

Conservation Area Designation

Location: Lee Green Crossroads

Date: August 2021

Conservation Area: Lee Green Crossroads, split between Greenwich and Lewisham Boroughs, the greater part being in Lewisham.

Adjoining Conservation Area’s Significance: Blackheath (Lewisham), Blackheath Park (Greenwich) and Lee Manor, large and varied areas with a number of sub-areas with extend towards the bottom of Lee Road, to the north of Lee High Road, and south and west of the crossroads.

Assessment:

Location & Setting	<i>General character and plan form, e.g. linear, compact, dense or dispersed; important views, landmarks, open spaces, uniformity</i>
Comments:	<p>The area around Lee Green Crossroads has a long history and at its heart is the junction of Lee Road, Lee High Road, Burnt Ash Road and Eltham Road, all important thoroughfares in the area. The crossroads is therefore substantial and is bordered by a mixture of buildings of different ages, styles and uses which reflect the historical and architectural development of the area. These range from the smallest and earliest two storey buildings to the Victorian and Edwardian parades, Art Deco 1920s and 30s additions and residential enclave, and the post war rebuilding as represented by the Leegate Centre and several other non-residential buildings. There is a good mix including retail, (originally commerce/banking now gone), community – pubs, a fire station, religious and residential – both above shops and along the radiating roads, the latter reflecting the residential development of the area contrasting with the more mixed development of the crossroads.</p> <p>Away from the crossroads the area changes character, including with contrasting areas of residential. Set back behind the crossroads, particularly on the north-east side is Osborn Terrace which partially fronts the Quaggy River, and Meadowcourt Rd with its double row of late Victorian houses, fire station cottages and Art Deco close. A green backdrop is provided by the extensive open space of the playing fields behind, through which runs the Quaggy. The path of the river is therefore an important natural feature which helps to unite this area with Lee Rd and Lee High Rd (another proposed CA). Even the road names in this enclave are associated with the history of the open space. There is also a stretch of larger residential properties and a terrace on the west side of Lee Road which has historical and architectural links to other houses further up Lee Road towards Blackheath (in the Blackheath and Blackheath Park CAs).</p> <p>It is worth noting that although the building types, ages and designs are varied, there is a general uniformity of height across much of the area, with Leegate tower being an exception but set back from the corner to help minimise impact. Most buildings in this area range between two storeys and four maximum. Even Sainsbury’s, which has been included in the area as it has an</p>

	<p>important elevation fronting Lee High Rd is only single storey although at a large scale.</p> <p>There are several landmark buildings within the area, and these include the New Tiger’s Head (no longer a pub but still strongly identifying as one in appearance) as the most prominent at the crossroads, the fire station and the old police station.</p> <p>There are local views looking up and down the slight incline and bend of Lee Road at this point, from the crossroads themselves where one can see in all directions, along Lee High Road where the crossroads come into view as one comes round the bend in the road next to the Quaggy bridge, and looking from both Eltham Road and Burnt Ash Road towards the crossroads.</p> <p>There is a feeling of space and openness at the crossroads, partly resulting from its historical development and now due to the size of the current major crossroads, the appearance of which is marred by traffic lights, signs and current road layout. Nonetheless this is still an important space, affording a lot of visibility to the buildings which surround it.</p> <p>Smaller in area but of no less value is Osborn Terrace which is an almost forgotten modest open space set back from Lee Rd and overlooking the Quaggy.</p> <p>A CA proposal for this area was originally suggested to Lewisham and Greenwich councils by Edmund Bird in his report for the GLA 2009 (see ‘Reference’ below)</p> <p>A proposal for this CA has been included in the Lee Neighbourhood Plan since 2017. During the 2019 Section 14 consultation the proposal positively received.</p> <p>A large number of buildings in the area were locally listed by Lewisham and Greenwich councils in 2019 and 2020.</p>
<p>Historic Development</p>	<p><i>Stages/ phases of historical development and historic associations (archaeology etc) which may be influencing how the area is experienced.</i></p>
<p>Comments:</p>	<p><i>(Text by and use of with the consent of the Lee Manor Society)</i></p> <p>The Domesday book described Lee as a small area of cultivation set in extensive woodland.</p> <p>The earliest map available to us (Rocque’s of 1740) shows a cluster of about a dozen houses around a triangular village green. This hamlet was surrounded by fields. Lee Green Farm occupied the south-east quadrant from the 1660s roughly on the site of the present Leegate shopping centre.</p> <p>The farm was demolished in the 1840s and rebuilt as Tudor House further east. The Old Tiger’s Head and the New Tiger’s Head pubs are important and striking features of the crossroads. Confusingly, the original (Old) Tiger’s Head is thought to have been built on the site that currently is occupied by the New Tiger’s Head. The original pub is thought to have been built before 1730. It was</p>

	<p>rebuilt on its present site, the north-west quadrant, in 1750-1770 and then rebuilt (in its third incarnation) in 1896 - the date carried on its frontage. It became an important mail and coaching inn. The crossroads also became an important tram terminus.</p> <p>The New Tiger's Head started life as a beer shop known as the Tiger Tavern in the 1830s. It was situated in the end of four cottages known as Prospect Terrace built around the same time. Three of these cottages remain, housing a post office/newsagent and a hairdresser's. In 1868 it was referred to as the Tiger's Head Inn. The present building is thought to have replaced the original cottage a few years after 1896 - the date of the rebuilding of the Old Tiger's Head. In 1815 cavalry and foot regiments passed through Lee Green on their way to Waterloo. "The space in front of the Tiger's Head and the Green were very commodious for the transfer of baggage to the wagons of the farmers from the other side of London to those of the farmers in this neighbourhood which were pressed for that purpose, to convey them 15 miles further on the journey to Dover." (FH Hart History of Lee, 1892) In the early 19th Century boxing matches took place at the Old Tiger's Head. Horse racing and (human) foot racing took place in the 1840s but the 9 police put a stop to these events, probably under pressure from respectable local citizens. At that time the green was the centre of village life with cricket matches, bare knuckle boxing and other entertainments.</p> <p>In the 1850s further house building prompted the installation of proper sewers and the Lee Green horse pond was filled in. In the 1860s John Pound, a developer, erected houses in the south-east quadrant, Orchard Terrace on Eltham Road and Crown Terrace on Burnt Ash Lane (now Road). The opening of Lee station in 1866 prompted more house building at the crossroads.</p> <p>The site of Lee Green Farm was built on as Carston Mews (demolished in the early 1960s to make way for Leegate shopping centre). In the same year Charles Henry Reed, a linen draper, moved into 1 Orchard Terrace and established a department store. Reed died in 1895 and in 1903 the business was taken over by Griffith & Co. In the south-west quadrant the Prince Arthur pub was built at 422 Lee High Road in 1870 (closed 2005) It was originally one of a row of early 19C cottages of which three - nos 424-428 - survive behind modern shop fronts.</p> <p>In 1898 No 345 Lee High Road was built in front of former Old Tiger's Head stables. It incorporated a fire station but the London County Council built a replacement in 1906 in Eltham Road which is still in use. A police station was built at 418 Lee High Road in 1904, replacing one built before 1860. It was converted to residential apartments in 2003.</p> <p>In the early 1960s the south-east quadrant, including Carston Mews, was demolished to make way for Leegate shopping centre which went into decline following the opening of Sainsbury's on the opposite side of Burnt Ash Road in the late 1980s.</p> <p>Meadowcourt Road has an interesting historical association, in that one of the houses was the childhood of Ruth Williams (1923-2002), who later became the wife of Seretse Khama, the chief of the Bamangwato tribe of Botswana and its</p>
--	--

