

WEBB ESTATE AND UPPER WOODCOTE VILLAGE CONSERVATION AREAS APPRAISAL AND MANAGEMENT PLAN



DRAFT

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CONSERVATION AREA GENERAL GUIDANCE

Please read this document alongside the *Croydon Conservation Area General Guidance document*, available online at: [Conservation Area General Guidance](#)

Other supplementary planning documents are also available online via the Croydon Council website Planning pages: [Supplementary Planning Documents](#)

CROYDON LOCAL PLAN

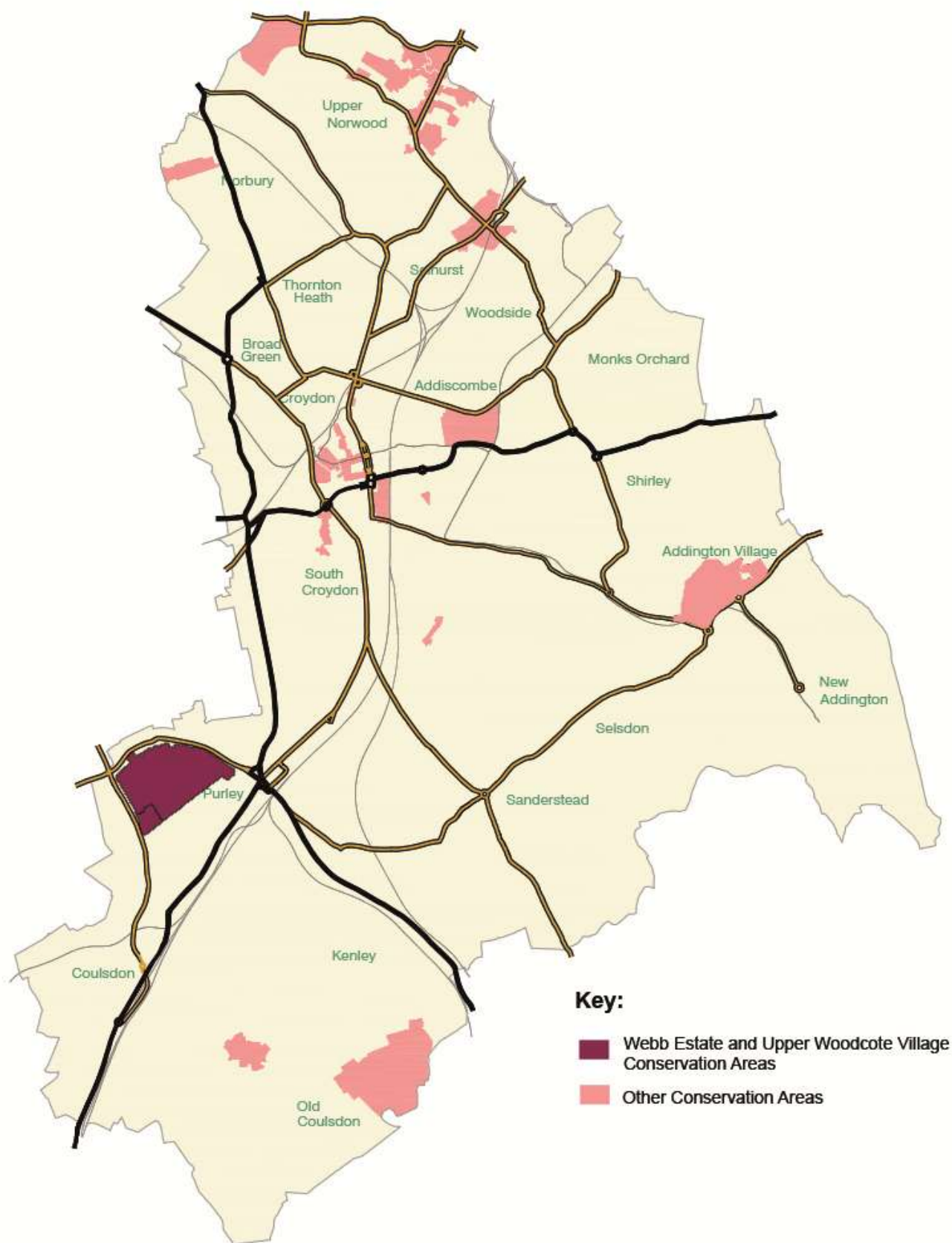
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1 Introduction

1.1 What is a Conservation Area?

1.1.1 Conservation areas are areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance. Conservation areas were introduced in 1967 and there are now nearly 10,000 in England. They are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Local authorities have a statutory duty to identify areas that fulfil these criteria, to designate them as conservation areas, and to review these designations from time to time. Conservation areas are classified as 'designated heritage assets' in the National Planning Policy Framework ([NPPF 2024](#)).

1.2 What is a Conservation Area Appraisal and Management Plan?

1.2.1 A Conservation Area Appraisal and Management Plan (CAAMP) is a document produced to supplement [the London Plan](#), [Croydon's Local Plan](#), and [Croydon's Conservation Area General Guidance](#) Supplementary Planning Document (SPD).

1.2.2 This document comprises two parts: Part I: Appraisal, which sets out the conservation areas' special interest, highlighting those elements which contribute to or detract from their special interest; and Part II: Management Plan, setting out the Council's strategy for managing change in the conservation areas to ensure that their character is preserved and enhanced.

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1.2.4 The methodology for this appraisal and management plan follows the best practice guidance set out in Historic England's Historic Environment Advice Note 1: [Conservation Area Appraisal, Designation and Management | Historic England](#) (2019).

1.3 Consultation and Community Involvement

1.3.1 Early engagement was undertaken when this document was being drafted with key stakeholders, conservation area advisory committee, and local community groups.

- 1.3.2 The Council engaged with the Webb Estate Residents' Association, Purley and Woodcote Residents' Association and the South Croydon Conservation Area Advisory Panel in producing this draft document. Initial consultation was carried out with the Webb Estate Residents' Association and the South Croydon Conservation Area Advisory Panel through a Walk and Talk Tour. During the tour, participants engaged in an exercise to share thoughts and concerns about the area. The feedback gathered from this event was used to inform a draft Conservation Area Appraisal and Management Plan prior to formal public consultation.
- 1.3.3 Public consultation was undertaken between [consultation info]. The draft document has been published for a 6-week public consultation from [date] to [date]. The public is invited to review and comment on the new document, which will be amended following the consultation having regard to comments received.

1.4 Designation Background

- 1.4.1 The London Borough of Croydon has 21 conservation areas. Upper Woodcote Village was designated as a conservation area in November 1973 and the Webb Estate in 1983 with the exception of Furze Lane. The Webb Estate Conservation Area was expanded to include Furze Lane in 1984 after a residents' petition. A Proposal Statement for the conservation areas was first published in 1984.
- 1.4.2 In 2007, as part of the boundary review and update, the Conservation Area was extended to incorporate the lodge bungalows that were previously outside its limits. These bungalows hold significant historical and architectural value, contributing to the area's unique character.
- 1.4.3 As a result of this extension, the Webb Estate Conservation Area was expanded to include Rose Cottage (119 Foxley Lane), Gate Lodge (Woodcote Lane), and Christmas Cottage (47 Furze Lane), along with the entire lengths of Furze Lane and Furze Hill. Similarly, the 2007 boundary update for the Upper Woodcote Village Conservation Area incorporated Gate Lodge (1 Upper Woodcote Village), 1A Upper Woodcote Village, 20 Upper Woodcote Village, and 21 Upper Woodcote Village, acknowledging their significance as part of Webb's original village road landscaping scheme.
- 1.4.4 This updated document does not propose any changes to the existing boundary (Map 1) and will supersede the current Conservation Area Appraisal and Management Plan Supplementary Planning Document adopted on 25 June 2007.



Map 1. Webb Estate and Upper Woodcote Village Conservation Areas Boundary Map

1.5 Statement of Special Character

- 1.5.1 The area covered by the Webb Estate and Upper Woodcote Village Conservation Areas is a planned residential estate developed in the early 20th century by William Webb, putting into practice the idealistic principles set out in his book '*Garden First in Land Development*'. Webb sought to create a garden village in the suburbs, within easy commuting distance of London, offering an attractive and healthy lifestyle for city workers. Purley, then a small village on the outskirts of London, was deliberately chosen for its strong transport connections and semi-rural character.
- 1.5.2 Much of the area's special interest derives from the distinctive landscape character, where the original houses of the estate are thoughtfully integrated into the streetscape. The authenticity of the conservation areas lies in the seamless integration of diverse architectural styles with the organically designed landscape. This is further enhanced by the picturesque quality of the streets, defined by specimen trees and abundant greenery of exceptional scenic value. The estate is very well-preserved, with most of the original layout, landscaping, and buildings remaining intact.

1.5.3 The key features that make a positive contribution to the special interest of the area are as follows:

- The conservation areas are of particular significance in the context of the UK's town planning and landscape design history. They represent one of the earliest examples of a garden village, largely preserved through the implementation of restrictive covenants that reflect William Webb's pioneering 'garden first' principles.
- The landscape and layout are unique, as the conservation areas were laid out and planted well before construction began, retaining the established landscape and allowing it to mature. The verdant character of the Estate is defined by mature landscaping, particularly specimen trees and biodiverse planting, which contribute to the distinct identity of each street, also echoed in the street names. Low-density development, a strong sense of openness and permeability, and limited inter-visibility between buildings are key characteristics of its layout.
- The conservation areas are unique within the borough, where most others feature development from a range of historical periods. In contrast, the Webb Estate and Upper Woodcote Village were purpose-built in a short period of time from 1903 to 1925, resulting in a cohesive yet architecturally diverse built environment.
- The Estate's unique character within the borough is defined by its relatively secluded tranquillity, achieved through an inward-facing suburban layout and perimeter through-routes that separate the conservation areas from the surrounding townscape.

1.6 Character Areas

1.6.1 The combined conservation areas contain eleven distinct Character Areas. These are shown Character Areas Map (Map 2).

Furze Hill: Steeply sloping topography with landscaped banks lining the road. Houses set well back from the road in large plots, screened by tall hedges. Topography allows for some wide-ranging views beyond the estate.

Foxglove Gardens: One of the most recently developed streets, designed as a cul-de-sac that services three detached houses.

Furze Lane: One of the earlier streets developed. Characterised by mainly semi-detached houses in smaller plots.

Silver Lane: Verges lined with silver birch trees and a variety of spring bulbs.

Briar Hill: Generally detached houses with tall hedging and planting.

Birch Lane and Farm Drive: Originally provided access to Upper Woodcote House (Webb's own home), these streets are much smaller in scale and resemble country lanes.

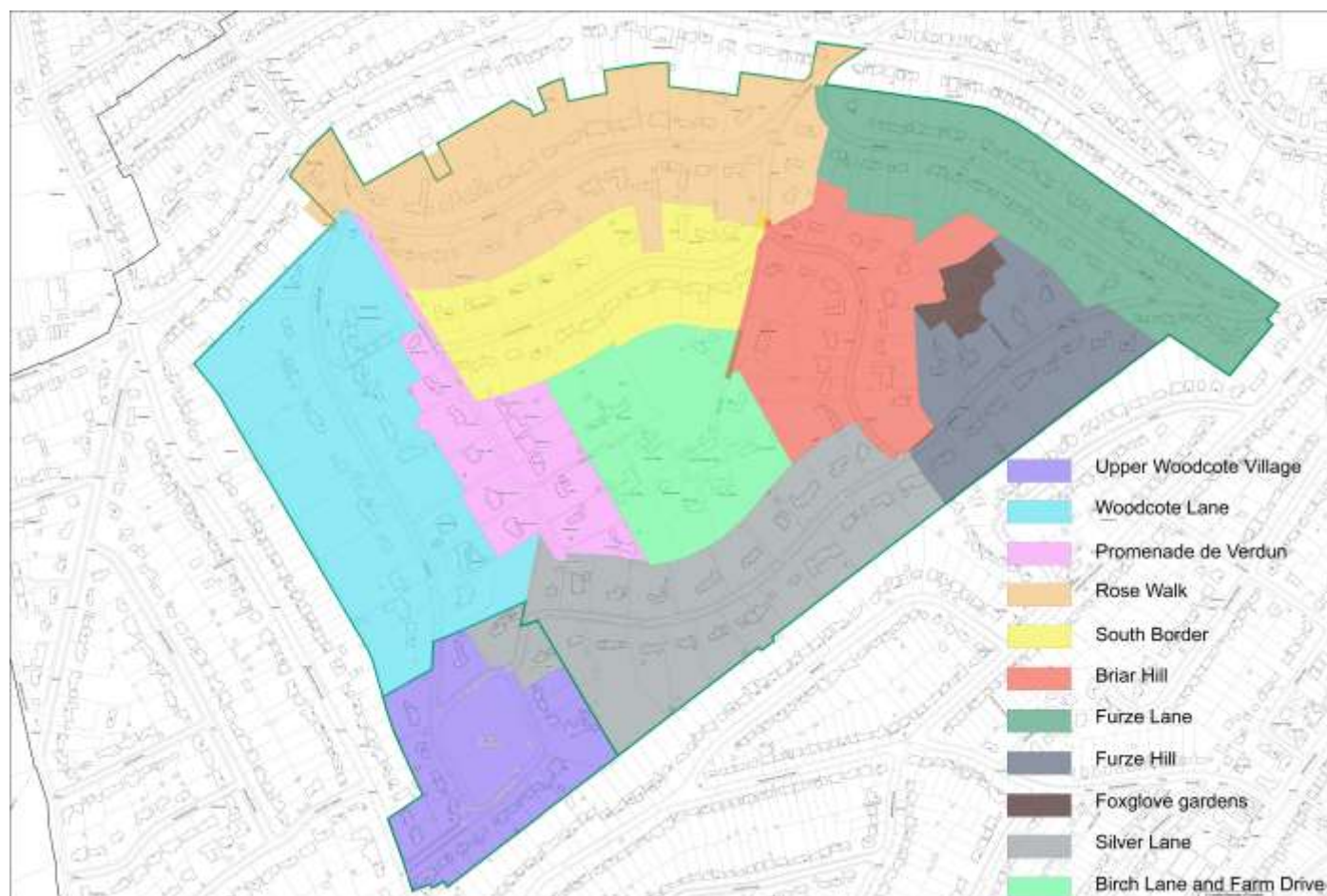
Rose Walk: One of the grandest streets with a formal character and large detached houses addressing the street. Verges were originally planted with roses.

The South Border: A wide street laid out in a sweeping curve with a formal character and large houses. The street is lined with decorative planted borders.

Promenade de Verdun: Narrow and completely straight, lined with poplars and terminated by the First World War Memorial – the promenade was designed as a memorial landscape.

Woodcote Lane: Generally flat and tree-lined street of detached houses screened by tall hedges.

Upper Woodcote Village: Cottages arranged as semi-detached houses around a green – this was the first part of the estate to be developed and was originally intended as workers' housing.



Map 2. Character Areas Map

PART 1: APPRAISAL

2 Context

This appraisal defines the special interest of the conservation areas that merits its designation and evaluates the contribution made by the various elements of its character and appearance. It outlines the features that make the Webb Estate and Upper Woodcote Village significant, including their wider context such as historical development, setting, townscape, streetscape and architectural character. This section also assesses their current condition and identifies the threats currently facing the conservation areas.

This appraisal is not intended to provide an exhaustive account of the conservation area. The absence of specific reference to a particular building, structure, feature or space should not be taken to imply that it lacks significance.

2.1 Location, Topography and Setting

2.1.1 The Webb Estate and Upper Woodcote Village are residential conservation areas in South London (Map 3) located to the west of Purley town centre. Purley is situated in the centre of two valleys cut into the chalk surface of the North Downs one running north-west from Caterham (Godstone Road) and one running north-north-east through Coulsdon (Brighton Road). The valley floor lies at 200 ft above sea level and the highest point lies at 400 ft. Purley Station is 0.5 miles away from the conservation area, providing good connections to Central London and Gatwick Airport.



Map 3. Aerial Photograph of the Webb Estate and Upper Woodcote Village - 2024

Brighton Road Local Heritage Area

2.1.2 The Brighton Road and High Street area, situated in close proximity to the Webb Estate, represents a well-preserved collection of shopping parade buildings dating from the late 19th to early 20th century. The quality of architectural detailing and the variety of styles including Victorian, Mock Tudor and Art Deco inspired features create parades of imposing buildings. The area is distinctive and retains the historic pattern of development that still contributes to the setting of the Webb Estate Conservation Area.

Foxley Lane and Banstead Road Developments

2.1.3 In 1888, Webb purchased the land which was to become the estate and initiated its development. While preparing the site, he began construction on Banstead Road. The first house he built was Banstead Lodge in 1898, followed by properties on Foxley Lane in 1900¹, located outside the estate. Banstead Lodge on 21 Foxley Lane has been converted to Purley Dental Practice today. Webb extended his building programme to the Upper Woodcote Village in 1901 and subsequently to the Webb Estate.

Scakebread Archeological Priority Area

2.1.4 The estate is not within an Archaeological Priority Area but is close to the Scakebread Archaeological Priority Area (APA), which runs partly along the Sutton/Croydon border and lies within Sutton Borough. This archaeological priority area includes the medieval village of Woodcote, which was part of the Beddington estate established on the Downland plateau. By the 16th century, the village had been abandoned; however, surviving historic farm estates might still contain important residual artefacts of this historic settlement.

2.2 Historic Development

2.2.1 The earliest recorded findings in the area include Bronze Age evidence of early man found on Promenade de Verdun. Purley itself hardly existed until the late nineteenth century when it began its transformation from a quiet, agricultural area of Surrey into a vibrant suburb of London. As London's population grew and the urban area expanded, the Borough of Croydon became more urbanised and those who could afford it, chose to build their homes in the less crowded areas including Purley. This shift in population was greatly boosted in 1841 when the first railway arrived in the area, making the suburb a viable living option for those working in London, thus laying the foundations for Webb's vision.

¹ Bouri, Vanda. A Century of Garden First, Introducing the Webb Estate, 1994.

2.2.2 Webb observed that "A few City men live at the West End but by far the greater number seek to spend their leisure time and bring up their families at the nearest spot to their work where they can find a comparatively country home." This insight formed the foundation of his vision for the Webb Estate and Upper Woodcote Village: to create a carefully planned suburban environment that combined the benefits of rural living with convenient access to the city. It was this guiding principle that shaped the design and development of the estate, which was formerly open land (Map 4) that belonged to the historic Beddington Estate.



Map 4. Historic map progression – 1890 OS Map

2.2.3 The parish of Purley was created in 1880 as major development began to occur in the form of villa-style housing. The Croydon Municipal Tramways reached Purley in 1901 and at this time many of the villas were starting to be demolished along Brighton Road to make way for rows of shops, securing Purley as a place in its own right rather than simply a commuter village.

2.2.4 Purley Sports Club, founded in 1907 as a cricket and lawn tennis club, is situated to the north of the estate. To the west, Woodcote Park Golf Club borders the Scakebread Archaeological Area, which was also historically part of the Beddington Estate. William Webb was deeply involved in the development of Woodcote Park Golf Club 1912, driven by his enthusiasm for

golf. These clubs were developed alongside the estate, offering recreational amenities that complemented the lifestyle envisioned for the working classes living in the area.

2.2.5 Additional amenities were introduced over time, including the Cottage Hospital (established in 1909, later renamed Purley War Memorial Hospital), the Astoria Cinema (opened in 1934, subsequently demolished), and a swimming pool as part of the Purley Leisure Centre (built in 1981). These developments firmly established Purley as one of the most significant district centres in the Borough.

Webb's Vision and the Garden City Movement

2.2.6 William Webb (1862-1930) was a chartered surveyor and local estate agent who went on to become a pioneer of the garden estate idea in the UK. He was a visionary and spent his lifetime developing a solely residential suburban estate for city workers in Purley. The estate illustrates important developments in architecture and town planning in the early 20th century and particularly post the First World War, including the garden cities movement. Webb's aims were idealistic behind his solid philosophy, which is clearly set out in his book, *Garden First in Land Development* (1919) and as the title implies, he took the unusual step of landscaping the site before any building work commenced. His meticulous attention to detail ensured that the entire estate was comprehensively designed and constructed to an incredibly high standard.

2.2.7 The garden city movement, initiated by Ebenezer Howard in his book, *Garden Cities of Tomorrow* (1902), is widely recognised as one of the most significant milestones in the history of town planning. The concept of the garden city achieved popularity by the end of the nineteenth century, aiming to combine the best of country and city living. Garden cities were to be planned, self-contained communities surrounded by greenbelt. They were a reaction to the overcrowded, industrialised towns of the time and offered rural housing estates combined with sufficient arable and industrial land where everyone had easy access to the countryside. Examples of these Garden Cities include Letchworth (1903), Hampstead Garden Suburb (1905) and Welwyn Garden City (1920).

2.2.8 William Webb developed the Webb Estate and Upper Woodcote Village specifically as a residential suburb, distinct from Letchworth's industrial provisions or the communal facilities of Hampstead Garden Suburb. The time for the landscape to establish itself was an essential element in the development of the Webb Estate, setting it apart from other more widely known garden suburbs. Webb's approach to housing design was not driven by 'architectural merit, but rather to show how any simple and restrained style of building may be made more

attractive by landscaping. As part of this vision, fast-growing climbers were planted so that the houses quickly lost their raw, new look.

2.2.9 His restrictive covenants outlined specific requirements regarding distances from boundaries and the road, as well as various aesthetic considerations. Webb implemented rigorous guidelines for both building construction and landscaping, including a minimum building cost requirement to uphold high standards of craftsmanship across the estate, while also requiring architects to design each elevation with equal attention to ensure all views to the property were attractive.

Establishment of the Estate

2.2.10 When building began in 1898, houses were set on predefined plots separated by mature boundary hedges and established planting (Map 5). In 1903, a model village known as Upper Woodcote Village was laid out in the south-western corner of the Estate, centred around a green. Upper Woodcote House, completed in 1903, was the first dwelling on the estate and served as Webb's own home. Rose Walk was laid out in 1907, followed by the completion of the South Border in 1912. By 1920, Furze Hill, Furze Lane, Woodcote Lane, and Briar Hill had also been developed. By 1925, the initial development was largely complete (Map 6).



Map 5. Historic map progression – 1910 OS Map

2.2.11 Between 1925 and 1940, a certain amount of infilling has taken place following the estate's initial development (Map 7). Until the late 1960s, only a few buildings were constructed within the inner estate however these did not compromise the overall secluded character of the conservation area. Map 44 illustrates the approximate ages of the buildings, based on the original core structures preserved within the conservation areas.



Map 6. Historic map progression – 1933 OS Map

Non-Statutory Protection

2.2.12 According to Webb, if a complete scheme of development is decided on in detail from the commencement of the scheme, it is likely to lack originality and a personal touch. In contrast, if the development of various roads and areas is gradually planned over several years, incorporating past experiences and lessons learned, it can lead to new and innovative ideas. The development of Garden First should be approached as an art, which allows for creativity and adaptation, rather than as a strict science, which could be rigid and monotonous. Consequently, the approach proved to be experimental, allowing for the emergence of diverse individual styles throughout the estate, characterised by simple yet creative and authentic vernacular architecture. To ensure the integrity of the Estate remained intact, Webb laid out a set of restrictive covenants:

- No house erected on the land shall be used for any purpose other than that of a private residence.
- No house shall be advertised as or designed for or occupied as flats nor shall any trade, business, profession, school or manufacture be carried out on the said piece of land. Nor shall anything be done that shall become a nuisance or annoyance to the adjoining owners.
- No building shall be erected within 60 feet of the road or 10 feet of the side boundaries. No part of the land shall be used as a public road or as a means of access to another property.
- No boundary or party fences or walls shall be erected on the land other than wire fences and live hedges and the Purchaser shall do all that be necessary to maintain such parts of the live hedges as are on his ground.
- The display of contractors advertising boards is not allowed.
- No clothes, except children's garments shall be hung out to dry unless hidden by a hedge or other suitable enclosure.

2.2.13 Although the latter two may need to be adapted to fit in with modern life on the Estate, the covenants continue to play an important role in the preservation of the character of the Webb Estate and Upper Woodcote Village and the most important ones have been incorporated into this document as guidelines for new development.



