

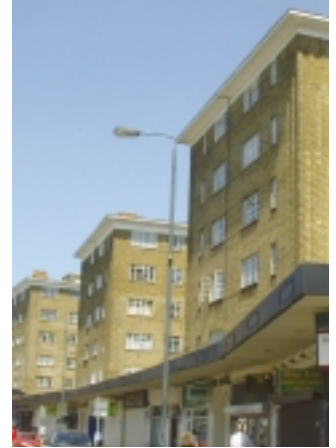


Streatham High Road and Streatham Hill conservation area statement



1 Location

The Streatham High Road & Streatham Hill Conservation Area is in the southern part of the London Borough of Lambeth. The Conservation Area stretches from Telford Avenue to the Streatham United Reform Church encompassing buildings on Streatham Hill (not including those already within the Leigham Court Estate CA31) and those that line the length of Streatham High Road. The Conservation Area includes the impressive length of commercial and purpose built residential apartment blocks dating from the late Victorian, Edwardian and inter-war eras and includes the Free Tate Library, the Police Station, St. Leonard's Church, the Odeon and ABC Cinemas and other public buildings, which form an important centre for shopping, recreation and commerce.



2 Origins of development and settlement

Streatham High Road is one of London's major arterial roads. From Roman times, and perhaps earlier, it has been an important highway running between London and the Weald. Traces of pre Christian burials were discovered when St. Leonard's was rebuilt in the 19th century and demonstrate that this was a burial place over 2000 years ago. Also discovered were Roman masonry, coins and a Roman ditch. It is probably that the Romans built a military station on the site of St. Leonard's consisting of a small fort enclosing 2 or three acres surrounded by an earthwork and a ditch.

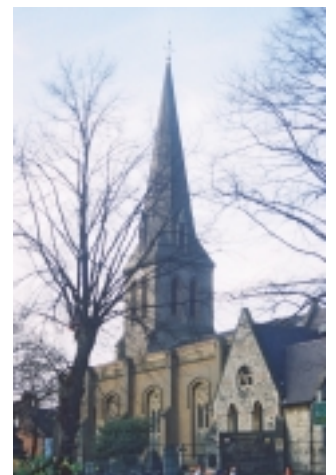
The derivation of the name "Streatham" being from the Saxon "Strat" Street and "Ham" Settlement. Streatham probably evolved as scattered settlements of Saxon farms along the two Roman roads, which ran through the area. The Chertsey Register mentions grants of land to the Benedictine Abbey of Chertsey in 675 by Frithwald on behalf of Wulfere, the Christian King of Mercia, which refers to seven farmsteads "apud Toting cum Stret".

After the Norman Conquest the manor of Streatham was given to Richard de Tonbridge - an entry in the Domesday Book values the manor at 60 shillings and the population was estimated at fifty people.

In 1086 the name was recorded as Estreham and by 1175 as Stratham. Today these two roads are the A23 through Streatham and the A24 through Balham. The A23 bisects Lambeth from north to south.

The medieval village centre grew up around what is now the parish Church of St Leonard's at the junction of Streatham High Road and Mitcham Lane and stretched from Becmead Avenue to Streatham Station. The original church dates from the 1350's, while the registers at St Leonard's commenced in 1538 charting the slow development of the village and also recording the deaths during the plague and many, no doubt murdered by highwaymen, on Streatham Common. The high point of St. Leonard's Church was a focal point for ancient cross-country route ways.

Medicinal springs were discovered in Streatham in 1659 and by the early 18th century were proving very popular with concerts being held twice weekly with one commentator describing the Common and the High Street as 'fashionable promenades where all the leaders of society might be met'. The usual dose was apparently about three cups, which was said to be the equivalent to nine cups of Epsom waters. Spring waters were pumped and sold right up to the outbreak of the Second World War.



Rocque's map of 1746 also shows a smaller settlement at Lower Streatham, west of Streatham Common. Also recorded are Russell House and Bedford House, the manor houses belonging to the Dukes of Bedford, dating from 1695, which have long since gone.

The 18th Century saw large houses in their own grounds constructed for the wealthy who wanted to escape the unhealthy and squalid conditions of that period encountered by many living in the city. Most notable of these inhabitants were the Thrale family of Streatham Park and their famous guests including Dr. Johnson, Joshua Reynolds, David Garrick and Edmund Burke. Coventry Hall, built in the early 1800's by Viscount Deerhurst, later the 7th Earl of Coventry, stood opposite the site of Streatham United Reform Church.



During the nineteenth century when London expanded rapidly and new railway lines were opened, the fields and small villages close to the capital were engulfed by new development. From the mid 19th Century Streatham experienced this dramatic change with force. The population of Streatham grew from about 400 in 1725 to 2,357 recorded in the 1801 census, and by 1831 it was recorded as 5,000.

The opening of Streatham Hill Station in 1856 and Streatham Station in 1868 made the area accessible to those who worked in the city. The old estates with their valuable grounds came under mounting pressure to be developed and during this time many were broken up and sold off for building. This expansion continued into the early part of the twentieth century when the leafy avenues and open spaces, the burgeoning retail centre, the transport both to London and the south coast and the opening of glamorous theatres, cinemas and dance halls made Streatham a highly desirable address. Streatham attracted the new middle classes, including doctors, architects, managers, teachers, music hall and variety performers. As a result Streatham as a whole reflects the enormous social, economic and architectural changes that occurred during the latter part of the 19th century and the first four decades of the 20th century. By 1871 the population of Streatham had risen to 12,000 and then increased rapidly to 71,000 by 1901.

In 1892 cable car trams were introduced between Brixton and Streatham Hill tram depot and from 1895, when the line was extended, the Streatham Tate Library became the London and Brixton tram terminus. In 1904 the route was electrified. The tramway was further extended in 1909 to link central London and Croydon. The last trams stopped running through Streatham on 7th April 1951.

Today there is still some evidence of the old village centre when Streatham was a small village surrounded by fields - primarily the remaining portion of the village green and the Victorian Gothic drinking fountain (1862), which was designed by the painter and local resident William Dyce, St. Leonard's Parish Church and some surviving Georgian properties to the north east of the Church.

For the purposes of clarity the following description of the Streatham High Road and Streatham Hill Conservation Area has been classified as the into east and west sides of Streatham Hill and Streatham High Road and by blocks defined by adjoining roads.



Streatham Hill (East Side - south of the Bus Garage)

Corner Fielde

This 6, 7 and 8 storey block of purpose built apartments was designed by Toms and Partners for the Bell Property Trust and dates from 1937. The imposing brown brick exterior incorporates bay windows, which reach up to the fifth floor. The windows throughout the building are Crittall type metal casements with opening top lights to allow maximum light into the flats. The decoration on the dramatic and austere façade is pared down to a simple band of wave patterns in the brickwork around the third floor and simple bands of raised brickwork on the ground and first floor. Described in the original sales brochure as Mayfair in Streatham these flats boasted "unusually spacious, luxurious accommodation planned on suntrap lines, constant softened hot water, tiled kitchens and separate tradesmen's entrance. 3 charming rooms, kitchen, bathroom etc., from £105 p.a."

Corner Fielde stands on the former site of Streatham Hill College.



Wavertree Road

Wavertree Court

Wavertree Court, standing across Wavertree Road on the opposite corner from Corner Fielde, was designed by Frank Harrington and is in a very different style. Dating from 1933 this scheme is in a Dutch style with mansard roofs incorporating dormer windows and return gable ends. The exterior is rendered and painted white which gives the scheme a seaside impression. The windows are also Crittall type metal casements with french windows on the ground floor. The four storey blocks are arranged around two central gardens, which make attractive oasis of greenery with planted beds and a fountain. Tightly clipped hedges run along Wavertree Road.



Nos. 39-43 Streatham Hill

These buildings are included for continuity and group value. No. 39 is an unusual small, white painted, two-storey house probably dating from the 1930's and contemporary with Wavertree Court. Nos. 41a and 41b are occupied by the newly refurbished Streatham Hill Primary Healthcare Centre. This, circa 1960's office block is three storeys high. The stone façade has been cleaned recently and a central, full height, off set, glazed entrance and stair well has been installed. Dramatically painted red, the stair and lift well rises up above the roofline.

Nos. 45-47 Streatham Hill

The corner of Wyatt Park Road was badly damaged by V1 flying bomb on 24th June 1944 which destroyed an Edwardian mansion block. Today, on the corner of Wyatt Park Road is a four-storey plus mansard floor, building of stock brick with a dressed stone ground floor façade. Built circa 1955, No. 45 was formerly occupied by the Chelsea Building Society. The building was extended in circa 1962 in an identical style and was occupied by a post office on the ground floor (No. 45a). In 2000 the former offices on the upper floors were converted to flats. No. 47 dates from the 1930's, though much altered, and was occupied by the Regent Garage and later Warwick Wright. Behind No. 47 runs a long linear plot of land behind the gardens of 6-40 Wyatt Park Road, which was occupied, by workshops accessed only from the car showroom site.

Leigham Court Road

Dorchester Court and Dorchester Parade

Dorchester Court is a residential scheme laid out in 1935 and designed by H.W. Binns L.R.I.B.A. for the Great Britain Property and Investment Co. Ltd. The ground and first floor are of red brick with the second floor rendered and painted white below a fine green glazed pantile roof. Each block has a pair of full height bay windows and many of the flats still have the original metal casement windows.

Dorchester Parade was also designed by Binns for the same developer and dates from a year later. The façade has distinctive Mock Tudor half timbering on the first floor.

South London Press Building

This fine brick building of five storeys was constructed in 1935 and opened in 1939. A later extension was constructed in 1963. The composition includes a powerful vertical centrepiece, created by a full height staircase. The staircase is emphasised on the front by an integrated brick tower, which dissects the strongly horizontal façade and protrudes above the roofline. The glazing bars of the original metal windows together with the stringcourses all contributed to the horizontal design. Unfortunately inappropriate uPVC windows were installed in 2001. The ground floor has black glazed tile work.



Streatham High Road south of Leigham Court Road

Streathleigh Court

The architectural firm of Harrington's designed this purpose built residential apartment block with shops at street level. Dating from circa 1937 the six storey front of this large building has unusual brickwork. Small full height canted bay windows and bricks laid at an angle create vertical striped patterns to animate the facade. In addition there is a steep mansard roof of red pantiles with dormer windows. Above the main entrance to the block, on the prow of the building, there is a single curved "eyebrow" style balcony on each floor. The original windows are metal casement type and the builders were The Rogers Construction Co. Ltd.

The South Metropolitan Gas Company moved in to the ground floor showrooms in January 1938 and British Gas continued to occupy the premises until August 1993. The showrooms are now occupied by an estate agent.

