

This document should be read in conjunction with the Croydon Conservation Area General Guidance Supplementary Planning Document, adopted on 22 April 2013.

Please note that this document was adopted on 25 June 2007 and some references to planning policy and guidance are therefore out of date.

It is intended that this document will be updated as part of the Council's programme of production of Conservation Area Appraisal and Management Plans for all conservation areas within the borough. For further information please see the following webpage:

https://www.croydon.gov.uk/planningandregeneration/framework/conservation/conservation-areas/conservation-guidance

If you have any further queries about this document please email: spatial.planning@croydon.gov.uk







Contents

1	Introduction	1
2	The Planning Policy Context	4
3	Definition of Special Interest	6
4	Assessing Special Interest	8
5	Community Involvement	33
6	Boundary Changes	34
7	Summary of Issues	38
8	Management Proposals	39
9	Useful Information and Contact Details	44





1 Introduction

The South Norwood Conservation Area boundary was extended and formally adopted by Cabinet Committee on the 25th of June 2007.

What is a Conservation Area?

- 1.1 A Conservation Area is: 'an area of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance.' Planning (Listed Buildings and Conservation Areas Act) 1990. Their special qualities are given legal status under the planning system which offers greater protection to ensure that any future change preserves or enhances the character and appearance of such areas.
- 1.2 Croydon Council is required under section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to designate areas of special architectural or historic interest, the character of which it is desirable to preserve, as Conservation Areas. The Act further states that the Council is to review its Conservation Areas from time to time to ensure that the original designation was correct and where necessary, to designate additional areas.
- 1.3 Section 71 of the Act requires the local planning authority to "formulate and publish proposals for the preservation and enhancement of any parts of their area which are Conservation Areas."

The Purpose of a Conservation Area Appraisal

- 1.4 An appraisal aims to define the qualities that make an area special through understanding the history and development of the place and analysing its current character and appearance. It is not just an audit of the physical and built elements but it also seeks to record the intangible elements that contribute to making an area distinctive i.e. sights, sounds and smells as well as historic associations with people and events. Not every aspect of the Conservation Area can be mentioned in the Appraisal but this does not mean it is not of any interest or importance.
- 1.5 Planning Policy Guidance Note 15 (PPG15) stresses that 'it is quality and interest of areas, rather than individual buildings which should be the prime consideration in identifying Conservation Areas.'
- 1.6 The Appraisal seeks to provide a benchmark of understanding against which the effects of proposed change can be assessed and the future of the area managed accordingly. It will also identify problems that detract from the character of the area and potential threats to this character.



- 1.7 The purpose of this draft Conservation Area Appraisal is:
 - To provide a detailed appraisal of the architectural and historic character of the Webb Estate and Upper Woodcote Village
 - To propose management guidelines on how this character should be preserved and enhanced.

Conservation Area Status

- 1.8 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 its powers, particularly those of planning control, the Council is required to pay special attention to the preservation and enhancement of the character and appearance of the area.
 - No building (except those minor buildings exempted by Regulations) may be demolished without consent.
 - Any application for planning permission, which would affect the character of the Conservation Area, has to be advertised by the Council, in the local newspaper and on the site.
 - Trees in Conservation Areas which are already protected by a Tree Preservation Order (TPO) are subject to the normal TPO controls, however, the Town and Country Planning Act 1990 also makes special provision for trees in Conservation Areas which are not subject to TPOs. Under section 211 anyone proposing to cut down or carry out works to a tree in a Conservation Area is required to give the Local Planning Authority (LPA) six weeks prior notice (a section 211 notice). The purpose of this requirement is to give the LPA an opportunity to consider whether a TPO should be made in respect of the tree or trees.
- 1.9 In applying its statutory powers the Council will operate policies, which are designed to ensure that the special significance and character of the Webb Estate are retained. The intention of these policies is not to inhibit development on the Estate but to ensure that it respects the character of the area. There will be two main areas of concern within these policies, those directed towards the built environment and those designed to protect landscape features.
 - Permission will not normally be granted for development, which would involve the sub-division of existing single plots. In exceptional circumstances, sub-division may be allowed where it does not unduly affect the landscape character of the area.
 - Permission will not normally be granted for the introduction of any uses into the area, would be in conflict with the existing residential character. This includes nursing homes, hostels, flat conversions etc.



- The Council will normally expect to receive detailed planning applications for all proposed development throughout the areas. In most cases a full application will be required, however, where outline applications are received, the Council will be prepared to use its power under Article 3(2) of the Town and Country Planning (General Development Procedure) Orders 1995 to require the submission of detailed plans and drawings of the proposed development (including full landscape details, site survey and elevations which show the new development in its setting). Applicants and their Agents are advised to discuss their proposals with the Council's Officers during the pre-application stage.
- Any additional building should respect the setting of existing buildings within their respective plots and respect those verdant character features such as mature trees and hedges which informed the layout of the dwellings built during the inception of the Estate. Particularly important is the relationship between the proposed building and its plot boundaries and any views through the plots.
- Where Webb specified a planting scheme for a particular road, whether it be tree species, hedging or ornamental borders, the Council will encourage and where applicable require the occupiers of the properties to maintain that scheme.
- Rebuilding houses will be discouraged unless the size, siting, height and design would make a positive contribution to the landscape character of the Webb
- Extensions will be discouraged unless the size, siting, height and design would make a positive contribution to the landscape character of the Webb Estate.
- Telecommunications equipment such as satellite antenna will be discouraged.

