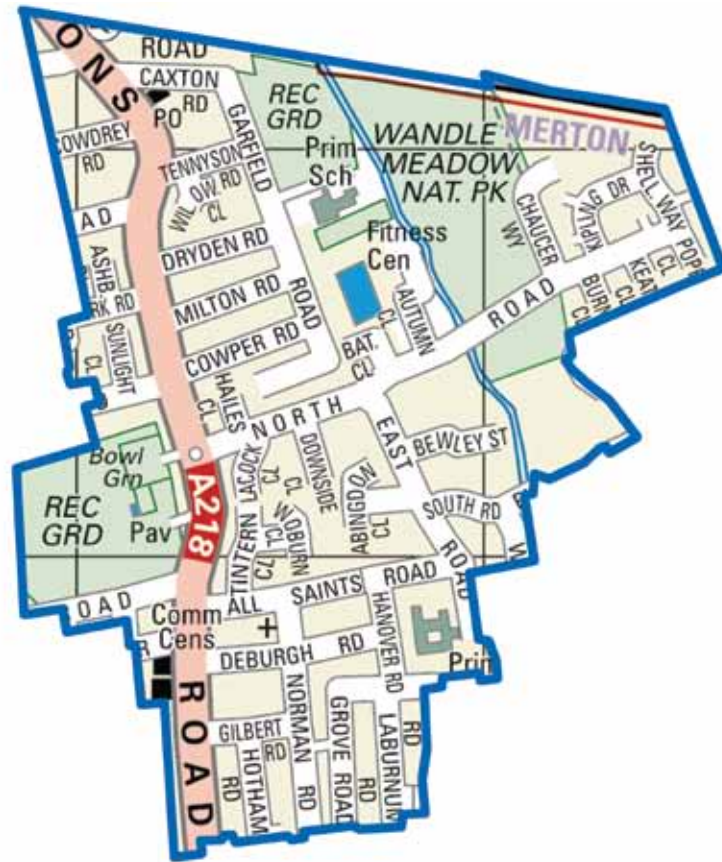


Colliers Wood Sub Area Neighbourhoods



3 Haydons Road Neighbourhood

Haydons Road Local Neighbourhood

Origins and General Character

This neighbourhood is in close proximity to Colliers Wood and South Wimbledon which are to west and east of the southern boundary respectively. The area is defined by two major movement corridors, Haydon's Road runs along the eastern boundary and Merton High Street just outside the southern boundary. The Wimbledon to Tooting railway line defines the boundary to the north. The Wandle Trail runs along part of the boundary to the west and the Wandle River cuts through the northwest of the neighbourhood. Development of the area started as industry driven by the River Wandle such as a Corn mill which was recorded on the Domesday survey. From the 1865 Ordnance Survey maps it is clear that much of the neighbourhood was farmland with the exception of a built up area of housing adjacent to the Corn Mill area along South and North Road which was called New Wimbledon and a large house namely Abbey Lodge. The area became rapidly developed from 1865, with the appearance of new roads of terraced houses such as Hubert Road, Deburgh Road and Gilbert Road. In addition terraces along Caxton Road, Cowper Road, Dryden Road and Milton Road were built. Haydons Road

developed as a local shopping parade with retail premises located on the ground floor of properties at the north end of the road. All Saints Church a Grade II listed building on formerly Huberts Road now All Saints Road was built 1891-3. Industry adjacent to the river further intensified with the establishment of Connolly Leather Ltd and Tooting and Merton Brick Works. In the 1870's Sewage works were developed in the area that is today the Wandle Meadows Nature Park. Development of housing in the area increased in the early 1900's along Haydons Road with the addition of Tennyson Road, Hotham Road and infilling along established terraces. Abbey Lodge was demolished and replaced with terraces of housing off Merton High Street such as Laburnum Road and Grove Road. There was little major development within the area until the late 1970's with the addition of Garfield Primary school, an indoor tennis club and the demolition of slum housing along North and South Road to make way for a new housing development in the 1980's. The sewage works to the north of the neighbourhood became redundant at this time. In the 1990's the leather works site along East Road was redeveloped into apartments and townhouses. During this period the

former sewage works site within the neighbourhood boundary was transformed into a nature reserve the Wandle Meadows Nature Park and a former industrial site adjacent to this was redeveloped into a housing estate.

