorily Listed Building

Locally Listed Asset

Positive Contributor

Opportunity for Enhancement

This plan is not to scale

5.5.1 Street and Plot Pattern

Main Road runs roughly east to west as a key thoroughfare which predates the conservation area and runs through its heart, connecting Romford in the west to Brentwood in the east. Frontages generally infill the majority of their plots. Narrow access lanes between buildings lead in from Main Road to rear parking or service yards, whilst several plots have space for parking at the fronts of buildings which detracts from the street scene.

The character area also includes plots to the north and south of Main Road for buildings situated behind the street frontages. These are more irregular in shape and size and do not follow a historic pattern, apart from the plot surrounding Gidea Park Preparatory School at 2 Balgores Lane, a former country house that retains a broad front garden.

5.5.2 Important Views

Views into and out of the conservation area along Main Road to the east and west are key to understanding the relationship between the conservation area and its setting, and the historic importance of this arterial route. Mature trees feature in longer-range vistas in either direction and contribute to the area's edge-of-town character. Views from Main Road through to rear yards and later development are generally of modern spaces of little interest.

Views southward down Balgores Lane and Crossways clearly illustrate the transition in townscape between commercial and residential quarters.

5.5.3 Open Spaces, Trees and Public Realm

The designated open space formed by the Romford Golf Club course is only visible from the northern edge of the character area in glimpses. There are Tree Preservation Orders (TPOs) in place for the grounds to St Michael and All Angels church, which contains some large trees, as well as to plots to the south that include mature foliage; these help to form a green backdrop to Main Road frontages in places. A group of mature trees within the plot of Gidea Park Preparatory School in Balgores Lane are also protected.

The building line to the south side of Main Road sits close to the pavement, limiting space for trees. Some smaller trees are interspersed with planters along the north side of the road east of the intersection with Balgores Lane where pavements are generous. Otherwise greenery is generally limited to planters put out by local businesses.

Area roads are in tarmac with kerbs in concrete and granite kerbs. Pavements are also largely in tarmac with some modern pavers, with some tarmac extending up to building frontages to provide parking. Tall utilitarian streetlamps flank either side of Main Road and continue down Balgores Lane. Street furniture is generally limited to bollards which are found along both sides of Main Road with modern, utilitarian profiles. Some benches are provided in front of St Michael and All Angels church; otherwise no public seating is provided, though some cafés and restaurants put out seating in warmer months. There is no provision for cycle parking.

5.0 Character Areas

Character Area 4: Main Road Corridor

5.5.4 Building Types and Uses

Main Road serves as the conservation area's principal commercial and retail thoroughfare, and most buildings facing directly onto Main Road, whilst of mixed dates, appear purpose-built for this use. Commercial frontages wrap around along the east side of Balgores Lane. Several buildings have access to service yards or parking to the rear, though this is largely concealed in views in from the street.

Multi-storey buildings are generally in mixed use with ground floors occupied by retail or commercial units or restaurants, with offices or flats above. Some are solely under single use, including 224 Main Road, an 18th century timber-framed building fully in office use, Links House, a mid/late-20th century office block at Nos.109-113A, and The Ship and Archers public house. An auto sales and repair centre at Nos.226-232 and a recently redeveloped Co-op building opposite are both modern insertions with street-facing car parking.

Other uses within the character area include that of St Michael and All Angels church, consecrated in 1938 to serve the newly-created Parish of Gidea Park; the robust character of the ecclesiastical building is handsome, but set back to the north of Main Road it lacks strong presence within the street scene. This is adjacent to the 1928 Bishop Chadwick Hall, a smaller building previously used as the church, and the c.1933 church hall. A mid/late-20th century building is in use as a Quaker Friends Meeting House between Main Road and Balgores Crescent and is largely concealed from street views; this also houses a preschool. Gidea Lodge to the east of this is a retirement housing complex erected in 1999 within a generous garden, also largely concealed from views in from the conservation area. Gidea Park Preparatory School occupies Balgores House at 2 Balgores Lane, which has been in educational use since 1921.

5.5.5 Scale, Materials and Architectural Details

Main Road comprises a mix of massing, dates and styles, from a pair of two-storey 17th century public houses to late-20th century nondescript office buildings. Building heights are generally of two or three storeys, with some single-storey modern development.

Pitched roofs in tile, robust chimneys and gables lend character to the road's historic buildings. A c. 1912 terrace of shops with flats above at Nos.184-192 at the corner of Balgores Lane makes a strong visual impression in the eastbound approach to the area, followed by the 17th century timber-framed range occupied by The Archers public house. The Ship public house, also of 17th construction, offers a characterful, timber-framed frontage to the north side of the street.

No.75 is a handsome c.1913 building of the 'old English' style which was brought to Gidea Park from White City following the first exhibition and forms the terminus in northward views in from Balgores Lane. The character area includes a modest range of single and two-storey commercial frontages along the east side of Balgores Lane north of Balgores Crescent which retain some historic details and massing. The Gidea Park Preparatory School opposite at 2 Balgores Lane presents a robust and attractive Victorian frontage, rising two storeys in cream and yellow brick over seven bays. Early-20th century ranges also flank Crossways to the east before it continues into the residential neighbourhood to the south.

Modern infill is generally nondescript in style, often in brick but with little detail and no relationship to the surrounding conservation area. The utilitarian commercial frontage to the auto sales and repair centre at Nos.226-232 is particularly incongruous to the context of historic commercial buildings, as is the Co-op building.

A single-storey range of shops at 214-218 appears to have some interesting details, but these are obscured by overlarge fascias and modern shopfronts.



Modern development often does not relate to historic context in Main Road

5.0 Character Areas

Character Area 4: Main Road Corridor

5.5.6 Shopfronts

There is little consistency across shopfronts within the character area. Some historic shopfronts survive in Main Road; the corner shopfront at the eastern corner of Main Road and Crossways is a particularly attractive example. Others are sympathetic replacements incorporating stall risers, vertical elements, corbelled pilasters and appropriately proportioned shopfront windows.

Other modern shopfronts employ full-height glazing, internally lit signage and overlarge fascias in inappropriate materials which are incongruous to the character of the conservation area. Roller shutters are also a common feature that detract from the character of the conservation area when left closed in daylight hours. Most signage is fixed to frontages; a few businesses employ tall standalone signage near the pavement which add clutter to the street scene.



Shopfronts along south side of Main Road

5.5.7 Boundary Treatments

Few boundary treatments are legible within this commercial part of the conservation area apart from a few modern, low brick walls and timber fencing which separate building plots from the pavement, usually to enclose front parking areas or restaurant seating. However, there is no consistency in design or materials. Modern brick walls and metal gates mark the entrance to the Gidea Lodge retirement facility along the south side of Main Road. A low brick wall demarcates the front churchyard to St Michael and All Angels church; this appears to be contemporary to the building and neatly frames its garden.

Utilitarian metal guard railings protect the northern corner pavements of Balgores Lane where it meets Main Road. A brick boundary wall with piers and stone coping protects the front and return garden space of Gidea Park Preparatory School in Balgores Lane; this appears to be largely contemporary to the building and adds an attractive historic feature to the street scene.

5.5.8 Audit of Heritage Assets

Two c.17th-century public house buildings are listed at Grade II within the Main Road Corridor: 198-200 Main Road, currently occupied by The Archers, and The Ship public house at 93 Main Road.

Locally listed assets include 75 Main Road, 202-210 Main Road and Gidea Park Preparatory School (Balgores House) at the north end of Balgores Lane.



75 Main Road at north terminus of Balgores Lane

6.0 Issues and Opportunities



6.0 Issues and Opportunities

6.1 Introduction

This section of the Conservation Area Appraisal and Management Plan provides analysis of the current issues and opportunities facing the Gidea Park Conservation Area and reflects the findings of a detailed site survey and internal stakeholder consultation. It will be reviewed and updated following public consultation to ensure holistic coverage.

The issues and opportunities are set out around the below themes:

6.2 Detracting Buildings and Elements

6.3 Boundary Treatments

6.4 Maintenance and Repair of Buildings

6.5 Shopfronts

6.6 Public Realm

6.7 Sustainable Development and Climate Change

6.8 Development Opportunity

6.9 Interpretation and Raising Awareness

6.2 Detracting Buildings and Elements

6.2 Detracting Buildings and Elements

The majority of the conservation area's buildings and townscape are of good quality, and relate to Gidea Park's development as a garden suburb in the early decades of the 20th century. However, there are some instances of detracting elements which present opportunities for enhancement, from whole buildings to smaller-scale alterations or unsympathetic accretions.

6.2.1 Detracting Buildings

There are few instances in which entire buildings or sites detract from the special interest of the conservation area, and these are limited to commercial areas in Main Road and at the south end of Balgores Lane. The buildings are considered opportunities for enhancement largely due to their scale, massing or materiality which is particularly incongruous to area character, as well as their location near entrances into the conservation area.

The utilitarian character of the auto repair and sales shop at 226-232 Main Road visually dominates this end of the commercial corridor due to its size, materiality and particularly overlarge fascia signage. The retail units at 97-101 and 107 Main Road opposite also detract from the conservation area's special interest due to their size and the scale and materiality of their modern frontages, which fail to relate to area character and adjacent listed and historic buildings. These sites also comprise tall, fixed street signage which adds clutter to the street scene, and unsightly street-facing car parks.

The nondescript office blocks at 73 and 109-113A Main Road are of Postwar construction. Their plain, austere façades fail to relate to their setting within the context of historic buildings, while their location adjacent to conservation area boundaries mean they are some of the first visible buildings on the approach into the conservation area.

To the south, the broad massing and utilitarian character of the auto repair and sales shop at 77 Balgores Lane is unsightly and out of context within the neighbouring residential area. A large street-facing car park at a key intersection also detracts from conservation area appearance.

