



HELLO & WELCOME

Please feel free to ask us questions- we are all wearing name badges!

Welcome to our public consultation to show you our initial plans for the residential development in Crystal Palace Park.

Clarion acquired the sites in April 2025 and will deliver the new homes within the Crystal Palace Park regeneration scheme. The regeneration scheme was granted Outline Planning Permission in March 2023 (ref. 20/00325/OUT).

Clarion is proposing that all of the homes across the two sites will be delivered as affordable housing.

Following acquisition of the Rockhills and Sydenham Villas sites, Clarion and its design team have been developing the design of the new homes that were approved as part of the regeneration scheme.

The overall specifications of development is set by the Outline Planning Permission and this consultation will focus on the reserved matters which include design of the buildings, building materials and landscaping. These are the things we are consulting on and would value your feedback on.

Make your way around the Boards displayed to find more information about the developments

What will be presented at today's event?



The sites and their context



An overview of the proposals



Our vision for the sites



Relevant sustainability information



Timeline and next steps

MEET THE TEAM

Clarion

Clarion is the country's largest social landlord with 125,000 homes for more than 350,000 people. Our mission is to provide affordable homes for those who need them most. We believe being a good social landlord is about making a difference to our residents and communities.



CLARION
HOUSING GROUP

PRP

PRP is an interdisciplinary, design-led practice with over 60 years' experience in housing design and urban planning. We deliver intelligent, responsive and enduring design solutions through a collaborative and knowledge based approach.

PRP

Townshend

Townshend Landscape Architects provide a professional landscape design environmental planning and urban design service.



Cratus

Cratus Group is a leading communications consultancy, providing community consultation services and integrated strategic communications across the built environment and local government.

Cratus
group

We want to hear what you think!

We would appreciate any feedback on our initial plans to help us shape our design proposals.

You can also find these boards online at our new website rockhills-sydenhamvillas.co.uk that will allow you to keep informed throughout the duration of the planning process and throughout the scheme's delivery or by scanning the QR code on this board.

PLEASE SCAN THE QR CODE WITH YOUR SMART DEVICE TO TAKE YOU TO THE WEBSITE





THE SITES

OUTLINE PLANNING PERMISSION

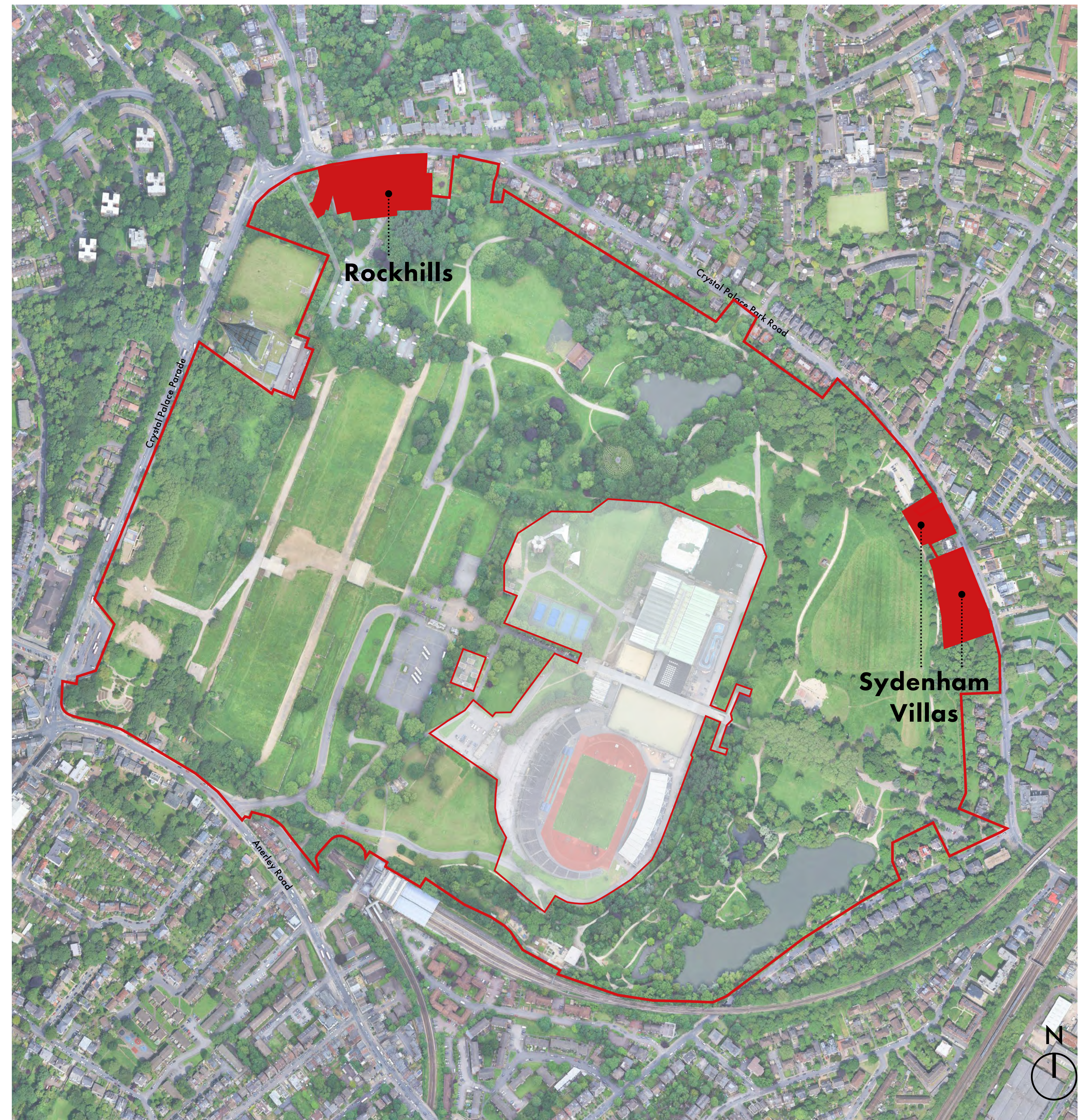
- The Outline Planning Permission covers the whole of Crystal Palace Park and is enabling the delivery of the Crystal Palace Park Regeneration Plan. The Regeneration Plan is being delivered by the Crystal Palace Park Trust and the London Borough of Bromley.
- The Regeneration Plan is delivering community-led aspirations for a restored and vibrant metropolitan park, which is an asset to its surrounding communities and visitors from across the UK. It will reinvigorate the Park and re-establish its identity and national and international significance.
- The works include the repairs of heritage assets, high priority conservation work, improvements to accessibility and the facilities to create income streams that sustain the future of the Park.
- Current works include restoring the Crystal Palace dinosaurs and the Tidal Lakes, creating a new playground and information centre, and work to conserve and repair the Italian Terrace walls.
- The Regeneration Plan includes permission for new homes on the Rockhills and Sydenham Villas sites to fund the conservation and regeneration works as well as permission for a new community centre to serve Crystal Palace.