Map 7. Historic map progression – 1940 OS Map

3 Townscape Character

This section provides an overview of the townscape character of the Webb Estate and Upper Woodcote Village Conservation Areas. Townscape is defined as the arrangement and appearance of buildings, spaces and other physical features in the built and natural environment. Further detail on individual elements within each Character Area is provided in Section 4.

3.1 Layout and Plan Form

3.1.1 The estate was laid out and planted nearly 20 years before building commenced, allowing the landscape to mature and providing pleasant living conditions for the first residents. Webb personally oversaw the planting of trees and shrubs, as well as the arrangement of other landscape features. The land was cleared of fences, and fifty plots were laid out, each divided by privet hedges. The sizeable plots ensured that architectural styles did not conflict with each other, resulting in a carefully planned layout of clearly defined plots, framed by mature landscaping.



8. The South Border

3.1.2 The conservation areas are leafy and suburban in character, designed to evoke the charm of country lanes and English garden villages, featuring an organic plan form that was influenced by nature. The estate's layout evolved gradually, centred around five main roads, each

distinctive for their curved rather than straight lines: Woodcote Lane, Rose Walk, South Border, Furze Lane and Silver Lane, with additional roads incorporated later. Some of these roads were developed according to a specific planting scheme.

3.1.3 The urban grain of the conservation areas can be defined as dispersed, reflecting a low-density development with a scattered yet structured arrangement of buildings and green spaces. The planned yet informal design features widely spaced, organic streets, allowing for expansive back-to-back plots with large front and rear gardens. This plan form creates a strong sense of openness and permeability, while the generous gaps between buildings maintain both visual and physical connectivity with surrounding green spaces. The houses are set well back from the street, with landscaped front gardens enhancing privacy, further reinforced by boundary treatments and mature vegetation.



9. The South Border

3.1.4 The plan form of the development is inward-facing, deliberately oriented away from neighbouring developments to create a secluded and self-contained setting. The building lines, footprints, plot sizes, and spacing are highly consistent within each character area, contributing to the planned appearance of the conservation areas. While workers' cottages and lodge bungalows, being of more modest status, were placed on smaller plots and behind more compact gardens, they still followed the estate's principles. The substantial gaps between buildings and the mature vegetation often obscure the building lines; however, a

consistent building line exists behind the gardens, particularly evident along Furze Lane, where semi-detached buildings are spaced more closely together.

3.2 Land Use and Ownership

- 3.2.1 The conservation areas are almost entirely residential, originally designed as a quiet suburban area with single-dwelling houses, and it remains so today. This includes lodge bungalows, workers' cottages, semi-detached houses, and large detached residences, each of which are described in more detail in Section 5. In addition to the residential properties, there are several other land uses within the conservation areas, including Cumnor House Primary School and Nursery, Lord Roberts Café, the Village Green (a communal park), Promenade De Verdun (a memorial landscape).
- 3.2.2 The land was owned by the Webb family until 1999, when it was acquired by the Webb Estate Limited, a company owned by the estate's residents. Most of the streets are private roads (some gated), owned by the same company, with the exception of Furze Lane, Upper Woodcote Village, Promenade de Verdun and short sections of Rose Walk, Furze Hill and Woodcote Lane, which are part of the unadopted highway.

3.3 Building Types, Heights, Massing and Density

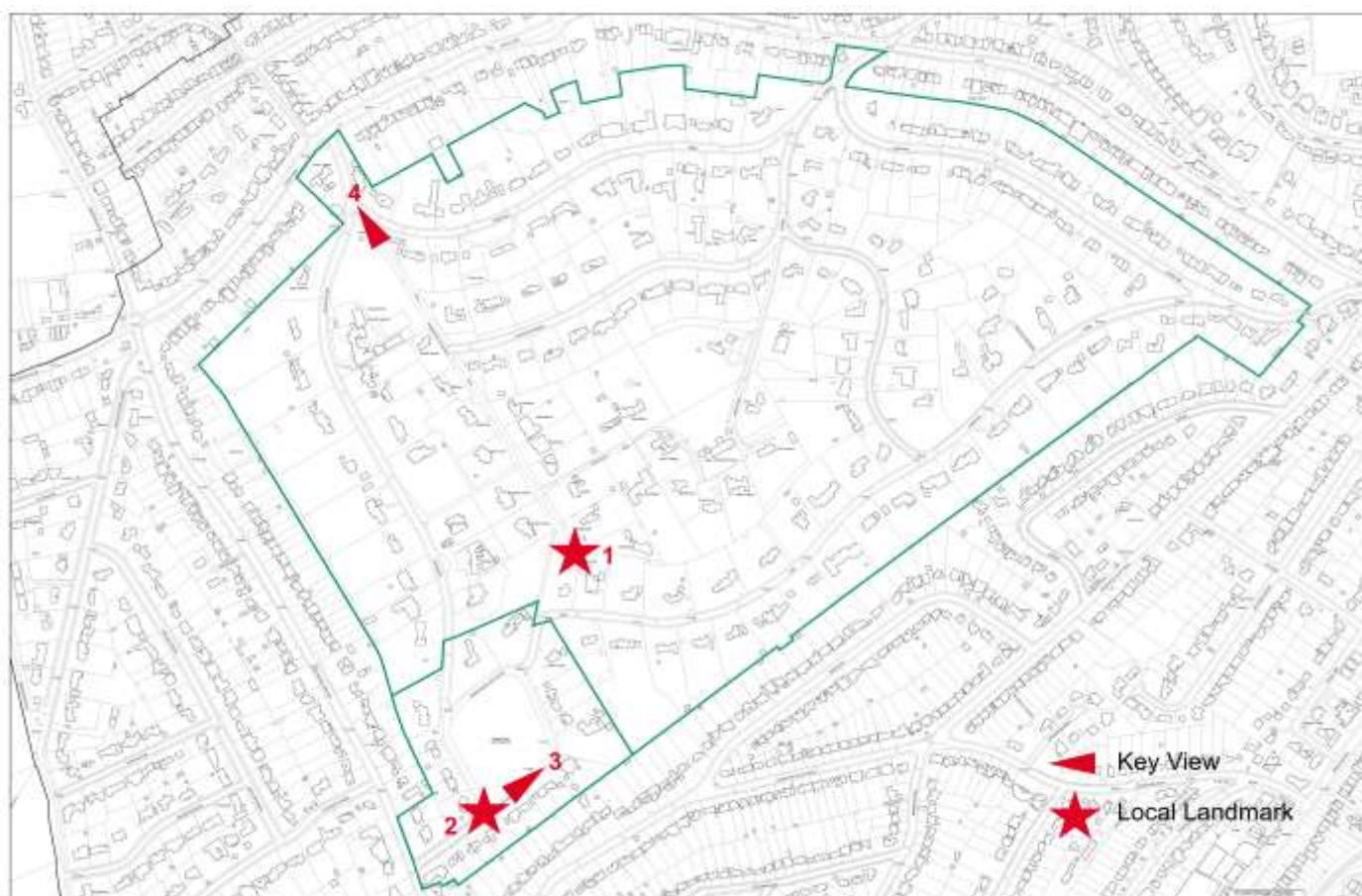
- 3.3.1 The estate is very low density, designed with large garden areas to preserve the rural character of the land. Houses are generally two storeys in height (sometimes with additional roof accommodation) and are well spaced with large gaps and limited intervisibility.
- 3.3.2 Most houses are detached in their own grounds. There are semi-detached houses on Furze Lane and Silver Lane (some designed to resemble single detached houses) and a small number of semi-detached workers cottages in Upper Woodcote Village. Some of the private roads have single storey 'lodge houses' at their gated entrances. In contrast to these more modest residential forms, there are building types such as the schools, which are built to a larger scale.

3.4 Key Views and Landmarks

- 3.4.1 Webb Estate and Upper Woodcote Village contain a variety of distinct buildings and key views that create a sense of place. Local landmarks have been identified due to their prominence in the townscape through scale, visibility, historical or architectural interest.

3.4.2 The following buildings and structures in the Webb Estate and Upper Woodcote Village Conservation Areas have been identified as landmarks:

- 1) Promenade de Verdun War Memorial, designed in accordance with the principles of the French Formal Garden, emphasises geometry and perspective, further enhancing its significance as both a commemorative and historic landmark. The obelisk is an imposing architectural monument which acts as a focal point and is integral to the memorial landscape.
- 2) Woodcote War Memorial stands on the triangular patch of grass where the three roads meet beside the village green. As a significant landmark on the village green, the memorial contributes to the historic character of the area, serving as a focal point in the townscape.



10. Key Views and Local Landmarks

3.4.3 Key views are identified on Map 8. This is a selection of key views. The list is not exhaustive and there may be other views of significance. Any proposals for development within the Conservation Areas, or its environs, should consider the views below and any others which may be relevant or highlighted as part of a bespoke assessment of that proposal.

- 3) Upper Woodcote Village South East towards Woodcote Memorial: This view captures the Grade II listed War Memorial within an open setting, where Lord Roberts on the Green forms a prominent backdrop enhanced by surrounding greenery.

4) Promenade de Verdun North West towards the Obelisk: This view captures the Grade II Listed memorial landscape, featuring a straight avenue of poplar trees leading to the Grade II Listed War Memorial obelisk at its terminus.

3.4.4 The highest point of the estate lies to the north and east, where the land rises above surrounding streets. Furze Hill features the steepest incline, offering limited and partially obstructed perspectives toward the estate's boundaries particularly when the foliage is reduced in autumn and winter. The most striking scenes are found to the northeast along Furze Lane, where seasonal glimpses between buildings reveal rolling hills and suburban houses beyond.



11. Furze Hill

3.4.5 Briar Hill slopes gradually to a vantage point where, on clear days, it was once possible to see five counties -Woolwich to the east, Westminster Abbey and Harrow to the north, and the Chiltern Hills in Buckinghamshire and Berkshire beyond Windsor Castle. However, these panoramic views are now largely obscured by abundant tree cover.

3.4.6 The Village Green gently slopes on its southern side, offering open sightlines across the green and the wider townscape from the northern end, complemented by small clusters of trees planted at its corners.



12. Village Green

3.4.7 There are also some striking street vistas, particularly along Rose Walk and The South Border, which are laid out with wide curves and framed by large, impressive houses. Other street vistas are more visually restricted due to mature trees and planting.



13. Promenade de Verdun and Woodcote War Memorials

4 Streetscape Character

Streetscape refers to the visual characteristics of a street, including its relationship with surrounding buildings, pavements, roads, open spaces and the public realm, along with features such as landscaping, boundary treatments, street furniture, and signage. Together, these elements define the character and appearance of the area. This section outlines the character of the streets and spaces within the conservation area.

4.1 Streetscape

4.1.1 In the character areas, street frontages are defined by the rhythmic arrangement of buildings and the gaps between them. These are key elements in defining the overall streetscape, with particular attention given to the role of front gardens in shaping the visual and spatial qualities of the environment. The aesthetics of the streetscape were further enhanced by Webb's requirement for all utilities—gas, water, drainage, sewers, electricity, and telephones—to be installed underground. Therefore, the overall streetscape maintains an uncluttered appearance, with minimal street furniture and conservation style lampposts that adhere to the [Croydon Public Realm Design Guide](#).



14. The South Border

4.1.2 While right-angled road layouts are a common practice in town planning, the estate softens this approach with gently curving roads, flowing junctions, and abundant planting, favoured

for both aesthetic and practical reasons. This design enhances visual appeal and driving comfort, especially in an era dominated by horse-drawn carts and early motor vehicles. As Webb noted, “a gentle and gradual deviation from the direction of the predominant traffic is both better to look at and more convenient when driving.”



15. The South Border and Briar Hill, gentle curves

- 4.1.3 Most streets were designed with this philosophy, featuring gentle curves lined with grass footpaths and verges, creating a naturalistic, rural ambiance. The extensive use of evergreen hedges instead of walls or wooden fences further reinforces this effect, softening the streetscape and diverging from conventional street patterns. Additionally, intermittent footpaths, some integrated within the grass verges, enhance the feeling of strolling along country lanes, blending functional footpaths with a rural aesthetic. This design allows for picturesque street views to unfold gradually as one travels through the area.
- 4.1.4 The estate's street hierarchy was based on anticipated traffic levels, with materials selected accordingly. Low-traffic areas feature informal grass footpaths, a treatment also seen along the Promenade de Verdun and around the village green. In contrast, higher-traffic areas incorporate more formal footpaths combining gravel and grass. While all streets are surfaced in black tarmac to maintain a unified and understated appearance, Rose Walk is distinguished by its red tarmac, introduced in the 1990's, which provides a unique visual contrast. This combination of materials and design elements helps to create a harmonious streetscape throughout the estate.
- 4.1.5 The street pattern within the area generally follows the natural landscape and topography, running parallel to the contours of the land. The Promenade de Verdun, however, is a striking exception laid out as a formal, linear war memorial garden leading directly to the obelisk. Its dramatically straight, subtly sloping path contrasts sharply with the organic street layout of the surrounding area, creating a focused visual connection to the memorial.

- 4.1.6 The streetscape design achieves a considered balance between connectivity and privacy. While pedestrian access is unrestricted throughout the private roads, vehicular movement is controlled by gates, originally installed to safeguard planting from theft and vandalism while reinforcing a sense of seclusion. The limited number of cross streets and junctions enhances spatial flow, and helps to minimise congestion within the conservation areas, thereby promoting a well-connected yet tranquil environment.



16. Rose Walk red tarmac

4.2 Greenery, Trees and Open Space

- 4.2.1 Greenery, trees, and open spaces are abundant within the conservation areas, forming an integral part of their spacious suburban character. Informal green spaces and grass verges further enhance the village-like atmosphere. The diverse range of mature specimen trees highlights the estate's origins as a carefully designed landscape. Additionally, the high levels of biodiverse planting within private gardens contribute to a lush, green setting while providing residents with a strong sense of privacy.
- 4.2.2 The principles of the Estate's design were centred on the strategic use of trees and hedges to create a green and cohesive landscape. A key aspect of this approach was replacing wooden fences with living boundaries, primarily Privet hedges (*Ligustrum ovalifolium*), which were planted to separate roads from gardens. A variety of shrubs and two or more rows of trees which were at least twelve years old were planted on either side of the hedges. Originally, low wire fencing lined all roads, sometimes accompanied by floral borders, a feature still evident along Silver Lane. In some instances, hedges were set back within gardens behind flower beds, allowing the flowers to remain visible from the road while also

benefiting from shelter against the wind. This thoughtful arrangement balanced privacy for residents with an enhanced visual and environmental quality for the estate.



17. Silver Lane and The South Border, living boundaries

4.2.3 Webb established a nursery in Purley specifically for propagating hedges, shrubs, and trees. Various tree species were tested for suitability based on factors such as optimal positioning, soil compatibility, and their potential to enhance both aesthetic and biodiversity value. The selection of trees along the roads was meticulously planned, not only to meet aesthetic standards but also to establish a distinct landscape character that resonated within the streetscape, as reflected in road names like Birch Lane and Silver Lane. Each road's unique planting scheme was carefully curated, dictating their layout and resulting in a dynamic, seasonal display of bulbs, perennials, and trees. This can be observed in the spring-flowering bulbs along Silver Lane and the blooming roses on Rose Walk (Table 10).

Road	Planting Scheme
Silver Lane	The Silver Birch plantation and the underlying spring bulb border along the road.
Promenade de Verdun	The row of Lombardy Poplars and the grass verge along the eastern side of the road. A laurel plantation as a background to the obelisk.
South Border	The herbaceous border in front of each plot
Rose Walk	The rose border in front of each plot
Briar Hill	The border of flowering and foliage trees with their backing briar hedge in front of each plot
Furze Lane	Hedges at the front of each plot
Furze Hill	Trees and hedges leading to the inner state
Woodcote Lane	Grass verges and hedges to give the appearance of a country lane
Upper Woodcote Village	Raised grass banks with Hawthorne hedging

Table 18. Webb's Original Planting Schemes

4.2.4 Webb also acknowledged the potential for integrating pergolas, external structures, and other outbuildings within the estate. However, he was mindful that these additions should be incorporated thoughtfully and only in appropriate locations, as they could easily disrupt the carefully curated aesthetic and harmony of the estate. He stressed that such elements are "perfectly delightful in their proper places," indicating that their inclusion should be balanced against the overarching "Garden First Principles."



19. Rose Walk, blooming roses and Promenade de Verdun, Lombardy Poplars

4.2.5 Upper Woodcote Village and Promenade de Verdun are two of the Estate's publicly open spaces, each offering unique characteristics. Upper Woodcote Village stands as a well-preserved example of a model village, centred around a distinctive village green. Promenade de Verdun, in contrast, is distinguished by its straight northwest-southeast axis, lined with Lombardy poplars set in a grass verge.

4.3 Public Realm

4.3.1 The public realm spaces within the conservation areas mostly comprise the quieter residential streets which maintain a subtle and understated character that aligns with the area's suburban setting. While the layout of houses along gently curving roads enhances the estate's tranquil, suburban atmosphere, the pavements and grass verges within the public realm provide a meandering path that supports pedestrian circulation throughout the estate. The public realm is further characterised by individual roadside planting schemes, which provide each road with a distinct seasonal identity.

4.3.2 The village green, a key feature of the public realm, serves as a focal point and exemplifies Webb's vision for integrating communal spaces within the public realm. The placement of the magnificent horse chestnut tree in the northwest corner of the green, near Woodcote Lane,

and the clusters of silver birch trees around benches in the northeast and southwest corners, illustrate the thoughtful integration of natural elements into the public realm. These trees not only enhance the aesthetic appeal of the green but also provide functional benefits, such as shade and visual interest, thereby improving the quality of the public realm for residents and visitors.



20. The stocks and whipping post and See-Saw, Upper Woodcote Village

4.3.3 The village green has historically supported various recreational activities and remains central to community life. The see-saw, once a prominent feature within the public realm, continues to offer recreational opportunities for children and families. The stocks and whipping post serve as tangible links to the area's history, adding depth and character to the public realm.

4.3.4 The granite war memorial, set on a triangular island near the village green, anchors the public realm as a place of both remembrance and communal use. Its inscription dedicating the green for public use reflects the area's intentional design to foster a shared civic space. The niche, likely once housing a drinking fountain, further highlights the village green's role as a central, functional, and commemorative element of the public realm.



21. GR-V Post boxes at the corner of Rose Walk and The South Border (CNHSS) & in front of The Lord Roberts (Roger Packham)

4.3.5 At the corner of Silver Lane and Briar Hill, at the corner of Rose Walk and South Border, and in front of the Lord Roberts Café stand three original red pillar post boxes, which remain intact. These GR-V post boxes, installed during the reign of King George, have been remarkably well-preserved over the years. Their continued presence not only serves a practical function but also contributes significantly to the historic character of the public realm.

4.4 Boundary Treatments

4.4.1 The streets and plot boundaries were established by William Webb prior to the commencement of development, marking some of the earliest phases of transformation in an area once dominated by open farmland. The layout of the street follows a consistent hierarchy, typically consisting of the road, a grass verge, a pavement, and a property boundary. Traditionally, plot boundaries were defined by Privet hedges (*Ligustrum ovalifolium*), while streets were bordered by either Privet hedges or wire (or open) fencing. These natural features, integral to the estate's character, contribute significantly to the harmonious and verdant character of the estate, maintaining a sense of openness along the boundaries as well as supporting wildlife corridors.

4.4.2 The trees originally planted by Webb have now matured and largely define the estate's landscape, lining its boundaries. Notable examples include the fir and pine trees that were preserved during the construction of Briar Hill and the Silver Birches along Silver Lane. Additionally, at the Promenade de Verdun, a distinctive row of Poplar trees, paired with chain-linked bollards, lines the boundary between the road and the grass verge, reflecting the same design principles.



22. Boundary treatments, Furze Lane and Furze Hill

4.4.3 Access to the estate is defined by a limited number of entrance gateways, often featuring gates that enhance the sense of privacy and seclusion, further reinforced by the presence of a nearby lodge or cottage. Within the estate, simple oak gates and piers were traditionally used to complement its informal character, while wrought-iron gates, paired with stone or brick pillars, were typically reserved for the main entrances marking the estate's boundary.



23. Rose Walk Entrance Gates, Pedestrian Access Retained

4.5 Streets and Character Areas

4.5.1 Webb's vision, as outlined in his book, was to create an environment that was not only attractive but also rich in character, promoting a thriving ecosystem through diverse planting. To achieve this, each street within the estate was designed with a distinct identity, shaped by unique planting schemes, layouts, and public spaces that responded to the existing landscape, street orientation, changing seasons, and varying architectural styles. Among the first four roads laid out, each was designed to showcase its best features during a specific season (Figures 15-20), a principle still evident today. Spring bulbs bloom on Silver Lane, summer roses flourish along Rose Walk, autumn sees herbaceous plants lining the South Border, and Briar Hill stands out in winter. The estate's streets collectively contribute to this overall vision, as detailed in the following character areas.



24. Furze Lane (CNHSS)



25. Silver Lane and Briar Hill (CNHSS)



26. Rose Walk (CNHSS)



27. Silver Lane (CNHSS)



28. The South Border (CNHSS)



29. Upper Woodcote Village (CNHSS)

Furze Hill

4.5.2 Furze Hill is characterised by its steep incline toward Silver Lane to the southwest and the generally limited visibility of its buildings. The street features steeply sloping planted banks, some supported by low retaining walls, with tall hedges set back from the pavement. Gravel footpaths run alongside the road, while gardens remain discreetly concealed behind privet hedges, trees and bushes. Occasional glimpses of houses are afforded through small openings or gates, adding to the sense of privacy. As a private, gated road, it is accessed through wrought-iron gates flanked by plain square granite piers topped with pyramidal capping stones.

- **Public realm:** The narrow pavements are bound gravel with a wide granite curb.
- **Boundaries and borders:** Plain wrought iron gates mark each end of the road. Most houses are set on elevated plots above street level, with mature trees lining their front boundaries. The plots are typically separated from the pavement by tall hedges of various species and/or planted banks. Gates, generally cast or wrought iron, are set back from the pavement and flanked by brick piers.
- **Layout and form:** The detached houses are set back from plot boundaries and arranged in a spacious layout with limited intervisibility. Numbers 2-8 on the northern side are among the original houses of the estate. They are notably large and set well back within their own grounds, providing a sense of seclusion and prominence. On the southern side, the development pattern is more closely aligned with the spatial standards of Silver Lane, maintaining continuity in character. However, the subdivision of Plots 1-3 and 5 along Furze Hill, near the junction with Furze Lane, to accommodate 1a, 3a, 5, 5a, and 5b, while aligned with the established plot patterns on Furze Lane, does not reflect the consistent character of Furze Hill.



30. Furze Hill

Foxglove Gardens

4.5.3 Foxglove Gardens is a narrow private cul-de-sac, comprising three houses and is accessed from Furze Hill. In the late 1950s, the land to the rear of Nos. 4 and 6 Furze Hill was subdivided to accommodate three additional houses and create the cul-de-sac, which now

serves as the access point. This development took place within the inner estate, which had previously been characterised by trees and hedges. Additionally, 2 Foxglove Gardens, originally a lodge for No. 6 Furze Hill (known as Blue Haze), first appears on the 1910 OS Map, marking it as one of the original buildings from the estate's initial development.



31. Foxglove Gardens

- **Public realm:** The roadway is narrow, comparable to a single lane, surfaced with tarmac and lined with trees, with no pavement.
- **Boundaries and borders:** Foxglove Gardens, a recently developed backland site with a gated entrance, set back from Furze Hill. The plots are bordered by dense tree cover and substantial hedging providing separation from the main road.
- **Layout and form:** This newly constructed cul-de-sac features relatively modest homes, set back from the main thoroughfare, providing an added layer of privacy and seclusion within the inner estate. The one- to two-storey houses are situated on smaller plots and lack direct access to the main road, which deviates from the established pattern of development within the estate.

Furze Lane

4.5.4 Furze Lane, one of the earlier streets developed by Webb himself, runs across a slope, more pronounced at the eastern end, resulting in houses on the southern side being elevated above street level with steeply banked front gardens, while houses on the northern side are set below street level and concealed behind hedges. There are glimpsed views to the north between buildings and from rear gardens. The eastern end of the street, near to the estate

entrance, is notably more open and fragmented, providing views of recent flatted developments in close proximity to the estate boundary.