Background

- 1.10 Upper Woodcote Village was designated as a Conservation Area in November 1973. The Webb Estate followed suit in 1983 with the exception of Furze Lane which displayed a different building pattern to the rest of the estate and included mostly semi-detached properties. However, it was later decided that it was part of the Webb Estate nonetheless and was included in 1984 after resident petitioning and completion of a survey of this road. A Proposal Statement for the Conservation Areas was first published in 1984.
- 1.11 This Appraisal was adopted as a Supplementary Planning Document on 25th June 2007



2 The Planning Policy Context

National Policy (UK)

- **2.1** National policy and guidance on conservation can be found in:
 - Planning (Listed Buildings and Conservation Areas) Act, (1990)
 - Planning Policy Guidance 15: Planning and the Historic Environment, (1994)
 - Planning Policy Guidance 16: Archaeology and Planning, (1990)
 - Planning Policy Statement 1: Delivering Sustainable development, (2004)
- 2.2 In addition, English Heritage has published guidance on conservation area appraisals and their management plans:
 - Guidance on Conservation Area Appraisals 2006
 - Guidance on the Management of Conservation Areas 2006
- 2.3 Individual buildings of special architectural or historic interest have enjoyed a means of statutory protection since the 1950s. Listed Buildings are assessed against national criteria, with lists being drawn up by English Heritage. Conservation Areas, by contrast, are designated by Local Authorities on more local criteria and are therefore very varied in character. The concept of protecting areas of special merit (rather than individual buildings) was first brought under legislative control with the passing of the Civic Amenities Act in 1967. General guidance on Conservation Areas is available in Planning Policy Guidance Note 15 (PPG15), which sets out the government's policies on the historic built environment in general.

Regional Policy (London)

2.4 Policy 4B.7 of The London Plan produced by the Greater London Authority (GLA) emphasises the need for boroughs to work with local communities to recognise and manage local distinctiveness, ensuring proposed developments preserve or enhance local social, physical, cultural, historical, environmental and economic characteristics.

Local Policy (London Borough of Croydon)

- 2.5 The Council's intention is to preserve and enhance the character of the Area. In accordance with Policy UC1 of the Croydon Plan, it will seek to secure this aim by:
 - Preserving or enhancing areas of recognised and valued character or special interest



- Preventing the loss in the identity of Conservation Areas.
- Preserving or enhancing listed buildings and their setting, and historic parks and gardens
- Using legislative powers to secure improvements to areas and repairs to buildings, and by imposing Article 4 Directions when needed.
- Seeking to retain buildings on the Local List which contribute to the character of an area.
- 2.6 Policies in the 2006 adopted UDP which are relevant are:
 - SP4 Urban Conservation and Archaeology
 - **SP8 Nature Conservation**
 - UD2 Layout and Siting of New Development
 - UD3 Scale and Design of New Buildings
 - UD14 Landscape Design
 - UC1 Designation of Conservation Areas
 - UC2 Control of Demolition in Conservation Areas
 - UC3 Development Proposals in Conservation Areas
 - UC4 Changes of Use in Conservation Areas
 - NC3 Nature Conservation Opportunities throughout the Borough
 - NC4 Woodland, Trees and Hedgerows



3 Definition of Special Interest

William Webb and Garden First

3.1 William Webb (1862 - 1930) was a 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 the Webb Estate in Purley. His meticulous attention to detail and unique approach to property development secured him a firm place in the history of town and country planning.

Quote 1

"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 observation, made by Webb in 1916, formed the concept of his vision for the Webb Estate. It is this idea and the unique way in which the Estate was developed that forms the special interest of the Conservation Areas. In his book, 'Garden First in Land Development' (1919), Webb expressed his ideas on an ideal type of settlement where, as the title suggests, the garden and landscaping takes priority over the building. This was to be the very essence of the Webb Estate. To ensure the integrity of the Estate remained intact, Webb laid out a set of restrictive covenants:



The Covenants 1

- 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
- 3.3 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.

In Summary

- 3.4 The key features that make a positive contribution to the special interest of the area are as follows:
 - The significance of the area in terms of the UK's town planning and landscape
 - The landscaping, in particular the specimen trees and other planting are the most important feature of the Estate
 - The unique character of the Estate within the borough i.e. the relative secluded tranquility of the area
 - In contrast to other Conservation Areas in the Borough, the Webb Estate and Upper Woodcote Village were purpose built in a short period of time from 1903 to 1925. Other Conservation Areas include development from various historical periods.



4 Assessing Special Interest

Location and Context

4.1 The Webb Estate and Upper Woodcote Village are residential Conservation Areas in Purley, in south London. The Estate covers about 260 acres to the west of Purley town centre. Purley is situated in the centre of two steep-sided 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 feet above sea level and the highest point of the area lies at 400 feet.



Picture 4.1 Aerial Photograph of the Webb Estate and Upper Woodcote Village

General Character and Plan Form

4.2 The Conservation Areas are leafy and suburban, having been designed with the character of country lanes and English garden villages in mind. There have been suggestions that the organic plan form of the Estate was based on an espaliered fruit tree or on the veins of a leaf. It is not possible to ascertain whether Webb did design his Estate in this way but it is known that he was influenced by nature. This is evident in the gentle curves of the roads, the lack of right-angled junctions and the abundant planting throughout the Estate.



Historical Development

The Origins and Historic Development of the Area

4.3 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 guiet, 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. 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. Further amenities were added later such as the Cottage Hospital (1909), the Astoria cinema (since demolished) (1934) and swimming pool (1981) establishing Purley as one of the most important district centres in the Borough.



