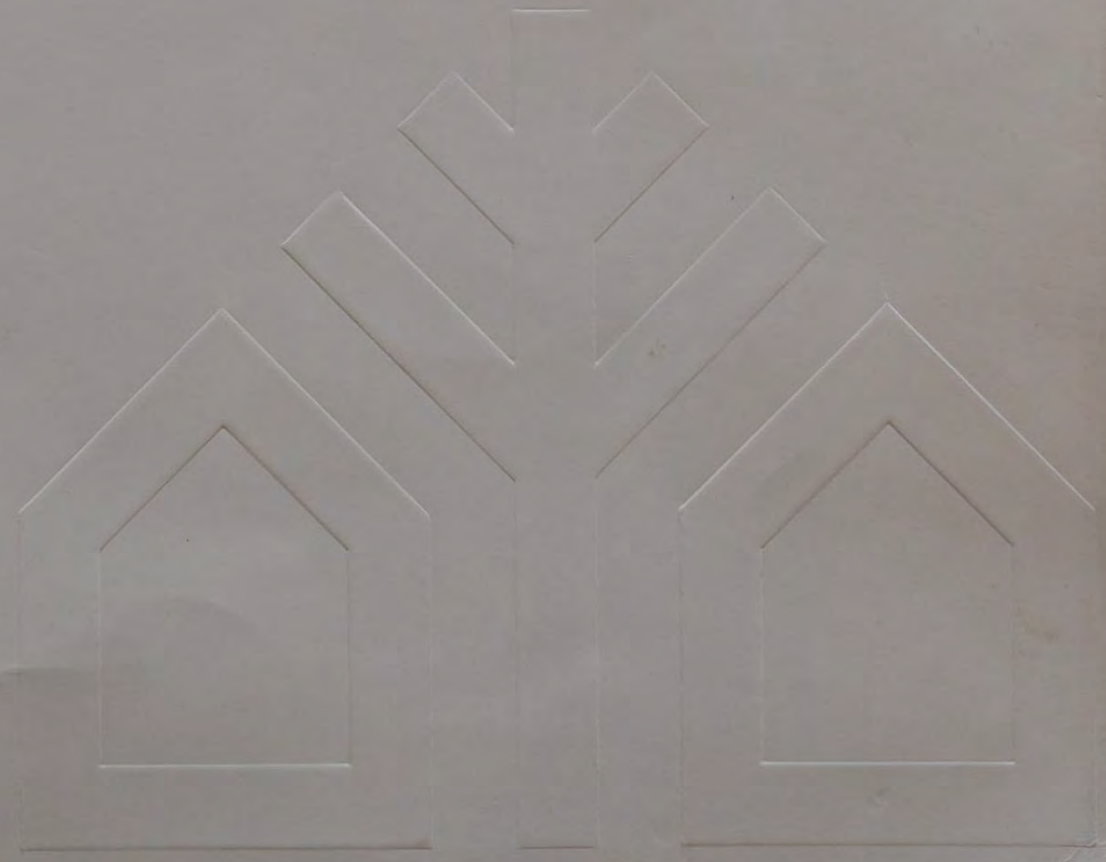
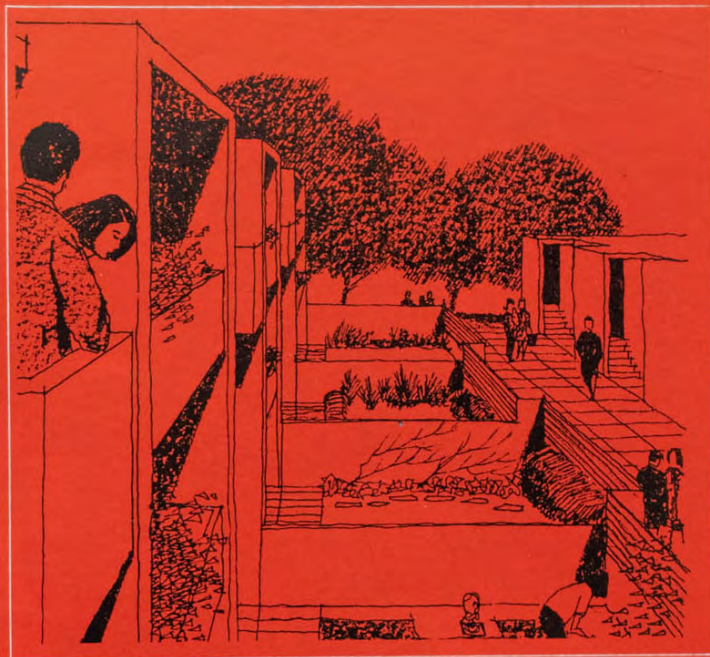