32. Furze Lane

- **Public realm:** The narrow pavements are surfaced with tarmac and have narrow granite curbs, although some curbs are missing. Certain sections show signs of disrepair, with scattered speed bumps and bollards.
- **Boundaries and borders:** Furze Lane, as an unadopted highway, remains ungated. Mature trees line the front boundaries of the plots. On the north side, tall hedges, some paired with wire fencing separate the pavement from private boundaries. In contrast, the south side features steep planted banks with low retaining walls of brick, clinker or stone, interspersed with hedges creating a more layered division between plots and the street. Driveways typically have open frontages, framed by low walls and entrance piers.
- **Layout and form:** Furze Lane is predominantly characterised by semi-detached houses on smaller plots compared to those on other streets. In his book, Webb emphasised the need to accommodate a variety of residents by offering a mix of house sizes. He considered semi-detached pairs preferable to two detached houses of similar size, as they allowed for a more open street scene and larger gardens. Nonetheless, Furze Lane appears notably less spacious due to its denser development pattern and closely spaced plots, which create a strong and regular rhythm.

Silver Lane

4.5.5 Silver Lane is lined with silver birch trees, offering minimal coverage, while the surrounding vegetation remains predominantly low-growing and naturalistic in style. The grass verges are adorned with an array of bulbs and wildflowers, including daffodils, primroses, violets, cowslips, and tulips, creating a vibrant display throughout the seasons. Originally, the trees were positioned on broad grass verges, separated from the gardens by privet hedges. Over time, the privet hedges were removed, leaving the trees now standing behind a low wire fence. Single-storey lodge bungalows are positioned at both ends of the street.



33. Edge Treatment on Silver Lane

- **Public realm:** The narrow pavements are bound gravel with wide granite curbs.
- **Boundaries and borders:** Silver Lane is a private, gated road enclosed at both ends by low timber gates that contribute to its informal, rural character. Front boundaries are typically defined by lightweight, low-level wire or mesh fencing, allowing visual permeability. A flat grass verge planted with a double row of silver birch trees runs between the pavement and the front gardens on both sides of the street. This verge falls within the property boundaries of individual plots, with each resident responsible for maintaining their section. Some plots feature low hedges, always positioned behind the birch trees. Several driveways have low 'country style' timber gates, while others have low iron gates with brick piers.
- **Layout and form:** The street is predominantly characterised by detached houses set back from the road within a spacious layout, occupying relatively large plots. While the houses on

the eastern end, near Furze Hill, are more closely spaced, there remain clear gaps between buildings that allow for views. Nos. 9 and 11 form a semi-detached pair, designed to appear as a single large residence. The street displays notable variety in building scale, with grand houses situated alongside more modest, cottage-style dwellings.

Briar Hill

4.5.6 Briar Hill, connecting South Border, Silver Lane and Furze Hill, was carefully designed to respect and preserve the extensive groups of fir and pine trees that were already present on the land when the road was laid out later in the development of the estate. Its most prominent feature is the diverse array of trees that grow abundantly, with branches extending over the front hedges and often reaching over the road itself.



34. Briar Hill

- **Public realm:** A grass verge, edged with narrow stones, divides the loose gravel footpath from the road.
- **Boundaries and borders:** In front of each plot, there is a border of flowering and foliage trees, backed by a briar hedge that lines the front boundaries. Most of the houses are set back from the boundary, hidden behind their front gardens. Initially, driveways typically had open boundaries, which were later enclosed by either cast iron or timber gates flanked by brick piers.
- **Layout and form:** It is one of the narrower roads within the estate, organically shaped to follow the natural contours of the topography, with gentle elevation changes and curves.

Detached houses are set back from the road within well-proportioned plots, with sufficient gaps between them. These large houses, set well apart, are partially screened by mature hedges and shrubbery. On the eastern side, the rear of the plots is bordered by a dense canopy of mature trees.

Birch Lane and Farm Drive

4.5.7 These narrow lanes, connected by a pedestrian path, was originally designed to serve Upper Woodcote House (UWH), which was surrounded by open parkland, recreation areas and woodland when the estate was first laid out. These roads have a distinct character and differ from the "floral roads" laid out earlier in the estate's development. They retain their narrow, informal character, reflecting the charm of country lanes.



35. View along Farm Drive

4.5.8 Farm Drive extends eastward from Promenade de Verdun. This narrow roadway is flanked by grass verges and hedges, evoking the atmosphere of a woodland path. As it curves towards Upper Woodcote House, it gradually widens.

4.5.9 Birch Lane originally served as the main driveway to Upper Woodcote House and its outbuildings and continues to function as such today. The original white gate piers with round capstones indicate the location of the original entrance.



36. View along Birch Lane

- **Public realm:** The narrow single-lane roads are surfaced with tarmac, lined with hedges and trees and have no pavement.
- **Boundaries and borders:** Tall hedges, approximately two meters in height, typically line both Birch Lane and Farm Drive. Some properties are further enclosed by tall iron gates. Birch Lane, bordered with yew hedges and grass verges, provides access to five properties and connects to Farm Drive via a footpath. A broader section of Birch Lane features an avenue of overgrown cypress trees along its grass verges. Similarly, Farm Drive, bordered by grass verges and hedges, grants access to seven properties.
- **Layout and form:** When the Upper Woodcote House was first built, its grounds were extensive, encompassing some of the largest plots in the estate. This area remained undeveloped until the property was sold in the 1960s. Following the sale, the land was subdivided and developed with a series of new houses, notably smaller in scale. The development lacks a consistent street frontage or layout, with houses primarily set back and secluded within their individual plots. These modest residences are interspersed with former farm buildings, which once served as outbuildings for Upper Woodcote House. While these residences deviate from the estate's established pattern of development, they align with the layout of Upper Woodcote House, reflecting its former use as a country house.

Rose Walk and The South Border

4.5.10 Rose Walk and South Border exhibit a distinctly formal character, with both private roads designed to curve gently while running parallel to one another. The regularly spaced building plots and gaps, create visually striking and harmonious street views. The buildings along these roads are integral to the estate's original development, making a significant contribution to the special interest of the conservation area. While the landscaping and boundaries treatment differ from plot to plot, each is framed by meticulously designed borders, reinforcing the cohesive and refined character of the streetscape.

Rose Walk

4.5.11 Rose Walk, one of the most renowned roads in the area, was frequently visited by Queen Mary, who admired its beautiful rose borders. The road is characterised by its rose-lined borders as per Webb's original planting scheme, occasional pergolas in front of each plot, and the gravel paths that stretch the length of the street. It is one of the more open roads, with the plots set well back from the paths, contributing to its spacious character. The road is framed by tall, ornate entrance gates at both ends, each accompanied by a single storey lodge, originally built to house the gatekeepers.



37. Planting and Footpath Layout, Rose Walk

- **Public realm:** A loose gravel footpath, bordered by wide granite curbs, separates the path from the red tarmac road.

- **Boundaries and borders:** The streetscape typically features a formal low retaining wall, chain-link or bollard fencing, or a neatly trimmed low privet hedge, complemented by a raised landscaped border behind. Trees are generally positioned further back, enhancing the overall openness of the street. Some houses have a taller hedge, wall or more substantial planting beyond the front border.
- **Layout and form:** Rose Walk is one of the most distinctive roads in the estate, organically formed to follow the natural contours of the topography, with gentle curves. It is characterised by a collection of some of the largest detached houses, set back from the road within well-proportioned, regularly spaced plots, with ample gaps between them. The heights and building lines are generally consistent, creating a strong rhythm and sense of cohesion within the streetscape.

The South Border

4.5.12 The South Border is a prominent road featuring gravel footways. The planting schemes on each side, reflecting their respective orientations, are distinctive from other planting schemes on the estate. On the northern side, which benefits from direct sunlight, wide flower beds and a grass verge backed by privet hedges enhance the verdant character of the road. At the eastern end, the road is gated and flanked by single-storey lodges at both entrances, originally built for gatekeepers.



38. View along The South Border

- **Public realm:** A loose gravel footpath, bordered by wide granite curbs, separates the path from the tarmac road.
- **Boundaries and borders:** The South Border rises uphill from the north, resulting in shadier gardens on the south, elevated above road level. The front boundaries typically feature neatly trimmed hedging. On the northern side, where the herbaceous borders have been preserved, the road features wide flower beds and a grass verge separating the pavement and the hedge. Driveways are often gated with tall iron gates and brick piers, adding to the more formal character.
- **Layout and form:** South Border is one of the most distinctive roads in the estate, following the organic layout of Rose Walk in terms of street formation and plot arrangement. It features gentle elevation changes and curves, offering attractive vistas, particularly towards the west. The remarkable detached houses, set back from the road within well-proportioned, regularly spaced plots with ample gaps between them, are generally consistent in height and building lines, contributing to a harmonious and prominent streetscape.

Promenade de Verdun

4.5.13 Webb selected a site for the memorial, where the land rises, offering the opportunity to design an avenue leading up to a tall granite obelisk as the focal point. The layout of the promenade is inspired by the French formal garden, emphasising symmetry and perspective to create the illusion of greater depth, making the perspective appear longer than its actual length. This formal memorial landscape was designed to honour the soldiers who lost their lives in the First World War. While the road is unadopted, it remains fully accessible to the public, with rights of way granted for all purposes.

- **Public realm:** A narrow roadway, designed without a formal pavement, is accompanied by a 2-3m grass verge specifically intended for pedestrian movement.
- **Boundaries and borders:** On the north-eastern side, the boundary is defined and bordered by a low chain-link/bollard set within a 2-3m grass verge, backed by a 1.5m tall hedge. On the south-western side, the promenade is lined with tall hedges, interrupted only by driveway entrances. These entrances typically feature tall gates; some are constructed of timber, while others are framed by iron gates supported by brick piers.
- **Layout and form:** Promenade de Verdun stands out as the only road in Webb Estate designed in a straight line, running parallel to Woodcote Lane for a significant distance. The plots are arranged perpendicular to the avenue, following a more grid-like pattern compared to other areas within the estate. The detached houses are set back from the boundary,

situated in well-sized plots, often concealed by tall hedges, which enhance the sense of privacy and seclusion.



39. Promenade de Verdun

Woodcote Lane

4.5.14 Stretching from the west end of Rose Walk to Upper Woodcote Village, Woodcote Lane features a broad and curved road terminated by Village Green, a locally listed historic park and garden. The road has a sense of spaciousness and appearance of a country lane flanked by grass verges, hedges, and old trees. The mature trees, with interwoven branches high above the road, add a touch of grandeur.

- **Public realm:** The lane is lined with wide grass verges that serve as pavements, edged with narrow granite curbs, although many of these curbs have been replaced with timber edging.
- **Boundaries and borders:** Woodcote Lane is a private, gated road enclosed at both ends by low timber gates that contribute to its informal, rural character. The streetscape is bordered by an informal footpath along the grass verge in front of a hedge and is accompanied by trees.
- **Layout and form:** The houses are set well back from the boundary, occupying regularly spaced plots. This picturesque streetscape is enhanced by substantial houses situated within expansive landscaped gardens. The houses are generally visible behind their front gardens, making an important contribution to the character and appearance of the conservation area.



40. Woodcote Lane

Upper Woodcote Village

- 4.5.15 The village stands out with its distinctive character, presenting a modern interpretation of an English country village that contrasts strongly with the rest of the estate. Its layout and architecture are carefully designed to capture the essence of traditional village life while incorporating contemporary elements. At the heart of the village lies a central green, serving as a focal point for community activity. Encircled by a road, it is framed by charming half-timbered, semi-detached cottages set back behind grass verges and hedgerows, nestled among trees. While subtly enclosing the space, these houses soften its perception as a traditional village green, reinforcing its role as a valued and well-used amenity.
- 4.5.16 Adjacent to the green, the war memorial is prominently positioned. Directly behind the memorial, a café and the former post office, resembling a country pub or store, cater to the local residents. These design features collectively evoke the charm of an English country village, with a strong sense of community and coherence.
- 4.5.17 Planting on the green was restricted to Thorn and Birch on rough grass, but there are specimen trees in private gardens around the green, which dominate the skyline, notably Cedars and Sequoiadendron. Situated in the northwest corner of the green, near Woodcote Lane, stands a magnificent horse chestnut tree while clusters of silver birch trees provide shade to benches located in the northeast and southwest corners.

4.5.18 Street lighting encircling the Green was in the form of pendant lanterns supported by stained wooden posts. Over the years as posts have rotted and these have been replaced with posts matching the originals.



41. War Memorial and Village Green, Upper Woodcote Village

- **Public realm:** The green, slightly elevated from the road level, is an open grassland roughly square in shape and does not have pathways across or sidewalks around it.
- **Boundaries and borders:** Upper Woodcote Village is connected to Smitham Bottom Lane at its southwestern boundary, providing direct access to Village Green. The circular road surrounding the green is bordered by raised grass banks, live hedges and trees. These grass banks serve multiple purposes: they define boundaries, create visual interest, manage drainage, and provide a buffer between public and private spaces around Village Green. The banks are complemented by medium to tall hedging, further separating the road from adjacent properties and pedestrian areas, thereby establishing both structure and aesthetics.
- **Layout and form:** The plots and private gardens in this area are notably smaller due to the semi-detached nature of the houses; however, the public space is generous. Semi-detached houses are situated within decently sized gardens, occupying evenly spaced plots. Although partially obscured by bushes and hedges, the houses remain visible in the street scene, particularly on the southern side, contributing to the character and appearance of the conservation area.

5 Architectural Character

This section provides an overview of the architectural character of the Conservation Area, including key features and building materials. It also provides assessment of the significance of individual buildings and descriptions of the listed buildings in the Conservation Areas.

5.1 General Characteristics

5.1.1 Webb Estate and Upper Woodcote Village are relatively quiet residential areas. The estate was designed as a self-contained peaceful heaven for businesspeople offering a tranquil environment. The diverse architecture of the estate is simple and restrained in style, consistent with Garden First principles. General eclectic influences, typical in domestic architecture at the time, create variety and a refined appearance, and reflecting the development of the estate as individuals built their own houses. Despite this diversity, the houses maintain a collective consistency and recognisable unified character, generally complementing one another.



42. A Typical Webb House, Furze Lane

5.1.2 The earliest houses built within the conservation area were modest in scale, typically semi-detached properties located along the periphery. These were soon complemented by larger detached homes, creating a diverse yet harmonious architectural ensemble. Both the detached and semi-detached properties are attractive and inviting, exemplifying notable styles such as Arts and Crafts, Tudor Revival, and Neo-Georgian architecture. The seamless integration of these well executed architectural styles with the generous and imaginative

landscaping enhances the area's character, underpinning its significance and justifying its designation as a Conservation Area.

- 5.1.3 The design of the estate places strong emphasis on maintaining gaps and spacing between structures to preserve the area's overall character and openness. This method ensures that the natural environment remains integral to the suburban fabric, preventing overcrowding and preserving the visual and spatial quality of the surroundings. The design philosophy is strongly influenced by the Arts and Crafts movement, which aimed to harmonise buildings with their natural surroundings.
- 5.1.4 In the two conservation areas, buildings are generally modest in size in relation to their plots and the surrounding streetscape, with some variation in scale. Typically, they are two storeys in height, with additional roof or attic space, characterised by shallow plans and the absence of basements, which allows for generous garden areas. The horizontal articulation of these buildings, further reinforced by their roof forms and design, serves to diminish the emphasis on verticality, thereby contributing to the overall harmonious scale and proportions of the conservation area.



43. A Typical Webb House, Silver Lane

- 5.1.5 The estate features traditional pitched roofs, typically with a primary ridge running crosswise, and subordinate projecting gables or hipped roofs. The roof arrangements generally exhibit a clear hierarchy, consisting of no more than two distinct elements. Roof designs, along with low eaves and simple forms, positively contribute to the character of roofscape while softening the visual prominence of the houses within the streetscape.
- 5.1.6 While modernism and mass production techniques began to emerge during this era, they were not widely adopted on the Webb Estate, which retained a focus on traditional methods

and materials characterised by classic craftsmanship and textured materials typical of earlier construction styles. The houses are mostly built of brick and as a rule, the lower part is roughcast. If render is to be used, it should preferably be white as advocated by Webb. While most of the original Webb houses were white rendered, newer houses tend to be natural buff and red brick. The images below are illustrating the key architectural features and materials found in various character areas in the estate.



44. A Typical Worker's Cottage, Upper Woodcote Village

Key Architectural Features and Materials

1. Prominent chimney stacks
2. Tile roofs
3. Overhanging eaves
4. Projecting gables or hips
5. Half timbering filled with render or brick nogging
6. Hanging tiles
7. Casement windows with leaded lights
8. Sash windows
9. Stained glass
10. Roughcast render or Red brick
11. Dormers (Shed, gabled, hipped)
12. Cross gables
13. Timber panel door
14. Decorative barge boards
15. Bow or Bay windows
16. Oriel windows



Stained glass



Stained glass



Timber leaded windows



Timber leaded windows



Oriel windows



Bow windows



Bay windows



Timber doors



Recessed porch



Enclosed porch



Stone porch

Pillared porch

Brick porch



Timber framed porch



Shed dormer



Gabled dormer



Gabled dormer



Hipped dormer



Hipped dormer



Cross gables



Prominent chimney stacks



Prominent Chimney Stacks



Hanging tiles



Hanging tiles



Brick nogging



Half timbering filled with render





Decorative bargeboards

5.2 Historical and Architectural Significance of Buildings

Listed Buildings

- 5.2.1 There are no statutorily listed residential buildings within the Webb estate or Upper Woodcote Village. However, there are two statutory listed war memorials and one registered memorial landscape within the two conservation areas. These buildings, structures and features have been listed due to their special historic and architectural interest as defined by Historic England. Their contribution and summary of the significance of the building is as follows:
- 5.2.2 [Woodcote War Memorial](#), a simple yet dignified stone pillar, is Grade II listed due to its historic interest as an eloquent witness to the tragic impact of world events on the local community and the sacrifices they made in the conflicts of the C20. The land and half the cost of the memorial was donated by William Webb.
- 5.2.3 [Promenade de Verdun War Memorial](#) is Grade II listed due to its historic interest as an eloquent and highly unusual witness to commemorate French sacrifices on the Western Front. At the terminus of the avenue stands an obelisk memorial, carved from Cornish granite, set within a crescent-shaped lawn.
- 5.2.4 [Promenade de Verdun Memorial Landscape](#) is Grade II listed due to its group value with the separately listed war memorial obelisk as an integral part of the landscape design acting as its focal point. The landscape consists of a 500m long, straight avenue, which once offered panoramic views across five counties due to its gradual rise.



45. Woodcote War Memorial (Roger Packham) and Promenade de Verdun (CNHSS)

Locally Listed Buildings

5.2.5 The locally listed buildings dispersed within the Webb Estate or Upper Woodcote Village Conservation Areas are predominantly well-preserved examples of pre- and inter-war architecture, with special local architectural or historic interest. These buildings are recognised for their significance to the local community and their contribution to the cultural heritage of the borough. Included on Croydon's Local List of Buildings of Architectural or Historic Interest, these buildings make a positive contribution to the special character of the conservation areas, both individually and collectively, through their distinctive yet simple design qualities. Each building meets at least two of the following criteria: authenticity, architectural significance, historical significance, technical significance and/or townscape value (Map 46-Locally Listed Buildings).

5.2.6 Detailed information on each building is provided under the relevant character area (Map 2-Character Areas). These locally listed buildings exhibit a dominant scale and proportion, typically rising to two storeys, and are characterised by steeply pitched roofs, prominent chimney stacks, and the frequent use of half-timbered elements, all of which contribute to their strong and enduring presence within the townscape. They also feature key architectural details such as roughcast render or stucco, timber doors and windows, stained glass, leaded lights, and bay, bow, or oriel windows, reflecting the architectural styles of the Arts and Crafts, Tudor Revival, and Neo-Georgian movements.



Map 46. Locally Listed Buildings, Lodge Bungalows and Workers' Cottages

Locally Listed Buildings

3 Rose Walk

9 Rose Walk

14 Rose Walk

15 Rose Walk

16 Rose Walk

19 Rose Walk

21 Rose Walk

22 Rose Walk

24 Rose Walk

4 Silver Lane

Wittsend / Promenade de Verdun

Woodlands Cottage / Promenade de Verdun

The Lord Roberts / 19 Upper Woodcote Village

8 Furze Hill

Upper Woodcote House

The Lodge Bungalows

Rose Cottage / 119 Foxley Lane

Gate Lodge / Woodcote Lane

White Cottage / 1 Rose Walk

Red Cottage / 23 Rose Walk

Keepers Cottage / 3 Furze Lane

Christmas Cottage / 47 Furze Lane

Birch Cottage / 2 Silver Lane

Silver Lodge / 23 Silver Lane

3 The South Border

Amber Cottage / 21 The South Border

Gate Lodge / 1 Upper Woodcote Village

Cowslip Cottage / 9 Upper Woodcote Village

Workers Cottages

The Smithy / 4 Upper Woodcote Village

5-6 Upper Woodcote Village

7-8 Upper Woodcote Village

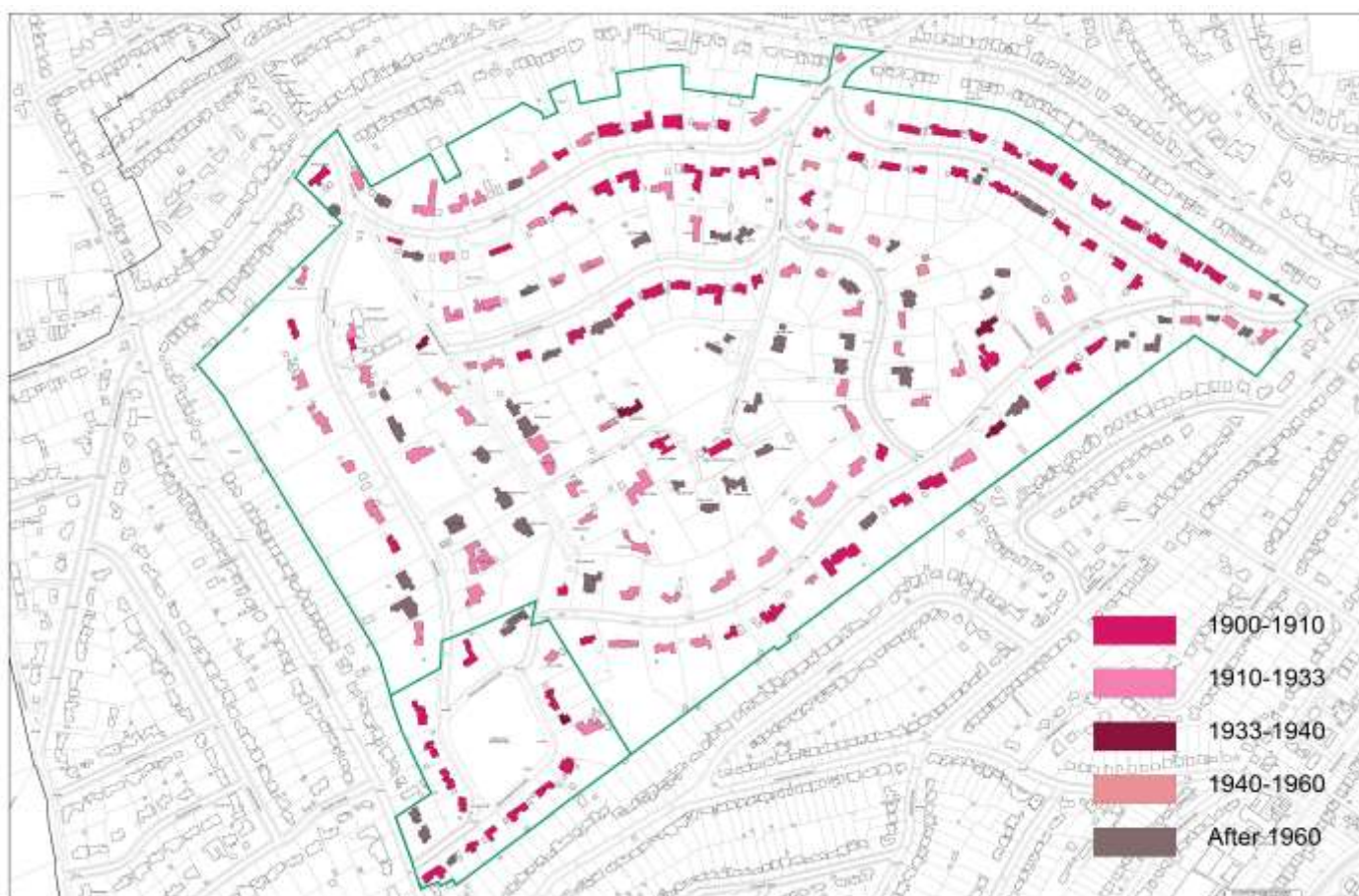
11-12 Upper Woodcote Village

15-16 Upper Woodcote Village

17-18 Upper Woodcote Village

Buildings as Positive Contributors

5.2.7 Many other buildings within the Webb Estate and Upper Woodcote Village Conservation Areas make a positive contribution to their character and appearance. These buildings are considered to have heritage value and play a significant role in defining the special interest of the area. The original pre-war and interwar buildings are central to the significance of the conservation areas, making a strong positive contribution. Additionally, many post-war buildings constructed up until the late 1960s generally align with the established scale and development pattern, resulting in a largely positive contribution. Refer to Section 5.3 of this document for further information on buildings within each Character Area.