ROCKHILLS

- The Rockhills site is located within the 'English Landscape' character area, as identified in the Regeneration Plan.
- Rockhills was architect Joseph Paxton's home until it was demolished in 1959 and since then it has been used as a caravan and camping site.
- This area on the northern boundary has permission for up to 140 homes and a new community centre.

SYDENHAM VILLAS

- The Sydenham Villas site is located on the eastern boundary of the Park, within the 'Cricket Ground' character area, as identified in the Regeneration Plan.
- These sites are currently occupied by a Park Maintenance depot building, St John's Ambulance facility and 'Diddy Dino's' nursery and have permission for up to 70 homes.





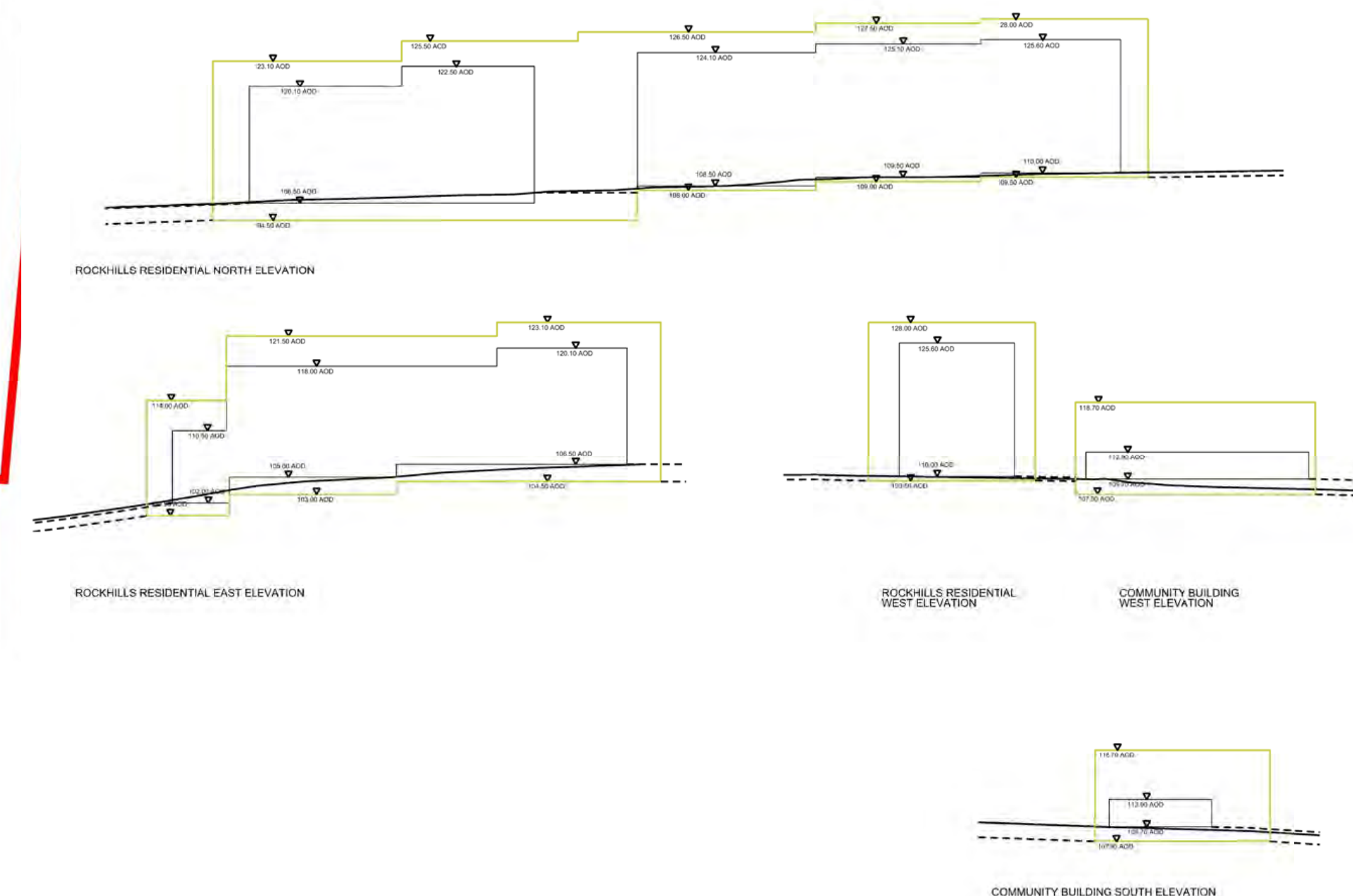
THE EXISTING PLANNING PERMISSION

The Outline Planning Permission set parameters for new homes on Rockhills and Sydenham Villas, to enable the delivery of the wider regeneration scheme. These parameters set the layout and height of the proposed new homes. We are now developing the design of the new homes, consistent with these parameters.