Map 4.1 1890





Map 4.2 1910

Webb's Vision and UK Planning History

- 4.4 Webb's aims were idealistic. He planned a purely residential suburban estate for city workers. His philosophy 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 physical and aesthetic standard.
- 4.5 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 in the UK. 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, which was begun in 1903, Hampstead Garden Suburb, 1905 and Welwyn Garden City, begun in 1920. Fourteen years before "Garden Cities of Tomorrow" was published, the Webb Estate was already underway.



Implementation

- 4.6 The site was purchased by Webb in 1888 and he began to develop it in line with his own principles of housing development. The land was cleared of fences and fifty plots were laid out divided by privet hedges. 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. When building began in 1898, houses were set on predefined plots separated by mature boundary hedges and established planting. Webb suggested that 'the occupiers of houses (should) not only have the enjoyment of their own premises in desirable seclusion, but that, both from their own upper windows and when passing along the roads, it may appear as though they are one large garden of which their own holding is a part'.
- 4.7 Privet hedges were planted to separate roads and gardens. Low wire fencing once existed along all the roads with floral borders as is still evident in Silver Lane. In some cases the hedges were set back into the gardens behind the flower beds, so that the flowers could be visible from the road. This arrangement provided privacy for the residents and sheltered the flowers from the wind.
- 4.8 The soil for the flower beds was carefully chosen and made from layers of topsoil collected during construction of the roads. This was interspersed with layers of manure, sand and clay and proved to be an extremely fertile blend. To stop privet roots from encroaching on the flower beds, slate borders were inserted between them to a depth of 2 feet 4 inches, with the top four inches protruding above the soil. These were cemented together to form a barrier between the privet and the flowers. Webb established a nursery in Purley solely for the propagation of hedges, shrubs and trees, which was clearly a necessity as he planted over twenty miles of privet alone. The nursery also assisted in his programme for the replacement of trees on the Estate.
- 4.9 Upper Woodcote House, completed in 1903, was the first completed property on the Estate and was Webb's own home. Also in 1903 a model village (Upper Woodcote Village) was laid out in the south-western corner of the Estate. The cottages surrounding the green were originally intended to be occupied by the men working on the Estate but proved too expensive and so were privately sold.
- 4.10 By 1925 the Webb Estate was essentially complete. Since then various minor development has occurred throughout the estate, however, its main character and qualities have been essentially preserved.

The Architecture

4.11 "Houses have not been introduced for their architectural merit, but rather to show how any simple and restrained style of building may be made more attractive by Garden First methods...It should and must include the fourth dimension - time. An



idealised English home must also stand in a beautiful garden and in an attractive landscape, with trees, shrubs and flowers planted at strategic spots. But to achieve such a setting the garden must be planned and planted before the house is built." William Webb

The time dimension referred to here was an essential element in the design process of the Webb Estate, setting it apart from other more widely known garden suburbs, however, Webb's standards were not limited to the landscape. Although he did not design any of the houses on the Estate, he ensured their high standard by setting the minimum building cost of each house. The length of each lease was 999 years and owners were free to choose their own architects. The sizeable plots ensured that architectural styles did not conflict with each other. Webb required the architects to design each elevation with equal attention to ensure all views to the property were attractive. Webb's restrictive covenants set out his requirements regarding the distances from boundaries and from the road as well as various aesthetic issues. Once construction was completed, fast-growing climbers were planted so that the houses quickly lost their raw, new look.

The Street Layout and Aesthetics

- 4.13 The street layout forms a gentle, free flowing pattern and with the exception of Promenade de Verdun, the roads of the estate all curve and none meet at right angles. Webb believed that "a gentle and gradual deviation from the direction of the predominant traffic is both better to look at and more convenient when driving." Most of the roads have grass footpaths creating the impression of country lanes.
- The aesthetics of the Estate were further enhanced when Webb specified that all pipe work and cables for gas, water, drainage, sewers, electricity and telephones were to be underground. The General Post Office agreed to this unusual request as long as the Estate bore the cost of digging and filling trenches, expenses routinely met today by utility companies. Webb insisted on all roads being completed before he would allow any building to start, thus guaranteeing pleasant conditions for the first residents. As the roads were publicly accessible, the gates on each exit road were intended to protect the trees and flowers from vandalism or theft and to provide the Estate with a sense of privacy.
- 4.15 Planting schemes were drawn up to give each road an individual identity and of the first four roads that Webb laid out, each had a season in which it could be seen at its best. This is still evident today in the spring bulbs of Silver Lane, the roses of Rose Walk in summer, the herbaceous arrangement of the South Border in autumn and Briar Hill in winter.



Spatial and Character Analysis

Key Views and Vistas

4.16 The view looking south-east towards the war memorial on the Promenade de Verdun must be protected. There is also an attractive view looking south through the gardens of Furze Hill towards Coulsdon and Kenley which should be retained as far as possible.



Picture 4.2 View to be retained to the War Memorial, Promenade de Verdun

Definition of Character Areas

Birch Lane and Farm Drive

4.17 Lying at the very heart of the Estate, these roads were initially designed as access routes to Upper Woodcote House. They now provide access to other properties which have since been built on the grounds of Upper Woodcote House. Birch Lane, lined with yew hedges and grass borders, is the main entrance and provides access to Farm Drive via a footpath. Farm Drive is lined with grass verges and hedges and provides access to seven other properties.