"The Genevieve" pub was opened in October 1967 and was designed by Collins Ltd, architects for ABC Cinemas. Named after the popular film about a vintage car, this pub was constructed by ABC to capitalise on the profitability of the adjacent cinema. In 2000 the building was extensively refurbished and reopened as The Baroque.



The ABC Cinema

During the inter-war years the ABC Cinema chain opened some eighty new theatres. The company architect in charge of design during this period was William Riddell Glen. The ABC Cinema in Streatham originally opened as the Regal in 1938 and is a particularly fine example of his work. Listed Grade II in 1998, the citation states "This is a particularly striking survival for the quality of its façade, and especially of its double height foyer which survives almost unaltered."

The steel-framed construction is clad in brick with a decorative cream faience tiled centrepiece on the curved façade. This cinema has a rare example of a display board for the films being incorporated within the design. The display board and a smaller panel above are in green mosaic, flanked by black glazed pillars and set within a fine surviving faience frieze of square motifs. The entrance doors along the front are set within a dramatic black glazed tiled surround.

From Broadlands Avenue there is a particularly fine view of the Cinema closing the vista at the top of the road.

The Cinema closed in December 2000.

Norwich House

Norwich House is a large seven storey office block probably built between 1963-65. This is one of the few office blocks built along the High Road and typical of the period. This rectangular building is clad in grey roughcast prefabricated panels and stretches back from the High Road, presenting its flank wall to the street. One either side there are shops with a single storey above which are also part of the scheme. The architects were Scott Brownrigg and Turner and the contractors were A. A. Stuart Ltd.

Nos. 13-19 Caton Mansions

This small three storey apartment block dating from circa 1940 is named after Caton Lodge the house, which formerly stood on the site. A vehicular entrance to the side has now been made accessing a new residential development to the rear.

Leigham Hall Mansions

This pair of purpose built apartment blocks and street level shops, built circa 1936, were designed for the Bell Property Trust Ltd. of 115 Park Street, Mayfair, by R.Toms and Partners of the same address. This successful team was responsible for a large part of the development of Streatham between the Wars. They produced the dramatic inter-war streetscape for which this part of Streatham is so well known. Standing either side of the entrance to Streatham Court, these large and very impressive buildings have recently undergone extensive refurbishment. Five floors of flats are accessed from street level through a number of original stylised front doors. The pairs of glazed front doors have arched fanlights over and decorative Art Deco, white painted metal work with gilded gazelles. Above the shops at first floor level there is a narrow strip of green glazed pantiled roof, which runs the entire length of the façade, the main roof is of green glazed pantiles also. As part of the refurbishment the original roofs have been carefully re-tiled with curved and butting replica green glazed tiles which look pristine against the newly painted white eaves. The brick facades have full height bays of windows and tall arched windows to light the staircases. The two flank walls overlooking the entrance to Streatham Court are relieved with a simple diamond pattern in the stock brickwork.

The original sales brochure states that "these 'Bell' buildings exemplify superb value in modern living - with every luxury feature at remarkably low rentals. They are delightful examples of skilful planning, with amongst other features constant hot water, tiled bathrooms, uniformed porters, electric lifts and separate tradesmen's entrance." In addition to these attractions the developers also wooed tenants with social facilities, a swimming pool, and a residents club for billiards, table tennis and dancing. With the purchase of a flat the residents were buying a stylish life style as seen in Mayfair or Belgravia and in the glamorous films being produced in America.

Streatham Court

This courtyard development was also designed by R.Toms and Partners for the Bell Property Trust, and was sold through the same sales brochure as their other developments in Streatham. In this scheme of circa 1936, the apartment blocks are set back from the High Road behind Leigham Hall Mansions and overlook a central garden with access from the road through an arched entrance. The front doors to the blocks are particularly fine. The entrances have grand stone surrounds with pared down detailing and the handsome original brass numbering. In the arch above the front doors are semicircular burnished copper decorative panels with a variety of motifs, a fountain or a shell for example. The exterior is of stock bricks and the windows are Crittall type metal casements.



Leigham Avenue

Endsleigh Mansions

Endsleigh Mansions was designed by John S. Quilter & Sons of St. James St. Dating from the earlier part of the 1930's this is another purpose built three storey block of flats. Smaller in scale than the apartment blocks fronting Streatham High Road this building is three storey high and built in red brick. There are bay windows at the front with original Crittall type windows still in situ and the block has attractively planted borders with mature shrubs and flowers along Leigham Avenue.

The garages to the rear of the building were built shortly after providing secure parking for valuable motor cars, yet another enticing facility for the leaseholders.

Manor Court

Manor Court is an attractive four storey development arranged around a large central garden was also a Bell scheme designed by Toms and Partners. Dating from circa 1935 these blocks of flats have white painted brick exterior walls and Dutch style mansard roofs. The mansard roofs incorporate dormer windows and the roof coverings are small clay tiles. Each block has a central return gable with a full height canted bay and paired windows on each floor. The original Crittall type windows are painted black throughout the complex. The entrance doors have a simple swept porch with a stylised Art Deco double height stair window above. The central garden is well stocked with mature shrubs and flowers and makes a quite retreat away from the busy commercial High Road. The original sales brochure boasts a residential club with amongst other attractions a pavilion for dancing. All-inclusive rents were advertised at £95 p.a. for three rooms and £110 p.a. for four rooms.

This particular Bells development, along with Wavertree Court further up Streatham Hill, is comparable with Ealing Village, West London. Ealing Village also in the 1930's Dutch style, and designed by R. Toms and Partners for the Bell Property Trust was Listed Grade II in 1991.



Streatham High Road (South of Leigham Road)



The High

The High is the largest of the Streatham inter-war developments. Designed once again by R.Toms and Partners for the Bell Property Trust, The High was opened in 1937. This scheme of purpose built shops and apartments is monumental in its design. It is composed of five, six storey blocks which front onto the High Road and which are connected to further blocks set well back from the frontage behind a brick balustrade. There were originally planned to be 22 shops and 124 flats. Today there are 174 flats, presumably a greater financial return persuaded the developers to squeeze more into the space. The flat roofed blocks are built in stock brick and have white painted Crittall casement windows. Continuous deep, white painted eaves cap the five floors of apartments. Decoration is very simple indeed, with vertical stripes of self coloured brick work at the corners of each block. The row of shops makes a continuous run along the frontage at street level. The sweep of shops is emphasised by an integral cantilevered canopy, to protect pedestrians, which also runs the length of The High. The original swimming pool and garages still exist are the rear of the complex.

The sales leaflet announces The High as the show place of Streatham and having "Luxuriously appointed flats in a building of imposing design. Every amenity of civilised living known to "Bell" Building ingenuity and experience" The photograph shows a lavish entrance hall with Knole sofas, large floral arrangements and a uniformed doorman.

Elgar House

This large, six-storey development was designed in 1960 by William Clark of Pall Mall. Set back from the High Road it is composed of two rectangular blocks. The frontage block is white and incorporates window and yellows panels that run in bands across the façade. On the right hand side is a smaller red brick and panelled residential block named Raeburn Court which accommodates fifteen flats. There is a Kwik Fit garage at street level with a large forecourt which contributes little to the character of the Conservation Area. This open forecourt could be transformed into a fine public square.

In the forecourt can be seen the old mile stone. It was moved from its original position further along the High Road when the road was widened and now gives incorrect mileage to the Royal Exchange!

Astoria Mansions

Designed by architects called Messrs Joseph, Astoria Mansions was constructed and owned by John Laing and Sons Ltd. The building is in dark red brick originally with Crittall style casement windows and has brick string courses across the front. The entrance to the three floors of flats is at the side via a large terrace at first floor level. The front doors are off access balconies with a central stair bay. Named after the original name of the Astoria Cinema next door this is another purpose built scheme of shops with flats above.

Gracefield Gardens

Behind Astoria Mansions, at the beginning of Gracefield Gardens, is a large single storey modern industrial building and car park. This premises is now used as a carpet showroom. Adjacent to the rear of Astoria Mansions is a modest 1950's brick built public convenience with a distinctive cantilevered canopy. These buildings have been included in the Conservation Area to ensure that any future development upgrades the site and maintains the quality consistent with the Conservation Area character and status.

The Odeon Cinema (formerly the Astoria).

This huge and impressive Cinema was designed by Edward A. Stone and opened on 30th June 1930. Stone was an established cinema and theatre architect whose work in the field dated back to before the First World War. The Streatham Astoria was the third of four designed by Stone during 1929-30. Other examples of Stone's work include the Astoria, Brixton, now the Academy (1929), the Astoria, Finsbury Park (1930), now both Grade II* Listed and the Astoria, Charing Cross Road (1927). The Streatham Astoria is built in brick with a rendered ground floor and a swept pantile roof, which incorporates a large central block of dormer windows. At street level there are seven pairs of entrance doors that are echoed by seven double height windows above. On either side there is a full height wing. The fourth floor, high under the deep eaves, is of dressed stone and incorporates seven small square windows, which still retain their original shutters and "1920's Roman style" metal work. Large paired consoles support the eaves. The interior of the auditorium was decorated in the Egyptian Style popular at the time. Much of the Egyptian decoration still exists although it has been covered over. The ground floor entrance frontage was sadly modernised when the cinema was converted to three screens in 1979 when inappropriate white tiles were introduced beneath the canopy.

The opening of this Cinema rivalled anything seen in the West End, the 16th Hussars played a fanfare of trumpets and a capacity audience of 2,500 watched the opening performance. Since 1961 the cinema has been known as the Odeon (Oscar Deutsch Entertains Our Nation).

The cinema underwent major refurbishment in 2001 and was relaunched as an eight screen complex with 1,487 seats.



Nos. 55 to 63 Streatham High Road - Pendennis Road to Pinfold Road

This parade matches the development on the opposite side of the High Road. The striped upper parts are virtually unchanged from when they were constructed. Built circa 1902 they are once again in red brick with dressed stone and fancy decorative gables which characterises the development of this part of Streatham at the turn of the century.

The Tate Library

The Tate Free Library was presented by Sir Henry Tate to the inhabitants of Streatham in 1890 under the Libraries Act of 1850. Sir Henry Tate was born in 1819 in Chorley, Lancashire. As a young man he was apprenticed to the grocer's trade and soon became a pioneer of the multiple shop. Later, he gave up shopkeeping and invested in sugar manufacturing, joining forces with Lyle they produced lump sugar and founded the very successful firm, and now household name, of Tate and Lyle. Henry Tate moved to Streatham in 1881 and purchased Park Hill on Streatham Common North Side. His second wife was born locally and it is likely that it was her influence that led him to benefacting Libraries in the area.

The Tate Library in Streatham was designed by Sidney R.J. Smith in 1890. Built, in stone, the library has two commemorative plaques either side of the front door. Higgs and Hill, a local firm, are recorded as the builders. Sydney Smith was also the architect of the Tate Gallery and the Brixton Tate Library, (1892) - the latter was listed Grade II in May 1999.