Relevant to these sites, the permission includes:

- Up to 210 new homes and a community centre
- Car and cycle parking
- Landscaping works
- Demolition of existing buildings and structures
- Creation of new pedestrian paths and vehicular accesses

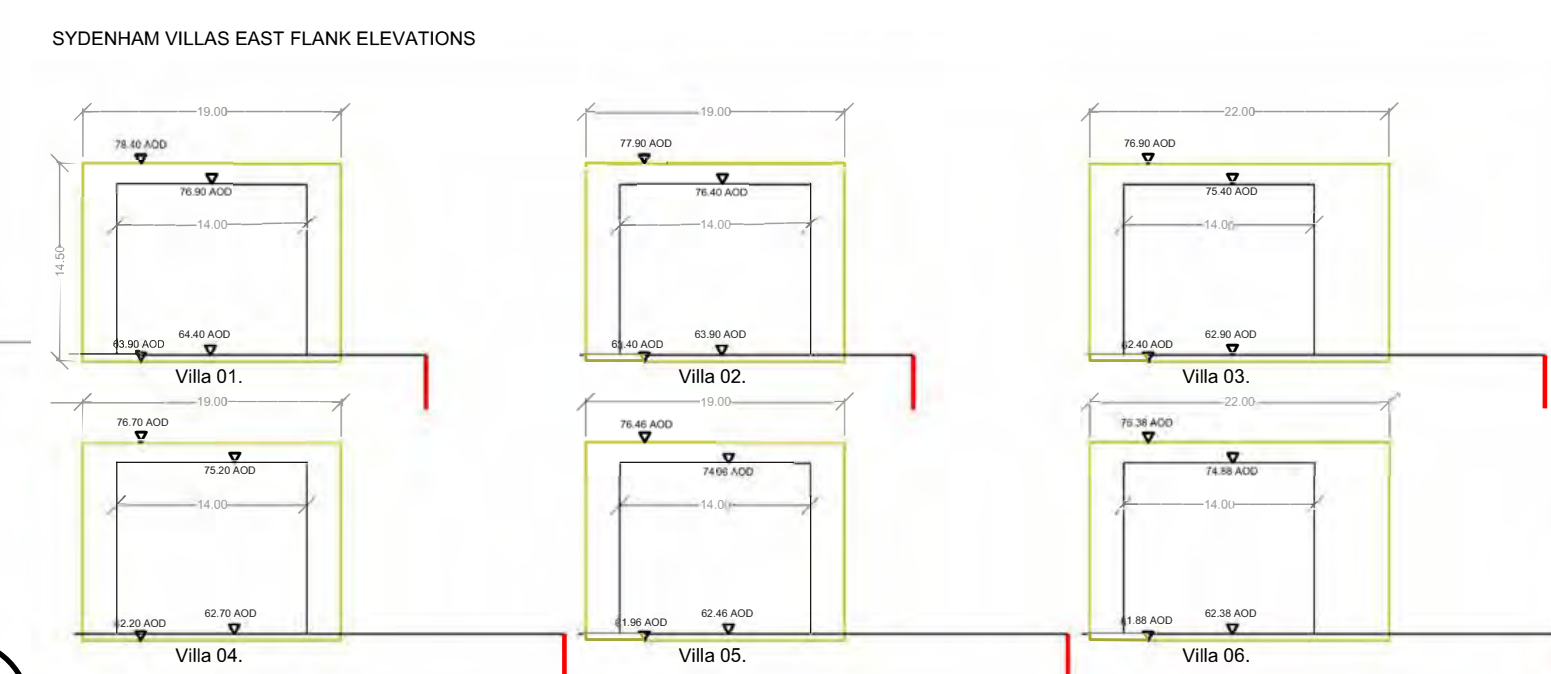
ROCKHILLS



Our proposals are consistent with the parameters – we would like your feedback on the architecture of the buildings, the proposed materials and landscaping.

Parameter Plan excerpts from Outline Planning Permission (DC/20/00325/OUT)

SYDENHAM VILLAS



- Minimum Building Envelope
- Maximum Building Envelope
- Planning Application Boundary
- Maximum land take

Parameter Plan excerpts from Outline Planning Permission (DC/20/00325/OUT)



THE PROPOSAL OVERVIEW



We are excited to exhibit our proposals for Crystal Palace Park residential sites, Rockhills and Sydenham Villas.

Our project team has worked hard to develop a proposal that not only meets the original planning goals, but also improves the local area. We have focused on thoughtful landscape design and considered local needs to help create a place that's even better to live in.

Our proposals for the Rockhills and Sydenham Villas sites will provide:



More affordable homes than the previous permission (including 1, 2 and 3-bed homes)



Shared ownership and social rent homes



A community centre for local people and the wider community



Extension of the park's green character into the heart of the development sites



A design that responds to the existing architecture and context

- ✓ New green connections towards the park
- ✓ Community spaces
- ✓ New green frontages

- ✓ New affordable homes for all
- ✓ Locally-distinctive architecture



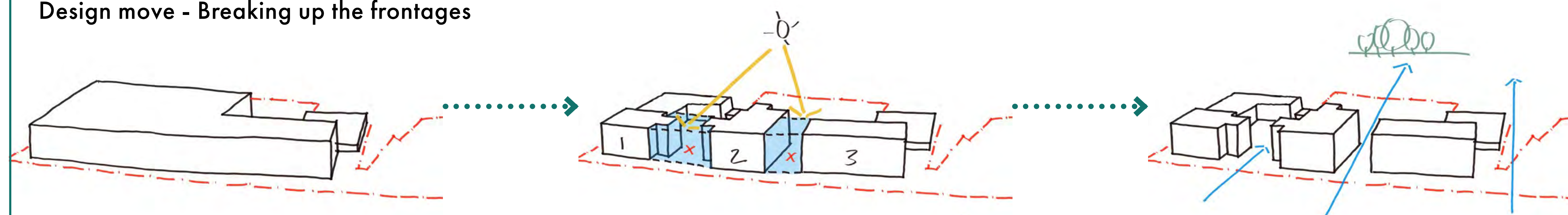


ROCKHILLS - LAYOUT, HEIGHTS AND PARKING

1 Responsive Design

The Rockhills proposals respond to the local context with key characteristic the breaking up the frontage, echoing the rhythm of buildings and spaces. This approach creates visual interest while respecting the character of the surrounding area.

