

# **FLORENCE GREEN COMMUNITY PROJECT**

Florence Road, New Cross SE14 6TW

## **Supplementary information for NCIL Brockley Ward bid**

Florence Road Residents' Group  
in collaboration with  
Tanners Hill Tenants Residents Association  
November 2021

# HISTORY OF FLORENCE GREEN

Florence Green is situated on Florence Road, New Cross SE14 6TW. It is a strip of undeveloped grassland where house numbers 21 to 57 previously existed. The green escaped bomb damage in 1945 (picture 1 - areas coloured in red, orange and purple were destroyed by bombs). As part of Charles Booth's Poverty Map (1898-99), these households were described as 'fairly comfortable. Good ordinary earnings'. (picture 2). But this row of Victorian terraces was marked as poor housing stock and ordered by town planners to be demolished.



Florence Green - 1



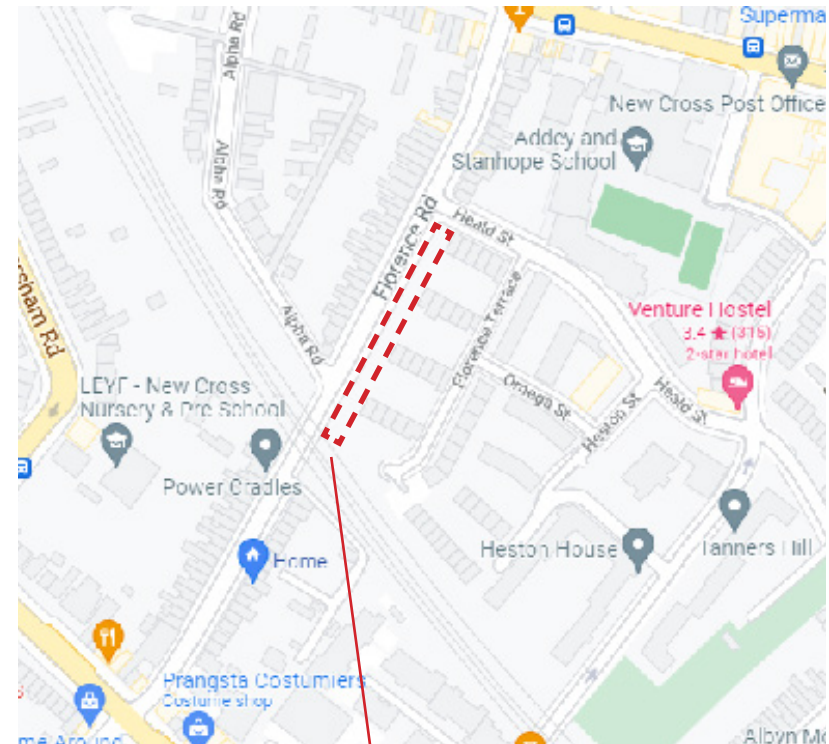
Florence Green - 2

# FLORENCE GREEN

Florence Road is a busy B-Road and the only two-way cut through route that connects two heavily congested A-Roads - New Cross Road and Lewisham Way. The green covers an area of 1300 m<sup>2</sup>.