This fine late Victorian civic building was designed in the classical style and the main elevation and return to Pinfold Road are in Portland stone. The ground floor is divided into eight bays with tall windows to allow maximum daylight and indisposed by pilasters. The front is asymmetrical with only a single storey to the left of the front door and two storeys on the right hand side. A balustrade of small, scaled down Doric columns runs along the roofline and above the front door the roof incorporates a stone cupola with a copper dome. The façade is richly decorated with anthemion, palmettes and other classical motifs.



Streatham Library was built on a green field site. The huge clock above the front door, by A Brock, was paid for by public subscription in memory of Edward VII and placed on the Library in 1912.

Behind the library is a Victorian schoolroom style building with a very large glazed roof lantern. This was built in 1890 as a local community hall and used and as a lecture and concert hall. It was subsequently used as a school room and from 1926 to 1938 it became the South London Liberal Synagogue. The Synagogue moved to Prentis Road and today the building houses a computer centre.

Nos. 65 to 89 Streatham High Road - Pinfold Road to Sunnyhill Road

Nos. 65-73 form a parade of 1930's shops with offices over. Earlier shops built in 1890 by William Mason were demolished in 1932 for a road-widening scheme. A photograph shows that the redevelopment of this parade was completed by 1934. This row is flat roofed with the first floor of large metal casement windows interspersed with stone piers. The second floor is in red brick with a stone coping to the parapet. No.69 is a focal point for the design, the parapet is stepped with a central plaque and there are stone surrounds and aprons to the windows. A brise-soleil runs above the shop fronts.

Clearly this scheme is of one design and one build although the drainage records mysteriously show three different architects. No. 65 was designed by Bernard George A.R.I.B.A., No. 67 was designed by H. Smith of Hove, Sussex and Nos. 69-73 were designed by Edgar R Taylor A.R.I.B.A.

Nos. 73a-89 consists of a purpose built row of shops with flats above. These buildings are dated on the front, by a fine hopper head, as 1909. There is good ironwork influenced by the Art Nouveau style along the roofline and a large decorative head of Medusa placed on the front. Built in red brick with stone dressings there is a square stone castellated turret at the northern end and an octagonal castellated turret at the corner with Sunnyhill Road. A bold cornice with large dentils runs along the front and on the side elevation there is an attractive oval window at first floor level. In the mansard roof there are pedimented timber dormer windows.

A fine 1930's shopfront can be seen to Nos. 85-8. Complete with black and white tiled and mosaic recessed entrances, chrome blind boxes and retractable awnings, stylised fascia lettering and black granite stallrisers incorporating semicircular vents this double shop front was restored in 2000.



Sunnyhill Road

No.1 Sunnyhill Road stands alone although was clearly developed at the same time as Nos.73a-89 Streatham High Road and reflects the Art Nouveau style in the handsome corbels either side of the shop front. Nos.2a to 22 are a row of small shops most of which have late twentieth century shopfronts. Of note is No. 16 which has a newly refurbished frontage. Also of note is No. 20, trading as a fish and chip shop this premises retains its original modest shopfront, with a brown glazed tile stallriser, decorative metal vent above the shop window, original cornice, corbels and entrance door.

Nos. 95 to 99 Streatham High Road - Sunnyhill Road to Shrubbery Road

These buildings stand immediately opposite the White Lion. No. 95 is a Victorian building with a later shop front while Nos. 97-99 are single storey shops fronting older late 18th or early 19th century two storey buildings. The buildings have stucco cornices along their parapets and stucco window surrounds. In the 1920's this was a branch of Boots the chemist and later John Collier, the Fifty-Shilling Taylor. The shop front was remodelled during the late 20th century and now has a particularly inappropriate oversized fascia.

Shrubbery Road

Along Shrubbery Road just before the junction with Streatham High Road are a row of late 19th century lock up shops. This group of shop fronts are among the oldest remaining frontages in the Conservation Area and retain their original cohesive form. No. 1 Shrubbery Road currently trades as a café behind a traditionally proportioned façade which incorporates attractive early 20th century top lights with decorative fluted glass. The pilasters between Nos. 3, 5 and 7 are decorated with very attractive brightly coloured Art Nouveau tiles. No. 3 is a half shop with a fine and now very rare curved glass shop window, curved stallriser and a door with finely detailed dentil cornice. At Nos. 5 and 7 the original shop fronts have finely turned mullion columns and incorporate deeply recessed black and white tiled shop entrances.



No. 17 was a scarce example of a vertically sliding sash window shop front. This was replaced in 2002. No. 17a has a deeply recessed front door with cream and brown decorative tiles at dado level in the style of Walter Crane (1845-1915).

On the opposite side is No. 2 Shrubbery Road, the handsome extension of the police station (see below) dated 1913 on the hopper heads. This high Edwardian style building is characterised by strong neo-Georgian elements in particular the keyed oculus, a circular window with exaggerated keystones, and the swan necked porch over the main entrance. The intense red brick of the building is off set by white painted timber sash windows while the steep over sailing mansard roof has a giant sized decorative dentil cornice under the eaves. Along the roadside are black painted railings in the Art Nouveau style.



Nos. 101 to 141 Streatham High Road

The Police Station.

The police station, built in 1912 stands on the corner with Shrubbery Road and is the second police station building to occupy the site (the first one built in 1865). The architect was John Dixon Butler. The Metropolitan Police Authority was set up by an Act of 1829. Subsequently an extensive building programme under the surveyorship of Dixon Butler took place during the later part of the 19th century and the early part of the 20th century. Dixon Butler designed many of the police stations of this period and, influenced by Norman Shaw, he produced what Pevsner describes as "a severe yet quite domestic style, red brick with spare classical trimmings, distinguished by Butler's trademark of elongated stone consoles to door or windows." Constructed in red brick with stone dressings it is an unusual and handsome building. Designed as a cube over three storeys, at the third floor level the stone cornice is used to create a large stone pediment as a simple decorative device on the three visible sides of the building. There is a commemorative foundation stone by the main door in Shrubbery Road. To the rear of the building there is a handsome extension built in 1913.

The Police archives record that on "13th October 1909 the Commissioner Sir Edward Henry was informed that the question of the re-building of Streatham Station was a pressing one as the building was no longer adequate for the important and growing district in which it is situated. The present station was built 40 years before when Streatham was just a village with a population of less than 10,000. The station is sited on the main London to Brighton Road and received many callers. In short the present building is too small and the re-building can no longer be delayed. The new building was completed in two stages. The administrative portion of Streatham New Police Station was taken into occupation and business commenced therein on 22nd July 1912. Residential accommodation was provided for 30 single men at 1/- per week each. Accommodation was also provided over the station for two sets of married quarters. One married inspector at 10/- per week 1st floor and one married officer at 9s.6d. per week 2nd floor".

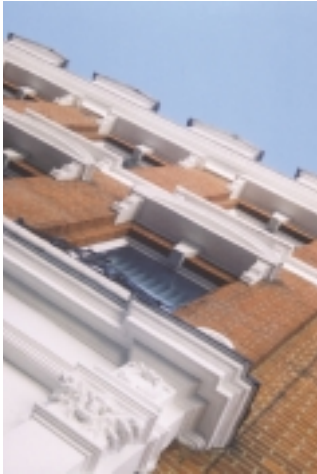


No.103-105 is the former site of the Thrale Almshouses. The present building dates from 1932 and was built for Burton's the gentlemen's outfitters and designed in their Art Deco house style by Harry Wilson of Rounday, Leeds. The façade is decorated with elephant heads and Art Deco motifs. The windows overlooking the High Road are painted cream and at first floor level there is a very decorative "jazz" panel across the front. There is a plaque in the alley besides the Police Station commemorating the opening of the shop in 1932 by Stanley Howard Burton and a second plaque unveiled by Barbara Jessie Burton also dated 1932 facing the High Road. Today the ground floor is occupied by a public house. A somewhat inappropriate painted timber shopfront was installed in c.1998.

Beyond Burton's are single storey shops fronting 18th Century or 19th Century buildings. The three windows on the first floor nearest to Burton's were those of William Dyce's home. This is now the "Holland Tringham" public house.

Nos. 121-123 date from 1889. Built in red brick with white painted stone dressings these handsome fronts have shaped gables. No.121 has an unusual glazed shop window on the first floor with delicate patterned glazing bars and window frame. No.123 has bold vertical stripes, which unify the window surrounds and bands of cornice. Just above the ground floor a plaque incorporates the initials G.P. and F.P. and the date 1889. This is the site of a drapery and men's tailoring business run by George Pratt's third son, George Jnr. The business was headed by George Jnr. into the 1950's when he was in his 90's. A second date plaque in the gable confirms the date AD.1889. Swags adorn the window

aprons and the first floor windows retain the original decorative fixed sunblinds while on the second floor the windows have fine curved pediments. The window cills have the decorative metal window guards and the gable is furnished with decorative balls. The MacDonalds shopfront has most regrettably destroyed the integrity of No.123 by removing the dividing pilaster and creating an ugly double shop unit.



Nos.129-135 are an early 19th century terrace of four properties - once town houses set well back from the High Road with front gardens. The front gardens have long been covered by single storey shop units with fine console brackets topped by decorative finials above long pilasters. The upper storeys now have deeply incised render and at Nos. 133 and 135 original three over six timber sash windows can be seen.

Nos. 137-141. Barclays Bank stands on the corner of Streatham High Road with Gleneldon Road. Built in 1883 this fine bank building is in the traditional bank chambers style of the period. The four-storey building is in red brick with a rendered ground floor. The banking hall has full height arched windows overlooking the road, indispersed by attached composite columns. The front door, on the corner, is flanked by pink granite composite columns. The windows on the floors above retain the original one over one sash windows while on the first floor stucco segmental pediments cap the windows. Above the large cornice is a mansard roof, which incorporates a fine array of dormer windows.



No. 1 Gleneldon Road stands to the rear of Barclays Bank. This is a charming two storey edifice. Dated 1886 in the decorative brickwork surmounted by a weathervane and with stone balls either side of a "Dutch" gable.

Nos. 143 to 213 Streatham High Road

This length of Streatham High Road runs from Gleneldon Road to the former Bank building on the corner of Stanthorpe Road and backs onto Gleneldon Mews. Nos.145-159 consist of an old row of small two-storied 19th century shops - one of the last reminders of the original village of Streatham. Part of what was originally called Bedford Row, these shops were some of the earliest trading outlets in Streatham. The shop fronts have been modernised over the years and the premises are still occupied by small individual businesses. Shop fronts of particular note are No.147-149, an increasingly rare 1960's shopfront of stained wood and polished metal with splayed display windows. Nos. 151, 153 and 157 have recessed shop entrances while No.159 has an interesting recessed shop front beneath a timber collonade.