	<p>first President after independence. Osborn Terrace has remnants of surviving architectural history but was damaged during the Second World War.</p>
<p>Architectural quality and Built form</p>	<p><i>Dominant architectural styles, the prevalent types and periods of buildings, their status and essential characteristics, and their relationship to the topography, street pattern and/or the skyline. Also important is their authenticity, distinctiveness and uniqueness of materials, design, form, texture, colour etc</i></p>
<p>Comments:</p>	<p>The area of Lee Green crossroads is now suburban, but has had a long and varied history, and with its important links to transport this is reflected in the wide range of building types and ages, further recognised in the designation of a number of them as statutorily listed and locally listed buildings. A number of them are public buildings and this is reflected in their architectural status; these include the old Police Station and the current Fire Station, both of which are of high architectural quality reflecting the high standard of public building at the beginning of the 20th century. There are two pubs, one now not in pub use but the New Tiger’s Head building forms an important focal point and landmark with its high quality terracotta frontage and tiger’s head roundel at the intersection of Lee Rd; this building also dates from the turn of the 19th century, whereas the Old Tiger’s Head on the opposite corner is of a good quality contrasting design with sundry plaster and terracotta decorations. All its original features and fenestration survive and it addresses the corner with a curved frontage as well as forming a single storey link with the architecturally pleasing parade adjacent. Where this parade fronts the river there is a ghost sign for a firm of framers and guilders which adds additional historical interest to the area.</p> <p>The substantial brick bridge walls and pillars across the Quaggy add extra variety and interest to the road at this point, beyond which on the east side is Osborn Terrace; this looks onto some interesting small buildings at the back of Meadowcourt Rd reflecting a more industrial element of the area. There is a surviving pair of Victorian cottages also facing the open space but are overshadowed by the large post war later 20th century non-residential buildings which are anomalies and out of place in this area in both terms of scale and design. The yards of a number of shops also back onto this terrace, so the area has suffered over the past 50 years or so but as a whole could be greatly enhanced through tree planting, better street/pavement surfaces and better organisation of parking in order to appreciate the river more and provide a quiet green space for pedestrians to enjoy.</p> <p>Some of the original shopfronts of the parades fronting Lee Road are gradually either being restored or reinstated at present as the buildings are becoming more appreciated, apart from some unfortunate plastic replacement windows above the ground floor which were until recently original and then mistakenly allowed on one of the parades on the east side.</p> <p>The predominant character of Meadowcourt Rd, apart from the large 1960s non-residential building which now takes up part of the west side is of neat rows of modest Victorian houses, interspersed by a few later additions, probably as a result of bomb damage during the SWW. However, these later</p>

	<p>infills are still within scale.</p> <p>Features of the original houses have remained predominantly intact or have been re-instated and they also feature green front gardens and encaustic tiled paths. Flowering street trees further enhance the pleasant residential feel which contrasts so strongly with the crossroads nearby.</p> <p>It is also important to note the fire station cottages which also front Meadowcourt Road and are of interest and value both historically and architecturally.</p> <p>The suburban feel is reinforced in the adjacent close with a distinctly contrasting character, formed by pairs of Art Deco houses and an intact single landmark house where the road terminates. Some houses have retained more original features than others but this may change as these features become better recognised and appreciated and are being re-instated.</p> <p>A further residential contrast is provided nearby by the grander houses fronting Lee Road which are set back behind generous and treed front gardens and are of a higher status architecturally and historically than those on Meadowcourt Rd. Interesting too is the long row of houses at the bottom of Lee Road with their paired entrance doors, canopies and steps and all other features also intact as they appear to have remained in the same ownership. They are possibly unique in the wider area.</p> <p>There is an interesting building, now the Lee Bible Study Centre, at the entrance to Meadowcourt Road opposite the fire station which would benefit from finding out more about its history.</p> <p>One of the important and notable characteristic features of the crossroads is the mix of traditional scales and heights, within the predominant range of 2-4 storeys.</p> <p>There are a number of smaller double storey older buildings which are simpler architecturally but add significant and important historical interest and contrasting scale to the area around the crossroads. One of these groups turns the corner in a prominent position facing Eltham Rd, and another faces Brightfield Rd as well as being prominently visible from Lee High Rd. The Lee Bible Study Centre is an exception at one and a half storeys under a pitched roof.</p> <p>There are two groups of imposing 4-storey Victorian buildings facing the crossroads, one of which has Flemish gables and central bay window which rises up through the floors and originally housed the fire station to the rear, the entrance to which still survives.</p> <p>The other group is set back from Eltham Rd adjacent to the fire station and is fronted with shops. The first floor originally had bay windows which have been removed but the scars remain, and there are other original features still remaining which include the curved top windows and prominent chimney stacks. There is an interesting later shopfront addition in the form of what was possibly a bank frontage dating from the earlier part of the 20th century, its status reflected in the classical detailing, decorative fanlight and quality of materials.</p> <p>There is an interesting view of the fire station tower seen between buildings fronting Eltham Road and on the right is the listed earlier 19th century house</p>
--	---

