



Development Management
Planning and Strategic Transport
Place Department, 6th Floor, Zone A
Bernard Weatherill House
8 Mint Walk
Croydon
CRO 1EA

1st January 2020

Ref 19/04441/OUT

Dear Sir or Madam

Re: Proposed development at 10 Welcomes Road CR8 5HD : Demolition of existing dwelling. Erection of 8 four storey houses (4 pairs of semi-detached houses), provision of vehicular accesses, access road and parking areas

WURA are pleased to see a proposal for family homes on Welcomes Road, however we feel that this application is another example of inappropriate development of a site.

The level of detail makes this look more like a full planning application rather than an outline application. It is not clear at all why the developer has chosen to submit such a detailed application through the processing route for outline applications. Given the timing (validated just before the Christmas holiday period and a consultation completion date of 2nd January) it is difficult not to assume that the developer is being extremely cynical and is certainly showing no respect or consideration for the neighbours affected by this proposal. There has been no engagement by the developer with WURA.

Specific reasons for objection are as follows:

1. Obtrusive by design / Overlooking

While recognising that this plot is within the Kenley Intensification Zone, the elevations and artist's sketch in the proposed street scene show how these houses will completely dominate the properties around them, despite those properties themselves being substantial family homes. The height of the new builds appear to be more than twice that of the neighbouring property at 8A.

The orientation, height and location of the properties will surely reduce light for the existing neighbouring properties, especially the family house at no 12. The schematics provided are very good at leaving out the nearest neighbor, but it appears there is direct line of sight into the habitable rooms.

2. Traffic and Highways : Parking and Access

WURA are pleased to see that two parking places per property have been included, but the layout doesn't appear to allow for sufficient space for maneuvering. The developer's own 'Highways Technical Note' includes classic swept path analysis - individually presented for each parking slot with no other slots populated by vehicles. The paths shown are extremely tight and would not be so viable if the other parking spaces are occupied. Assuming their own scale drawings are consistently scaled for the "large car" used in the analysis, the diagrams show that if there were two cars parked at each property their owners would not be able to open their car doors.



The layout of the access road to plots 5 to 8 appears to give a dangerous blind spot for cars reversing out of the spaces allocated for plots 3 & 4; any cars coming out from plots 5 to 8 would not be seen.

The sweep of the access road to plots 5 to 8 also looks extremely dangerous for pedestrians – in fact the bin collection point is located on the worst possible position, where the road is narrowest. Apart from residents dealing with their recycling, any parent pushing a pram along this access road would be at great risk.

3. Waste Management

The location of the bin collection does not provide for the required kerb-side collection. The proposal does not meet the requirements of the Croydon Local Plan Policy DM13.1.

4. Overdevelopment

These access and waste management problems described above occur due to the packing of 8 properties on a single site. Allowing fewer properties would hugely improve the safety and accessibility for the residents of all the new properties. It would also enable a different layout to the plot which would ensure that the existing neighbouring properties would not be overlooked to the extent currently proposed.

5. Not in keeping with the area

The overall impression of the proposed buildings is very out of keeping with the surroundings. The “mini turrets” at the corners and the steeply sloping roofs give a very hard, angular appearance, and the planned use of dark grey materials in all elements of the exterior design reinforce this cold impression. Surrounding buildings are in warm brick and tile colours.

There is insufficient space for planting at the front to provide any significant screening between the road itself and these extremely dominating buildings.

The Croydon Local Plan states that developments should respect “existing residential character and local distinctiveness” (para 11.122). Such character is not being maintained by this proposal.

The overall design and layout of this application goes against many of the policies stated in the Croydon Local Plan and the SPD2. Para 6.58 of the Croydon Local Plan states there should be “Evolution without significant change of area’s character” and para 6.59 states “new development should not adversely impact on the predominant character. Policy SP1.2(a) states “Development proposals should respond to and enhance local character, the heritage assets and identity of the Places of Croydon”. Why were these policies even stated if they are just being completely ignored?

6. Detrimental impact on trees

The developer has included much detail with apparent good intentions to protect the existing trees. However, they have not referenced neighbouring trees with Tree Preservation Orders. Further work needs to be done to ensure that mature specimens are properly protected.

Other applications on Welcomes Road have already requested changes which will severely impact the trees on their plots. Surely this is a good indicator that developers are actually giving only lip services to protecting trees in their applications.



7. Poor Quality Proposal

There does not appear to be much accounting for the land height variation across the plot. The developer needs to state their plans in this respect. Do they plan to level the plot or are some of their plans actually inconsistent with the existing slope?

The figures for the Trip Analysis in the 'Highways Technical Note' are plainly farcical. How can there be only ONE "person trip" and NO Vehicle trips per property on a weekday when these properties are aimed at families? How are the children getting to school, along un-safe roads with no pavements? It doesn't even account for a return journey. These are completely meaningless and being presented with the aim to mislead.

WURA requests that the application be REFUSED and again request that a moratorium on multiple dwelling applications is imposed for a defined period while the cumulative impact of the current large developments on Welcomes Road can be properly assessed.

Yours sincerely

Richard Russell
Secretary

Colin Brown
Chairman

Cc (by email): - Pete Smith, Head of Development Management
Steve O'Connell – Councillor
Jan Buttinger – Councillor
Chris Philp - MP
KENDRA