The southern end of Bedford Row was demolished in the early 1880s to make way for the long four storey row of large Victorian shops, which occupy the site today and continue down to No. 305 on the corner of Stanhope Road. The traffic and generally modern shop fronts detract from the very fine upper parts designed in the Queen Anne revival style. When viewed from a distance the handsome gables, patterned brick work and stone decorations all contribute to this line of impressive buildings. Date plaques incorporated in the brickwork show they were constructed between 1880 and 1900. Patterned detailing in the brickwork is in the Arts and Crafts style with bowls of fruit, swags of flowers and wave patterns. The dramatic gables vary in design - crowstep, Dutch or Flemish and shaped gables incorporate decorative consoles and kneelers. Many of the pink granite shop divide pilasters and ornate stone consoles are retained. These buildings make a cohesive group with bold horizontal stone and brick striped facades stepping up the hill forming a most impressive piece of townscape.



No.177 has been recently restored. The original shop front and the early 20th century David Greg interior has been uncovered and carefully refurbished - it is now subject to a Grade II Listing in recognition of its special historic and architectural interest as a rare surviving Edwardian grocers interior and shop front. The original shop front of pink granite and hardwood still retains the large sash window, which opened

directly onto the street to display dairy products on a marble slab. The interior, in the David Greg house style, boasted a huge marble counter with decorative tiles this has recently been modified and part of the marble has been stored in the basement. The black and white mosaic floor with thistle motifs, the glazed wall tiles with a frieze of coloured thistles and the original pay kiosk in hardwood surrounded by bevelled glass and brown glazed tiles standing at the back of the shop are all retained.

Gleneldon Mews

The eastern side of this mews constitutes a long row of 19th Century stables built to serve the High Street shops. One and a half storeys high, these original stables, cart and carriage sheds and stores are now used for light industrial activities, mainly as car repair businesses. They are built in brick and the majority still have the original slate roofs. The increasingly rare original granite sets of the cobbled roadway are still in good order. Gleneldon Mews is an unusual, charming and relatively still intact area of light industry not normally associated with Streatham.



Nos. 213a to 243 Streatham High Road including "Queen's Parade"

The corner site was formerly occupied by the Streatham Methodist Church designed by Charles Ball and built in 1882. It was an imposing building standing at the junction of the High Road and Stanthorpe Road until it was regrettably demolished in 1967. The site was then developed as very dull three-storey red brick modern block, designed by David Stern and Partners. The ground floor was occupied by an Iceland supermarket, which has since closed and replaced by a sportswear store.

Nos. 215-221 consist of a parade of mid Victorian shops with flats above. The front elevations retain original shop front surrounds including decorative stone consoles, pink granite pilasters, fascia, mouldings and a first floor level, built in gault brick, there are canted bays. No 215 is the best preserved shop front trading today as a traditional ironmongers. The shop front at No 221 is set within an interesting remnant of a heavily rusticated stone frontage.

The Bedford Park Hotel was built in 1882 when it assumed the licence of the Old Five Bells, an ancient beerhouse that used to stand opposite Streatham Green. The foundations of this public house are said to stand on part of the Roman Road. This building has a distinctive mock Tudor half-timbered gable, barley sugar iron pillars and a splendid decorative ironwork panel incorporating the word "Saloon" all supporting a tiled canopy. In addition the original timber sliding sashes and front door are retained with an inner draught lobby incorporating side lights. It is a fine example of mid Victorian public house architecture.

No.225 - On 15th June 1944 the Empire Cinema which formerly stood on this site was destroyed by a Flying Bomb. After the war a Post Office was subsequently built on the site, it has since closed and the ground floor is now used as a bar. The front elevation has a plain polished granite exterior with Crittall type windows and handsome timber double doors to the flats above.

The southern end of the eastern side of the Conservation Area is a row of shops and upper parts, Nos. 227 to 243, known as "Queen's Parade" and built between 1882-1900. Other than the modern shops fronts, this four storey line of buildings, designed in the Queen Anne revival style by Wheeler and Hollands, has hardly changed. Built in red brick the middle four bays of the second storey of this parade has roughcast rendering. The original sash windows and decorative pargetting under the eaves are still in place on Nos. 233 and 235 and under the gables to Nos. 231 and 237. No. 229 incorporates an original access arch to the rear with substantial granite kerbing.



Nos. 1-5 Bridge Parade

This parade is a short row of single storey lockup shops built over the railway line opposite the station. This type of lockup shop is now increasingly rare and these particular examples set beneath a continuous rendered parapet maintain the character and scale of the original Victorian shops.

Nos. 1-9 Hopton Parade

This parade of single storey shops echoes the scale of the Victorian lockup shops which originally stood opposite. Dating from the early to mid part of the twentieth century, Hopton Parade retains few of the original shopfronts, however the continuous glazed faience façade is still in situ. These lockup shops are still largely occupied by sole proprietor commercial enterprises which bring character and variety to this part of Streatham High Road.

No. 245 - Century House

This imposing building in the Art Deco style, is dated by the granite corner stone laid by Alderman Sidney Sanders J.P. on June 22 1938 (Sidney Sanders opened his first shop in Streatham High Road in 1902). Century House was purpose built as the headquarters of the jewellers and goldsmiths James Walker and Sanders & Sons and this partnership became one of the largest chains of jewellery shops in Britain. The firm was taken over by H. Samuel in 1984. This building was a very early example of office to flats conversion dating back to the 1960's.

Stylistically the building is in two very distinct parts. Flanking the High Road is the impressive stone clad stair tower with its main entrance reached by a grand flight of steps on the corner of Hopton Road. The original metal handrails to the steps are a particularly attractive period detail. The tower is in classic Art Deco style with large double doors set into a progressively recessed surround and the name in period lettering over the entrance.

Running up the outward facades of the tower are the original panels of steel framed windows. The larger six storey block, which housed the former offices, runs away from the High Road along Hopton Street. This part of the building has alternate strong horizontal bands of red brick and white painted steel windows. The powerful horizontal emphasis of the lower block contrasts dramatically with the vertical strength of the tower. A mansard roof and dormer windows were added during the conversion to flats in the 1960's.

The two distinct parts of Century House are unified by the use of a bold band of glazed black tiles at ground floor level. Around the base of the tower this effect is emphasised with an additional granite band which incorporates the corner stone. These black glazed tiles are also used to great effect on the façade of the Grade II Listed ABC Cinema further up Streatham High Road.

Century House with its dramatic tower crowned by large integral clock faces is a key focal point leaving and entering Streatham from the south. Along with the Ice Rink opposite and the many other excellent examples from this period, within the Conservation Area, Century House forms part of the strong core of buildings which define the early to mid Twentieth Century character of the Conservation Area.



Streatham Hill (West side - south of Telford Avenue)

Telford Avenue to Barrhill Road

Telford Avenue Mansions in Telford Avenue dates from circa 1935 and has many similarities with Telford Parade Mansions next door - they were developed at the same time when the grounds of the old Telford Court Hotel became available. The architects were Frank Verity, Beverley and Horner. Both schemes are built in dark red brick with Crittall type metal windows. Telford Avenue Mansions is a three storey complex with a central block of four storeys overlooking a garden. The ground floor is rendered and painted cream and over the front door to each block is attractive sunray metal work. The handsome original numbering over the doors is retained.

Telford Parade Mansions is a development of purpose built flats with shops at street level which dates from 1935. The architects were once again Frank Verity, Beverley and Horner for the Telford Property Trust. This very restrained building has four storeys of flats set back over the shops and an impressive curved brick façade around the corner with Telford Avenue. The windows are metal casements and there are projecting rectangular balconies with french windows.

Telford Court is a most distinctive apartment building designed by Frank Harrington in 1931. The front of the block is set well back from the road above the shops. The design has a central bay and four side bays. Above the shops are balconies with french windows and of particular note are the four attractive pantiled roof top belvederes. The windows of this building are neo-Georgian in style, with eight over twelve painted timber sashes. The brick façade has a white rendered band below the parapet and at 2nd floor level the window surrounds have pronounced keystones. The plans for this scheme were submitted for approval in 1930 and by 1933 the flats were ready for occupation.

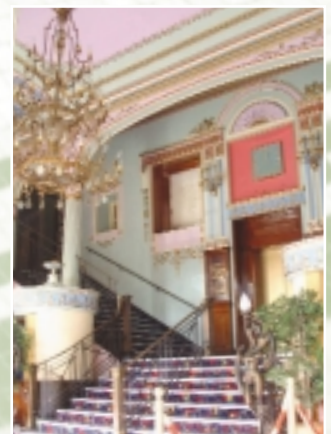
Wyatt Park Mansions was designed by H.J.S.Abrams and Sons of Buckingham Street, WC1. The plans were submitted for approval in 1935 and by 1938 they were occupied. The design of the brick facade incorporates four full height bays rendered and painted white in a central bay and two side wings. On the corners of the building there are stylised brick quoins.

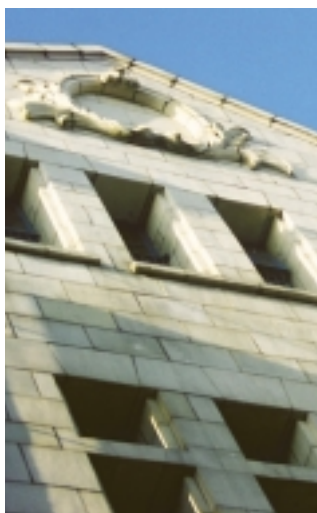
On the night of 24th June 1944, Wyatt Park Mansions took a direct hit from a flying bomb. The solid construction of the building withstood the hit well and there was no structural collapse.

To the rear of Telford Avenue Mansions, Telford Parade Mansions, Telford Court and Wyatt Park Mansions is a triangular piece of land which is included in the Conservation Area. This area includes an access route, car parking and communal amenity space with a number of large mature trees and provides a welcome and peaceful garden for the residents.

Streatham Hill Theatre (now the Mayfair Bingo Hall)

This large and impressive theatre was, when it opened in 1929, one of the largest outside the West End of London. The giant auditorium had a capacity in excess of 2,500 seats, 1,091 in the stalls, 738 in the dress circle and 694 in the balcony. The architects were William George Robert Sprague and William Henry Barton whose design is in a late Edwardian classical style. The steel frame construction is clad in brick and the façade is faced in Doulton's Carrara terracotta. Above the ground floor entrance doors there is a giant loggia or open arcade of Tuscan Doric columns in antis. On either side of the loggia is a full height wing with a decorative wreath set within a classical pediment.





W. G. R. Sprague (1865-1933) had an extremely successful practice and designed many of London's best-known theatres including the Strand Theatre (1905), The Aldwych Theatre (1905) and the Queen's Theatre (1907). In South London Sprague was also responsible for the Camberwell Metropal (1894), the Clapham Shakespeare (1896), the Balham Hippodrome (1902).