	<p>with its classical porch, now part of the fire station but a rare survivor in the area reflecting an earlier residential era of buildings which once surrounded the crossroads. It has lost its garden setting but this could be easily re-instated at the front and it still retains a front boundary wall, although probably not original.</p>
<p>Open Space, Parks and Gardens and Trees</p>	<p><i>Private and public land, front gardens, trees, hedges and street greenery, parks, civic spaces their sense and contribution to the character and experience of an area.</i></p>
<p>Comments:</p>	<p>The Quaggy River winds its way through the area from Lee High Road in the west, under Lee Road, along Osborn Terrace, through Meadowcourt Road, to the playing fields in the north west. This provides a welcome natural feature, although partly canalised for some of its length which is now in a built-up suburban area. It is particularly visible from public viewpoints on the bridges across it in Lee High Road, Lee Rd (where there is a graffiti deer which has appeared elsewhere in the area over the past few years) and along a stretch of Osborn Terrace where it provides a welcome more naturalistic landscape element and defines the open space at this point. Unfortunately the open space bordering the river is currently lined with unsightly parking; this area is currently under-recognised as a pleasant space and could be much more pedestrian friendly and better landscaped.</p> <p>The river changes to a more natural character once it reaches the playing fields behind the houses on Meadowcroft Road.</p> <p>The meandering of the river through the built up part of the area also provided an opportunity for decorative cast iron bridge railings in Lee High Rd and solid brick walls and piers in Lee High Rd.</p> <p>In comparison to Eltham Rd which is characterised by mature trees along its length, Lee Green Crossroads is comparatively un-greened nowadays, apart from a number of trees planted in the last few years in front of the Leegate Centre in Burnt Ash Road and several mature plane trees to the side of the Leegate Centre on Leyland Road.</p> <p>Greened front gardens are a characteristic of Meadowcourt Road, as are the flowering street trees, all of which give the road a pleasant quality, unharmed by front garden parking as the front spaces are not deep enough.</p> <p>The backdrop of the playing fields behind further enhances the setting and the road names re-enforce the evocative connection.</p> <p>Also contributing significant landscape quality to the streetscene are the deep front gardens of houses fronting Lee Road with their mature trees bordering the pavement.</p>
<p>Character Zones</p>	<p><i>Discernible character areas or zones which may reflect the predominant historic character that survives from earlier periods or the original function, class distinctions, design or current uses.</i></p>
<p>Comments:</p>	<p>The crossroads dominate this part of Lee, both historically and today, and the buildings surrounding it reflect its status, the ongoing history of its varied uses and the people passing through. This continuity has however been sadly lost on the Leegate Centre site, where before there was a vibrant parade of shops and mixed uses which complimented and were an integral part of the streetscape surrounding it.</p>

	<p>Interestingly, a significant amount of open space, now sports fields, has remained not far from the crossroads and this defines the boundary between the built-up area (now proposed as a CA) and the designated MOL. This open land further links with Manor Way and the Cator Estate (Blackheath Park CA). The parade of shops at the bottom of Lee Road begins where the residential element terminates on the east side at Meadowcourt Road (and where the Blackheath Park CA terminates). On the west side of Lee Rd the residential buildings extend slightly further south towards the crossroads (excluded from the Blackheath CA due to the 1960s estate inbetween so an anomaly which needs addressing) and the parade of shops only begins to the south of the Quaggy. These parades lend a strong and distinct character to this lower part of Lee Road.</p> <p>Behind the shopping parade on the east side of Lee Road is the complimentary residential Meadowcourt Rd which has its own specific character, including the sub-area of the close.</p> <p>Osborn Terrace is historically a small self-contained area which forms a crescent off Lee Road.</p> <p>The small parade of shops on the corner of Brightfield Rd and Lee High Rd are a historical link between Lee Green crossroads and Lee High Rd, separated at this point from the predominant length of the high road by the Quaggy, which re-appears at the intersection of Eastdown Park further west towards Lewisham.</p>
--	--

Conclusion

Lee Green crossroads and the surrounding area are locally important both historically and architecturally, but also vulnerable and sensitive to change. Larger threats include demolitions and

changes to scale, massing, heights and appearance, as well as smaller scale incremental change to specific features including windows, doors, roofs, shopfronts and signage.

Such changes ignore the significance of the long and varied history of this crossroads and the quality of architecture and types of buildings that were constructed at different stages of its history, and are still reflected today in buildings surviving from different stages of its past.

In spite of these differences there has predominantly been a maintaining of traditional character and scale which has endured until the post war period when buildings which were sometimes out of place in their context replaced those which were lost due to bomb damage.

The replacement of a Victorian shopping parade with the Leegate Centre in the 1960s was not due to war damage but destruction in an era when architecture and context of the past was little appreciated or understood. This led to the loss of one corner of the richly varied crossroads and replacement with an anomalous development which bears little relation to its context or the historical development of the area. Due to its low-key frontage, with the taller central tower set back from the frontage, the remainder of the crossroads and areas behind have largely managed to retain their integrity and sense of place, although the crossroad itself presents ongoing problems of traffic volume and pedestrian crossings.

It is therefore important to protect the rich and varied historical and architectural qualities of this area through its designation as a conservation area. This would also tie in well with the existing conservation areas of Blackheath and Blackheath Park which could not extend as far as the crossroads as this would have been encroaching on another distinct area towards Lee.

Edmund Bird's report in the reference section below should be noted as further background to this submission.