Map 47. Approximate Age of Buildings²

Buildings as Neutral Contributors

5.2.8 Several buildings within the conservation areas make a neutral contribution to their character. These are primarily recent developments which, although generally respectful in terms of scale and massing, often take the form of pastiches and lack the architectural distinctiveness needed to positively contribute to the area's special interest.

² The approximate age of the building has been determined based on the original core structure as a reference point.

Buildings as Negative Contributors

5.2.9 Certain buildings within the conservation areas detract from their special interest. Many later additions constructed after the 1960's, despite efforts to reflect a similar architectural style, often lack authenticity and coherence, resulting in a sense of pastiche and making a negative contribution to the area. Furthermore, modern developments that fail to respect the established grain, particularly in terms of scale and massing, or do not take inspiration from the proportions and typologies of the conservation areas, are also considered to detract from their special character.

5.3 Character Area Descriptions

5.3.1 The conservation areas are primarily characterised by a diverse array of early 20th century houses, ranging from large two-storey detached dwellings to lodge bungalows at road entrances, as well as semi-detached workers' cottages in Upper Woodcote Village and semi-detached houses along Furze Lane. The architectural styles are varied, including Edwardian, Arts & Crafts, Tudor Revival, Neo-Georgian, and vernacular designs. Despite this diversity, an overarching Arts and Crafts influence is evident throughout the estate, reflecting the prominence of this architectural movement during the estate's development in the early 20th century.

5.3.2 Although the conservation areas' special character is not defined by a single architectural style, they are characterised by the collective consistency of their buildings, constituting a finely selected building stock as individual examples representing various architectural styles. These buildings exhibit a well-established character and appearance, contributing to a distinctive suburban setting.

5.3.3 The original buildings, constructed between 1903 and 1925 along with the lodge bungalows and workers' cottages, play a key role in defining the special character of the conservation areas, serving as an integral part of the townscape together with the landscaping. This unique combination of architectural diversity and cohesive landscaping makes the conservation areas authentic and distinctive, setting it apart from many other conservation areas where development is typically dominated by a single architectural style from the same period.

The Lodge Bungalows

5.3.4 When the Estate was first established, many of the main access roads were gated with lodge bungalows housing gatekeepers. While some of the original gates have been removed or replaced over time, twelve of the lodge bungalows remain within the conservation areas.

These bungalows, considerably smaller than the surrounding buildings, are an integral part of the estate's character and history. Often situated on irregular corner plots, shaped by the estate's organic street layout, these buildings nonetheless exhibit consistent layouts and architectural features, contributing positively to the character and appearance of the conservation areas.



48. Lodge Bungalows, 23 Silver Lane, Silver Lodge and 47 Furze Lane, Christmas Cottage

Workers' Cottages

5.3.5 Upper Woodcote Village contains one detached and five semi-detached workers' cottages, designed by Webb as part of the estate's initial development phase. Originally intended for estate workers, these cottages are predominantly influenced by the Arts and Crafts and Mock Tudor styles. While many of these cottages feature symmetrical compositions, some, such as The Smithy exhibit asymmetrical layout characteristic of the Arts and Crafts movement. Collectively, these cottages make a positive contribution to the special character and appearance of the conservation area.



49. Workers' Cottages, Upper Woodcote Village

5.3.6 This section provides an overview of the architectural character within the conservation areas. It analyses distinctive qualities and identifies prominent buildings and features that are of note for their contribution towards the conservation areas' special interest. This section supplements the information provided relating to the conservation areas as a whole in Sections 3-5. Character Areas are shown on Map 2.



50. Workers' Cottages, Upper Woodcote Village

Furze Hill and Foxglove Gardens

5.3.7 The properties along Furze Hill are notably spacious, set in extensive grounds with limited visibility between them. On the northern side, numbers 2-8 are among the estate's original properties. On the southern side, the development pattern follows the spatial standards of Silver Lane, ensuring consistency in character varying from Neo-Georgian to Tudor-Revival and Arts & Crafts.



51. Blue Haze

5.3.8 Foxglove Gardens, a newly constructed cul-de-sac with a gated entrance, branches off from Furze Hill, leading to three properties. These 1-2 storey houses, situated on smaller plots, are relatively modest in scale and feature a utilitarian design. No. 2, Blue Haze, is a single storey cottage originally designed as an outbuilding for No. 6. Over time, it has undergone significant alterations, including various additions and extensions, which have transformed its original character.

5.3.9 No. 2 Furze Hill is a two-storey detached inter-war property and a fine example of the Arts and Crafts style. It is distinguished by a steep, plain-tiled roof with overhanging eaves that form a sheltered porch, complemented by prominent chimney stacks. These features contribute to its distinctive and dynamic roofline.

5.3.10 No. 8 Furze Hill is a locally listed building, featuring a plain tile half-hip roof, brick facing on the ground floor, and hung tile cladding on the first floor. Architectural details include timber casement and dormer windows, along with an arched entrance, all of which contribute to its historic and architectural significance.



52. Nos. 2 and 8 Furze Hill

Furze Lane

5.3.11 Furze Lane is characterised by its predominantly semi-detached houses, reflecting a consistent yet generally plain architectural style typical of the era. Along this lane, most of the houses built prior to the First World War featuring characteristic bay windows, pitched roofs, black half-timbered panelling, and white rendering.

5.3.12 No. 3 Furze Lane, Keeper's Cottage, is a two-storey lodge bungalow and one of the earliest structures built on the Webb Estate, first appearing on the 1902 Plan of Furze Hill and Upper Woodcote. Its architectural significance is highlighted by a distinctive porch entrance featuring an original oak ledge-and-brace door, as well as timber casement windows with diamond leaded lights.



53. No. 3 Furze Lane Keepers Cottage

5.3.13 Nos. 27–29 Furze Lane form a well-preserved, two-storey semi-detached house from the early development of the Webb Estate, designed in the Mock Tudor style. Key architectural features include a cross-pitched roof, projecting gabled bays with hanging tiles and eyebrow dormers. The building's largely symmetrical composition is enhanced with stained glass windows and oriel windows.



54. Nos. 27-29 Furze Lane

5.3.14 No. 41 Furze Lane, Pinehurst, designed by Hugh Mackintosh and Ernest Newton in an asymmetrical butterfly form, is a notable example of the Arts and Crafts style. The house features a half-timbered front elevation with plaster infill, while a prominent gabled projection with decorative brick nogging shelters the central entrance. A historic postcard describes the residence as “a well-appointed, substantially built, detached home, fitted with every convenience”.



55. No. 41 Furze Lane (Timber framed with plaster infill and brick nogging)

5.3.15 No. 47 Furze Lane, Christmas Cottage is a single-storey lodge bungalow with simple yet characterful architectural detailing. Despite later alterations, including a garage extension to the side, the building retains most of its original features.

Silver Lane

5.3.16 This street features detached houses set on large, wide plots, creating a light, open and informal character. Houses, generally visible from the street, are built in an eclectic mix of styles. The land level drops at the eastern side, offering glimpsed views between houses to the townscape beyond, adding to the sense of openness.

5.3.17 No. 2 Silver Lane, Birch Cottage is a single-storey lodge bungalow, first appearing on the 1910 Ordnance Survey map and among the earliest structures built on the Webb Estate. It features a plain-tiled roof, simple bargeboards, white roughcast render, two bow windows and a recessed entrance with a distinctive blue door. While it has been sympathetically altered at the rear, the building retains many of its original characteristics.

5.3.18 No. 3 Silver Lane, Silverleigh is a well-preserved example of the Arts and Crafts style. This pre-war building features a plain tile hipped roof with gabled dormers, off-white roughcast render on the ground floor, and hanging tiles on the first floor. Creepers and timber leaded windows further enhance its character, allowing it to blend harmoniously with the surrounding landscape.



56. Nos. 2 and 3 Silver Lane

5.3.19 No. 4 Silver Lane, Silver Birches is a locally listed inter-war property designed in the Neo-Georgian style. Its red brick façade features a symmetrical composition, highlighted by a central entrance door and small-paned timber sash windows.

5.3.20 No. 11 Silver Lane is a pre-war Neo-Georgian property with a plain tile hipped roof, hipped dormers, and six prominent chimney stacks, accented by a dentil cornice beneath the eaves. Its red brick façade features a symmetrical design, highlighted by a single-story central bay with a small balcony and timber leaded windows, contributing to its architectural significance.



57. Nos. 4 and 11 Silver Lane

5.3.21 No. 14 Silver Lane is an inter-war Arts and Crafts building with a distinctive butterfly form, featuring pink render, a plain tiled roof, and a central hipped dormer. Bay windows beneath the gabled wings are flanked by timber leaded windows. A row of trees frames the central entrance, enhancing its setting.

5.3.22 No. 15 Silver Lane is an inter-war house in the Arts and Crafts style, featuring a tiled hipped roof with four chimney stacks and a prominent gabled projection with an asymmetrical design, complemented by a projecting porch. Timber leaded casement windows and a single-storey bow window enhance its character.



58. Nos. 14 and 15 Silver Lane

5.3.23 No. 19 Silver Lane is an inter-war house with a distinctive character. It features a plain tiled roof with two gables adorned with wooden bargeboards and finials. The half-timbered front elevation combines render and brick nogging for a striking contrast, while a prominent timber porch and an oriel window add to its architectural appeal. The building retains its original detailing, hanging tiles, and timber casement windows with diamond leaded lights.

5.3.24 No. 20 Silver Lane, originally built as a nursery and similar in character to the lodge bungalows, is recorded on the 1910 OS Map. It features a plain tiled pitched roof with two gables adorned with simple bargeboards. Despite the later application of render on the brick elevations and chimneys, the building retains much of its historic character, including timber casement windows with diamond-lead lights.



59. Nos. 19 and 20 Silver Lane

5.3.25 No. 23 Silver Lane, Silver Lodge, is a single-storey lodge bungalow dating from the initial development of the estate and makes a positive contribution to the conservation area. The cottage features simple architectural detailing including overhanging eaves with plain bargeboards, timber leaded casement windows and buff roughcast render.

Briar Hill

5.3.26 Briar Hill represents a later phase in the estate's development, completed shortly after the First World War. The buildings were generously proportioned and set well apart within extensive gardens. However, more recent developments, including extensions, have reduced the gaps between the buildings, affecting the originally established spatial standards. Despite these changes, the residences retain distinctive architectural styles, each contributing to the unique character and appeal of the road.



60. Nos. 1 and 7 Briar Hill

5.3.27 No. 1 Briar Hill is a distinguished example of early 20th-century Arts and Crafts-style house. It features a steep plain-tiled roof with a prominent gabled projection, half-timbered and hanging tile elevations, and timber leaded windows. Set within extensive grounds, its character is further enhanced by an attractively designed landscape.

5.3.28 No. 7 Briar Hill, Oak Cottage, is an inter-war cottage with a distinctive architectural character. It features a plain tiled roof with overhanging eaves, decorative wooden bargeboards, and finials. The half-timbered and dark brick elevations are complemented by original leaded casement windows, a shed dormer, an oriel window, and a prominent gabled entrance with timber ledge-and-brace oak doors, enhancing its historic charm.

Birch Lane and Farm Drive

5.3.29 Birch Lane, the principal approach to Upper Woodcote House, leads to a pair of tall white gateposts that mark the historic entrance to the mansion's grounds, later supplemented by the addition of Farm Drive. Built in 1902 as the first property on the estate, Upper Woodcote House served as William Webb's personal residence. Most of the residences along Birch Lane and Farm Drive were constructed later within the grounds of Upper Woodcote House. These properties were intentionally designed to be subordinate and relatively modest in scale, reflecting the understated character of Upper Woodcote House. Additionally, ancillary

historic structures, such as the converted former stable known as The Cottage and Court Cottage, further contribute to the architectural and historic character of the area.

5.3.30 Upper Woodcote House on Birch Lane is a locally listed Edwardian building with a cross-pitched tiled roof, five chimney stacks, and two central hipped dormers. Its simple design includes gables with exposed rafters and timber bargeboards, off-white roughcast render, timber casement windows with leaded lights, and a large porch framing the central entrance.



61. Upper Woodcote House, Birch Lane

Rose Walk

5.3.31 The residences along Rose Walk are grand in scale, featuring notable examples of various architectural styles, including Neo-Georgian, Tudor-Revival, Arts & Crafts, and Vernacular designs. Brick and render facing with detailing, tiled hipped roofs and prominent chimney stacks are common features at Nos. 9, 15, 16 and 21. These elements contribute to the townscape value and architectural character of the area. Key architectural features found on some of the buildings include stuccoed gables at Nos 14, 15, hung tile facing No. 16 and an oriel window No. 21.

5.3.32 No. 1 Rose Walk, White Cottage is a single-storey cottage and one of the earliest buildings on the Webb Estate. Its projecting gables with simple bargeboards, timber leaded windows, and recessed porch and an original bow window enhance its historic charm. The property also features distinctive arched garden gates. Though later extended with an attic addition, it retains its significance.



62. Nos. 1 and 3 Rose Walk

5.3.33 No. 3 Rose Walk, Rosebury, is a locally listed Edwardian house with a plain-tiled, cross-pitched roof and five prominent chimneys. It features two gabled wings forming a central courtyard with a projecting porch. Casement windows with stone dressings and a timber-panel door add to its architectural significance.

5.3.34 No. 4 Rose Walk is a two-storey detached inter-war property and a fine example of the Arts and Crafts style. It is distinguished by a steep, plain-tiled roof with a prominent gabled projection, overhanging eaves and substantial chimney stacks, all of which contribute to a distinctive and dynamic roofline. The ground floor is faced in brick, while upper floors feature hung tile cladding. Architectural details such as bay windows, timber leaded casement windows, and a porched entrance further enhance its historic and architectural significance.

5.3.35 No. 9 Rose Walk is a locally listed inter-war house set in a distinctive garden extending to the South Border. It has a tiled hipped roof with four prominent chimneys and a brick-and-render exterior with decorative half-timbering on the upper floor. Original timber casement windows with leaded lights enhance its historic character. A single-storey side extension was added later.



63. Nos. 4 and 14 Rose Walk

5.3.36 No. 14 Rose Walk is a locally listed Edwardian house with a tiled roof, ridge cresting, and five prominent chimneys. Stuccoed gables feature bracketed eaves and circular windows, with

bay windows below. The brick-and-render exterior is complemented by timber casement windows.

5.3.37 15 Rose Walk is a locally listed Edwardian house with a tiled hipped roof and four prominent chimneys. Its brick exterior features contrasting window detailing, stuccoed gables, timber sash windows, and an arched entrance canopy, adding to the architectural composition.

5.3.38 16 Rose Walk is a locally listed Arts & Crafts-style house with a tiled roof, two projecting hung-tile gables, decorative ridge cresting, and four prominent chimneys. Timber casement windows and a side bow window add character, while a balcony between the front gables shelters the porch below.



64. Nos. 15 and 16 Rose Walk

5.3.39 No. 19 Rose Walk, The Old House, is a locally listed building in Tudor Revival-style, featuring close-studded timber framing, white stuccoed walls, and a brick base. Its architectural significance is further expressed through four prominent chimneys, gabled hung-tile dormers, timber casement windows with leaded glass, and timber panel door.



65. 19 Rose Walk

5.3.40 No. 21 Rose Walk is a locally listed building featuring a tiled gabled roof with four prominent chimney stacks. The buff-rendered exterior is complemented by timber casement windows, an oriel window, and a hipped roof porch crowning the entrance.

5.3.41 22 Rose Walk is a locally listed building with a tiled hipped roof, a prominent gable and three chimney stacks. Its rendered exterior features half-timbered detailing, bow windows and timber casement windows with leaded lights. Despite the later addition of an enclosed pillared entrance porch with a glass canopy, the building retains its character.



66. Nos. 21 and 22 Rose Walk

5.3.42 No. 23 Rose Walk, Red Cottage, is distinguished by its striking red door. Its simple yet charming elevations feature white roughcast render on the ground floor and hanging tiles on the first floor, complemented by timber diamond-leaded windows. While early additions to the sides were introduced, they remain sympathetic to the original design, enhancing the cottage's presence.

5.3.43 No. 24 Rose Walk is a locally listed building with a hipped and gabled roof and three prominent chimneys. Its exterior combines render on one gable and hanging tiles on the others. The ground floor features hipped bay windows, timber casement windows, and a columned entrance porch sheltering double timber panel doors.



67. Nos. 23 and 24 Rose Walk

The South Border

5.3.44 The area is defined by large, detached houses set in evenly spaced plots, which create a sense of rhythm and harmony in the streetscape. The architectural styles which include Arts and Crafts, Tudor Revival, and Neo-Georgian, significantly contribute to the character and appearance of the area. These styles are evident in the street views, collectively enhancing the architectural rhythm and maintaining overall consistency in building heights and alignment.

5.3.45 No. 1 The South Border is a detached pre-war property inspired by the Mock-Tudor style. It features a jettied first floor, a cross pitched roof with projecting gables and prominent chimneys. The front elevation is distinguished by a recessed brick porch, framed by low brick retaining walls leading to an elevated entrance via a distinctive set of brick steps. The exterior is finished in off-white roughcast render at ground floor level, with half-timbered detailing and plaster infill on the upper floors, complemented by timber leaded windows.

5.3.46 No. 3 The South Border is a single-storey lodge bungalow with a later side garage extension. It features a plain-tiled roof with projecting gables, decorative bargeboards, finials, and two roundels. The exterior is finished in white roughcast render with timber leaded windows and a bow window beneath the gable. The rear was sympathetically extended during the Webb Estate's initial development. Its landscaped garden, featuring a charming bridge over a well, enhances the setting.



68. Nos. 1 and 3 The South Border

5.3.47 No. 17 The South Border is an Arts & Crafts style house featuring a plain tile hipped roof with two rendered chimney stacks, a shed dormer, and overhanging eaves supported by decorative metal brackets. The off-white roughcast render is complemented by timber windows on timber sills. The main entrance has a timber panel door sheltered by a timber-framed mono-pitched porch, while a bay window to the right enhances the façade's composition.

5.3.48 No. 21 The South Border, Amber Hall, is a lodge bungalow built around the time of Promenade de Verdun's opening, distinguishing it from earlier estate cottages. It features timber casement windows with small panes, a lancet window with a wrought-iron balcony, and a white rendered exterior. A recessed flat-arched entrance and prominent chimneys further enhance its character.



69. Nos. 17 and 21 The South Border, Amber Hall

Promenade de Verdun

5.3.49 Plots in Promenade De Verdun were typically subdivided following the creation of Promenade de Verdun in 1922 and appear concurrently on OS maps with the development of Briar Hill. The residences are spacious and display a variety of architectural styles. Most of the houses are positioned further from the boundary, frequently obscured by tall hedges which line the avenue.

5.3.50 Wittsend, Promenade de Verdun is a locally listed Neo-Georgian house with a tiled hipped roof, wide coved eaves, and two prominent chimneys. The red brick exterior features timber sash windows and distinctive circular ground-floor windows. A central porch with a straight architrave enhances its symmetry.

5.3.51 Woodlands Cottage, Promenade de Verdun is a locally listed building with a plain tiled pitched roof, overhanging eaves, and timber bargeboards. The rendered exterior features half-timbered detailing and original leaded casement windows. A built-in garage was added later.



70. Wittsend and Woodlands Cottage, Promenade de Verdun

Woodcote Lane

5.3.52 The lane's gentle curves complement the presence of substantial residences showcasing diverse architectural styles, including Vernacular, Georgian, Tudor Revival, and Edwardian. Since the establishment of the estate, Woodcote Lane has accommodated two educational institutions: a girls' primary school situated near the junction with Rose Walk and Promenade de Verdun, and a nursery located at the opposite end of the lane.

5.3.53 No. 17 Woodcote Lane, Pannal was completed by 1904. Set within landscaped grounds, its ground floor features red sandstone walls with Portland stone quoins, while the upper level has an off-white roughcast finish. Three decorative cross gables sit symmetrically beneath a steeply hipped roof, complemented by hung tile dormers and prominent chimneys. Iron casement windows with stone surrounds, crafted at the smithy, add to its character.



71. Pannal, No. 17 Woodcote Lane

5.3.54 Rose Cottage, 119 Foxley Lane, located at the beginning of Woodcote Lane, is a single-storey lodge bungalow and one of the earliest on the Webb Estate, appearing on the 1910

OS Map. It features a plain tiled cross-pitched roof, simple bargeboards, and white roughcast render. Timber leaded windows and a prominent chimney stack enhance the front façade. Though later extended, the bungalow remains well preserved.



72. Rose Cottage and Gate Lodge, Woodcote Lane

5.3.55 Gate Lodge, Woodcote Lane, is a single-storey lodge bungalow with a plain tiled cross-pitched roof, simple bargeboards, and white render. The original diamond-leaded windows beneath the front gables have been replaced with UPVC. Over time, garage extensions were added to the south and north. Despite these alterations, the building remains a key early building on the estate, contributing to its historical development.

Upper Woodcote Village

5.3.56 Upper Woodcote Village, located at the southwest corner of the estate, was the first residential development, originally designed to provide affordable housing for workers who contributed to the construction of the estate. The village features a central green as its focal point, surrounded by houses styled as detached and semi-detached workers' cottages.

5.3.57 Webb established one of the workers' cottages opposite the Lord Roberts Café as a smithy, where blacksmith Charles Wakeling crafted much of the estate's ironwork. Between 1904 and 1914, Wakeling forged the original ornamental gates for Rose Walk, Silver Lane, and South Border. Unfortunately, these gates were removed during the Second World War as part of a nationwide metal donation effort. The former smithy, located at 4 Upper Woodcote Village, has since been converted into a private residence.

5.3.58 No. 1 Upper Woodcote Village, Gate Lodge, is a two-storey lodge bungalow, one of the earliest buildings on the Upper Woodcote Village, appearing on the 1910 OS Map. It features a plain tiled pitched roof with two gables, simple bargeboards, buff roughcast render, and timber casement windows with leaded lights. Despite the later addition of a side extension, the main building preserves much of its original character and stands as a notable early example within the estate, reflecting its historical development.



73. No. 1 Gate Lodge and No.4 The Smithy, Upper Woodcote Village

5.3.59 No. 4 Upper Woodcote Village, The Smithy is a detached Mock-Tudor style house, purpose-built as a smithy, with a hipped roof and two projecting gables. It features timber leaded windows, prominent chimneys, and an off-white roughcast ground floor with timber framing on the upper levels. Its asymmetrical design reflects the distinctive characteristics of the Arts and Crafts movement.

5.3.60 No. 19 Upper Woodcote Village, The Lord Roberts, is a locally listed Edwardian building with a plain tiled gabled roof and white roughcast render. It features timber leaded casement windows, a single storey bow window, and a central timber panel door. An iron sign hangs above the entrance. Although a side extension has been added, the main structure retains its historic character and architectural integrity.