Picture 4.3 View south along Birch Lane



Picture 4.4 View east along Farm Drive



Briar Hill

4.18 Briar Hill is one of the narrower roads on the Estate winding between the South Border and Silver Lane. In front of each plot, there is a border of flowering and foliage trees with a backing briar hedge. The houses are large and set well apart. Large clumps of fir and pine trees which were preserved when the road was laid out still exist today and give the street a distinctive character.



Picture 4.5 Briar Hill

Furze Hill

4.19 Furze Hill climbs south-west uphill towards Silver Lane and is abutted by privet hedges and grass footways. The properties are large and set in extensive plots. Foxglove Gardens, a cul-de-sac leading off Furze Hill is a gated road serving as the entrance to a further three properties. A variety of mature shrubs and bushes add to the character.





Picture 4.6 Furze Hill

Furze Lane

4.20 The topography of this road requires retaining banks or walls in each of the gardens on the south-west side. The relatively steep undulating gradient makes a significant contribution to the character of the road. The housing is mainly semi-detached and is the only area of the estate within the Conservation Area where this building type has occurred. Trees and hedges line the road.



Picture 4.7 Furze Lane

Promenade de Verdun

4.21 The Promenade is the only one of Webb's roads that was laid out in a straight line. The simplicity of this road was deliberate so that nothing could detract from its purpose as a memorial to the French soldiers who died during the First World War. Its formal



design with its row of Lombardy Poplars and the grass walk produces a more somber ambience. The view along the road ends at the granite obelisk which bears a French inscription:

"Aux soldats de France morts glorieusement pendant la Grande Guerre" (To the French soldiers who died in glory during the Great War).



Picture 4.8 View north along Promenade de Verdun

Rose Walk

4.22 One of the most famous of the roads, often visited by Queen Mary, Rose Walk is characterised by the rose borders and pergolas in front of each plot and the gravel paths that run the length of the road. At approximately 12m (40 feet) wide, it is one of the more open roads with the plots well set-back from the paths. The road is gated at each end with single storey lodges built for the gatekeepers.





Picture 4.9 Planting and Footpath Layout, Rose Walk



Picture 4.10 Rose Pergola and Backing Hedge, Rose Walk

Silver Lane

4.23 Four rows of Silver Birch trees on each side run the entire length of the Lane. Wild flowers, bulbs and grass were planted between the trees which stand behind a low wire fence. A laurel plantation at the north-west corner of 12 Silver Lane is an important background to the War Memorial at the south-east end of Promenade de Verdun. Silver Lane leads to the Village Green where a gate has been installed to limit traffic at peak times.





Picture 4.11 Edge treatment on Silver Lane

The South Border

4.24 The South Border is another of the wide roads with gravel footways. The planting schemes on each side of the road, reflecting their different orientation, are distinctive from other planting schemes on the Estate. The northern side of The South Border is in direct sunlight with wide flower beds and a grass verge. The flower beds are backed by privet hedges adding to the verdant character of the road. The South Border rises uphill from the north so the shadier gardens on the south side are above road level



Picture 4.12 View west along The South Border



Upper Woodcote Village

4.25 Upper Woodcote Village is an interesting and well-preserved example of a model village set within the Webb Estate. The Village has a distinctly different feel from the rest of the Webb Estate with its four acre green forming the only piece of open space in the Estate. The Lord Roberts Temperance Inn is located on the south-west corner and continues to provide general store and post office facilities. The Village also used to have its own forge which made all the ironwork for the Estate including the original gates for Rose Walk, Silver Lane and The South Border. A granite war memorial stands at the entrance to the Green where the roads meet with an inscription that reads:

> "This Village Green is dedicated to the Men and Women of the urban district of Coulsdon and Purley who laid down their lives in defence of their country in the World Wars 1914-1918, 1939-1945"



Picture 4.13 War Memorial and Village Green, Upper Woodcote Village





Picture 4.14 Upper Woodcote Village



Picture 4.15 A Splendid Mature Horse Chestnut, Upper Woodcote Village

4.26 The open space is owned and managed by Croydon Council. Should contact need to be made with the Council regarding trees situated on the green, please call the Trees and Woodland Manager (see the Contact Details section).

Woodcote Lane

4.27 Grass verges, hedges and many mature trees contribute to the character of Woodcote Lane. Houses are large and set in extensive gardens. The Lodge Schools and playing fields are also located here.





Picture 4.16 Mature Landscape of Woodcote Lane

The Quality of the Existing Buildings and Landscape

Locally Listed Buildings

4.28 There are fifteen Locally Listed buildings dispersed throughout the estate including the Lord Roberts, Upper Woodcote House and nine on Rose Walk. There are no statutorily listed buildings within the Webb Estate or Upper Woodcote Village.



Map 4.3 Locally Listed Buildings and Lodge Bungalows



The Lodge Bungalows

- 4.29 When the Estate was first created, many of the major roads were gated and had lodge bungalows which housed the gatekeepers. Over time, many of the gates have disappeared but the bungalows still remain. Substantially smaller than surrounding development, these cottages are an important part of the character and history of the Estate. Many are located on awkward corner plots resulting from the organic layout of the roads. These original Webb houses are:
 - Rose Cottage, 119 Foxley Lane
 - Gate Lodge, Woodcote Lane
 - Red Cottage, 23 Rose Walk
 - White Cottage, 1 Rose Walk
 - Christmas Cottage, 47 Furze Lane
 - Birch Cottage, 2 Silver Lane
 - Amber Cottage, 21 The South Border
 - 3 The South Border
 - Silver Lodge, 23 Silver Lane
 - Birch Cottage, 2 Silver Lane
 - Gate Lodge, 1 Upper Woodcote Village

Heritage Assets

4.30 The Green in Upper Woodcote Village was considered by English Heritage for inclusion on the Register of Parks and Gardens of Special Historic Interest in England. Unfortunately, it did not fulfil the listing criteria, however, its qualities were recognised in their assessment and its Conservation Area status noted as the most appropriate form of protection. The Green along with Promenade de Verdun will be considered for the Council's Local List of Historic Parks and Gardens which will shortly be compiled. The Green was dedicated as a war memorial in 1922 and is owned and managed by Croydon Council.