Reference

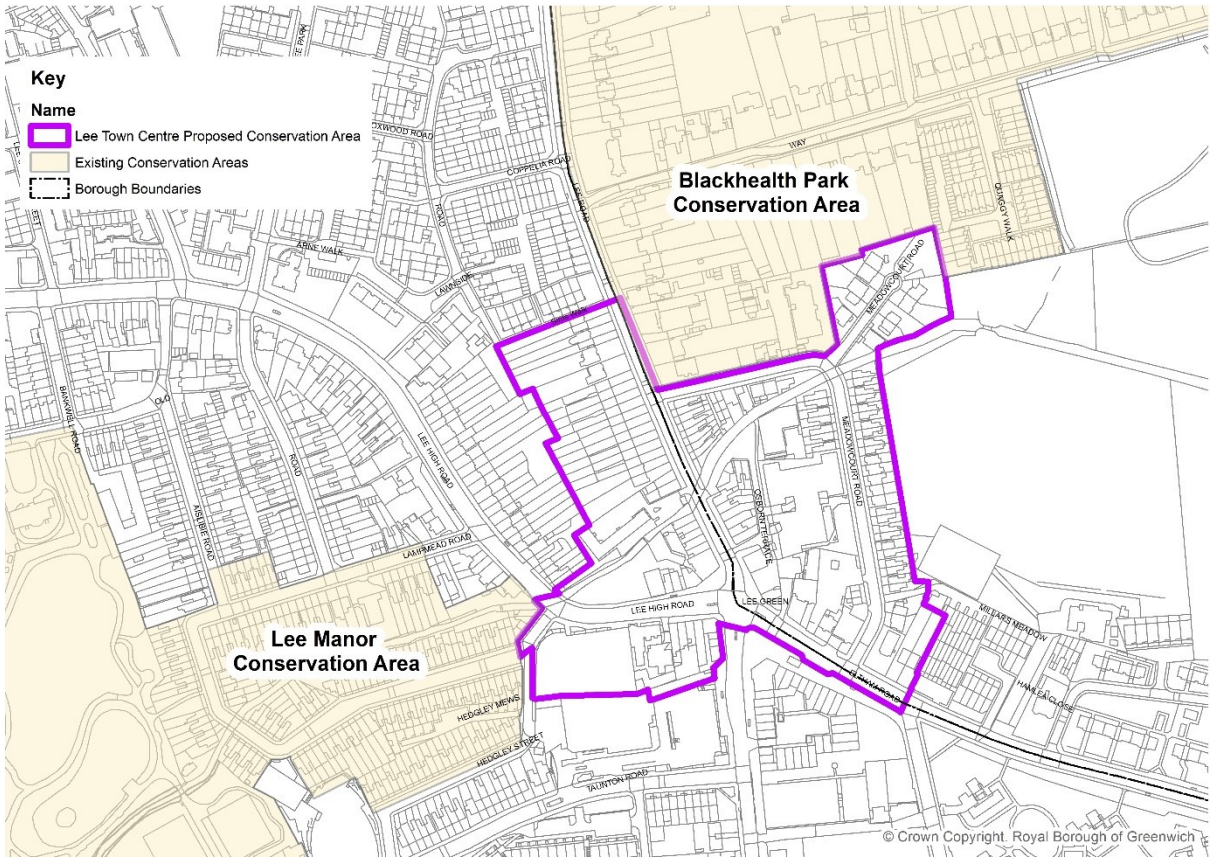
Running Past Blog [here](#), [here](#), [here](#), [here](#), [here](#) and at the end of [here](#)

Lee Manor Society [Design Brief](#)

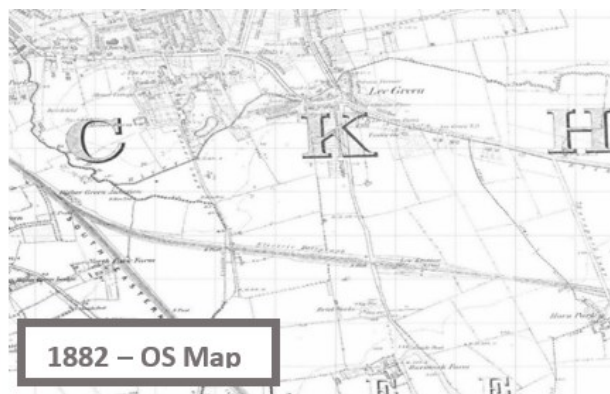
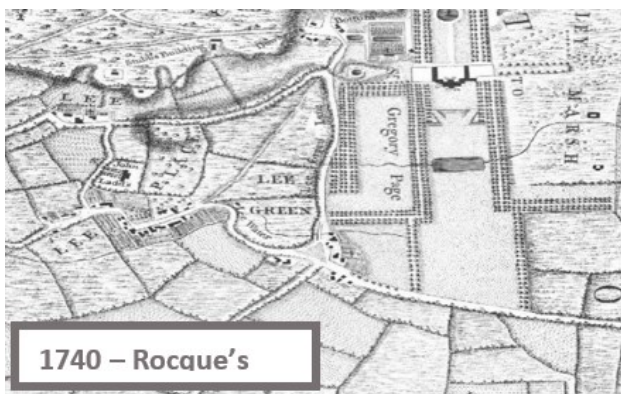
Lee Neighbourhood Plan [Heritage and Character Assessment](#)

Edmund Bird's 2009 report for the Mayor of London and recommendations to Local Boroughs [Heritage Assessment of Seven South London Town Centres](#)

