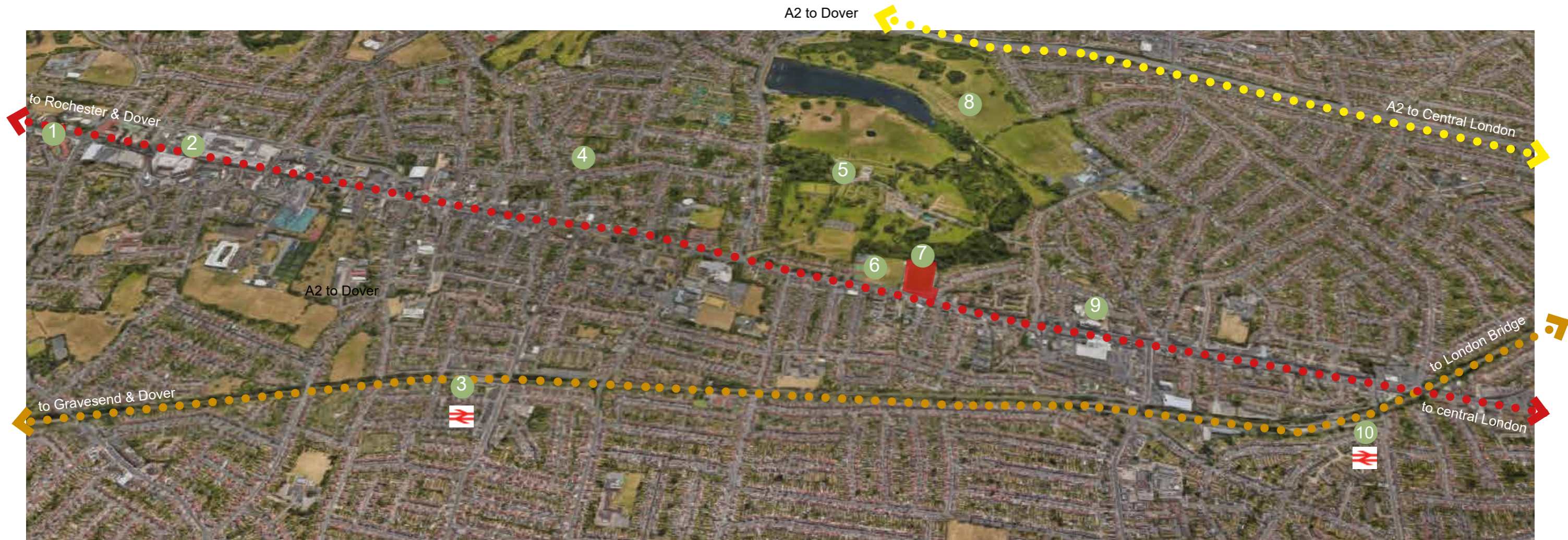


5.1 The wider context



Aerial view of context

The site is located in the London Borough of Bexley to the east of the zone defined as Welling 'town centre'.

The football ground adjoins Park View Road to the north, and residential setting of Roseacre Road to the west.

To the east of the site is the Bexleyheath Cricket Club and to the south resides the 75 hectare green expanse of Danson Park.

Danson Park (as well as the majority of the application land) are located within London's Metropolitan Open Land (MOL).

As a grade II listed historic park and garden, the park is also designated as a site of importance for nature conservation (SINC). The architectural centrepiece of the park is Danson House (1768) which is a Grade I listed Palladian mansion by Robert Taylor.

Beyond the perimeter of the park, the urban grain is dominated by low rise suburban housing comprising largely of semi-detached family dwellings.

The football ground is a relatively rare typology in that it abuts directly to the high street of Park View Road virtually sterilising one end of the pitch. Indeed the 'high street' formerly known as Watling Street can trace its history back to Roman times and formed a major artery from Dover to London and beyond.

Key

- ① Bexley Civic Offices
- ② Bexleyheath town centre
- ③ Bexleyheath railway station
- ④ National Trust - Red House
- ⑤ Danson House
- ⑥ Bexleyheath Cricket and Tennis Club
- ⑦ Welling United FC
- ⑧ Danson Park
- ⑨ Welling town centre
- ⑩ Welling railway station

- Major road artery
- Major rail artery
- The site

Bexley Core Strategy Framework

LBB recently adopted their new Local Plan on 26 April 2023.

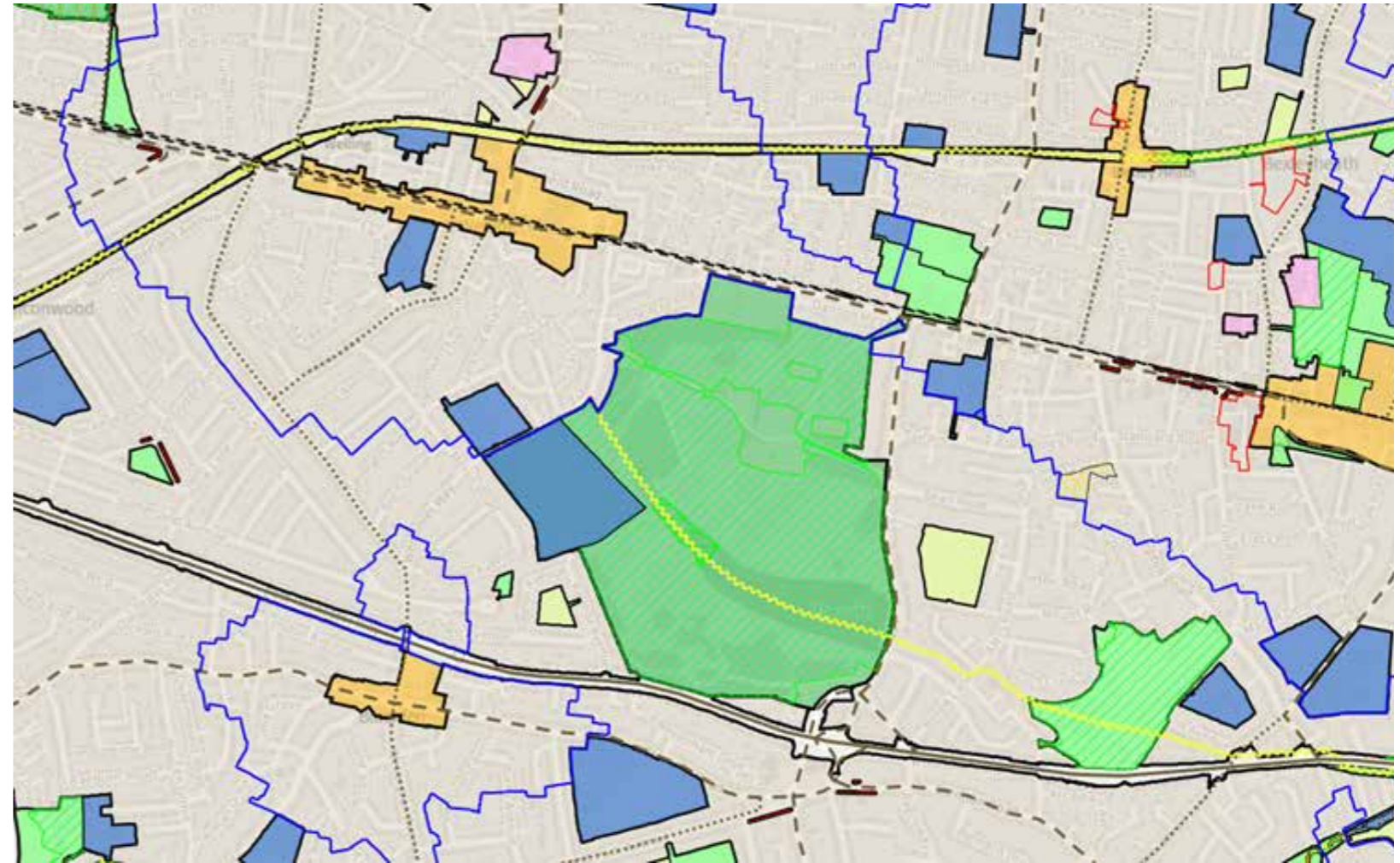
The Site adjoins the defined Sustainable Development Location in the new Local Plan and is a location where significant residential or mixed use development could demonstrably contribute towards sustainable development in the borough. The highest quality of design is expected and respect should be given to existing character, without necessarily constraining development potential. The best elements of Bexley's character should be preserved whilst acknowledging that local character will evolve over time.

