

WE THE WEBB ESTATE



London's Best Kept Secret

The Webb Estate
Residents' Handbook & Guide 2017





Those of us who live on the Webb Estate know what a special place it is. Conceived by William Webb in the late nineteenth century, the Estate continues to thrive through the protections afforded by conservation area status and the efforts of many residents to ensure the unique atmosphere is preserved. This handbook has been prepared and adopted by residents as a reminder of the Estate's features and to set the standards of best practice for all of us lucky enough to live here.



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The Webb Estate



The Webb Estate is a residential conservation area in Purley, about 12 miles South of London.

Originally farmland, and now a conservation area, this secluded and exclusive residential area has retained its atmosphere of tranquillity for over 100 years.

The Estate is very well placed. There are fast and frequent trains to London Bridge and London Victoria from Purley station which is only a mile away. Heathrow, Gatwick and the South Coast are within easy reach. There are well-reviewed restaurants and large supermarkets both in Purley itself and nearby, and the retail parks of Croydon are a short drive, as is the centre of Croydon. Croydon is fortunate to have several high quality schools, both public and maintained, and Sutton's grammar schools are also well within reach as the Croydon/Sutton boundary is just a street away. Other nearby amenities include Purley Swimming Baths, several good quality health and fitness clubs, a number of parks and recreation grounds, public and private golf courses, and Purley Hospital has its own Minor Injuries Unit.

GATWICK M25 (JUNCTION 6) 9 MILES
LONDON BRIDGE OR VICTORIA 30 MINS BY TRAIN



The Webb Estate Today

The Webb Estate comprises some 220 houses, a private Junior and Nursery school, two war memorials and a “pub with no beer”: namely the post office and general store, The Lord Roberts. The Webb Estate has many attractions. It is a tranquil environment, and the layout offers householders privacy and seclusion.

The roads are quiet and children can play or cycle in relative safety. It is also stable – William Webb wished to protect his development so that it would retain its character. There are covenants that restrict development, and the construction of multi-occupation dwellings, and extensions close to the boundary lines or the roads are not permitted. These covenants are reinforced by the designation of the Estate as a conservation area. The roads are unadopted and are maintained by the residents who pay an annual levy to their Road Association which organises repairs and periodic resurfacing, as well as routine cleaning.

The Road Associations also act as a social forum, organising barbecues and welcome events for new residents. Residents of the houses on the Estate have freehold ownership of their individual plots. In 1999 ownership of the roads and verges on the Estate (and the benefit of restrictive covenants) were acquired from the Webb family by Webb Estate Limited (WEL) a private company owned by around 90% of the residents. All new residents are able to purchase shares of WEL.

The trees on the Estate (mainly native species, many over 100 years old) are a particular asset of the Estate and are specially protected. The removal, lopping, felling or major pruning of trees without consent can result in substantial fines being levied by Croydon Council.



Rose Walk



Furze Hill



The Lord Roberts



Origins & History



The War Memorial



The Green

The Estate covers about 260 acres to the west of Purley town centre.

William Webb, a local estate agent, purchased the site in 1888 and proceeded to develop it according to his own theories of housing development. He later explained these in his book 'Garden First in Land Development' published in 1919. He 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'. Webb established the planting of trees and shrubs and the layout of other landscape features well before the first houses were built. His dream of a Garden home for City men received a great boost in 1901 when the Croydon Municipal Tramways reached Purley bringing the Estate to within comfortable commuting distance of

London. Upper Woodcote House, completed in 1903, was the first dwelling on the Estate and was Webb's own home.

Also in 1903 a model village was laid out in the south-western corner of the Estate. The four acre green at its centre is encircled by a road, Upper Woodcote Village, outside of which are the houses. Situated at one corner of the green is The Lord Roberts, a post office and general store. The whole green was passed in perpetuity by William Webb to Croydon Council to be a War Memorial with the inscribed granite pillar bearing the names of all those who fell in the then Urban District of Coulsdon and Purley.