Park Hill Village



A new approach

St. Bernards, Park Hill Village
This sweeping, imaginative treatment of a hillside with tiered houses each enjoying an unbroken view is a good expression of Wates probing for new solutions to problems of architectural design. (This plan was produced for Wates by the Swiss architects, Atelier 5.)



Turnpike Hill

A restatement of the English town square

The Turnpike Hill sector of Park Hill Village has been planned by Frederick MacManus & Partners who have designed some of the most imaginative town planning projects built in Britain since the war.

Their design is a present-day adaptation of the traditional town square which has contributed so much to civilized living in England. (The plan owes nothing to the loose, attenuated layout of the earlier garden cities.)

The architects have adopted a road plan which deliberately closes vistas every hundred yards or so to create linked groups of houses. Open space has been massed into several green 'piazzes' which will be shared by all residents. Each house will also have its own garden. Full advantage has been taken of the natural contours of the land, and trees in the area have been preserved to give the development a mature, settled look.

The individual design of houses and flats at Turnpike Hill does not depart radically from the very successful pattern of home which

Park Hill Village



Wates have been building already. The strongest importance has been attached to minimising housework and the preservation of privacy.

There will be one tall block of flats on Turnpike Hill (offering splendid views over open country). It will contain both two and three-bedroom flats. There are three alternative house designs, one with four bedrooms and two with three bedrooms. There will also be two-bedroom flats and maisonettes.



These drawings illustrate the frankly urban character of Turnpike Hill. However, all the streets are laced through with green space, and many trees have been preserved from the gardens formerly on the site. Turnpike Hill is thus a series of enclosed 'places', designed to create an environment of privacy and seclusion. The road plan also virtually prohibits through traffic to preserve the quiet atmosphere.





Show house and exhibition

A show house can be seen at Turnpike Hill, and there is also a semi-permanent exhibition of the whole Park Hill Village project.

The Garden Trust

The Trust will provide for the maintenance of the private roads and shared landscaped areas for the benefit of the residents throughout the years.

Responsibility of management and maintenance will be with Managing Trustees. They will administer and maintain the amenity lands and carry out such repairs and replanting as may be necessary to maintain the landscaping in a first-class condition. They will also be responsible for the street lighting, payment of water rate for the watering of the common lawns and for the general cleansing of the roads.

The cost of the management and maintenance will be shared equally by the residents, and each owner will be required to pay a yearly subscription to the Managing Trustees. Every three years a meeting will be held at which the accounts will be presented by the Managing Trustees and the

subscription reviewed and adjusted upwards or downwards as necessary. Each purchaser will be given a share in the amenity lands with the right, subject to payment of his annual subscription, to use in common with the other owners the private roads and shared landscaped areas.

How to get to Turnpike Hill

By Car : From the town centre, make for East Croydon station, Park Hill Road is the third on the right along Addiscombe Road, just past the station. (See map on page 11.)

By Rail : From East Croydon station turn left into Addiscombe Road and right into Park Hill Road.



The village concept

*Park Hill Village, Croydon, is the latest expression of the idea of villages in towns which has an honoured place in English domestic history. Hampstead and Highgate are 18th century villages which have preserved their identity. St. Johns Wood is a 19th century village, and was surrounded by London almost before it was built. The charm of these communities lies in the fact that they are **entities** with a strong element of self-containment*

where people broadly from the same stratum of society live together. They are not ivory towers. Any environment must have contacts outside its boundaries. But the strength of these urban villages which are one of the most attractive ways of living in towns is in their intrinsic completeness.