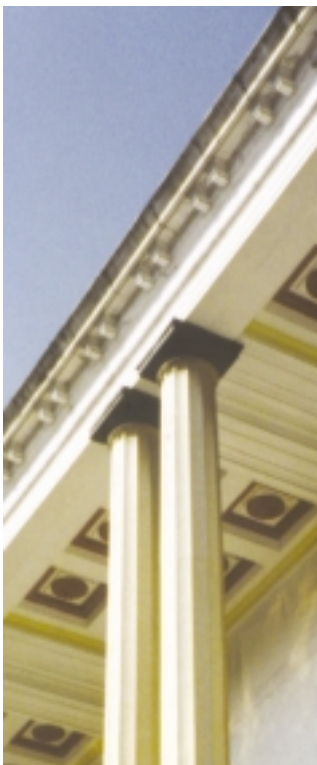
At the height of its popularity the Streatham Hill Theatre was a number one touring theatre which also put on opera, ballet, musicals, variety and pantomime. Many well-known actors and actresses of the time trod the boards including Paul Robeson, Dame Ellen Terry, Ivor Novello, Sir John Gielgud, Sir Ralph Richardson, Pavlova and Dame Edith Evans. The Theatre closed its doors in 1962 and was converted into a bingo hall and social club but the beautifully decorated and fanciful entrance hall in the Adam style has been retained and maintained in its original form. The auditorium with the circle and the upper circle is still in its original state with only the stalls and the stage converted to Bingo use. The Theatre is Listed Grade II.

Nos. 112 to 140 Streatham High Road - Barrhill Road to Ardwell Road

This is a formal block of apartments with shops below dating from circa 1930 and constructed by Gaumont British Group. The symmetrical red brick façade has stone dressings, six decorative metal balconies and a central stone bay used to enliven the frontage. The steeply pitched roof has the original clay tiles and brick tile detailing at the hips.

Ardwell Road to Sternhold Avenue

Megabowl



This impressive theatre was built originally as the Gaumont Palace and opened on March 14th 1932. This huge former cinema and vaudeville venue was designed by Charles Nicholas and John Edward Dixon-Spain to hold an audience, according to the official opening programme, of 2,431. The façade is of red brick with stone dressings. Above the front entrance is a loggia of three storeys which was designed to be floodlit at night and contains some brilliant coloured wall tiling, recently painted over in white. This grand loggia was apparently influenced by the Caplet Colleoni in S.Maria Maggiore in Bergamo. The restrained but expensively fitted entrance hall originally had walls lined with travertine and a marble floor, while the stairs were of Sienna terrazzo with black marble risers. Constructed between the two World Wars when Gaumont was expanding (in 1932 alone Gaumont opened four "Palaces" in the London suburbs of Peckham, Hammersmith, Lewisham and Streatham), this building represents a extravagant display of cinema building before the Second World War and television changed the nations viewing habits for good. The building suffered bomb damage during the war and was used thereafter as a factory. Rebuilt to plans by Sir Thomas Bennett, J. Arthur Rank's architect, the cinema re-opened as the Gaumont in 18th July 1955. It closed as a cinema only six years later in 1961, a sad illustration of changing public taste in entertainment. The building reopened as Top Rank Bowl on 29th January 1962 with 40 lanes, the largest bowling alley in Europe. It has been a bowling alley ever since, being owned by Mecca during the 1970's and 80's. Mecca closed in 1986 and Megabowl opened in 1988.

Caesar's

Caesar's night club originally opened as the Locarno Ball Room on 1st October 1929. The ball room and adjoining shops and flats were designed by Trehearne and Norman Preston and Co. (Trehearne and Norman were the architects of much of the monumental architecture in Kingsway WC.) The style of this scheme is restrained neo-Georgian, with a dark red brick façade and stone window surrounds on the first floors, black painted metal casement windows and extremely spare decoration in the form of a single stringcourse. The first floor of the central bay is clad in dressed stone. The swept roof is steeply pitched and covered with clay tiles.

With its large dance floor and exotic interior this dance hall shows how important dancing was as entertainment, continuing in popularity up until the Second World War. Of interest, when the building opened, was the fresh air supplied by a plenum system "necessary if those engaged in dancing are to reap the benefits, which should accrue from this healthful exercise". The Locarno continued to be popular during the 1950's when Rock and Roll swept the nation. The name was changed to the Cat's Whiskers in 1970 then The Ritz and latterly The Studio. Today it is still a dance venue. The front elevation now boasts a large model of Julius Caesar with chariot and horses which has become a well known local landmark.



Nos. 172-178 Streatham Hill

On the night of the 23rd/24th September 1916 the large house called Arborfield that stood on the corner of Sternhold Avenue was destroyed by a bomb dropped in the Zeppelin raid on Streatham. On the resulting site stand the earliest major buildings on Streatham Hill to be constructed after the First World War. This is a fine row of shops with residential accommodation above, designed with a restrained façade and a fanciful roof. The original white painted sash windows are retained and the window arches have pronounced brick voussours. The dressings are of red brick and there are pedimented return gables and dentil decorations under the cornice. The corner of the block at the junction with Sternhold Avenue is embellished with an umbrella shaped dome roof surmounted by a terracotta spire and consoles, ironically not dissimilar to a First World War German soldiers helmet.

Streatham Hill Station

Streatham Hill Station was built for the West End of London and Crystal Palace Railway, the line opened to the public on 1st December 1856. The booking hall is still the original iron construction faced with timber and is remarkably unchanged. The station was built 'barn like' to give a country appearance as there was some reluctance at the time to the new railway architecture that was appearing. In addition the timber structure was built over a bridge and needed to be relatively light. The front of this small single storey railway station building has two entrance doors either side of a central sash window while the hipped slate roof has very deep eaves which form a wide overhang supported by huge iron brackets. The station is now painted in the yellow, royal blue, pale grey and white livery of Connex Metro. Inside the booking hall the original timber architrave around the window and doors and the wooden panelled dado at the front have been retained while the iron framed and timber clad stairs leading down to the platforms are still in use.

On either side of the station, on the corners of Sternhold Avenue and Drewstead Road the original kiosks are still in use, today as a flower stall and a shoe repairer.

At the top of Sternhold Road running up to the junction with Streatham High Road and backing onto the railway line the original row of Victorian single storey lock up shops remain. Three still have the original pitched slate roofs and some decorative details remain on the facades.



Streatham High Road (Sternhold Avenue to Broadlands Avenue)

Stonehill Mansions



These shops and mansion flats were named after the old house called Stonehills, which formerly stood on the site. The present building dates from circa 1905 and the architects were Meech and Goodall. The façade is in brick with cream painted stucco decorations. Three shallow curved bays and double height Doric and Ionic pilasters animate the front of the first and second floors. Over the first floor windows there are segmental pediments with pronounced keystones in the Venetian Style. The front of the building has a dome at either end and a large hipped return gable placed centrally. Above the cream dentilated cornice there are dormer windows in the slate mansard roof. There are three small round windows on the top floor. The original handsome front doors and brass name plaques are still in use.

Nos.24-36 is a purpose built block dating from circa 1930. The front is built in stock brick with red brick dressings. The façade of the upper part is broken by simplified, full height, rusticated red brick pilasters and a plain cornice. The original eight over twelve timber sash windows are still in place. Broadlands Mansions are named after the house, which formerly stood on the site.

Broadlands Avenue to Mount Ephraim Road

On the corner of Broadlands Avenue stands a single storey car spares shop with an eye catching American style car on the roof. The shop fronts a large hall originally built, circa 1920, as a Temperance Billiards Hall.



Nos. 52-58. This is a particularly fine block with Edwardian neo Georgian elements. Dating from about 1914 it is constructed in heather coloured bricks with refined red brick embellishments. The symmetrical design of the front has an exaggerated black painted cornice, which crosses the façade and incorporates two very sharp return gables on either side. Beneath the return gables there are double height bays each with their own swept roof. The main roof is steeply pitched with two pairs of neat dormer windows and two huge chimneystacks. The original timber sash windows are painted white and contrast with the black cornice and rainwater goods. The two front doors have fine cantilevered stone porches enriched with stylised classical elements. At either end of the building there are arched windows on the second floor, which break the severity of this dramatic and impressive design. Today Nat West Bank occupies the ground floor.



The "Horse and Groom" was formerly known as the "Halfway House". There has been an Inn on this site for a very long time and was a convenient stopping point on the road between London and the coast. The Prince Regent is reputed to have frequented the tavern for gaming and cock fighting on his way to Brighton. The present building dates from circa 1870. Built in stock brick with shallow red brick arches over the windows, the roof has a central return gable, with stone copings and two pairs of sharply pointed dormer windows at either end. Nos.62-70 are five further gabled buildings, which echo the pattern of Big Hand Mo's and are built in the same materials. This block is shown on the OS map of 1870. No 70 has three gables and incorporates hood moulded windows at first and second floor.

Nos. 7-12 De Montford Parade

Dating from circa 1933, the architect of this parade was Henry Braddock A.R.I.B.A. of Bedford Sq. WC1. This is a flat roofed, three-storey scheme with a classical façade in red brick broken by full height Ionic pilasters. There is a small decorative pediment at either end with a central cartouche. The Crittall type metal windows are painted white.

Nos. 1-6 De Montford Parade

This parade is of a single storey set back above street level shops and was also designed by Henry Braddock. The flat roofed building is also in red brick with stone or concrete decorations. There are Tuscan Doric pilasters on the façade and stylised urns on the parapet. Above the windows are decorative panels and a name plaque on the corner.

Nos. 76-100 Streatham High Road - Mount Ephraim Road to Norfolk House Road

As the speculative development of the residential streets to the west of the High Road continued it was clearly envisaged that the shopping street would expand to meet the growing demands of the incoming residents. With this in mind the corner sites of Mount Ephraim Road, Norfolk House Road and Kingscourt Road were the first to be developed around 1905 with handsome turreted buildings, leaving the remainder of the blocks to be filled when demand grew. The corner shops have three floors of flats above and are red brick with contrasting stone decorations. Each of the corner sites has an octagonal tower crowned with a timber lantern. There are large arched windows on the 1st floor and fine oriel windows on the 2nd floor with six over two curved sashes. No.78a and b are only a single storey and of a later built than the rest of the terrace, dating from circa 1905.

Pink granite pilasters form the boundary division between the shop fronts.



Nos. 102-114 Streatham High Road - Norfolk House Road to Kingscourt Road

This terrace was constructed between 1895 and 1901 and matches the preceding block with bold white bands across the red brick fronts and return gables and dormer windows. Viewed together these two rows of buildings are very striking and with their corner turrets make a familiar landmark on the gentle western sweep of the road.

