

Gidea Park Conservation Area Review

Public Consultation Presentation

29th May 2025



Why is the conservation area being reviewed?

- The Council is required to periodically review the condition and boundaries of conservation areas within their area.
- The Council have appointed Purcell as external consultants to assist them with the current review of three of the Borough's conservation areas – Romford, Gidea Park and Rainham.
- This consultation event and presentation are for Gidea Park Conservation Area.
- As part of the review, a new Conservation Area Appraisal and Management Plan (CAAMP) has been prepared for Gidea Park Conservation Area.
- This document will be adopted as planning policy guidance and therefore is subject to public consultation.
- The review has also identified some potential changes to the boundary of the conservation area, these are also subject to public consultation before any changes are adopted.



Who are Purcell?

Purcell are a leading practice of conservation architects and heritage consultants

We specialise in finding bespoke design solutions and managing change in the historic environment

We were founded in 1947 and have regional offices across the UK.

Gidea Park Conservation Area was reviewed by Purcell's Heritage Consultancy team.



Emma Bryant
Associate Heritage Consultant



Jefferson Feerick
Assistant Heritage Consultant



Tara Murphy
Senior Heritage Consultant



Megan Hari
Senior Heritage Consultant



Tatianna Guinness
Assistant Heritage Consultant



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.”

- (Planning (Listed Buildings and Conservation Areas) Act 1990)

The designation recognises the quality of a place as a whole which comes from the combination of individual buildings, streets, green spaces, trees and other features.

Conservation areas are designated by local planning authorities and are a statutory designation.



What is a CAAMP?

Councils have a duty to “*formulate and publish proposals for the preservation and enhancement*” of conservations areas. The normal format is a Conservation Area Appraisal and Management Plan (CAAMP). A CAAMP usually contains:

- A thorough analysis of the special character of the designated area
- Guidance and recommendations for its preservation and enhancement
- A review of the boundary of the conservation area and sets out any changes
- Identification of the extra planning controls and considerations which apply to buildings in conservation areas



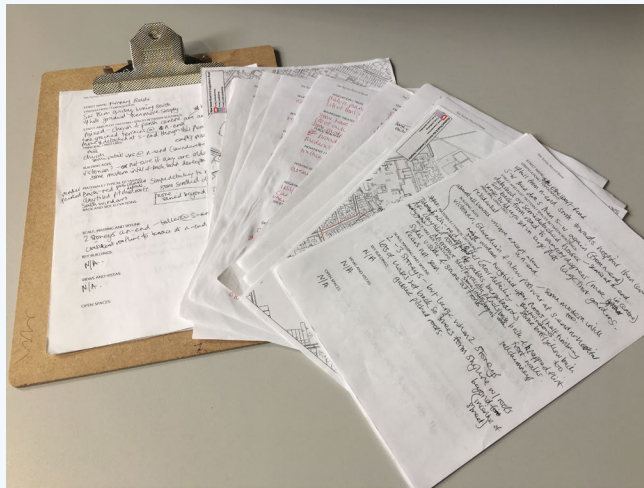
What Have We Done So Far?

Undertaken thorough review of the condition of the conservation area through on-site surveys

Developed an understanding of the evolution of Gidea Park through desk-based and archival research

Prepared a CAAMP for Gidea Park which includes proposed boundary changes and management recommendations

Following the public consultation we will review your responses and update the CAAMP as necessary. This will then be adopted by the Council's Cabinet.



Gidea Park Conservation Area

Gidea Park Conservation Area was designated in 1970 and extended in 1989. The existing Character Appraisal was produced in 2008. The boundary nor the guidance relating to the conservation area has not been updated for 17 years and therefore is due for review.