Metropolitan Open Land (MOL)

The site is located within London's Metropolitan Open Land. MOL has an important role to play as part of London's multifunctional green infrastructure and the Mayor is keen to see improvements in its overall quality and accessibility. Such improvements are likely to help human health, biodiversity and quality of life. Development proposals that would harm the Green Belt should be refused except where very special circumstances exist.

Site of Importance for Nature Conservation (SINC)

The site is adjacent to a site of importance for nature conservation - Danson Park. Danson Park is large with recreational facilities, particularly pleasure boating. The site's wildlife value centres upon the lake and the associated alder and willow carr. The lake margins support populations of watercress, pendulous sedge, hard rush and gipsywort. Notable plants include brooklime, sea club-rush and oval sedge. The surrounding wet woodland is a rare habitat in London. (London Borough of Bexley- Sites of importance for nature conservation report (December 2016)).



Emerging proposal map

Map key

Sustainable Development Locations	Strategic Green Wildlife Corridors	Sites of Importance to Nature Conservation
		
Town Centres	Urban Open Space	Primarily Residential Areas
		
Metropolitan Open Land	Allotments	Education Land
		

5.1 The wider context

London Borough of Bexley

The diagrams of the Borough of Bexley on the following pages reveal the nature of the context of the proposed application site and how it relates to the wider Borough in terms of density, building height, residential typologies, and relationship to open space.

Although the current scheme does not naturally fit into its immediate context in terms of building height, it does seem appropriate to have a flatted development of this density next to the large open green space of Danson Park.

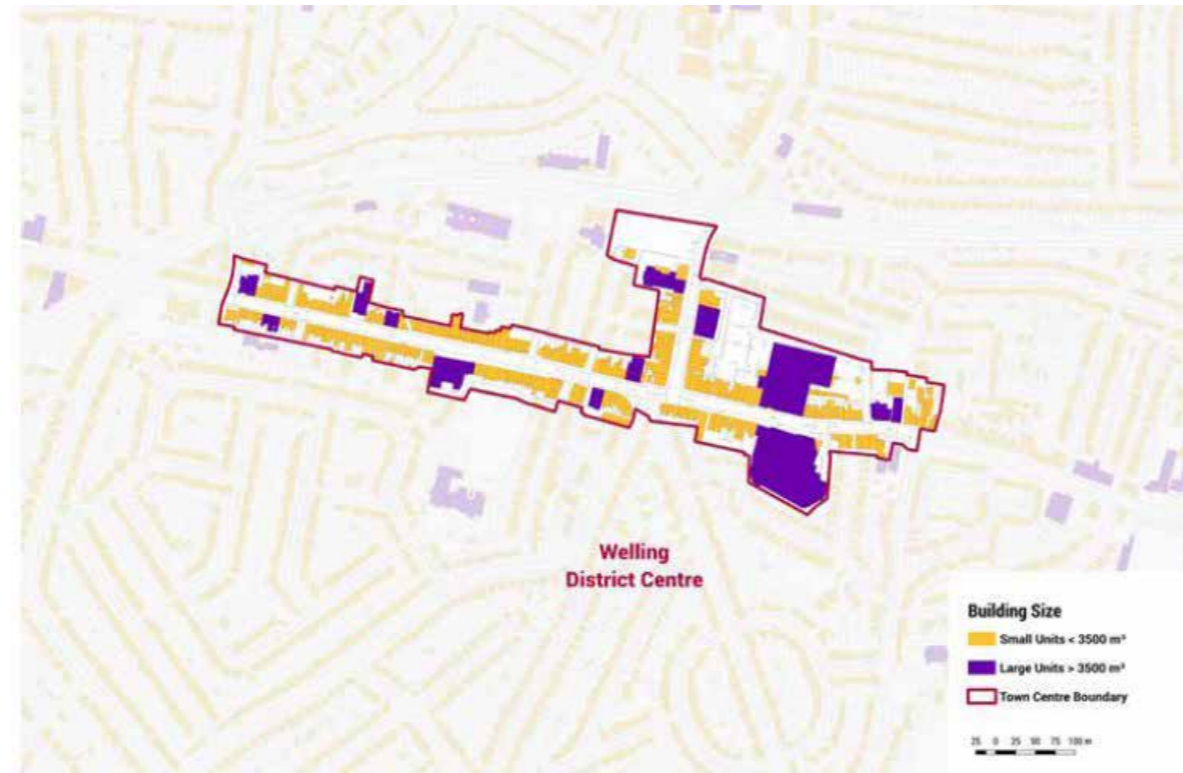
There are examples of football ground redevelopment (see section 6.3) where the scale of the new residential development is significantly greater (higher) than that of the existing residential context. This is typically driven by the scale of modern multi tiered seated arenas which do not lend themselves to 'fitting in' but instead create a new scale to which the surroundings and new developments must adapt.