Nos. 116-136 Streatham High Road - Kingscourt Road to Woodbourne Avenue

The turreted building on the corner, No.116, was part of the same scheme and matches those mentioned previously. It dates from 1901-05 while Nos.118-128 dates from 1922-26. No.130 is a single storey building. Formerly the "Golden Domes" cinema the original façade has gone but the rest of the building remains including the rear extension dating from 1927. Designed in 1912 by George A.Boswell the cinema closed in 1938 (the same year the Regal, later the ABC, opened) and reopened after the War as a furnishing store and later as a variety of supermarkets.

No.136 is a Post Office and formerly also a telephone exchange. This most attractive building maintains the red brick with stone decoration style that typifies this part of the High Road. There are two storeys above the ground floor and a handsome gable fronting the street. The first floor windows have arched sashes and stone surrounds with broken pediments. All the windows have exaggerated keystones and are continued along the façade overlooking Woodbourne Avenue. Running above the first floor windows is a deep, dentilated cornice. In the apex of the gable is a small window in the Venetian style with miniature ionic columns and over sized keystones. At the top of the gable stands a small obelisk. The building has handsome black cast iron rain water goods with hopper heads dated 1909.

Nos. 138-184 Streatham High Road - Woodbourne Road to Becmead Avenue.

No.138 has a turret on the corner of the building and is in keeping with the other Edwardian shops that were developed in this part of Streatham during the early part of this century.

Nos. 162-184 were the first of this row to be developed, dating from 1905. Of note are the row of gables with exaggerated voussoirs and shell motifs above the third floor windows and the fine timber shop front at No.138. Most of the others buildings in this row being constructed later but in a similar style. There are two exceptions. Woolworth's, which was designed in 1954 and was built in 1957-58 is built over three storeys and maintains the continuity of the block. The original plans note the architectural detail of the elevations to be "golden brickwork sprinkled with pinks and hard burnt purples". The façade is plain modernist in style and built in stock brick. In 2001 the 1950's shop front was replaced when the shop underwent refurbishment.

W.H. Smiths, formerly Sharman's dress shop and drapers, has a particularly fine Art Deco front built in 1929. The front parapet incorporates a stepped pediment and the composition of the façade has two vertical panels of windows divided by a wide panel of plain white render. The windows of the upper floors have multi paned leaded casements with decorative bands at each floor level. The whole façade is set within an ornamental frame. The shop fronts are divided by the original grey granite pilasters. The corner property, Becmead Court, with its entrance on Becmead Road has unusual decorative rope pattern lead flashing at first floor level and a lead name plaque over the entrance.

Nos. 186 to 246 Streatham High Road - Becmead Road to Prentis Road

The junction to Becmead Road is flanked by turreted Edwardian buildings. No.186 matches the building directly across Streatham High Road, now occupied by Lloyds Bank, and is decorated with bold gables, brickwork incorporating decorative swags and pronounced bands of dressed stone. The drainage records show that approval



was granted in 1900 for this parade and the contractor was William Mason. E. B. lanson is recorded as the architect of No.192.

Nos. 194-198 is the Iceland supermarket. The design of this two-storey block makes no concession to its immediate neighbours or the local architecture. The building presents a modern shop front with a virtually windowless upper part clad with unsightly profile metal sheeting.

South of Iceland the parade reverts to the distinctive red brick, gabled architecture. Above a doorway an ornamental plaque shows the name North Parade and the date 1888.

Nos. 210-224 is the former site of Eldon House, Pratts Department Stores. George Pratt, the founder, worked at the age of thirteen for William Reynolds who had a drapery shop in what was formerly Bedford Row. Pratt took over the business when Reynolds retired and the shop went from strength to strength. In 1867 Pratt built and moved to larger premises called Eldon House. Pratts Department Store became Streatham's foremost shop and the largest store in the area. George Pratt's Department Store was taken over by the John Lewis Partnership who sadly decided to close it in 1990. Eldon House was demolished and the present building, designed by the architects Tripe and Wakeham of Askew Rd. W12, was built in 1996. The present scheme reflects the use of redbrick in the locality relieved with decorative dressed stone and incorporates plain gables. A number of high street chain stores are sited here (Lidl, Adams, Argos, and Peacocks).

Rumbelows formerly occupied Nos.226-228. The façade is from the 1930's and is of cream faience with a thin green glazed decorative frame around the windows. Next door, No.230 is a small single remaining shop of only two floors. Dating, perhaps, from the 19th century, the exterior has a simple rusticated stucco façade with rendered keystones and a most attractive timber shopfront with a recessed entrance door and a deep grey granite stall riser.



The White Lion Public House

The White Lion dates from 1895 when it replaced an earlier public house on the site. A tenement called The Lyon is known to have stood on this site around 1540. Surrey Quarter Session records for April 1790 show that Charles Copsey was guilty of felony and as punishment was to be whipped at the cart's tail from The White Lion in Streatham for the space of 200 yards "until his back be bloody".

The present building was designed in an elaborate late Victorian style by F. Gough and Co. of Church Rd., Hendon. The façade is of red brick with stone dressings and was undoubtedly the largest and grandest of Streatham's public houses of the time. This impressive building is in the best late Victorian public house tradition with an ebullient facade, arched windows on the first and third floors, ornate decorative reliefs of swags and string courses and composite pilasters in pink and grey granite at street level. There are two octagonal chimneystacks either side of the central bay and shaped gables capped with pinnacles.

On the left hand side of the delivery entrance stands a small and very attractive shop. The narrow front has finely detailed joinery, a fine curved glass shop window, curved cast iron glass stall riser and high multi paned toplights. The deeply recessed shop door includes a shell over the entrance and bevelled glass lights.



Nos. 240 - 246 Streatham High Road

This row of four storey red brick shops and upper parts dates from 1889. The gabled façades have dressed stone horizontal bands and a simple acanthus leaf decoration. The contractors were William Mason of Streatham Common.



Prentis Road

The Streatham postal sorting office in Prentis Road is a very fine example of Edwardian "Wrenaissance". Typical of this period, it is built in red brick with stone embellishments. There is a fine curved stone porch over the front door supported by giant stone corbels and which is echoed by an arched window at first floor level unfortunately this is now marred by an inappropriate UPVC replacement window. The whole is surmounted by a dramatic pediment and the Royal Coat of Arms.

Opposite stands the imposing South London Liberal Synagogue. Originally The Lady Tate Hall this building was opened in 1909 for use by the Streatham College for Girls. The hall, designed by Sidney Smith, was presented to the School by Amy Lady Henry Tate. This fine Edwardian building is in stock brick with stylised quoins and window surrounds in contrasting red brick. The front door, flanked by two narrow four over four sash windows, is set into a central dominant bay with secondary bays on either side. Above the windows and side doors there are exaggerated stone keystones and along the top of the façade runs a heavy dentilated stone cornice which rises up over the central bay to create a pediment. The school closed in 1933 and the hall became the Synagogue in 1938. The foundation stone can be seen to the left of the main entrance door.

Nos. 248 to 268 Streatham High Road - Prentis Road to Tooting Bec Gardens

Most of this four storey block was developed in the Edwardian period in red brick with gables, stone dressings and slate roofs. Nos. 248-252 match the development on the opposite corner of Prentis Road. No. 250 has a leaded casement window with an ornamental timber surround on the first floor, which is a remnant of Dorothy Perkins house style. To the rear of No. 248 stands a two storey block fronting Prentis Road with a fine inter-war style timber shopfront complete with retractable blinds, multi paned top lights and a splayed recessed shop entrance.

The last of the large houses to line this part of the High Road, known as "The Shrubbery", was demolished in 1933 and Central Parade was built on the site. This three storey building makes a break with the architectural style of the rest of the block and is in a simple moderne style. The architects were Dixon and Braddock A.R.I.B.A. Constructed in 1933-4 this flat roofed block has a parade of six shops with flats above. Shop No.5 opened in September 1934. The original metal windows survive and a concrete brise-soleil runs the full width of the building at 2nd floor level. No 1 Central Parade retains the original splayed shop windows and black glazed stallriser unfortunately the other shop fronts have squat shop windows and excessively large fascias.

John S.Quilter designed Nos. 256 -268. The four storey parade was built in 1901 and the contractors were again William Mason. This parade maintains the scale and pattern of decorative red brick buildings, which typifies this part of Streatham High Road. A purpose built bank building (latterly National Westminster Bank - now closed) stands on the southern corner. The parade retains some of its original console bracket, however two particularly unsightly and exceptionally large shop fascias have been inserted at Nos. 262 and 264.

St. Leonard's Parish Church

This is the oldest building in Streatham with foundations dating back to Saxon times. The tower of the church is mid 14th century with Victorian additions. Inside there is a 14th Century tower arch. The main body of the church was rebuilt circa 1832 by J.Parkinson, and the chancel in about 1863 by Benjamin Ferrey. St. Leonard's Parish Church was burnt out in 1975 and the nave was rebuilt while the tower and chancel remained. The spire stands 128ft 9ins high. Part of the exterior is rendered in stucco and some flint work and rubble masonry remains. The Church is Grade II Listed.

"The parish church of Streatham, at the corner of Streatham High Road and Mitcham Lane, at the centre of what was the old village. Badly damaged by fire in 1975, restored 1975-7 by the Douglas Feast Partnership, and now much more attractive than previously." N. Pevsner. The Buildings of England, London 2, South.

The church has some fine wall monuments, including those to Sir Edmund Tilney, Master of the Revels (d.1610), John Howland, Lord of the Manor, (d. 1686), and three of the Thrale family. The monuments to Hester Maria Salusbury (d.1773) and Henry Thrale (d.1781) have epitaphs by Dr. Johnson. The monument to Sophia Hoare (d.1824) was sculpted by John Flaxman.

The green and leafy churchyard has recently been enclosed by country estate style horizontal metal railings. In the churchyard there are many fine tombs, four of which are listed, including a Coade stone chest tomb to Joseph Hay dated 1808.

St Leonard's church hall faces Tooting Bec Gardens. On the left hand side of the entrance door a plaque records that the hall was erected as a memorial to John Richard Nicholl M.A. Hon. Canon of Rochester and Rector of Streatham from 1843 to 1904. The hall was opened on June 1st 1908 and is in the simple Arts and Crafts style. Built in red brick the single storey hall has a large pitched roof with red clay tiles and a wide front porch also roofed in clay tiles. Running down either side of the building, under the deep eaves, there are white painted timber casement windows and above the front door is a large semi-circular window to allow extra light into the hall. Along the sides and at the corners of the building there are tall battered buttresses. To the rear of the hall there is additional accommodation and the building rises up three storeys capped by a mansard roof with dormer windows.

Between the churchyard and the hall lies the Glebe. This was the site of the old Rectory until it was demolished in the 1970's and the land laid out as open space. The trees here include an Ilex, an Ash tree, a number of Silver Birches, Lime and Sycamore trees.