5.3.61 The Lord Roberts holds a particularly framed perspective, elegantly set against the backdrop of the Village Green and encircled by the charming workers' cottages and marked by the prominent Woodcote War Memorial. This composition not only highlights the building's historical significance but also integrates it harmoniously into the surrounding public realm and landscape.



74. No. 19 The Lord Roberts, Upper Woodcote Village

5.3.62 Nos. 5–8 Upper Woodcote Village are two-storey Arts and Crafts-style semi-detached houses with a steeply hipped tiled roof and catslide extensions. They feature timber casement

windows with diamond-lead lights, white roughcast render, and prominent chimney stacks that enhance the symmetrical design.



75. Nos. 5-8 Upper Woodcote Village

5.3.63 No. 9 Upper Woodcote Village, Cowslip Cottage, is a single-storey cottage with a pitched roof, prominent chimneys, and timber leaded windows. While a front porch and rear extensions have been added, it retains some historic features and its landscaped setting. Despite the alterations, the building remains a key early building on the estate, contributing to its historical development.



76. No. 9 Upper Woodcote Village

11-12, 15-16 and 17-18 Upper Woodcote Village

5.3.64 Nos. 11-12, 15-16, and 17-18 Upper Woodcote Village are two-storey, Mock Tudor-style semi-detached workers' cottages featuring timber framing on the first floor and off-white roughcast render on the ground floor. Their character is defined by cross-pitched roofs with projecting gabled bays clad in hanging tiles, as well as prominent chimney stacks and timber leaded windows. While Nos. 11-12 and 17-18 follow a symmetrical composition, Nos. 15-16 is asymmetrical, introducing visual variety to the group. The cottages at Nos. 11, 12, 15, 16, and 17 remain well-preserved, whereas No. 18 has been altered with an enclosed porch. Collectively, these buildings form the core of the estate's early development.



77. Nos. 11-12 Upper Woodcote Village



78. Nos. 15-16 Upper Woodcote Village



79. Nos. 17-18 Upper Woodcote Village

Village Amenities

5.3.65 The estate is relatively isolated, with a full range of amenities including shops and other facilities located at a distance. Within the estate, Upper Woodcote Village is centred around a public green, framed by workers cottages and a café, while providing a valuable recreational amenity for the residents. Webb also envisioned the generous private gardens as not only benefiting individual homeowners but also enriching both the private and public amenities of the estate.

5.3.66 The "Village Inn," originally named The Lord Roberts Temperance Inn in honour of Field Marshal Lord Roberts, was famously referred to as a "pub with no beer," offering tea for visitors when it first opened in June 1907. It served not only as a café and general store but

also as a post office until recently. Today, it operates as a coffee shop named Lord Roberts on the Green.

5.3.67 Promenade de Verdun and Upper Woodcote Village provide solemn and evocative memorial spaces within the conservation areas, offering a place for reflection and remembrance. These spaces enhance the village's amenities by promoting a sense of place.

5.3.68 The Stocks and whipping post, the only surviving features of the Upper Woodcote Village originally laid out in 1903, were restored by residents in 2022 through a generous donation. These recreational amenities were accompanied by a see-saw, which was installed on the green by William Webb in 1919 and replaced with a new see-saw in its original place as of April 2024.

5.3.69 A flock of geese was introduced to the pond by Webb, located at the southwest corner of the green. The pond was later filled in and is now incorporated into the green space. Football and hockey remain popular activities on the green, though its uneven surface still makes it unsuitable for cricket.



80. Commonweal Lodge, Croydon Planning Archive

5.3.70 The first school on the Webb Estate was established in 1916 and relocated to Commonweal Lodge the following year, in 1917. While the original Commonweal Lodge School building has since been redeveloped for residential use, Silverdene Lodge at 13 Woodcote Lane has been converted into a nursery. Cumnor House Primary School continues to operate at 1 Woodcote Lane.



81. Cumnor House Nursery and Primary School, Woodcote Lane

6 Condition, Threats and Development Pressure

6.1 General Condition

- 6.1.1 The overall condition of the conservation areas is generally good, with the original layout and plan form largely intact, reinforcing their distinctive townscape and streetscape character. The continuity of the built form, combined with the surrounding landscaping, plays a crucial role in preserving their special character. However, the conservation areas remain vulnerable to incremental changes, development pressures, and inappropriate alterations, all of which pose a risk to their long-term significance.
- 6.1.2 Buildings within the conservation areas generally retain their historic integrity and are well-preserved, with most being occupied and maintained by owner-occupiers. Historic maps indicate that approximately 65% of the buildings from the initial development phase have survived to the present day. The majority, including those constructed after the 1960s, remain in good condition. However, a small number of buildings have fallen into disrepair due to prolonged vacancy, though they have largely retained their original architectural details. While the overall character of the conservation areas has been preserved, certain modern infill developments have introduced designs and forms that are unsympathetic to their historic context, as discussed in Section 8.3.
- 6.1.3 The estate has maintained its physical integrity remarkably well over time; however, while the overall condition of the landscape is generally good, some areas exhibit signs of neglect due to inadequate or inconsistent maintenance. Emerging concerns within the conservation areas include overgrown vegetation, the loss of historic planting schemes, the deterioration of boundary treatments, and the introduction of inappropriate materials or species, all of which pose a threat to the landscape character and its long-term integrity.

6.2 Key Threats and Negative Issues

- 6.2.1 While insensitive development can cause immediate harm to the special character of the conservation area, gradual erosion often occurs through incremental changes, such as unsympathetic alterations that do not require planning permission or occurred prior to the area's designation. These cumulative changes pose a significant threat to the character and appearance of the conservation areas, progressively undermining their integrity and authenticity.

Threats to Buildings

6.2.2 The character and integrity of buildings within the conservation areas are increasingly at risk due to inappropriate alterations, insensitive development, and the gradual loss of historic features. In some instances, insensitive design and construction choices and disproportionate scale disrupt the harmony of the surrounding built environment, undermining the special character of the conservation areas. Similarly, certain extensions, due to their scale and design, compromise the significance of their host buildings and the wider conservation areas.

6.2.3 Some characteristics of the conservation areas have been eroded due to the loss of historic features and materials. In particular, the replacement of traditional windows with uPVC alternatives and the increasing application of paint or render over original brick or stone elevations have diminished the architectural integrity and historic character of the area. These alterations present new challenges, as they not only impact the character and appearance of the streetscape but also raise concerns about the long-term preservation of the buildings' original materials. Such incremental changes can also lead to issues with damp control, further compromising the resilience of the conservation areas. Additionally, these modifications obscure the historical significance of the buildings and contribute to the gradual erosion of the character and appearance of the conservation areas.

- Inappropriate alterations to historic buildings
- Poorly designed and oversized extensions
- Loss of important landscape and architectural features
- Loss of important buildings, features and structures
- Loss of original windows and doors and inappropriate replacements
- New development of poor-quality design, materials or inappropriate siting, scale or massing
- New development which erodes the historic integrity of the estate
- Vacant houses, absent or disengaged landlords
- Rendering/painting previously untreated surfaces

Threats to Streetscape

6.2.4 The streetscape of the conservation areas is generally well-maintained, but certain developments and alterations pose increasing threats to its character and coherence. While building clutter is not a significant concern, street clutter including outbuildings, gates, pools,

fences, and barriers can occasionally detract from the overall aesthetic. Additionally, the installation of photovoltaic panels without planning permission is an emerging issue, as it affects the visual integrity of the streetscape. Rooflights on front roof slopes visible from the street are also undermine the significance of the conservation areas.

- 6.2.5 The estate has historically benefited from a carefully designed and naturalistic approach to boundary treatments, contributing to a unified streetscape within each character area. However, the quality and consistency of these treatments have gradually deteriorated. In some areas, the absence of appropriate boundary treatments has disrupted the visual continuity of the streetscape. Traditional hedgerows, once integral to the estate's character, have increasingly been replaced with fast-growing conifers and fencing resulting in a more fragmented and less harmonious appearance.
- 6.2.6 Traditional gates have also been replaced with more elaborate and imposing designs at residential entrances. In certain examples, solid boundary treatments such as privacy screens and walls have been introduced. While these may provide greater security, they are often poorly designed, visually intrusive and incongruous with the open character of the conservation areas undermining the principles that shaped its original design.
- 6.2.7 Public enjoyment of the Estate was one of Webb's intentions, however, public right of access with vehicles is not paramount to this enjoyment and the increasing privatisation and gating of roads within the Estate will act as a deterrent to rat running and support the preservation of its tranquil character. At the time the estate was built in the early 1900s as a gated development, car ownership was limited, and minimal traffic was anticipated. However, the design of the public realm has not always evolved to sufficiently accommodate pedestrians, resulting in a somewhat car-centric environment that detracts from the intended balance between vehicular and pedestrian spaces. While on-street parking is minimal, residents tend to park within their own property boundaries, which helps maintain the estate's open character.
- 6.2.8 Upper Woodcote Village and Furze Lane, as unadopted highways, experience higher levels of vehicular traffic than other private roads within the estate. Parking pressures are particularly evident around estate entrances and the Village Green, where congestion occurs during daytime hours. While current parking levels remain manageable, any future alterations to accommodate more parking or to prioritise car access may erode the area's special character. Additionally, ongoing issues such as joyriding and nighttime littering pose further challenges to the preservation of the estate's tranquil environment. These issues significantly impact the streetscape, presenting continuous threats to the special character of the conservation areas, as outlined below:

- Installation of modern equipment such as solar panels and security measures, where visible from the street scene,
- Inappropriate boundary treatments incl. fences, gates etc.
- Rooflights on front roof slopes
- Loss of historic boundary treatments
- Loss of gaps between buildings
- Loss of views to and from historic buildings
- Boundary changes
- Bin clutter
- Increased traffic levels

Threats to Landscape

6.2.9 Over time, changes in landscaping have gradually altered the visual and spatial qualities of the conservation areas, often detracting from their original character. The replacement of original planting schemes with hardstanding, the loss of mature trees, and the introduction of materials inconsistent with Webb's vision have led to a fragmented landscape. In certain areas, carefully designed planting schemes have been removed or replaced, diminishing the intended character of the landscape. These cumulative changes not only affect the landscape character but also have broader environmental implications, including biodiversity loss and ecological disruption.



82. Promenade de Verdun

6.2.10 Promenade de Verdun forms part of the unadopted highway network, maintained at private expense while affording the public full rights of way for all purposes. Originally designed by Webb as an informal pedestrian route, the promenade was defined by a grass verge and a row of poplar trees. However, recent alterations have compromised its intended role. Low-hanging chains now cordon off the grass verge at key access points, restricting pedestrian movement, while signage such as “Keep Off Verge” and “Private Road” further discourages public access. These interventions undermine the historic function of the promenade as an open and inclusive memorial landscape. Additionally, the lack of clear distinctions between public, highway, and private spaces has led to confusion and uncertainty over access rights, further reducing wider community engagement with this historically significant landscape.



83. Promenade de Verdun (CNHSS)

6.2.11 The following issues have contributed to these ongoing threats, significantly impacting the character and quality of the conservation areas:

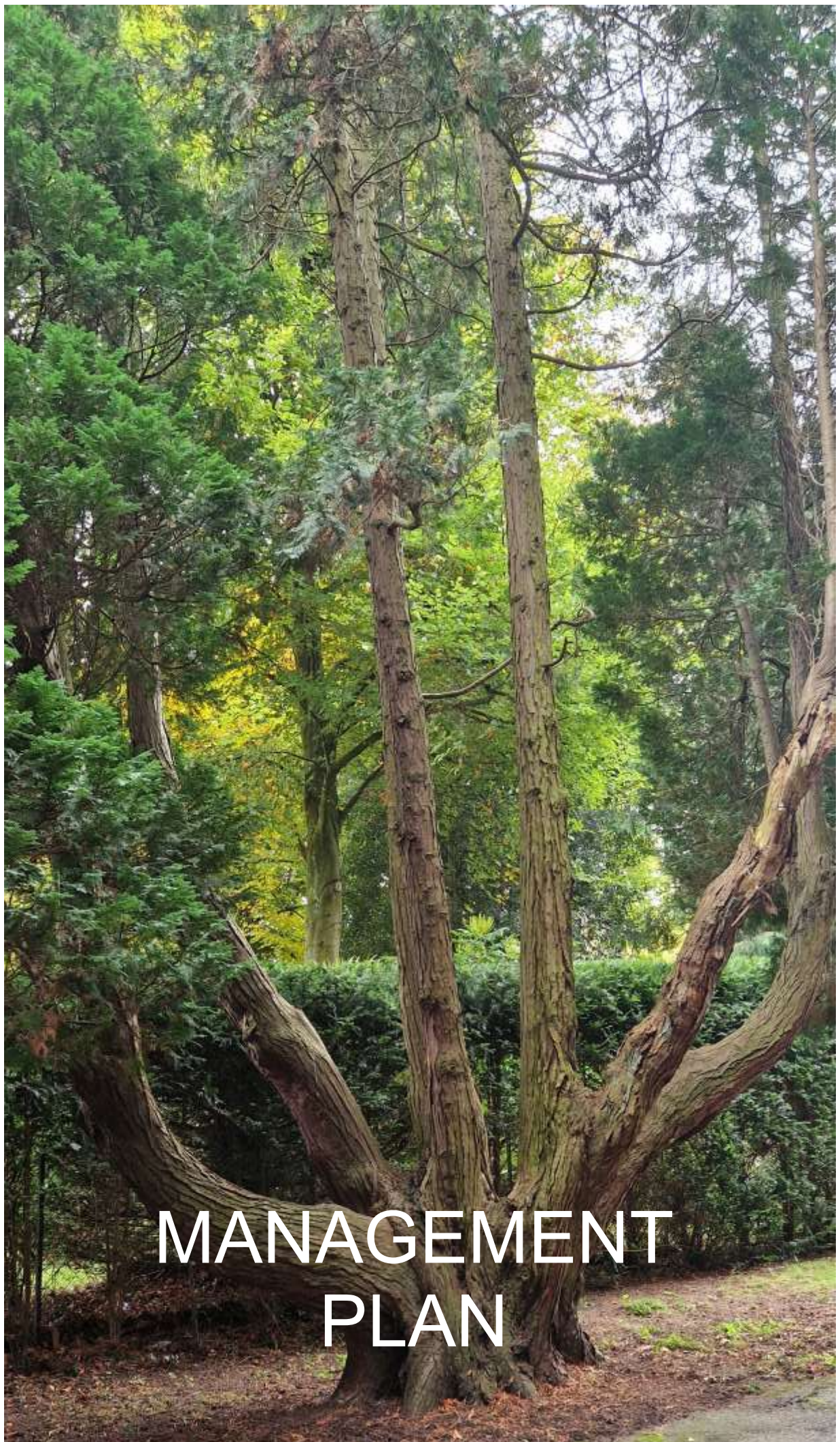
- Provision of hardstanding to front gardens for parking
- Loss of preservation and implementation of Garden First Principles
- Loss of trees/planting schemes (or inappropriate landscape design)
- Loss of garden space
- Poor landscape maintenance

- Accessibility/poor quality public realm
- Unauthorised signs

6.3 Development Pressure

- 6.3.1 The area around the estate, outside the boundary of the conservation area, is evolving towards greater density, but the estate itself is not undergoing the same degree of change, in part due to its protection in the form of conservation area status. Although suburban development has started to encroach upon the land close to the estate, the historic pattern of development, the topography and the open land surrounding the estate have retained their character. This character continues to reflect a blend of green, suburban and rural qualities, further reinforced by the designation of the Brighton Road Local Heritage Area, the Scakebread Archaeological Priority Area and the continued operation of the golf course.
- 6.3.2 However, intensifying new development close to the estate has the potential to overwhelm its special character. New developments on sites located close to or immediately adjacent to conservation areas significantly impact their setting. These proposals pose a potential threat, especially in terms of back land development and the subdivision of plots, which could lead to a more crowded and fragmented environment. Additionally, the presence of tall or large buildings in proximity can disrupt the visual and contextual integrity of the conservation areas, particularly in isolated locations where new developments within the setting are visible.
- 6.3.3 On several occasions, redevelopment, infill development, or new construction on subdivided plots has altered the historic pattern of development, disrupting established spatial standards and gradually eroding the character of the conservation areas. Furthermore, some buildings within the conservation areas have suffered from inappropriate alterations, including excessive extensions and partial or substantial demolitions. Such changes have sometimes resulted in loss of historic fabric, overdevelopment or multiple occupancy dwellings, further undermining the historical and architectural significance of the area. These developments collectively are viewed as threats to the integrity of the conservation areas, jeopardising their character.
- 6.3.4 Over the years, several factors have contributed to the gradual degradation of the conservation areas' character and integrity. The following issues, in particular, highlight the ongoing challenges posed by inappropriate or insensitive development:
- Demolition
 - Overdevelopment (large extensions and curtilage buildings)

- Subdivision of plots
- Development on garden land (Back land development)
- Multiple occupancy dwellings
- Encroachment
- Developments in the setting (esp intensification schemes, flatted developments and tall/large buildings)



MANAGEMENT PLAN

Part 2: MANAGEMENT PLAN

7 Additional Considerations and Designations

This Management Plan provides area specific guidance on development, maintenance and enhancement for the Webb Estate and Upper Woodcote Village Conservation Areas. It should be read in conjunction with Croydon's [Conservation Area General Guidance](#) SPD, which provides general guidance for all conservation areas. It also identifies opportunities to enhance the character of the conservation areas and sets out recommendations for future management.

It is the property owner's responsibility to be aware of the designations that apply to their building and the area within which it is situated. The property owner must also ensure that the correct permissions are in place prior to undertaking works in the conservation area. Additionally, the following considerations apply specifically to the Webb Estate and Upper Woodcote Village Conservation Areas.

7.1 The Implications of Conservation Area Designation

7.1.1 The designation of the Webb Estate and Upper Woodcote Village as Conservation Areas places certain statutory obligations on both the Council and the residents. The main obligations are as follows:

- In the exercise of planning powers, particularly those relating to development management, special attention must be paid to the preservation and enhancement of the character and appearance of the conservation areas.
- There is a strong presumption against the demolition of buildings or structures which make a positive contribution to its character or appearance, and similarly against loss of trees and other green infrastructure that contributes to the special character of the conservation areas.
- Additionally, there are restrictions on the types of development that can be carried out without planning permission (permitted development) in conservation areas. Advice should always be sought from the Council on what works are likely to require planning permission.
- Stricter rules apply in conservation areas with regard to the type and size of advertisements that can be erected without advertisement consent.

7.2 Statutorily and Locally Listed Buildings

7.2.1 There are two listed war memorials within the conservation areas: Woodcote War Memorial and Promenade de Verdun. Listed building consent is required for any works to a listed

building that could affect its character. For more information please refer to Historic England's Guidance on [Listed Building Consent](#).

7.2.2 There are several locally listed buildings within the Webb Estate and Upper Woodcote Village Conservation Areas that are included on the Council's Local List of Buildings of Historic and Architectural Significance. The [Croydon Local Plan](#) sets policies for development proposals affecting locally listed buildings, with substantial weight given to preserving and enhancing these non-designated heritage assets and their settings. For further guidance, please refer to [Croydon's Local List SPD](#).



84. War Memorials and Locally Listed Historic Park and Garden

7.3 Registered and Locally Listed Park and Garden

7.3.1 The [Promenade de Verdun Memorial Landscape](#) is a Grade II Listed Park and Garden originally designed to cement the friendship between the English and French nations. The public is kindly encouraged to help preserve this historic memorial. The Village Green in Upper Woodcote Village was considered by Historic England for inclusion on the Register of Parks and Gardens of Special Historic Interest. Although it did not meet the criteria for

national listing, its significance was acknowledged, and it has been locally listed as a historic park and garden³.

7.4 Trees and Tree Protection Orders

7.4.1 There are numerous Tree Preservation Orders (TPO) in place across the conservation areas. Council will resist the loss of good quality trees that make a positive contribution to the character of the area. Further information on [trees](#) and [TPOs](#) is available from the Council's website.

7.5 Managing Change in the Conservation Area

7.5.1 Local authorities have a responsibility to develop and publish appraisals and management plans that are carefully formulated and designed to preserve and enhance conservation areas. Conservation area management plans are essential tools in reinforcing the special character of a historic area as well as for avoiding, minimising and mitigating any negative impacts that may affect it. This document will facilitate the positive and effective management of the conservation areas.

7.5.2 In the application of statutory powers, policies will be operated to ensure that all proposals preserve or enhance the character, appearance, and setting of the conservation areas. These will focus on two main areas of concern, those directed towards the built environment and those designed to protect landscape features:

- The sub-division of existing single plots is generally not supported. Proposals, which would involve the sub-division of existing single plots may be allowed where it can be clearly demonstrated that sub-division would preserve the spacious and permeable character of the plot and the wider conservation areas.
- Development that introduces new uses should reinforce the established residential character of the area. Proposals for alternative uses, such as nursing homes, hostels or flat conversions, may only be supported where they have no adverse impact on the character and appearance and amenity of the conservation areas.
- New buildings should be sensitively designed to sit comfortably within their plots and in relation to neighbouring buildings. Proposals are expected to respect key landscape feature

³ <https://www.croydon.gov.uk/sites/default/files/Planning/Conservation%20areas/Locally%20Listed%20Parks%20and%20Gardens%20-%20Details%20Part%202.pdf>

including mature trees, hedgerows, and open views that define the verdant character of the conservation areas.

- Where a planting scheme was originally specified by Webb including tree species, hedging or ornamental borders, the retention, reinstatement, or sympathetic maintenance of that scheme will be strongly supported and, where appropriate, expected.
- Where justified, proposals for replacement dwellings should demonstrate that the size, siting, height, and design of the building respond sensitively and sympathetically to the site context, while making a positive contribution to the landscape character of the estate.
- Extensions will be supported where their size, siting, height, and overall design respond sympathetically and sensitively to the site context and make a positive contribution to the landscape character of the estate.
- The discreet siting and design of telecommunications equipment, including satellite antenna, is encouraged to ensure they do not detract from the character and appearance of the conservation areas.

7.6 Planning Enforcement

- 7.6.1 Unauthorised building works may be subject to enforcement action, and owners should obtain all of the necessary permissions before starting any work. Anyone carrying out unauthorised demolition of a building or other structure within the conservation areas, or undertaking unauthorised works to a listed building, could be committing a criminal offence.

7.7 Permitted Development in Conservation Areas

- 7.7.1 Permitted development rights are more limited in conservation areas; therefore, it is important to seek advice from the Council before undertaking any work that may require planning permission. The General Permitted Development Order (GPDO) sets out what is and is not permitted, and it is essential to consult this legislation before commencing any works. Further guidance is available on the [Planning Portal](#). Where Article 4 Directions are in place, planning permission must be obtained, and any proposed development should preserve or enhance the special character of the conservation areas.

7.8 Article 4 Direction

- 7.8.1 The Town and Country Planning (General Permitted Development) (England) Order 2015, as amended, permits the serving of Article 4 Directions (where appropriate) to enable a local planning authority to remove permitted development rights, thereby controlling development that involves minor alterations and additions to buildings, gates, fences, walls, and the formation of parking spaces in front gardens. Many of the permitted changes could have a considerable detrimental impact on the special character, and these directions can control small-scale changes that might gradually erode the character and appearance of a conservation area.