If the opportunity arises to replace or alter these buildings, there is potential to enhance the conservation area by ensuring that proposals are sensitively designed and respond to the area's historic context.

6.2.2 Unsympathetic Additions

There are instances of modern elements added to residential building exteriors across the conservation area that are unsympathetic. These elements, and particularly the cumulative impact of incremental additions, can detract from the appearance of historic elevations and thus conservation area character.

These tend to be less intrusive elements in the case of exhibition buildings, related to surface-mounted services including cables, conduit, security systems and television aerials. These are modern elements alien within a historic streetscape, and therefore cause intrusion. There is opportunity to reduce visual clutter across frontages by removing or rationalising these elements, or by relocating them to more discreet locations. It is recommended that installation of any new external devices or technology be limited to rear elevations so that they remain concealed from the public realm.

Other unsympathetic additions are more common to later houses throughout the conservation area, including the infilling of front porches (though there is evidence of this across the 1934 exhibition houses), the addition of porch canopies, and in fewer cases, the insertion of rooflights which are visible from the street; these elements are generally incongruous to the character of early-20th century and Interwar housing, and should be removed or redesigned when the opportunity arises. New rooflights should be limited to roof pitches which are concealed in views from the public realm, and where rooflights are considered appropriate, they should be conservation-style rooflights to ensure they are unobtrusive. It is noted that construction of new porches is in part controlled by the Article 4 Direction already in place for the conservation area.

Externally, the installation of artificial grass detracts from the character and appearance of the conservation area as well as not constituting an appropriately permeable surface for landscaping. Likewise large areas of hard-standing both within residential properties and in front of commercial buildings, often used for car parking, greatly detract from the appearance of the conservation area.

6.0 Issues and Opportunities

6.2.3 Windows and Doors

There is evidence of the unsympathetic replacement of traditional timber and metal windows in historic buildings with uPVC units across the conservation area. This has had a detrimental impact on the appearance of the conservation area, as plastic features are generally incongruous additions to the historic environment, and new profiles are rarely appropriate to the context of historic elevations. Their installation often constitutes loss of original or historic building fabric, which incrementally reduces the special interest of the area. The use of plastic windows (and doors) can also reduce breathability within traditionally constructed buildings by preventing moisture egress, which can cause wider damage to building fabric over time. Changes to historic window opening sizes within elevations that are visible from the street are generally not considered appropriate interventions.

Additional timber doors have also been replaced in inappropriate materials and profiles in places; insensitive change to principal entrances is particularly conspicuous within the street scene.

When opportunities arise, returning windows and doors which have been insensitively replaced to their traditional material and appearance is strongly encouraged and would be of benefit to the special interest of the character area. There is also opportunity to update the existing Article 4 Direction to better control changes to windows and doors should the Council wish to do so. It is noted that the process would be undertaken at a future date, separate from the adoption of this CAAMP.

6.2.4 Extensions

Stakeholder consultation has raised concerns over increasing pressures to enlarge the area's historic houses, which often comprise modest original footprints, through extensions, and there is evidence of insensitive extensions appreciable in street views throughout the conservation area. As proposed

extensions are subject to the conservation area's existing Article 4 Direction, there are controls in place to safeguard against insensitive extensions. Sympathetic extensions to houses may be acceptable if they are sited appropriately and out of view from the public realm, are of high quality, complementary design and materials, and of a scale that is appropriate and sensitive, ensuring they do not obscure or otherwise impact legible historic external details or features.

Where insensitive extensions are already in place, there is opportunity to improve their design, proportion and impact on historic fabric when change is proposed.

Garden outbuildings can present alternatives for increased interior space when main house extensions are not feasible. It is important that proposed outbuildings remain concealed in views from the street and are of sympathetic design and materials to minimise their impact on the appearance of the conservation area. As the legibility of the area's generous plot sizes and layout are important to understanding the special interest of the historic garden suburb, this should also be taken into account when considering the addition of new outbuildings.



Insensitive window replacement, Balgore Crescent



Historic timber door & arrangement, Reed Pond Walk

6.0 Issues and Opportunities

6.3 Boundary Treatments

Boundary treatments across the conservation area, whilst prevalent, were traditionally modest, and comprised low brick walls, metal or timber pedestrian gates, low timber fencing and hedges. Many of these remain intact, however over time some traditional boundary treatments have been eroded or lost, or unsympathetically replaced, which detracts from the area's historic appearance and from the rhythm of the street scene. There is opportunity to return boundary treatments to their traditional material and appearance in cases where they have been altered or inappropriately replaced, or to reinstate them where they have been lost; this would benefit the special interest of the conservation area.

Some front gardens have been partially converted for car parking, which detracts from the verdant character of the conservation area. Hard-surfacing for car parking should be kept to a minimum with gravel finishes are more appropriate than tarmac and soft landscaping retained as much as possible. It is also noted that overlarge or full-height front boundary gates for vehicle access are generally not in keeping with the early-20th century character of the conservation area.

Boundary treatments enclosing open spaces are generally of an appropriate profile and materiality, which allows views through across the spaces.



Mix of low brick walls and hedges in Elm Walk



Hedges demarcating boundaries in Meadway

6.0 Issues and Opportunities

6.4 Maintenance and Repair of Buildings

The condition of buildings within the conservation area is generally good, however there are a number of buildings which are suffering from a lack of maintenance or are in need of repair. Issues include peeling paint to render, deteriorated render, slipped or moss-covered roof tiles, and peeling paint to timber windows. It is critical that the causes of these issues are resolved to prevent reoccurrence and further damage.

As well as having an impact on physical building fabric, these maintenance and repair issues harm the appearance of both individual buildings and the wider conservation area. There is guidance on good practice maintenance and repair methods in [Section 7.0](#) and further sources of guidance in [Further Information and Sources](#).

6.5 Shopfronts

Retail trade has long played an important role at the heart of the conservation area, and this continues today. Whilst there are some historic shopfronts surviving and others which are designed in a traditional style, some have been unsympathetically altered or replaced over the years. This can be seen in Main Road and Balgores Lane, where it has a detrimental impact on the character and appearance of the conservation area.

Oversized, poorly positioned and internally-lit fascia signs and the use of plastic materials are particular issues. Shopfronts have also had their traditional glazing and stall riser arrangements replaced with large full height windows which have no subdivision, and some employ unsightly, full-width security shutters outside of opening hours. The colour and design of some shop signage does not respect the character of either the building or of the historic townscape as a whole.

When opportunities arise, shopfronts and shop signage should be returned to a more traditional appearance or utilise design features or patterns that are in keeping with historic shopfront design and materiality where appropriate; it is noted that a historic shopfront profile may not be appropriate for a Postwar or modern building. Guidance on shopfront design is included in [Section 7.0](#).



Shopfront with historic character at corner of Main Road & Crossways

6.6 Public Realm

Street furniture throughout the conservation area is generally minimal, apart from elements within Raphael Park. A newly improved area of public realm north of the railway at the south end of Balgores Lane has provided new seating and planters, increasing dwell time adjacent to local businesses. There is opportunity to also introduce public seating along the commercial corridor of Main Road to improve the pedestrian experience and increase footfall, whilst an improved scheme for planters could help soften the urban character of the area and the impact of passing traffic. The utilitarian bollards found throughout the conservation area could also be replaced in a more traditional profile, and arranged to avoid unnecessary clutter. The design and materiality of any proposed street furniture should be of high quality and remain sensitive to the character of the conservation area. The introduction of cycle hoops could also encourage environmentally-friendly travel along Main Road and to areas near Gidea Park station (see [Section 6.7.2](#)).

No historic paving remains within the conservation area apart from granite kerbs which survive in places. Apart from the recently refreshed area of public realm adjacent to the railway station, existing paving finishes are utilitarian in a mix of tarmac and concrete. There is opportunity to introduce improved, high-quality pavement treatments throughout the conservation area, and rationalise the appearance of patchwork repairs. It is noted that new surfaces would need to complement area character, particularly in residential streets.

Streetlamps have been introduced in several streets in a profile matching the area's previous historic lampposts, and help to demarcate the conservation area from its setting. There is opportunity to also introduce this profile within Main Road, Balgores Lane and Squirrels Heath Avenue, where inappropriately utilitarian lampposts remain. Stakeholder consultation has indicated that a number of replacement lampposts are currently in poor condition or in need of repair; lampposts should undergo regular maintenance and inspection, and repair when needed.

6.0 Issues and Opportunities

6.7 Sustainable Development and Climate Change

The London Borough of Havering intends to be carbon neutral by 2040, and in March 2023 declared a climate and ecological emergency recognising the threats of climate change to the borough. This issue interacts with the conservation area in a number of ways, including changes to buildings and the way people move around the area.

Havering Council have embedded climate change mitigation and minimising carbon emissions throughout the Local Plan, including within its Strategic Objectives and in Policy 12, Healthy communities and Policy 36, Low carbon design and renewable energy.

6.7.1 Changes to Buildings

Whilst the maintenance and continued use of historic buildings is inherently sustainable, there is likely to be both a desire amongst residents and pressure from government over coming decades to improve the energy efficiency and reduce the carbon footprint of Gidea Park's historic building stock. Reducing heating requirements combined with using more sustainable sources of heat and power are the two main aspects to consider.

There are many opportunities to improve the energy efficiency and reduce the carbon footprint of historic buildings which will have no impact on the character and appearance of the conservation area. These include improving the thermal performance of the building stock through insulating lofts and suspended ground floors, draught exclusion and introducing secondary glazing. Historic and traditionally constructed buildings were designed to be breathable, allowing moisture to naturally exit building fabric. Care needs to be taken to make sure buildings of this type remain breathable, rather than air-tight, through choosing appropriate materials as retaining moisture will harm the fabric of the building.