Design move - Breaking up the frontages



2 Views to the Park

The inward turning blocks at the primary site entrance add relief and articulation to the northern elevation. This approach is reflective of Joseph Paxton's design ethos of extending vistas into the landscape.

3 Dual-aspect Homes

A break in massing along the northern boundary enhances views, introduces a landscaped pedestrian route to the park, and increases the provision of dual-aspect homes.

4 Parking

Parking courts are designated parking areas, integrated with the surrounding landscape. These courts are carefully designed around the existing mature trees, preserving their character and providing a natural framework for the space. Additional planting schemes and permeable surfaces enhance the overall aesthetic and ecological quality.

5 Clarion are working with the Trust to understand requirements for the **Community Centre**, so that it responds to local needs.



Illustrative Masterplan



ROCKHILLS - LANDSCAPE

1

Green Street

Taking inspiration from neighbouring front gardens and the greenery of Crystal Palace, we propose to enhance the streetscape and reinforce its character.

The proposed development will incorporate lush front gardens and a unified canopy of street trees, softening the built form and contributing to a more attractive, walkable environment.

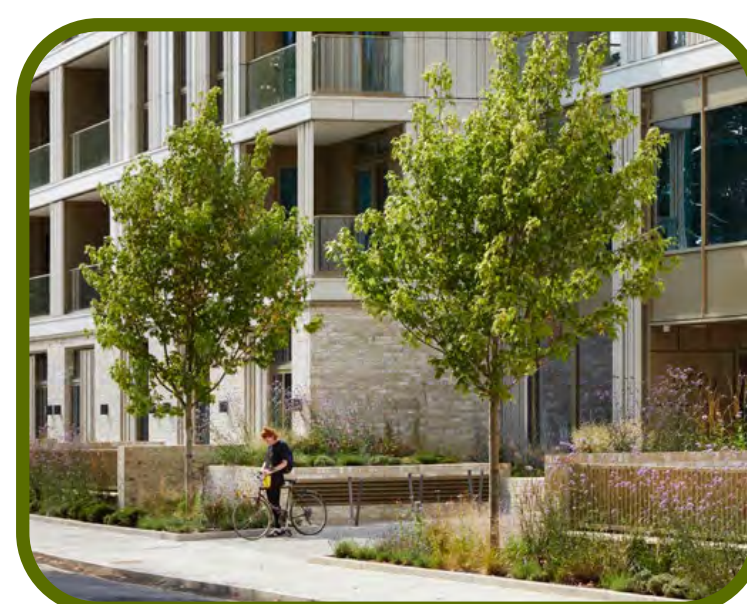
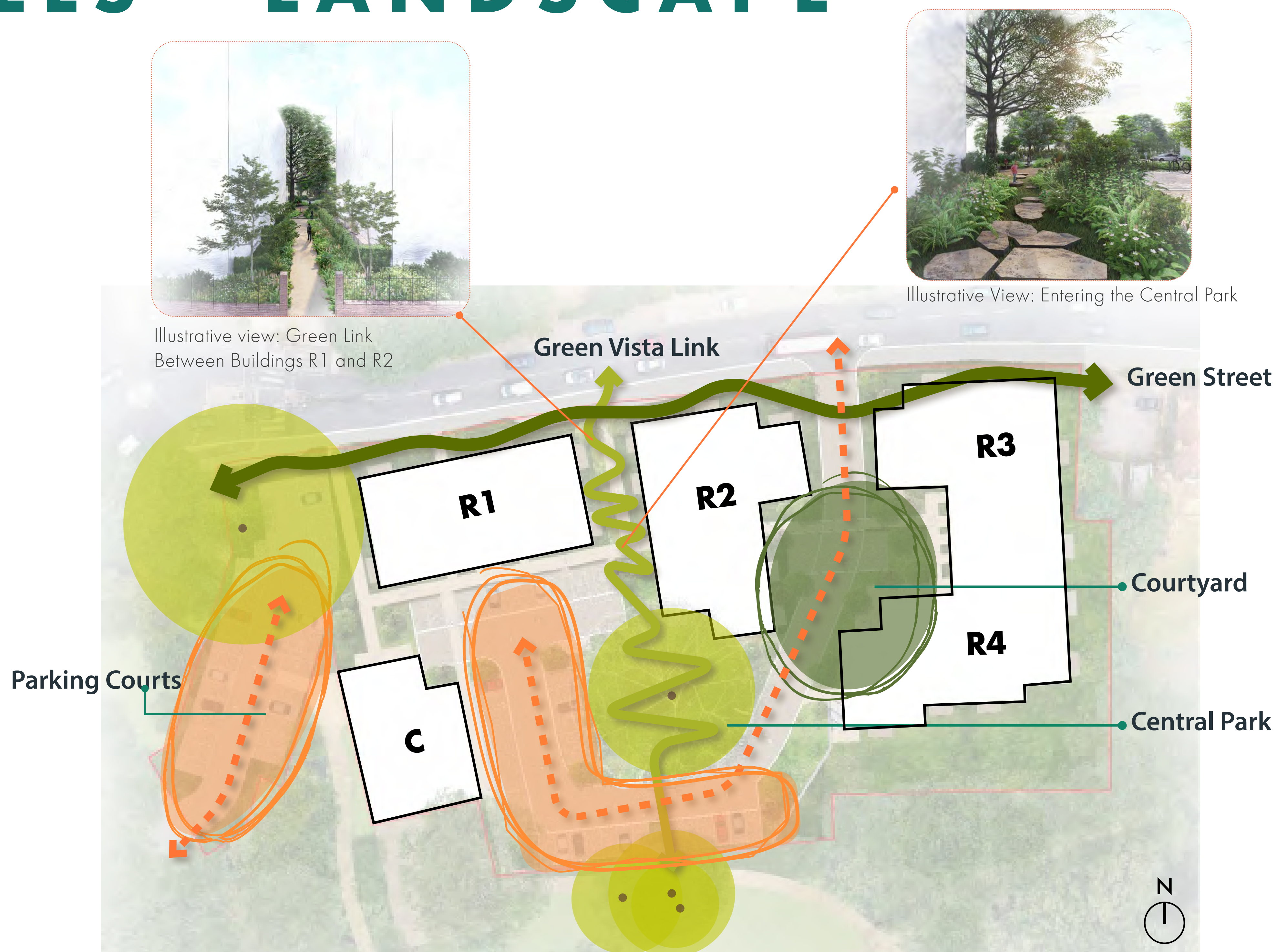
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Green Vista Link