8 Development Guidelines

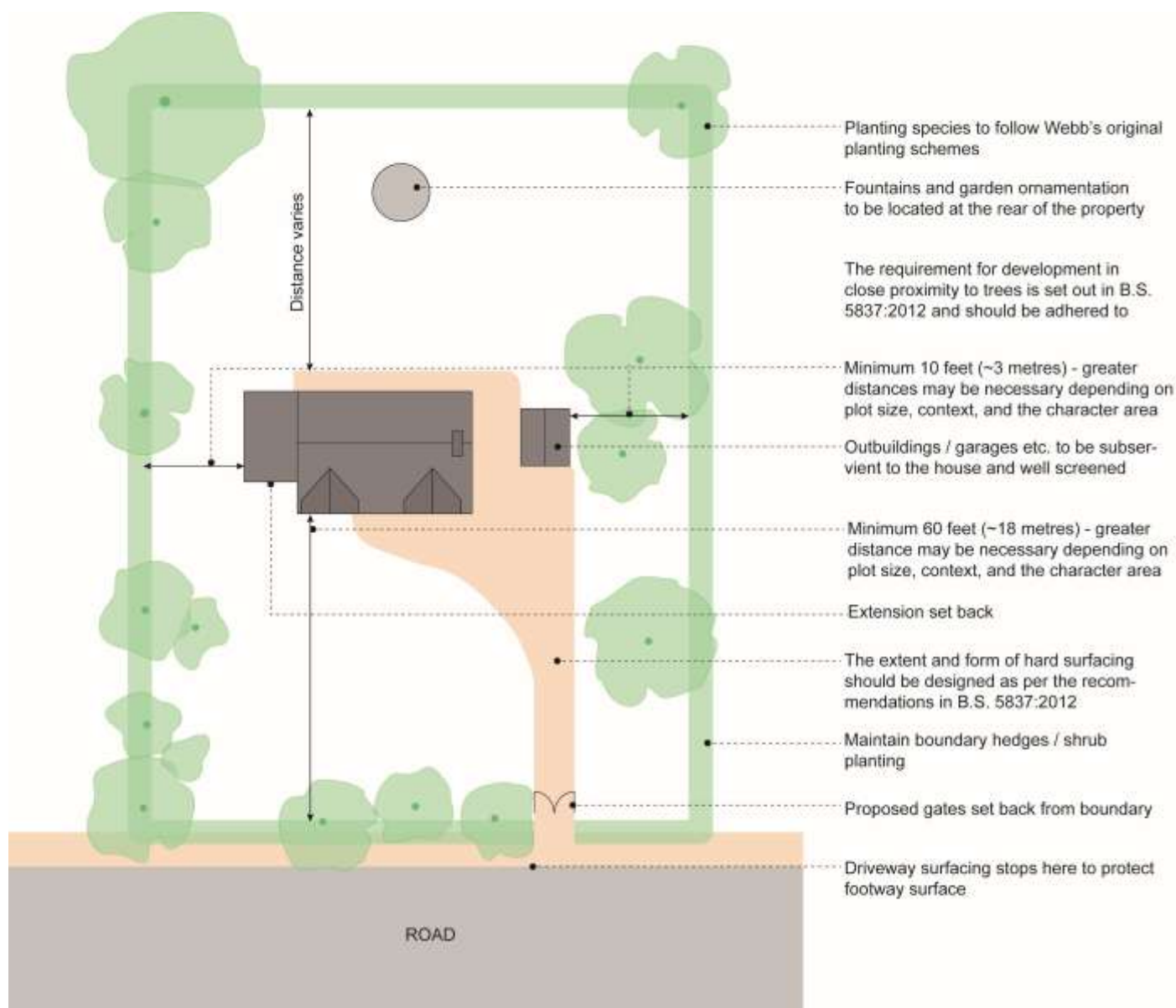
General guidance for development in conservation areas is provided in the [Conservation Area General Guidance](#) SPD. The development guidelines provided below supplement these general guidelines, providing area specific principles regarding proposed development for the Webb Estate and Upper Woodcote Village Conservation Areas. These have been developed in order to help preserve and enhance the particular character and appearance identified in the appraisal.

8.1 Demolition

- 8.1.1 Demolition, or substantial removal of part of a building or other structure within a conservation area is generally inappropriate, as it can cause irreversible harm to the area's character and significance. Anyone carrying out unauthorised demolition could be liable for a criminal offence. It is essential to ensure that correct permissions are in place before any demolition works taking place.
- 8.1.2 The total or substantial demolition of statutory listed buildings, locally listed buildings or those that make a positive contribution to the conservation area constitutes harm to its significance and is not considered acceptable. The original houses of the estate play a key role in the character and special interest of the conservation area, their demolition or replacement will not be supported.

8.2 Development

- 8.2.1 There may be some opportunities for redevelopment on the existing sites within the Webb Estate and Upper Woodcote Village Conservation Areas, where the building is not one of the original houses of the estate and detracts from the character of the conservation area. However, new buildings must be of a high-quality contextual design that respond to and complement the special character of the estate following the guidelines below:
- The massing of any new buildings or extensions should be proportionate to the plot size and maintain appropriate separation distances from plot boundaries. As a general guide, a minimum of approximately 10 feet (~3 metres) should be maintained to each side boundary, and approximately 60 feet (~18 metres) to the front boundary. Greater separation distances may be necessary depending on plot size, context, and the character area, to reflect the prevailing pattern of development and achieve a well-balanced layout. The diagram below illustrates an example of an acceptable form of development on a typical plot:



85. Design Guidelines for Acceptable Development (Not to Scale)

- Any new development over two storeys must demonstrate how it does not dominate the site. The position, size, height, roof form, and massing should be in keeping with the established character and development pattern, particularly in the immediate context, and should not appear excessively large or imposing. It must preserve the openness and rural character, maintain views and vistas, and respect spaces, gaps, building lines, setbacks, and avoid deep side returns.
- Loss of garden or mature trees, whether for an increased building footprint or associated hardstanding, is generally not supported. Proposals must demonstrate a sensitive response to the existing landscape and layout, retaining positive landscape features, such as mature trees and vegetation, that contribute to the setting and character of the conservation area. For further guidance on landscape, please refer to Croydon Local Plan Policy DM10.8.

- Contemporary designs must draw inspiration from the conservation areas and the site's immediate context. They should respect and respond to traditional plan forms, roof styles, massing, proportions, architectural compositions, fenestration, materials, textures, and craftsmanship. Designs that are overbearing, incongruous, or excessively prominent, competing with the historic character, will not be acceptable.
- Traditional designs must reflect the appropriate era and style, aligning with the conservation areas and the site's immediate context. They should be informed by a strong understanding of the existing historic houses on the estate. Designs must be coherent, well-detailed, and consider architectural composition, typologies, proportions, craftsmanship, materials, and details. For further guidance on design, please refer to Croydon Local Plan Policy DM10.1.

8.2.2 Subdivision of plots or gardens, back garden development and infill development between existing houses or within shared spaces will not usually be considered appropriate, as they are likely to be detrimental to the original layout and pattern of development, as well as to the area's spacious character and well-established landscaped setting. Exceptions may be considered where local need is demonstrated, and the changes can be accommodated without harm to character.

8.2.3 The massing of many of the newer buildings has significantly increased to the detriment of Webb's design principles. Recent development shows a pattern of pastiches of various architectural styles emerging which could be improved through innovative, sustainable design and consideration of their relationship to the landscape. Many of the newer additions to the estate stand out and are not adequately screened by planting. The landscape must take precedence over new proposals and any existing planting should be retained and enhanced.

8.2.4 The original Webb houses are typically two storeys in height and are well sited in their plot in relation to the street scene following the covenants. While it is acknowledged that some residents desire larger properties, some recent developments have resulted in buildings that dominate the street scene, adversely affecting the established character and landscape quality. In particular, the increased scale and height in new buildings have reduced visual permeability through plots and diminished the sense of spaciousness that characterises the area. To preserve the special character of the conservation area, proposals should be sensitively designed using sympathetic materials and should retain appropriate building-to-plot ratios, generous separation distances, and a scale that responds sensitively to the surrounding streetscape and landscape setting.

8.3 Extensions

- 8.3.1 Extensions should be designed to respect and reflect the architectural character, scale, and proportions of the original building. Proposals should also preserve the relationship between the building and its setting, including its orientation within the plot, surrounding landscape features, and established spatial rhythms in the streetscape.
- 8.3.2 The area and volume of the proposed extension shall be subservient and in proportion to the existing building and plot. Extensions will only be permitted if they are clearly subordinate in size and appearance to the original structure. The architectural composition and key features of the original building should remain unobscured. For properties with one or more existing extensions, the cumulative impact should be carefully assessed, as further additions may not be appropriate.
- 8.3.3 Whether the extension is contemporary or more traditional in appearance, design, detailing and materials (including roofing material, windows, window reveals and doors) should be carefully considered to reflect or complement the existing building and the character of the area.

Dormers and Roof Extensions

- 8.3.4 Roofs of historic buildings are important features that help to define the building's character and make an important contribution to townscape. Alterations or extensions to roofs are often prominent and need to be carefully designed. There are limited opportunities to extend or alter roofs as they are likely to be highly visible from the street or from a distance, potentially harming the character and appearance of the conservation area.
- 8.3.5 Roof extensions that are visible from the street are generally considered unacceptable. Extensions must not extend beyond the existing roof slope or wrap around two roof slopes and exceed the ridge height. Alterations such as extensions to the front or side of the existing roof, Juliet balconies, roof terraces, and 'cut-in' roof terraces/balconies are deemed acceptable only if they are original features of the building or a well-established characteristic of the street. Mansard roofs and hip-to-gable extensions are also usually considered inappropriate.
- 8.3.6 Dormers may be acceptable on the rear roof slope of buildings, provided they are subordinate to the size of the roof. New dormers should match the proportions, detailing, materials and placement of any existing dormers on the house or similar houses in the vicinity. Large box dormers with solid aprons or bases below the window are unlikely to be deemed appropriate. However, gabled or hipped roof dormers, as well as shed or wall dormers, may be considered

acceptable if they align with the typologies present in the surrounding context and enhance the character and appearance of the conservation area.

- 8.3.7 Roof lights should be of the conservation type and installed flush with the roof slope. They should be positioned on roof slopes not visible from the street and be appropriately sized and spaced to avoid dominating the roof. Their arrangement should be regular, taking into consideration the form of the roof and the placement of windows on the façade below.
- 8.3.8 Additions to the roof should be subordinate in both scale and height. If the roof is to be extended over a side or rear addition in a continuous pitch, the new section should be sensitively designed to complement the original roof form, matching its style, pitch, roofing material and detailing. Architectural features such as chimney stacks, finials and decorative brickwork should be retained.

Rear and Side Extensions

- 8.3.9 Rear extensions should generally only be of a single storey, unless it can be demonstrated that a two storey rear extension would not adversely impact upon the character of the CA. Ground floor extensions that are the full width of the existing house may be acceptable, provided they are proportionate, subservient to the house and demonstrate appropriate design and detailing.
- 8.3.10 Wrap-around extensions to the side and rear of the original building tend to obscure the building's original form and layout and are generally not acceptable. These extensions can also negatively impact views between buildings.
- 8.3.11 To preserve the character of the original property and maintain visual cohesion, side extensions should remain subordinate in scale and design. They must not extend beyond the depth of the main house (excluding any rear projections) and should generally be set back at least one metre from the front elevation. Additionally, the roof ridge should be lower than that of the original roof.
- 8.3.12 Side extensions have the potential to infill gaps between properties, negatively affecting the street scene and the amenity of neighbouring residents. Extensions that compromise the open character of the layout, obstruct carefully designed views between buildings, or encroach upon garden settings will not be supported. Applicants must demonstrate that the proposed extension complements the main house while ensuring an appropriate separation distance between neighbouring properties, in accordance with the design guidelines.

Basement Extensions

- 8.3.13 Applications for large basement extensions should be supported by a basement impact assessment and tree survey. Basements should generally be limited to the footprint of the house. In larger properties with extensive gardens, it may be possible to extend beyond the original footprint in a proportionate manner, provided that a mature garden can be established and maintained above the basement, without restricting future planting or mature development of trees typical of the area.
- 8.3.14 Extensive basement excavation or site alterations are generally not appropriate. Basements should be designed to respond sensitively to the site's topography and minimise disruption to the landscape. Excavations that result in large retaining walls or significant changes to garden levels will generally not be supported.
- 8.3.15 Lightwells must not be visible from the street or neighbouring properties. They should be discreetly positioned close to the house, typically at the sides or rear, and be modest in size. Undercroft or basement parking will not be permitted, as it would negatively impact the character and appearance of the conservation areas.

Garden Buildings and Structures

- 8.3.16 Pergolas and external garden structures, such as greenhouses, swimming pools, and pool houses, should not be visible from the public realm. These structures to have a planted perimeter, including climbing plants, to assist with integrating them into the garden landscape. Their scale and design should remain subordinate to the garden setting, ensuring they do not dominate or detract from the overall character of the landscape.
- 8.3.17 Garages and outbuildings should be limited to a single storey and must not extend beyond the main building line of the property. They should be set back and remain subservient to the main house, ensuring consistency in character and materials complementing the host building. Proposals to link a detached garage to the main house will generally be unacceptable unless it can be demonstrated that such a connection would not obstruct views to the rear garden or detract from the original design and setting of the building. Additionally, detached garages and other outbuildings should be proportionate in scale and should not occupy an unreasonably large portion of the garden.



86. Original garage doors and an outbuilding

8.4 Other Alterations to Roofs

- 8.4.1 The form, structure, materials and features of historic roofs are almost always of interest and should be retained. Large steeply pitched roofs with prominent chimneys are typical in the Webb Estate and an important feature. Where repairs or reroofing is required, materials and detailing should be an accurate match for the original. Where possible, the original tiles should be retained and reused. Details such as ridge tiles, flashing, barge boards, decorative soffits and finials should be retained or restored.
- 8.4.2 Artificial roof coverings should not be used, even if the product claims to match the appearance of the original material. Where the original roofing material has been lost and the roof needs to be replaced, reclaimed materials are encouraged. The replacement should match the original material in terms of colour, dimensions, texture and quality, or the most appropriate material for the age and style of the building should be reinstated to maintain coherence and protect the integrity of the conservation area. While clay tiles are typically used, other roofing materials may be appropriate for certain buildings.
- 8.4.3 Chimney stacks are important features of the roofscape and should not be removed or altered. Repairs may be necessary to stabilise the chimney, but the height should not usually be reduced or pots removed. Where additional ventilation is required, it should be provided at the eaves and ridge line and should not be visible. Vents should not be installed on the roof slope.

8.5 Window Alterations and Replacement

- 8.5.1 Many historic buildings in the Webb Estate and Upper Woodcote Village Conservation Area were designed with timber sash or casement windows. Original windows should be retained and repaired wherever possible, particularly historic glass, leaded lights, and stained glass, as they contribute to the character and significance of the building.
- 8.5.2 Where replacement is necessary, a like-for-like approach will generally be acceptable. In unlisted buildings, traditional timber windows can typically be replaced with high-quality, slimline double-glazed heritage-style windows in timber frames that closely replicate the original design, dimensions, and detailing. Replacement windows should match the original material, typically timber or steel. UPVC and standard aluminium windows will generally be considered inappropriate and are unlikely to be supported.
- 8.5.3 Where windows have been altered or unsympathetically replaced, reinstatement of traditional windows is encouraged. When replacing previously altered windows, the new window should be sympathetic to the building's age, architectural style, and original materials, ensuring a cohesive and historically appropriate appearance.
- 8.5.4 Alterations to the original configuration of windows, the size and proportions of window and door openings, or details such as lintels, sills, reveals and decorative surrounds will generally not be appropriate (except where reinstating historic features that have been lost). Key features such as glazing bars, leaded lights, and decorative joinery should be preserved or accurately replicated to maintain the building's character and historical integrity.
- 8.5.5 Repairing and overhauling existing windows is often more cost-effective than replacement and helps preserve both the property's appearance and value. Regular maintenance, including repainting, can further extend their lifespan. Additionally, thermal performance can be significantly enhanced through draught-proofing, discreet secondary glazing, or the use of curtains, blinds, or shutters.

8.6 Doors and Porches

- 8.6.1 Traditional doors in the conservation areas typically made of solid timber. Where possible, original doors should be retained as these are integral to the character and appearance of the conservation area. In most cases, these can be repaired and refurbished, even if they are in poor condition. Where replacement is necessary, it should be carried out on a like for like basis. Any replacement should use high-quality solid timber and closely replicate the original

design, ensuring it aligns with the building's age, style, and the character and appearance of the conservation area.

- 8.6.2 Side lights and top lights are significant features of traditional door designs in the conservation areas and should be preserved in their original form, without being covered or altered. The use of UPVC, composite, or aluminium doors is generally not acceptable within conservation areas. Additionally, external security grilles, bars, or shutters should not be installed on doors or windows, as such additions detract from the character and integrity of the conservation area.
- 8.6.3 Porches, where part of a building's historic design, contribute significantly to its character and appearance. Original porches, steps, and door surrounds are key architectural features and should be preserved. Historic open porches must not be removed or enclosed, as such alterations could adversely affect the conservation area's character. The addition of new porches or canopies may be considered acceptable, provided they are sympathetically designed and detailed to complement the original façade.

8.7 Masonry, Brickwork and Render

- 8.7.1 Brickwork, stone, tiles, roughcast render and other original facing materials should not be painted, rendered, or covered with cladding. This could affect the appearance of the building or group, cause damage to the building fabric, and introduce a long-term maintenance burden. Such works will not normally be permitted. Where inappropriate painting or cladding has taken place, the council supports its removal, provided this can be achieved without damaging the historic fabric of the building. It is important that a specialist undertakes the work using appropriate non-abrasive and non-invasive methods.
- 8.7.2 Repairs to brickwork should accurately match the bond, colour, texture, dimensions and pointing of the original brickwork. Any decorative features should be retained, and where necessary repaired or reinstated. In all cases, skilled bricklayers with an understanding of historic brickwork should be employed.
- 8.7.3 Where necessary, older brickwork should be repointed with an appropriate natural hydraulic lime mortar mix carefully matching the existing pointing. A flush or slightly recessed mortar joint profile is usually most appropriate. Cement based hard mortar should not be used on older buildings as it is less permeable and flexible than a lime-based mortar and can lead to deterioration of brickwork. This is one of the principal causes of decay in historic masonry and can cause irreversible damage to the underlying fabric.

- 8.7.4 Traditional render and roughcast can usually be repaired by removing the damaged area and repairing with a mix to match the original. Traditional coatings are usually lime-based and should never be repaired or replaced with modern cement based or waterproof coatings as this can alter the appearance of the building and cause serious damage to the building fabric.

8.8 External Services and Fittings

- 8.8.1 External services, such as ventilation equipment, flues, satellite dishes, air conditioning units, or electrical equipment including security lighting, burglar alarms, and cameras, should only be installed where absolutely necessary and must be designed and positioned to minimise their visual impact. They should typically be placed in unobtrusive locations, such as walls and roof slopes to minimise visibility from the street and should include adequate enclosure or screening to ensure they do not detract from the character or appearance of the building or its surroundings.
- 8.8.2 Satellite dishes will only be acceptable where they cannot be easily seen from the street or other public areas - usually at the rear of the property below the level of the roof ridge, or on hidden roof slopes.

8.9 Boundary Treatments, Landscape and Sustainable Gardens

- 8.9.1 The quality of the streetscape, including boundary treatments, landscaping, gardens, street furniture and other features is an integral part of the character of conservation areas. Any alterations or work carried out in these spaces should respect and preserve the area's historic character and significance. Those involved in public realm development should refer to Historic England's [Streets for All](#) document, GLA's [Expanding London's Public Realm](#) or Croydon's [Public Realm Design Guide](#) to ensure that any interventions follow best practices for heritage conservation. In addition to aesthetic and historical considerations, the long-term maintenance of the public realm must also be carefully planned. Sustainable materials and designs should be prioritised to ensure that ongoing maintenance remain feasible for the local authority and community.

Boundaries, Fences and Walls

- 8.9.2 Walls, fences and other boundary treatments to both front and back gardens make an important contribution to the estate's character. It is not appropriate to install a boundary treatment of a different height or type, or to remove original boundary treatments including walls, gates and hedges where they contribute positively to the character of the street. The

replacement of inappropriate boundary treatments with original post-and-wire fencing, complemented by the planting of specimen trees and hedge species consistent with Webb's planting schemes, is strongly encouraged. These measures are integral to enhancing the sylvan character of the Webb Estate and Upper Woodcote Village. Front boundary treatments, including gates and planting, should be carefully designed to align with the street's character, as outlined in the specific guidance provided below.

8.9.3 Fencing and hedging: Webb created boundaries with the use of 'living fences' - typically privet (*Ligustrum ovalifolium*). These hedged boundaries were used to separate gardens as well as demarcate the public/private realm. The use of a 'living fence' has significant wildlife benefits as it acts as 'ecological corridors' for wildlife. Guidance for fencing/hedging is as follows:

- **Opaque fencing:** close-boarded or opaque fencing is not allowed in the estate.
- **Public/Private living fences:** all predominately hedge-lined streets should be featuring living hedges which are formed of double staggered native hedgerows. To take a more sustainable approach, it would be acceptable to have a mixed-hedge with 50% native 50% climate tolerant/native mixed-hedge species. If a fence is required then either a post and wire, or post and weld mesh fence (either black or green weld mesh), should be installed in the middle of the double staggered native hedge. In both cases, the hedge should be planted as a mature hedge which matches the height of the post and wire/weldmesh fence.
- **Public/Private boundaries without hedges:** where a hedge is not the characteristic (for example, Silver Lane), then black, weldmesh panels with simple black posts can be used. These should not exceed 1.1m. These panels and posts should be rectangular in elevation (e.g. not with rounded tops) and the bars should run parallel and perpendicular to the ground. Wire netting and wooden fences should be avoided.
- **Coniferous hedges:** opportunities should be taken to replace any coniferous hedges, other than yew, with more appropriate planting species as the modern hybrid conifers detract from the character of the landscape and Webb's original planting plans.

8.9.4 Gates and piers: Concerns about crime and the desire for improved security are acknowledged as important aspects of modern living requirements. However, achieving adequate security should not compromise building's setting within the streetscape. Ornate gates and pillars can detract from character of the surrounding landscape. To minimise their visual impact, entrance gates should adhere to the following guidelines:

- New gates should not exceed 1.8m in height, and be visually permeable (e.g. not infilled with panels between the bars),
- Piers may be slightly taller than the gate to meet structural requirements, but they should maintain proportional harmony with the overall design,
- Timber and metal gates are acceptable. Metal gates should be painted plain black; gold embellishments are not acceptable,
- Their design should be simple, not elaborate, with plain piers. Gates should have square or round vertical bars with simple top and bottom rails, or estate type with diagonal bracing. Finials, if required, should be simple point or arrow head type,
- Excavation for and location of the power supply for automatic gates should avoid all tree roots and removal of boundary hedging and shrubs,
- The hedging should closely align with the gate piers.



87. Original Timber Gates and Piers

Landscape

8.9.5 A distinctive feature of the Webb Estate is its gravel paths that line the roads, an original design element essential preserving the estate's historic character. Landscape design should respond to the naturalistic qualities and the specific character of each street. While the overall condition of the landscape has been well preserved, issues such as the use of inappropriate surfacing materials to driveways and the erosion of planting schemes are beginning to undermine its integrity. In some instances, driveways have been extended over the gravel paths, disrupting the visual continuity and creating a cluttered streetscape that detracts from the areas' character.

- 8.9.6 **Pavements:** It is recommended that the pavements be constructed of a permeable material, such as resin bound gravel, reflecting one of the original characteristics of the Webb Estate. Loose gravel is less practical due to its ongoing maintenance issues.
- 8.9.7 **Driveway:** As households require more vehicles, the expanse of hard standing and car parking areas are increasing at the expense of the quality of the landscape. Parking areas must be adequately screened to minimise their visual impact. As well as aesthetic concerns, there are also environmental implications of increasing areas of hard surfacing as it affects the natural drainage of the land. The driveway should begin behind the boundary line, allowing the pavement to continue across the frontage without interruption and blend seamlessly with the overall landscape design.
- 8.9.8 **Front gardens:** The open, green character of front gardens is a defining feature of the conservation areas and should be preserved. Proposals that involve substantial loss of front garden space or boundary treatments for parking will not normally be supported. Where hardstanding is proposed, it should remain subordinate to the garden setting, reflect the original layout, and be proportionate to the space between the house and the front boundary, regardless of the overall plot width.
- 8.9.9 Front gardens should be laid out with planting/soft landscaping at the front boundary and in front of the front wall of the house and any ancillary buildings or garden walls to soften their appearance. Gravel or resin bound gravel are appropriate paving materials. Hoggins, York stone, brick or stone cobbles might also be appropriate as part of the landscape design subject to approval. Asphalt, poured concrete, concrete block or slab paving, or large areas of stone paving, are not appropriate.
- 8.9.10 **Rear Gardens:** While there may be greater flexibility for changes to the rear of properties, the established garden character must be preserved. Mature trees and planting contribute significantly to the setting and should be retained. Any hardstanding or structures such as terraces, patios, or pools should remain subordinate in scale, avoid dominating the garden space and not be visible from the public realm in a way that compromise the green and open character of the area.