Land Use

The predominant land use within the area is residential. However there are a range of uses evident in the neighbourhood such as commercial, retail, open space, community, leisure and education. There are clusters of properties along Haydons Road which presently have retail or commercial at ground floor and also properties which were formerly used as retail and have been converted into residential. To the north of the neighbourhood off Caxton Road there is a designated shopping parade. There is a variety of open space within the area such as Wandle Meadows Park and recreation grounds at Haydons Road and Garfield Road. The South Wimbledon Community Centre, All Saints Church, All Saints Day Centre and Ganapathy Temple provide community facilities within the area. There is fitness centre located off North Road and a bowling green adjacent to the Haydons Road Recreation Ground. The Garfield Primary School and All Saints Primary School are located in the area.



All Saints Church



View of Haydons Road

Haydons Road Local Neighbourhood

Built Form

The figure ground image adjacent illustrates the dense grain of the area which is punctuated by the Wandle Meadows Nature Park and recreation grounds to the north and east of the neighbourhood. The built form to the north and east are late Victorian two storey terraced houses from the late 1800s. The late Victorian terraces follow the generic layout of suburban terraces and are built in yellow London stock and red brick with modest decoration. Many of the ends of terrace are slightly different in finish for example some have front gable detail. Along Haydons Road the terrace layout is interrupted by later infill development such as the Sainsbury building at the junction onto North Road and by open space at Haydons Road Recreation Ground. In the centre of the neighbourhood there is a housing estate of three and two storey terraces built in the 1980's. The estate is loosely defined by Haydons Road to the west and All Saints to the south with east road forming the eastern boundary. The housing estate layout is distinct from the surrounding streets with curved and horseshoe shaped terraces enclosed by perimeter blocks. To the west of the neighbourhood the built form is predominantly of 2-4 storey

townhouses or apartments built in the mid to late 1990's. The largest footprint is the fitness centre located adjacent to Garfield Primary School. The housing estate to the west off North Road has an enclosed layout with an internal curvilinear street design. At the northern boundary there is a distinct void of development which forms the railway corridor.



Figure ground map of Haydons Road neighbourhood

Haydons Road Local Neighbourhood

Open Space

Wandle Meadows Park is a large open space within the area which was established on ex-industrial land. It is a nature reserve and is in stark contrast to surrounding urban environment. Views into the park are limited due to trees and vegetation around the perimeter of the park however there are views from North Road. The Garfield Recreation Ground is adjacent to the east side of the park therefore creates a transition zone between the terraces in the surrounding area and the wildlife habitat in the park. There are direct views of the recreation ground and the perimeter vegetation of the nature reserve beyond from Garfield Road. The Haydons Road Recreation Ground punctuates development along Haydons Road; they are clear views into the ground from Haydons Road and the surrounding terraces on Quicks Road and Park Road. There are also small pockets of open space off All Saints Road, North Road, Norman Road and Deburgh Road.

Movement

The neighbourhood is bounded by busy Merton High Street to the south. Haydons Road runs along the boundary to the east and the neighbourhood is bisected by North

Road. Merton High Street is part of the strategic London road network and as such is a busy corridor of traffic and has several bus routes running along it. The high street links the area to South Wimbledon to the east and Colliers Wood to the west. Haydons Road is a distributor road which is also a busy corridor for traffic and is used as a route into Wandsworth. North Road is minor road in the area which forms the sole link via car to Haydons Road for houses in the north west of the neighbourhood. The Wimbledon to Tooting railway line forms the northern boundary and links to the area to Central London and beyond. A section of the Wandle trail cuts through the neighbourhood and runs along the Wandle Meadows Park. There are also informal pedestrian paths which cut across the park linking Garfield Road to Chaucer Way.