There have already been attempts to create such an environment in this century. The most outstandingly successful is the Hampstead Garden Suburb. However, this was planned before the era of universal ownership of motor cars and at a time when cheap land and cheap labour

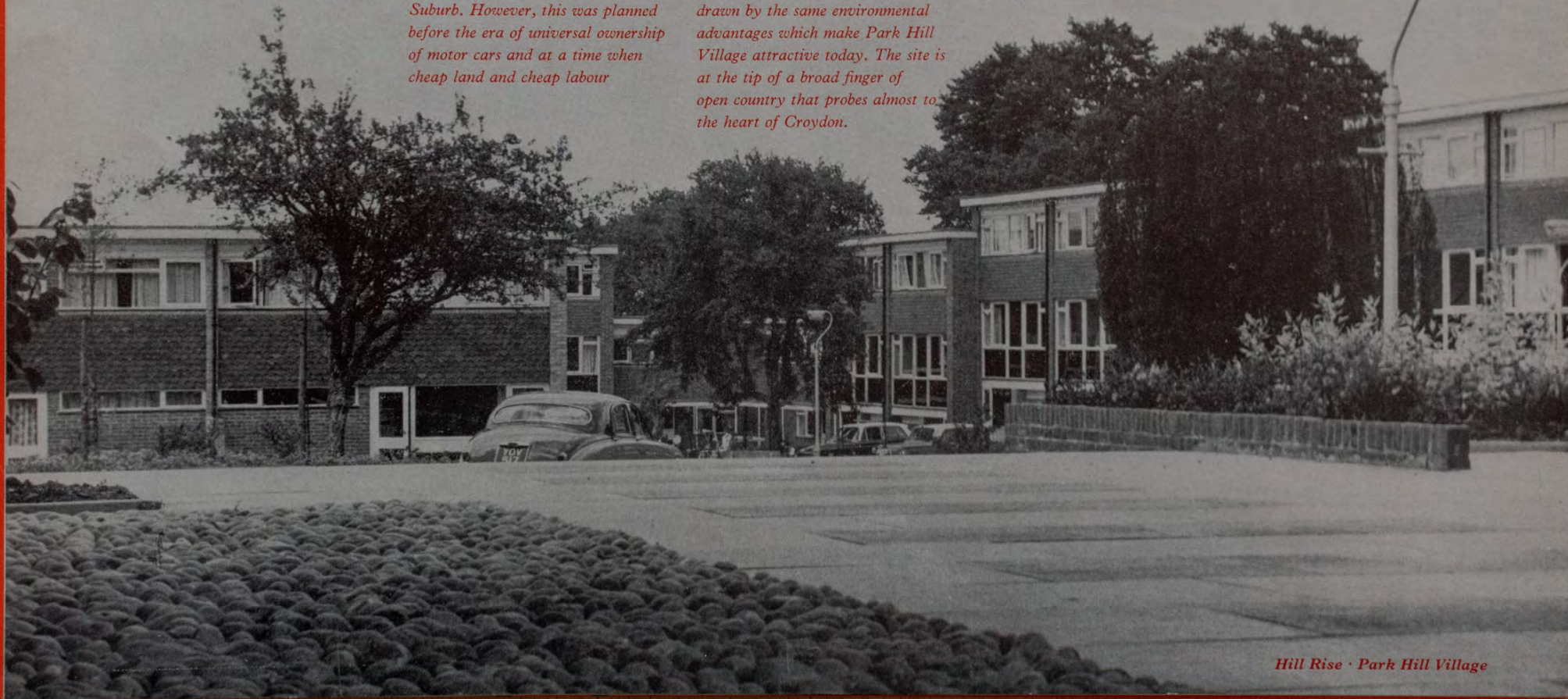
encouraged planners to be prodigal with gardens. Park Hill Village is the first attempt in the mid-20th century to create an environment comparable to the village-in-a-town of the 18th and 19th centuries.