Table 4.10a 2001 LB BEXLEY



Reference documents



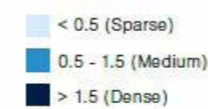
Tesco - Welling town centre



262 Unit size, We Made Thats and Tror Planning

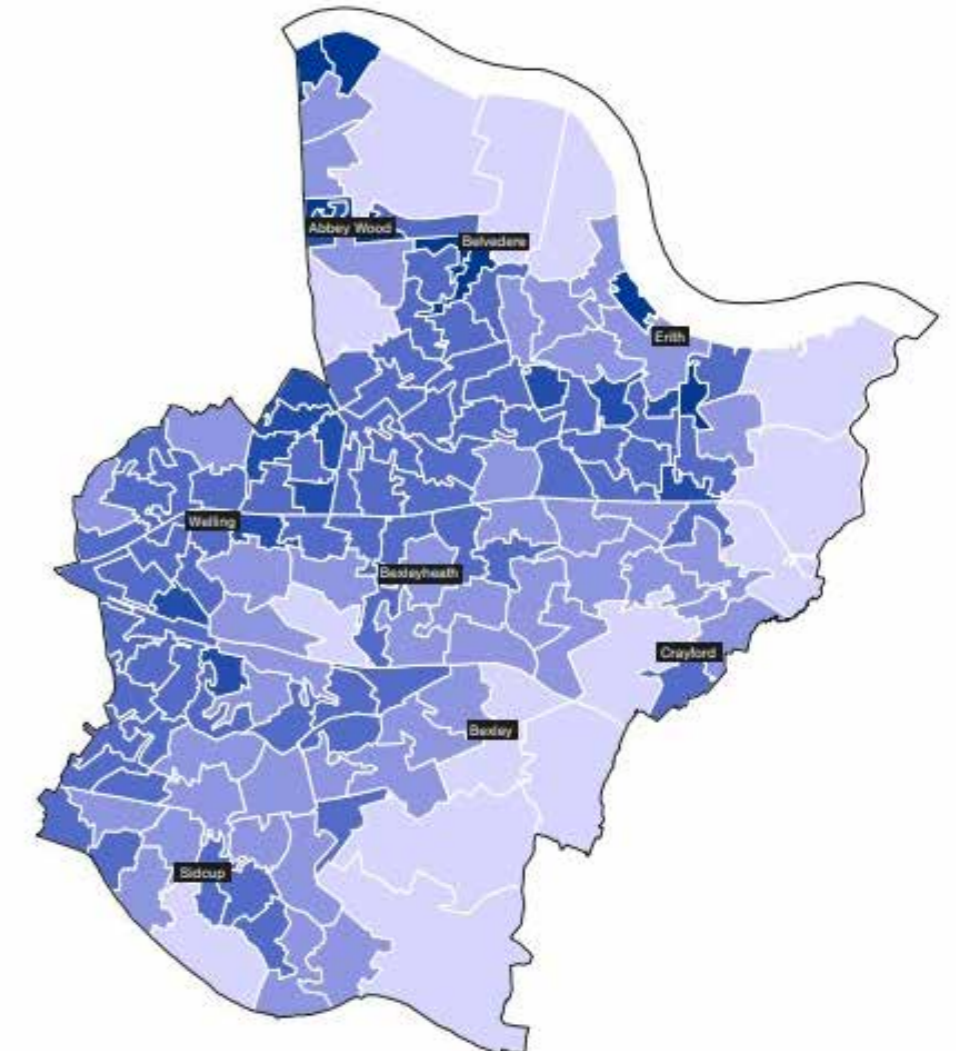


263 FAR by plot, We Made Thats and Tror Planning



Excerpt from Bexley Urban Morphology Study

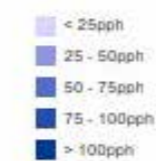
Density



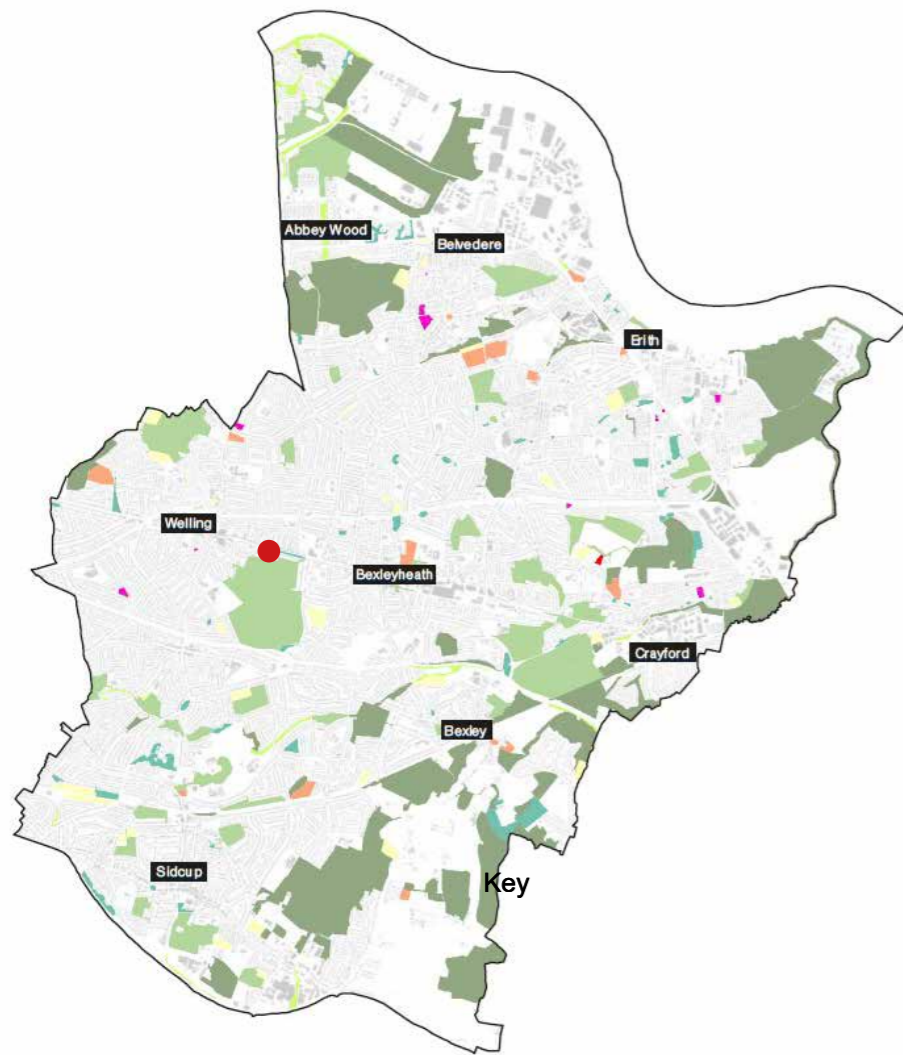
Excerpt from Bexley Local Character Study

The map illustrates that the A207 which is the major highway running east/west through Welling and directly past the application site indicates an increase in population density relative to areas to the south. Overall areas to the North of Watling Street are typically more dense.