Care also needs to be taken if external changes are proposed, to ensure they remain sensitive to their historic context. This could include the addition of solar photovoltaic panels on south or east/west facing roofs as an additional heating or hot water source. However, these must not detract from the historic character of the building and are likely to be only acceptable when positioned on rear roof slopes not visible from the public realm. Where solar panels would be on a wall or roof slopes facing the public highway, or on a flat roof, planning permission is required.

6.7.2 Changes in the Public Realm

Reducing petrol and diesel car use is critical to reducing carbon emissions and there is government commitment to phasing out their sale over the next decade. Petrol and diesel car use will be replaced by a combination of electric (or other carbon-free) vehicles and active, car less travel. Both will require infrastructure changes that will need to be considered in the context of the conservation area designation to ensure they are implemented appropriately.

Electric vehicles require charging points which can be installed within existing car parks and adjacent to street parking bays. Although these are relatively unobtrusive, they are likely to increase visual street clutter to a degree and should therefore be considered alongside other reductions in street furniture clutter.

Charging electric vehicles in resident parking areas, on the street outside of dwellings, presents a greater challenge with the current technology as personal charging points are expensive and could add considerable additional clutter to the conservation area. However, lamppost charging points and wireless charging may become viable in the future which and are likely to be compatible with a conservation area environment.

Encouraging active travel, cycling, walking and the use of e-scooters is also key to reducing carbon emissions. Reducing vehicle movement in the conservation area will improve air quality and make active travel more pleasant and safer. There is a cycle lane to Main Road; there is opportunity to extend this down Balgores Lane to provide safe access to Gidea Park station. Improved signposting for cycling and walking routes could be introduced whilst taking care not to add to visual clutter through excessive increased signage. There are few cycle stands within the Gidea Park; new additions should be simple Sheffield hoops as these are most sympathetic to the character of the conservation area.

6.7.3 Trees and Open Green Spaces

Maintaining existing trees and replacing lost or dying trees are an important part of the strategy to tackle climate change and trees also contribute considerably to the special interest of the conservation area. Street trees are a particularly important characteristic of the residential garden suburbs such as Gidea Park. These combined with trees in private gardens contribute to the sense of place.

Permission is needed for any works to trees above a certain size in the conservation area (see [Section 7.3](#)) and justification is required for the loss of any street trees, which should be also be replaced with new trees. A succession planting strategy would be beneficial to ensure existing tree coverage is maintained into the future and opportunities for new trees should also be considered. There are limited opportunities for new green public spaces within the conservation area, with the greening of existing routes through trees likely to be the most appropriate means of improving green infrastructure. However, there may be opportunities to green some of the car parks along Main Road using carefully-designed planting.

6.0 Issues and Opportunities

Both of the conservation area's key open spaces – Raphael Park and the Romford Golf Club course – appear to be well maintained and in good condition, and both continue to serve as important features of the conservation area and its setting. The copse at Reed Pond Walk is a designated village green which once had a more open, traditional green character. It has since become densely wooded over time, and, whilst this now contributes to a highly verdant character and likely to ecological habitats within Reed Pond Walk, there is opportunity to explore options for its maintenance, planting and overall character in the future.

6.8 Development Opportunity

Gidea Park is an affluent and attractive historic garden suburb within greater London, and therefore the area is a desirable place in which to live and work. This means that there is an inevitable desire for new development, both within the conservation area and its setting. In addition, the nationwide housing shortage puts local authorities under pressure to permit new residential developments.

New development can present a challenge in historic areas such as Gidea Park, which are adjacent to areas of dense development and where there are few vacant sites and, therefore, limited development opportunity. There are a limited number of sites which have been identified as detracting from the special interest of the conservation area in [Section 6.2](#), along Main Road and nearer to Gidea Park station; these have significance enhancement potential through sensitive redevelopment.

Any proposals for new development both within the conservation area and within its setting should be carefully considered and well designed to ensure that the special interest and character of the conservation area are preserved.



Mature street trees soften the impact of traffic in Main Road



Historic open spaces are an integral part of the conservation area's special interest

6.9 Interpretation and Raising Awareness

Thanks to the efforts of the Gidea Park and District Civic Society and local community advocacy there is a good level of appreciation for the historic character of Gidea Park, which is one of the main reasons the suburb is so desirable. In addition to this there are opportunities to increase awareness of the special interest of the conservation area, of the responsibilities and benefits of owning a building in the conservation area and the implications when proposing changes to buildings. There are also opportunities to raise awareness of the importance of building maintenance to prevent degradation amongst local owners and occupiers.

7.0 Managing Change



7.0: Managing Change

7.1 Introduction

Section 7 provides a framework to guide change within the Gidea Park Conservation Area, based on the understanding of its special interest set out in earlier sections of this document. The overarching ambition for the conservation area is to preserve and enhance what is special about it, and thus this is the statutory duty of the Council. Preserving and enhancing the special interest of the conservation area is achieved by ensuring that change and development take place in a considered and sympathetic way, and by raising awareness of and promoting shared responsibility for looking after the conservation area.

The long-term objectives of conservation area management are to phase out past ill-considered changes and additions, and to ensure that new development is of high quality and responds to the conservation area's special character. This applies to very small changes, such as reinstating lost historic features, to proposals for new development both within the conservation area and its setting. In addition, the regular maintenance of buildings is a vital part of preserving both their special interest and physical fabric. Repairs can often be necessary; ensuring that these are undertaken sensitively is an important part of looking after historic buildings and the conservation area as a whole.

The following sections set out how and why change within the conservation area is controlled, good practice advice on maintenance and repair and specific guidance on alterations, extension and new development. Specific recommendations can be found in [Section 7.8](#).

7.2 Planning Legislation, Policy and Guidance

Planning legislation, policy and guidance is utilised when determining applications for development or other changes within the conservation area. This is to ensure that proposals seek to preserve or enhance the area's special interest including the contribution made by its setting.

The primary legislation governing conservation areas is the *Planning (Listed Buildings and Conservation Areas) Act 1990*. This sets out statutory duties for local planning authorities in managing change within conservation areas. Regional and local planning policy reflect this legislation in the protection and enhancement of conservation areas. See the London Borough of Havering's website for details regarding current national policy regarding the historic environment and the relevant policies set out within the Havering Local Plan.

In addition to legislative and policy requirements there is a wealth of best practice guidance and advice available from Historic England and other heritage organisations. When changes are being considered to buildings within and in the setting of the conservation area, it is often helpful to first seek pre-application advice from the Council to gain early guidance on proposals and discuss any constraints or opportunities; details for this can be found on the London Borough of Havering's website.

Links and details of all the relevant policy, guidance and advice can be found in [Further Information and Sources](#).

7.3 Control Measures Brought About by Conservation Area Designation

7.3.1 Restrictions on Permitted Development

In order to protect and enhance the Gidea Park Conservation Area, any changes that take place must preserve, respect or contribute to the character and appearance which makes the conservation area of special interest. Permitted Development Rights, as defined by *The Town and Country Planning (General Permitted Development) (England) Order 2015*, are works which can be undertaken without the need to gain planning permission. Permitted Development Rights are different in a conservation area, meaning that planning permission is needed for works which materially affect the external appearance of a building.

This includes, but is not restricted to:

- The total or substantial demolition of buildings or structures (including walls of over 1 metre in height, gate piers and chimneys);
- Other partial demolition including new openings in external elevations;
- Works to trees with a diameter of 75 mm or greater, measured at 1.5 metres from soil level;
- Changes to the external finish of a building (including rendering, pebble dash or other cladding);
- Changes to the roof shape including installation of new dormer windows and chimneys;
- Any extension other than a single-storey rear extension of 4 metres or less (3 metres or less if the house is detached or semi-detached);

7.0: Managing Change

- Extensions to the side of buildings;
- Any two-storey extensions;
- Erection of an outbuilding to the side of a property;
- Aerials and satellite dishes on chimneys or elevations visible from the street;
- Putting up advertisements and other commercial signage (advertising consent may also be required);
- Changing the use of a building (e.g. from residential to commercial); and

• Installing solar panels that are wall-mounted on a wall or roof facing the highway.

For further information and advice about when planning permission is required within a conservation area, see the guidance on the Government's Planning Portal or contact the London Borough of Havering Planning Department. It should be noted that proposals which impact listed buildings, including changes to their setting, may also require listed building consent.

7.3.2 Article 4 Directions

The Council can develop bespoke controls to ensure that specific elements of a conservation area are protected from harmful change. This is done through the application of an Article 4 Direction. These provide additional control by specifically revoking certain permitted development rights, meaning that planning permission needs to be sought before work can be undertaken.

An Article 4(1) direction implemented to control permitted development within the Conservation Area was first adopted in 1986. Five previous Article 4 Directions applicable to the conservation area were replaced by a new Article 4 Direction (Art 4/4/2015) by the London Borough of Havering, confirmed in June 2016. The current Article 4 Direction is applicable to all houses within the conservation area and the Gidea Park railway station. These buildings are divided into two 'Control Levels,' each with their own set of planning controls that relate to external changes to buildings and their plots, including extensions, roof alterations, outbuildings, hard surfacing, boundary treatments, lanes, exterior painting, etc.

Refer to the Article 4 Direction notice available on the London Borough of Havering website for details; a link to this is provided under [Further Information and Sources](#).

7.4 Conservation and the Repair of Buildings

All buildings require maintenance and repair regardless of their age, designation (or lack therefore) or significance. In conservation areas, it is important that such works are carried out sensitively to protect the historic fabric of buildings and preserve the established character of the wider area. The following sections provide a summary of best practice advice on maintenance and repair. Historic England and other heritage bodies, including the Society for the Protection of Ancient Buildings (SPAB), provide a wide range of advice and guidance on how to care for and protect historic places, including advice on the maintenance and repair. See [Further Information and Sources](#) for details.