The Extent of Intrusion or Damage to Buildings

4.31 The original Webb houses follow the covenants and are well sited in their plot and in relation to the streetscene. The architecture of the Webb Estate was never intended to play a large role in the character of the area which was to be defined purely by the planting and the layout of roads and plots. In many cases, however, buildings have started to dominate the streetscene. This overly dominant architecture emerging has significant and detrimental effects on the street and landscape. The size, heights and materials of many of the newer buildings are highly visible from the roads. Larger buildings have reduced the space between the buildings and boundaries that allowed



views through the site and provided a sense of spaciousness. In addition, other embellishments such as ornate gates and pillars contribute to the destruction of the character of the landscape.

Design Guideline for Buildings

- 4.32 The massing of many of the newer buildings has significantly increased to the detriment of Webb's Garden First 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.
- 4.33 The height of the original Webb houses was generally two storeys. It is recognised, however, that some Webb Estate residents desire larger properties. The properties should be thoughtfully designed with "Garden First" principles in mind and with the impact on the streetscene and landscape as a primary focus throughout the design process. The massing of any new buildings should be in proportion to the plot size, with regard to the minimum distances between boundaries - approximately 3m (10 feet) to both side boundaries and approximately 18m (60 feet) to the front boundary. Any new development over two storeys must demonstrate how it does not dominate the site.

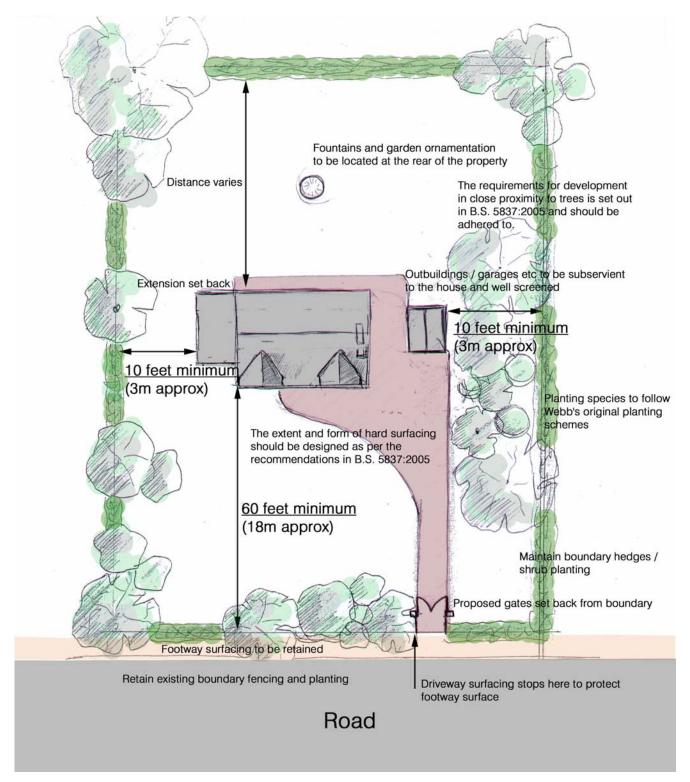


Figure 4.1 Example of Acceptable Plot Development. Not to Scale



Building Extensions and Outbuildings

The covenants and the above guidelines apply to building extensions and outbuildings as well as new build developments. Extensions should be designed with care and consideration and relate to the original building. In addition, garages and outbuildings should not protrude in front of the existing main building line. They should be setback and subservient to the existing house.

4.35 Building Materials

4.36 Most of the original Webb houses were white rendered while newer houses tend to be red brick. If render is to be used, it should preferably be white. Materials should be carefully chosen with sensitivity to the setting and surrounding buildings.



Picture 4.17 A Typical Webb House, Silver Lane

Sustainable Development

4.37 New development must adequately address environmental performance, identifying and incorporating features such as sustainable urban drainage systems (SUDS), green or brown roofs, renewable energy and sustainable construction principles.

The Extent of Intrusion or Damage to Landscape and / or Boundary Treatment

4.38 The physical condition of the area has been well preserved although the emergence of various detrimental issues has put the area at risk. These include the boundary treatments, selected surfacing materials to drives and erosion of the planting schemes to boundaries. The quality of the boundary treatment has been eroded over time and original hedges are gradually being replaced with either modern hybrid varieties such as fast growing conifers or new fencing, often of inappropriate design alien to the



character of the Estate, and elaborate and dominating gates and piers. Another important characteristic of the Webb Estate is the the gravel paths that line the roads. These were one of the original design features and must be preserved and enhanced. There are a few examples of driveway materials being extended over the paths to meet the road. As well as breaking the continuity and simplicity of the views along the road, this has a cluttering and untidy impact on the streetscape.

