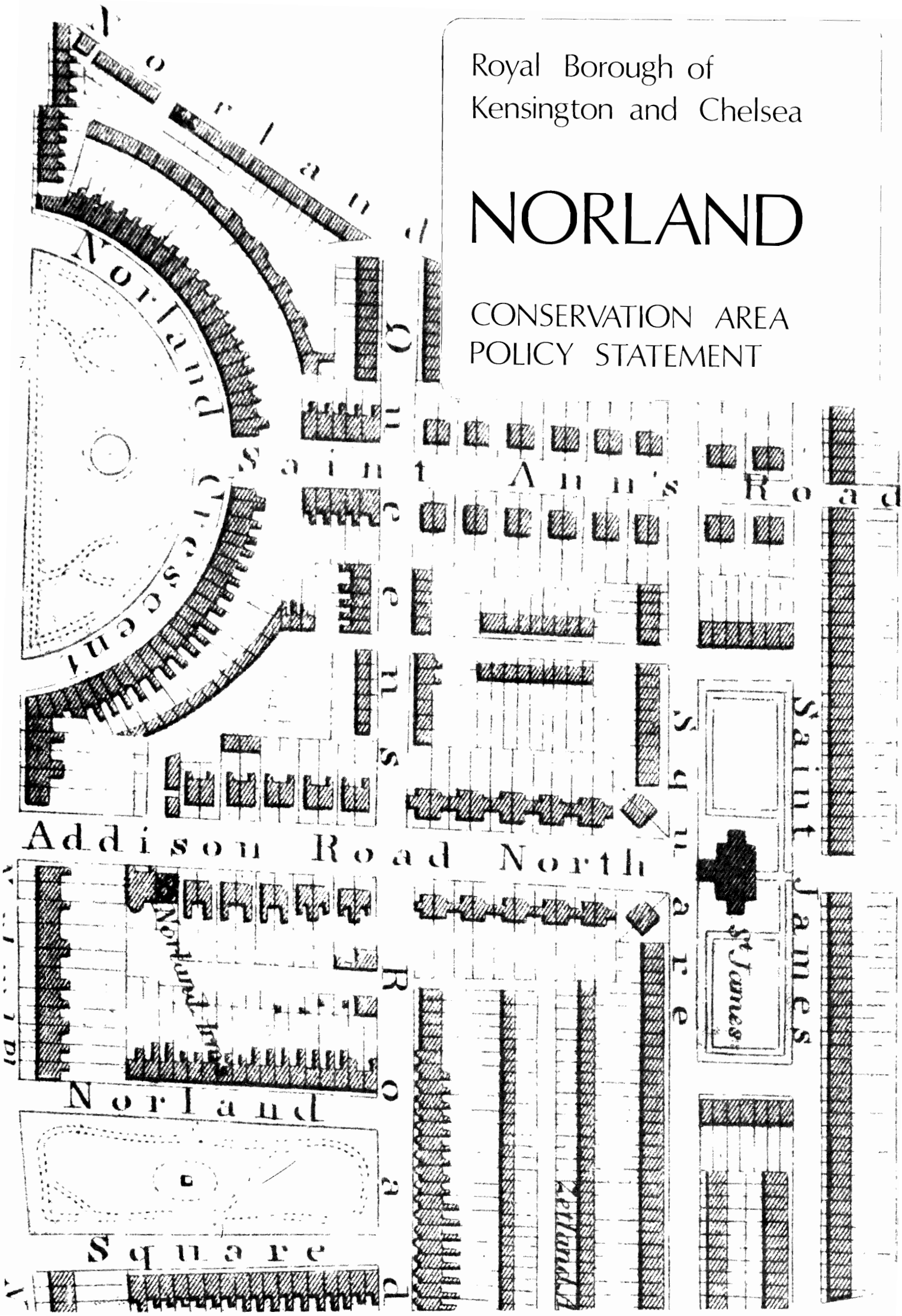


Royal Borough of
Kensington and Chelsea

NORLAND

CONSERVATION AREA
POLICY STATEMENT



FOREWORD

The Norland Estate Conservation Area was first designated in 1969 under the then recently introduced Civic Amenities Act 1967. The Estate itself was laid out and built in the late nineteenth century over a remarkably short period of fifteen years on one freehold estate.

Its magnificent set pieces of Royal Crescent, Norland Square and St. James's Gardens led to the confirmation of the area as an outstanding Conservation Area by the Department of the Environment.

It was the subject of "Norland Regained" which was the first Policy Statement ever presented to the Council in August, 1969 and since that time Conservation Area Policy Statements have been produced for many of the designated areas within the Royal Borough. A list of these can be found at the back of the book.

This publication sets out the factors which have led to the designation of the area and the statutory provisions and Council policies by which it is hoped they may be conserved.

Councillor J. Wheeler, M.A., B.Sc.
Chairman, Town Planning Committee.



The distinctive character of this area could all too quickly be eroded by careless alterations, both large and small and also by lack of repair and maintenance to the buildings. Possibilities for improvements, extensions and alterations have been defined for the guidance of householders wishing to improve their properties. It is hoped that there will be a better appreciation of the historic and architectural heritage which it is sought to conserve and enhance.

I hope this publication will be interesting to all living and working in the area and will be useful to architects, solicitors, estate agents, surveyors and to all those thinking of acquiring or altering properties.

Councillor John Cox, my predecessor, as Chairman of the Town Planning Committee, joins me in expressing the appreciation of the Council for the contribution of the active residents associations and he is particularly grateful to the Norland Conservation Society for their help during his term of office.

SUMMARY

Norland was built over a comparatively short period of time, starting in the 1840s: fifteen years separated green fields from a suburban estate.

The development was prompted by advantageous draining works for a new railway but the estate was premature and too near to the notorious potteries. The freehold owner of the estate was bankrupted by the scheme, but only after he had been instrumental in creating an estate of grand compositions which although not designed by great architects of the day, nevertheless remains an estate of innate quality.