7.4.1 Maintenance

Maintenance is defined as routine work necessary to keep the fabric of a place in good order. It differs from repair in that it is a pre-planned, regular activity intended to reduce the instances where remedial or unforeseen work is needed. Regular maintenance ensures that small problems do not escalate into larger issues, lessening the need for repairs, and is therefore cost effective in the long-term. In general maintenance work does not require consent from the Council, however some maintenance works may require consent.

Regular inspection of building fabric and services will help identify specific maintenance tasks relevant to each building. These could include but are not limited to:

- Regularly clearing gutters and drain grilles of debris, particularly leaves;
- Clearing any blockages in downpipes;
- Sweeping of chimneys;
- Removal of vegetation growth on or abutting a building; and
- Repainting or treating timber windows and other external timberwork.

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7.4.2 Repair

Repair is defined as work that is beyond the scope of maintenance, to remedy defects caused by decay, damage or use, including minor adaptation to achieve a sustainable outcome, but not involving alteration or restoration. Identification of repairs may arise during regular inspection of buildings or following extreme weather events and could include repairing damage to roof coverings, repointing of brickwork or repairs to windows.

It is important to understand the cause of any damage or defects both to ensure that the repair is successful and to minimise the work that is required. It is also important to understand the significance of the built fabric affected in order to minimise harm when enacting a repair. As with maintenance, consent may be required for some types of repair work; it is advisable to discuss with the Council before any work is undertaken.

The following should be considered when planning repair works:

- Repairs should always be considered on a case-by-case basis. A method of repair which is suitable for one building may not be suitable for another.
- Only undertaking the minimum intervention required for any given repair.
- Use materials and construction techniques which match the existing fabric to maintain the appearance and character of the building. The exception to this is when existing materials or techniques are detrimental to the built fabric – for example, cement pointing on a historic brick building.

- Repair is always preferable over the wholesale replacement of a historic feature.
- If replacement of a historic feature is required – for example, if it has degraded beyond repair – the replacement should be carried out on a like-for-like basis using the same materials and construction techniques. The replaced element should be the same as the original in terms of material, dimensions, method of construction and finish (condition notwithstanding) in order to be classed as like-for-like.
- Like-for-like replacement should not be applied in cases where a historic feature has previously been repaired using inappropriate materials or techniques. When seeking to improve failing modern features or past unsuitable repairs, a traditionally-designed alternative using appropriate materials is preferable, such as breathable, lime-based renders and paints. In such cases planning permission, and in the case of a listed building, listed building consent, may be required.
- Repairs should, where possible, be reversible, as better alternatives may become available in the future.
- Repointing should always be carried out using a lime-based mortar. Within historic and traditionally constructed buildings, cement-based pointing is damaging to brickwork and stonework as it is an impermeable material. Periodic renewal of pointing will extend the lifetime of building fabric.

7.5 Proposing Change to Buildings

7.5.1 Alteration, Extension and Demolition

The appropriateness of demolition, alteration or extension will be considered on a case-by-case basis, as what is appropriate in one location will not necessarily be acceptable in another. In all cases it is vital to consider the impact of the proposed change on the special interest of the conservation area ensuring that this is preserved or enhanced.

Demolition of buildings that detract from the character and appearance of the conservation area may be beneficial. However, gap sites can also detract from the character of the conservation area, and therefore demolition of whole buildings may only be permitted in instances when rebuilding is proposed, when the site was historically open and this remains appropriate, or when an alternative suitable future use for the site is planned.

Alterations should preserve or enhance the character of the conservation area, and changes should be sensitive to its prevailing architectural and visual character. Alterations may comprise of the removal of detracting features such as uPVC windows, and where appropriate, their replacement with more historically appropriate versions. Alterations should therefore use appropriate materials for their context, and ideally those that are typically found within the conservation area. This may include timber for windows and doors and brickwork for structural elements. New materials may be appropriate as long as they are complementary to the appearance of the area.

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Extensions should be subordinate to the existing buildings in their scale, massing and design, and should ensure that any existing historic features remain legible. Extension to the side and front of buildings is unlikely to be appropriate as this would change the visual appearance of the streetscape, whereas extension to the rear is likely to be more acceptable. All extensions should be of high quality design and construction. Whilst the design may use materials and finishes which are characteristic to the conservation area, including local brick, there may be scope for use of a wider, less traditional material palette where these are part of a high quality, sensitively-designed extension that complements or enhances the appearance of the original building.

7.2 Alterations Proposed in Response to Climate Change

There are many opportunities to make changes to historic buildings in the conservation area which will assist in improving their thermal performance and, as a result, tackle climate change. Internal works in unlisted buildings will not require planning permission; however, for any works which affect the exterior of a building it will be required. Any works to listed buildings, both internal and external, will require listed building consent and those to the exterior will also require planning permission.

Internally, adding insulation to lofts and below suspended ground floors will improve thermal efficiency, and draft exclusion around windows, doors and vents will also be beneficial. Installing secondary glazing, thick curtains and internal shutters (if appropriate to the period of the property) will also improve thermal performance. Care should be taken to ensure that traditionally constructed buildings remain sufficiently breathable to avoid causing harm to the fabric of the building.

Externally, solar panels could be installed on rear roof slopes not visible from the public realm. Where solar panels are proposed to be installed to listed buildings, even on rear roof slopes, listed building consent will be required. Other renewable energy sources could be considered, such as ground, air or water-sourced heat pumps, so long as they do not detract from the character or appearance of the conservation area.

When planning the installation of electric vehicle charging points (EVCPs) care should be taken when installing any outlets, conduit, etc. in historic building fabric to avoid unnecessary fabric loss and minimise the visual impact of the EVCP in views from the street. EVCPs often require vehicles to be parked at close range; should new hardstanding for parking in a front garden be required, the impact of the potential loss of garden space, soft landscaping and boundary treatments on the character and appearance of the street and wider conservation area should be carefully considered. Whilst the installation of an EVCP does not require planning permission, new areas of hard landscaping are subject to planning permission under the existing Article 4 Directions covering the conservation area.

7.5.3 Modern Additions to Historic Buildings

Proposed modern additions to buildings should be carefully considered to ensure they are both necessary and appropriate to the character and appearance of the conservation area. The removal of unsympathetic features such as redundant external wiring, satellite dishes and television aerials should be undertaken proactively, as this will remove visual clutter and thus enhance the appearance of the conservation area. The installation of new television aerials and satellite dishes on a wall, chimney or roof slope that faces onto and is visible from the conservation area public realm (generally to front and side elevations) requires planning permission and is discouraged. The visibility of such features detracts from the appearance of the conservation area; therefore care should be taken to locate these items discreetly, ideally to the rear of buildings.

7.5.4 Windows, Doors and Drainage Goods

Whilst the majority of buildings in the conservation area contain traditional timber sash or casement windows, there have been instances of replacement with uPVC units. uPVC doors and plastic gutters and drainpipes also found on historic buildings in places throughout the conservation area. Plastic or uPVC elements are not in keeping with the appearance or character of a historic building, and thus detract from the special interest of the conservation area. Therefore, replacement of historic or traditional windows, doors and drainage goods is strongly discouraged unless they are damaged beyond repair. Where such replacement is necessary this should be in traditional and appropriate materials and styles. Where inappropriate replacement has already been undertaken, returning these features back to their traditional appearance is encouraged. The proportions and type of window will be dependant upon the age and style of an individual building.

Timber doors and windows should be painted in appropriate colours. Changes in colour beyond a shade lighter or darker of the existing colours will likely require planning permission, with decisions based on surrounding context and appropriate historic precedent. Drainage goods would have historically been painted cast iron or lead; however other metals may be appropriate subject to their detailed design.

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7.5.5 Boundary Treatments

The majority of residential buildings in the conservation area are set back behind front gardens. Loss, alteration and replacement of historic boundary treatments, in particular those demarcating front gardens, has been identified and this has caused harm to the appearance and character of the conservation area. Where historic boundary treatments have been lost or altered, their reintroduction will be encouraged where the proposed materials and design are appropriate to the character of the conservation area. Historically front boundaries would have comprised low brick boundary walls, timber fencing, hedges or other soft landscaping. Other inappropriate existing boundary treatments should be replaced when opportunities arise. Further detrimental alteration and loss of historic and traditional boundary treatments should be discouraged.

7.6 Shopfronts and Signage

Retail is an important function at the heart of the conservation area, and therefore the design and appearance of shopfronts is important to the preserving and enhancing its character. Changes to shopfronts will require planning permission, and, if part of a listed building, listed building consent. Changes to signage and advertising will require advertisement consent.

A shopfront is part of a building as a whole, rather than being a separate entity. The design of shopfronts therefore needs to reflect the style, proportions, vertical or horizontal emphasis and detailing of the rest of the building, particularly the principal elevation. This is the case for both buildings which historically contained retail at ground floor and where a shopfront has been a later insertion.