Following the creation of the Green and its surroundings the roads of the Estate were gradually developed. Certain roads were developed according to a specific planting scheme. Rose Walk was laid out in 1907 in accordance to Webb's principles of gardens first, and plots were offered for sale in 1911.



Promenade de Verdun

Extensive preparation of the soil was carried out, and 6,000 roses comprising 400 varieties were planted. Silver Lane followed and was planted with four and subsequently thinned to two rows of Silver Birch trees carpeted with bulbs and wild flowers. The houses followed only when the landscaping had partially matured. In 1912 The South Border was completed with an herbaceous border in front of each plot and over the next eight or so years Furze Hill, Furze Lane, Woodcote Lane and Briar Hill were completed.



Explicitly reflected in its name, Promenade de Verdun, established in 1922, serves to commemorate French sacrifices on the Western Front including Verdun in 1916. The memorial landscape consists of a long straight road leading up to a grade II listed obelisk memorial acting as its focal point. On the east side of the road there is a side grass verge planted with a line of tall straight Lombardy poplars, typical of French roads, which grow in a mixture of French and English soil. The French soil was donated by the French Minister of the Interior with 10 tons being transported from the Field of the Explosion near Armentieres in French Flanders where the British and French had fought side by side in late 1914.

By 1925 the Webb Estate was essentially complete, since when a certain amount of modern infilling has taken place, but this has not affected the attractive secluded character of the area. It still remains a most attractive residential estate affording privacy and enjoyment to those who live in the area, but also interest and pleasure to those who pass along its roads.

Importance of the Webb Estate

The significance of the Webb Estate in Town Planning and Landscape history lies not only in Webb's theories and the extreme care taken in their execution but in the early date of their conception.

Webb's experiment not only pre-dates the garden city of Letchworth and the garden suburb of Hampstead but essentially springs from a different tradition of planning; the Garden Cities are the descendants of the paternalistic 19th Century industrial housing estates such as Saltaire in Bradford or Bournville in Birmingham.

William Webb was essentially a speculator and his Estate was developed specifically as a London suburb, intended for residential purposes only and containing none of the industrial provision of Letchworth or the communal facilities of Hampstead Garden Suburb. The Webb Estate belongs to the tradition of the 1830's and 1840's, that of large suburb building, in the wake of the success of Regent's Park.

The particular historical importance of the Webb Estate lies in this tradition, allied to Webb's own theories of 'Garden First'. Webb's ideas grew out of the influence of the Arts and Crafts movement on Garden Design at the turn of the Century. William Robinson, an eminent horticulturist, who considered that it was the function of the architect to design a house that would fit into the garden rather than vice versa, stated these in their most extreme form. The most famous example of this is the house by Edwin Lutyens at Munstead Wood, which fitted into the garden already landscaped by Gertrude Jekyll.

Thus, though the individual houses of the Webb Estate are generally attractive and pleasant and include some good neo-Georgian and half-timbered examples, it is the overall concept and execution and the generous and imaginative planting which is most impressive and which merit the designation of Conservation Area status.

To protect his design Webb introduced a complex series of restrictive covenants relating to both the buildings and the landscaping and these have helped to retain the integrity of the Estate to a very large degree.

Safety & Security

The Estate is a very safe, low crime area with no record of disorderly street violence such as assault, personal robbery (muggings), bag snatching and similar offences. It has a very active Neighbourhood Watch Association which circulates security information efficiently and to good effect in keeping the incidence of crime low, as well as encouraging residents to keep an eye on each others' properties.



Silver Lane in Spring

Another example of this community spirit is that there is very little litter evident on the Estate because, in the absence of local authority street cleaning, it is picked up and disposed of, usually anonymously, by community-spirited residents to whom we are all grateful. Similarly, any graffiti is quickly removed.

This communal concern for others makes the Estate a very agreeable place in which to live. (See "The Residents' Code").

Conservation Area Status

The Council designated the Webb Estate as a conservation area in June 1983. This followed the designation of the Upper Woodcote Village area as a conservation area in November 1973 and action by local residents and other bodies over many years to extend the protection to a greater proportion of the Webb Estate.

