



Queens Square and The Broadway Draft Conservation Area Appraisal (February 2021)

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Part 1. Introduction

About This Document

This draft Conservation Area Appraisal has been prepared by Crawley Borough Council in order to support the proposal to designate a Conservation Area focused on Queens Square and The Boulevard, which was published for consultation in February 2021. It is intended to describe in outline for the special interest of the area proposed for designation.

Subject to the outcome of the consultation and a future decision to designate this area as a Conservation Area, a further Conservation Area Statement will be prepared, consulted on, and adopted as a Supplementary Planning Document. This will incorporate a more detailed appraisal, development guidance, and a management plan.

This document reflects survey work undertaken in early 2021. It draws on further sources including the Areas of Special Local Character Assessment and Local Heritage List Review undertaken by Place Services on behalf of Crawley Borough Council in 2020, the Crawley ASEQs and Locally Listed Buildings Heritage Assessment prepared for the council by Alan Baxter Associates in 2010, and other sources which are identified in the Bibliography.

What is a Conservation Area?

Conservation Areas are designated because they are recognised as areas of special architectural or historic interest which it is desirable to preserve or enhance. The designation of a Conservation Area is determined by a number of factors, particularly the presence of buildings that are of historic or architectural interest, but also by the retention of a historically significant design form or settlement pattern.

Conservation Areas require careful management to protect their special character. This is not to say that all new development and change is prohibited, but rather that where development is proposed, that it should come forward in a manner that preserves or enhances the intrinsic features of the Conservation Area. Conservation Area status therefore brings with it additional planning controls that limit the works that can be undertaken through permitted development and place additional planning requirements on other developments such as new buildings, alterations to and demolitions of existing properties, and the management of trees. Development proposals that are outside but near to the Conservation Area should also consider how they may affect the setting of the Conservation Area.

Planning Policy Context

The legal basis of Conservation Areas is [Section 69 of the Planning \(Listed Buildings and Conservation Areas\) Act 1990](#). This requires all local planning authorities to identify 'areas of special architectural or historic interest the character of which it is desirable to preserve or enhance' and designate these as Conservation Areas. It further requires local planning authorities to keep the Conservation Areas they have designated under review.

The [National Planning Policy Framework \(2019\)](#) sets out the overarching planning policy approach for England, with Chapter 16 specifically considering conservation and enhancement of the historic environment. The policies set out here must be taken into account by Local Planning Authorities in formulating planning policies and making planning decisions.

[Planning Practice Guidance ID: 18a-001-20190723 \(2014, with subsequent updates\)](#) contains additional guidance regarding the application of the national legal and policy framework.

The [Crawley Borough Local Plan 2015-2030](#), adopted in 2015, is the development plan for Crawley, and sets out a range of policies and requirements that should be taken into account by development. A number of key policies within the Local Plan would be of particular relevance to development proposals within or adjacent to the proposed Conservation Area, if designated. This includes:

Policy CH8 seeks to protect important views including, for Conservation Areas, more localised views. Local Plan Paragraph 4.45 provides additional detail, stating that ‘Important but more localised views and landmarks, i.e. less than approximately 200m, will be identified, protected and enhanced through Conservation Area, Area of Special Character or Locally Listed Building assessments’.

Policy CH12 recognises Crawley’s heritage assets as a finite resource, and seeks to ensure that their key features or significance are not lost as a result of development. Where development affects a heritage asset or its setting, a Heritage Impact Assessment will be required to consider the significance of the heritage asset and the contribution it makes to its setting and the wider area. The Heritage Impact Assessment will also need to consider the impact of the development on the Conservation Area and its assets and will need to detail any measures that will be implemented to ensure that a heritage asset is respected, preserved, enhanced or, in exceptional cases, relocated.

Policy CH13 is specifically concerned with development in Conservation Areas. It sets a general requirement that development in a Conservation Area ‘should individually or cumulatively result in the preservation or enhancement of the character and appearance of the area, and requires demonstration, through the Heritage Impact Assessment, as to how the proposal conforms to the relevant Conservation Area statement and character appraisal.

Policy CH16 relates to Locally Listed Buildings. These are a separate type of designation. It is, however, relevant, because a large number of buildings within the proposed Conservation Area are proposed for identification as Locally Listed Buildings through the review of the Local Heritage List, which is also being consulted on concurrently with this draft appraisal. Although Locally Listed Buildings are not considered to be of national significance, they possess local architectural or historical merit, and should be retained wherever possible.

The [Urban Design Supplementary Planning Document \(SPD\)](#) provides general design guidance in relation to development within the Conservation Areas. A Heritage Impact Checklist can be accessed in Appendix A of the SPD to assist in the preparation of a Heritage Impact Assessment.

In addition the area is subject to Local Plan policies which seek to protect the economic and social function of the Town Centre. **Policy EC2** identifies the wider Town Centre as a Main Employment Area, while **Policy EC5** sets out the broader Town Centre boundary and designated the Primary Shopping Area (including the entirety of the proposed Conservation Area) within this, with primary and secondary frontages separately identified. These locations have implications for the acceptability of different uses, particularly at ground floor level.