Florence Green

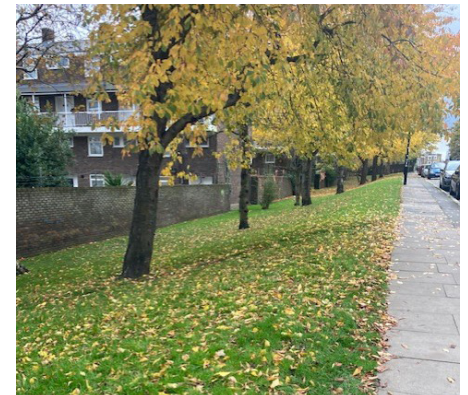


Florence Green



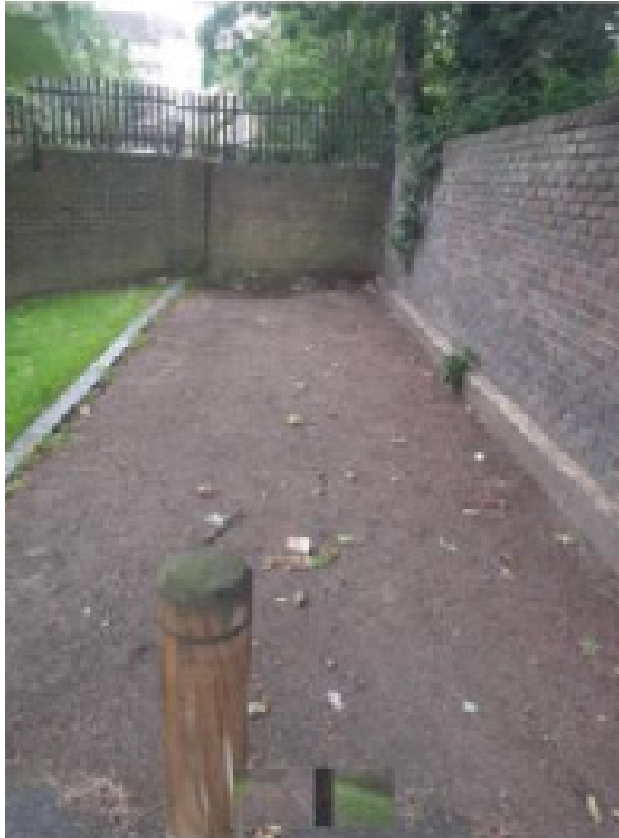
# THE SITE

This space has been neglected and underused for many years. An update would provide a communal space for the residents on Tanners Hill Estate as well as Florence Road.



## AREA FOR SKIP PLANTER + PHASE 2 ARTWORK

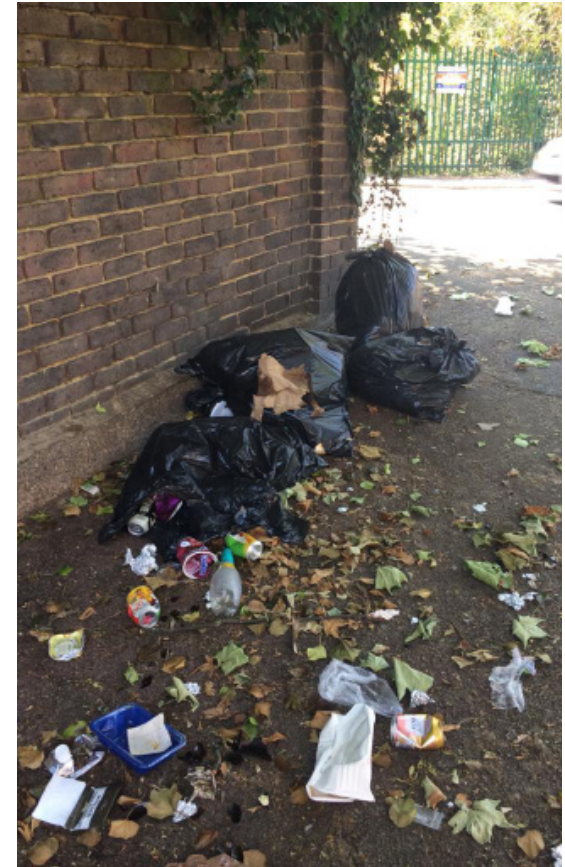
This dark, stark and unloved area could do with some brightening up.  
The addition of a repurposed colourful skip filled with planting would transform this space.  
Phase 2 of our regeneration project involves adding artwork on the back wall (circled below)