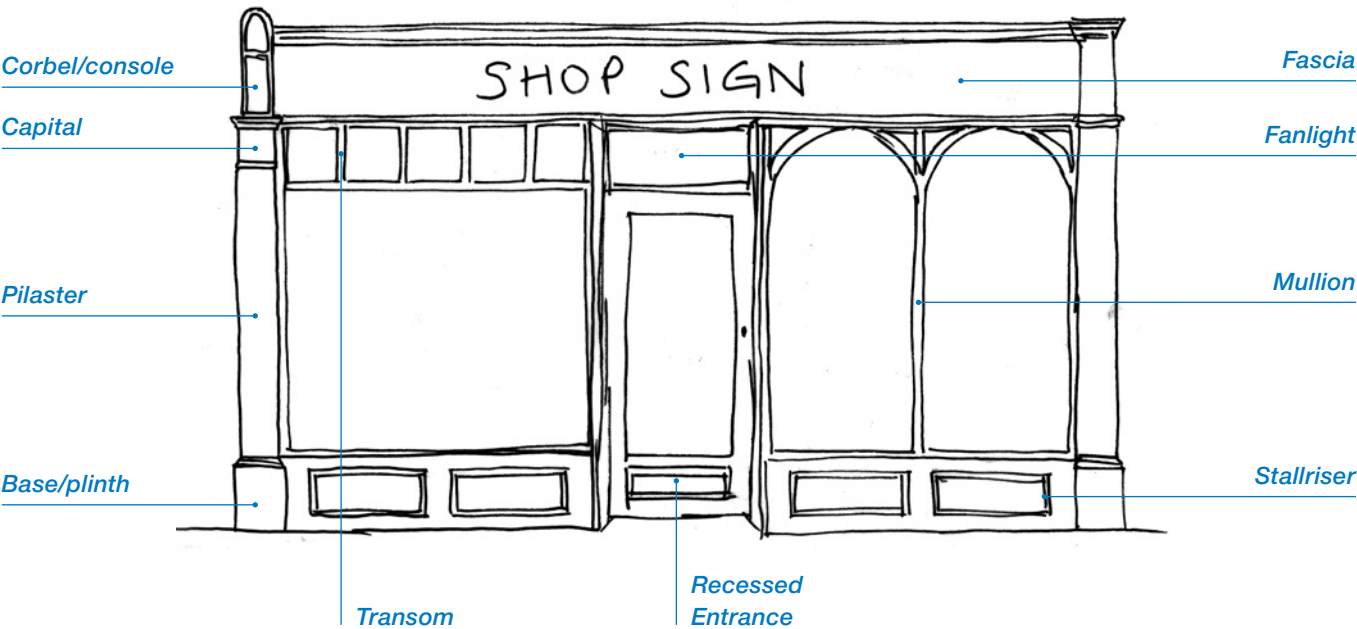
Where historic shopfronts survive or existing shopfronts contribute to the character and appearance of the conservation area, these should be retained and enhanced where possible. Any historic shopfront features which survive should be retained, repaired as necessary, and incorporated into new schemes, rather than being replaced. It would be desirable to reinstate historic features, such as corbels and pilasters where these have been lost and the placement of them, or vestiges of their original design, remain.

Where it is appropriate to replace all or parts of a shopfront, traditional styles and materials are likely to be most appropriate in historic buildings, but nontraditional, sympathetically designed shopfronts would be appropriate in modern and new buildings. The replacement of inappropriate

modern alterations to shopfronts with suitably-designed traditional alternatives is encouraged. The use of plastic and metal is not considered to be appropriate in historic contexts.

Pilasters, corbels, cornices, fascias and stall risers are all important elements in creating the visual proportions of traditional shopfronts. Fascias are of notable importance and should be in proportion to the rest of the shopfront; they should not be overly large or extend above cornice level or beyond the corbels on either side. Full height glazing is a modern feature and does not reflect the character of historic buildings. Smaller windows with stall risers, transoms and mullions are typical traditional features and more appropriate in historic contexts.

Components of a Traditional Shopfront



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The design and detailing of advertising and signage content, both on fascias, hanging signs and any free-standing signage, are also important in the conservation area. The signage should complement the design of the shopfront and building, conveying a sense of permanence and quality. Colour palettes, lettering style and illumination need to be considered in the design of a complementary shopfront. With regards to illumination, internally lit signage is inappropriate within the conservation area; subtle external lighting is more appropriate. Careful consideration needs to be given to the appropriateness of free-standing signage such as A-boards as these can cause visual clutter and physical impediment to pedestrian movement.

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There are examples of fabric canopies within the conservation area and such features can add interest to the street scene if of an appropriate design. Canopies should avoid obscuring historic features, should be retractable and be made of canvas. Canopies would have traditionally been positioned above fascia signage and this is therefore the most appropriate position for replacement or new canopies; projecting hanging signage will allow the shop name and advertising to remain visible when the canopy is down. Installation of canopies will require consent from the Council. Security shutters should comprise open grilles rather than solid, roller shutters.

7.6 New Development

7.6.1 New Development within the Conservation Area

Although there are very few empty sites or opportunities for infill there are a small number of detracting buildings, the sensitive replacement or redevelopment of which could enhance the conservation area's appearance. There may also be opportunities to redevelop buildings which make a neutral contribution to the conservation area.

Any new or replacement development needs to take account of, and remain sensitive to, the following:

- The significance of any building proposed for demolition;
- The significance of the relationship between any building to be removed and adjacent structures and spaces;
- The potential to draw inspiration from the historic use and character of a site and the designed uses within a garden suburb (residential and amenity);
- The significance or contribution of any gap site; is it a historic gap within the street frontage or does it detract?;
- The potential impact of proposals on known or potential archaeological remains;
- The potential impact of proposals on the setting of any neighbouring listed buildings;
- The materials and architectural detailing characteristic of the area - these should be a key point of reference in the choice of materials and detailing for proposed new development;
- The scale and grain of the surrounding area, including historic plot boundaries;
- The proposed height of new development in relation to neighbouring buildings and the surrounding context; and
- The potential impact of proposals on important views and the prominence of landmark buildings within the conservation area.

The above list is not exhaustive; each location will present its own unique requirements for sensitive and appropriate proposed development. In all cases, new development must be of high quality design, construction and detailing. The principal aim of new development should be to preserve or enhance the character of its immediate setting and the conservation area as a whole.

7.6.2 New Development in the Setting of the Conservation Area

The setting of the conservation area contributes considerably to its special interest. The open space to the east and west and rural setting further afield to the north are particularly important in interpreting this special interest and historic character. New development should remain sensitive to its location within the setting of the conservation area as a designated heritage asset and enhance or preserve, rather than harm, its special interest. Proposed new development should be of the highest quality design and execution in order to preserve and enhance the character of the conservation area and, where relevant, help phase out ill-considered and unsympathetic interventions from the past. The development of tall buildings within the setting of the conservation area would not be considered appropriate to its context as a heritage asset.

7.0: Managing Change

7.7 Public Realm

The public realm, namely publicly accessible streets and open spaces, is the area from which the majority of people will experience the conservation area. Preserving and enhancing its character and appearance is therefore of considerable importance for maintaining the special interest of the area. The public realm consists not only of street surfaces, but the street furniture, street signs and interpretation.

A sensitive and holistic approach to change and improvement to the public realm within an overarching strategy is needed, including changes to road infrastructure to encourage cycling and walking. Any additions or amendments to the public realm will also need to take account of highways and other relevant regulations.

There are areas where surface finishes are in a poor condition and others which could benefit from replacement with more sympathetic and durable surface treatments. Care should be taken to ensure future public realm works are considered for the longer term and materials both for street furniture and surface treatments are durable, are of high quality and are maintained appropriately.

In addition to street furniture, road signage, freestanding shop signage, commercial street advertising (digital panels, billboards etc.), broadband cabinets and items such as inappropriately located café seating can collectively cause excessive clutter within the public realm and detract physically and visually from the pedestrian experience of the conservation area. Applications associated with features within the public realm will be carefully considered to make certain that public streets remain pleasant and attractive places to be whilst ensuring that commercial activities can continue successfully.

With specific regard to lampposts, historically appropriate models appear in the conservation area and where opportunities arise to replace those of less appropriate design this would be desirable.

Installation of vehicle e-charging points are likely to become a feature of the street scene in the near future. Although these are relatively unobtrusive, they are likely to increase visual street clutter to a degree and should therefore be considered alongside other elements of street furniture.

7.8 Specific Recommendations

The following recommendations have been developed in response to the issues and opportunities within the conservation area identified in [Section 6](#), and in light of the guidance on managing change provided in [Section 7](#) over previous pages. These recommendations are designed to ensure the preservation and enhancement of the special interest of the Gidea Park Conservation Area.

- 01 The historic environment of Gidea Park, in particular that which contributes to the character and appearance of the conservation area, should be maintained to ensure the town remains a desirable place to live, work and visit.
- 02 Proposals for extension, alteration and new development should preserve or enhance the special interest of the conservation area, or where the public benefits would outweigh any harm.
- 03 The design, construction and materials of any new development, extension, alteration or repair should be of the highest quality and respect their local context.
- 04 Development within the setting of the conservation area should be sympathetic to its special interest in terms of its scale, massing, proportions, materials and detailing.
- 05 Development within the setting of the conservation area should ensure that its green and open character and domestic scale, which contribute to its special interest, is maintained.
- 06 Trees and other greening which contribute to the character of the conservation area should be retained, replaced as necessary and succession planting planned.
- 07 Changes to buildings in response to climate change are encouraged but should take into consideration the character and appearance of the conservation area.
- 08 Careful removal of inappropriate and unsympathetic additions to buildings and the street scene is encouraged.
- 09 Reinstatement of lost historic features, such as timber casement windows or corbels on shopfronts within historic frontages is encouraged.
- 10 Replacement of inappropriate modern alterations to shopfronts with suitably designed traditional or sympathetically designed alternatives is encouraged.
- 11 Restoring historic boundary treatments to residential properties where they have been lost or heavily altered is encouraged.
- 12 Proposals for updated or new public realm features should avoid causing clutter, and be carefully designed to remain sensitive to the historic context of the conservation area.
- 13 The condition of the conservation area should be monitored and reviewed periodically.