Key

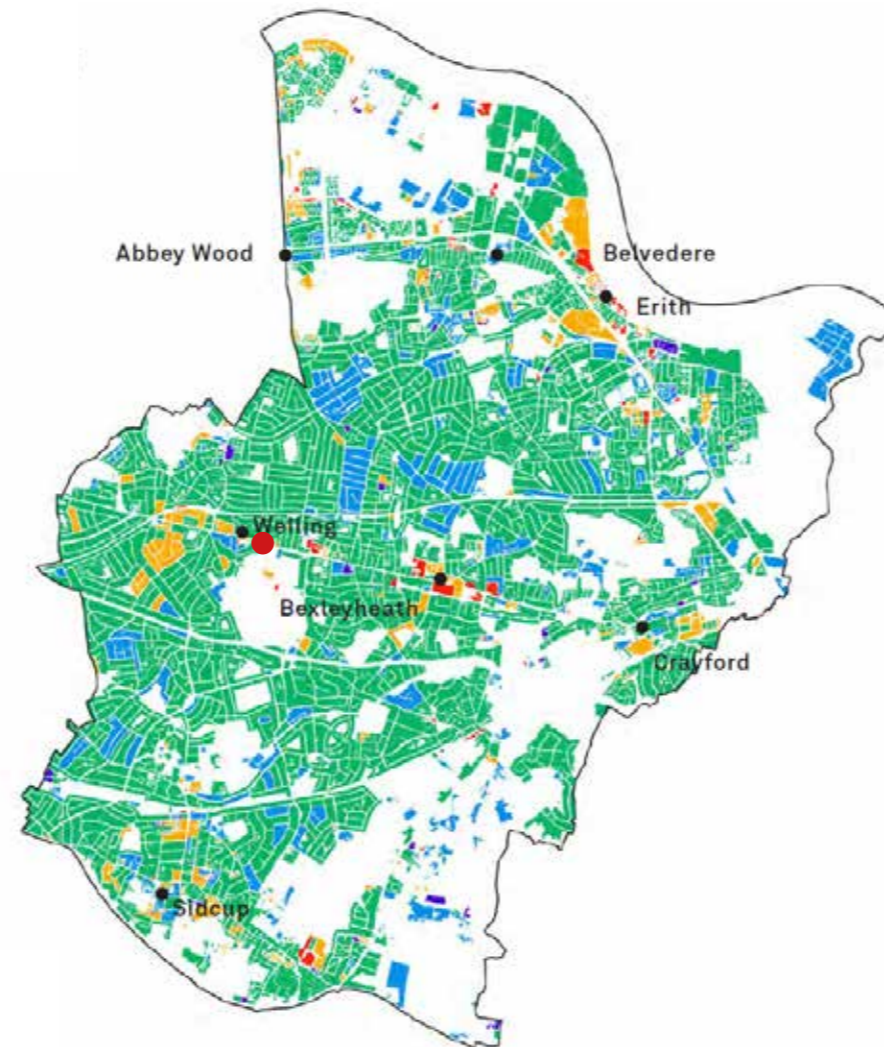


Open space



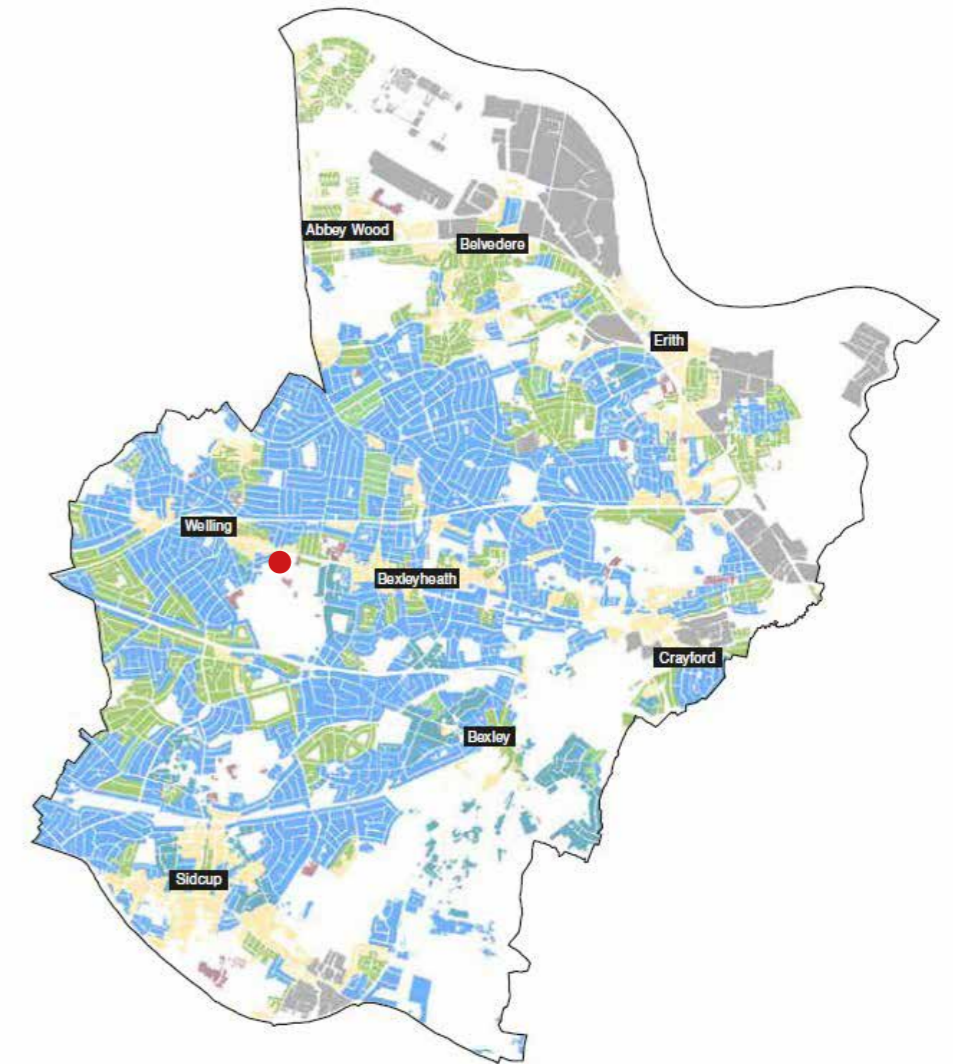
Excerpt from Bexley Local Character Study

Building heights



Excerpt from Bexley Urban Morphology Study

Dwelling types



Excerpt from Bexley Local Character Study

The map above shows the distribution of open green space throughout the borough. The site is fortunate to be located adjacent to Danson Park which is a significant open space and amenity

The map illustrates the overall heights of buildings which is predominantly 2 storey scale. The map shows there are some taller buildings along the A207 Watling Street artery. Most of these are around 4 storeys except in Bexleyheath Town centre where taller buildings rise to over 10 storeys.

The yellow areas on Park View Road (A207) indicate zones of flatted development which are in close proximity to the proposed site and also within the Welling Town centre area. Therefore the proposed use of the site as flatted residential development along Park View road seems appropriate.

Key

- Parks and Gardens
- Natural and semi-natural urban greenspaces
- Linear open spaces
- Amenity green spaces
- Allotments, community gardens
- Outdoor sports
- Cemeteries and churchyards
- Children and teenagers

Key

- Under 1 Story
- 1-2 Stories
- 2 Stories
- 3 Stories
- 4+ Stories



Key

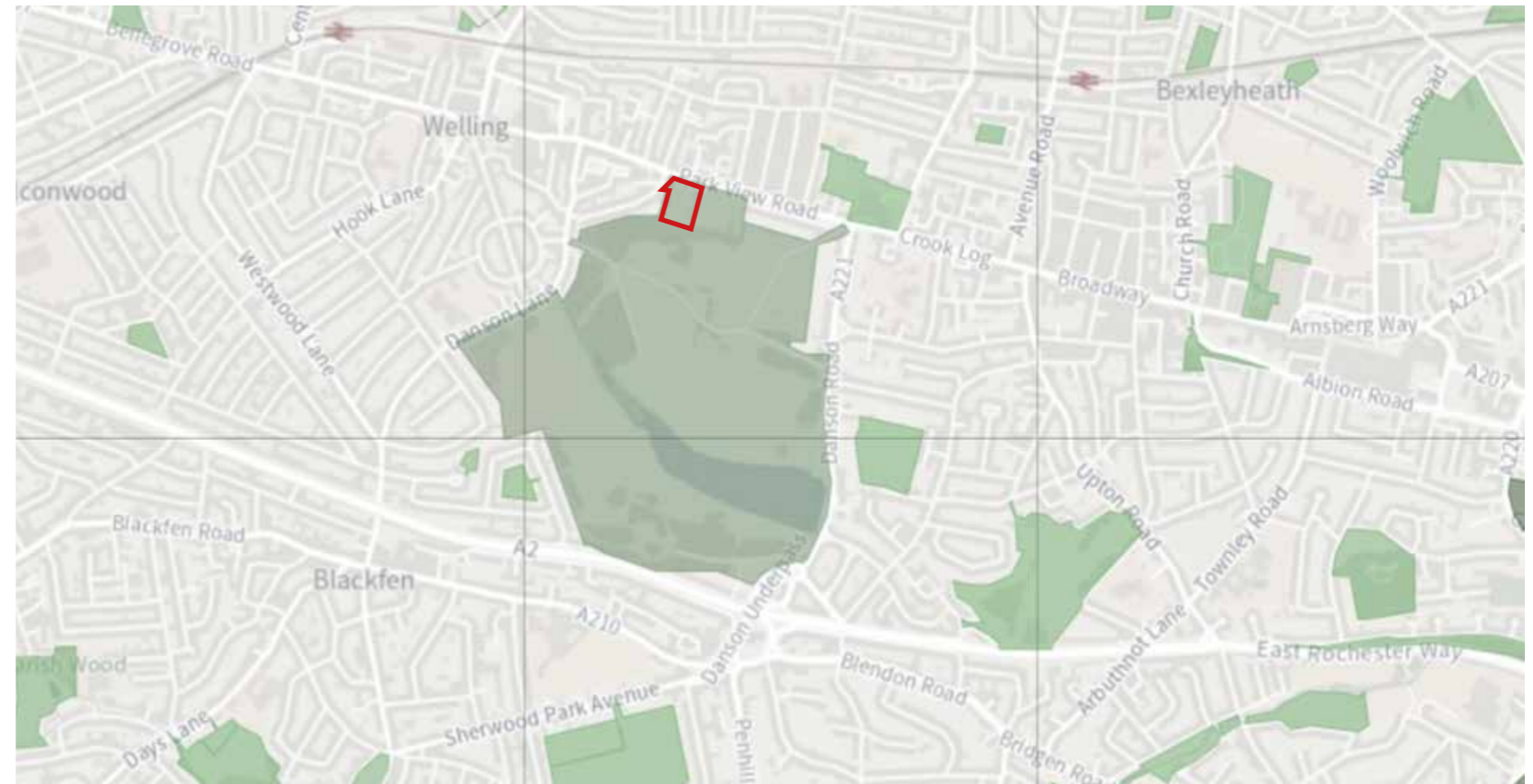
- Bungalow
- Semi detached
- Detached
- Flats
- Industrial
- Infrastructure
- Terraced