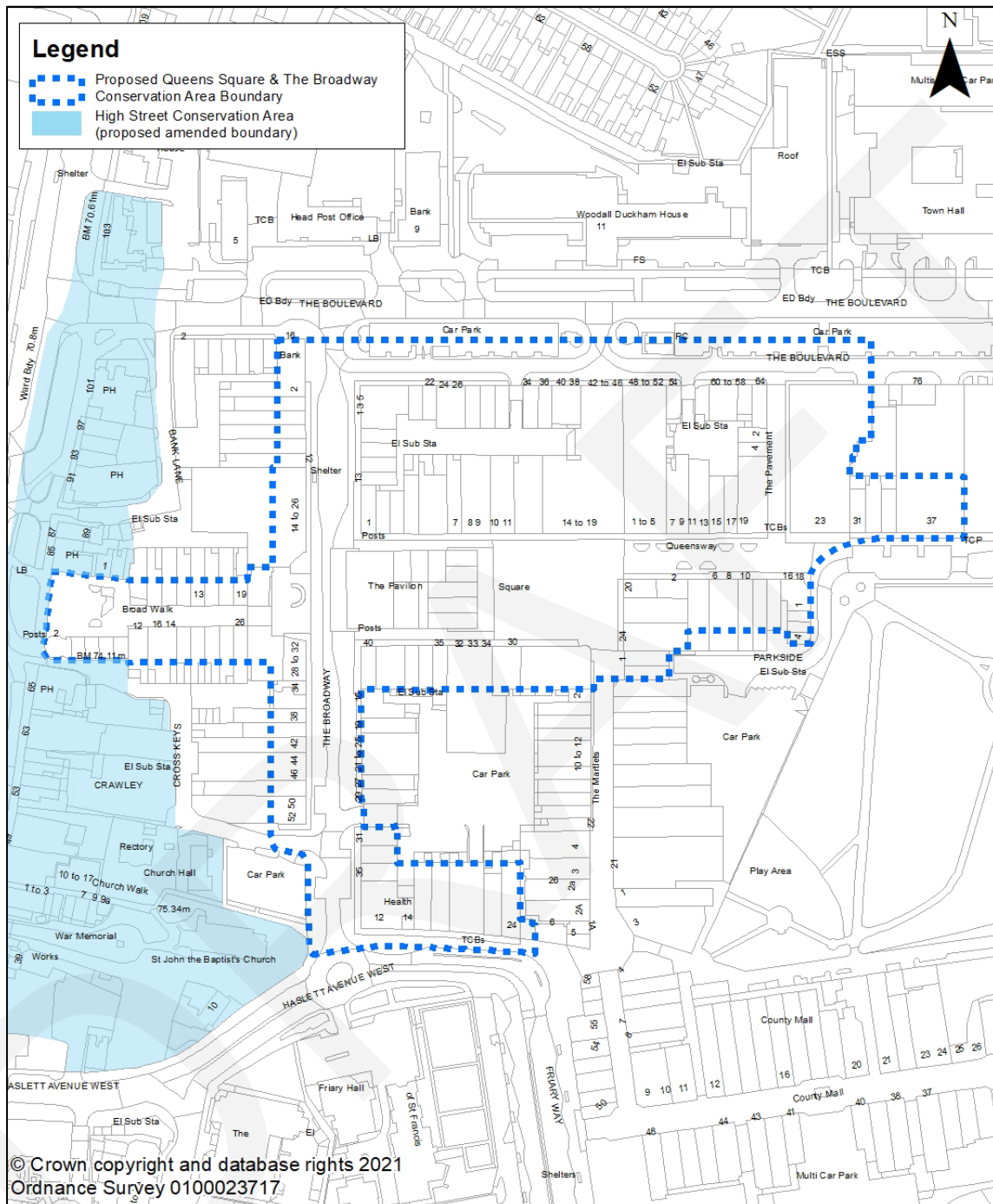
Further guidance relevant to the operation of adopted economic policies within the area is provided in the [Town Centre SPD](#).

During January and February 2021 the council has been consulting on an [updated Local Plan](#), which is due to be submitted to the Planning Inspectorate for formal examination later in the year. As the Plan proceeds towards adoption the policies it contains will have increasing weight in planning

decisions. Regard should therefore be had to the policies it contains, of which the following in particular are relevant:

- Policy CL4: Compact Development – Layout, Scale and Appearance
- Policy CL7: Important and Valued Views
- Policy DD6: Advertisements
- Policy HA1: Heritage Assets
- Policy HA2: Conservation Areas
- Policy HA5: Locally Listed Buildings
- Policy EC2: Economic Growth in Main Employment Areas
- Policy EC8: Evening and Night-Time Economy
- Policy EC9: Supporting the Creative Industries
- Policy EC11: Employment Development and Residential Amenity
- Policy TC1: Primary Shopping Area
- Policy TC2; Town Centre Neighbourhood Facilities
- Policy TC3: Town Centre Key Opportunity Sites
- Policy TC4: Active and Engaging Frontages
- Policy TC5: Town Centre First

Part 2. General Character, Location and Uses



Map 1. Proposed Conservation Area Boundary

General Identity and Character

The area contains the remaining extent of the central shopping and commercial district built in the 1950s to serve Crawley New Town (Map 1). As such it continues to serve a wide catchment across Crawley and beyond.

Townscape

The area is a planned post-war town-centre development, including the following features:

- An overall plan marked by straight north-south and east-west axes, forming right angles;
- Continuous building frontages with shop units at ground floor level and accommodation for other uses above;
- Mainly pedestrianised thoroughfares with servicing to businesses provided by rear courtyards.

Place within the wider settlement or surrounding landscape

The area is located in the centre of the town and borough of Crawley. It was built in the 1950s as an extension to the historic core of the settlement of Crawley, which was focused on the London-Brighton Road, and whose contrasting character is recognised by the High Street Conservation Area immediately to the west.

To the north the area is bounded by The Boulevard and the buildings to the north, which were planned as the 'Civic' district of the New Town Centre.

To the east and south the area is mainly bordered by areas of more recent town centre development (The Martlets, Haslett Avenue West, and the eastern sections of Queensway and The Boulevard), as well as the Memorial Gardens.

Geographic and historical context in relation to character and appearance of the whole settlement

The area was designed and laid out as part of the overall masterplan for Crawley as a New Town, made up of neighbourhoods, Town Centre, and commercial/industrial areas, following Crawley's designation in 1947.

Economic profile

The area continues to function as a central part of Crawley Town Centre, and as part of the identified 'primary shopping area', and a high level of footfall and activity remains an essential part of the character of the area. There has been some diversification of uses away from retail and an increase in residential population. The status of the area as a focus of retail activity has been affected by the creation of the County Mall to the south east (1992-4), and like other town centres across the country it has been exposed to a range of economic challenges which have been accentuated by the effects of the COVID-19 pandemic in 2020-21.

The wider challenges to town centres and high streets, and associated incentives to support a wider range of uses and an increased quantum of residential development, are likely to be a force for change in the area in future.

Part 3. Historic Interest

The interest of the area lies in its status as a relatively intact and extensive example of post-war town centre planning in one of England's original post-war New Towns. These origins are reflected in the overall scheme, the approach to design, and the architectural features, detailing and materials characteristic of the area.