It is an area of types: grand compositions of linked terraces creating different airs of urbanity and spacious style. It does, however, retain a homogeneity due to the dates of building being so close. The varied style east of Pottery Lane is partly due to the historical age difference, and partly to the main influence on this area being from the neighbouring Ladbroke Estate.

A few feature buildings at significant locations create foci of attention in the formal layout whilst delicate detail and changing styles create progressive interest throughout the area. Modern imaginative design does not detract much from the area, although some eyesores identify themselves for remedial action.

The major traffic route link between Royal Crescent/ St. Ann's Villas and Holland Park Avenue creates some major problems. The solution to those problems requires striking a careful balance between cutting the conservation area off from its neighbouring areas and restricting unwanted through traffic.

Despite the inevitable problems in the area, the overwhelming impression is of remarkable preservation requiring only a helping hand to remedy the minor changes which so detract from the delicate classicism of the architecture in the area.

PREFACE

STATUTORY BACKGROUND

277(1) *"Every local planning authority shall from time to time determine which parts of their area are areas of special architectural or historic interest, the character and appearance of which is desirable to preserve or enhance, and shall designate such areas as Conservation Areas."*

277b(1) *"It shall be the duty of a local planning authority to formulate and publish, within such period as may from time to time be directed by the Secretary of State, proposals for the preservation and enhancement of any parts of their area which are Conservation Areas."*

277B(2) *"Proposals under this section shall be submitted for consideration to a public meeting in the area to which they relate; and the local planning authority shall have regard to any views concerning the proposals expressed by persons attending the meeting."*

(Source: Town and Country Planning Act, 1971 as amended by the 1974 Act)

In accordance with Section 277(1) (the above). The Norland Conservation Area was designated on the 29th January 1969 with extensions designated on 2nd June, 1978.

This Conservation Area Policy Statement, produced by the Council in accordance with Section 277b(1), is the ninth to appear. It was adopted by the Council as their policy, after a public meeting had been held. The other documents are listed at the back of this book.

THE PURPOSE OF THE POLICY STATEMENT

The objective of the Council is to conserve the Conservation Area as an area of architectural and historic interest. This does not mean that no change should take place, for conservation is as much concerned with ensuring that changes are compatible with their surroundings, as with retaining the exact appearance of the buildings.

The purpose of this Policy Statement is therefore to:

1. Describe the history, physical appearance, population and use of the area and identify the qualities which justify its designation as a Conservation Area, (History, Townscape, Demography chapters)
2. identify where a rigid policy of preservation will be applied to certain areas and to provide guidelines for development where change can be allowed (Townscape, and Policy chapters)
3. identify areas where improvements can be usefully carried out (Enhancement chapter)

NOTES ON THE TEXT

1. Quotations from the District Plan anticipate the Inspector endorsing amendments agreed between the Royal Borough and objectors at the recent public enquiry. If his Report recommends other or additional revisions, amendments to this Policy Statement may have to be considered.
2. The Town and Country Planning Act, 1971 is referred to throughout as the 1971 Act.

ACKNOWLEDGEMENTS

This Policy Statement was produced under the direction of the Borough Planning Officer, Alan Sanders, ARICS. It was prepared by Robert Martin and Partners under the direction of Denis McCoy, ARIBA, MRIAI, FRTPI, Dip.Arch. (Oxford). Report Author: Robert Fraser, BA.

Production, Art Work and Graphics are by Joan Ullathorne with the help of Mike Gatehouse.

The History chapter was written with the assistance of Brian Curle and Tim Egan of Kensington Central Library who located illustrations and commented on the draft.

The Demography section was written by Steve Bolton of the RBKC Development Plan Group. The Movement section was written by Peter Tullett and Haydn Davies, both of the RBKC Traffic and Transport Section.

ACKNOWLEDGEMENTS

The drawing below is reproduced with kind permission of the Norland Conservation Society and the artist Mrs. Pott

Photographs were kindly donated by the Norland Conservation Society taken by Mrs. Sally Amos and Mrs. Susan Prag

The photograph of the Coronation party on page 18 is by kind permission of Mrs. Skinner.

The photograph of the Stewart Arms is reproduced by permission of Mr. J. Miller.