The designation of the Webb Estate as a Conservation Area places certain statutory obligations on both the Council and the residents. The main such 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.
- Felling, topping or lopping of trees is prohibited unless six weeks prior notice is given to the Council.



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 character of the area.
- Permission will not normally be granted for the introduction of any uses into the area, which is likely to conflict with the existing residential character.
- The Council will normally expect to receive detailed planning applications for all proposed development throughout the area. 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 elevations which show the new development in its setting). Applicants and their Agents are advised to discuss their proposals with the Council's Officers at an early stage.
- Any additional building should respect the setting of existing buildings within their respective plots. Particularly important is the relationship between the proposed building and its plot boundaries.
- Where Webb specified a planting scheme for a particular road the Council will encourage the occupiers of the properties to maintain that scheme.

Road Associations and Webb Estate Limited (WEL)

Each of the Road Associations has existed for many years and predates the incorporation of Webb Estate Limited.



Their principal purpose is to collect road levies from each property and maintain the roads through regular cleaning and periodic resurfacing and act as a forum for residents to discuss issues relating to their particular road. The associations should have regard to any planting scheme applicable to their road and encourage residents to maintain their hedges and verges or contribute to their collective upkeep.

As mentioned previously, WEL is the private company established by residents to acquire the freeholds of the roads and verges, and the benefit of certain restrictive covenants previously owned by the Webb family.

The Memorandum and Articles of Association states the Company was established to assist in the conservation of the Estate and to administrate and carry on the business of managers of roads and amenity lands including making any required arrangements for the maintenance of the roads and verges on the Estate normally through the Road Associations.

By holding the benefit of restrictive covenants affecting development of properties on the Estate, WEL is able to review all material building proposals on the Estate and will seek to object to such development or, if appropriate, waive the application of the covenants in appropriate circumstances. WEL also uses its position to arrange services across the Estate which are best provided collectively including liability insurance, gritting in winter and road signage.



The South Border



The junction of The South Border & Rose Walk

The Planting Schemes & Tree Species

Where Webb specified a planting scheme for a particular road the Council, WEL and the Road Associations will encourage the occupiers of the properties to maintain that scheme.



Silver Lane

The Silver Birch Plantation and the underlying spring bulb border in front of each plot together with the Laurel Plantation at the north-west corner of 20 Silver Lane (which is an important background to the War Memorial at the south-east end of Promenade de Verdun).



Promenade de Verdun

Row of Lombardy Poplars and the grass verge along the eastern side of the road (maintained by the council).



The South Border

The herbaceous border in front of each plot on the north side of the road.



Rose Walk

The rose border in front of each plot.

Briar Hill

The border of flowering and foliage trees with a backing briar hedge in front of each plot.

Furze Hill

Trees and live hedges leading to the inner Estate.

Woodcote Lane

Grass verges and live hedges to give the appearance of a country lane.

In all other cases, boundary division should be either a wire fence or a live hedge. (See further The Residents' Code).



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

ROAD	DOMINANT	UNDERSTOREY	INTEREST
Birch Lane & 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, Pine	Cherry, Plum, Hawthorn	
Rose Walk	Beech, Birch, Horse Chestnut, Pine, Spruce, Fir	Cherry, Plum, Laburnum, Holly	Strawberry Tree
Silver Lane	Beech, Birch, 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



The Residents' Code

Preserving the special character of the Webb Estate and maintaining and enhancing the values of properties here is a responsibility not only of the volunteers who are involved with WEL and the Road Associations but of all of those who live on the Estate. This Code has been adopted by each of the Road Associations and the shareholders of WEL and sets out regulations and guidelines for living here: a model for good neighbours.