Tooting Bec Gardens to Fernwood Avenue

The Church of the English Martyrs



The Catholic Church of the English Martyrs is situated at the junction of Tooting Bec Gardens and Streatham High Road. Robert Measures and his catholic wife lived in the large house known as "Woodlands". Measure, persuaded by his wife, acquired the site of the adjacent "Russell House" and donated the land to build a convent and later the church. Built in 1893, Purdie was the architect of this large church. Built in the French Gothic style of the late 13th century it is constructed of course rubble with freestone dressings. Hill Bros., the local developers laid the foundations and Lorden and Sons of Tooting Bec built the remainder of the church. The northeast tower has a stone broach spire with narrow lucarnes, or openings, and is decorated with crockets. The church spire is 136ft 9ins high. This Grade II listed church stands impressively at the top of the hill surrounded by ornate railings and gates and immediately opposite the Anglican Church dedicated to St. Leonard.

Next door to the church stands the English Martyr's Presbytery. Also Grade II listed it is described in the listing citation as a "light-hearted building of the early 20th century in a free Art-and-Craft Tudor style." The front elevation boasts a decorative gable with stone decorations and copping stones while at first floor level there is an oriel bay incorporating windows with leaded lights and stone mullions and transoms. There is a fine stone surround to the entrance door carved with decorative busts and a very large chimney stack breaches the roofline.

The parish hall dating from circa 1930's stands next door to the Presbytery - a simple red brick edifice with a long full width balcony to the first floor and strongly raised and fielded front doors.

Adjacent to the Church and also listed is the electricity transformer sub-station. This unusual sub-station was designed by the local architect, Frederick Wheeler and dates from 1896. It is built in coursed rubble with ashlar dressings. The Department of National Heritage's listing describes the building as "15th Century gothic style is a curious complement to the adjoining Church. One tall storey, three bays. Tall hipped slate roof and parapet. Large traceried windows".

To the rear of the Listed sub-station stands a large sheltered home. This three storey building is in an early to mid twentieth century vernacular style with a deep pitched roof incorporating return gables and tile hung dormer windows, now unfortunately with replacement windows which do not do this building justice.

The old Streatham Fire Station was opened in Mitcham Lane in December 1903. After 1889 the London County Council took over responsibility for the design of fire stations and its is likely that their Fire Brigade architects, under the superintendence of Owen Fleming, designed this building. Only the left hand half of the original building survives, the right hand side of the station building was destroyed by an enemy bomb on 17th October 1940, which killed twelve firemen and seriously injured three others. The design, of the remaining portion, is in the very best Edwardian fire station tradition. Built in red brick with stone dressings, the stone is used to create decorative bands across the façade. The ground floor is rendered and the remaining fire tender door opening onto the road is still retained. The building is four storeys high with the top floor a partial mansard roof and the end bay topped with a large, curved segmental pediment. The windows have triple small paned casements. The surviving building is still in good order and makes an interesting contribution to the street. Adjoining the ground floor on the right hand side there is a later replacement single storey double fire engine garage, offices and stores. The opening ceremony for the new station was interrupted by the Brigade's first emergency call to a fire at No. 149 New Park Road. The fire station was decommissioned in 1971 and it is now the South London Islamic Centre.



Nos. 10 to No.24 Mitcham Lane

This part of Mitcham Lane is a row of late Victorian shops running along the top of the Green and which was formerly called The Crescent. The name plaque can be seen in the brickwork on the front elevation of No. 10. Some alterations have taken place but the Queen Anne revival which typifies the area is still clearly visible in the use of pargetting, white painted timber six over one sash windows and brick detailing. The date 1891 is recorded in the decorative plasterwork, pargetting, over one of the windows. This parade has brown glazed brick pilasters. This charming eclectic group provides a vernacular backdrop to the village green.

Although some of these properties have lost their windows the replacement windows to No. 14 are particularly unfortunate being of plastic while No. 16 had, until the early 21st century, a very attractive early shop front with exceptionally slender turned mullions capped with small carved capitals, unfortunately now replaced by an ugly aluminium frontage. No. 18 has a notable 1950's polished chrome shopfront while No. 24 retains an early shop front with brown glazed stallrisers and a curved white marble front step into a deeply recessed corner entrance.



Manor Arms

The Manor Arms was built in 1925. This building occupies the site of the lodge, coach-house and water tower of Manor Park House, a large mansion that used to stand by Streatham Green and gave its name to the public house.

Roughly triangular in plan the pub fills the corner site at the junction of Mitcham Lane and Babington Road. Built in grey brick with red brick window arches this solid handsome pub has the original graduated grey slate mansard roof. The main part of the building is three storeys while at the front the bar area is extended on the ground floor only under an attractive shallow dome. Externally the ground floor is decorated with buff faience pilasters on a dark grey glazed plinth. All the original windows are retained except on the ground floor and the present pub livery is white and dark green. At the rear of the building the architectural detailing is very interesting with small dormer windows in the internal corners of the roofs and large chimneystacks placed centrally above the two first floor staff entrances.



Nos. 5 to 9 Mitcham Lane

This is a short row of three late Victorian shops backing onto the 1930's block at the top of the hill, opposite the Church of the English Martyrs. The attractive recessed front entrances are flanked by fluted pilasters. No. 9 has a very deep multi-paned cast iron stallriser.

Nos. 270 to 290 Streatham High Road

Dating from 1933 this three-storey block runs from the north of the Green to the junction of Streatham High Road with Mitcham Lane and stands on the former site of the old village forge. This row is influenced by the Art Deco style, built in grey brick with red brick dressings and incorporates Crittall type windows. The roof and windows overlooking the junction are particularly characterful with green glazed pantiles and a white painted roof lantern. The flank wall fronting Streatham Green is of note, it is influenced by the restrained continental architecture of the period, with horizontal brickwork and a squared off gable. The architects were the well known practice of T.P.Bennett & Sons of Bedford Row who also designed Dorset House NW1. The shop fronts to Nos. 286 and 288 date from the early to mid 20th century with black glazed stall risers and recessed entrances while No 288 is particularly spectacular with a deep walk in art deco display shop window.



Nos. 292 to 322 Streatham High Road and Nos.2 to 20 Gleneagle Road

This part of Streatham High Road, to the south of the Green, is a long curving four storey parade of shops running down to The Broadway. Plaques in the brick work record Rowsley J.W.R. 1883 at No 292 and further down Eagle House. Damage caused to the buildings by the Zeppelin raid on Streatham in 1916 can still be seen today on the plaques located above No 322 Streatham High Road. These plaques record The Broadway as constructed in 1884 and built by Hill Bros. The name "Broadway" was abolished in 1891 and the buildings were allocated to either Streatham High Road or Gleneagle Road. Many of the shops in the row between Gleneagle Road and Streatham Green were originally built at this time. Many of the residential upper floors on "Broadway" retain their original multi paned timber sashes and some examples of tripartite dormer windows. Several properties within the parade have distinctive and characterfull plaster work some portraying herons and eagles. A number of the buildings have decorated parapets festoons adorn Nos. 292, 294 and 308 and at No. 310 the brickwork incorporates stylised swags of flowers and fruit while bowls of flowers in the Arts and Crafts Chinoiserie style. A very fine c. 1900 shop front survives at No. 298. Pevsner attributes these terraces to Frederick Wheeler and describes them as in a "competent Queen Anne style" They are enlivened by a plethora of different gable design, chimney stacks m. A contemporary published drawing confirms Wheeler and Hollands as the architects.

The Hill Brothers, Henry Ellis Hill and William James Hill, were local speculative builders who employed the young Frederick Wheeler as architect. This successful collaboration was responsible for many of the houses built on the sites of the former Woodland Estate and the Manor Park Estate as well as premises on Streatham High Road.



Nos. 324 to 342 Streatham High Road and 1c to 1g Gleneagle Road known as "The Triangle"

A particular striking feature of the Triangle is the fine curved building on the corner site facing northward. It was designed originally as the Alliance Bank by Frederick Wheeler who was also responsible for many of the shops and houses locally. Built in 1885 in red brick with stone dressings this group of buildings has a homogenous unity emphasised by bold horizontal bands and string courses of dressed stone rising up the elevations. At the corner the roof is also curved, decorated with fish scale hung tiles and incorporating decorative dormer windows, gables and chimney stacks. There is an imposing scrolled pediment over the entrance and arched windows at street level. The remainder of the four storey block is in keeping with the former bank and is also in red brick with stone dressings with dramatic Dutch gables, everyone of a different design. Safeways stands on the site of the former Station Parade, a parade of Victorian single storey shops that were demolished in 1984 to make way for the supermarket. This development was excluded from the Conservation Area along with the adjacent site of the former Victorian Town Hall, which was demolished in 1973. The site was redeveloped in 2002 as a block of luxury flats known as Gleneagle Heights.



Streatham Station

The station was originally built in 1868 and its entrance was by a small country lane leading off Streatham High Road. This survives today as Station Approach by the side of Safeways. Known at the time as Streatham Central Railway station, major rebuilding took place in 1898 when the entrance appears to have moved to the High Road. Major rebuilding took place once again in 1991 when the station was given a completely new frontage consisting of a simple glass box ticket hall and attached red brick offices. The station buildings and the southbound platform with the original canopy survive. Today the station is part of the Connex network.

Nos. 374-382 Streatham High Road

South of the station stands a plain three storey red brick commercial building with shops at street level. The construction is flat roofed and the façade has two rows of large metal casement windows. The building retains the original substantial timber entrance door with a modestly stylised reconstructed stone surround. A single storey shop, circa 1930's, at No.382 now trades as a carpet showroom and was formerly an Austin garage - its north facing clerestory roof lights remain to the rear.

Streatham Pool

Streatham Pool dates from the turn of the twentieth century a time when water supplies became safer and more reliable. Many public baths were opened during this period to provide clean and healthy recreation.

Streatham Baths were designed by the Wandsworth Borough Architect, Ernest J. Elford in a classical civic style, traditional Edwardian with a mix of modern elements. The frontage is three storeys high, faced in red brick and with stone detailing. There is a centrally placed front door with a Tuscan Doric portico and two further entrance doors on either side. Over the portico stands a central stone bay, which rises up to roof level and is capped by a large round head open pediment. On each side of the façade there is a bay with stylised brick quoins at the corners and which are echoed by the two brick chimney stacks. The stone window surrounds have decorative aprons and the pitch pantile roof incorporates two pairs of dormer windows. The Baths retain the interesting original metal windows with narrow sidelights a design element which is repeated around the handsome timber front doors. The pool building behind is of concrete of ten ribbed bays and a corrugated asbestos roof.