The area was developed in the period 1952-58 by Crawley Development Corporation. It closely follows the 1952 plan by A.G. Sheppard-Fidler, which replaced an earlier, more ambitious plan of

1948 by Anthony Minoprio. H.S. Howgrave-Graham was responsible for much of the detailed implementation of the plan and the architecture of individual buildings.

The Broad Walk was developed by 1954, when it was one of the earliest pedestrian rear-serviced streets in a New Town. The remainder of the original scheme was complete by 1958 when Queens Square was formally opened by Queen Elizabeth II.

In the early years of the New Town numerous visitors came from elsewhere in the UK and from other countries to view progress. In this way the area contributed to the dissemination of this style of town planning.

Key determining historical features/parameters

The original architecture is in a modernist style, typical of New Towns of the period both in England and elsewhere. The materials and construction techniques are reflective of the financial constraints and shortages of the period. Later buildings within the area include examples of more recent styles, including the brutalist character of the 1960s Cross Keys House.

Archaeological Interest

As an area of 20th century comprehensive development in what was previously a mainly rural or semi-rural location the area has limited archaeological interest. Such archaeological potential as the area does have is likely to be focused on the western side, where it adjoins the older settlement of Crawley and the High Street Conservation Area. This is reflected in the fact that the area west of the line formed by the eastern side of The Broadway falls within a 'red' Archaeological Notification Area identified by West Sussex County Council, representing the Historic Core of Medieval Crawley.

Part 4. Architectural Interest and Built Form

The architectural interest of the area arises from its status as an example of post-war New Town development, and the way in which this is realised in the coherence of the overall scheme, its layout, built form, style, detailing, and materials, and in the presence of certain typical 'new Town' features such as public art.

Buildings within the area typically consist of continuous street frontages of three-storeys, often with continuous rooflines, resulting in a strong horizontal emphasis (see Figure 1). This continuous quality is also reflected in patterns of fenestration on the upper floors and by canopies and arcades (supported by tiled columns known as 'pilotis') at ground floor level (**e.g. see Figure 8 below**). A focus on neat lines and edges is also apparent at corners, which take the form of simple right angles. Within this framework, interest lies in the way in which the detailing and decoration of individual buildings is used to mark variations in status and importance. Some buildings also achieve added prominence by projecting further forward into the street, or in some cases (as on Queens Square) including a fourth storey (**See Figure 2**).



Figure 1. The South side of the Boulevard



Figure 2. Northern Frontage of Queens Square

Significant areas of the building frontages are comprised of glazing, either in the form of shop fronts at ground floor level or as glazing panels or areas of curtain walling elsewhere. Other walling materials include red brick (often arranged to form a geometric pattern), exposed concrete and infilling panels of metal and other materials. Mosaic tiles and glazed bricks are used for decorative effect, in a limited palette of blue, greys, teals and yellows (see Figure 3). Painted render occurs in some locations but may be a later addition. Canopies are usually finished in white timber.



Figure 3. Detailing on upper floors on Queens Square

Buildings within the area directly front on to the street, enclosing the main thoroughfares and public spaces. Courts and yards provide separate access to the rear for servicing and deliveries. A small number of larger buildings and shop units occupy deep plots fronting onto more than one street.

The character of the area has undergone some change through the addition of new buildings and significant alterations to some others. As originally completed Queens Square extended to The Broadway, forming a very large space enclosed to the west by 14-26 and 28-32 The Broadway and the passage to The Broad Walk (see Figure 4). The construction of the Pavilion building in the early 2000s significantly reduced the extent of the Square and provided a clear break between it and The Broadway. The new building echoes the New Town character of its surroundings in certain respects, but departs from it in others, notably in the very large canopies at roof level and the tall supporting piers, which contrast with the more restrained character of the original buildings (see Figure 22 below).

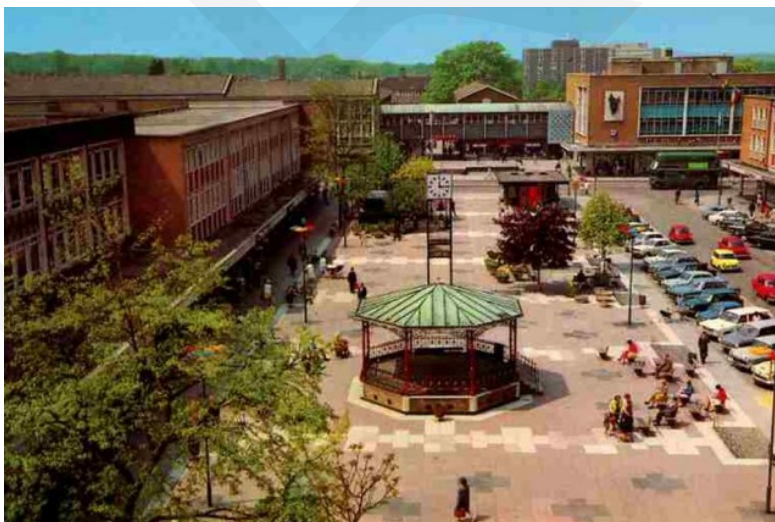


Figure 4. The Original Layout of Queens Square



Figure 5. Family Group sculpture

At the southern end of the Broadway Cross Keys House, with an additional frontage on to Haslett Avenue West, represents a later extension of the scheme, dating from the 1960s, and is in a distinct Brutalist style (see Figures 17 & 18 below). North of this, 15-29 The Broadway was rebuilt in 2020 with five storeys of flats above, with balconies running the length of the front elevation. Though in a modern, contemporary style, this development differs significantly from the surrounding buildings in its height and appearance, and has not been included within the boundary of the proposed Conservation Area.

Other changes include the redevelopment of the upper storeys at the northern junction of The Broadway and Queens Square, and more substantial renovation of retail premises on the southern side of the Square, which have tended to dilute the original character.

The area has also seen significant change in terms of the appearance of its open spaces. Until the early 1970s the northern side of Queens Square and Queensway were open to vehicular traffic. Little remains in place of the original street furniture, and the most recent renovation of the Square and its surrounding areas took place in the period 2016-19. This included the removal of the Bandstand (which originally came from Gatwick Racecourse) to the Memorial Gardens nearby. One remaining piece of public art is the 'Family Group' sculpture by Richard Browne, dating from 1959 and located on the elevation of 14-26 The Broadway, currently a Wilko store.