Metropolitan Open Land (MOL)

The site is located within London's Metropolitan Open Land. MOL has an important role to play as part of London's multifunctional green infrastructure and the Mayor is keen to see improvements in its overall quality and accessibility. Such improvements are likely to help human health, biodiversity and quality of life.

Policy G3, The London Plan (2021)

-  Metropolitan Open Land.
-  The site





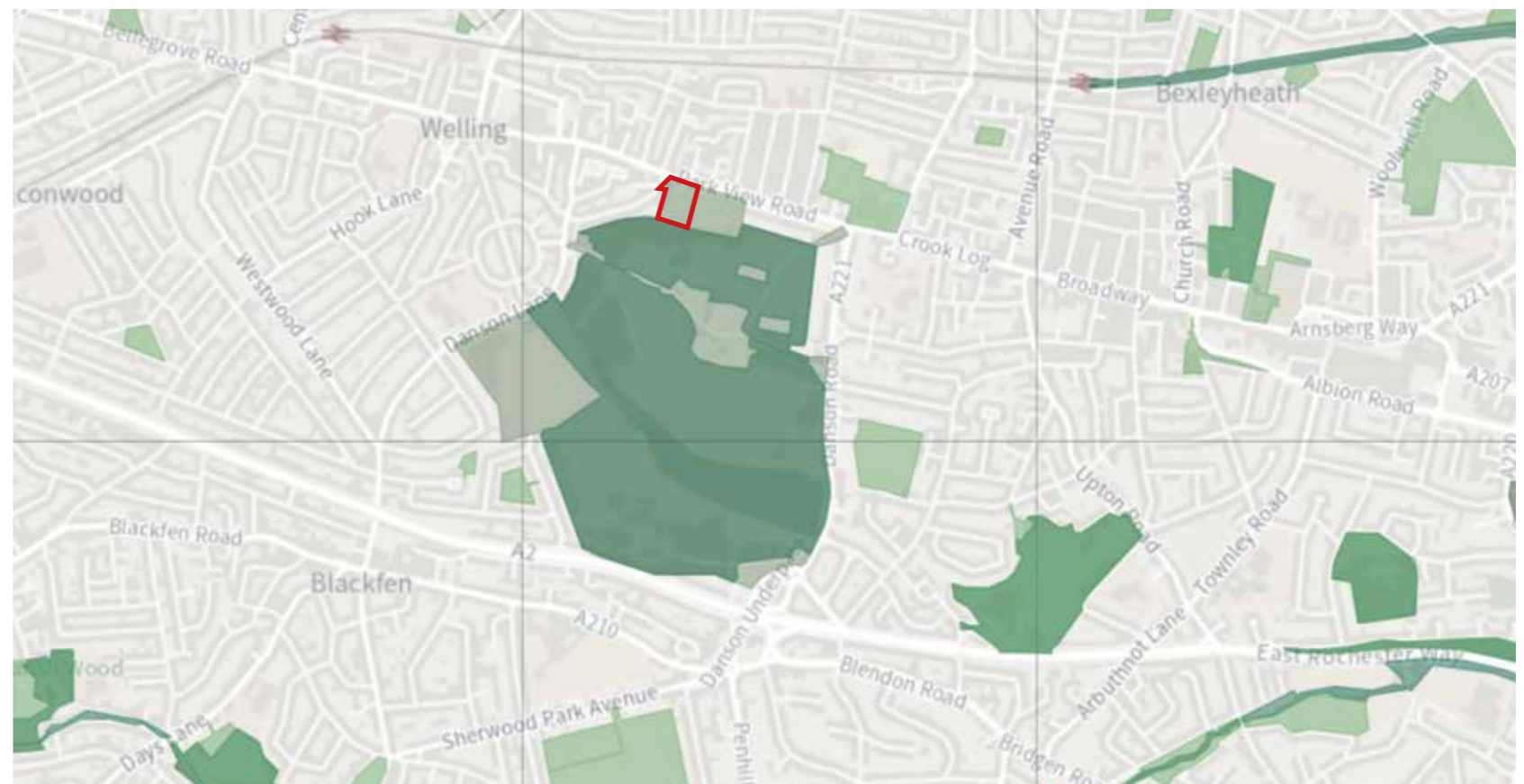
Map indicating extent of MOL

Sites of Importance for Nature Conservation (SINC)

The site is adjacent to a site of importance for nature conservation - Danson Park (ref: BxB107). Danson Park is large with recreational facilities, particularly pleasure boating. The site's wildlife value centres upon the lake and the associated alder and willow carr. The lake margins support populations of watercress, pendulous sedge, hard rush and gipsywort. Notable plants include brooklime, sea club-rush and oval sedge. The surrounding wet woodland is a rear habitat in London.

London Borough of Bexley- Sites of importance for nature conservation report (December 2016)

-  Sites of Importance for Nature Conservation
-  The site



Map indicating extent of MOL & SINC

5.2 Welling history & surroundings

Welling

Welling was first mentioned in 1362 as 'Wellyngs' and its name may have indicated the presence of a well or spring, or may derive from Ralph Willing, who held land in Bexley earlier in the century, but it is rarely clear in such cases whether the place name or the personal name came first.

Welling evolved as a coaching halt on the route to Dover. Inns like the Nag's Head and Guy, Earl of Warwick were later joined by a ribbon development of premises belonging to craftsmen and tradesmen, behind which lay farms and market gardens.

From 1849 the North Kent Railway enabled farmers to deliver perishable produce quickly to the London markets. However, this was too early for the presence of a station to stimulate suburban housebuilding and Welling remained predominantly rural until the 1920s, with the exception of some high-class housing on the Belle Grove estate.

Between the wars a welter of large and small developers descended on Welling and its outlying farms, building low-cost houses for the lower middle classes and skilled working classes, notably at Falconwood. Welling station was rebuilt in enlarged form in 1931.

Welling's shopping centre stretches for almost a mile along Bellegrove Road and includes around 300 outlets.



Welling 1950's

Watling Street

Watling Street is a historic route in England that crosses the River Thames at London and which was used in Classical Antiquity, Late Antiquity, and throughout the Middle Ages. It was used by the ancient Britons and paved as one of the main Roman roads in Britannia (Roman-governed Great Britain during the Roman Empire). The route linked Dover and London in the southeast, and continued northwest via St Albans to Wroxeter. The line of the road was later the southwestern border of the Danelaw with Wessex and Mercia, and Watling Street was numbered as one of the major highways of medieval England.