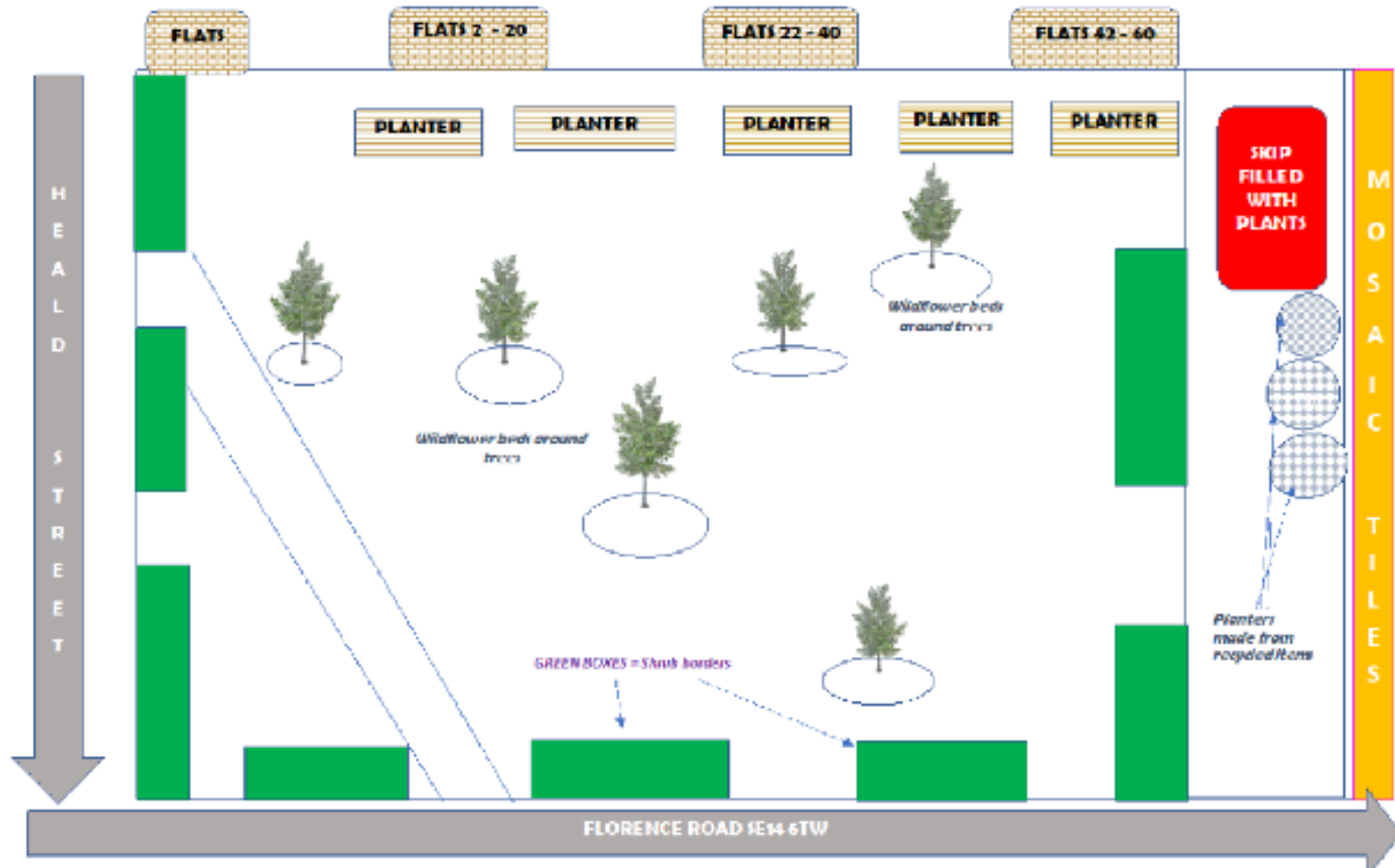
# CURRENT ISSUES

This part of Florence Road suffers from regular anti-social issues. Fly-tipping, urination, dog fouling and littering are a constant blight on our neighbourhood. The installation of planters and colourful artwork will act as a deterrent and show that this is a cared-for community space.



# PROPOSED DESIGN

Area of site is 1,300m<sup>2</sup>. (Width 13.05m /Length 99.25m)





# VISION FOR FLORENCE GREEN

Our vision includes grass cutting schemes to increase biodiversity. Planting wildflowers around the bases of the existing trees and in the new planters will attract more bees, birds and other wildlife. New planting will help combat pollution on our congested road.



Honor Oak Park estate



Fordham Park Deptford





# COLOURFUL PLANTERS

To be sustainable, we will re-use and re-purpose objects as planters. A disused skip will be transformed into an eye-catching planter and old tyres painted in bright colours will become pillar pots for plants. Oil drums with inviting images will brighten our mood, which will help our wellbeing.



Repurposed skip planters at Surrey Quays shopping centre



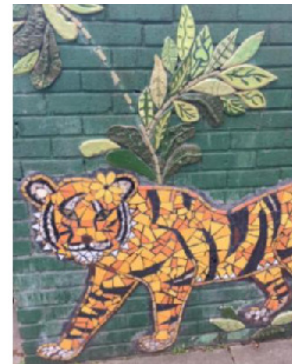
## ARTWORK PHASE 2

We have secured permission from Lewisham Homes to add a mosaic or tile design to the back walls (by the railway line).

We will hold children and youth led workshops to create this design by our community groups.

Community involvement will create civic pride and ownership of this area.

We are in talks with The Arthouse on Lewisham Way to work with us on this project.





# LOCAL INSPIRATION

This regular fly-tipping spot on Comet Street in Deptford has been transformed by the Comet Street Community Group





# PLANTING IDEAS

We would primarily like to plant as many donated saplings, seeds, plants and bulbs, which fits in with our recycling and greening ethos. These include:

Pollinators, perennials and wildflowers – e.g. ox eye daisy/poppies/cornflowers/cowslip/red campion/yellow rattle etc

Helianthus sunflowers (donation available);

Bulbs (salvaged from Lewisham Way War Memorial and donated by Lewisham Homes)

Salvia

Teasels (donations available)

Plume poppies (donations available)

Low-maintenance and low rise native hedging planted intermittently around the plot



# FORTHCOMING FRRG PROJECT

Current issues – regular fly-tipping, littering, graffiti and urination spot

Permission granted by private landlord to paint the walls and add donated plants to planters

Painting and planting day will be a FRRG Community event for 2022

We ran a residents mural design competition (design brief supplied by tenant of the property) - winning entry below.