88. Driveway beginning behind the boundary line allowing continuation of gravel path across frontage

8.9.11 Planting: Flower beds should be prepared using a well-balanced soil mix, incorporating layers of topsoil, manure, sand, and clay to promote fertility and healthy plant growth. To prevent privet hedge roots from encroaching on flower beds, a root barrier system should be installed. Traditionally, slate borders were used, set to a depth of 2 feet 4 inches, with the top four inches protruding above the soil and cemented together to form a continuous barrier. A similar approach should be maintained to preserve the integrity of planting areas. New planting should align with the established landscape character, ensuring that hedges and flower beds contribute to the estate's designed setting.

8.9.12 Trees: The verdant character of the Webb Estate is largely defined by its extensive mature tree and hedge planting. Specimen trees originally selected by Webb were chosen for their ability to provide year-round visual interest and shade, as well as for their variety in leaf shape and colour. These included *Catalpa bignonioides* 'Aurea', which Webb considered an excellent replacement for *Laburnum* and *Cornus kousa*. To maintain the estate's established landscape character, mature trees must be retained and protected from development, ensuring their continued contribution to the area's greenery and historic setting.

8.9.13 Details of new buildings, extensions and hard surfacing proposals must consider the protection of existing trees, both above and below ground level (including any level changes and potential impact on drainage). Direction should be taken from BS 5837:2012 Trees in Relation to Design, Demolition and Construction.

Sustainable Gardens

8.9.14 New development must adequately address environmental performance, identifying and incorporating features such as sustainable urban drainage systems (SuDS), renewable

energy and sustainable construction principles. As per Webb's vision for a 'wildlife friendly' approach to designing estates, the implementation of the following sustainable practices would be particularly welcomed:

- Bird and boxes, these should be modest in scale and design,
- Natural, self-filtrating and non-chlorinated, swimming pools,
- Sustainable drainage strategies, such as permeable paving and the use of rain gardens from surface water runoff and building's downpipes,
- Biodiverse green and/or blue roofs may be acceptable on new extensions to the rear of properties with a flat roof and upstanding parapet.

8.10 Energy Efficiency Improvements

8.10.1 The council supports sustainable design and construction methods and improvements to the energy efficiency of buildings. It is possible to reduce energy loss in traditionally built buildings without compromising their historic and architectural character. However, some interventions may be unsuitable in certain types of historic building. Detailed advice about improving energy efficiency in older buildings is published by Historic England and is available on their website: [Adapting Historic Buildings for Energy and Carbon Efficiency](#).

8.10.2 Improvements for energy efficiency should minimise disturbance to the existing fabric and be easily reversible without damage (especially changes to services). It is important to understand the construction, condition and thermal performance of the existing building when designing improvements for energy efficiency. Traditionally constructed buildings perform differently to modern buildings. They are made from porous materials and are naturally ventilated. They generally include softer materials such as lime-based plasters and mortars which respond to air and moisture differently.

8.10.3 The first measure should always be repairs and draught proofing, which can deliver significant improvements with very little disruption and cost. The installation of modern energy efficient boilers, appliances and heating systems will generally improve efficiency without harming the building's character.

Insulation

8.10.4 Older buildings tend to be constructed from permeable materials and it is important that water vapour is able to evaporate from the fabric to prevent moisture build up. Modern insulation materials can alter this and cause damp to build up on or within the structure leading to

problems such as mould growth, rot and decay. It is usually better to choose vapour permeable materials and great care should be taken to provide appropriate ventilation.

8.10.5 It will usually be possible to install insulation in the roof with good results. If additional ventilation is needed, this should be incorporated into the ridge and under the eaves. Vents should not be installed on the roof slope. Repairing and draught-proofing windows can deliver significant improvements in their thermal performance, as can the use of blinds, shutters, curtains, and secondary glazing.

8.10.6 External wall insulation will usually be harmful to the character of a building and will not be acceptable, particularly in historic or architecturally sensitive contexts. This is because such interventions can significantly alter the visual appearance, depth, and proportions of façades by obscuring or projecting beyond original architectural features. It is usually possible to insulate walls internally which allows the external appearance and dimensions to be preserved. Expert advice should be sought to avoid causing harm to the building.

Micro-Generation Equipment

8.10.7 Micro-generation equipment such as solar panels, heat pumps and wind turbines in the conservation areas will necessarily be limited and other interventions should be considered in the first instance. It is not appropriate to install solar panels or other micro-generation equipment on street facing elevations of a building or in locations where they are visible from the street. Discreetly located installations on hidden elevations, rear roof slopes or ancillary buildings may be appropriate. Detailed advice about [Generating Energy in Your Home](#) is published by Historic England and is available on their website.

8.11 Changes of Use

8.11.1 The majority of buildings in the estate are in residential use as originally intended. Where it is possible for the building to remain in its original use, this will be encouraged. Conversions of large single family dwelling houses can have a significant impact on the character and appearance of the conservation areas. Although the physical appearance of the original building may not substantially alter, its character and the character of the wider conservation area will change. The associated increase in car movements, fencing, bins and other features of flat conversions can have a detrimental impact on the character and appearance of the conservation areas. There will be a strong presumption against change of use multiple occupancy dwellings and other non-residential uses.

8.12 Setting

- 8.12.1 New development on sites located close or adjacent to the conservation areas will form part of their setting. While the historic urban landscape to the west has preserved a rural character, primarily due to the surviving farm villages at Woodcote, increasing urban development in Purley is putting pressure on the conservation areas. This pressure is leading to higher densities, altering the suburban character, and contributing to traffic and parking challenges. It is essential to acknowledge that the context for housing delivery and spatial planning is vastly different from the early 1900s, and these evolving pressures must be considered to ensure that new development is sensitively and appropriately managed. Proposals should respond to these contemporary pressures while respecting the character and significance of the conservation areas.
- 8.12.2 Recent suburban development has begun to encroach upon land adjacent to the estate. Substantial development within the back gardens of properties directly bordering the conservation areas is unlikely to be supported, if it is considered detrimental. Any proposals should be carefully designed to improve and enhance the character and setting of the conservation areas, maintaining sufficient separation from their boundaries to preserve a sense of spaciousness. Protecting the green and open character of Foxley Lane, Smitham Bottom Lane, Manor Way, Monahan Avenue, and Woodcote Valley Road is essential, as these areas form an integral part of the conservation area's setting.
- 8.12.3 Mature landscape, low density, open character, and limited inter-visibility of buildings are important characteristics of the conservation areas. Any development resulting in increased height and massing that is visible from within the conservation area is likely to adversely affect these qualities, especially if located directly adjacent. Applicants are expected to provide additional information to demonstrate the extent of inter-visibility. This may include long sections illustrating the relationship with neighbouring buildings, detailed plans and street elevations showing the site in context, renderings of key views.
- 8.12.4 Given that tall or large buildings in and around Purley may be visible from a considerable distance, applicants may be required to undertake a Heritage, Townscape and Visual Impact Assessment to evaluate potential heritage impacts of the proposed development. [Historic England's GPA3: The Setting of Heritage Assets](#) provides detailed guidance on managing change within the setting of heritage assets.

9 Enhancements and Recommendations

This section recommends additional measures that could be considered to ensure good management of the area in the future and identifies interventions and changes that could enhance the special character of Webb Estate and Upper Woodcote Village Conservation Areas.

9.1 General Maintenance and Improvements

9.1.1 Reinstatement and enhancement of the original features within the conservation areas, including architectural details of historic buildings, boundary treatments, gardens, and landscaping, in accordance with the provided guidance, especially where existing elements are considered inappropriate and detract from the character and appearance of the conservation areas. The following works are considered general enhancements for buildings:

- Repair and maintenance of buildings
- Reinstatement of damaged or lost features and structures
- Removal of clutter
- Removal of non-historic render or paint
- Replacement of non-original UPVC or Aluminium windows with traditional timber or metal windows to match originals.
- Removal of clutter on building facades which is visible from the street (including satellite dishes and building services)

9.1.2 Property owners are strongly encouraged to undertake regular maintenance and sympathetic minor works to improve the condition and appearance of their properties and gardens, which will have a wider positive impact on the appearance of the conservation areas as a whole.

9.1.3 The surviving distinctive buildings and significant architectural features stand as a testament to the dedication, loving care and regular maintenance undertaken by both their current and previous owners. Maintenance can also prevent problems including damp and decay, helping the building to be as energy efficient as possible. If minor repair works are left unattended, it may result in unnecessary damage and the need for more extensive and expensive repairs in the future. Ongoing maintenance can limit, or even prevent, the need for repairs later. It will avoid the loss of original fabric and is cost effective.

9.1.4 Some buildings within the conservation areas have been adversely affected by extended periods of vacancy and neglect, often due to absent or disengaged landlords, leading to a lack of regular maintenance. This has resulted in common maintenance issues typically seen in historic buildings, such as deteriorating paintwork, timber decay, and the loss of historic features.

9.1.5 Recommendations for basic maintenance and repair include:

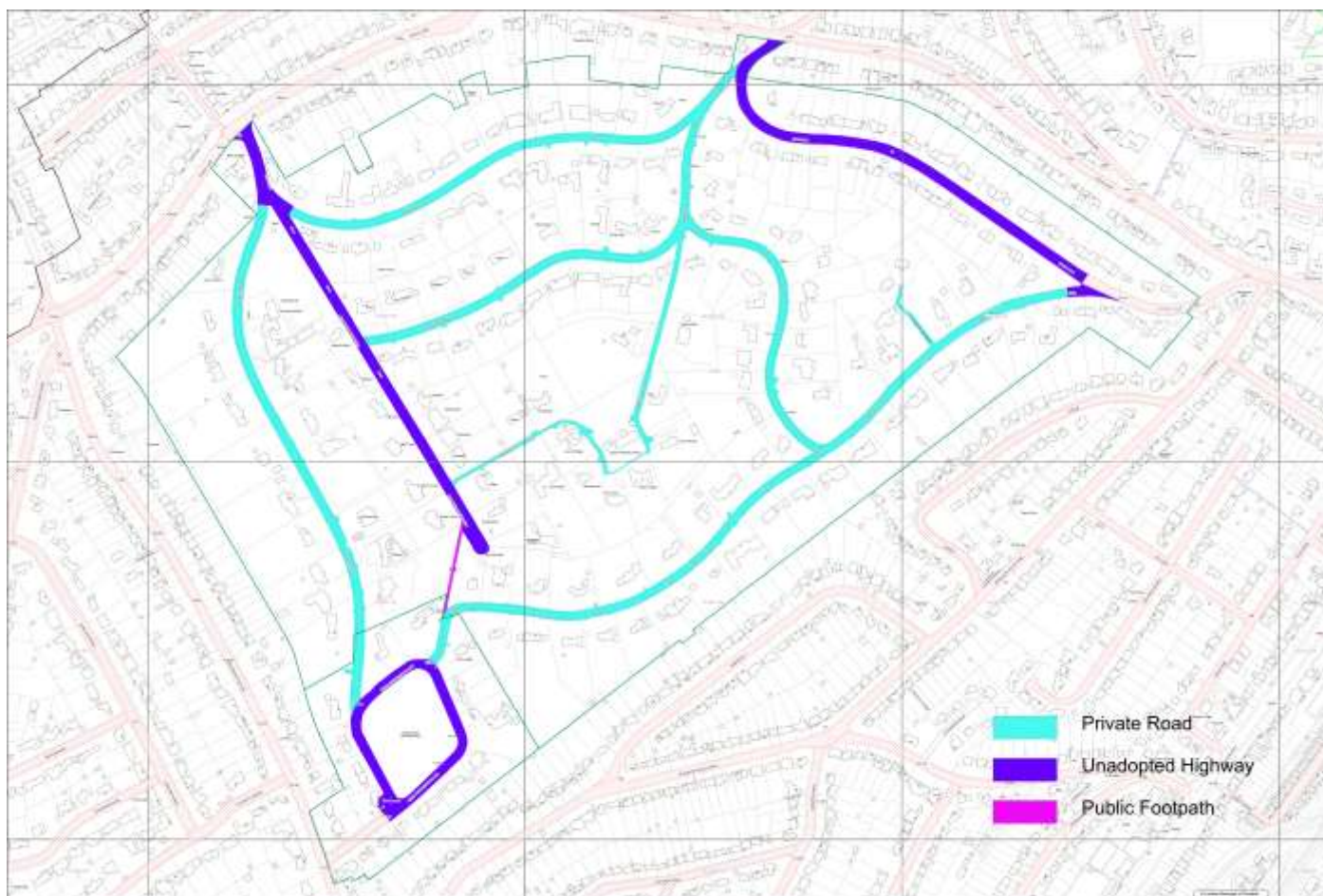
- Regular clearing of gutters and rainwater hoppers and downpipes
- Pruning of vegetation and trees, particularly those close to buildings
- Re-fixing loose roof tiles or slates
- Regular repainting of timber and metal (where previously painted)
- Repair and repointing brickwork and other facing materials

9.1.6 Repairs should be undertaken considerately and should match the original appearance and materials. There is further detailed guidance on repair and maintenance of historic buildings in Croydon's [Conservation Area General Guidance](#) SPD. Detailed advice on building maintenance is available from Historic England and the Society for the Protection of Ancient Buildings via their websites.

9.2 Public Realm Improvements

9.2.1 Regular maintenance of the public realm and green spaces makes an important contribution to the appearance of the conservation areas. There are opportunities to enhance the character and appearance of the conservation areas through improvements to public spaces and the wider public realm. This can be achieved by continuing to improve and rationalise existing street furniture and signage, reducing clutter, enhancing surfaces and landscaping, and introducing public art and creative interventions to enhance the character and pedestrian experience. The integration of heritage plaques and signs, subject to approval by Croydon's conservation officers, will enhance the estate's public realm while respecting its historical context.

9.2.2 Most streets are private roads (some gated), owned and maintained at private expense by the Webb Estate Limited. Promenade de Verdun, Furze Lane and Upper Woodcote Village form part of the unadopted highway network, which is also maintainable at private expense, with the public enjoying full rights of way for all purposes. The legal duty to maintain these ways for public use falls to the occupiers of the properties fronting the way.



89. Highway Status

9.2.3 There may be opportunities for further improvements, such as additional enhancements to the Village Green, reinstating the water fountain, or upgrading street furniture and signage. All proposals to enhance the conservation areas' public realm should consider the Croydon Public Realm Design Guide and must contribute to the special character and appearance of Webb Estate and Upper Woodcote Village Conservation Areas.

9.2.4 **Paving and surfaces, maintenance:** With the exception of Rose Road, all roads are black tarmac. Any variation on surface would need to have the approval of the Croydon Council's conservation team. In keeping with Webb's vision, a low-maintenance variation of loose gravel would be welcomed, such as resin bound gravel or a compacted gravel.

9.2.5 **Fencing and hedging:** See individual enhancements for character areas below on the type of living fence (a hedge) or transparent fence appropriate for each location. Living fences were traditionally privet hedges with a post and wire-style fence in the middle. In response to climate change and the desire to enhance biodiversity, it would be acceptable to have a mixed-hedge with 50% native 50% climate tolerant/native mixed-hedge species along garden property lines. The hedge to the front of the property should remain a double-staggered privet hedge with a post and wire at its centre.

- 9.2.6 **Sustainable Urban Drainage System:** The current drainage within the estate appears to direct water towards central gullies. A more nature based, sustainable solution would be welcomed, where surface rainwater is diverted to planting areas and managed as close to the source as possible. This approach would allow for rainwater to be naturally absorbed through evaporation, transpiration via plants and ground infiltration. Such a solution could be achieved by implementing features like raingardens, bioswales or historic interventions such as a ha-ha system.
- 9.2.7 **Crossovers and kerbs:** The estate has a number of treatments for kerbs and crossovers. It would be preferred if the crossover material matches the pavement material. Kerbs should be 200mm or 300mm granite, depending on location, with dropped kerbs to facilitate level access.
- 9.2.8 **Maintenance:** Routine maintenance of the public realm occurs as part of the ongoing cycle of maintenance within the borough. However, maintenance for the Webb Estate is privately managed. All materials that are to be used in the public realm should be of a quality expected from conservation areas, this can be found in the [Public Realm Design Guide](#).

Enhancements for Character Areas

9.2.9 The character areas are a key focus for enhancements and could be improved through the repair, restoration, or reinstatement of damaged or lost architectural and landscaping features. However, such work should be based on clear evidence of the original design. If the original details are unknown, any proposals for alterations to the conservation area or buildings should be informed by historic research and a thorough understanding of their original design, development, and significance, ensuring that changes are sympathetic to and appropriate for the character and appearance of the conservation area. Detailed enhancements and recommendations are provided for each character area, while the following works are identified as general enhancement for the public realm and landscaping:

- Repair and improvement to boundary treatments
- Removal of inappropriate gates (too tall, too ornamented, covered with privacy screens)
- Retention and reinforcement of mature vegetation in public and private gardens
- Careful management of planting to retain glimpsed views between buildings and vistas
- Enhancement to softscaping and removal of excessive hardscaping
- Retention of garden spaces by preventing hardscaping

- Improvement and enhancement to public realm through appropriate street furniture

9.2.10 To avoid further deterioration of the landscape, the planting schemes need to be re-established and reinforced through the planning process. Enhancements aligned with Webb's original landscaping philosophy offer guidance for improving the appearance, biodiversity, plant health, and rainwater management of the site. They also address the restoration of sight lines where trees, hedging and grass verges have become overgrown or obscured by excessive hardstanding.

Road	Dominant	Understorey	Interest
Furze Hill	Beech, Oak, Pine, Acacia, Horse Chestnut	Flowering Cherry, Laburnum, Holly, Yew	
Furze Lane	Beech, Horse Chestnut, Ash, Maple	Cherry, Birch, Laburnum	
Silver Lane	Birch, Beech, Pine	Cherry, Plum, Laburnum, Yew, Holly	Catalpa
Briar Hill	Pine, Beech, Maple	Flowering Cherry, Hawthorn, Holly, Yew	Catalpa, Hickory, Walnut, Strawberry Tree
Birch Lane and Farm Drive	Beech, Acacia, Maple, Horse Chestnut, Birch	Holly, Yew, Flowering Cherry	
Rose Walk	Beech, Birch, Pine, Spruce, Fir, Horse Chestnut	Cherry, Plum, Laburnum, Holly	Strawberry Tree
The South Border	Birch, Pine, Horse Chestnut, Maple, Willow, Beech	Cherry, Plum	Mulberry, Walnut
Promenade de Verdun	Poplar, Beech, Maple, Birch, Horse Chestnut, Larch, Pine	Cherry, Plum, Hawthorn	
Woodcote Lane	Beech, Birch, Maple, Acacia, Lime, Horse Chestnut, Cedar	Holly, Yew, Laburnum, Rowan	Wellingtonia
Upper Woodcote Village	Birch, Horse Chestnut, Maple, Acacia, Cedar	Yew, Holly, Magnolia	Strawberry Tree

90. Summary Table - Tree Species Integral to the Historic Character of the Conservation Areas

9.2.11 Where existing tree species are affected by pests or disease, alternative species with a similar character may be considered. However, the table above outlining the dominant and understorey planting should serve as a guide for new planting which should be accompanied by a long-term maintenance strategy.

9.2.12 The quality and consistency of the public realm and landscaping continue to present challenges, particularly in relation to planting schemes and their maintenance. Landscape diagrams for each character area set out the predominant and understorey tree species,

boundary treatments, surface materials, and established distances. These specifications help maintain the balance between built and natural elements, ensuring that the streetscape reflects the distinctive landscape character of each area.

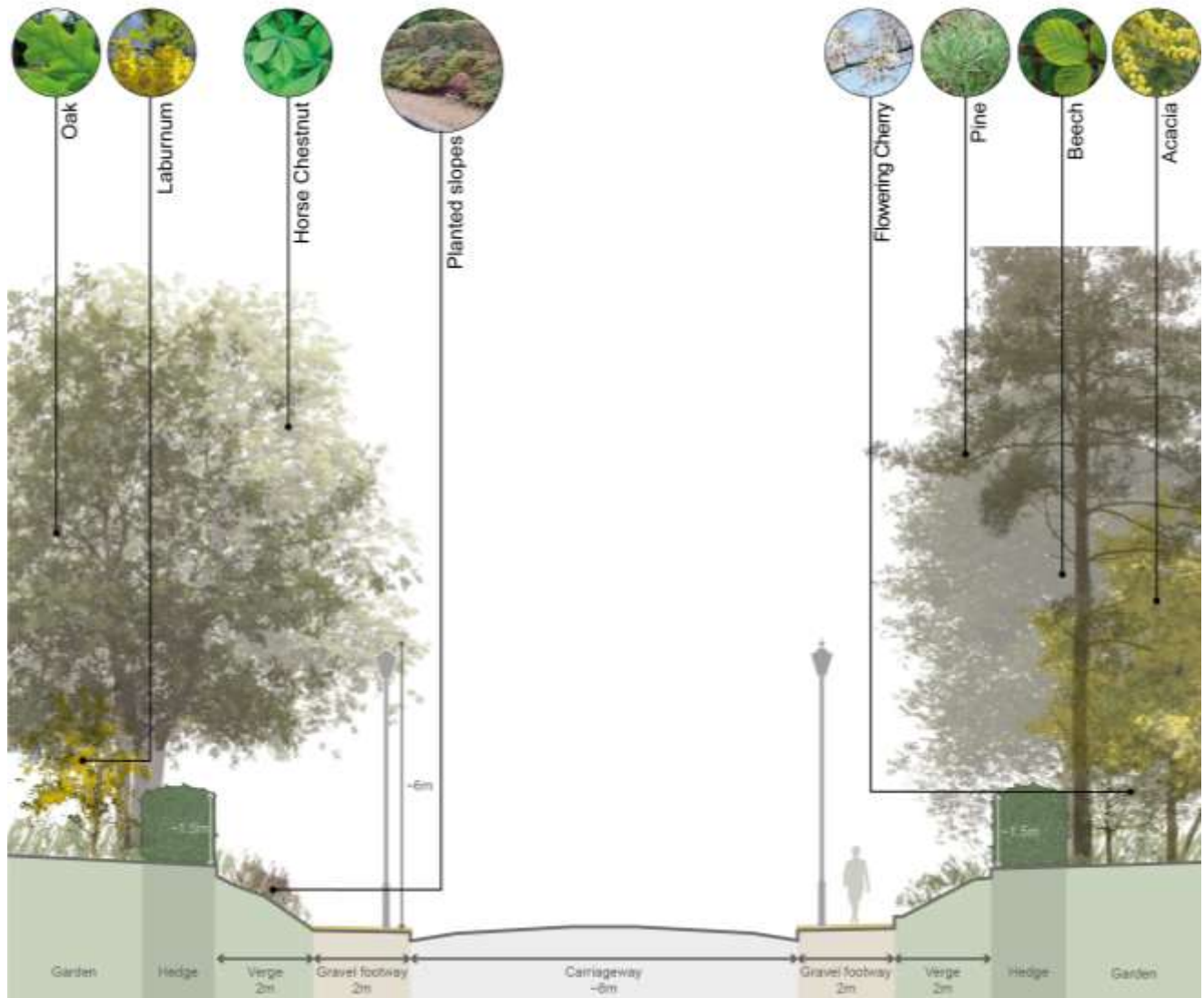
Furze Hill and Furze Lane

9.2.13 The following works are considered enhancements for Furze Hill and Furze Lane:

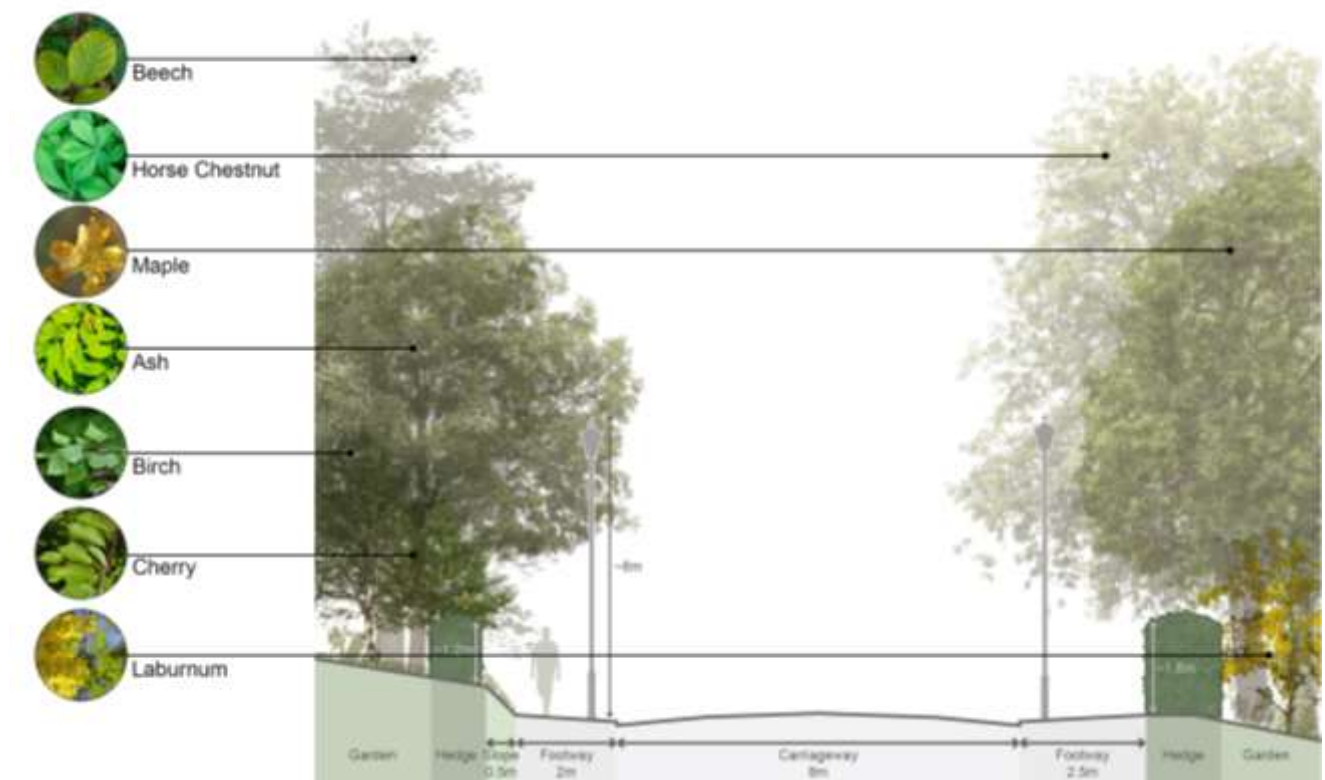
- Use of a low retaining wall combined with hedging or hedging with a 1.1m wire fence, where appropriate. A hedge at the front of each plot is the preferred option.
- Reinforcement of complementary shrubs and bushes occasionally, where appropriate to support the existing mature shrubs and bushes that positively contribute to the character.
- Retention of attractive views looking south through the gardens of Furze Hill.
- Protection of the trees and hedges on Furze Hill that lead into the inner estate (behind Foxglove Gardens).
- Reinstatement of the missing granite curbs on Furze Lane.
- Installation of streetlamps on Furze Lane and the corner with Foxley Lane.
- Protection of the conservation area borders from encroachment from Foxley Lane.