Part 5. Locally Important Buildings

The area contains a number of buildings of local historical and architectural interest which make a specific contribution to the character and appearance of the Conservation Area. Several buildings and frontages have been recommended for Local Listing by the 2020 Crawley Heritage Assets Review, and are included in the proposed Local Heritage List: Locally Listed Buildings document which is being consulted on concurrently with this appraisal. These are now considered in turn.

4-19 Queens Square

This frontage forms extends across most of the northern side of the Square, forming a central element of the original scheme of the area, reflected in a more complex and interesting treatment and the presence of an additional storey. The buildings remain relatively unaltered apart from the shop fronts to the lower ground (see Figures 6 & 7).



Figures 6 & 7. 4-19 Queens Square

Numbers 4-11 are set over three floors with shops under a suspended canopy at ground floor level. The windows of the upper two floors are set back within the elevation and vertically separated by Portland stone posts. Under each window is a brick detailing. Above the third-floor windows is a mosaic frieze that stretches the full length of the elevation.

Numbers 14-19 is three and a half storeys in height. The building has shops to the ground floor under a suspended canopy. The upper floor is in brick with smaller box windows to the upper half storey.

Several features seen on this frontage (vertical window arrangement to the front façade, brick elements beneath windows and mosaic detail) are echoed in 30-40 Queens Square (see below).

At the western end of this frontage 1-3 Queens Square (along with 7-13 The Broadway) has recently been reconstructed at first and second storey level to form flats, and in the process the original symmetry between 1 and 40 Queens Square has been lost, thereby eroding some of the character of the area, although the tiled columns or 'pilotis' have been retained at ground floor level.

30-40 Queens Square

Numbers 30-40 Queen's Square would originally have faced 1-11 Queens Square, and mirror a number of features found there, including decorative use of coloured brick and tiles (see Figures 8 & 9). The buildings are set over three floors with shops under a suspended canopy at ground floor level. The windows of the upper two floors are set back within the elevation and vertically separated by vertical posts of Portland stone, with a brick detailing beneath each window.

No. 40 occupies the corner plot where Queens Square meets The Broadway. It projects beyond the building line of Nos. 30-39, and the shops are recessed under a colonnade supported by mosaic columns. The fenestration detailing of number 40 (Osborne House) differs to the rest of the row, with a simple three over three individual glazed units formation.



Figures 8 & 9. 30-40 Queens Square

1-5 Queensway

This building forms part of the eastward continuation into Queensway of the frontage on the northern side of Queens Square. It is set further forward than its neighbours and is thus emphasised within the streetscene (see Figure 10).

The upper two floors are constructed in red brick with recessed shops at ground floor level. The colonnade is supported by square, concrete columns with a brick frieze. The front elevation has a glazed and ceramic element which is set in the front façade, and it is divided into vertical and regular panels with glazed ceramic tiles under the windows.



Figure 10. 1-5 Queensway

19-21 Queensway

This building forms a corner with The Pavement and is given emphasis by its colours and detailing (see Figure 11).

The upper two floors appear to be reinforced concrete, the windows are separated by vertical concrete posts, and directly below each window is a mosaic element.



Figure 11. 19-21 Queensway

6-18 Queensway

This frontage is at the point where the southern side of Queensway opens out to the Memorial Gardens, and is stepped down to two storeys, giving it a more intimate scale (see Figure 12) . The shops at ground floor level are recessed under a colonnade. The columns are in blue tiled mosaic the underside of the colonnade are recessed elements which are also tiled mosaic. Work was underway on the first floor of part of this frontage when the area was visited in winter 2020/21.



Figure 12. 6-18 Queensway

20-62 The Boulevard

This row forms the southern side of The Boulevard and remains relatively unaltered, retaining a high degree of cohesion (see Figures 13 & 14). The decorative detailing is of a comparable quality to that found on Queens Square and Queensway. The brick diapering of the archway separating nos. 32-34 and 54-56 – over the access to the interior service yard – are attractive architectural features within the row.

The loss of original windows in nos. 20-32 has somewhat diluted the architectural and aesthetic interest of the building. However, nos. 34-62 appear to retain their original metal frame windows. The shop front of the Boulevard Florist at no. 56 appears particularly well-matched to general architectural style well and is possibly an original feature.



Figures 13 & 14. 20-62 The Boulevard

14-26 The Broadway

This building is a notable building along The Broadway, having apparently been purpose-built as a department store, and would originally have framed the western side of Queens Square. It is currently occupied by Wilko.

The lower ground is covered by a thick suspended canopy which was refurbished in 2012. The glazed curtain walling to the front elevation is set back within the elevation and divided into six sections with Portland stone features. The south flank elevation has the same fenestration detailing. The upper two floors are constructed from brick and frames the fenestration detail. The south side of the front elevation has a 'Family Group' sculpture by Richard Browne, set on Portland stone.



Figure 15. 14-26 The Broadway

28-32 The Broadway

Like 14-26 The Broadway this building occupies a corner formed by the passage to the Broad Walk, and would originally have been prominent at the western end of Queens Square (see Figure 16). In common with much of the western side of The Broadway the building has a duo pitched roof. The ground floor is occupied by shops that are covered by a suspended canopy. The fenestration detailing is a typical post-war design divided by vertical Portland stone posts with glazed ceramic tiles beneath the windows.



Figure 16. 28-32 The Broadway

Cross Keys House (31-35 The Broadway & 12-24 Haslett Avenue West)

This building is a substantial and characteristically blocky in mass, constructed in the Brutalist style, perhaps reflecting the building's location next to the bus station (see Figure 17). The lower floor is occupied by shops which is covered by a suspended canopy. The east elevation (facing The Broadway) is stepped down and the southern elevation is marked by a gentle southward curve, which is continued to the corner with The Martlets.

The upper two floors have simple sash windows which are relatively small for the scale of the building, creating a repeated pattern. The third floor is recessed under a projecting canopy supported by concrete block columns. The canopy steps down along the west elevation.

At ground floor level on The Broadway elevation there is a series of three 'futuristic' shop fronts, with large, curving windows with rounded corners (see Figure 18).