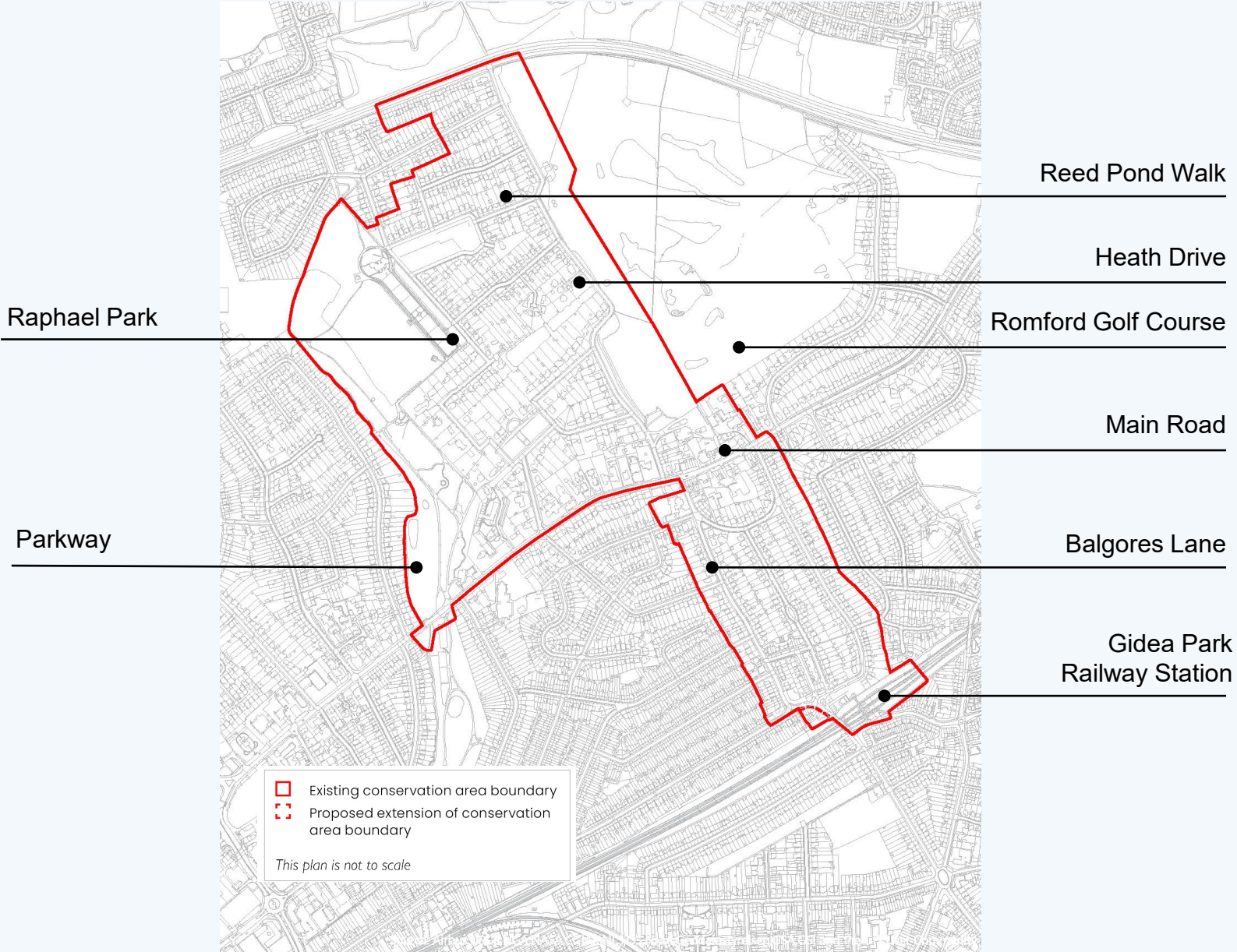
Gidea Park is an attractive London suburb east of the commercial centre of Romford. It was developed in the early 20th century to garden suburb principles. The houses were developed in two principal phases, the first, and main phase in 1910-11 and a subsequent phase to the north in 1934.

These buildings and streets form the focus of the 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.

The current boundary and the proposed minor amendments to it are shown on the following slide.