Park Hill Village will cover some 120 acres a few hundred yards to the south-east of East Croydon station. The city merchants came here a century ago and built their now-derelict mansions. They were drawn by the same environmental advantages which make Park Hill Village attractive today. The site is at the tip of a broad finger of open country that probes almost to the heart of Croydon.

The bustling centre of Croydon is only half-a-mile away. A fast train to Victoria or London Bridge takes 15 minutes.

Park Hill Village will become a township of 7,000-8,000 people, living in modern houses and flats in an environment planned for seclusion and spaciousness. No one who is thinking of buying a new house within commuting distance of central London can ignore this essay in living.

Hill Rise, one of the first sections of Park Hill Village to be completed, shows the thinking behind the whole concept. Generous open space is shared by all the residents. Ample provision is made for off-road parking. Careful planning makes houses belong to the landscape and not impose themselves on it.



Hill Rise · Park Hill Village

Precedents

1 Precedent

Hampstead Garden Suburb, planned by Sir Raymond Unwin at the turn of the century, is a polished Edwardian essay in the town-village concept. Today, its civilized urbanity is in danger of being choked by the motor car. (Nor would present-day land prices permit its loose, attenuated layout.)

2 Unhappy interim

The insensitivity of much pre-war development hardly needs to be stated. This grid-line pattern is a complete denial of the village concept. Streets are planned without regard for the lie of the land, and no attempt is made to relieve the monotony of the layout with 'places' or a change of architectural character.

3 Current challenge

This once-splendid Victorian house in Park Hill Road was built to be run by a flock of servants. Between the wars it suffered a makeshift conversion to flats. Now, at the end of its useful life, it makes way for the rebirth of Park Hill Village as a vigorous and vital community once more.



The prospect

This projection of Park Hill Village shows part of the Turnpike Hill section. Below left is a corner of the completed Hill Rise section



Each sector a separate design

Wates have striven to get as much architectural contrast as possible in Park Hill Village within the idiom of present-day domestic architecture. For this reason, the village will be divided into half a dozen sectors each planned to have its own individual character. Several prominent architects have been commissioned to design the various sectors, each of whom has been encouraged to develop his own ideas about the creation of a residential environment.

The north-east sector, Turnpike Hill, has been planned by Frederick MacManus and Partners. Their concept is an interesting development of the traditional town square, and they have produced an unashamedly urban layout. But their design achieves several green 'piazzes' distributed throughout the area. The road plan deliberately closes vistas every hundred yards or so to achieve what are, in effect, linked groups of houses. These groups look inwards to create an environment of privacy and seclusion. The road plan has the further benefit of discouraging through-traffic.

Towards the south-west, the St. Bernards sector has been given to the distinguished

Swiss planning group Atelier 5. Their plan will probably be the most radical in the whole village. It capitalizes on the steeply sloping contours of the district to create a series of terraces, each one giving an uninterrupted view over the Surrey Hills.

The preservation of privacy has been a major preoccupation with this plan. These houses have been designed so that none is overlooked by the terrace behind and above it, nor does it intrude on the privacy of the house below and in front of it.

Each sector of Park Hill Village is an individual creation springing out of the physical characteristics of the site. Each sector is of a size to foster a strong community sense, yet not too large to cease to be part of the Village as a whole. These principles have already been applied to the Hill Rise and Hillmere sectors.

An artist's impression of part of the St. Bernards sector





Taming the motor car

In any attempt to create a dignified environment today, the motor car is the biggest single obstacle to serenity. At Park Hill Village, the motor car will be the invaluable servant of the resident and never the bullying master.

The Village is very well served by good modern roads designed to cater for a greater volume of traffic than they do at the moment. However, each sector has been planned so that no houses front on to these roads. In every instance, garages will be approached by service roads so that no resident will have the hazard of backing out into through-traffic.

In every sector of the Village generous provision has been made for visitors' parking. Every house and flat will, of course, have its own garage.

The layout of the roads in each sector of the Village has been designed deliberately to discourage through-traffic, or the taking of short cuts. There are long-term plans for an underpass to be constructed at the Fairfield Road/Park Hill Road cross-roads.