Figure 17 & 18. Cross Keys House

2 The Broad Walk

The building is a single-storey, drum shaped structure with a segmental domed roof with copper trim. The front elevation has a shop front supported by steel columns, and to the rear the walls are constructed from brick (see Figure 19).

The shape of the building is unique within the streetscene, and falls at a prominent point where the post-war New Town development borders the older built fabric of the High Street area.



Figure 19. 2 The Broad Walk

5 The Broad Walk

This brick building is prominent within the scheme of The Broad Walk, the first section of the area to be completed in 1954. It forms a corner at the point where the buildings are stepped down to one storey as they approach the historic High Street area. The ground-floor shop is recessed under a colonnade supported by concrete columns. The upper two floors are occupied by residential flats with inset balconies in the west elevation.



Figure 20. 5 The Broad Walk

The Queensway Store (currently occupied by Decathlon) on the eastern side of Queens Square (1956-8 by Gaby Schreiber & Associates (job architect Douglas Glennie)) is not recommended for Local Listing, but with its four storeys, heavily glazed curtain walls, and the repetitive elements to the façade, it helps to define Queens Square and Queensway and underline their authentic 'New Town' character (see Figure 21).



Figure 21. The Queensway Store

Also on Queens Square the **Pavilion building** is a relatively recent addition of the early 2000s (see Figure 22). While some of its features, notably its large roof-level canopies and their tall supports, depart from the style of the original buildings to jarring effect, its prominent location and profile make it a notable landmark within the area. The building also responds to the surrounding buildings at least in terms of its height, horizontal roofline, and prominent use of glazing on its main elevations.



Figure 22. The Pavilion Building

There are other significant buildings outside the area which frame views within it and contribute to its character.

St John's Church, Crawley (Grade II* Listed – Medieval with 19th century tower) forms part of the neighbouring High Street Conservation Area and is a clear presence at the southern end of The Broadway (see Figure 23).



Figure 23. St John's Church



Figure 24. The Friary of St Francis and St Anthony

The **Friary Church of St Francis and St Anthony** (Grade II Listed – 1955-9) faces The Broadway and Cross Keys House at the southern end of the area (see Figure 24). The neighbouring Friary Hall closes the southward view along The Broadway.

The **Brewery Shades Inn** (Grade II Listed – Medieval with subsequent alterations) forms the northern side of The Broad Walk, marking a point of transition between the historic settlement and the New Town shopping district (see Figures 29 & 31 below).

More generally the western end of The Broad Walk provides views into The High Street Conservation Area and its key heritage assets. Among these the 1930s **Grand Parade** (Locally Listed) has particular significance, as its central range closes the westward view through The Broad Walk (see Figure 40 below).

The former **Post Office Building** (recommended for Local Listing – 1955-59) closes the northward view along The Broadway (see Figures 35 & 47 below).

The Bandstand (Locally Listed - 1891, formerly located at Gatwick Racecourse and subsequently Queens Square) now forms the centrepiece of views into the Memorial Gardens from Queensway. (see Figure 43? below).

A four-storey block forming part of **Crawley College** (recommended for Local Listing – 1954-8) closes the eastward view from Queens Square along Queensway (see Figure 41 below).

The **Crawley College** tower (1954-8) closes the eastward view along The Boulevard (see Figure 33 below).

Part 6. Spatial Analysis

With most buildings being of between two and four storeys, the area is relatively low-rise by town-centre standards, giving it a relatively restrained feel, notwithstanding the modernist style of the architecture.

The compact, terraced character of the area forms a clear contrast with the surroundings to the north, east and south, where buildings tend to be taller but also more isolated from one another in separate plots.

In terms of plan the area is forms a segmented block plan, defined by a series of east-west and north-south routes, exactly aligned to points of the compass, the right-angle corners formed by these, and various larger open spaces – notably The Boulevard to the north and the central Broad-Walk, Queens Square, Queensway axis.

The layout is less formal than the more grandiose original Minoprio plan, and relates more closely to earlier topographical elements, such as the buildings on the High Street and the Memorial Gardens.

Part 7. Streets and Open Space, Parks and Gardens, and Trees

With its more varied architectural treatment and sense of enclosure on all four sides Queens Square forms the focal space of the area. Owing to the construction of the Pavilion the east-west dimension of the Square has been significantly curtailed, but its size on an east-west axis is still greater than it is north-south, and it still recognisably has the function of a ‘Square’ in the sense of a public open space. The most recent public realm improvements here, including a level water fountain, implemented in 2016-17, are very different from the original scheme, but have so far been successful in making this an inviting space, and have been credited by the authors of the Buildings of England: West Sussex with recapturing ‘some of the light touch of the 1950s’ (see Figures 25, 26, 27 & 28 below).

The street furniture scheme from Queens Square, including paving, seating and planting, has been carried through to some of the surrounding areas, notably Queensway and the pedestrian access to the Memorial Gardens, reinforcing the connection between these areas. This route is characterised by a sense of increasing openness, as the frontage on the southern side of Queensway is stepped down and then falls away to reveal the Memorial Gardens (see Figure 43 below).

West of Queens Square the construction of the Pavilion has in effect created two narrower passages leading to The Broadway, which is thereby defined more clearly as a distinct, linear space. The Broadway is open to buses and vehicles servicing the business premises, but is spacious enough to accommodate this without significantly disadvantaging pedestrian use of the space. The quality of the public realm here has seen some improvement associated with the development at 15-29 The Broadway, and some relatively young street-trees elsewhere. Street lighting columns have an attractive modernist design which contributes to the character of the area, though they are not an original part of the scheme.

In the south western corner (and outside the proposed Conservation Area), Cross Keys car park forms a gap in the street frontage, and is part of a proposed site for mixed-use development, with potential for a sensitive design to make a contribution both to the setting of the neighbouring St John’s Church (part of the High Street Conservation Area) and the setting of the proposed Conservation Area.

The small square opposite the Pavilion (and originally forming the western end of Queens Square) now has a somewhat dated appearance but is enlivened by a 2007 sculpture comprising glacial boulders, by Sybilla Fordham and David Parfitt, commemorating the 60th anniversary of the town and a royal visit of 2006.