Further Information and Resources



Further Information and Resources

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Consulted Archives

Havering Library and Local Studies

Historic England archive

RIBA image library

FURTHER SOURCES OF INFORMATION

For further study, the following archives hold material that may be of relevance to the history and significance of Gidea Park:

- Havering Library and Local Studies
- London Metropolitan Archives
- Essex Record Office
- RIBA Library
- The National Archives
- Historic England Archive

In addition, the Gidea Park and District Civic Society offer walks, maps and publications about the area's rich history. More information can be found on their website: www.gpacds.org

The following book has photographs and further historical detail on the area:

Timothy Brittain-Caitlin, *The Edwardians and Their Houses* (2020)

London Borough of Havering Interactive Planning Map (Aurora): <https://havering.statmap.co.uk/map/Aurora.svc/run?script=%5CAurora%20Cloud%5CAuroraScripts%5CMain%20Aurora%20Web%20Site%20Scripts.AuroraScript%24&nocache=465d16f4-5f4b-7896-b614-1d1ed855f571&resize=always>

LEGISLATION, POLICY AND GUIDANCE

Legislation, Planning Policy and Best Practice Guidance

The following legislation, policy documents and guidance have been utilised in undertaking the conservation area review and preparing this report.

- a Planning (Listed Buildings and Conservation Areas) Act 1990
- b Ministry of Housing, Communities and Local Government, National Planning Policy Framework (2023) (specifically Section 16: Conserving and Enhancing the Historic Environment)
- c London Borough of Havering, Havering Local Plan (2016-2031)
- d London Borough of Havering, Havering Character Study (August 2024)
- e London Borough of Havering Archaeological Priority Area Appraisal (May 2024)
- f Ministry of Housing, Communities and Local Government, Planning Practice Guidance
- g Historic England, Conservation Area Appraisal, Designation and Management: Advice Note 1 (Second Edition, 2019)
- h Historic England, Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (2008)
- i Historic England, Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (Second Edition, 2017)
- j Historic England Advice Note 18. Adapting Historic Buildings for Energy Carbon Efficiency (July 2024)

Further Information and Resources

Planning (Listed Buildings and Conservation Areas) Act 1990

Listed buildings and conservation areas are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. Designation gives conservation areas protection as alterations, additions or demolitions are controlled by the need for planning permission, which is required by local planning authorities when change is proposed. Section 69 of the Act details the protection of conservation areas and is reproduced below, of specific reference is section (1):

'Section 69 Designation of Conservation Areas

Page 20
(a) Every local planning authority:

(a) shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and

(b) shall designate those areas as Conservation Areas.

(2) It shall be the duty of a local planning authority from time to time to review the past exercise of functions under this section and to determine whether any parts or any further parts of their area should be designated as Conservation Areas; and, if they so determine, they shall designate those parts accordingly.

(3) The Secretary of State may from time to time determine that any part of a local planning authority's area which is not for the time being designated as a Conservation Area is an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance; and, if he so determines, he may designate that part as a Conservation Area.

(4) The designation of any area as a Conservation Area shall be a local land charge.'

National Planning Policy Framework (2023)

The National Planning Policy Framework (NPPF) sets out the government's planning policies for new development within England and how these are expected to be applied. At the heart of the NPPF 'is a presumption in favour of sustainable development'. The most recent version of the NPPF was published in 2023 and of relevance to the current review is Section 16 – 'Conserving and enhancing the historic environment', in particular paragraph 197:

'When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.'

Also of relevance are paragraphs 212 and 213:

'Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.'

Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 207 or less than substantial harm under paragraph 208, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.'

Planning Practice Guidance

In 2014 the government launched the Planning Practice Guidance website (<https://www.gov.uk/government/collections/planning-practice-guidance>). The guidance is a live document intended to provide further detailed information with regard to the implementation of the NPPF. It includes the section 'Historic environment', which advises on enhancing and conserving the historic environment.

Conservation Area Designation, Appraisal and Management Historic England Advice Note 1 (Second Edition)

This Historic England advice note, published in 2019, supports the management of change in a way that conserves and enhances the character and appearance of historic areas through conservation area appraisal, designation and management. Of great relevance to the review of Gidea Park Conservation Area are the following paragraphs:

'10 Conservation area designation is undertaken to recognise the historic character of an area and/or in answer to the impact of development, neglect and other threats, on areas which are considered to have special architectural or historic interest. The appraisal is the vehicle for understanding both the significance of an area and the effect of those impacts bearing negatively on its significance. It will form part of the local planning authority's Historic Environment Record and will be part of the evidence base for the local plan and a material consideration in planning decisions.'

Further Information and Resources

'77 Under section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 local planning authorities have a statutory duty to draw up and publish proposals for the preservation and enhancement of Conservation Areas in their districts from time to time. Regularly reviewed appraisals, or shorter condition surveys, identifying threats and opportunities can be developed into a management plan that is specific to the area's needs. In turn, this can channel development to conserve the Conservation Area's special qualities. Both areas in relative economic decline and those under pressure for development can benefit from management proposals that promote positive change.'

Conservation Principles, Policies and Guidance

Conservation Principles was published by English Heritage (now Historic England) in 2008. It provides a comprehensive framework for the sustainable management of the historic environment, wherein 'Conservation is defined as the process of managing change to a significant place in its setting in ways that will best sustain its heritage values, while recognising opportunities to reveal or reinforce those values for present and future generations'. The guidance also provides a set of four heritage values, which are used to assess significance. The values are evidential, historical, aesthetic and communal.

Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (Second Edition)

The significance of a heritage asset is not only derived from its physical presence but also from its setting and the surroundings in which it is experienced. The Setting of Heritage Assets (2nd Edition) published in 2017 by Historic England provides guidance on managing change within the setting of a heritage asset. It recommends the following staged approach to the assessment of proposals during design evolution under Part 2: Setting and Views:

Step 1: Identify which heritage assets and their settings are affected.

Step 2: Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated.

Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it.

Step 4: Explore ways to maximise enhancement and avoid or minimise harm.

Step 5: Make and document the decision and monitor outcomes.

CONTACT DETAILS

London Borough of Havering Planning Department:
developmentplanning@haverling.gov.uk

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Consultation Statement

Conservation Area Appraisal and Management Plans for Romford, Rainham, and Gidea Park Conservation Areas

August 2025

1. Consultation activities and details

The consultation on the draft Conservation Area Appraisal and Management Plans (CAAMPs) for Romford, Rainham, and Gidea Park ran for 6 weeks from 28th April - 9th June 2025. The purpose of the consultation was to gather feedback on the newly drafted CAAMPs; the updated draft appraisals, proposed boundary changes, and updated draft management plans.

A consultation page and questionnaire was hosted on Citizen Space. Responses were also gathered via in-person events and some consultees emailed responses directly to developmentplanning@haverling.gov.uk.

Three in-person events were held. One for each CAAMP:

- Rainham: 28th May, Rainham Hall, 2:30-4pm
- Romford: 29th May, Town Hall, 10-11:30am
- Gidea Park: 29th May, Town Hall, 1:30-3pm

The events were hosted by the Council's Development Planning Team with input from specialist heritage consultants at Purcell. At each the events, there was a presentation about the Conservation Area and the associated draft appraisal and management proposals. This was followed by an open question and answer session enabling attendees to question the council officers and heritage specialists. Physical copies of the documents were provided at each event, alongside large A3 print outs of key maps to help facilitate discussion.

The consultation and associated public events were advertised via social media, the 'Living in Havering' newsletter, and through a [press release](#).

Notification emails were sent out from the Council's development planning team to the planning policy consultation database at the start of the consultation (28th April 2025) and a reminder email was sent on the 30th May 2025. A notification email was also sent on 6th May 2025 to all Havering Councillors about the consultation.

The comments that were made over the consultation period, and how they have been incorporated into the final documents, are summarised in section 2 below.

2. Response to the consultation

The Council received 21 responses to the consultation. Plus, informal comments gathered at the events.

"All three draft appraisals are comprehensive, clear, and well researched, providing well presented guidance and justification for the proposed boundary changes and recommendations."

- Historic England

This included 4 statutory bodies:

- National Highways
- Environment Agency
- Historic England
- Natural England

All statutory bodies were supportive of the plan, or had no comment. No changes were requested by the statutory bodies, apart from adding a reference to a Historic England advice note 18, which was actioned and reflected in the final CAAMP.

2.1 Romford

Changes made to the Romford CAAMP include, but aren't limited to:

- Further wording added to the 'Special Interest' section (Section 2): "The arrival of the railway at the beginning of the Victorian period served as the stimulus for this growth and prosperity. The importance of the railway continued into the 20th century, especially the inter-war and post-war periods, which saw Romford increasingly becoming the social and commercial centre of the wider area."
- Added the railway station as an important view in map on page 28
- Added in railway arches in Section 4.7
- Additional Specific Recommendation added to section 6.8: 'Enhancement of the public realm is encouraged including appropriate surface treatments and with potential for integration with heritage interpretation.'

Many comments were made about the boundary changes proposed for Romford CA. Overall, responses were very positive about the expansion to the boundary proposed, with most comments suggesting further expansion of the boundary. Only one commenter suggested a reduced boundary.

The Council and our heritage experts (Purcell) considered these comments thoroughly. A carefully nuanced approach has been undertaken to propose changes to the boundary which balances the best practice approach of not just including facades in a conservation area boundary, whilst not including extensive areas of building which do not contribute to the Conservation Area. The boundary of a Conservation Area should not be used to protect any asset of heritage value but instead be focused on the special interest of a Conservation Area. It is not desirable to extend a conservation area boundary too far as this dilutes the special interest of the area protected. Historic England's response confirmed they are entirely supportive of the proposed boundary changes and consider that they align with their best practice guidance. Historic England had no comments to make on the proposed boundary.

Ultimately, the boundary remains unchanged from the proposed consultation boundary. The Council's response to specific suggestions to include or exclude in the Romford CA boundary are laid out below.