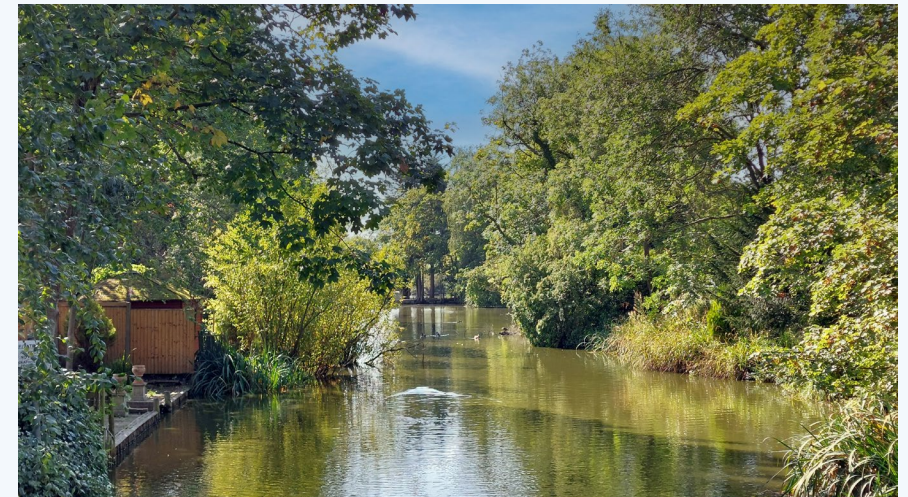


Gidea Park Conservation Area Boundary



Why is Gidea Park Special?

- The special interest of the Gidea Park Conservation Area is 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.
- It has a uniquely verdant and architecturally diverse townscape of high-quality homes founded on the ideals of the Arts and Crafts movement.
- 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 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.



Historical Development of Gidea Park

- 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.

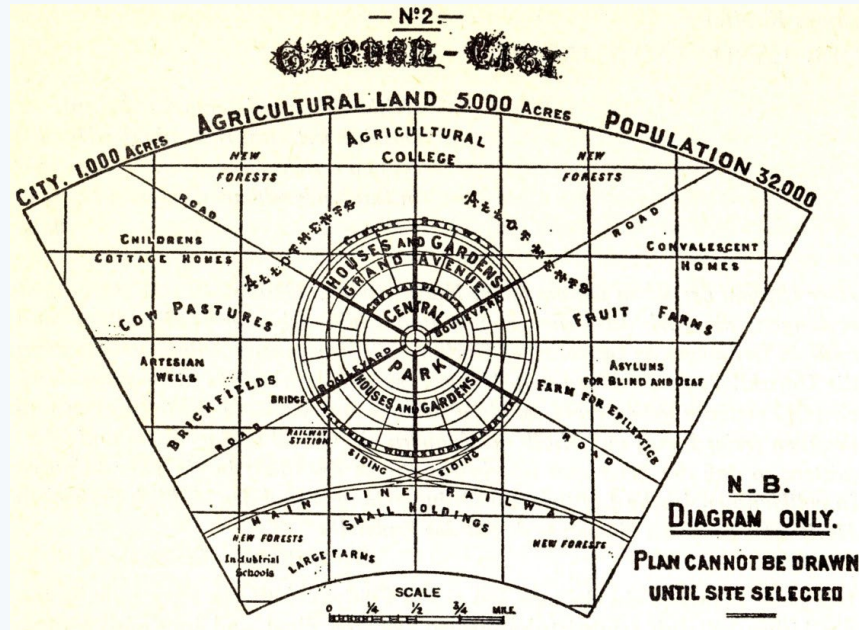


Diagram of the Garden City by Ebenezer Howard, 1898 (Wiki Commons)