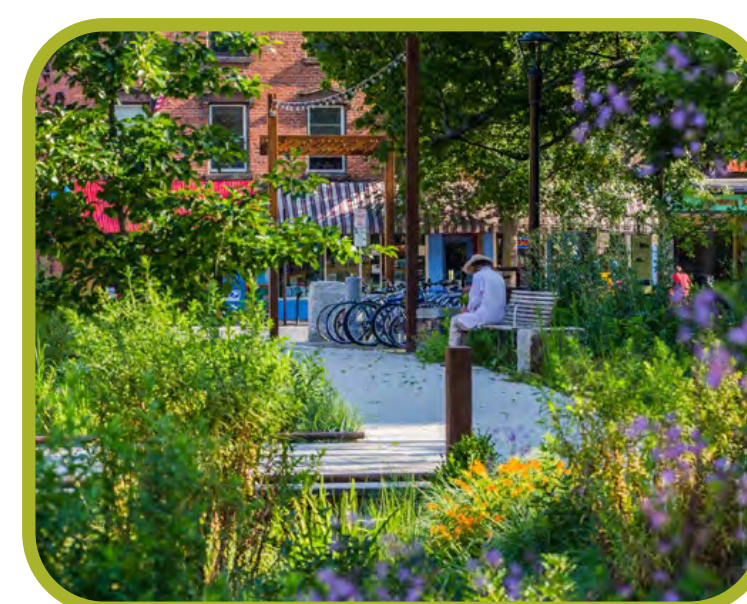
Establish a green link from Westwood Hill to the Park, anchored by the existing mature specimen trees, which will act as key focal points along the route. This pedestrian-friendly corridor will be enhanced with planting, creating a visually-appealing and accessible path that encourages movement towards the park.

Courtyard

The green foyer is a small, landscaped courtyard that softens the transition between indoors and outdoors, offering a tranquil space for residents and visitors. The design integrates car parking spaces into the landscape. Carefully chosen planting, coupled with natural materials, will enhance the sense of arrival and create a welcoming environment.



Green Street



Green Vista Link



Central Park



Courtyard



Parking Court



ROCKHILLS - VISUALS

- Design features will help to create hierarchy on the façade, reflecting local architectural characteristics.
- A key design principle is to ensure the buildings are robust and improve with age.
- The architectural approach aims to create a collection of characterful, context-sensitive buildings.
- Primary façade materials will include a mix of rich red and buff bricks.
- Brick detailing will enhance the façades with texture and tonal variation
- Framing elements may use projecting white brick details and grouped windows.
- A cohesive and consistent architectural language will be used across both sites.



Illustrative Views of Rockhills



Illustrative variations of materiality and details



Context Character Sketches

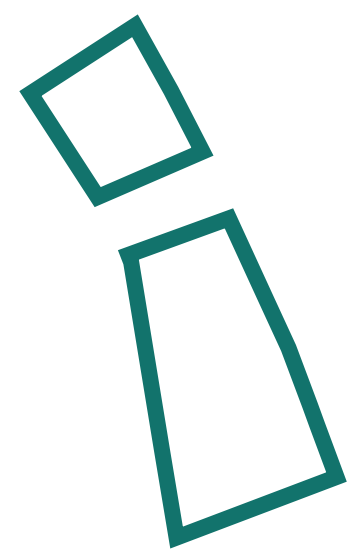
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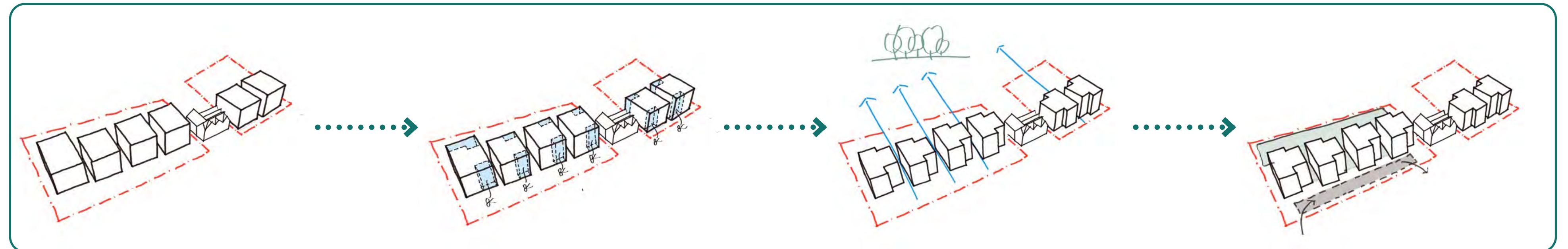




SYDENHAM VILLAS - LAYOUT, HEIGHTS AND PARKING

1 Responsive Design

The strong repetitive rhythm of villas and gaps, as well as façade articulation using the recessed 'shoulder' element, reflects the local architectural context.



2 Permeable Form

The permeable form maximises dual-aspect homes, reduces north-facing single-aspect homes, and ensures high-quality living spaces that enhance residents' wellbeing.

3 Park Connection and Vistas

The villa entrances and open gaps create a visual connection to the park, reflecting Joseph Paxton's original design ethos of vistas and community connection, adding a nostalgic charm to the design.