Internally the entrance hall retains its original ribbed ceiling divided into nine panels and a marble chequerwork floor. A straight flight staircase to the right and the left side stair case with paired balusters with wooden handrail and original doors with eared surrounds survive intact. The pool retains its elliptical roof with ribs supported on corbels, panels and four metal and glazed panels with stained glass roundels of fish design. The gallery and railings on three sides are intact. Art Deco Roman style railings enclose lightwells on the street frontage.

The construction of the baths at Streatham began in 1924 but The General Strike intervened in 1926, delaying the project - it was finally opened on 28th September 1927 - the cost of the building was £40,000. The baths stand on the site of a large house that was called Park Lodge.



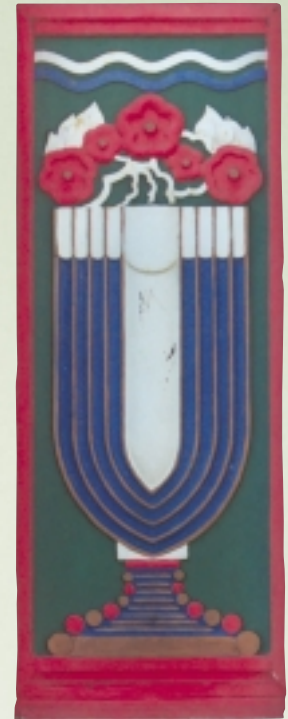
The swimming baths, ice rink and Sunday school buildings are the subject of redevelopment proposals for a supermarket, flats, new pool and rink complex.

Streatham Ice Rink

The site for Streatham Ice Rink was acquired in 1930 by Streatham Ice Rink Ltd. who employed Robert Cromie as architect. Cromie was a distinguished specialist designer of cinemas who was responsible for many entertainment palaces of the period including the Regal Cinemas at Beckenham (1930), Kingston upon Thames (1932) and Bexleyheath (1934). The design of the Ice Rink is moderne. The monumental facade is long and low with a central panel of nine tall windows over the entrance doors. Two panels on either side have three full height windows while two further panels on the right and left hand sides incorporate stylish Art Deco doorways over which stands a single window with an oversized keystone device. There is a long canopy over the central entrance doors. Above the parapet are five flagpoles which further enliven the building.



The Ice Rink was designed with an ice surface of 21,000 sq.ft. and could accommodate 1000 skaters with a capacity for some 3000 spectators. Restaurants and a dance floor measuring 80ft by 45ft were also included. An all round entertainment experience was provided for visitors with all their requirements on the one site and thereby maximising the financial return of the scheme for the investors. The original cost of the scheme was £120,000 and the Ice Rink was opened on the 26th February 1931.



Streatham United Reformed Church

James Cubitt FRIBA was the architect of this impressive red brick church. Built as a Congregational Church it was designed in a modified Gothic style with high pitched tiled roofs and fancy brick detailing on the tower. Corsham stone dressings were used both inside and out and the south porch and north transept have brick and flint flushwork. The church opened on 11th June 1901 and in 1972 it became a United Reformed Church after the union of various non-conformist churches. It is Grade II Listed. To the right of the Church stands the Church Hall which was opened on 29th March 1912, of note are the attractive coloured glass lights in the doors. This church has a powerful presence marking the southern gateway to the Conservation Area.



In front of the Church is a line of small trees with dense foliage which creates an important green interlude between the Common and the urban environment of the High Road.

5 Contribution made by green spaces, trees, hedges and other natural elements to the character of the conservation area

The Department of Transport has recently undertaken a major programme of junction improvements and landscaping works for the newly designated red routes. As a result of this scheme Streatham High Road and Streatham Hill have benefited from the planting of a number of street trees, mainly London Plane trees, and the central reservation has been upgraded with continuous brick planters.



A single good sized London Plane tree stands outside Wyatt Park Mansions.

A very important area of greenery within the Conservation Area is the Churchyard of St. Leonard's which makes a very welcome break from the heavy traffic along this narrow part of Streatham High Road. The churchyard has many fine tombs and the mature trees can be seen from some distance. Tree varieties in the churchyard include a Walnut, Ilex, and Yew trees. There are mature Sycamores, a Horsechestnut and a row of mature Lime trees borders Streatham High Road.

Streatham Green was described in 1910 by Herbert Baldwin, a local historian, as "a pleasant oasis in the wilderness of bricks". It really must have seemed so considering the speed that rural Streatham was being built on at the turn of the century. Today it is still a welcome green space, a retreat from the bottleneck of traffic just at the top of the rise. There are a number of mature Acacia trees, a Horse Chestnut tree, hawthorn bushes and grassed areas.



Marie Draper in her *Lambeth's Open Spaces, An Historical Account, 1979*, says Streatham Green was once wasteland belonging to Tooting Bec Manor. Enclosed in 1794 by Lady Kymer the villagers were so infuriated that they petitioned the Duke of Bedford, The Lord of the Manor of Streatham and Tooting Bec, to force her to open it up again. Iron railings enclosed the Green roughly one hundred years later. Parts of the green were taken for road widening in 1892 and 1904. The drinking fountain, designed by the pre-Raphaelite painter and local resident William Dyce, was moved, during the 1930's, from the junction of Mitcham Lane and Streatham High Road to Streatham Green. The fountain is in the Victorian Gothic style and is composed of white and red stone. The fountain was erected by public subscription in 1862 as a tribute to Dyce. The inscription reads "For I will pour water on him that thirsts". Public drinking fountains were erected at this time in the hope of persuading people to abstain from alcohol.

The difference in the levels of the roads on the east and west sides of the green give it a pronounced slope. It is now divided into four grassed plots, railed in, and intersected by paths with seats. The railings to the High Road are more elaborate with a hoop and cone design above the retaining wall. The two lower plots are mounded up over underground air-raid shelters remaining from the Second World War. The green, along with the whole of Streatham, was transferred to Lambeth from Wandsworth Borough Council in 1965 as part of the review of Local Government boundaries.

Streatham Hill Railway station also provides a well landscaped break in the streetscape with many trees lining the cutting in which the station is situated.

6

The relationship of the built environment to the landscape including significant landmarks vistas and panoramas

The old village centre of Streatham was built up on the hill. The two spires of The Church of the English Martyrs and St Leonard's Church dominate the area and together make a clearly visible landmark. The trees of St. Leonard's church yard form an important vista at the top of the rise from the Triangle and make a major contribution to the rustic setting of St. Leonard's which crowns this rise, along with the canted redbrick and stone end bay surmounted by a dome to No. 266.



Other vistas include the rhythm of the gable shopping parades, which lead the eye up to the two church tower and the numerous sweeping curves of the High Road framed by the massive inter war apartment buildings.

The extent of loss, intrusion or damage to the special character of the proposed conservation area

(i) The installation of modern shop fronts that have no bearing on the original architectural concept has led to the degeneration of the streetscape. In particular many shop fascias and signs lack sensitivity or quality by virtue of their excessive size and/or extent of illumination and being placed far lower than the original fascia height.

(ii) The installation of inappropriate replacement windows and doors has altered the special character of some properties. There has been a loss of historic fabric and original architectural details when traditional timber sash windows and original Crittall type windows have been replaced with poor quality PVCu, aluminium or steel framed picture windows.

(iii) Some roofs have had their original roof covering replaced with concrete tiles or other inappropriate materials.

(iv) The volume of traffic and resulting pollution, noise and congestion has increased considerably over the years. The pressure, particularly on the narrower parts of Streatham High Road, between the Odeon and Streatham Station, detracts from the setting of the many fine buildings and from the environment and sense of well being for pedestrians and cyclists.

Neutral Areas or development exerting a negative impact upon the character of the Conservation Area

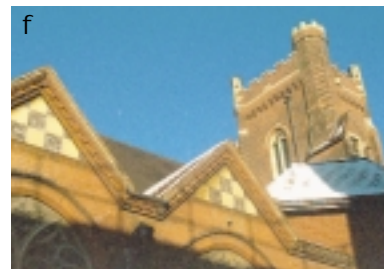
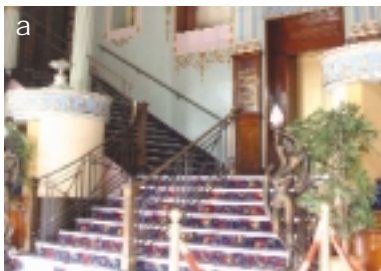
There are a few buildings within the Conservation Area which are of poor design or quality. These tend not to conform to the period styles established during the development of Streatham and are either neutral or harm the historic character of the Conservation Area. These are as follows:-

- 1) **The Genevieve Public House (renamed The Baroque in 2000).** This public house exerts a neutral impact and bears no relation to the surrounding buildings. It is a rather under scaled building that looks out of place amidst the generally taller buildings which line the High Road.
- 2) **Norwich House.** This is another neutral building, standing side on to the High Road. The two storey wings of shops on either side are under scaled.
- 3) **Elgar House.** This large monotonous office block creates a deadening break in the retail frontage of the High Road. The whole building stands back from the road breaking the sweep of grand apartment blocks and disrupting the pavement frontage of shops although this could be mitigated by the creation of a public square in place of the service yard to the tyre premises.
- 4) **Nos. 194-198 Streatham High Road** occupied by Iceland. Built circa 1970, this construction appears as a grey corrugated box in a row of traditional shop buildings. The upper floor is virtually windowless and creates a dead area along the red brick frontage.
- 5) **Nos. 213a-c** is occupied by a sports store and stands on the site of the former Streatham Methodist Church. This building is a very dull, lifeless modern block which is under scaled and contributes nothing to the street.
- 6) **Nos. 374-380 Streatham High Road** is a very dull building of poor quality and **No. 382** next door was formerly an Austin Garage that has been altered over the years and now contributes nothing visually to the road.
- 7) Opposite Raebarn Court at the start of Gracefield Gardens stands a **large single storey commercial building** which is used as a Carpet and tile showroom at present. To the side of this property is a large open area used for car parking. The building is of no architectural merit and contributes nothing to its surroundings.

Inventory of Listed Buildings

Grade II

- a Streatham Hill Theatre** (now Mayfair Bingo) - Dating from 1928-29.
Designed by WGR Sprague and WH Barton.
- b Former ABC Cinema** - Dating from 1938.
Designed by WR Glen for ABC Cinemas.
- c St. Leonard's Church**
The parish church and oldest foundation in Streatham.
- d Electricity sub station** adjacent to the Church of the English Martyrs dating from 1896.
- e No. 177** former David Greig grocers shop. Dating from c.1900.
In David Greig house style.
- f Streatham United Reformed Church** - Grade II.
Dating from 1900 by James Cubitt.



Grade II*

- a R.C. Church of the English Martyrs**
mid to late nineteenth century in late thirteenth century French style.



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Research & report compiled by Antonia Powell - Conservation Officer

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Streatham High Road and Streatham Hill Conservation Area

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