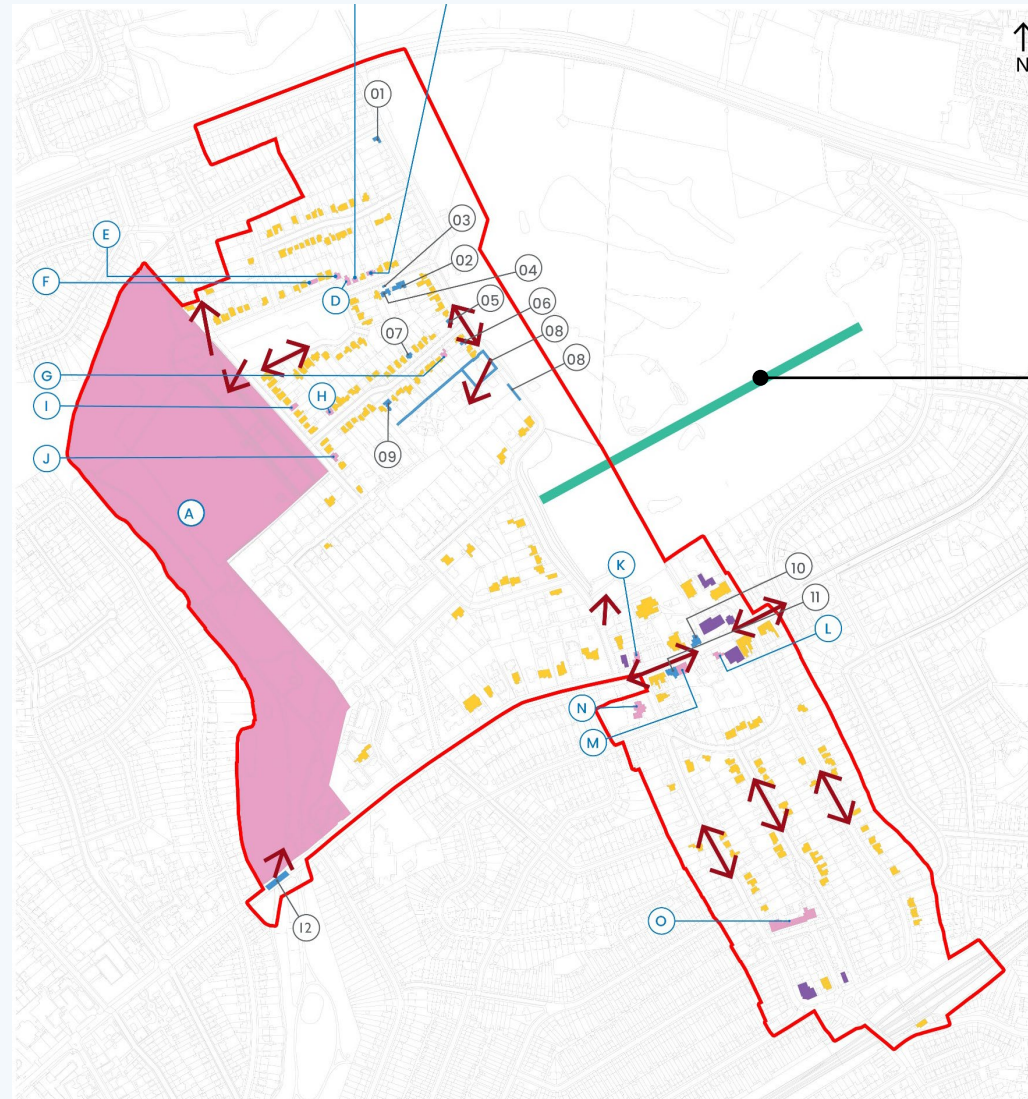
Havering Libraries-Local Studies

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

Character Assessment

We have assessed the character of Gidea Park using the following elements:

- Location, topography and geology
- Archaeological potential
- Setting and important views
- Key buildings and spaces
- Open space and trees
- Public realm
- Building use
- Boundary treatments
- Scale and mass of buildings
- Building materials
- Architectural types and details



Section of Roman Road on Romford Golf Club course

→	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
■	Scheduled Monument	M	202-210 Main Road
■	Positive Contributor	N	Gidea Park Preparatory School and Nursery (Balgores House)
■	Opportunity for Enhancement	O	1-6 and 7-12 Hare Hall Lane