1. Development.

In addition to complying with all legal and planning laws, house owners are required to understand the Covenants relating to their individual property set out within their title deeds and in particular to consult with WEL prior to any relevant work being undertaken, notably:

- development work and extensions
- the erection of gates and fences
- the erection of any outbuildings
- the construction of driveways over the verges

2. Covenants.

To ensure the integrity of the Webb Estate, William Webb laid out a series of restrictive covenants. While these will differ in some respects with regard to individual properties, the following apply generally across the Estate:

- 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 owners shall do all that be necessary to maintain such parts of the live hedges as are on his ground. *(Webb believed live hedges to be an essential part of Garden First' and that the oval-leaf variety of Privet (Ligustrum Ovalifolium) to be 'quite the best' for use at boundaries.)*



3. Road Verge.

Homeowners are reminded that the verges in front of their properties are owned by WEL (except for Promenade de Verdun and Upper Woodcote Village where the Council have an interest). Express permission from WEL is required before allowing any third party (e.g. utility companies) to carry out works on them.

WEL and the Road Associations encourage homeowners to maintain the verges, hedges and fences and overhanging trees in front of their property in accordance with the planting scheme where relevant. This is important in keeping the visual aspect of the roads on the estate looking well maintained and smart.

4. Gates.

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 adhere to these 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

5. Parking.

There is no right to park on the private roads of the Estate and residents should endeavour to ensure that all visitors are aware of this. Every effort should be made to locate day-time parking of visitors and tradesmen within house boundaries. However, it is a long established practice on Furze Lane that residents park vehicles on the road near their houses. Furthermore, WEL and the relevant Road Association is fully supportive of the parking needs for "one off" special occasions e.g. birthday or anniversary celebrations but as a matter of courtesy near neighbours and the Road Association should be given prior notice. Parking on the verges is always prohibited.

6. Trees.

The removal or lopping or felling or major pruning of trees without consent can result in substantial fines being levied by Croydon Council. (See Conservation Area Status.)





The stocks on the green at Upper Woodcote Village



Birch Lane



The Junction of Silver Lane and Briar Hill



Mud Lane

The Residents' Code *continued*

7. Guidelines for Building Works.

The 'Guidelines for Building Works' (following) require building works to be undertaken in a responsible manner, which all residents and developers are asked to support.

8. Tradesmen/Delivery Working Hours.

Work, which is audible beyond the house boundary, should only be undertaken between:

- 8am and 5pm Monday to Friday
- 8am and 1pm on Saturday

Residents should refrain from operating noisy garden equipment before 10am or after 5pm on a Saturday, Sunday or Bank Holiday. Construction sites should be closed on Sundays and Bank Holidays. Deliveries should generally be in the working hours specified above.

9. Bonfires.

Residents are asked to be considerate in relation to domestic bonfires, and remember that their neighbours may be using their gardens for barbecues etc., particularly on sunny days. It is preferable for bonfires to take place only after dusk.

10. Speed Limits.

Residents, visitors and tradesmen should observe the 15 mph speed limit. Extra care is needed to look out for pedestrians, children at play and children being dropped off at the Schools in Woodcote Lane.

11. Business Activities & Advertising.

Under the Covenants, no houses on the Estate may be used for any purpose other than that of a private residence. No trade, business profession or manufacture may be carried on. Nothing should be done within the residences or on the roads on the Estate that would be a nuisance or annoyance to the adjoining owners. Requests for filming, charity events, boot sales, garage sales etc. that might impact on the road or neighbours should be made to the relevant Road Association and WEL. Tradesmen's boards detract from the ambience of the Estate and are not permitted.

12. Animals.

No fowls or animals, other than pet dogs, cats and other small mammals, fish and birds should be kept on the Estate. Owners should ensure that pets do not make excessive noise. Dog walking by residents in the Estate is encouraged, with any fouling to be immediately cleared up and properly disposed of.



13. Garden Features.

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

14. Parking areas and hard standings.

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. The visual impact of parking areas can be minimised with adequate screening. 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 should 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. 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'.