No provision for the motor car



Hill Rise, where children can play safely and cars are neither a menace nor an eyesore



Addiscombe Road (A232)

North End

Melrose Road

George Street

Park Lane

Fairfield Rd



High Street (A23)

Park Lane

South End

St Paters Rd

Coombe Road



Amenity

Shops

Park Hill Village will have its own shopping precinct, probably at the junction of Chepstow Rise and Chichester Road. This will be the focal point of the whole Village.

The precise plan for this village centre is still being worked out in detail, but it will probably include a church, a village hall, a restaurant and a public house.

Schools

There is already a fine modern grammar school for boys and girls in the Village at Selborne Road (Archbishop Tennison's). Park Hill Village will also have its own infants and primary school, to be built at Stanhope Road.

The Garden Trusts

Residents in each sector will be members of a Garden Trust and the responsibility for management and maintenance of the private roads and shared landscaped areas will be in the hands of Managing Trustees. There will be an annual charge to residents for these services.

In this way the machinery is provided to ensure for the residents that the very high standard of their surroundings is

retained for everybody's continuous enjoyment. It is only by such an arrangement that the unique character of the Village concept is possible.

Shared landscaped areas provide ample space for children to play as well as enhancing the prospect from the houses

Some houses on the Hillmere Sector have roof gardens with splendid views to the south-east



Wates to date

1 Croxted Road, Dulwich

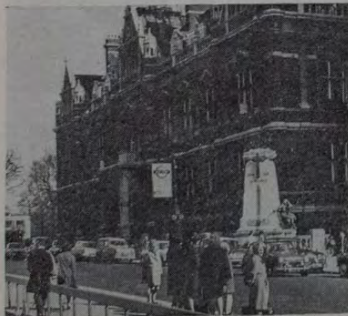
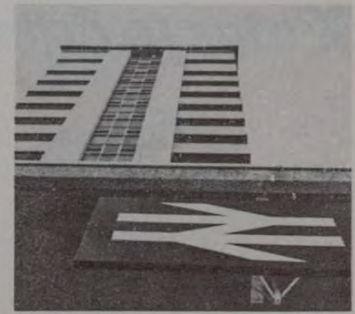
Wates Courtyard houses illustrate another approach to the problems of providing privacy and space in an urban residential development where Town Planning requires a high density.

2 St. Stephens Road, Ealing Houses, a tall block of flats, and the natural amenities of the site are fused together to create a superb environment. While each house has its own garden, there is a generous area of open space shared by all residents.

3 The Elms, Bickley

A variety of particularly fine trees, houses grouped around squares and greens, small private gardens for each house, all contribute to the charm of this residential area.





Croydon renascent

Croydon has been a village, a medieval market, a Regency coaching station, and a 19th-century retreat for city merchants. Now it has embarked on a sweeping programme of urban renewal which has made it one of the most modern towns in the south of England. It has already created the finest shopping area in north-east Surrey, and attracted stores of the highest calibre to open branches. (It also has a thriving street market with 120 stalls.)

The traffic problem has been firmly grasped and sent underground in the town centre in a massive underpass. The town centre embraces boldly confident office blocks, the 6-storey College of Art and Technical College, and several multi-storey car parks. Within a few minutes walk of the Village are the Fairfield Halls including the Ashcroft Theatre and a concert hall seating 1,750, famous for the high standard of performances given, many of which are broadcast and televised. Croydon has a profusion of every kind of school for boys and girls, including Whitgift day public school for boys.

It has never lost its identity as a country town, and the best of its past is being carefully preserved in this rebuilding programme. It occupies a unique position in south east England, with the centre of London only a quarter of an hour away on one side, and the south coast within an hour's drive on the other.

Rail services from East Croydon station

Victoria or London Bridge, 15 minutes. Frequent services all day. Return fare, 2nd-class, 5s 10d. Quarterly season ticket, 2nd-class, £13 10s. Fast trains to Brighton and South Coast.