First used by the ancient Britons, mainly between the areas of modern Canterbury and St Albans using a natural ford near Westminster, the road was later paved by the Romans. It connected the ports of Dubris (Dover), Rutupiae (Richborough Castle), Lemanis (Lympne), and Regulbium (Reculver) in Kent to the Roman bridge over the Thames at Londinium (London). The route continued northwest through Verulamium (St Albans) on its way to Viroconium Cornoviorum (Wroxeter). Watling Street is traditionally cited as having been the location of the Romans' defeat of Boudica, though precisely where on the route is disputed.



Roman route to the coast incorporating Watling Street

Shooters Hill

Shooters Hill is the highest point in South London at 132 metres (432 feet), and it offers some fantastic views. The road through the area, however, would have been the low point for any traveller, as it was here that highwaymen took advantage of the dark woods for their dark deeds.

The name 'Shooters Hill', first recorded in 1226, may have been coined as a result of such criminal associations.

It was, however, also a place of burial. A burial ground of possibly bronze age lies on the northern side of the summit.

In the 18th century the area began to be developed, with fine houses on both slopes of the hill. Severndroog Castle in Castle Wood was designed in 1784 as a memorial to the exploits of Sir William James.

Later much of the woodland on Shooters Hill was threatened by development, most of the grand houses had been demolished and the London County Council acquired areas that could be preserved for the public, including:



London from Shooters Hill by Samuel Bough 1822-1878

Danson Park

Danson Park is a public park in the London Borough of Bexley, South East London, located between Welling and Bexleyheath. At 75 hectares, it is the second largest public park in the borough (the largest being Foots Cray Meadows at 100 hectares), and the most used by the community. Opened in 1925, it is often considered the finest green open space in the borough, and is Grade II listed on the Register of Historic Parks and Gardens.

The area now occupied by the park had previously been part of the church and then crown estates, before being occupied by John Styleman and then Sir John Boyd, 1st Baronet, both senior figures in the British East India Company. In the 1760s, Boyd built Danson House, a Grade I-listed Georgian mansion that stands in the centre of the park, and commissioned much of the landscaping that can be seen in the park today. The landscape was designed and laid out between 1761 and 1763, by either Capability Brown or his assistant Nathaniel Richmond. At its centre is a large and picturesque 12-acre (49,000 m²) lake, described by Edward Hasted in his History and Topographical Survey of the County of Kent of 1797 as "a most magnificent sheet of water so contrived as to seem a beautiful serpentine river, flowing through the grounds". A small house with a spire, named Chapel House, was constructed to the south of the lake, which is now separated from the rest of the park by a motorway, but can still be seen today near the roundabout at Blendon. By the time of Boyd's death the Danson Estates comprised over 600 acres (2.4 km²) of pleasure grounds and agricultural estate.

In 1773, a mock ancient Greek temple was built near to the lake by Sir William Chambers. This was disassembled and moved to the gardens of St Paul's Walden Bury in Hertfordshire in 1961, and is today a grade II listed building. There was also a statue of the Roman goddess Diana in the park.



Danson Park from the air.

5.3 Local Character

There is no singular style which characterises the architecture of Welling's more prominent buildings. The eclectic style of schools, ecclesiastical buildings, inns, and public buildings provides a rich variety of architectural expression. Although the variance of style is marked the variance of age is less so.

However, there are many common design traits to the examples shown on this page which are typical of the buildings found in Welling.

Scale: Many of the buildings are low rise and fall within 2-4 storeys tall.

Materials: Although stone is used in some of the most prominent buildings, red brickwork is the most utilised facade material.

Roofs: Many buildings adopt pitched roofs and gables as a primary means to express their architectural form. These roofs are enriched with dormers, chimney breasts, and turrets, some of which give further urban emphasis at street corners.

WELLING HIGH STREET

Welling High Street is a busy thoroughfare which is anchored at the eastern end of the designated district centre by Morrisons and Tesco supermarkets.

The area is characterised by many incongruous shop fronts which do little to imbue a sense of urban or public realm quality.



Tesco (formerly The Station Inn) -locally listed



St Mary the Virgin



The Lord Kitchener -locally listed



Danson House - Grade I listed



Former Fosters Primary School - Grade II listed



Welling Library



Tesco - Welling High Street A207



Morrisons - Welling High Street A207



Welling High Street A207

5.4 Immediate context

Park View Road



North panorama of Park View Road



Entrances to the football ground from Park View Road



GMB building on the corner of Park View Road and Roseacre Road



Welling United FC



Roseacre Road

The images of Roseacre Road on this page illustrate the current traffic control measures in place; the semi-detached residential character of the street; and the gated entrance to Danson Park.



One-way traffic flow onto Park View Road



Roseacre Road is largely a low rise residential area



Entrance to Danson Park



Danson Park



Panorama of Old English Garden



Danson House



The Stables
Welling United FC



Park entrance gates

5.5 Residential Character

The residential character of the surrounding area is characterised by terraced housing with on street parking and semi-detached houses with private driveways. These two typologies form the majority of the housing provision. There are also examples for low rise flatted development in the immediate vicinity of the site. Overall, car ownership is relatively high.



Bungalows on Roseacre Road



Flatted development at John Newton Court



Typical terraced housing - DA16



Typical semi detached residences - DA16

5.6 Land use

The application site is located to the southeast and outside of the Welling Town Centre zone. As such the area is dominated by low rise semi-detached residential buildings and the open space of Bexley Cricket Club and Danson Park.

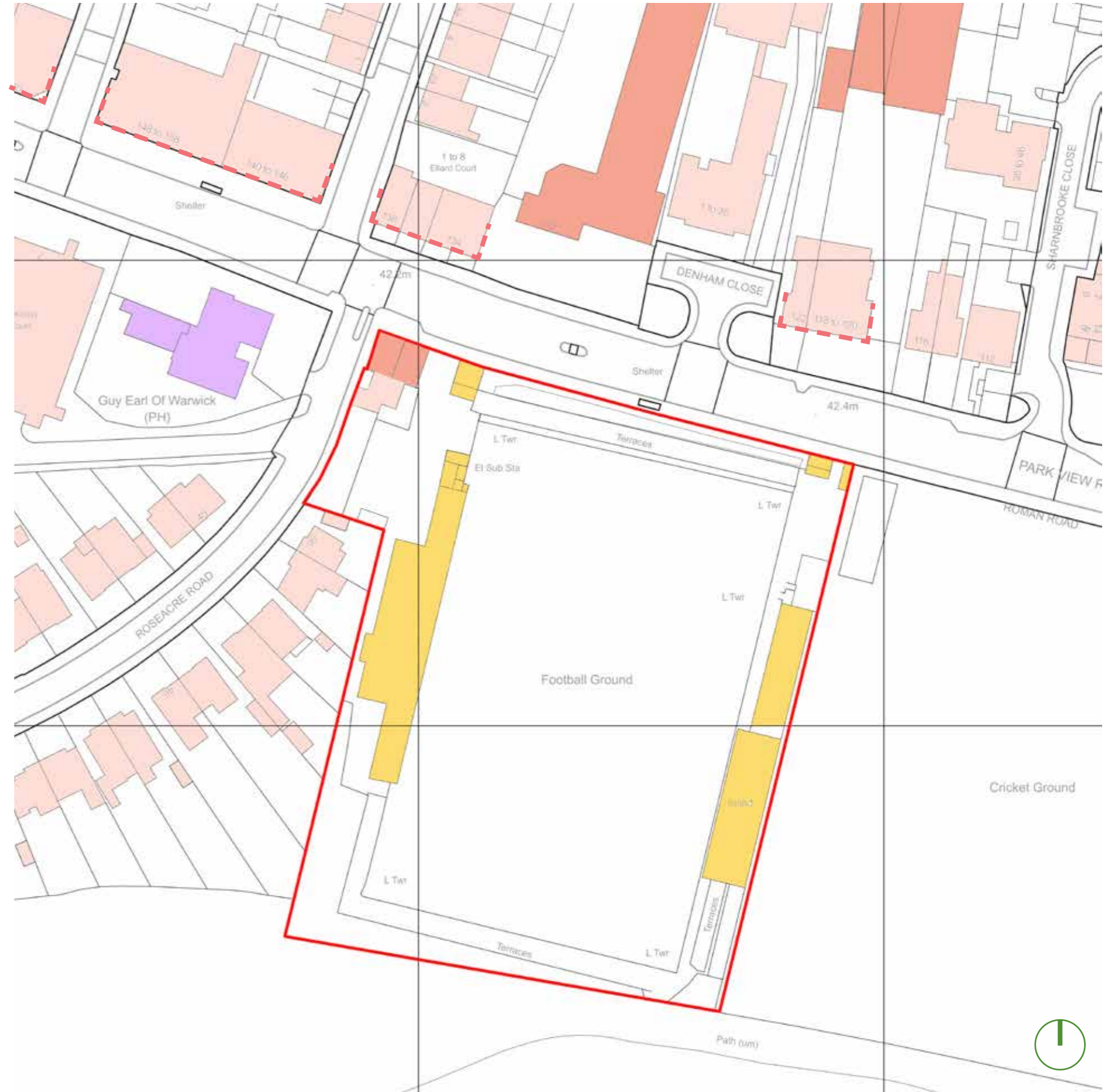
The buildings which line Park View Road offer more variety but typically feature ground floor retail and commercial businesses.