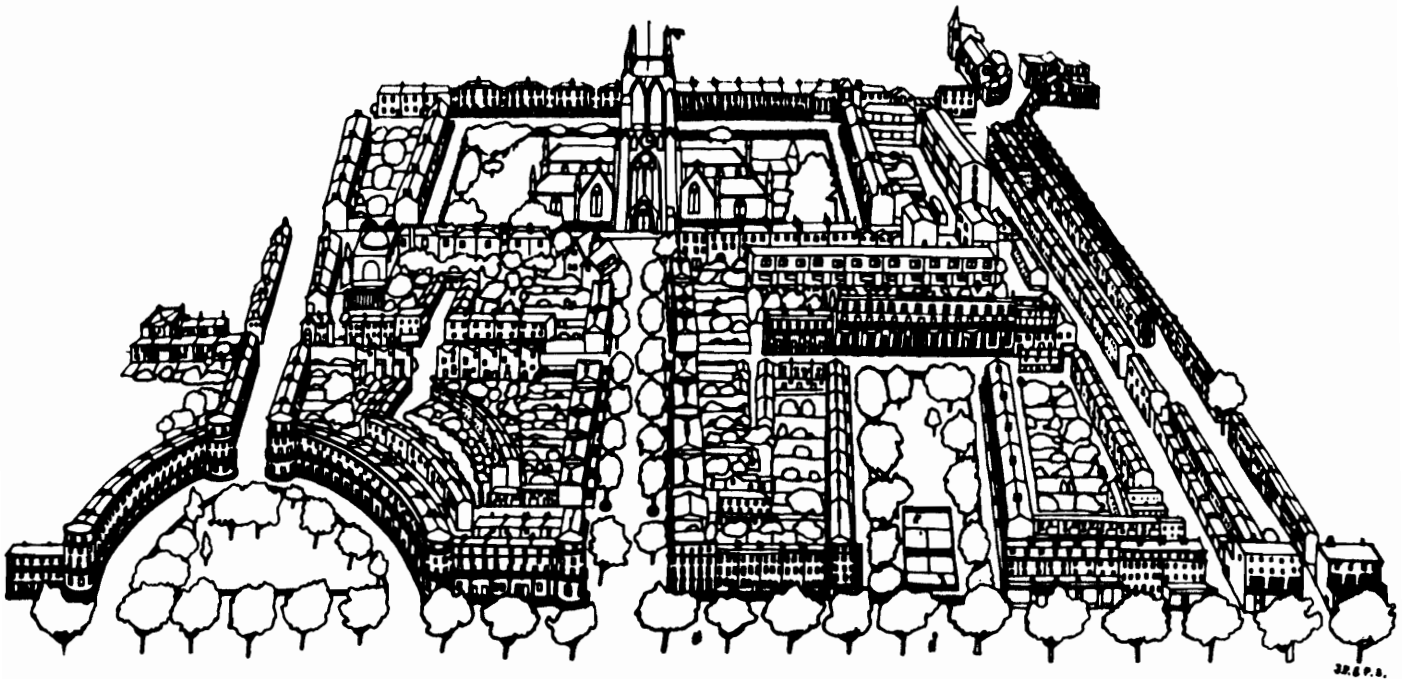
The photographs of the Norland Road Scheme are reproduced by kind permission of Pollard, Thomas and Edwards, architects for the scheme.

The photograph of the illustration of St. James Square 1847 is reproduced by permission of the City Librarian of the Guildhall Library.

Historical illustrations were printed by John Rogers from Kensington Central Library. The reproduction of the historic maps in the History Chapter are from originals held in Kensington Central Library.

The Policy Statement was produced in conjunction with a series of meetings with representatives from the local residents associations in the persons of:

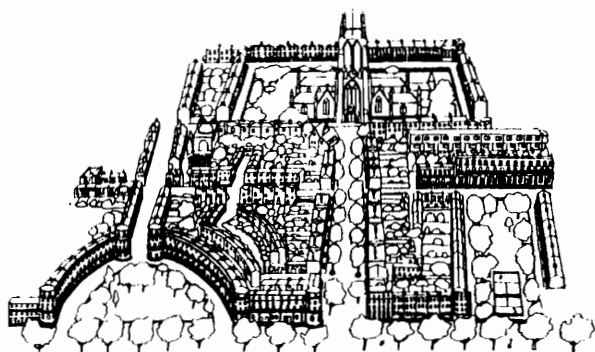
Lady Garvagh	Royal Crescent Garden Committee and Royal Crescent Association
Dr. J. Murlis	Royal Crescent Association
Mr. C.O. Pole Carew	Royal Crescent Association
Mr. C. Palmer	Royal Crescent Association
Mr. P. Poulson	St. James Gardens Garden Committee
Mr. K. Allison	St. James Gardens Garden Committee
Mrs. F. Norgren	Norland Conservation Society
Mr. R.L. Norgren	Norland Conservation Society
Mrs. S. Nicholson	Norland Conservation Society
Mr. P. Gurney	Norland Conservation Society
Mr. R. Price	Norland Conservation Society
Mr. J. Miller	Norland Conservation Society
Mr. N.L. Judah	Norland Conservation Society
Mrs. E. Andersson	Norland Conservation Society
Mr. T. Hamilton	Norland Conservation Society
Mrs. P. Caulfeild	Norland Conservation Society
Mrs. E. Newell	Norland Conservation Society



BOUNDARIES OF THE CONSERVATION AREA

The Conservation Area

The Norland Conservation Area was designated on 29th January, 1969. It included the original Norland Estate as built up to 1852 plus the completed north side of St. James Gardens 1864-79. The area is shown below



A Borough Surveyor's report of July 1968 identified the Norland Estate conservation area from the significant groups of listed buildings and the original planned layout of the estate. Clarendon Cross was not at this stage included "for although this area has an accidental charm, the village-like atmosphere could easily be reproduced in any redevelopment scheme". This report, the draft of 'Norland Regained', contained a history of the area and some preliminary analysis of the problems in the area. It suggested some broad outline proposals and described how the Council's statutory powers might be used. This report was the first conservation area report produced by the Royal Borough of Kensington and Chelsea.

The Norland Conservation Society gave its views on the draft report in a letter to the Borough Planning Control Officer of 28th September, 1970. In this, the Society laid down their views in the form of a brief for a conservation report, including comprehensive surveys of the area identifying areas of change and preservation and specific proposals to this end. The Society concluded that 'Norland Regained' fell short of meeting the standard of final report they envisaged in respect of its lack of survey material and that the policies indicated were too superficial, although they felt the report to be a useful framework for further work.

A final report did not apparently start and the Borough Planning Officer presented the final draft of 'Norland Regained' to the Town Planning (Development Plan) Sub-Committee on 5th August, 1969.

