



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

18th December 2019

Ref 19/05394/FUL

Dear Sir or Madam

Re: Proposed development at 60 Welcomes Road CR8 5HD : Construction of a two-storey building with habitable roof space to accommodate 7 flats to the front and a pair of semi-detached, two-storey, dwelling houses to the rear of the site; with associated vehicle parking, cycle and bin provision; following the demolition of existing dwelling house.

WURA are writing to object in the strongest possible terms for yet another overdevelopment of a site on Welcomes Road.

We ask yet again (indeed, beg?) that a moratorium on multi-property applications for Welcomes Road be put in place for a defined period until the full impact on the infrastructure of those currently underway can be understood and assessed.

The similarity of the layout for the proposals for no. 60 with those already approved for no. 42 are obvious and the dwelling capacity is comparable to all the other applications already approved for the road. This would therefore indicate that objecting on similar grounds will be ineffective.

However, the overriding consideration for WURA is the level of development within such a small area and its impact on the road. The density of developments between numbers 32 and 60, a mere 600m, which have already been approved together with the two which are still under consideration is unsustainable:

- No. 32 – 9 flats
- No. 36 – initially 7, now 8 flats
- No. 42 – 7 flats plus 2 houses
- No. 56 – 9 flats
- No. 57 – 7 flats
- No. 60 – 7 flats plus 2 houses

This represents 51 dwellings where there were originally 6 and only concentrates on those developments within a short distance of each other. We have not even included those nearby, such as the new proposal for 8 family houses at no. 10 WR and apartments on Uplands Road. No. 60 Welcomes Road is immediately opposite no. 57 and obviously neighbouring to no. 56. The cumulative impact on this part of the road, which is actually one of the narrower sections, needs to be considered, both during the development period and when the properties are fully occupied.

It remains to be seen whether the Council's predictions and aims for car ownership come to fruition. We sincerely hope that they will. However, from a practical point of view, all the developments on Welcomes Road are aimed at couples or those with young families, with individual flats probably priced over £300k. These owners do not rely on bicycles in the steepest part of Croydon, nor do they rely on public transport

Chairman	Colin Brown	Willow Cottage	161 Welcomes Road	Kenley	CR8 5HB	Tel 020 8668 2101
Secretary	Richard Russell		12 Zig Zag Road	Kenley	CR8 5HA	Tel 020 8668 7293
Treasurer	Janice Scully		36 Church Road	Kenley	CR8 5DU	Tel 07872 604583



WELCOMES & UPLANDS ROAD ASSOCIATION

www.wura.org.uk

which can not get their children to school. The area has a poor PTAL rating (1b). All this means the purchasers WILL have a car and probably two. Even if the limited parking means they decide to get rid of their second car they will not be getting rid of both of them.

The road – a public footpath - is already unsafe for pedestrians, cyclists and other users such as horse riders. The increase in traffic from such a substantial increase in housing density and the likelihood of unsafe parking on a footpath.

The roads and verges have already been damaged by the developments already underway because the roads are too narrow to sustain the HGV traffic involved.

As previously stated, WURA fully recognise the need for more housing and have been active in trying to engage constructively with the Strategic Planning, Development Management and Transport Departments at Croydon Council. However we state again that the approach cannot be right when it is to the complete detriment of the surrounding environment and impacts the day-to-day road safety of the local population.

As well as the overriding considerations above, WURA believe the objections made for previous proposals for Welcomes Road still apply. Fundamentally we believe these proposals go 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?

WURA requests that the application be REFUSED and again request that a moratorium is imposed for a defined period while the cumulative impact of so many large developments in a such a small area can be properly assessed.

Yours sincerely

Marion McKelvie
WURA Committee Member

On behalf of:

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

Chairman Colin Brown Willow Cottage 161 Welcomes Road Kenley CR8 5HB Tel 020 8668 2101
Secretary Richard Russell 12 Zig Zag Road Kenley CR8 5HA Tel 020 8668 7293
Treasurer Janice Scully 36 Church Road Kenley CR8 5DU Tel 07872 604583