View of Wandle Meadows Park







Haydons Road Local Neighbourhood

Neighbourhood Analysis






General Neighbourhood Characteristics

-  Major movement corridor
-  Minor movement corridor
-  Major Gateway
-  Minor neighbourhood node

Positive Neighbourhood Characteristics

-  Key view to open space
-  Green open space
-  Waterspace
-  Glimpsed views
-  Significant landscape feature
-  Local landmark

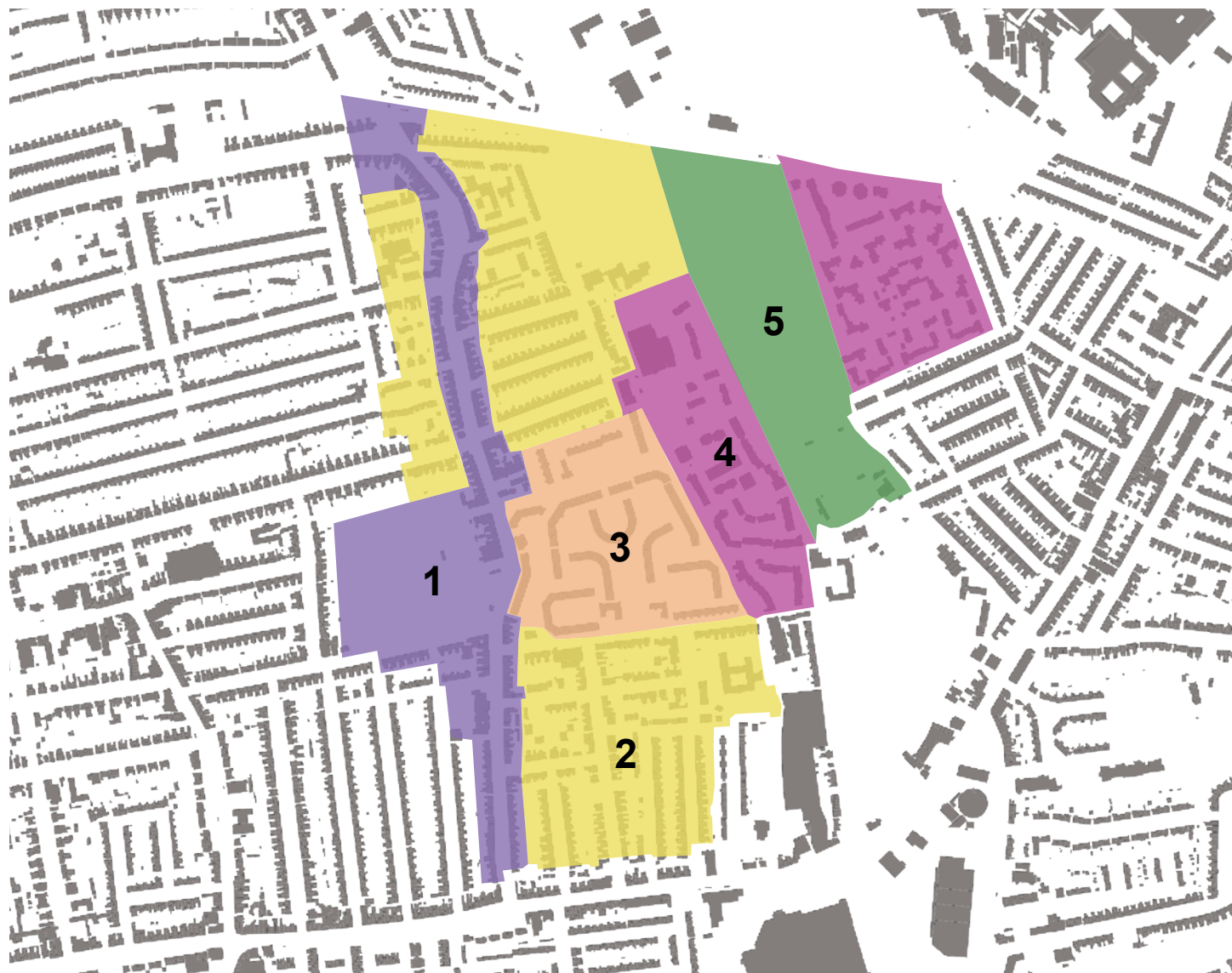
Negative Neighbourhood Characteristics

-  Major barrier
- HR**  Public realm enhancement needed
-  Movement corridor needing enhancement
-  Open space in need of improvement
-  Neighbourhood node needing enhancement