Comments suggesting further buildings/areas to be included in the boundary:

Include / Exclude	Building or Street	Council Response
Include	The Rogern Reede Almshouses	This building is modern and of no heritage interest.
Include	St. Edward the Confessor RC Church	The Church is statutorily listed Grade II and therefore has considerable projection in its own right. It is therefore not considered necessary or appropriate to extend the conservation area across the ring road to include.
Include	Kingston Road, Erroll Road and Gilbert Road	These roads are not near or adjacent to the CA and therefore do not add to the special interest of Romford.
Include	Como street	These roads are not near or adjacent to the CA and therefore do not add to the special interest of Romford.
Include	The Boundary should include both sides of South Street (including the Havanna Cinema)	Buildings on the west side of South Street are all post war and would dilute the designation if included. The cinema has been substantially altered through redevelopment and it is not considered appropriate to include. It was also recently removed from the local list for the same reason.
Include	Raphael Parks and Blacks Bridge	These are in the Gidea Park CA already.
Include	Junction of Victoria Road and South Street	The other buildings on this side of South Street are all post war and would dilute the designation if included. Also many are on the local heritage list, so already have protection.
Include	Old mill parade	There is insufficient justification to include this building / area in the conservation area boundary
Exclude	<ul style="list-style-type: none"> • South of Market Place between Nos. 30–96 • Entrance to the Liberty Shopping Centre on South Street • North of Market Place and High Street • Parts of the South Street extension 	This commenter suggested that the CA boundary should be kept as it is, largely focusing on frontages rather than expanding the CA to include the whole buildings behind the frontages. Safeguarding only frontages of buildings is no longer a supported approach by Historic England. Guidance has changed since the Romford CA was designated, and previous reviews published. Historic England supports the proposed expansion of the Romford CA boundary to include whole buildings.

Other comments made were not relevant to the scope of the CAAMP, but have been noted by the Council:

- Many comments on suggested changes to the Market Place, including the financing behind the rejuvenation of the market, and the coordinated approach that will be needed between the Council, Romford BID, Local Businesses, and the Romford CAAMP (heritage aspect)
- Suggestion to introduce an Article 4 direction for Romford CA
- Comments about the maintenance of the Town centre (cleanliness, CCTV, antisocial behaviour)
- Suggestion of a Conservation Area advice service available to Town Centre property owners
- Suggestion for Romford CA to have an action plan with targets and funding attached

“Romford Civic Society is very supportive of the new Conservation Area Appraisal and Management Plan for Romford Conservation Area. We particularly welcome the proposed the expansion of the conservation area as per the 2008 recommendations, with a reasoned justification for what is proposed.”

- Romford Civic Society

2.2. Rainham

Very minor changes to the Rainham document took place, mainly updating the issues section. There were 5 responses in citizen space about the Rainham CAAMP, plus the comments considered at the in-person event.

Comments were generally supportive of the boundary proposed, and protection of the Rainham Conservation Area. There was one suggestion to extend the boundary further to include buildings such as Rainham village primary school, the Albion, old police station building, and the bridge on bridge road. After careful consideration with our consultants, it was decided to not extend the boundary further as the buildings suggested are far removed from the historic village core of Rainham. There is too much intervening suburban expansion to warrant extending the boundary and it was noted that these elements are unlikely to be of sufficient interest for inclusion due to their more recent date and lack of strong physical connection to the village core.

Other comments made were not relevant to the scope of the CAAMP, but have been noted by the Council, such as

- Maintenance issues: graffiti in the area, clock on the war memorial broken, planter maintenance, more bins needed
- Infrastructure needed to support new communities in the area

- Support for more greening
- Suggestions for buildings to be locally listed

There were also comments about topics such as buildings in the setting of the CA needing to be sympathetic, fittings reflecting the historic character of Rainham, need for sympathetic signage on retail units, etc. These are already covered in the Rainham CAAMP.

2.3 Gidea Park

There were 7 responses in citizen space about the Gidea Park CAAMP, plus the comments considered at the in-person event, and a formal response from the Gidea Park Civic Society.

Changes made to the Gidea Park CAAMP include, but aren't limited to:

- Clarified wording around EV charge points
- Updated wording on solar panels
- Recommendation 6 strengthened to include other greening and succession planting planning
- Changed the wording in section 6.2.3 to reflect that reinstatement of original windows is 'strongly encouraged'
- Added opposition to artificial grass in section 6.2.2
- Small grammatical / spelling edits
- Additions to the bibliography

Comments were very positive about the need to protect and conserve the historical area of Gidea Park. Comments were supportive of the boundary proposed; the Gidea Park Civic Society agreed with the proposed boundary. There were some suggestions for further expansion of the boundary but the Council is conscious to keep this boundary aligned with the original planned garden suburb and areas that have surviving model houses. This strictness of the boundary ensures the special character is kept and cannot be contested.

Other comments made were not relevant to the scope of the CAAMP, but have been noted by the Council, such as

- Suggestion to do a more general greening strategy
- Suggestion to re-visit/update the article 4 direction – some planning controls suggested sit outside the scope of a CAAMP
- Wanting to encourage more active travel in the area
- Comments on lack of funding affecting heritage, planning enforcement, etc.

“The opportunities for improvement are sound”

- Resident

“it is so important to preserve this area”

- Resident

“We fully support the positive approach adopted throughout this very comprehensive review and update”

- Gidea Park Civic Society

“I agree with need to protect and conserve this historical area of Gidea Park”

- Resident

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Raphael Park
Parkway



Eastern Avenue East

Reed Pond Walk



Heath Drive

Romford Golf Course

Main Road

Balgores Lane

Gidea Park
Railway Station

-  Existing conservation area boundary
-  Proposed extension of conservation area boundary

This plan is not to scale

Gidea Park Conservation Area boundary

↑
N

North Street

A1251 Ring Road

High Street

St Edward the
Confessor Church

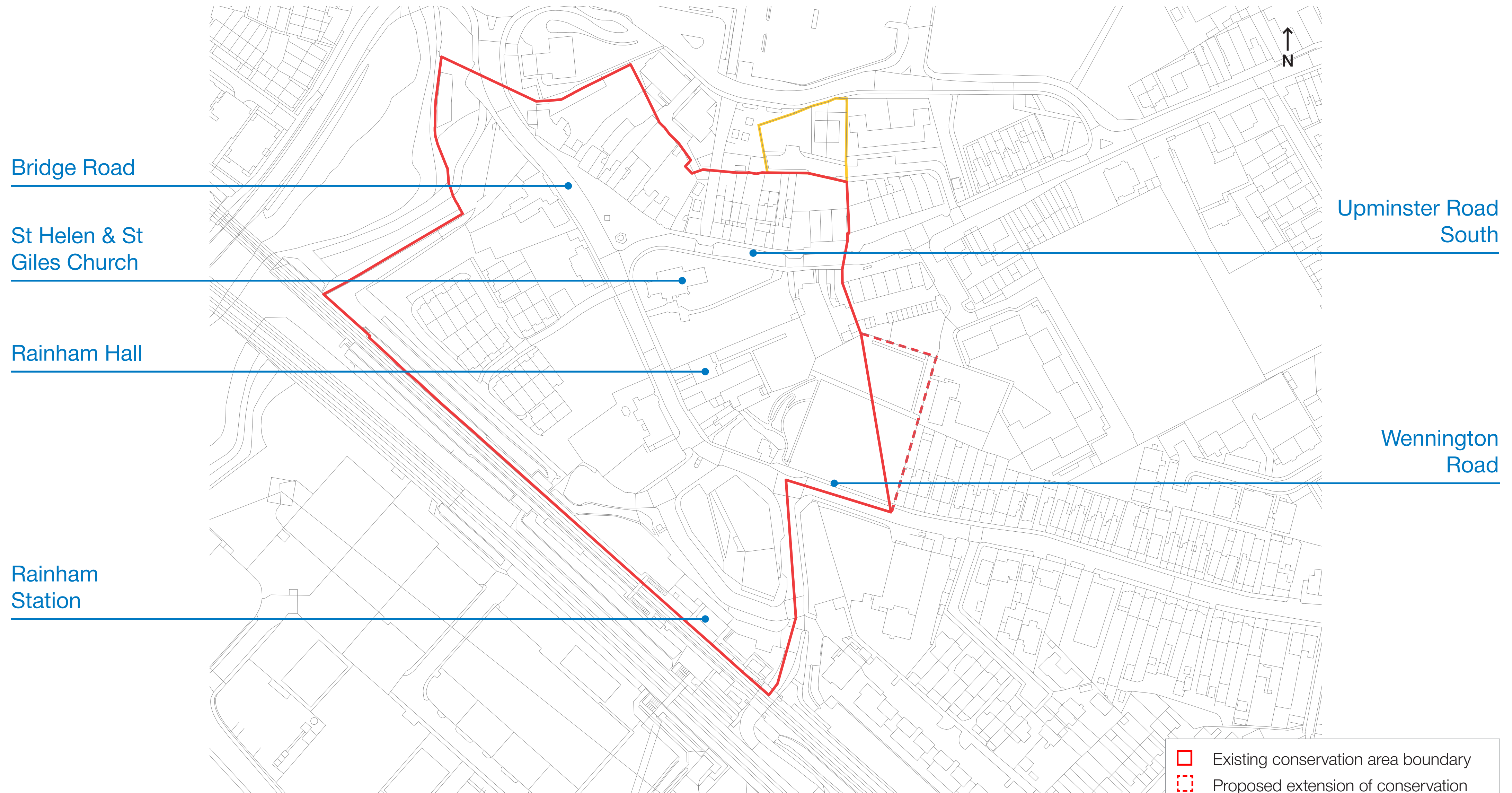
Market Place

South Street

- 1968 Boundary
- 2025 Proposed Boundary

This plan is not to scale

Romford Conservation Area Boundary Map



Rainham Conservation Area boundary

- Existing conservation area boundary
- Proposed extension of conservation area boundary
- Proposed removal from conservation area boundary

This plan is not to scale

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PLACES OVERVIEW AND SCRUTINY SUB-COMMITTEE

Subject Heading:

Community Infrastructure Levy – CIL Update

Forum:

Places Overview and Scrutiny Committee

ELT Lead:

Helen Oakerbee, Director of Planning and Public Protection

Report Author and contact details:

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Infrastructure Planning Deputy Team Leader
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People – Things that matter for residents

Place – A great place to live, work and enjoy

[X]

Resource – A well run Council that delivers for People and Place

[X]

SUMMARY

This report provides an update on the status of the Council's Community Infrastructure Levy (CIL). It includes details on income received, funds allocated and spent, the current funding balance, and recent allocations approved in principle by the Infrastructure Planning and Delivery Board (IPaDB) and Cabinet Members. The report is intended for noting by the Place Overview and Scrutiny Sub-Committee (OSSC).