Design Guidelines for Landscape and Boundary Treatment

Landscape

4.39 To avoid further deterioration of the landscape, the planting schemes need to be re-established and reinforced through the planning process. Webb's original planting philosophy is outlined in the following table:

Road	Planting Scheme		
Silver Lane	The Silver Birch plantation and the underlying spring bulb border along the frontage of the road. Laurel plantation to the north-west corner of number 12		
Promenade de Verdun	The row of Lombardy Poplars and the grass verge along the eastern side of the road (maintained by the Council)		
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 estate		
Woodcote Lane	Grass verges and hedges to give the appearance of a country lane		
Upper Woodcote Village	Raised grass banks with Hawthorne hedging		

Table 4.1 Webb's Original Planting Schemes

4.40 The tree species of each road in the Webb Estate and Upper Woodcote Village has been identified by the Council and is contained in the following table. This information should inform any proposed planting.



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

Table 4.2 Tree Species Integral to the Historic Character of the Webb Estate and Upper Woodcote Village

Entrance Gates

- 4.41 The fear of crime and the need for improved security is a recognised component of modern living, however, sufficient security levels need not compromise the setting of the building in the streetscene. To minimise visual impact, entrance gates should account for the following guidelines:
 - New gates should not exceed 1.8m in height



- Metal gates should be painted plain black gold embellishments are not acceptable
- Their design should be simple, not elaborate, with plain piers
- Excavation for and location of the power supply for automatic gates should avoid all tree roots and removal of boundary hedging and shrubs.
- 4.42 Any hedging and shrubs that have to be removed should be replaced with like species and in keeping with Webb's planting scheme. Where modern hybrid planting is removed, it should be replaced with species that are in character with Webb's planting scheme and in the period of the Estate.



Picture 4.18 Acceptable Metal Gates and Piers



Picture 4.19 Acceptable Timber Gates and Piers





Figure 4.2 Unacceptable, Over Elaborate Gate Style

Gated Community and Public Access

- 4.43 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.
- 4.44 Public footpath number 103 connects Silver Lane to Promenade de Verdun.



Picture 4.20 Rose Walk Entrance Gates. Pedestrian Access Retained





Map 4.4 Highway Status. Correct at June 2007

Garden Features

4.45 Elaborate garden ornamentation such as fountains and statues, create visual clutter to frontages are not in keeping with the intended character of the Webb Estate. These items should be located to the rear of the properties which will reduce their visual impact from the road.

Surfacing Materials and the Extent of Hard Standing Areas

- 4.46 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. Driveway materials must begin from the boundary / hedge line or behind the entrance gates, not encroaching in any way on the gravel footways or within the crowns of existing trees in order to protect them.
- 4.47 Details of hard surfacing proposals must be submitted to the Council. Plans must account for the requirements of protected trees both above and below ground level and must include any level changes and potential impact on drainage. Direction should be taken from BS 5837;2005 'Trees in Relation to Construction, Recommendations'







Capacity for Change - Article 4 Direction

4.48 The Council maintain the right to serve an Article 4 of the Town and Country Planning (General Permitted Development) Orders 1995 which will remove permitted development rights, therefore controlling development involving minor alterations and additions to buildings, gates, fences, walls and the formation of parking space in front gardens.



5 Community Involvement

- 5.1 A presentation was given to the Purley and Woodcote Residents Association and a meeting held with a steering group formed of representatives of the Webb Estate Ltd, Purley and Woodcote Residents Association, Croydon Society, South Croydon Conservation Area Panel and Croydon Enterprise
- 5.2 A press article was published in the April issue of 'Your Croydon' to inform the public of the impending SPD and Scoping Report.

Groups Consulted

- Webb Estate Planning Committee
- Webb Estate Ltd
- The Croydon Society
- Purley and Woodcote Residents Association
- South Croydon Conservation Area Panel

Other Methods of Consulting

- Your Croydon publication
- SCI database
- **Local Press**

The Consultation Process

5.3 Following publication of the draft Conservation Areas Appraisal, six weeks was allowed for public consultation. Copies of the draft were available on the Council's website, at One Stop, Taberner House and at local libraries. Following the completion of the consultation period, all comments received were considered. The appraisal has been amended where appropriate to take account of public responses. This Conservation Areas Appraisal and Management Plan has been formally adopted by Crovdon Council.



6 Boundary Changes

Previous Boundaries

6.1 The previous boundaries of the Webb Estate and Upper Woodcote Village have been taken from the original plans as set out by William Webb. Since the first proposal statement was written, there have been various suggestions regarding changes to the boundaries and extensions of the Conservation Areas.



Map 6.1 Previous Boundaries of the Webb Estate and Upper Woodcote Village Conservation Areas

New Boundaries



Map 6.2 Boundary Extensions



Map 6.3 Revised Boundaries



- The boundary has been extended to include the lodge bungalows that previously lay outside the Conservation Area. The bungalows are an important part of the history and character of the area. The Webb Estate Conservation Area now includes the following:
 - Rose Cottage, 119 Foxley Lane,
 - Gate Lodge, Woodcote Lane
 - Christmas Cottage, 47 Furze Lane
 - Gate Lodge, Upper Woodcote Village
- 6.3 Upper Woodcote Village Conservation Area now includes the following as these are part of Webb's village road landscaping scheme:
 - Gate Lodge, 1 Upper Woodcote Village
 - 1A Upper Woodcote Village
 - 20 Upper Woodcote Village
 - 21 Upper Woodcote Village
- The boundary has also been extended to include the entire lengths of Furze Lane and Furze Hill. These are original Webb roads.
 - 1 Furze Lane
 - 1A Furze Lane
 - 2 Furze Lane
 - 2A Furze Lane
 - 3 Furze Lane
 - 4 Furze Lane
 - 6 Furze Lane
 - 1A Furze Hill
 - 1 Furze Hill
 - 3 Furze Hill
 - 3A Furze Hill