Immediately to the west of this a low passage connects The Broadway with The Broad Walk. This comprises two sections, the first narrower (with taller buildings) than the second, as the way opens out to the historic High Street. Compared with The Broadway and the areas further east, the lower, more irregularly-planned buildings give The Broad Walk a more informal atmosphere. The street furniture in the open more open section has a somewhat dated feel, although activity associated with the surrounding uses on the High Street – an area associated with Crawley’s night-time economy – ensures reasonable overlooking of this area. (See Figures 40 & 41 below)

On the northern side of the area The Boulevard is the widest and longest thoroughfare in the area, slightly narrower at the western and eastern ends. Grass verges on the northern side and well-matured street trees contribute to the feeling of space, as does the fact that the larger buildings on the northern side are set back a little within their plots. In this wider space the relatively modest scale of the three-storey buildings on the southern side is more apparent. The level of the traffic does not feel overly oppressive although parking facilities, signage, and a service road on the southern side give it a more cluttered feel (see Figures 33, 34, 45 and 51 below).

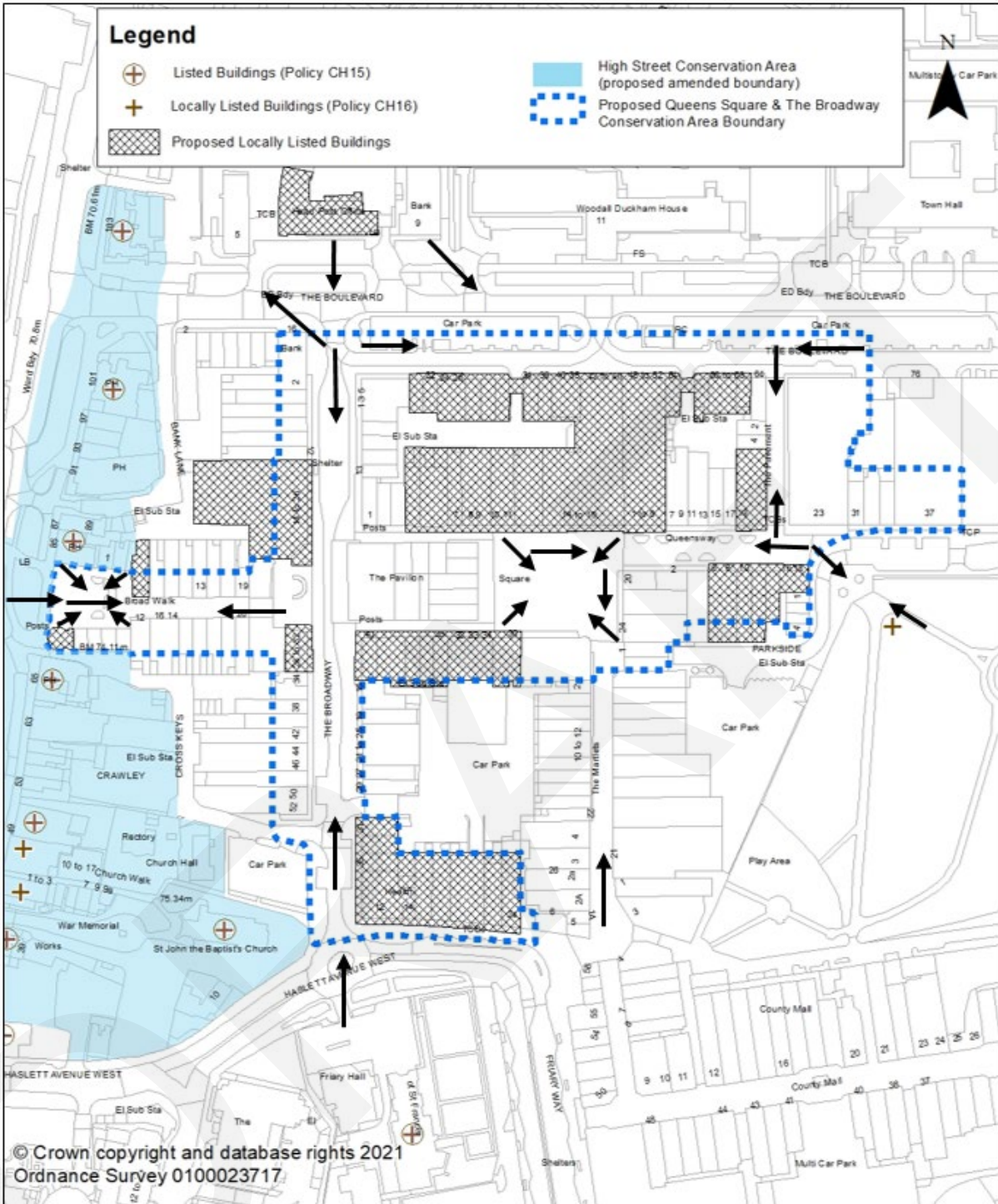
The Pavement provides an additional pedestrianised access between The Boulevard and Queensway. It feels narrower than the other original thoroughfares but not oppressively so – thanks in part to the moderate height of the buildings and some visual interest on the western frontage (see Figures 37 & 38 below).

In addition the area contains a series of yards for servicing and rear access to the shops and the uses above. Pedestrian traffic is directed around these ‘backstage’ areas and they are mainly functional in appearance. They do not form an important part of the experience of the area for most users.

Part 8. Setting and Views

The centre of Crawley is relatively flat and built up, so from ground level there is little or no opportunity to experience views of more distant locations or topographical features. The setting of the area is therefore relatively contained, although some of the larger surrounding spaces, notably the Memorial Gardens and The Boulevard provide scope for more extended views. The High Street Conservation Area to the west, the buildings of Crawley College to the east, the large buildings on the northern side of The Boulevard, and the County Mall to the south are prominent in the wider framing of the area.

In this context the key views are in many respects products of the original layout and planning of the area, as modified by the interposition of the Pavilion building (see Map 2).



Map 2: Significant Views

Queens Square as a focal space within the area affords a range of striking diagonal views from each corner (see Figures 25-28, showing views 1-4).



Figures 25-28. Views 1-4: Queens Square

The smaller 'square' spaces at either end of The Broad Walk offer scope for diagonal views on a more limited scale (see Figures 29-32, showing views 29-32).