4 Parking Courts

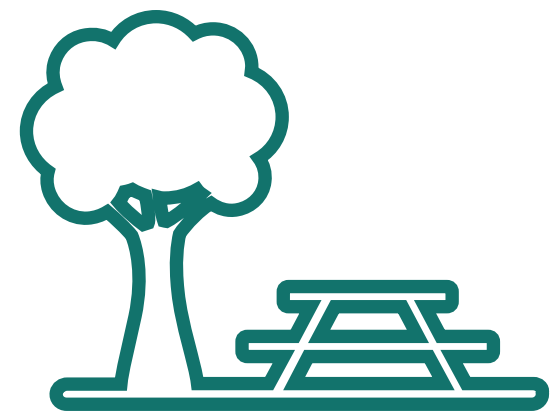
The two parking courts are designed to balance functional needs with landscape quality.

The rear parking court adopts a shared surface approach, promoting low-speed movement and fostering informal community interaction.

The second parking court, at the front, will incorporate greening, through permeable surfaces, tree planting, and low-level planting beds, to ensure the continuity of landscape character while supporting SuDS (Sustainable Urban Drainage) and biodiversity.



Illustrative Masterplan



SYDENHAM VILLAS - LANDSCAPE

1

Green Street

The proposed strategy seeks to complement and enhance the existing streetscape by reinforcing its established green character through the introduction of generous, well-planted front gardens and a unified canopy of street trees. These interventions will create a strong green frontage that softens the built form, strengthens the definition of public and private spaces, and contributes positively to the overall townscape.

2

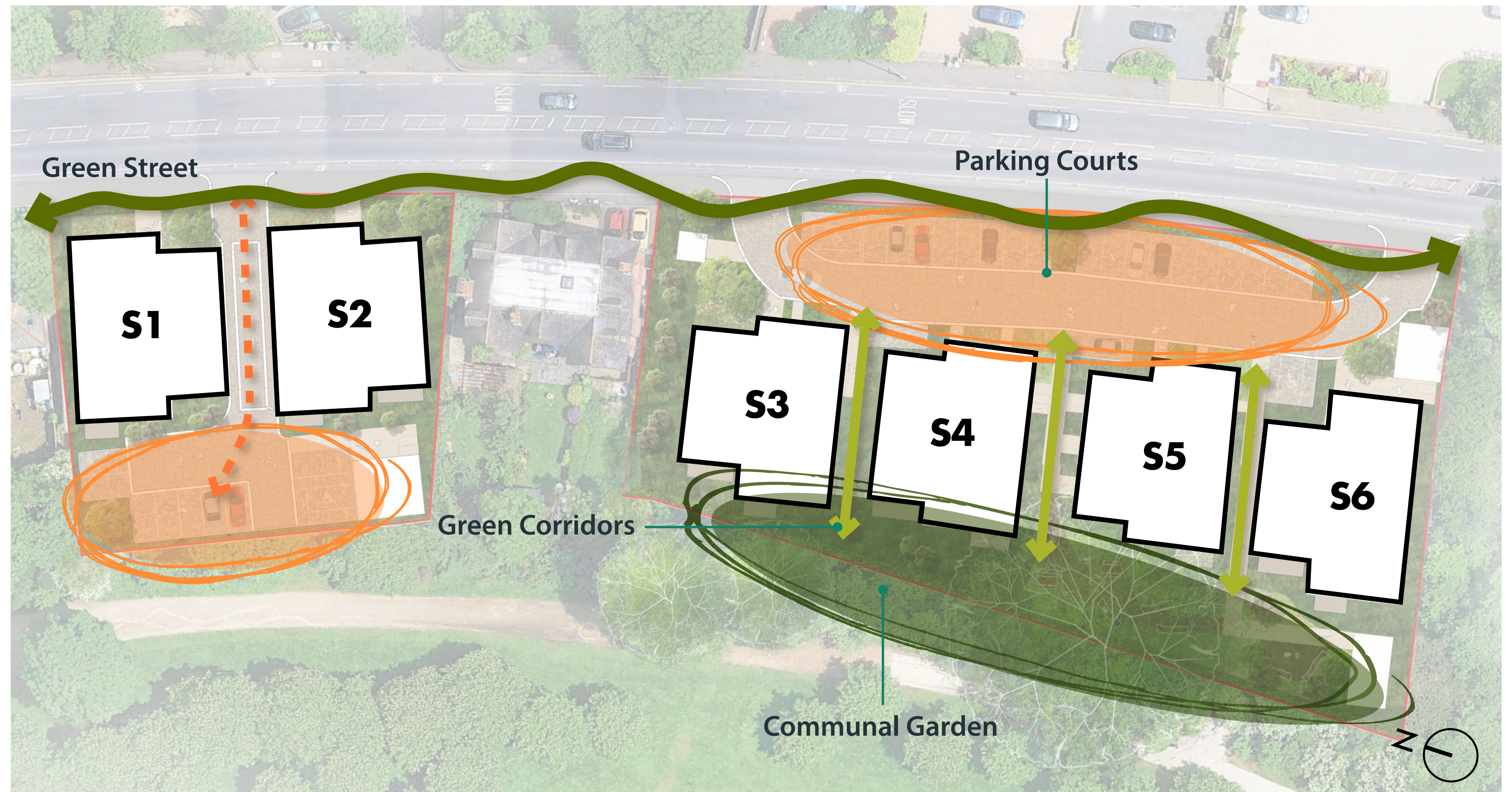
Green Corridors

Reinforce sightlines to the park by framing views with layered, context-sensitive planting and establishing clear, inviting pedestrian connections that draw people through the site. These visual and physical links will enhance the relationship between the development and the open space, encourage movement toward the park, and create a sense of openness and permeability within the urban fabric.