Haydons Road Local Neighbourhood

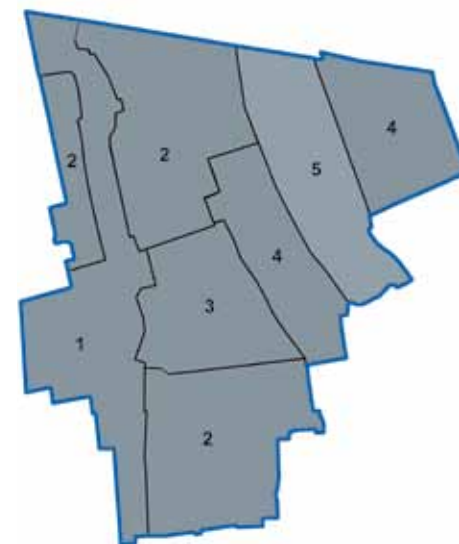
Character Areas



- 1 Haydons Road
- 2 Garfield / Norman Road
- 3 All Saints Estate
- 4 North Road
- 5 Wandle Meadows Park

Haydons Road Local Neighbourhood

Character Areas Assessment, Issues and Guidance



1 Haydons Road Character Area

Assessment

This area marks the gateway into the neighbourhood and is a busy traffic corridor with a poor pedestrian environment in that it is difficult to cross the road and footpaths are narrow. The predominant built form to the south of this area are two storey late Victorian terraces facing onto Haydons Road some with front gardens and some with large bays. These houses are mostly red brick with modest decoration such as recessed porches with perforated brick arches over front doors and moulding decoration around windows. Haydons Road meanders along the eastern boundary of the neighbourhood; the built form becomes more disjointed towards the middle of Haydons Road. The predominant built form is again late Victorian two story dwellings however there are a variety in finishes such as painted render, painted brickwork and pebble dash. There are clusters of properties with retail or commercial use at ground floor particularly at the junction of North Road and towards the north of the road there is a designated shopping parade. The retail properties have large windows and signage at ground floor level. In addition it is evident that a number of properties which previously had retail use at ground floor have been converted into

residential. The Haydons Road Recreation Ground punctuates development along Haydons Road; they are clear views into the ground from Haydons Road. There is also some later infill such as the Sainsbury building which is four storey contemporary buildings which has a yellow brick and render finish with timber, glass and steel detailing. Part of another character area the All Saints Estate backs onto Haydons Road. The mass of building towards the north of Haydons Road varies with two storey late Victorian terraces to the Caxton Road side and three storey terraces with large front gardens on the opposite. The front boundary has been lost on these buildings which appear to be subdivided into flats. Overall it is evident that the character of Haydons has been broken down and is disjointed with a mix of finishes, boundaries and massing.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity
Urban Layout
Movement
Architectural Interest
Built Form
Public Realm
Trees
Landscape
Features

Economic Vitality
Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor. The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: **50**

Area type:

Area with scope to reinforce identity



Terraced houses along Haydons Road

1 Haydons Road Character Area

Issues & Guidance



Haydons Road



Haydons Road



Retail at ground floor converted into residential



Three storey buildings Haydons Road north



Terraced housing & commercial properties

Issues

Public Realm:

- Pedestrian environment adversely affected by speeding traffic.
- Loss of front boundary in places.
- Lack of tree planting.

Built Form:

- Shop fronts converted into residential use.
- Variety in front boundary treatment degrades the cohesion of street scene.
- Infilling of entrance canopies destroys articulation of front elevation.
- Changes to original materials eroding character of original properties.

Guidance

Public Realm:

- Enhance pedestrian environment by improving crossing points and introducing tree planting.
- Retain existing front boundaries.
- Preserve existing open space such as Haydons Road Recreation Ground.