Directly opposite the site, there is a Hyundai automobile dealership which is set back from the road with a forecourt where used cars are displayed.

To the west of the site there is a public house (Guy Earl of Warwick). This building is also partially set back from the street to make space for customer parking.

Key

- Residential
- Commercial
- Leisure
- Public House
- Commercial/ Retail frontage



5.7 Building heights & setbacks

The aerial photo on this page indicates a predominantly two storey semi-detached residential nature of the context to the south and also to the north of the A207.

Development around Park View Road is denser with residential apartment blocks rising to 3 and 4 storeys.

Many of the properties fronting the A207 have active commercial or retail frontages.

The diagram below illustrates the variance in property setbacks opposite the site on Park view road. These vary from 19.5m to 40m.

Key

① No of occupied levels (excluding roofs)

↔ Building set back



5.8 Vehicle access and circulation

Current Situation

The football ground is accessed from two locations on Park View Road (A207) which is a major local thoroughfare.

The Club has on site parking to accommodate 13 cars and an dedicated place for an ambulance all accessed from the western entrance.

Located adjacent to the Club car park, resides a forecourt (4 spaces approximately) accessed from Roseacre Road, which appears to service the GMB offices and the residential units within.



The eastern entrance is used for service, maintenance and deliveries. This gate is marked for the use of the Erith & Belvedere football club but is used by all.

At present the junction between Roseacre Road and Park View /Road is one way for vehicles i.e. Egress from Roseacre Road onto Park View Road, although this is two way for cycles which have a dedicated lane.

Park View Road had road marking for cycle lanes on both directions which deviate around bus stops parked cars and deliveries etc.

The residential streets adjacent to the site do not appear to have parking control as does the on-street parking adjacent to the cricket club.

Key

-  direction of travel
-  on street parking
- +43.9 site level

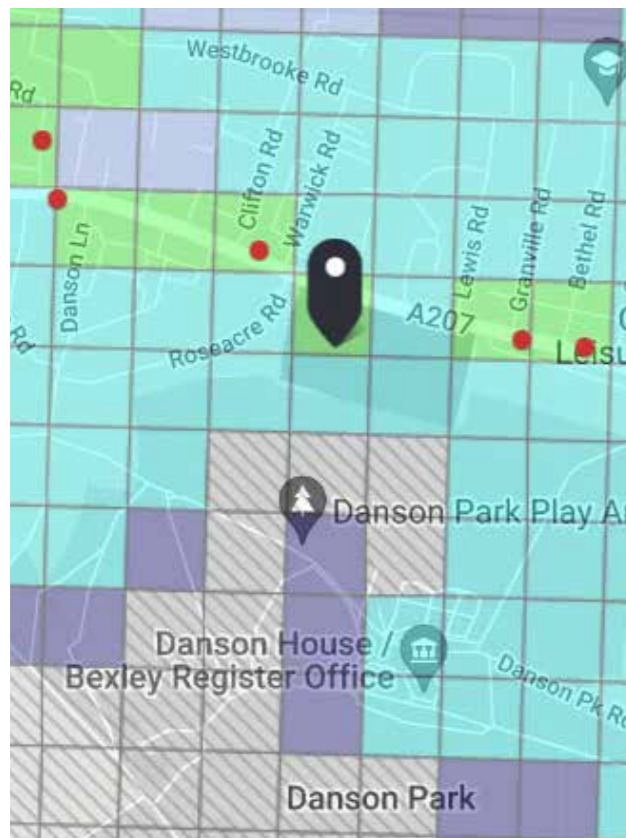


5.9 Public Transport

The site is reasonably well connected and served by several transport links. Welling Station is 0.7 miles (14 minute walk) and is served by National Rail, providing direct access to London Victoria in 37 minutes and Dartford in 14 minutes.

There are bus stops along Park View Road and towards Welling town centre, with good connections to North Greenwich, Woolwich, Lewisham, Bexleyheath and more.

PTAL is a measure which rates locations by distance from frequent public transport services. The site has a PTAL rating of 3.



Extract from TFL WebCAT

PTAL key



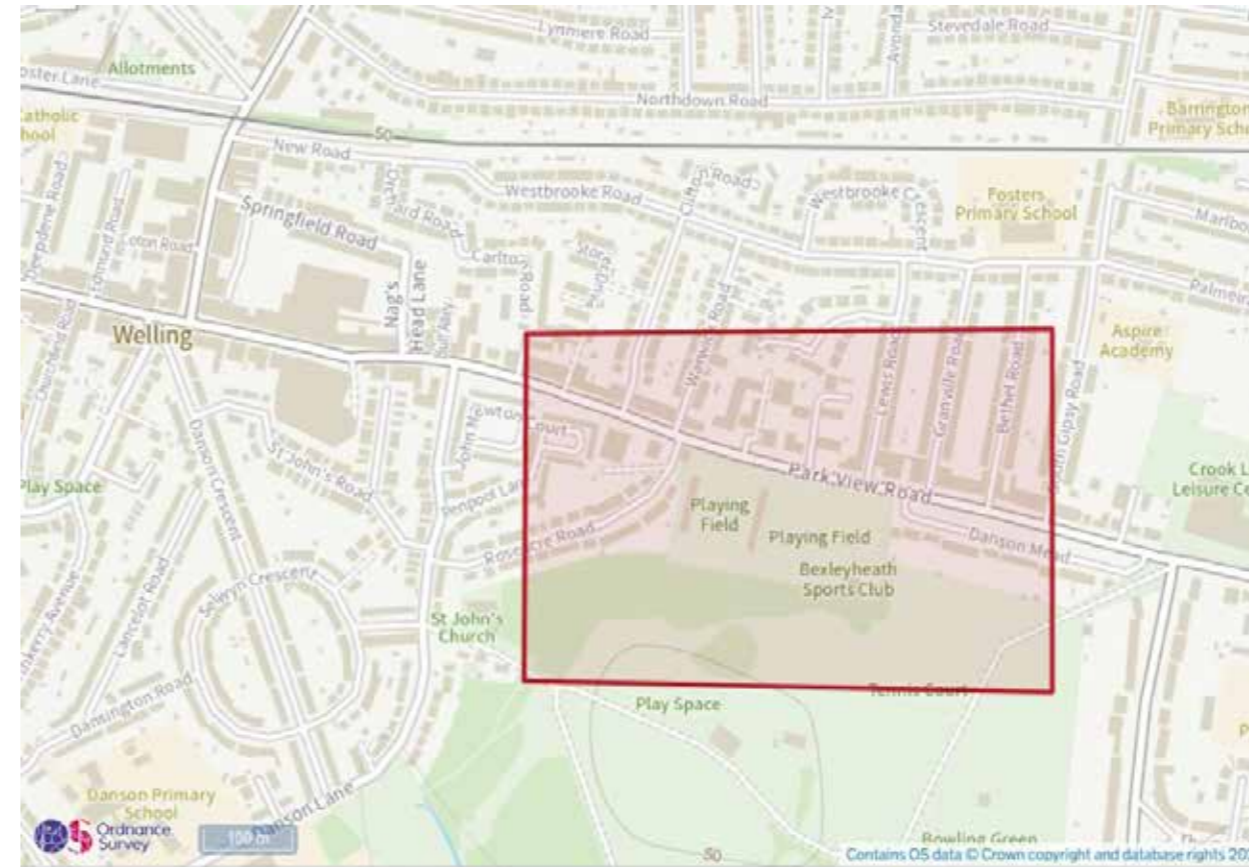
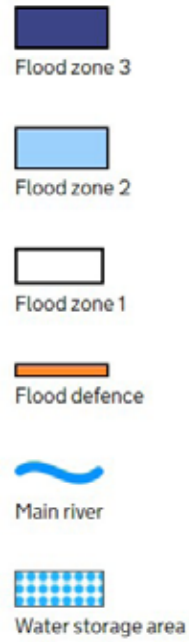
5.10 Flood risk