3

Communal Garden

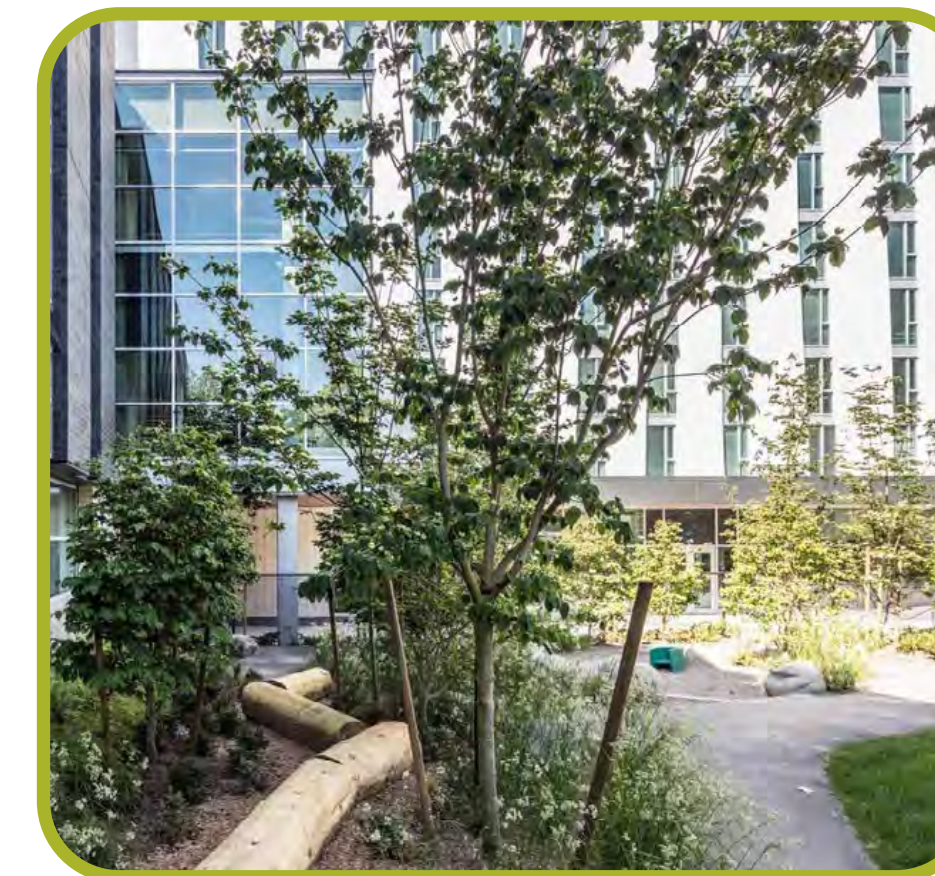
Establish a communal garden that extends the park's character into the site, offering a shared green space framed by planting and informal seating. Positioned at the rear of the buildings, the garden creates a transitional zone that enhances privacy while maintaining a visual and ecological link to the adjacent park.



Green Street



Green Corridors



Communal Green



Parking Court



SYDENHAM VILLAS - VISUALS

- Reflect key characteristics of local architecture.
- Aim for robust buildings that improve with age.
- Create a collection of characterful, contextual buildings.
- Primary façade materials: rich reds and buff brick.
- Add richness and depth with brick detailing, including texture and tonal variation.
- Incorporate framing elements, possibly with projecting white brick.
- Use window groupings to create façade hierarchy.
- Use a cohesive architectural approach with a consistent language across both sites.