Built Form:

- Retain original shopfront details if present. Shop front alterations should be informed by the original detailing and materials.
- Alterations to existing properties should be informed by the original design and detailing.
- Infill development should be creatively designed to be sympathetic in terms of massing, materials and details to the older properties in the area.

Enhancement Project

HR1: Improvement of pedestrian crossing and introduce tree planting along Haydons Road.

2 Garfield / Norman Road Character Area

Assessment

Character Statement

This area covers late Victorian residential areas to the north and south of the neighbourhood. The built form is two storeys in either red or yellow London stock brick with modest decoration. Each terrace is slightly different however there are recurring motifs throughout the area such as fronts doors recessed into a semi-circular arched porch decorated with red brick and or stucco keystone or a roof tiled canopy porch structure, simple stucco details above windows and decorative mouldings around the architrave, ground floor or full bay window and sash windows, glazed panel above doors, red tile roof with chimney stack and raised gable, small walled front gardens. Many of the terraces such as Tennyson, Hotham and Caxton Road have maintained their character and are good examples of late Victorian residential development. The terraced streets are quiet with minimal traffic some of which have tree planting such as Milton Road. Overall the terraces have a strong layout and much of the original character is intact however there is evidence of that the character has been eroded by the variety of finishes which have been applied to some houses and changes to facade details such as porches.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity
Urban Layout
Movement
Architectural Interest
Built Form
Public Realm
Trees
Landscape
Features
Economic Vitality

Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor.

The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 80

Area type:

Area of established high quality



Hotham Road

2 Garfield / Norman Road Character Area

Issues & Guidance



Caxton Road



Dryden Road



Tree lined Milton Road



Garfield Recreation Ground



Tennyson Road



Garfield Road

Issues

Public Realm:

- Lack of tree planting in some streets.
- Variety in front boundary treatment degrades the cohesion of street scene.

Built Form:

- Infilling of porches or entrance canopies and painting of brickwork destroys architectural rhythm.
- Changes to original materials such as roof tiles eroding character of original properties.
- Changes to front elevation of roofs such as dormer windows and roof lights.

Guidance

Public Realm:

- Retain existing front boundaries and landscape.
- Strengthen tree planting.

Built Form:

- All alterations to properties to be informed by the original detailing and materials.
- Retain original doors and windows if present.
- Roof alterations should be subservient to the main roof and not disrupt the principal elevation.

3 All Saints Estate Character Area

Assessment

Character Statement

This area is a 1980's housing estate which consists of low terraces, two and three storeys. Three and two storey terraces form the perimeter of the estate with lower two storey horseshoe and curvilinear terraces at the centre. The layout of the estate is formal with curved angles and the materials used are red brick with slate tiles on mansard roofs. The buildings have large casement and roof windows while some three storey blocks have recessed balconies. The terraces are a mixture of houses and flats. The blocks are arranged around pockets of open space which provide pedestrian links across the estate. There are hard standing areas used as car park space lined with wooden pergolas and raised planters. There are also covered car parking spaces at ground floor of some buildings. The majority of the estate is enclosed from the surrounding street network however two storey blocks face onto All Saints and East Road whilst three storey blocks face onto Haydons and North Road. The two storey terraces are set back from street line and have parking on plot with no front boundary.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

- Identity
- Urban Layout
- Movement
- Architectural Interest
- Built Form
- Public Realm
- Trees
- Landscape
- Features
- Economic Vitality

Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor.

The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 65

Area type:

Area with scope to reinforce the existing character



Downside Close

3 All Saints Estate Character Area

Issues & Guidance



Haydons Road



Haydons Road



Abingdon Close



View from All Saints Road



Lacock Close

Issues

Public Realm:

- Lack of relationship between All Saints Estate development and surrounding street layout.
- Lack of definition of whether green space around estate is public or private open space.

Built Form:

- Changes to materials used on facade of some houses erodes the cohesive appearance of the development.
- Addition of porches interrupts the architectural rhythm.
- Loss of wooden pergolas which provide definition between properties.

Guidance

Public Realm:

- Preserve and enhance existing open space, landscaping and pedestrian links through the estate.