15. Shared Spaces.

Areas on the Estate that are not owned by specific houses should be maintained by the relevant Road Association. Incidences of litter, food waste or tipping should be referred as soon as possible to the Road Association to ensure timely action. Residents are also encouraged to be sensitive to the nuisance that can be caused by allowing persistent dog barking, allowing dogs to roam uncontrolled on estate roads and into private gardens and school playgrounds, danger caused by under-age children driving quad bikes or other illegal vehicles on Estate roads, noisy parties (particularly amplified music late at night) and firework displays without prior warning at times other than November 5th.

16. Sale of Properties and shares in WEL.

Residents and solicitors should read the relevant note on the website (www.webbestate.co.uk). In essence, check with the Road Association that all road dues have been paid and ensure that any shares (and related loans) are assigned to the purchaser at the same time as the sale of the house.





Guidelines for Building Works

On the Webb Estate there is a dual track process for the re-development and/ or extension of properties. In addition to formal planning approval, written authorisation may be required from WEL before any works can commence if the works involve a demolition and rebuilding of properties or if the Covenants affecting the property may otherwise be breached.

All Residents and Developers are encouraged to share plans with neighbours and hence manage any objections prior to formal submission. WEL's position on planning applications is to remain neutral unless there is a breach of the Covenants or planning protocol. Individual residents are encouraged to raise objections as required.

When undertaking building works the building owner is encouraged to ensure all contractors adhere to best practice guidelines. In particular:-

- 1. To make good any damage caused to The Webb Estate during the carrying out of the works whether as to the roads, kerbs, pavements, verges and services of The Webb Estate or any other part of The Webb Estate.
- 2. To ensure that the Building Works are only carried out between the following hours:

Monday - Friday (inclusive)	8am - 5pm
Saturday	8am - 1pm
Sundays and bank and other statutory holidays	None
- 3. To ensure that no building materials or skips are to be placed on the roads, kerbs, verges and footpaths of The Webb Estate except in circumstances when such positioning is unavoidable and then only with the prior consent of WEL subject to such terms and conditions for the purpose of safety and traffic management and as to the making good of damage and generally as WEL may reasonably require.
- 4. Not to initiate or permit any bonfires.
- 5. Not to park or permit any parking on the roads, kerbs, pavements and verges.
- 6. To ensure that the roads and services of the Webb Estate are not interrupted or in any other way jeopardised to the detriment of the residents of the Webb Estate collectively or individually.



- 7. To ensure that no building boards or other advertising material or personalised signage is to be displayed save for statutory safety signs in forms previously agreed with the Company.
- 8. To carry out the Building Works in a timely manner and in any event to complete all works within twelve months of commencement.
- 9. To agree regulations for the management of heavy construction traffic through the Webb Estate prior to commencement of the Building Works.
- 10. To ensure that the residents of The Webb Estate are caused no nuisance or annoyance as a consequence of the carrying out of the Building Works whether by noise or any other cause whatsoever.
- 11. To ensure that the building contractor and other site workers and professional advisors visiting and/or operating on the Property in connection with the Building Works adhere strictly to industry and professional standards of good practice as to daily wheel-washing; dust and other pollution control; road cleaning and generally act in such manner as to ensure on a day-to-day basis that the Webb Estate and the residents thereof are not unduly inconvenienced.



Further Information & Reading



More information on the history of the Estate and the roads, detailed rules on planning matters, procedures on purchases and sales of properties and shares in WEL is available on the website: www.webbestate.co.uk

Croydon Council, Webb Estate and Upper Woodcote Village Conservation Area Appraisal and Management Plan