The maps on this page illustrate the risk of flooding to the site and potential effects of surface water flooding.

The top map indicates the site lies within flood risk 1 and therefore has a low probability of flooding from rivers and the sea.

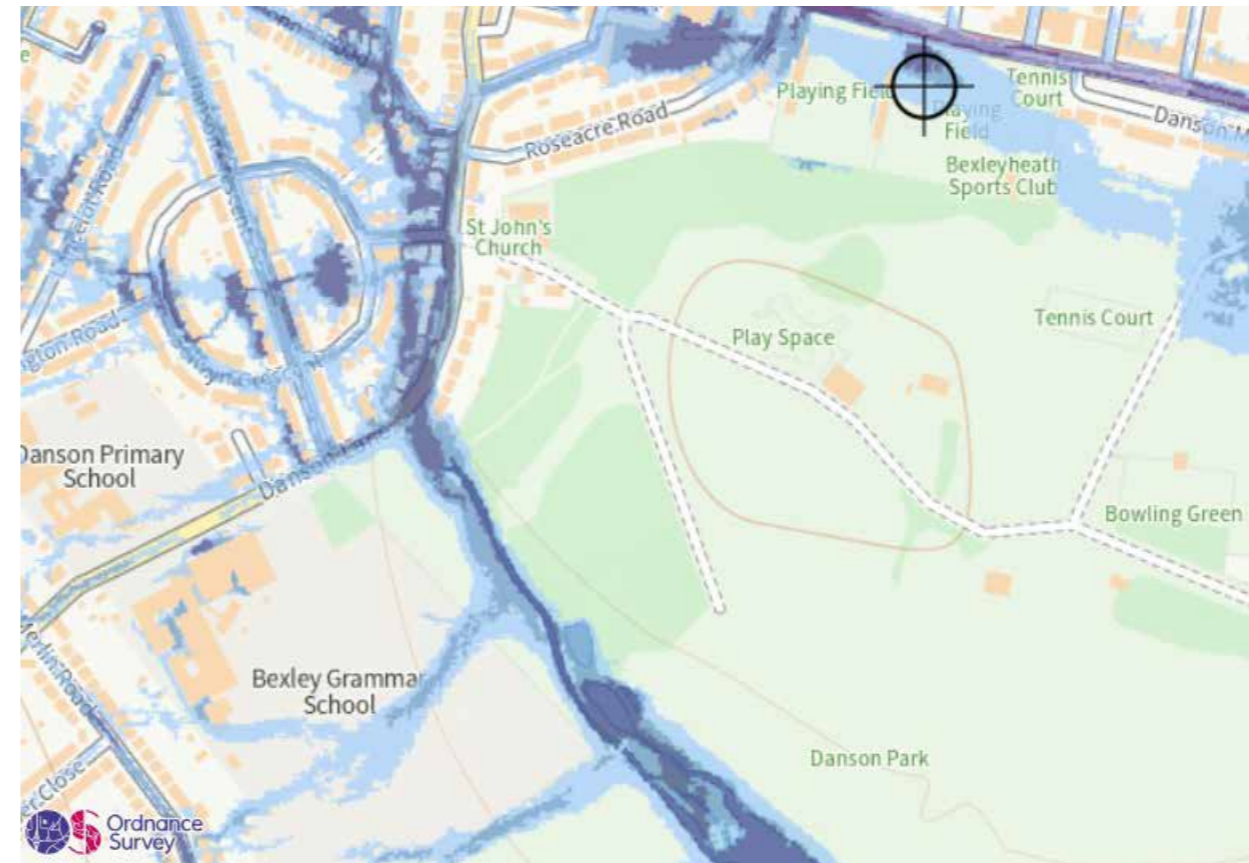
The lower map illustrates the impact of surface water flooding. As the map demonstrates the risk of this is low.

Key



Extract from government flood zone map

Key



Extract from government surface water flooding map








5.11 Opportunities & Constraints

Constraints

The site presents a number of constraints, they can be described as follows:

- Potential noise disturbance from road traffic along Park View Road.
- Low-rise residential dwellings to the west of the site.
- Located in Metropolitan Open Land.
- Poor public realm along Park View Road & Roseacre Road .
- North aspect along Park View Road.
- Restricted footprint area for new development.
- Limited site access. Plot is landlocked on 3 sides.
- Bexleyheath Cricket Club and Danson Park are located to the east and south.
- Danson Park is a registered park and garden (Grade II Listed) and is a site of important nature conservation.
- Direct access to Danson Park is difficult from the site.
- Impact of new development on existing woodland and ecology.
- Impact of stadium use (light impact from floodlights noise etc.) on existing and proposed.

Key

-  Low rise residential
-  Potential noise disturbance
-  Poor Public Realm
-  No pedestrian connection to the park
-  Northern aspect
-  MOL Boundary
-  SINC










Opportunities

The site presents many excellent redevelopment opportunities:

- Potential to increase the widths of pavements and improve the quality of the public realm and pedestrian/ spectator safety.
- Opportunity to create an active frontage onto Park View Road.
- Close proximity to open green recreational spaces.
- Excellent access to daylight and sunlight.
- Opportunity for high quality residential living.
- Opportunity to redevelop the site and provide much needed housing.
- Good access to public transport.
- Sustainable location - potential to reuse some existing facilities.
- Potential to create state of the art sporting facilities for Welling United and the local community.
- Potential to vastly increase the quantum of facility users due to the incorporation of a 3G pitch.
- Attractive woodland views over Danson Park and cricket pitch.
- Potential to create a prominent unique building type.
- Opportunity for a low carbon mixed use development.
- Safeguard the future of the Club

Key

-  Focal Point
-  Good views of the park and cricket field
-  Improved Public Realm
-  New sense of enclosure
-  Proximity to public transport
-  New building volume
-  Active frontage