91. Foxglove Gardens



92. Furze Hill

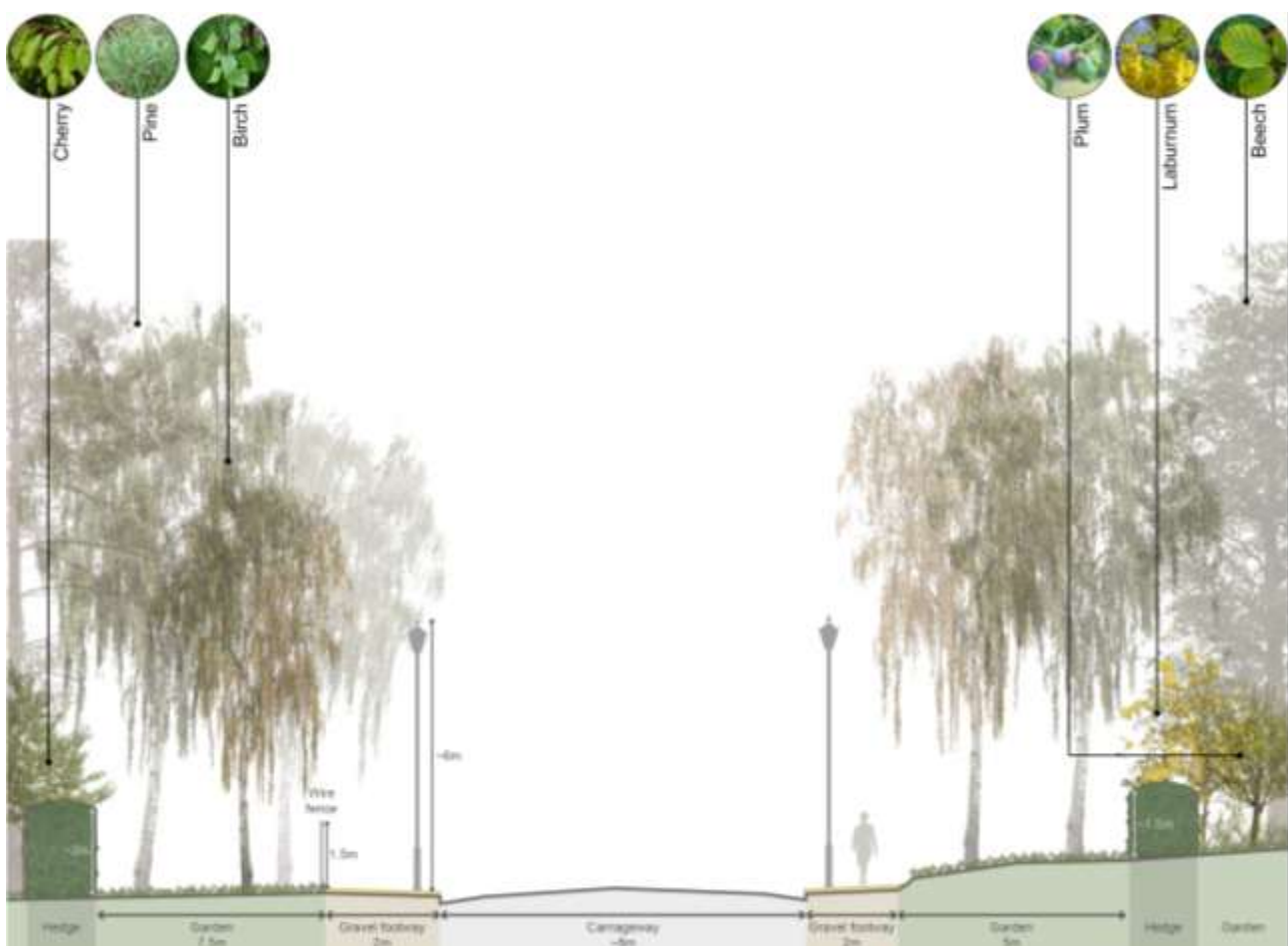


93. Furze Lane

Silver Lane

9.2.14 The following works are considered enhancements for Silver Lane:

- Implementation of new planting in line with the established Silver Lane planting scheme to maintain visual continuity and ecological integrity.
- Replacement of the dead hedge with live hedges, where appropriate, preferably privet. Alternatively, installation of low fences (1.1m) matching the original mesh and posts may be considered where suitable. Any new fencing should not extend beyond the established fence line.
- Enhancement of the silver birch plantation with an understorey of seasonal bulbs that bloom from early spring to early summer, including crocuses, daffodils, primroses, violets, fritillary, anemones, and tulips.
- Minimal use of hedging, introduced only where appropriate and where present, positioned well beyond the line of birch trees and bulb planting.
- Reinstatement of the missing granite curbs where missing.
- Protection of low timber gates as part of the rural character.

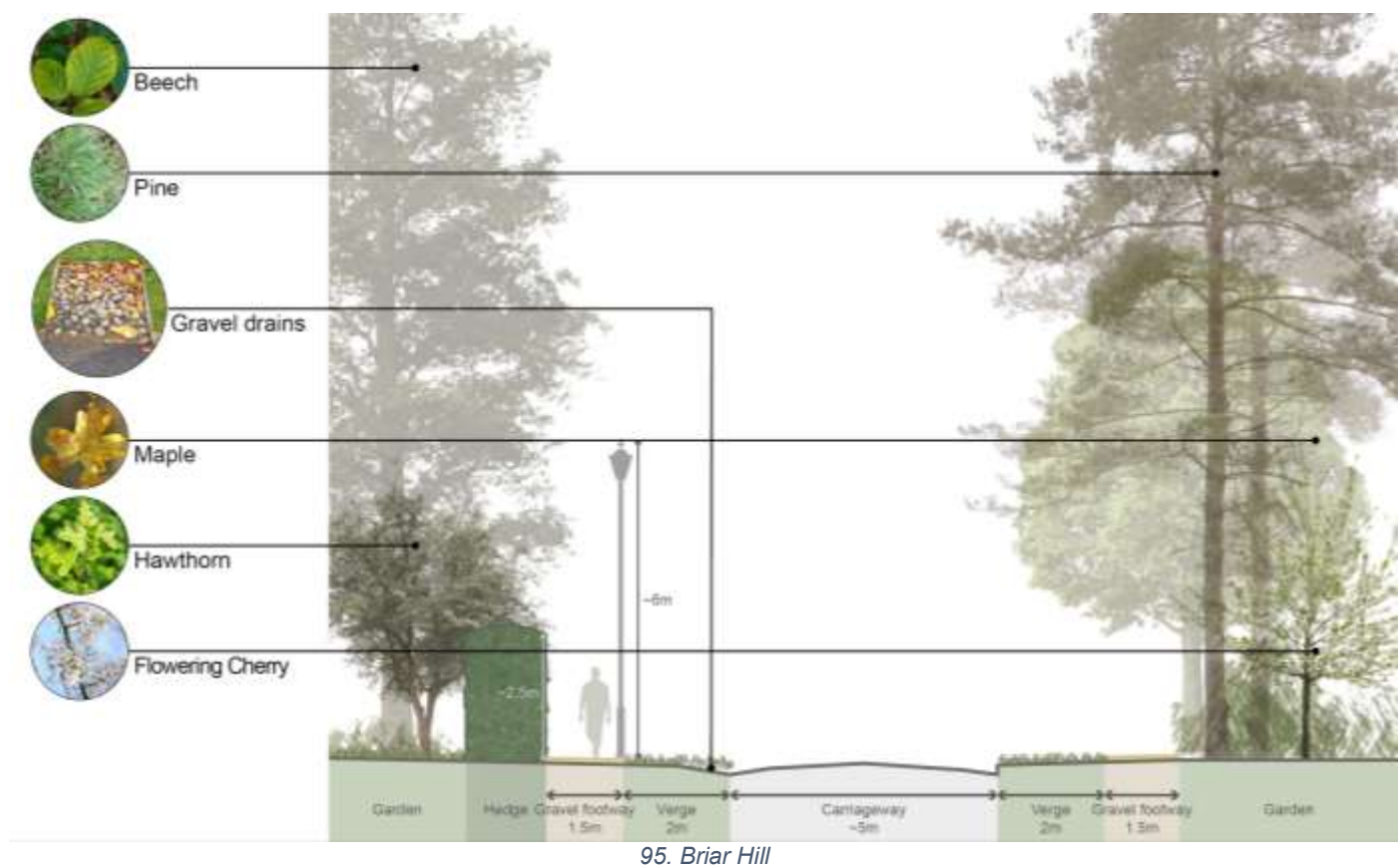


94. Silver Lane

Briar Hill

9.2.15 The following works are considered enhancements for Briar Hill:

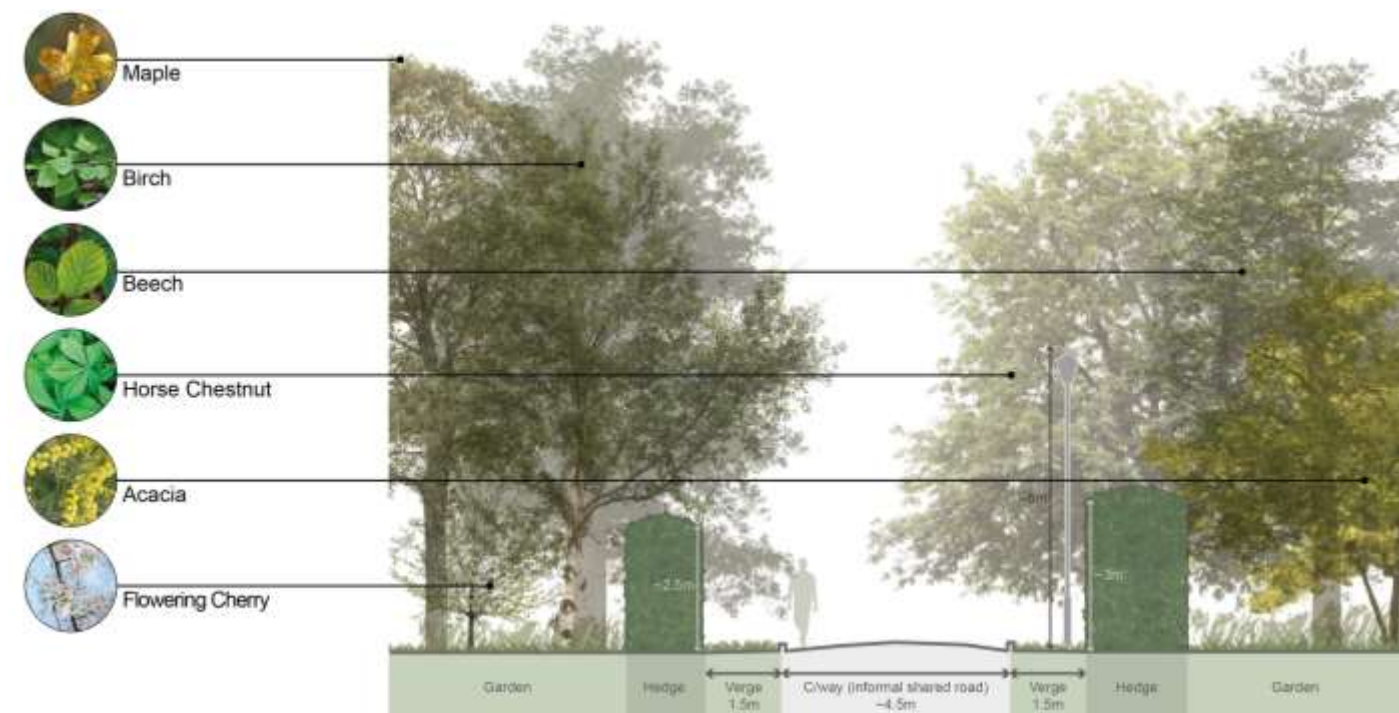
- Implementation of high hedging, preferably alone or in combination with a low retaining wall.
- Reinstatement of the historic landscaping scheme by restoring the briar (*Rosa rubiginosa*) hedge, which has been diminished over time and replaced with less suitable species such as *Laurus nobilis*.
- Implementation of a mixed hedge comprising 50% briar and 50% climate-tolerant or native species, where an evergreen hedge is preferred.
- Protection of the trees and briar hedges on Briar Hill and those leading into the inner estate.



Birch Lane and Farm Drive

9.2.16 The following works are considered enhancements for Birch Lane and Farm Drive:

- Reinforcement of tall hedges as the predominant boundary treatment.
- Implementation of a mixed hedge consisting of 50% native hedge and 50% climate-tolerant/native species where an evergreen boundary treatment is preferred.
- Preservation of the former stable (The Cottage and Court Cottage).
- Application for a Blue Plaque at Upper Woodcote House is encouraged.



96. Birch Lane



97. Farm Drive

Rose Walk

9.2.17 The following works are considered enhancements for Rose Walk:

- Implementation of a low retaining wall, low hedge, or chain-link fence/bollard aligned with the established boundary line as the preferred options. Any planting in front of this boundary should be consistent with the street's planting scheme.

- Reinstatement of a rose border in front of each plot, complemented by a hedgerow at the rear which would serve as a backdrop to the rose border.
- Protection of the conservation area borders from encroachment through access roads from Foxley Lane.



98. Rose Walk

The South Border

9.2.18 The following works are considered enhancements for The South Border:

- Implementation of high hedging (preferably privet) or a low retaining wall aligned with the established boundary line. Planting in front of this boundary should conform to the street's existing planting scheme and may occasionally include a ditch or ha-ha. Replacement of wire mesh with low (1.1m) fences that match the original mesh and posts, where appropriate.

- Reinstatement of herbaceous borders on the northern side of the South Border, where appropriate, as several have been lost and absorbed into the gardens of adjacent properties.
- Reinforcement of bulb planting to extend the flowering season, as recommended by Webb.



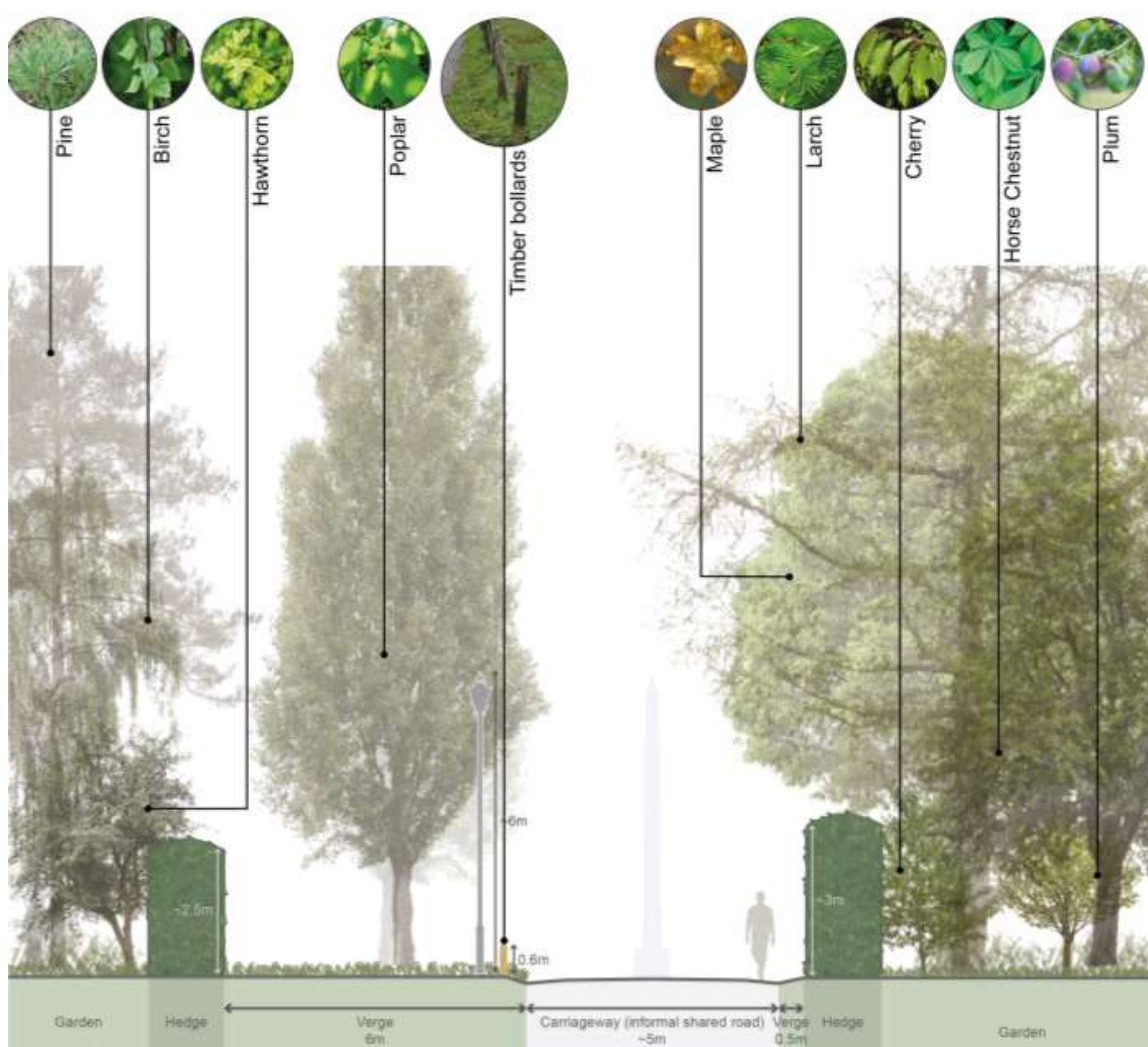
99. The South Border

Promenade de Verdun

9.2.19 The following works are considered enhancements for Promenade de Verdun:

- Regular maintenance of Lombardy poplars and grass verges, which serve as informal footpaths, to improve and enhance pedestrian access.
- Reinstatement of the informal pedestrian path along the verge to improve public accessibility, strengthen the visual coherence of the landscape, and reinforce the estate's original design principles.
- The removal of unauthorised signs, such as "Keep off Verge" and "Private Road".

- Implementation of seasonal pruning strategies for the tall hedgerow on the western side to manage growth, maintain its visual appeal.
- Protection of the view looking southeast towards the war memorial on the Promenade de Verdun.



100. Promenade de Verdun

Woodcote Lane

9.2.20 The following works are considered enhancements for Woodcote Lane:

- Reinforcement of a grass verge complemented by tall hedgerows framing the lane.
- Reinstatement of granite curbs where they are missing.



Upper Woodcote Village

9.2.21 The following works are considered enhancements for Upper Woodcote Village:

- Preservation of raised grass banks and reinforcement with hawthorn hedging.
- Enhancement to the landscaping of the Village Green to further enable public use and enjoyment.
- Improvement of boundary treatments around Village Green to prevent cars accessing the green.
- Installation of night cameras to prevent joy riding and littering.
- Reinstatement of drinking fountain on the war memorial.
- Treatment of 200 years old horse chestnut tree.
- Installation of litter and dog waste bins.



102. Upper Woodcote Village

10 Appendices

Statutorily Listed Buildings

The National Heritage List for England (NHLE) is maintained by Historic England [Search the List](#). The NHLE, or the local planning authority, should always be consulted in order to ascertain whether or not a property is listed, as information from other sources may be out of date.

Locally Listed Buildings

Details of Croydon's Local List can be found in the Local List Supplementary Planning document: [Croydon's Local List SPD](#).

10.1 Planning policy context

National

- Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) is the principal legislation governing the built historic environment. Part II of the Act relates to conservation areas. [Planning Act 1990](#)
- National Policy Planning Framework (NPPF), published by the Ministry of Housing, Communities & Local Government, sets out 'core planning principles' which include the conservation of heritage assets. [NPPF](#)
- Historic Environment Advice Note 1: Conservation Area Appraisal, Designation and Management. A good practice guide published by Historic England in 2019. [Conservation Area Appraisal, Designation and Management](#)

Regional

The London Plan published by the Greater London Authority (GLA) sets out the spatial development strategy for Greater London. Heritage and Culture includes policies for planning applications affecting heritage assets, and notes that conservation areas make a significant contribution to local character and should be protected from inappropriate development. [The London Plan](#)

Supplementary Planning Guidance: Character and Context published by the GLA in 2014, is of particular relevance to conservation areas. [Character and Context](#)

Streets for All: A Guide to the Management of London's Streets Historic England (2018) sets out good practice in managing streets and public realm. [Streets for All](#)

Local

Croydon Local Plan (2018) is the principal statutory plan for the development of the Borough up to 2025. Policy DM18 relates to the historic environment. [Croydon Local Plan](#)

Croydon's Conservation Areas General Guidance SPD provides general guidance on management of conservation areas. [Croydon's Conservation Areas General Guidance](#)

Croydon Public Realm Design Guide sets out a consistent approach and a palette of materials and street furniture for the entire Borough. [Croydon Public Realm Design Guide](#)

10.2 Useful links

- Croydon Council Planning and Conservation web pages:

[Conservation and Heritage](#)

[Planning and Regeneration](#)

- Croydon Council Tree web pages:

[Tree Preservation Orders](#)

[Trees in Conservation Areas](#)