Figure 29-32. Views 5-8: Broad Walk Corner

Within the wider area the more linear spaces (The Boulevard, The Broadway, The Pavement, The Broad Walk, Queensway) afford views in both directions, with varying degrees of containment. In a number of cases these terminate outside the area, with particular buildings often providing a focus (e.g. the tower of Crawley College at the eastern end of The Boulevard, another College building at the eastern end of Queensway, the Friary and Post Office and the southern and northern ends of The Broadway, and the Grand Parade, as seen from The Broad Walk) (see Figures 33-40, showing views 9-16).



Figure 33. View 9: Eastward view along The Boulevard



Figure 34. View 10: Westward view along The Boulevard



Figure 35. View 11: Northward along The Broadway



Figure 36. View 12: Southward along The Broadway



Figures 37 & 38. Views 13 & 14: Northwards and Southwards along The Pavement



Figure 39. View 15: Eastwards along The Broad Walk



Figure 40. View 16: Westwards along The Broad Walk



Figure 41. View 17: Eastwards along Queensway



Figure 42. View 18: Westwards along Queensway

A further important view extending beyond the proposed Conservation Area is provided by the Memorial Gardens, as seen from the point where the street frontage on the southern side of Queensway terminates, with the bandstand prominent in the foreground, and the larger buildings beyond the Memorial Gardens closing the view (see Figure 43, showing view 19).



Figure 43. View 19: Into the Memorial Gardens

Other views extending outside the area include the view northwards along The Martlets to the County Mall, and westwards along The Boulevard to the recently completed (but currently vacant) supermarket, where four tall columns provide a central focus, and the Grade II Listed 'The Tree', housing Crawley Museum (see Figure 44, showing view 20, and Figure 45 showing view 21). While

these views help to define a more general town-centre context, the stylistic contrasts to the proposed Conservation Area which they reveal mean that they are less important in terms of providing a more specific sense of place.



Figure 44. View 20: Southwards to The Martlets and County Mall



Figure 45. View 21: Boulevard Western End

There are a number of significant views into the area from outside.

The view from the main avenue approaching from the Memorial Gardens represents a kind of entrance to the area, including the lower buildings on the southern side of Queensway, and with 19-21 Queensway forming a focal point (see Figure 46 showing view 22).



Figure 46. View 22: View from Memorial Gardens

The views from outside the area at opposite ends of The Broadway help to reveal the character of The Broadway as a linear space (see Figures 47 & 48, showing views 23 & 25).



Figure 47. View 23: northwards along Broadway from outside the area



Figure 48. View 24: southwards along Broadway from outside the area

The view into the area from The High Street helps to show how the plan has sought to soften the distinction between 'old' and 'new' Crawley, by means of the lower, more irregular buildings on The Broad Walk (see Figure 49, showing view 25).



Figure 49. View 25: eastwards from the High Street

The linear view into Queens Square from The Martlets centres on one of the more strongly articulated areas of fenestration on the northern side of the square, conveying a sense of the comparative status and importance of the Square within the overall plan of the area. Beyond, the projecting front of the former Woodhall Duckham House office block (now converted to flats) on the northern side of the Boulevard is visible (see Figure 50, showing view 26).



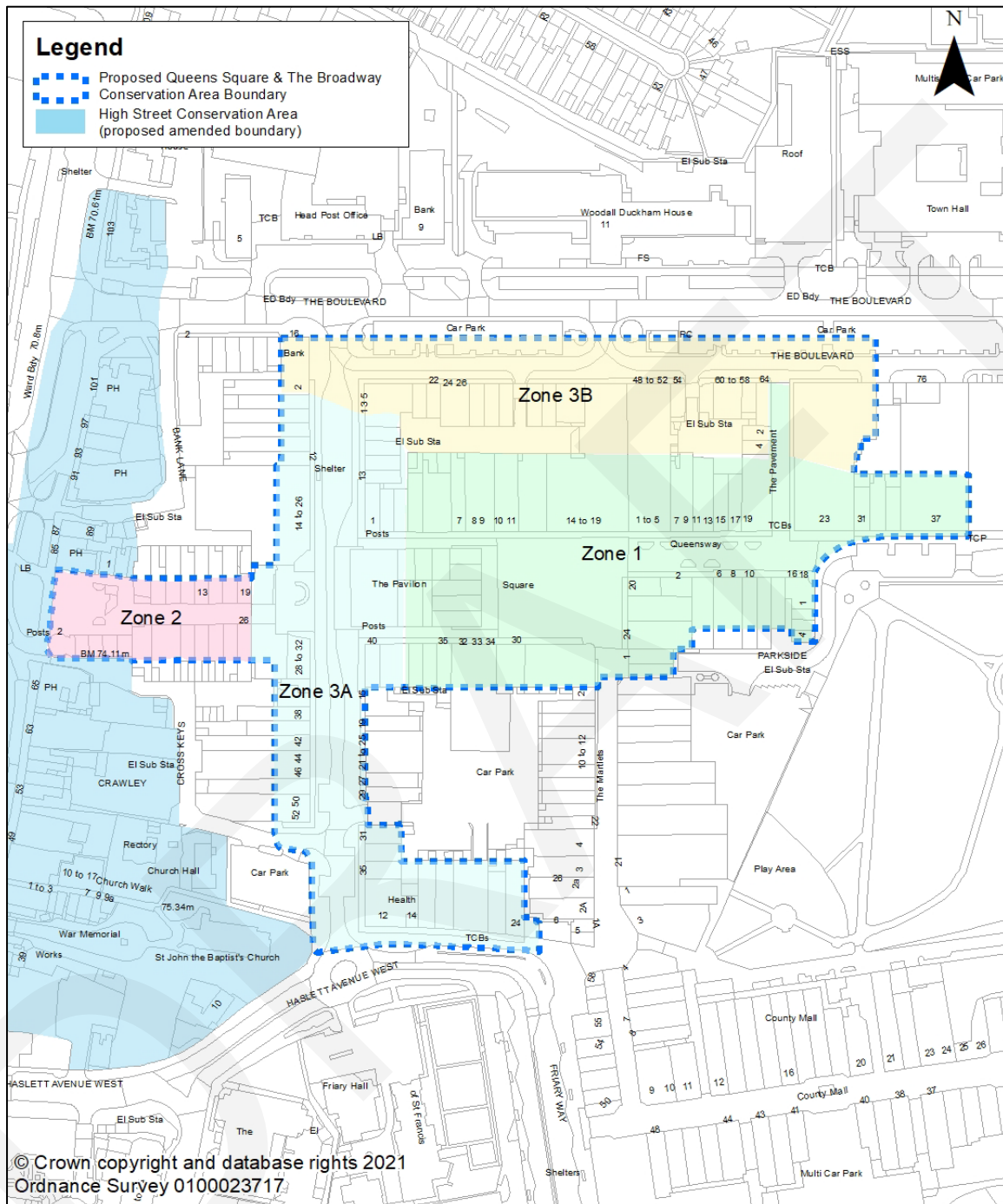
Figure 50. View 26: View southwards from The Martlets