Rail services from Coombe Road Station

Direct to Waterloo, Charing Cross, or Cannon Street. 35-40 minutes. Frequent trains, morning and evening.

Bus services

Six routes pass along Addiscombe Road, just north of Park Hill Village. Other routes, including five Green Line services, pass along Croydon High Street.

Churches

Church of England :
St. Mary Magdalene, Canning Road.
Roman Catholic :
Our Lady of Reparation, Wellesley Road.
Baptist : Croham Road.
Methodist : Lower Addiscombe Road.
Presbyterian : St. Paul's, Croham Road.
Congregational : Addiscombe Grove.

Schools

All kinds can be found in the neighbourhood. Archbishop Tennison's grammar school for boys and girls is actually in the Village at Selborne Road, and there are plans to build a primary school within the Village. There are Roman Catholic primary, and secondary schools in Wellesley Road. Whitgift Public School for boys is in easy reach.

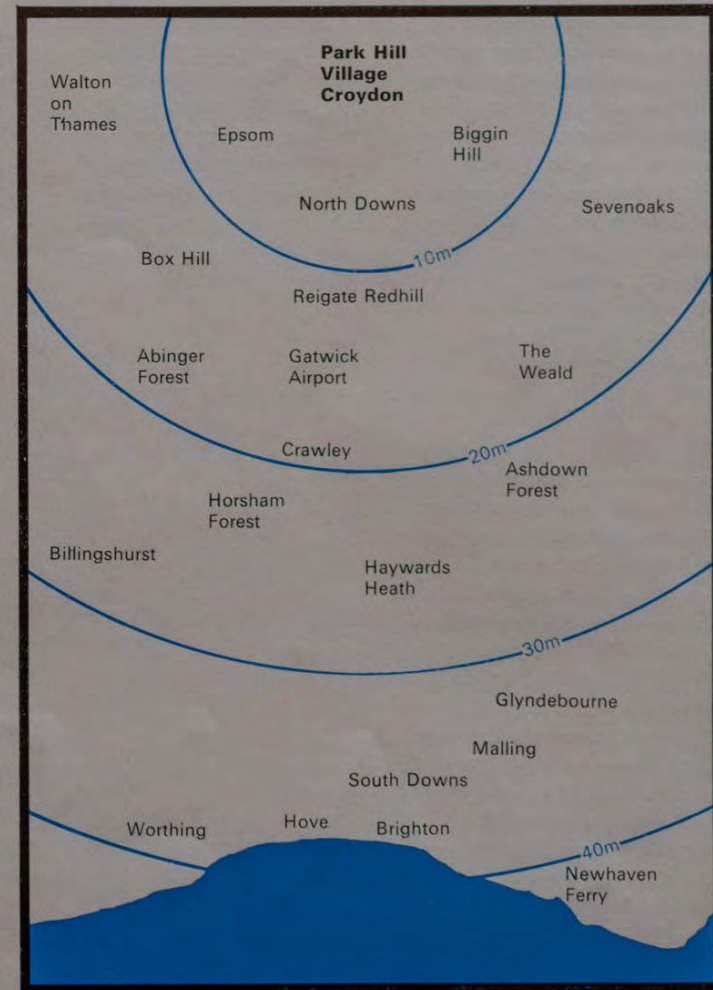
Honest country

Although it is only half a mile from the centre of Croydon, Park Hill Village lies right on the edge of open country. The broad green finger of Lloyd Park and the Addington Hills comes to rest on the south east boundary of the Village, and the whole area is rich in beech and pine woods.

The site may be unique in southern England in that there are no less than five golf courses within a couple of miles. With the possible exception of skiing, it is difficult to think of a sport that cannot be practised within a few miles of Croydon. Riding stables abound. There are swimming pools both indoor and outdoor.

Looking further afield, the finest countryside in the south of England lies within an hour's drive of Park Hill Village. The North Downs. The South Downs. The South coast.

In terms of accessibility there cannot be another place in the south east of England where you can reach Gatwick Airport, Glyndebourne, Ascot, Goodwood, Brighton or the middle of London within an hour.





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