Proposed Conservation Area Map



Historic Maps



Historic Images







Lee Green Fire Station

Modern Photos



Bridge over River Quaggy from Brightfield Road



Converted Police Station, 148 Lee High Road



Boundary Marker, Lee Road

Corner of Brightfield Road and Lee High road



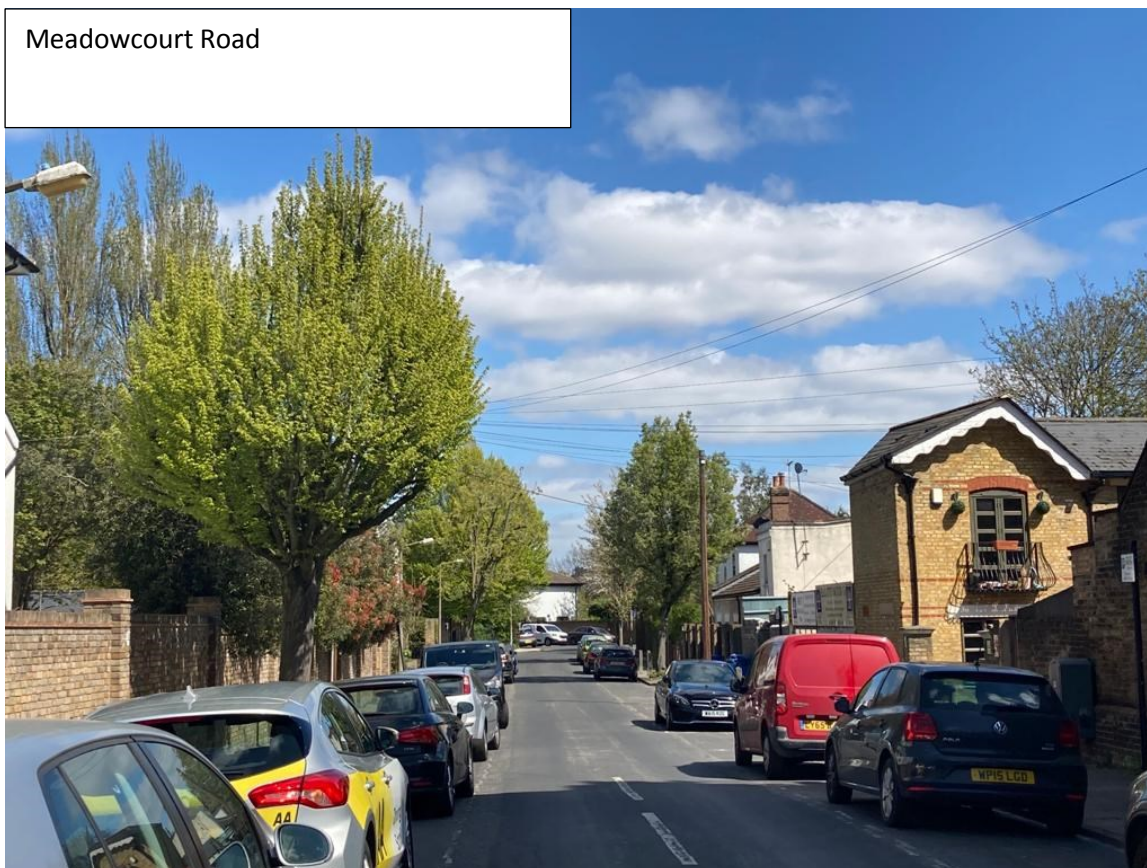
Lee Road



Lee Road



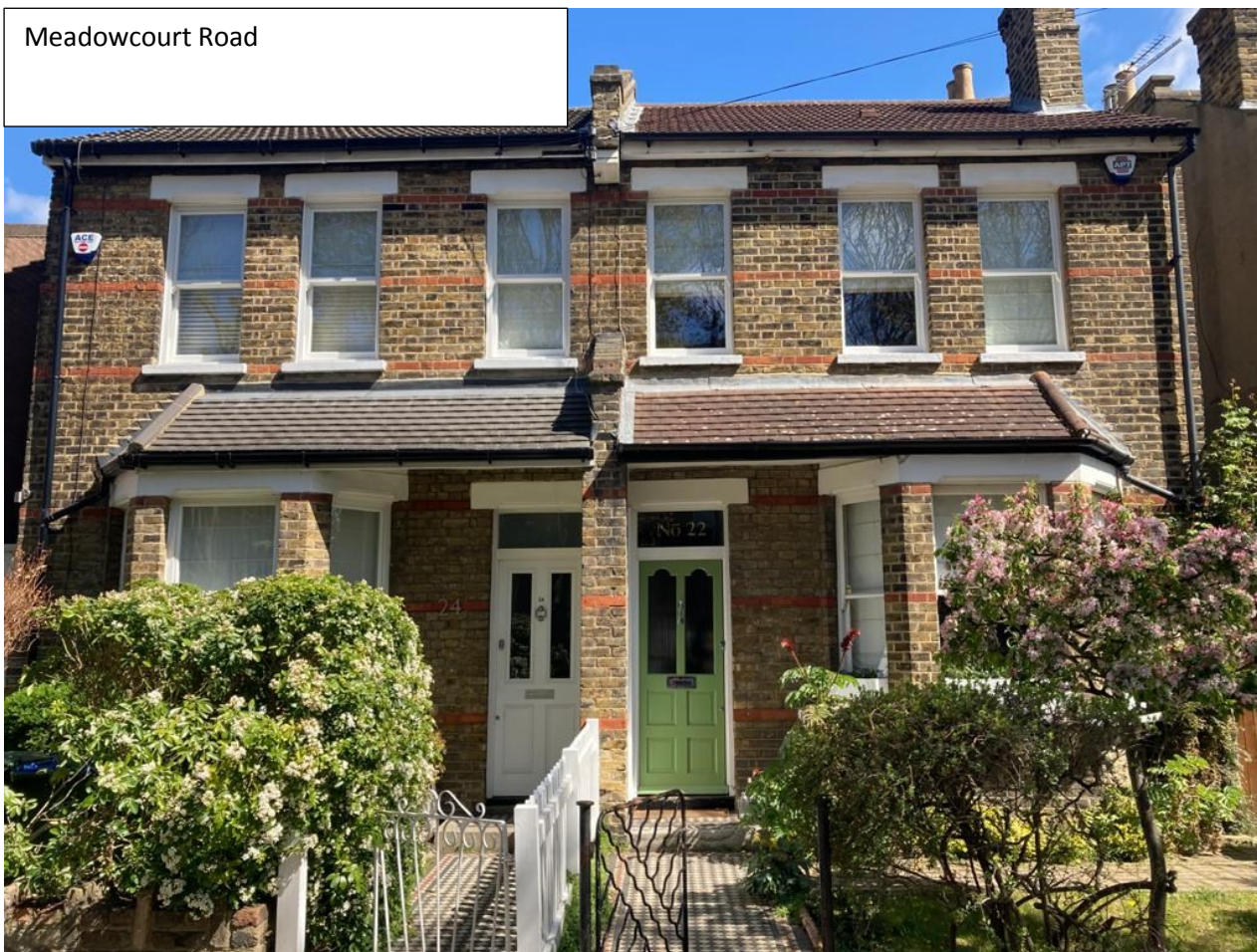
Meadowcourt Road



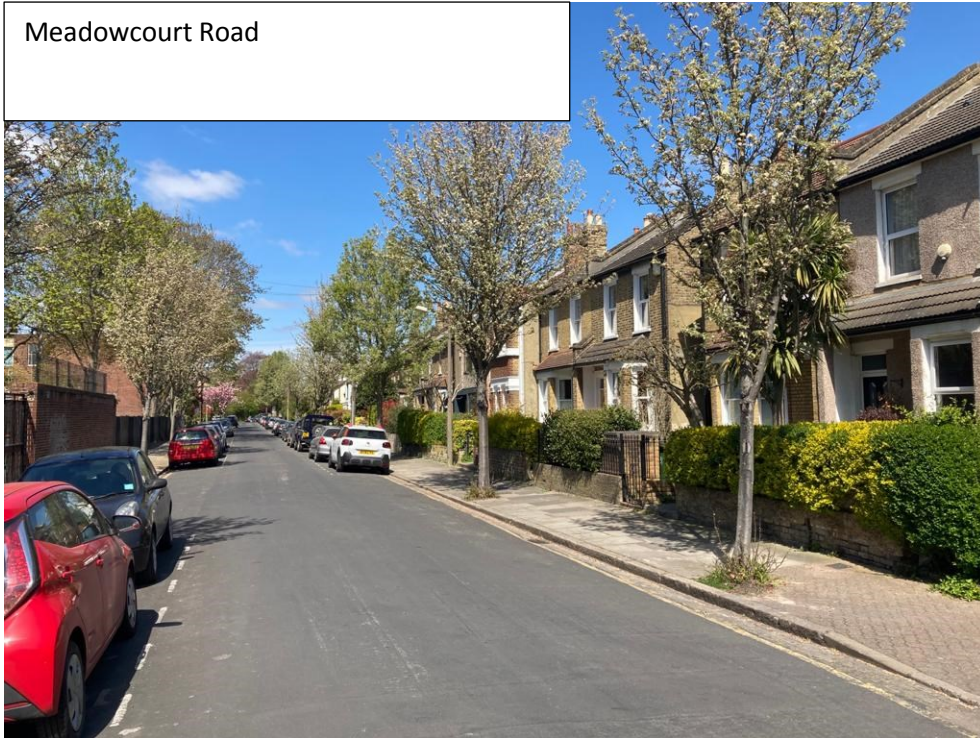
Meadowcourt Road



Meadowcourt Road



Meadowcourt Road



Eltham Road looking towards the Old Tigers Head and crossroads



River Quaggy and old signage Lee Road



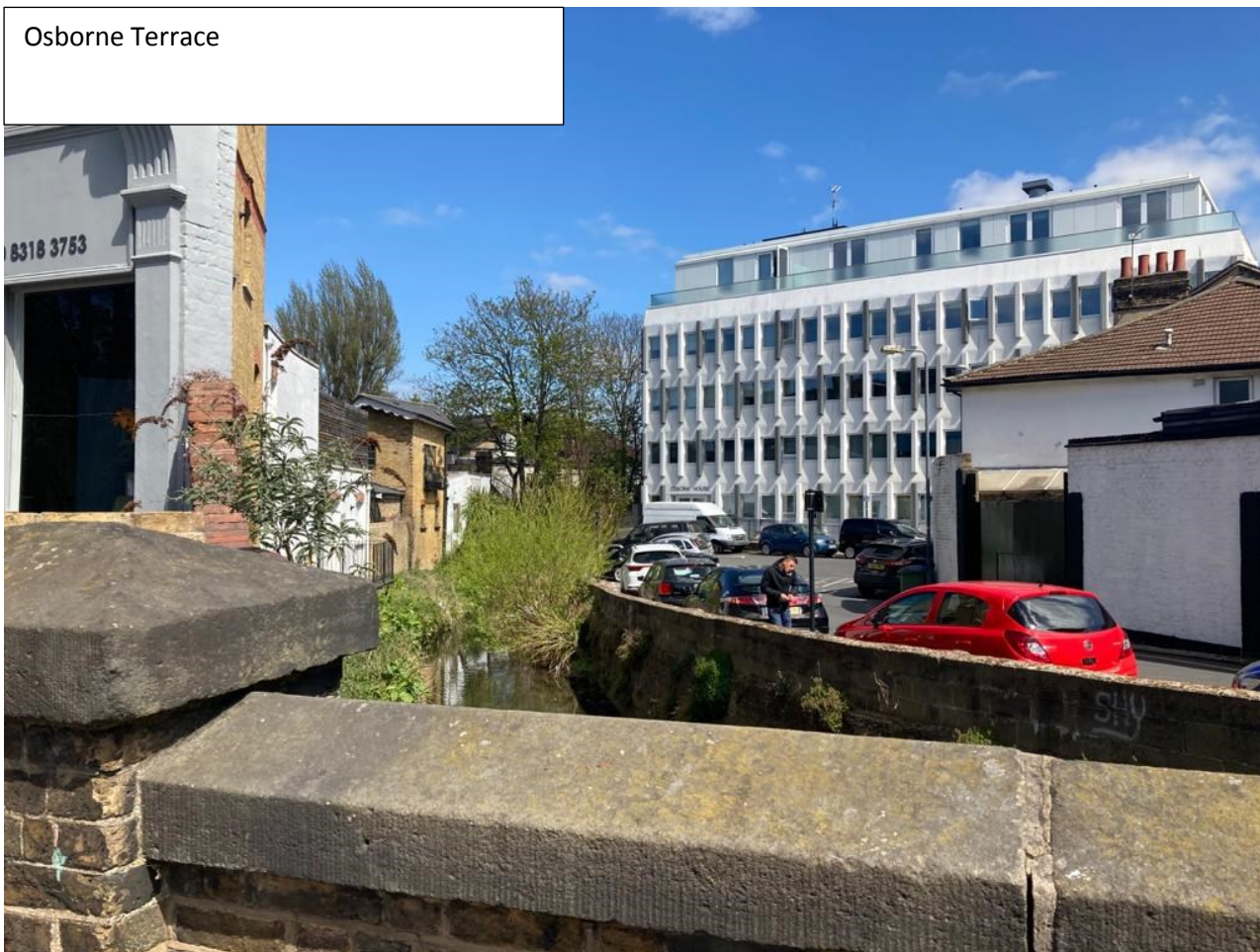
Lee Road



Osborne Terrace



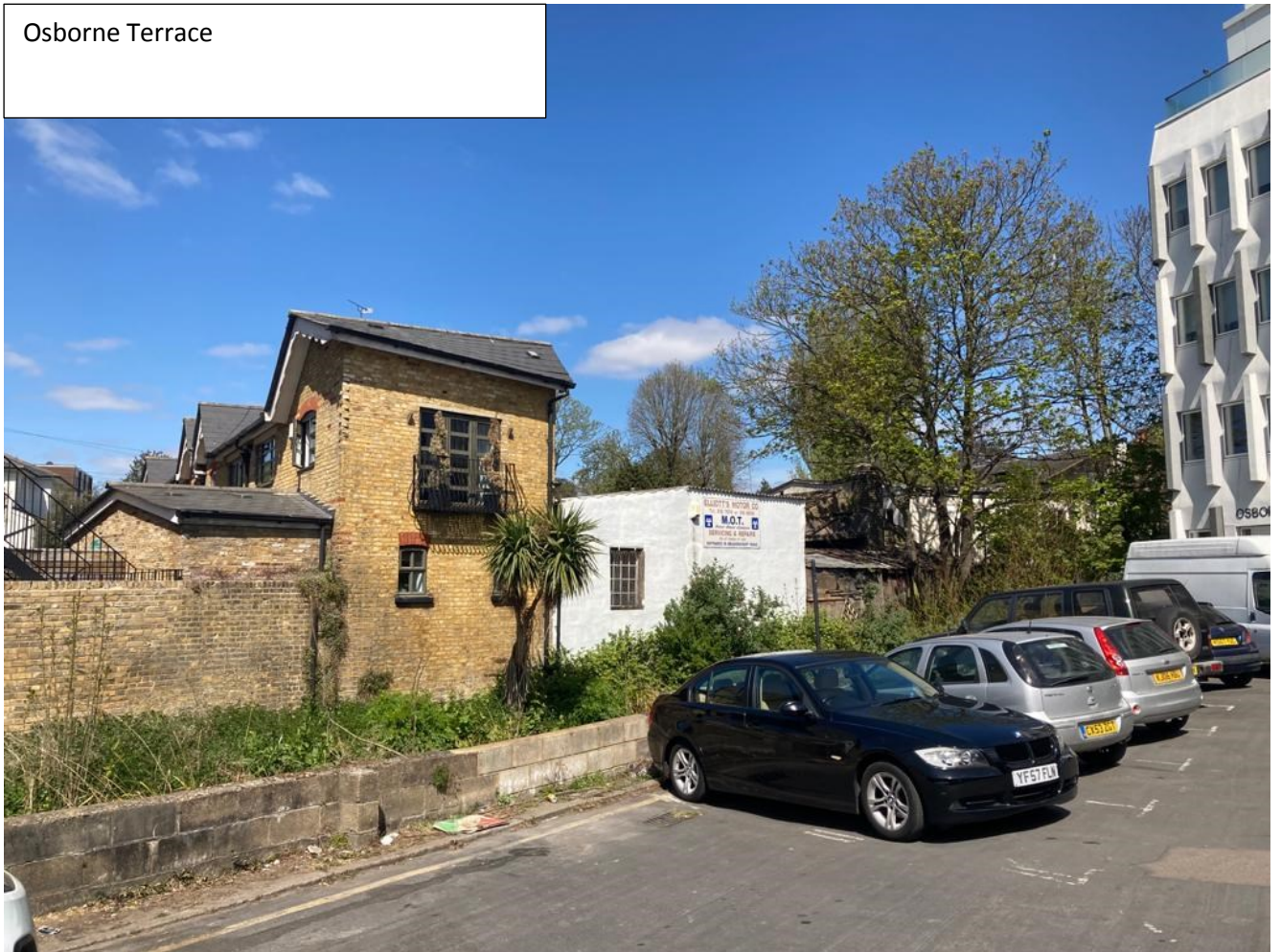
Osborne Terrace



Osborne Terrace



Osborne Terrace



Extract from Edmund Bird's 2009 Heritage Appraisal of Lee Green Town Centre

Lee Green Fire Station is a magnificent Edwardian landmark building designed by the renowned London County Council Architects Department and built in 1906 (see photos below, archive view dating from c1910). It is listed Grade II.



