



**Whiteley Village Conservation Area
(Designated by Elmbridge Borough Council 6 March 1979)**

Statement of Designation

Whiteley is a planned village situated just south of Walton and lies in the centre of a 225 acre estate. It is bounded by Burwood Road to the north and by Seven Hills Road to the west.

William Whiteley, founder of the London retail store, died in 1907, leaving a million pounds for the purchase of land and the erection of buildings to be used and occupied by “approved poor persons of either sex”. It was not until 1911 that the bulk of the present estate was acquired. A total of 240 cottages were built by 1921 and a further section of 16 cottages were built outside the octagon in 1929 and in recent years a further 4 cottages have been added.

The layout of the village was based on a design by an eminent architect, Frank Atkinson, whilst the individual buildings were designed by six architects, the aim being to present a combination of different styles in one harmonious group, avoiding institutional characteristics.

The village is an impressive octagonal shaped garden village, with 8 main groups of houses within the octagon, each group enclosing a small green and separated by a wide avenue. The eight radiating avenues meet at a central monument surround by a circular green.

The cottages are mainly single storey, all built with the same external materials, namely brick and stone with tiled roofs, in a Lutyens style. Outside the main octagon are the administrative and communal buildings, also built in brick and stone, and consisting of a home of rest, hospital, Anglican Church, Non-Conformist Chapel, grocery shop, Post Office, communal kitchen, village hall, club, laundry, guesthouse and administrative offices. In addition there are stables, garages and workshops. A recent extension to the hospital is the only other building not in the original style.

The undeveloped part of the estate is largely wooded, but there are a large number of open spaces including a cricket field to the west, an allotment field to the south east, open land to the north east and High Park to the north west.

Whiteley Village is a unique example of a planned self-contained 20th Century Village Community and thus attains regional and national importance. The buildings were designed by eminent architects and retain many original features. Conservation area status would ensure the preservation of these buildings and the street plan in its original form and the protection of the trees. Designation as a Conservation Area is only seen as the first step towards the preservation of the Village, as the main concern would be to control extensions and alterations to the original houses, if necessary by means of an Article 4 direction.

N.B. Since Whiteley Village was designated as a Conservation Area, most of the buildings have been listed as Buildings of Special Architectural or Historic Interest.

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