Built Form:

- Alterations to properties should be informed by original materials and detailing.
- Retain wooden pergolas if present.

4 North Road Character Area

Assessment

Character Statement

This area comprises of 3-4 storey apartments and 2 storey townhouses which were built in the mid to late 1990's towards the eastern boundary of the neighbourhood off East Road and across the Wandle Meadows Park at the north east corner of the neighbourhood off North Road. The estates were built on former industrial land and follow a curvilinear street pattern. The blocks are arranged around hard standing for car parking and landscaping. This is a quiet well maintained residential area with glimpsed views of Wandle Meadows Park. The building materials are sympathetic to surrounding development with a palette of yellow and red brick used. There is modest decoration in brick work and render. There are recurring features such as balconies and canopy entrances. The roof articulation is generally pitched with many buildings featuring a front gable detail. At the end of Chaucer Way there is a development of apartments and townhouses which is gated. A similar palette of materials has been used and the roofs differ in that they are mansard with dormer windows. The developments in this character area are quite enclosed and distinct from the surrounding area.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity
Urban Layout
Movement
Architectural Interest
Built Form
Public Realm
Trees
Landscape
Features
Economic Vitality

Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor.

The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 75

Area type:

Area of established high quality



Bewley Street

4 North Road Character Area

Issues & Guidance



Autumn Close



Gated development Chaucer Way



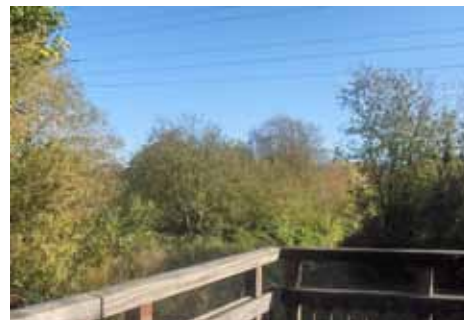
Bewley Street



Chaucer Way



Kipling Drive



Glimpsed views into park

Issues

Public Realm:

- Lack of relationship between Chaucer Way and Bewley Street development with surrounding area and street layout.
- No pedestrian link to Wandle Meadows Park from Bewley Street development.

Guidance

Public Realm:

- New developments should contribute to the street scene and link to existing street layout.
- Enhance links from Bewley Street development into Wandle Meadows Park.

Enhancement Project

HR2: Improvement of link between Bewley Street development and Wandle Meadows Park.

5 Wandle Meadows Park Character Area

Assessment

Character Statement

This area covers the Wandle Meadows park and an adjacent site which is part of the former sewage works. The park is a borough Grade I site of importance for nature conservation and forms part of the flood plain for the River Wandle. The park was established on an industrial site as an urban common which plays host to wasteland flora and seasonal ponds and forms part of the Wandle Trail. The park has an informal, organic layout with a mixture of habitats and natural appearance. It is used for recreational pursuits such as dog walking, picnicking and observing pond life. It is a quiet oasis away from the noise of the traffic from the surrounding urban areas. The site is subdivided by the North Road, it is fenced along North Road and the eastern and southern boundaries. Views into the park are open from North Road however elsewhere there are glimpsed views due to mature trees and vegetation along the perimeter. A number of benches, notice boards and interpretative panels are positioned around the park. The former sewage work site adjacent is in need of improvement as it currently vacant. The perimeter fence and park furniture require maintenance. The park is affected by litter and isolated fly tipping.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity
Urban Layout
Movement
Architectural Interest
Built Form
Public Realm
Trees
Landscape
Features
Economic Vitality

Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor.

The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 65

Area type:

Area with scope to reinforce the existing character



View of Wandle Meadows Park from North Road

5 Wandle Meadows Park Character Area

Issues & Guidance



River Wandle



Park perimeter fence



Trenches for pond life



The Wandle Trail



Former sewage works

Issues

Public Realm:

- Wooden perimeter fence is damaged in places and in need of maintenance.
- Litter is evident especially in the undergrowth around the perimeter of the park.

Built Form:

- The sewage tanks adjacent to the park are fenced off in a vacant derelict site which is in need of regeneration.