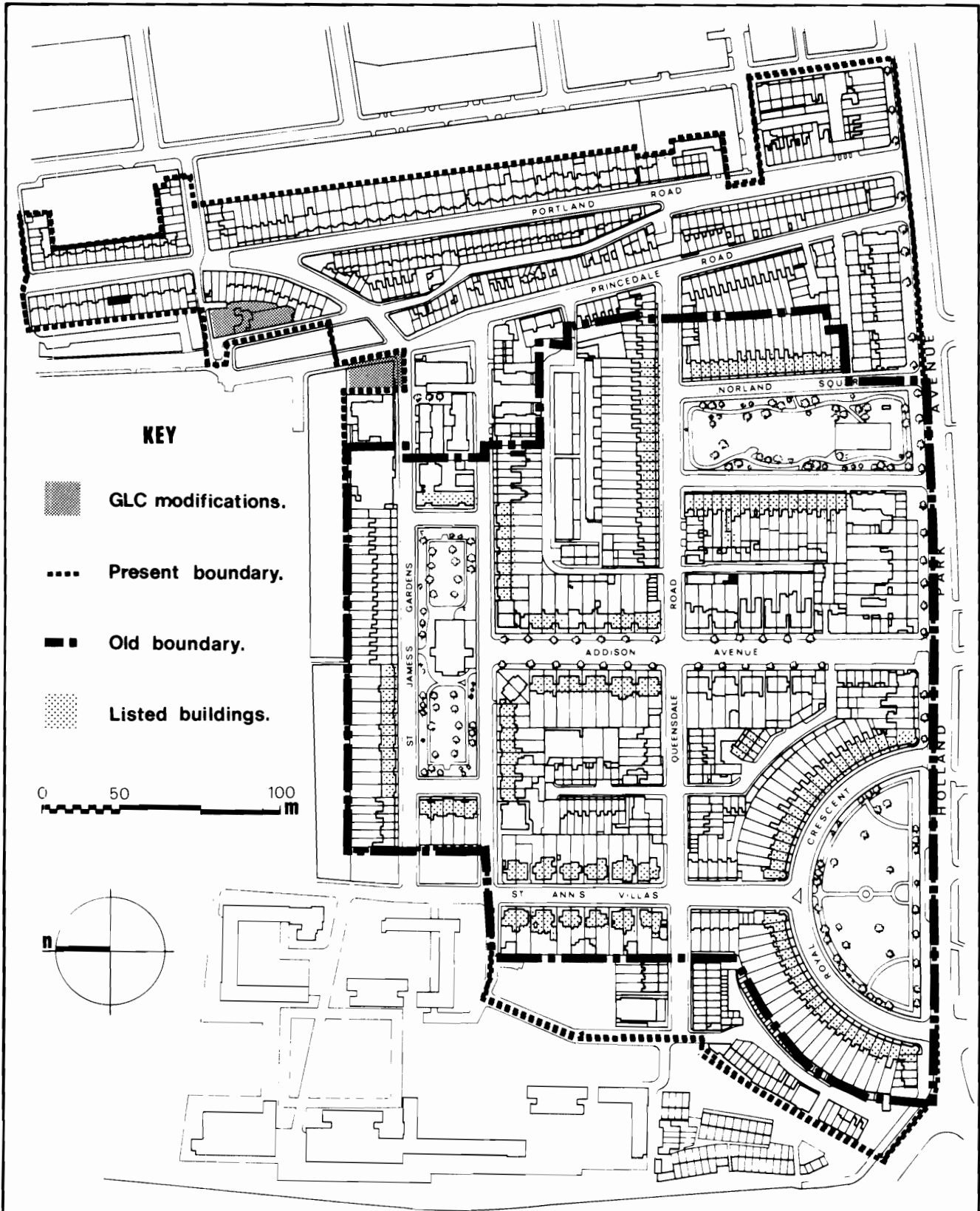
The traffic management schemes suggested in the report led to the road closures at Portland Road and Kenley Street in 1971. Various other schemes were proposed, including closing Pottery Lane at its junction with Penzance Place but since the Kenley Street redevelopment by the Octavia Hill and Rowe Housing Trust closed Walmer Street/Kenley Street, this was never pursued. The temporary closures were successful and following a 300 signature petition presented by the Norland Conservation Society, the road closure orders were made permanent. The treatment of the road closures, especially at Clarendon Cross, did much to give the northern area a village flavour.

In May 1976 the Norland Conservation Society requested an extension of the Conservation area. Their initial proposal, put to the Planning Committee on 14th September 1976, argued that their proposed extension lay largely within the original boundaries of the Norland Estate and that the buildings were contemporary to others within the area and were an integral part of the Conservation Area townscape.

On 28th September the Norland Conservation Society revised their proposal to include all the wedge of land between Norland and Ladbroke plus an area around Clarendon Cross, the shops fronting Holland Park Avenue to the south of the extended area and the Royal Crescent Mews/Norland Road area (listings are contained in the Appendix.) The Ladbroke Association supported this proposal which the Town Planning Committee accepted on 5th July subject to GLC observations.