Foxley Lane and Smitham Bottom Lane

- 6.5 There has been pressure to extend the existing boundary to include the south side of Foxley Lane and part of Smitham Bottom Lane in the Webb Estate Conservation Area, however, this proposal has not been included for the following reasons:
 - Foxley Lane does not fall within the original area as laid out by William Webb.
 - The building pattern differs substantially from that of the Webb Estate. There
 have been many plot divisions and infill development along Foxley Lane and
 there are also various flatted developments which are contrary to Webb's
 covenants.



- The character of Foxley Lane is different to the Webb Estate being an adopted highway and bounded by a busy, trafficked road.
- The character's emphasis is more on building development rather than on landscape and setting.
- 6.6 The inclusion of Smitham Bottom Lane and Foxley Lane would dilute the quality and identity of the Conservation Areas by introducing a more standard form of development including adopted highways, plot division and infill development
- 6.7 There are alternative methods of protection available to Foxley Lane and Smitham Bottom Lane, the most appropriate being Local Area of Special Character designation subject to a full assessment of the area.



7 Summary of Issues

- 7.1 This document has identified the key issues arising from the Webb Estate and Upper Woodcote Village Conservation Areas. These issues have to be addressed in order to preserve and enhance the areas, maximising their potential.
- 7.2 Changes in modern day living requirements have influenced our development in the Conservation Area. Examples include:
 - Families now require more and larger rooms and houses inevitably contain a home office
 - Increased sanitation standards require more underground drainage points and resulting trenching
 - Home-based offices and home entertainment facilities mean a higher level of incoming services e.g. cable and satellite dishes
 - Multi-ownership of cars requires greater hard standing areas replacing previously grassed or planted areas
 - Rising fear of crime has resulted in increased security requirements e.g. fencing, gates, floodlighting
 - Increased volume of household waste, its separation and movement of collection points to the outside of gardens which adversely affects the streetscene

Therefore, with these changes in mind, the key issues regarding the Conservation Areas are:

- Preserving the unique character of the Conservation Area through strict control of development
- Preserving and reinforcing planting schemes with particular regard to specimen trees and hedging
- Promoting and adapting the Webb Estate covenants to account for changes in modern day living requirements
- Boundary treatment in character with the Conservation Area meets security requirements
- Boundary changes



8 Management Proposals

Overview

8.1 The Management plan is being prepared in consultation with the community, to set out the Borough's commitment to high quality management of Conservation Areas. Preserving and enhancing the Boroughs's architectural and historic built heritage over the next decades is of vital importance in understanding the past and allowing it to inform our present and future.

Who is this Conservation Area Management Plan For?

- 8.2 This is an inclusive document which will engage with many different people and organisations. It will depend on the support of the community to achieve its objectives. The plan is aimed primarily at the residents, businesses, developers and others living and working in the area. The Conservation Area belongs to its residents, as well as the whole community, and their priorities will be reflected in these documents after the consultation process.
- 8.3 The document has also been prepared to provide a single point of reference for the management of the area. It represents the Council's commitment to conserve the special architectural and historic character, and to help manage sensitive new development and and refurbishment where appropriate to successfully preserve and enhance the quality and character of the area.

Outline Guidance on Applications

- 8.4 Before carrying out any work in this area, consent is required even for minor work such as replacing railings. These consents include planning and Conservation Area consent, as well as others for work such as the pruning or felling of trees.
- 8.5 When planning applications in a Conservation Area are decided, the Council will pay special attention to whether the character of the area is preserved or enhanced. The character of the Webb Estate and Upper Woodcote Village Conservation Areas is described in detail in the Appraisal in the first part of this document and applications should follow the guidelines described.
- 8.6 In the Webb Estate and Upper Woodcote Village Conservation Areas (as in other Conservation Areas), planning controls are more extensive than usual. Consent is required to demolish any building, and a higher standard of detail and information is required for any application. Some buildings are Locally Listed to indicate the Council's interest in protecting them.



- 8.7 The exact information required will vary with every application, but in general applications must include:
 - A Tree Survey of all trees on and immediately surrounding the site / building to British Standard 5837:2005 should be provided to allow a full assessment of the potential impact of the proposal.
 - A clear Design Statement explaining the reasons behind the various architectural, masterplanning or other design decisions.
 - Contextual plans, sections and elevations of existing buildings and plots
 - Drawings including construction details, produced at a larger scale (1:50 or 1:20) clearly indicating the nature of the work proposed.
 - Additional detail regarding materials and construction.
 - Photos of existing building (including details where appropriate)
 - Detailed external drawings and planting plans including proposed levels across the site (refer to SPG12 on Landscape Design)
- 8.8 Planning applications can be submitted electronically and their progress can be viewed on www.croydon.gov.uk/planningandregeneration

Highways and Transportation Issues

8.9 The quality of the streetscape, the surface materials, street furniture and other features are all integral parts of the character of conservation areas. Any work carried out should respect this historic character. Anyone involved with development which impacts on public spaces should refer to English Heritage's 'Streets for All' document or the Department for Transport's 'Manual for Streets'. In addition to this document, the ongoing cost of maintenance should also be considered carefully to ensure that maintenance is sustainable.