Nos. 1 to 5 Eltham Road - a tall four storey mid Victorian terrace of three properties with projecting shop units (including a former bank premises) to back of footway with tripartite arched windows to second floor, slate roofs with overhanging eaves and chimneys ((pictured centre right in the view below). They are Locally Listed.



Nos 161 - 167 Lee Road – small scale two-storey vernacular rendered properties (now the new location for the branch post office) at the junction with Eltham Road seen between the taller later C19th properties and the red-brick New Tiger's Head PH in the photo below (seen in image below - centre left). They are Locally Listed.

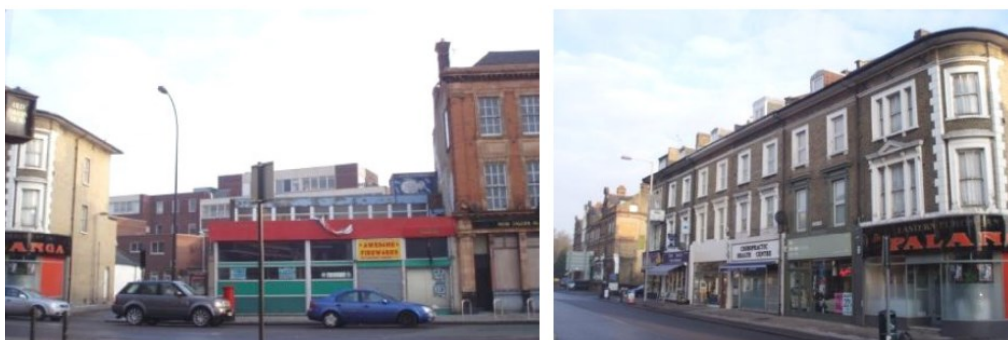


The new Tiger's Head Public House – No 159 Lee Road

The New Tiger's Head is a splendid local landmark (pictured below left and in the archive photo dating from c1900 below right). Rebuilt in c1900 it has an elaborate façade of orange red-brick with a profusion of terracotta embellishments including a central bay topped with an elegant pediment, recessed arched opening to the 2nd floor and elliptical oriel bay on the 1st floor. The original ground floor frontage has largely survived with its twin arches supported on a central ionic column and matching half columns either side below a dentil cornice running between the terracotta pilasters. It is Locally Listed



To the north of the New Tiger’s Head is a single storey c1960s former post office (**Nos 151 - 157 Lee Road**), recently closed - see photo below left) of no merit and the redevelopment of this site with a new building of a similar height to the New Tiger’s Head public house and the terrace on the north side (i.e. 3-4 stories) and of a sympathetic contextual design would be welcome. The three storey terrace of six shops with flats over (**Nos 139 - 149 Lee Road** – see photo below right) is an attractive mid C19th property with Italianate detailing. They are Locally Listed.