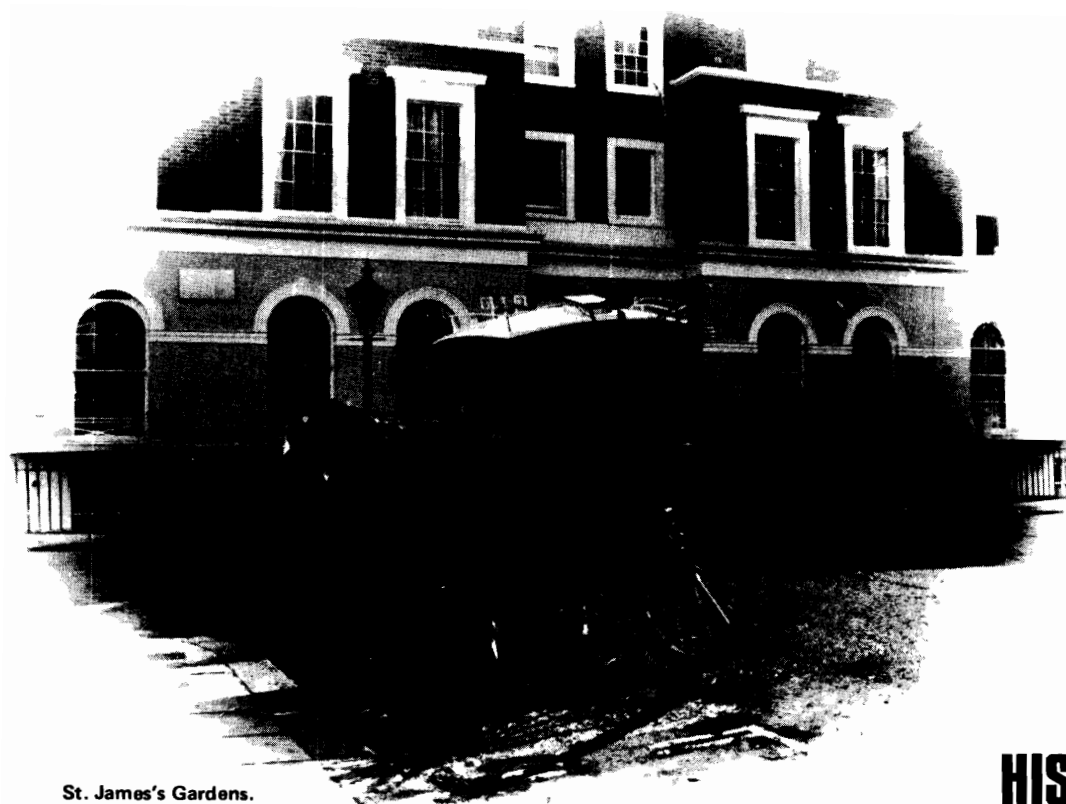
The Committee of 21st March, 1978 heard the GLC proposal to include the school and listed church by J.F. Bentley and H. Clutton in Pottery Lane but to leave out 14 and 16 Penzance Place as they were in an area of approved primary school expansion. These alterations were accepted and the Council heard the approval of the Committee on 26th April, 1978. The complete list was published in the London Gazette on 2nd June, 1978. On 25th June, 1979 the DOE confirmed that the Secretary of State accepted that the extended Norland Conservation Area continues to be of outstanding historic and architectural interest.

This completes the conservation area history up to the time of the initial works on this current report beginning in November, 1979.



BOUNDARY CHANGES

**NORLAND ESTATE
CONSERVATION AREA**



St. James's Gardens.

HISTORY

HISTORY OF NORLAND

INTRODUCTION

The following brief history of the Norland Estate is intended as a summary of development in the area. It is inevitable that in such a general summary the history of various specific terraces is sketchy or omitted.

The source of information was the Survey of London Northern Kensington volume published for the Greater London Council Historic Building Board, to which interested readers should refer for a definitive history of the development. References for the early history of the area are detailed on p.73.

The Site

The Norland Estate, bordered by Portland Road and Pottery Lane to the East, Holland Park Avenue (Uxbridge Road) to the South and the Kensington and Hammersmith Parish boundary to the West was originally 52 acres of grounds attached to Norland House (on the site of the present 130 Holland Park Avenue).

Early History

The ancient Roman highway of Uxbridge Road running

through Oxford to Wales and now called Holland Park Avenue formed a natural southern boundary to the land of Norlands.

By the sixteenth century the area was usually described as being part of the manor of Abbots Kensington although this was more correctly the block of land 240 acres in extent, to the west of St. Mary Abbots Church. In 1599 these lands, described as "all those several closes and wood-grounds called Norlands, lying on the north side of the said highway leading to Acton, and abutting upon a wood called Notting Wood, on the east, upon a farm called Notting Barns Farm on the north, and upon the common sewer on the west" were in the possession of Robert Horseman.

The "several closes and wood grounds" extended from a lane which led to 'Noten Barns' (now Pottery Lane) to the stream described as a common sewer called Counters Creek running along what is now Norland Road.

The estate was held by various owners amongst whom were the Arnolds who owned farms all along the western boundary of Kensington Parish in 1630's to 1700's. In the early eighteenth century, Norland House, a large house on the high road, belonged to Thomas Greene and the lane running beside it became known at this time as Green's Lane. The lane changed its name in the first

quarter of the nineteenth century when potteries and a brickfield was established at the north end of the lane which had originally led to Notting Barns Farm. A potter's kiln still exists in Walmer Road and is listed as an ancient monument. Its conversion into the dining room of the adjoining house should ensure its preservation in sound repair.

The Uxbridge Road

In the 18th century, the Uxbridge Road was infamous for flooding, especially where the Westbourne or Bays Water stream flowed under it despite the presence of a bridge there from 1675. The general state of roads was such that there were frequent reports of near drownings of visitors to the estates on the hill. Laundry carts going to the potteries were frequently up to their axles in mire at the end of Walmer Road and one woman was drowned in Latimer Road when walking home at night.

The low lying ground by the present West London railway also attracted flood water, the area becoming known as 'The Marsh' at this time.

The turnpike Bills of the 18th century were aimed at improving the state of the roads but despite Uxbridge Road becoming a turnpike, its condition did not improve. The turnpike gate for the stretch of road towards London was known as the Kensington Gravel Pits Gate, later called Notting Hill Gate, and stood on the site of the current Notting Hill Gate station.

18th century diarists told of thefts from farms along the road and it was an infamous spot for highwaymen who hid in the scrubland on the hill, despite the presence of a gallows at Gallows Close Shepherds Bush. During their heyday in 1650-1774, highwaymen were known to frequent the Coach and Horses Public House (now 108 High Street, Notting Hill Gate).

Long distance coaches used to stop opposite Royal Crescent at the Duke of Clarence Public House which until recently retained the sign post and stone mounting block.

The lead up to development

Norland was bought by Thomas Greene in the early eighteenth century and left to his grandson E.B. Greene in 1740 along with £4,000 per annum. Debts, however, forced him to lease the house (and twelve acres in the area Princedale, Queensdale, Norland Square) as a Military Acedamy in 1761. The Academy passed through three proprietors of varying fortune until in 1788 E.B. Greene died in debt and the estate and house were bought at auction by Benjamin Vulliamy, a Pall Mall watchmaker, in 1791. He paid £4,270 for 40 acres plus an unknown amount extra for the house and twelve acres. This remained in the ownership of the Vulliamy Family until 1839. (In 1844 Vulliamy's son Lewis designed the Church of St. James' on the estate).