Improvements to Enhance the Conservation Area

8.10 The Council will seek to protect and enhance the Locally Listed Buildings and their settings within the Conservation Area, and will encourage proposals from private landowners and property owners to do the same. This could include improvements to boundaries, paths, roads, lighting and signage for example. There is also a need for replacement and additional tree planting to include hedging commensurate with the historic character of the Webb Estate and Upper Woodcote Village.



Opportunities and Potential for Enhancement

8.11 Encourage replacement boundary treatment that is a replication of the original such as post and wire fencing, planting of specimen trees and hedge species compatible with Webb's planting schemes that will assist in enhancing the sylvan character of the Webb Estate and Upper Woodcote Village.

Trees

8.12 All trees in Conservation Areas are protected, and some trees are also covered by Tree Preservation Order's (TPO's). Notice must be given to Croydon Council before works are carried out to any tree in the Conservation Areas, and some works require specific consent where they are covered by an Order. Carrying out works to trees without the necessary approval is a criminal offence and the Council welcomes early requests for advice. A pro-active approach is expounded by the Council towards the replacement / enhancement of the sylvan character unique to the Webb Estate and Upper Woodcote Village.

Equalities

Valuing diversity is one of the Council's core values. This core value has informed 8.13 the preparation of this document and will continue to inform changes to this document in the future

Publicity

8.14 The existence of the Conservation Areas will be promoted locally to raise awareness of the current conservation issues and to invite contributions from the community.

Publication Mechanism

8.15 This document is available to view and download on Croydon Council's website at www.croydon.gov.uk It is also available at the Council's office reception "One Stop" at Taberner House, Park Lane. Copies are also available in all of Croydon's Libraries.

Ongoing Management and Monitoring Change

8.16 The Council will review Conservation Area Appraisals and Management Plans from time to time.



8.17 In addition, the Borough's Annual Monitoring Report, prepared with the new Local Development Framework, will assess progress on the implementation of the whole Local Development Scheme, including policies relevant to conservation.

Maintenance, Repair and Management of Buildings and Landscape - Trees and Hedges

Buildings and Structures

- 8.18 Buildings and structures within the Conservation Areas should be kept in a good state of repair so as to protect and enhance the character of the Conservation Areas.
- 8.19 Remaining historic buildings and features should be retained, protected and kept in a good state of repair. Any repair and maintenance of these structures should be carried out with appropriate sensitivity and with guidance from the Local Authority and / or English Heritage.
- 8.20 Opportunities should be taken to replace / relocate any outbuildings and garden ornaments on frontages which detract from the character of the Conservation Areas.

Trees and Hedges

- 8.21 Trees, hedges and shrubs within the Conservation Areas should be well maintained so as to protect and enhance the character of the Conservation Areas.
- 8.22 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.

Enforcement Strategy

- 8.23 Appropriate enforcement, with the support of the community, is essential to protect the areas' character. The Council will take prompt action against those who carry out substantial or complete demolition of buildings within the Conservation Areas. Unauthorised substantial or complete demolition of a building within a Conservation Area is illegal. It is essential to obtain Conservation Area Consent before works begin.
- 8.24 Anyone who cuts down, uproots, tops, lops or wilfully damages a tree in a Conservation Area without giving a Section 211 notice (or otherwise in contravention of Section 211) is guilty of an offence. The same penalties as those for contravening a TPO apply. For example, anyone who cuts down a tree in a Conservation Area



without providing a Section 211 notice is liable, if convicted in the Magistrates' Court, to a fine of up to £20,000. Anyone who carries out work in a way that is not likely to destroy the tree is liable to a fine in the Magistrates' Court of up to £2,500.

8.25 If you have any concerns relating to work being carried out that the Council may not be aware of, please contact the Council using the details in the Contacts section of this document.



9 Useful Information and Contact Details

Publications

- William Webb 'Garden First in Land Development'
- Vanda Bouri 'A Century of Garden First, Introducing the Webb Estate Conservation Area' Published by the Webb Estate Society
- EH Guidance 'Guidance on Conservation Area Appraisals' 2006
- EH Guidance 'Guidance on the Management of Conservation Areas' 2006

Useful Contacts

London Borough of Croydon **Taberner House** Park Lane Croydon CR9 1JT

Tel: 020 8726 6000

Urban Design Planning and Transportation **Taberner House**

Tel: 020 8726 6000 ext 61980

Planning Control (South Team) Planning and Transportation **Taberner House**

Tel: 020 8726 6800

Tree Preservation Officer Planning and Transportation **Taberner House**

Tel: 020 8726 6000 ext 64966 / 62048 / 62045

Enforcement Officer Planning and Transportation **Taberner House**

Tel: 020 8726 6000



Building Control Technical Enquiries (South) Planning and Transportation Taberner House

Tel: 020 8760 5421

Trees and Woodland Officer Environment, Culture and Public Protection Davis House

Tel: 020 8726 6900

English Heritage Customer Services Department PO Box 569 Swindon SN2 2YP

Tel: 0870 333 1181 Fax: 01793 414926

Email: customers@english-heritage.org.uk

London Region 1 Waterhouse Square 138-142 Holborn London EC12ST

Tel: 020 7973 3000

www.english-heritage.org.uk

Websites

www.croydon.gov.uk www.webbestate.com

Accessibility

9.1 This report / information can be made available in large print or other format / language accessible to you. Please Contact the Urban Design team on 020 8726 6000 ext 61980