There is then a gap in this frontage on Lee Road through which the Quaggy River flows with views through to the backland sites (see two photos below left). Another Victorian terrace (**Nos 121 - 137 Lee Road**) stands to the north of the Quaggy (immediately adjacent to LB Greenwich’s Blackheath Park Conservation Area which lies to the north), c1880s with rich brick detailing, imposing gables, decorative ironwork balconettes and some historic shopfronts (see two photos below). These are Locally Listed.



To the rear of this arc of historic buildings lie backland commercial properties accessed from **Osborn Terrace** (photo below left) and Meadowcroft Road which for much of its length is lined with attractive two storey terraces of late Victorian housing (see photo below right).



Between Meadowcroft Road and Osborn Terrace is a 1960s English language college (**Eurocentre - No.21 Meadowcroft Road**), a 2 - 4 storey complex of predominantly red brick buildings of little architectural merit set in landscaped grounds (photo below). There is also a rather charming single storey Victorian building on the corner of **Meadowcroft Road** and Eltham Road (now a bible centre) and an adjacent pair of mid Victorian villas.



On the Lewisham side of Lee Road to the north of the Quaggy River there is a long midVictorian terrace of houses (**Nos. 92 - 114** – pictured below) and a group of detached and semi-detached villas of a similar age to the north.



To the south of the river is a short terrace of late Victorian commercial properties: **Nos 120 - 128 Lee Rd** with elegant gables, tall brick chimneys and dormers in the Norman Shaw manner (see photo below). A single storey property with a rounded pediment and scroll brackets either side links this terrace with the Old Tiger's Head public house to the south.



The Old Tigers Head (No.351 Lee High Rd - see photos below) dates from 1896 and has survived remarkably intact, note the plasterwork freeze below the cornice, the elaborate fenestration to the first floor set behind a cast-iron decorative balustrade and the early 20th Century lanterns on all three corners. The archive view dates from the coronation of Edward VII in 1902.





To the west of the Old Tiger's Head is a tall four storey terrace including a former bank (**Nos 343 - 349 Lee High Road**), retaining rounded Dutch gables and some of their original shopfronts (photo below left) and a large unsightly car dealership (**Nos. 329 - 341 Lee High Road** - see photo below right) comprising a single storey showroom and extensive open display yard. The redevelopment of this property proposed in Scenario 3 is welcomed, infilling a hole in the townscape at this important gateway into the centre of Lee Green from the west. The form of development should respect the established grain of this historic settlement by continuing the building line and scale of the Victorian terrace (Nos 343-349).



On the south side of Lee High Road is the imposing Grade II listed former police station (**No. 418 Lee High Road** - photos below) designed by the Chief Architect of the Metropolitan Police John Dixon-Butler in 1904. It is a fine Edwardian landmark of red-brick with Portland stone dressings, prominent two storey bay window beneath a tall pointed gable, decorated stone porch and Dixon's trademark paired-dormers perched above a dentil cornice. In Scenario 2 the comprehensive redevelopment of the immediately adjoining site to the west of the police station is proposed - it is essential that this preserves and enhances the setting of this historic building.



Area south of Eltham Road and along Burnt Ash Road The largest site within the Lee Green case-study for housing intensification lies to the south of Eltham Road and the east of Burnt Ash Road, currently the Leegate Shopping Centre constructed in the c1960s (photos below) comprising a nine-storey tower with a slab-block footprint on a 2 - 4 storey podium of shops with flats over grouped around a central plaza. This development is of no architectural or historic interest and although it performs an important local shopping role it has a bleak, windswept and sterile character that exerts a negative impact upon the historic village centre of Lee Green. Its redevelopment with a mixed use scheme is therefore welcomed subject to its replacement strengthening the retail facilities of Lee Green and enhancing the setting of the historic core of this neighbourhood including that of the listed fire station.



Summary of Recommendations for all case studies

Strategies to achieve the intensification of housing within these seven town centre areas and their fringes, and other future projects elsewhere, should address the following issues:

1. Further development of a housing intensification strategy should be informed by a detailed audit of all of the historic assets in the areas concerned. This should include listed buildings, locally listed buildings or historic buildings of local heritage interest, properties that make a positive contribution to conservation areas, historic street furniture, registered parks and gardens and archaeological features.
2. **Many of the 7 town centres identified as case studies possess historic buildings which have yet to be recognised by heritage designation such as statutory or local listing or conservation area status. Whilst outside the scope of the Intensification Study this should be remedied by the boroughs.**
3. Full use should be made of existing Conservation Area Character Appraisals and Management Plans where they exist, where they do not or where they are out of date, it may be necessary for the boroughs to commission new appraisals.
4. Heritage designations should be regarded as a positive framework that manages change rather than simply a means of stopping development.
5. Such heritage assets should form an integral part of any development strategy or master plan which should encourage their appropriate refurbishment to extend their useful life (including the reinstatement of lost features that contribute to the local townscape) or if they are vacant or derelict, bring them back into use as a fundamental part of any development.

6. There are many good examples of heritage-led development schemes in London and elsewhere in the United Kingdom and continental Europe which are exemplars of a constructive approach to new development in historic areas, and these can inform future new housing intensification projects within the capital.
7. The design, scale and massing of new developments should complement and enhance the settings of historic buildings within the vicinity.
8. Heritage buildings should be seen as valued assets that add greatly to the local distinctiveness and sense of local community identity.
9. The redevelopment of under-utilised land with high quality, imaginatively designed mixed use schemes that respond to reinforce and build upon the sense of place created by the heritage assets that make the area special, is welcomed.
10. The retention and further development of the important retail and employment functions of the area must ensure that these uses address the street rather than being orientated towards car parks, incorporate active street-frontages and repair streetscapes that have been dislocated in recent decades.
11. The provision of much-needed housing, new community uses and attractive amenity spaces as part of well planned mixed-use developments which bring back the economic and social vitality lost in the past half century.