The Ladbroke Estate to the east was started in 1821 and to the south the first leases of Lord Holland's land were let in 1824, so by the 1830's Norland was eligible for development. When the Birmingham, Bristol and Thames Junction Railway planned a line close to the Counters Creek sewer (a surface water drain) the Westminster Commissioner of sewers insisted that the old sewer be diverted to a new line further east over its entire length from the northern boundary of Norland to South Kensington and Warwick Road. The sewer built in 1838-9 along the line of Holland Road, Holland Villas Road, up the centre of Royal Crescent, St. Annes Villas and Road, greatly improved the drainage of the Norland area and Vulliamy prepared to sell the estate to William Kingdom in 1838. Kingdom's architect Robert Cantwell insisted that the new sewer be enclosed at the railway company's expense to the southern boundary of Norland.

Kingdom, however, assigned the sale of the estate to Charles Richardson, a London solicitor, in 1839 for which he paid a total of £19,990 to Kingdom and Vulliamy. Richardson set about raising capital in 1840-44, to build the three miles of sewers approved by the Commissioner and loan to builders to begin an estate to Cantwell's designs.





View of Royal Crescent, Norland Estate, Notting Hill

Royal Crescent, an engraved letterhead of the 1840s.

THE DEVELOPMENT OF NORLAND

Cantwell designed an estate based on two principal roads, Addison Avenue running north-south and Queensdale Road running east-west across the estate. In the south-west angle of these he planned a crescent broken in the middle by St. Annes Villas to allow unobstructed passage of the Counters Creek sewer. In the south-east quarter he placed Norland Square. In 1839 building started facing the Uxbridge Road (now Holland Park Avenue) with an existing row of four houses incorporated into a range of eleven houses. Ten of these buildings leases were taken by Charles Stewart (who took a total of 150 building leases) and who with Richardson's brother and partners in a law practice was a major speculator in the estate. Stewart had difficulty finding tenants willing to live so far from London, a problem which plagued the early establishment of the estate, and his houses in Holland Park Avenue were not fully occupied until 1845 and those on the east side of Royal Crescent, on which he took building leases in 1842, not until 1848. The western half of the crescent was not occupied until 1856. This restricted Richardson's ability to raise loans on further building leases. To assist builders in further developing his estate Richardson tried all possible incentives to induce lettings on built properties, agreeing contracts for gas lighting in 1842, mains water in 1843 and promoting an act of Parliament vesting management responsibility for street cleaning, paving, lighting and maintenance of Royal Crescent, Norland Square and St. James' Square gardens in twelve resident commissioners levying a rate of three shillings in the pound on properties. In 1844 the greatest allurements, a church, was built on a site donated by

Richardson and costing £4,941. It was consecrated in July 1845 after difficulties in raising the funds for its completion.

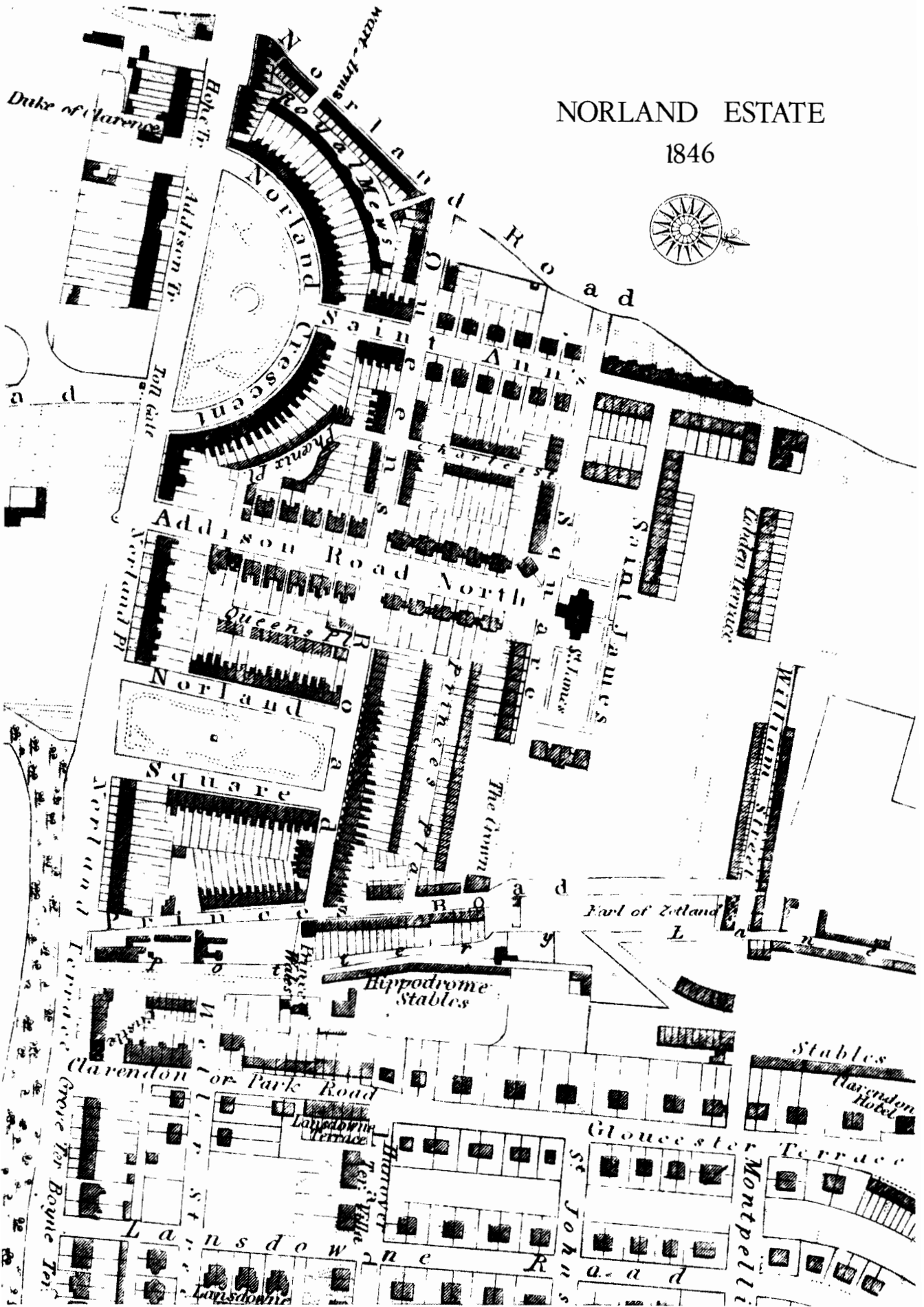
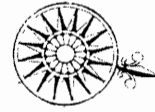
- Despite all his efforts the progress of the estate continued to be erratic through lack of funds.