Views from the northern side of The Boulevard reveal the coherence of the scheme along the southern side, with its straight, horizontal roofline, carried across some openings by sections of decorative brickwork (see Figure 51, showing view 27).



Figure 51. View 27: View from north side of The Boulevard

Part 9. Character Areas and zones



Map 3: Character Zones

The area was planned as a coherent whole, so there is a high degree of consistency in character as far as the remaining original features are concerned. It is however possible to distinguish areas of slightly different character (see Map 3):

- Queens Square and Queensway (Zone 1) share a high degree of consistency of character, sharing a continuous northern frontage, and with the Queensway store (Decathlon) forming an important element of both. This link has been emphasised by the recent scheme of

paving and street furniture. The Pavement, though narrower, can be also be considered as part of this zone on account of its pedestrianised character and consistent paving and street furniture scheme.

- The Broad Walk (Zone 2) is distinct as a kind of transitional zone between the historic High Street and The Broadway, marked by lower buildings, purpose-built flats on upper storeys.
- The Broadway and the southern side of The Boulevard (Zone 3A & 3B) share certain characteristics in terms of the presence of vehicular traffic and the consistency of the three-storey building frontages. At the same time The Boulevard has a more spacious character on account of its breadth, the maturity of the street trees, and the contrasting grain of the development on the northern side, with larger buildings set back within their plots and behind a highway grass verge.

Part 10. Assessment of Condition

The condition of the area is fair to good overall, with the environmental quality being highest in Queens Square and Queensway, which have been the focus of recent regeneration efforts and attract a high level of footfall.

Where evidence of disrepair occurs it often relates to some of the original decorative details (for example some of the tiled columns or 'pilotis', or more generally to the upper storeys of the original buildings, which are now often less suitable for their originally intended commercial uses, and where there is consequently a need to find new uses for the space. Some of these areas have been converted to flats.

More generally aspirations for residential development – as evidenced at 15-29 The Broadway – are a factor working for change in the area, and recent years have seen a significant increase in the residential population from what was originally a very low level. This trend is set to have a significant impact in the wider Town Centre, with various major sites for residential or mixed-use schemes currently under construction, permitted or allocated. Recent and proposed changes to permitted development rights giving greater scope for residential development outside of the planning permission process may be expected to accentuate pressures and issues associated with this form of development.

Infrastructure developments, including transport infrastructure in particular, are also an important facet of the area, which is close to Crawley's railway and bus stations as well as a number of proposed sustainable transport infrastructure improvements. The Crawley Growth Programme is ongoing as a focus for investment in town centre infrastructure and public realm improvements with the objective of generating additional housing and employment growth.

Advertising is another significant development pressure in the area. As a modern commercial town centre the area can accommodate a wide range of types of advertising, and most of the advertising present is without a significant negative impact. In some cases, however, adverts involve the obscuring or distortion of key building features, resulting in a negative impact on the character of the area.

Pedestrian access within the area is good and traffic on The Boulevard and The Broadway (which is more restricted) is not overly oppressive. Some of the more heavily used roads within the wider town centre are, however, less permeable for pedestrians. High provision and use of buses within the town as a whole, as well as the presence nearby of Crawley railway station, ensure that the area is very accessible by public transport.

In 2019 businesses across the wider Town Centre agreed to create a Business Improvement District (BID), to improve the environment and profile of the wider area. The Business Plan for the BID for the period 2020-25 makes a particular priority of issues related to perceptions of safety and antisocial behaviour.

Part 11. Identifying the Boundary

The proposed boundary (see Map 1) is consistent with the boundary which was considered by in 2020 for potential identification as an Area of Special Local Character (ASLC) as part of the Crawley Heritage Review. The assessment of the area concluded that the area was of greater interest, and should be considered for Conservation Area designation.

The proposed boundary is intended to include the area in which the original scheme for the shopping centre of the New Town – together with some early extensions to it – is most intact.

To the north this has involved excluding the northern side of The Boulevard. This was originally designed as the civic quarter of the town centre, and was historically characterised by a different grain of development, comprising detached buildings and facilities with distinct functions. This area has also undergone significant change in recent years through the conversion of some buildings from office to residential use, and through the ongoing redevelopment of the Town Hall site and its surroundings.

On the eastern side the proposed boundary excludes more recent buildings along the eastern section of Queensway, which differ in character from those within the area. South of Queensway it excludes the rear servicing areas of premises fronting that thoroughfare and then crosses the northern end of The Martlets, which, though part of the original scheme, has mainly been reconstructed in a more eclectic range of styles.

Next the proposed boundary takes in the full southern side of Queens Square, in recognition of the importance of the Square's overall coherence, notwithstanding the presence here of some significantly altered frontage.

Reaching The Broadway the boundary excludes nos. 15-29, owing to the dissimilarity of this development from its surroundings, but then includes Cross Keys House, including its frontage on Haslett Avenue West, in recognition of the contribution of this early 'brutalist' addition to the area to its historic and architectural interest.

Crossing The Broadway, the proposed Conservation Area boundary includes the main building frontages on the western side as far as The Boulevard. Further west, the same approach is taken on both sides of The Broad Walk. At the western end of the Broad Walk this involves removing some of the extent of The High Street Conservation Area. The intention here to draw a more accurate line between historic and New Town Crawley, and as such the historic Brewery Shades pub is left within the High Street Conservation Area while the other buildings on The Broad Walk and the open area at its western end are included within the proposed new Conservation Area.

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