<https://www.croydon.gov.uk>

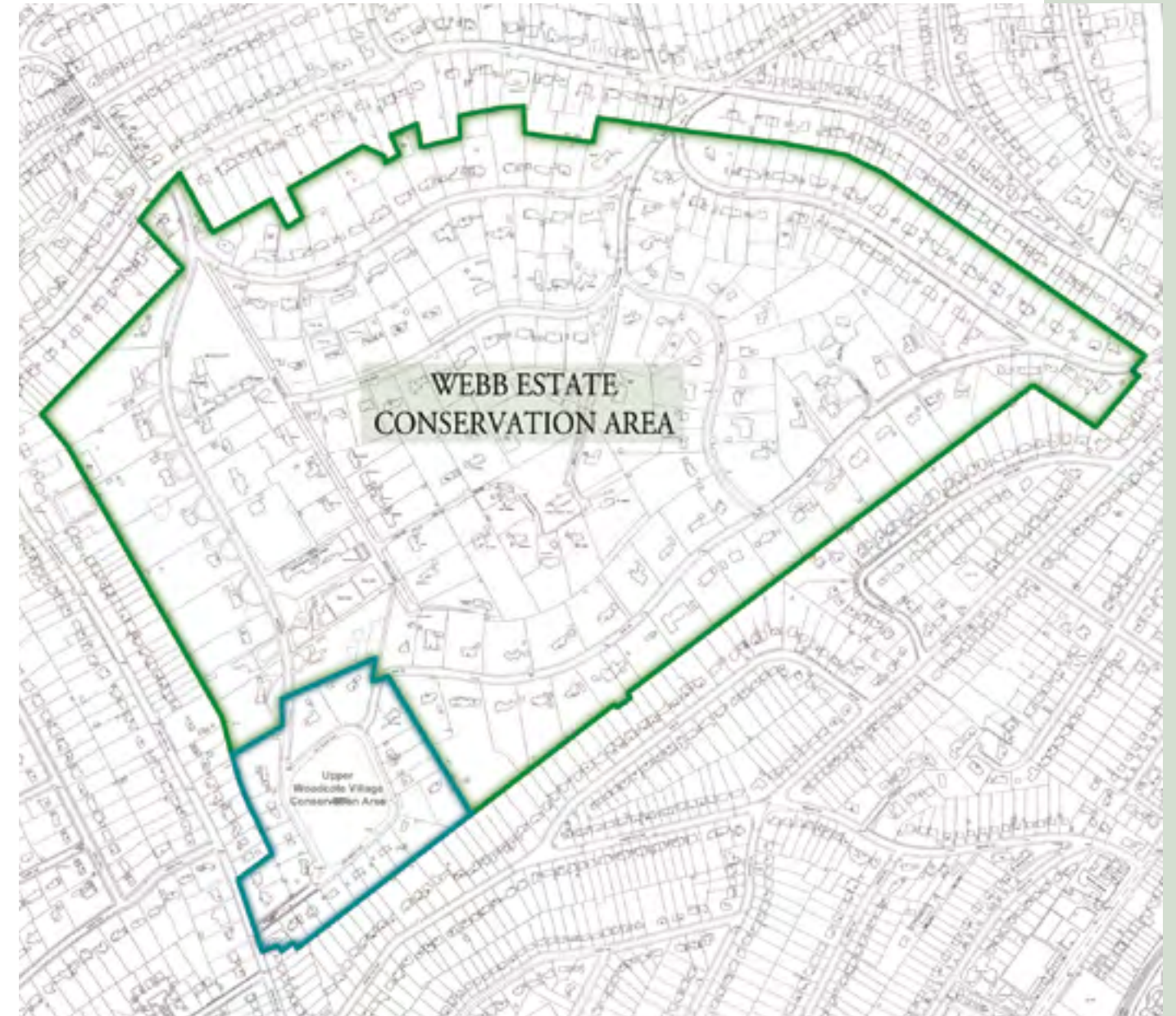
[/sites/default/files/articles/downloads/Webb_Estate_CA_Appraisal_SP1.pdf](https://www.croydon.gov.uk/sites/default/files/articles/downloads/Webb_Estate_CA_Appraisal_SP1.pdf)

Vanda Bouri - A Century of Garden First

William Webb - Garden First in Land Development

Croydon, the local Council is responsible for a number of services including Community, Environment, Health & Social Care, Housing, Leisure, Planning, Recycling & Waste, Transport & Services.

The Webb Estate Conservation Area



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London's Best Kept Secret