In 1840-43 the sites of twenty two-storey stucco fronted paired houses and a Public House were leased in the southern half of Addison Avenue. The houses were to the design of the tradesmen building them and sold well. In the northern half the ten pairs of houses were to one design tentatively attributed to F.W. Strent and which departed from the traditional two room per floor London town house style, having a wider frontage, less floors and well proportioned rooms. Considerable delay resulted from the lessee of the West side being unable to keep up his mortgage payments and the leases having to be resold to tradesmen. As a result it was not occupied until 1848, the leases for the east side not being sold until 1850.

Progress in Norland Square was likewise unstable, the leases of all 51 plots being granted by 1844 but 32 of these were to Richardson's joint speculators on the estate who shared his own over-extended financial position. The only multiple lessee who was a tradesman was declared bankrupt in 1845 resulting in houses on the west side not being occupied until 1849 and those on the north side (let to Richardson's brother) and east side were unoccupied until 1852-53. The houses are typical London terraces style with two rooms per floor on four floors over a basement.

NORLAND ESTATE

1846



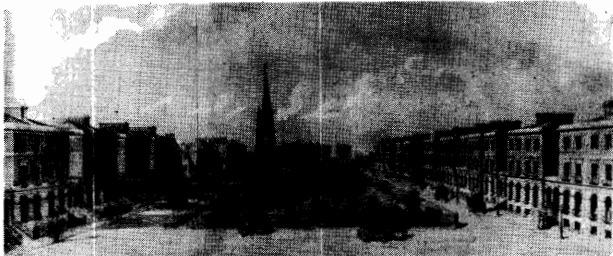
Daw's map of 1846, a mixture of fact and fabrication.

Behind the houses on the north side of Norland Square two ranges of plain brick artisans cottages were leased in 1844-45. Now replaced, they had two storeys over basements and since they backed the Gardens of Norland Square and St. James' Gardens, had no rear windows and were only 14 feet deep and 24 feet wide, set back on substantial gardens.



1840s lithograph labelled Elizabethan Villas Notting Hill,

In 1843 Stewart had built two terraced ranges of five houses on four storeys in St. Annes Villas to continue Cantwell's Royal Crescent style. As with the Crescent itself he found difficulty in finding tenants and they were not occupied until 1848. He therefore experimented with a new style of semi-detached Tudor-Gothic style of houses in a layout design of 1841, for which building leases were granted in 1845-46. Of 24 proposed paired houses North of Queensdale Road only seven were built and six occupied by 1848 and Stewart assigned some of the leases to the other speculators. Building was resumed in 1850 but they were not fully occupied until 1859.



St. James's Square, a design by the architect John Barnett.

Other buildings of similar style were the stone faced pair set at an angle on the West corner of Addison Avenue and St. James' Gardens and the modest stucco-faced mews houses designed by William Carson, Richardson's clerk of works, and built in 1844 in Queensdale Walk. In 1843 Richardson gained permission to lay sewers for a square to be formed around a church in St. James' Square. Richardson's mounting financial difficulties forced him to sell the freehold of a twelve acre brick field north of this planned square. William Morris paid £7,190 in 1844 for the site having previously leased a twenty-two acre area which had also included the site of St. James' Square for £1000 per annum. In the same year St. James' Church was built to designs by Lewis Vulliamy, and between 1847 and 1851 five ranges totalling 37 houses were built to designs by

John Barnett in the square and financed by one of the five new building societies investing in the estate. These houses were in pairs linked by recessed bays of one or two storeys. The frontages were eight feet wider than Norland Square or Royal Crescent and allowed a more spacious and better proportioned interior with up to four rooms per floor.

By 1848 Richardson became unable to stand the pressure of his personal liability in the estate. He had built sewers on the estate at his own expense and advanced money to the principle builders and lessees to keep development moving. Despite his best efforts lettings of property were slow and he was unable to raise sufficient loans against the ground rents, being unsuccessful in attempting to borrow £120,000 in 1846. By 1849 he had sold at least 270 of the 500 freeholds on the estate and carried on selling piecemeal until 1852. This included all 37 houses and land of St. James' Square as well as the vacant north-side site, sold complete in 1852 and resold piecemeal mostly to shareholders of the original building society.