Illustrative Views of Sydenham Villas



Illustrative variations of materiality and details



Context Character Sketches



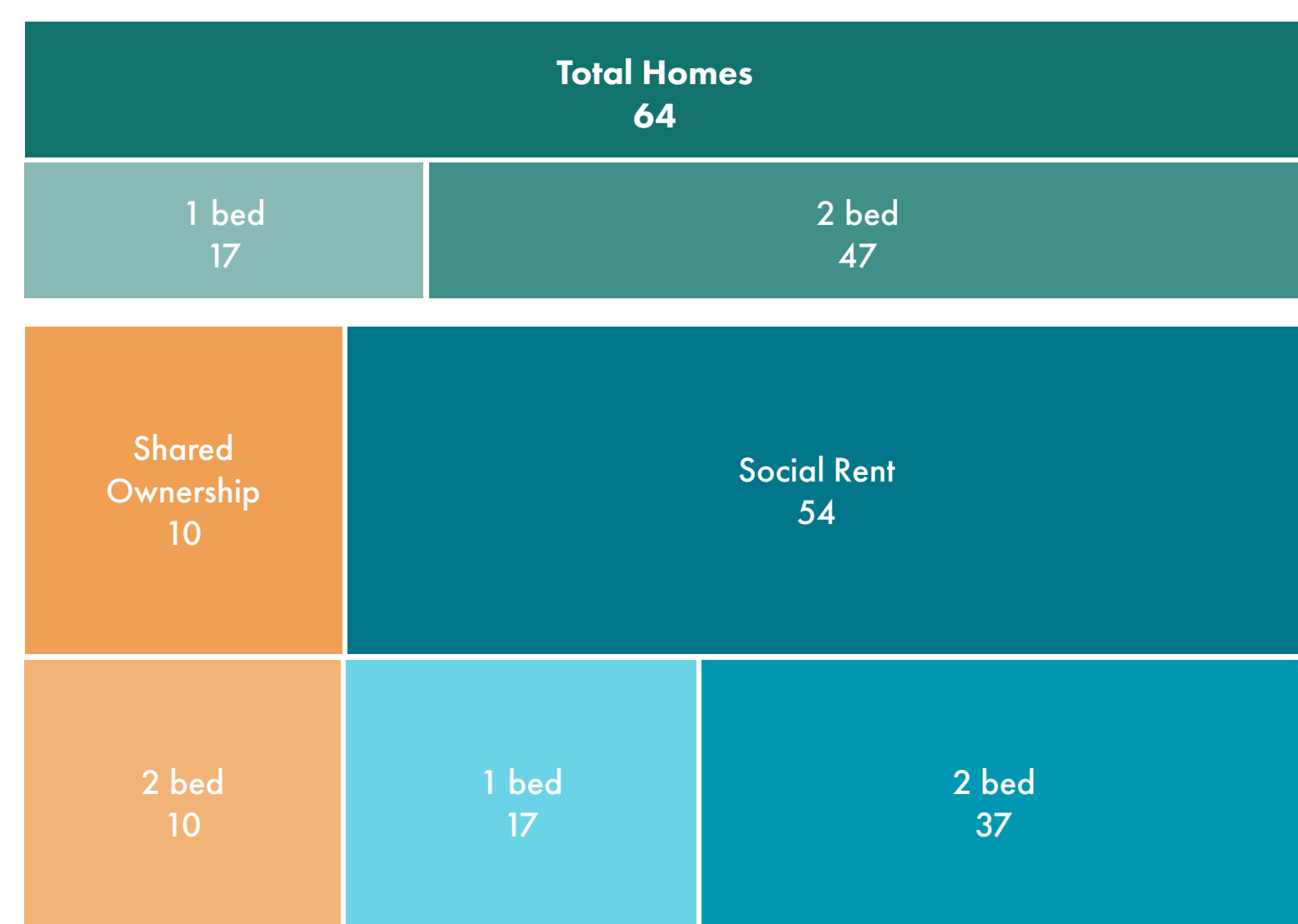


AFFORDABLE HOUSING

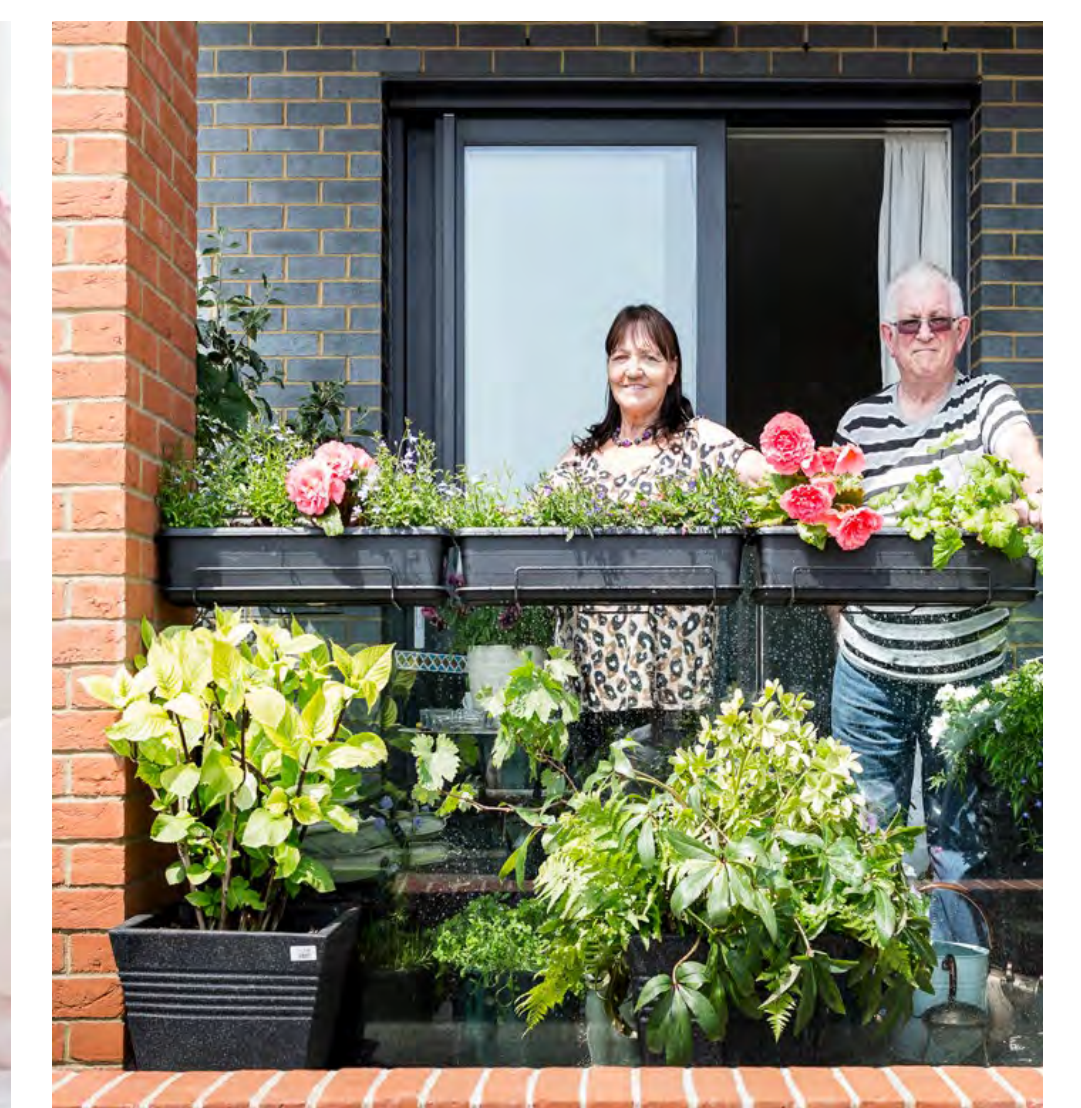
ROCKHILLS



SYDENHAM VILLAS



Illustrative house typologies of 1B and 2B flat (not to scale)



KEY

Shared Ownership Social Rent



SUSTAINABILITY





TIMELINE AND NEXT STEPS

Thank you for taking the time to visit our consultation for Crystal Palace Park.

We really value your feedback and would welcome any thoughts you have on our plans for the scheme.

Thank you
for visiting us
today!

If you would like to
hear more about our
consultation, please
contact one of the
project team or visit our
website.



Feedback will be gathered through multiple channels, including feedback forms available at the event, online submissions, and direct conversations with members of the design team.

Please take a moment to provide your feedback to one of our project team members or by visiting our website rockhills-sydenhamvillas.co.uk.

If you have any questions, please do not hesitate to contact us:



Would you like
more information?

Know someone
that can't attend
today?

 **Freepost "CRATUS COMMUNICATIONS"**
(no further address details or stamps required)

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