RECOMMENDATIONS

Members are asked to:

- Note the details provided in this report concerning the Council's CIL position.
- Consider and provide comments on the allocations.
- Discuss the implications of a Neighbourhood Plan on CIL.

REPORT DETAIL

1. Introduction

CIL contributions are critical in funding infrastructure to support growth in the borough. Unlike S106, CIL is a fixed charge on qualifying developments and can be spent more flexibly on borough-wide infrastructure. It was first introduced in Havering in September 2019.

From 2024/25, Havering implemented Neighbourhood CIL (NCIL). This splits receipts of CIL as follows:

- Strategic CIL (80%) – retained and allocated by the Council to fund borough-wide infrastructure priorities. This must be spent on physical infrastructure.
- Neighbourhood CIL (15%) – in areas without a neighbourhood plan (currently the whole of the Borough). Spend is more flexible in that it can be spent on anything to support development of an area. Currently used towards funding of S92 Police officers over 2 years.
- Admin Fund (5%) – contributes towards the costs of collection, monitoring, administering/allocating spend and reporting.

The Infrastructure Planning Team oversees the collection, allocation, and spend of these contributions, working in collaboration with Finance and relevant service areas.

2. CIL Charging Schedule

The current adopted CIL charging schedule sets out rates as follows:

- Residential
 - Zone A (Most of Borough): £125/m²
 - Zone B (South of A1306): £55/m²
- Retail
 - Over 280 sq m: £175/m²
 - Other retail: £50/m²
- Hotel: £20/m²

Mayoral CIL (MCIL2) also applies borough-wide at £25/m² for all development. This is passed to the GLA/TfL (minus 4% admin) for infrastructure spend and has been used to fund the Crossrail project.

All the above figures are subject to indexation. CIL is usually liable to be paid where there are new residential dwellings proposed or where new floorspace exceeds 100m². Subject to compliance with the Regulations and procedure, relief from CIL can be applied for affordable housing, self-build housing and for demolition of existing floorspace.

3. CIL Income and Allocations

As of 29 August 2025, the CIL income and spend position is as follows:

The information below is summarised in tabular format for ease of reference:

Item	Amount	Notes
Total Havering CIL Received	£9.98m	Received since 2019
Total Admin Fee	£0.498m	5% of total received
Strategic CIL	£9.173m	Total received minus admin and Neighbourhood CIL
Allocated Strategic CIL	£7.17	See Appendix A
Spent Strategic CIL	£1.899m	
Unallocated Strategic CIL	£2.00m	Strategic CIL minus allocated
Neighbourhood CIL	£0.309m	15% on CIL received (minus admin) since April 2024
Allocated/Spent Neighbourhood CIL	£0.309m	

4. CIL Allocations by Project

24 Strategic CIL-funded projects have been approved to date. Notable schemes include:

- Beam Parkway A1306 Active Travel/Linear Park: £1m
- Liveable Neighbourhoods NW Romford Roundabout: £1.2m
- Brittons Playing Field 3G Hub: £1.2m
- CCTV Control Room at Romford Central Library: £0.75m
- Romford Market redesign: £1m

A brief description on all 24 projects are included in Appendix A of this report.

5. CIL Forecasting and Liabilities

It is important to note that forecasting future CIL income and the timing of spend is inherently challenging. The amount and profile of CIL receipts depends on a range of factors that are outside the Council's direct control, including:

- Development activity – the pace of housing and commercial delivery is influenced by market conditions, planning permissions, build-out rates, and developer financing.
- Payment phasing – On large development schemes, CIL is often payable in

instalments over several years depending on the size and type of scheme. Delays in occupation or completion can postpone when payments are due.

- Viability and exemptions – reliefs (e.g. affordable housing, charitable development) and viability challenges can reduce expected receipts.
- Collection risk – enforcement action may be required where payments are late or disputed.

As such, while indicative forecasts can be prepared, they should be treated with caution and may be subject to significant variation as many of the potential CIL will not materialise.

Based on the number of planning permissions that have been granted, but not commenced, there is a potential maximum CIL income of £10m. However, based on past and current development activity, CIL income of around £1.6m per annum would be a reasonable expectation.

6. Neighbourhood Plan Impact on CIL

The introduction of a Neighbourhood Plan entitles qualifying areas to receive 25% of CIL receipts generated within the plan boundary (as opposed to 15%). This increases local influence on infrastructure spend.

Neighbourhood Plans were introduced under the Localism Act 2011. They:

- Must be prepared by a designated community group, parish council, or neighbourhood forum (not the Council).
- Set out policies in relation to development and land use in the defined Neighbourhood Area.
- Are independently examined for legal compliance, and must be approved through a local referendum before adoption.
- Are a right available to communities, but not a legal requirement. Communities may instead choose to influence development outcomes through other mechanisms such as Local Plan policies, Supplementary Planning Documents, Local Development Orders, or pre-application consultation.

At present there are no designated Neighbourhood Forums or Plans in Havering. Should one come forward and be adopted, the uplift from 15% to 25% NCIL would apply to all receipts from CIL development that takes place within that plan boundary, strengthening the role of communities in shaping infrastructure priorities in that area.

Appendices

- Appendix A: Strategic CIL Funded Projects Table

Appendix A: Strategic CIL Funded Projects – Detailed Descriptions

Project	Amount	Description	Financial Year Allocated
Grass verge to car parking	£0.806m	Converting grass verge areas into formal car parking spaces to improve residential or public parking capacity.	21/22
Covid Memorial, Hornchurch Country Park	£0.224m	Creating a dedicated memorial space to honour those affected by the Covid-19 pandemic.	21/22
Sunrise Avenue, Hornchurch – Traffic Calming	£0.050m	Installation of measures like speed bumps or signage to reduce traffic speeds and improve safety.	21/22
CCTV Control Room – Romford Central Library	£0.750m	Upgrading or establishing a central control room for monitoring public CCTV feeds to enhance town centre safety.	22/23
Primary School Cycle & Scooter Parking	£0.050m	Installing secure and accessible parking facilities for bicycles and scooters at primary schools.	22/23
Lamp Column replacement (for EV Charging)	£0.050m	Replacing existing streetlight columns to incorporate electric vehicle charging infrastructure.	22/23
Rom Valley Way - Phasing & Delivery Study	£0.026m	Funding a planning and feasibility study for phased improvements along Rom Valley Way.	22/23
Glass Recycling Pilot	£0.006m	Trial project to improve household or community-level glass recycling rates.	22/23
Liveable Neighbourhoods Romford Ring Road	£1.200m	Reconfiguring a major roundabout to support active travel	22/23

(LNRRR) – Phase 1 – NW Roundabout Reconfiguration		(walking, cycling), public realm, and traffic flow.	
Beam Parkway A1306 – active travel / linear park	£1.000m	Creating a corridor for walking, cycling, and green space along the A1306 Beam Parkway.	22/23
Rosewood Avenue, Elm Park – Zebra Crossing	£0.045m	Installing a zebra crossing to improve pedestrian safety near key destinations.	23/24
Suttons Lane, Hornchurch – Zebra Crossing	£0.045m	Similar pedestrian crossing intervention to improve safety and access.	23/24
London Riverside BID – Public Realm Improvements	£0.050m	Enhancements to streetscape, lighting, signage, or landscaping in the London Riverside Business Improvement District.	24/25
Rainham Marshes – Environmental Improvements	£0.050m	Supporting biodiversity, access, or environmental conservation within Rainham Marshes.	24/25
London Riverside BID – Public Safety Improvements	£0.095m	Projects such as lighting, surveillance, or infrastructure that enhance safety for businesses and visitors.	24/25
Veteran Tree Survey	£0.012m	Surveying and documenting historic or ecologically significant trees for preservation planning.	24/25
Cultural Capital & Studio Havering	£0.2m	Investment in cultural infrastructure and creative industries, likely linked to Studio Havering development.	24/25

Miramar Way – Uncontrolled Crossing/ Floating Island	£0.011m	Creating a pedestrian crossing with a refuge (floating island) to improve safety at an uncontrolled road section.	24/25
River Rom Restoration Feasibility Strategy	£0.010m	Developing a strategy for restoring natural features and improving the ecological health of the River Rom.	24/25
Brittons Playing Field 3G Football Hub Development	£1.200m	Major investment to develop artificial turf football pitches and facilities at Brittons Playing Field.	24/25
Hornchurch Sports Centre Footway	£0.0085m	Minor works to improve pedestrian access and safety at the entrance and surrounding footway to Hornchurch Sports Centre.	25/26
Market Place Re-design	£1.000m	A major public realm project to reconfigure and enhance the town centre market area, improving layout, accessibility, and attractiveness for traders, visitors, and residents.	25/26
Rainham Marshes H&S/Flood Management	£0.050m	Targeted works at Rainham Marshes to address health and safety risks and improve localised flood management measures.	25/26
Town Centres Streetscape	£0.233m	Streetscape improvements in town centres, including paving, signage, street furniture, and planting to create a more welcoming and	25/26

		accessible environment.	
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