Guidance

Public Realm:

- Preserve the natural habitat of Wandle Meadows Park.
- Maintain park perimeter fence.
- Eliminate litter and fly tipping from the park.

Built Form:

- Enhance the park and Wandle Trail through the integration of the sewage tank site to the south.

Enhancement Project

HR3: Development and integration of sewage tank site into Wandle Meadows Park as part of the Wandle Trail.

HR4: Maintenance of park perimeter fence and elimination of litter within the park.

Haydons Road Local Neighbourhood

1 Haydons Road Character Area			
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)
Identity: Clearly identifiable edges that distinguish the area from the surrounding development			
Urban Layout: Strong street pattern or road layout with well defined public spaces			
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets			
Architectural Interest: Area containing buildings of architectural or historic interest			
Built form: Buildings with cohesive scale, massing and details			
Public Realm: High quality public realm and or generally consistent boundary treatments			
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area			
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area			
Features: Topography, significant views or landmarks that contribute to the experience of being within the area			
Economic Vitality: Area with few vacant or underused sites which affect the character			
Criteria Score	10	40	
Character Area Total Score	50		

2 Garfield / Norman Road Character Area			
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)
Identity: Clearly identifiable edges that distinguish the area from the surrounding development			
Urban Layout: Strong street pattern or road layout with well defined public spaces			
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets			
Architectural Interest: Area containing buildings of architectural or historic interest			
Built form: Buildings with cohesive scale, massing and details			
Public Realm: High quality public realm and or generally consistent boundary treatments			
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area			
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area			
Features: Topography, significant views or landmarks that contribute to the experience of being within the area			
Economic Vitality: Area with few vacant or underused sites which affect the character			
Criteria Score	60	20	
Character Area Total Score	80		

Haydons Road Local Neighbourhood

3 All Saints Estate Character Area			
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)
Identity: Clearly identifiable edges that distinguish the area from the surrounding development	Good		
Urban Layout: Strong street pattern or road layout with well defined public spaces		Moderate	
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets		Moderate	
Architectural Interest: Area containing buildings of architectural or historic interest		Moderate	
Built form: Buildings with cohesive scale, massing and details	Good		
Public Realm: High quality public realm and or generally consistent boundary treatments	Good		
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area		Moderate	
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area		Moderate	
Features: Topography, significant views or landmarks that contribute to the experience of being within the area			Poor
Economic Vitality: Area with few vacant or underused sites which affect the character	Good		
Criteria Score	40	25	
Character Area Total Score	65		