This plan is not to scale

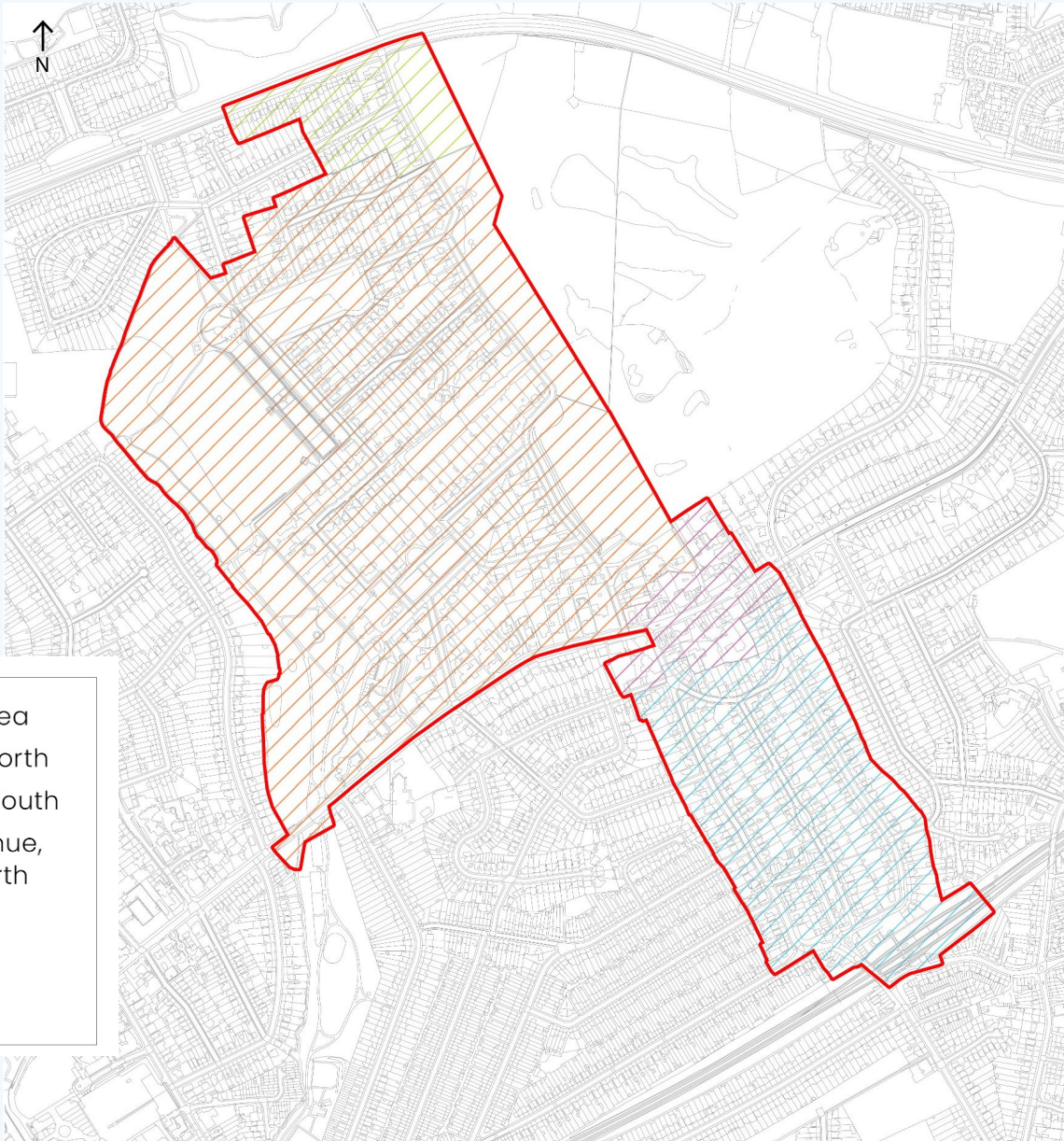
Character Areas






Character Area 1: Gidea Park North

Character Area 2: Gidea Park South

Character Area 3: Eastern Avenue,
Brook Road and Heath Drive North

Character Area 4: Main Road Corridor



-  2024 Proposed Conservation Area
-  Character Area 01: Gidea Park North
-  Character Area 02: Gidea Park South
-  Character Area 03: Eastern Avenue,
Brook Road and Heath Drive North
-  Character Area 04: Main Road
Corridor

This plan is not to scale

Issues and Opportunities

We identified the following issues and opportunities during our review:

- Detracting Buildings and Elements
- Boundary Treatments
- Maintenance and Repair of Buildings
- Shopfronts
- Public Realm
- Sustainable Development and Climate Change
- Development Opportunity
- Interpretation and Raising Awareness



Managing Change

- Legislation and policy relating to conservation areas
- Control measures brought about by conservation area designation
- Good practice maintenance and repair of buildings
- Advice on proposing change to buildings
- Advice on new development
- How the public realm should be treated
- Specific recommendations for Gidea Park

- 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 which contribute to the character of the conservation area should be retained, or replaced as necessary.

- 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.



We want to hear from you



Please let us know your comments and opinions on the new CAAMP, the proposed boundary changes and any other comments you have about the review.

The consultation period is open from 28th April to 9th June 2025 during which time the CAAMP document can be found on the Council's website here: <https://consultation.havering.gov.uk/planning/conservation-area-appraisals/>

Please fill in the online survey on the above webpage or send us your comments by email to: DevelopmentPlanning@havering.gov.uk

**Thank you for taking the time to come
to this presentation and we are happy
to take questions.**

**After, please complete the
consultation questionnaire.**