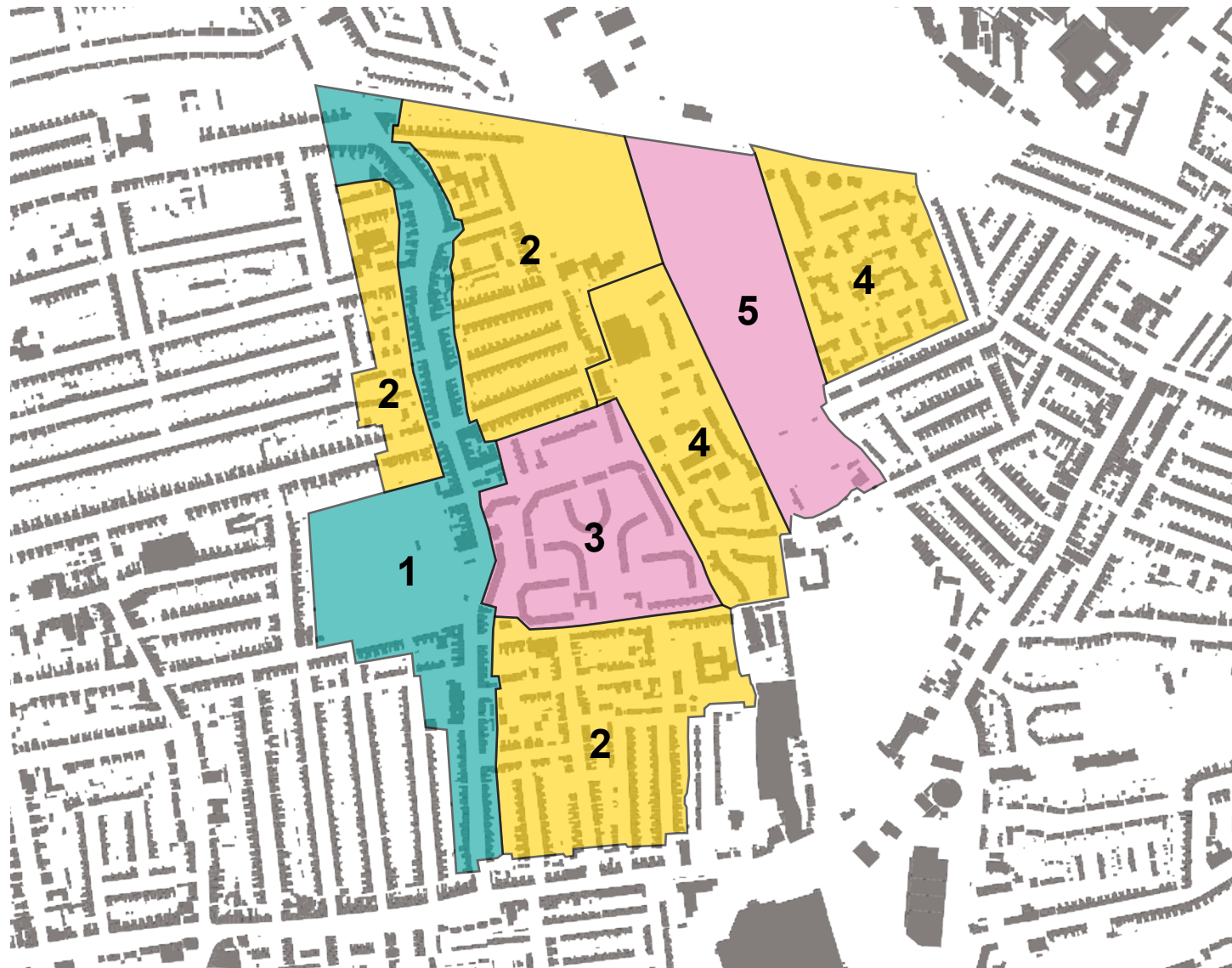
4 North Road Character Area			
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)
Identity: Clearly identifiable edges that distinguish the area from the surrounding development		Moderate	
Urban Layout: Strong street pattern or road layout with well defined public spaces		Moderate	
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets		Moderate	
Architectural Interest: Area containing buildings of architectural or historic interest		Moderate	
Built form: Buildings with cohesive scale, massing and details	Good		
Public Realm: High quality public realm and or generally consistent boundary treatments	Good		
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area	Good		
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area		Moderate	
Features: Topography, significant views or landmarks that contribute to the experience of being within the area	Good		
Economic Vitality: Area with few vacant or underused sites which affect the character	Good		
Criteria Score	50	25	
Character Area Total Score	75		

Haydons Road Local Neighbourhood

5 Wandle Meadows Park Character Area			
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)
Identity: Clearly identifiable edges that distinguish the area from the surrounding development	Good		
Urban Layout: Strong street pattern or road layout with well defined public spaces		Moderate	
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets			Poor
Architectural Interest: Area containing buildings of architectural or historic interest		Moderate	
Built form: Buildings with cohesive scale, massing and details			Poor
Public Realm: High quality public realm and or generally consistent boundary treatments		Moderate	
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area	Good		
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area	Good		
Features: Topography, significant views or landmarks that contribute to the experience of being within the area	Good		
Economic Vitality: Area with few vacant or underused sites which affect the character		Moderate	
Criteria Score	40	25	
Character Area Total Score	65		

Haydons Road Local Neighbourhood

Character Area Assessment



- 1** Haydons Road
 - 2** Garfield / Norman Road
 - 3** All Saints Estate
 - 4** North Road
 - 5** Wandle Meadows Park
-  Area of established high quality
 -  Area with scope to reinforce existing character
 -  Area requiring enhancement to reinforce identity