Particulars and Conditions of Sale,
—
AMPLEY SECURED
FREEHOLD GROUND RENTS,
—
VALUABLE FREEHOLD HOUSES,
—
ON THE MOST ADVANTAGEOUS TERMS AND AT THE
£1,200 PER ANNUM,
(FORMING A PORTION OF THE NORLAND ESTATE.)
—
NOTTING HILL, KENSINGTON
—
ON THE SITE OF
LORD HOLLAND'S PARK,
AND CONTIGUOUS TO KENSINGTON GARDENS.
Being one of the most healthy and improving Neighbourhoods in the Metropolis.
—
FREEHOLD GROUND RENTS,
Are secured beyond the possibility of a doubt, upon nearly
130 HOUSES & SHOPS,
FORMING, WITH CERT DISCOUNT OF AT THE LATE RATE,
NUMEROUS ENTIRE STREETS, SQUARES, AND TERRACES,
INCLUDING THE
ROYAL CRESCENT,
THE LARGEST AND MOST COMMANDING IN THE SUBURBS OF LONDON.
The whole will be sold
IN 29 LOTS,
Adapted to both large and small purchasers, and so as to enable the Lessees to become the owners of the Freehold.
To be sold by Auction, by
Mr. FREDERICK CHINNOCK,
AT THE AUCTION MART, IN THE CITY OF LONDON.
On WEDNESDAY, the 14th day of MARCH, 1849,
AT TWELVE (12 O'CLOCK) PRECISELY.
Particulars may be had of Messrs. HERRINGMAN, SMITH & STUBBS, Solicitors, No. 24, Golden Square, London.
and of
Mr. F. CHINNOCK'S Office, 5A, Regent Street, Waterloo Place.
11, Knave's, Masham Printer, Lower Kensington Lane, Lambeth

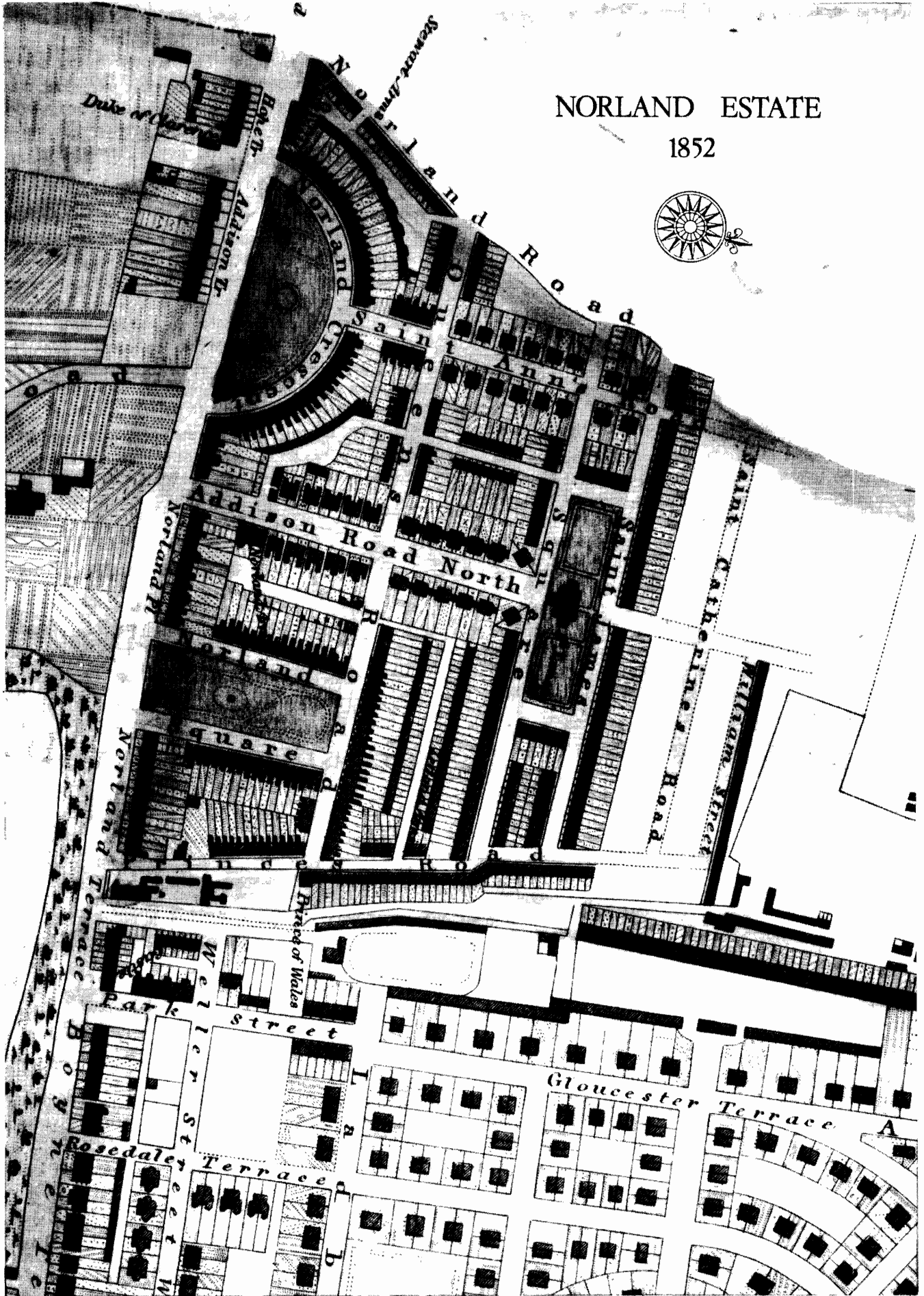
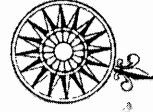
Selling the freeholds in 1849.

The building in St. James' Square had stopped in 1851 with one of the projected terraces not started on the north side. The builder of the majority of the houses became bankrupt and the works in progress were completed by a different builder but development did not restart on the northern site until the mid 1860's.

Virtually the rest of the estate was sold to an auctioneer Frederick Chinnock to pay off Richardson's debts in 1852.

NORLAND ESTATE

1852



Daw's map of 1852 including a road north out of St. James's Gardens and Queensdale Place extended into it.

Excepting the north side of St. James' Gardens and Penzance Street and Place and that area sold to Morris as a brick field the estate was completed by early 1850's. In a dozen years over 500 houses had been built on a suburban estate but Richardson, the prime mover and financier was bankrupt by 1855.

NOTTING HILL.

PARTICULARS & CONDITIONS OF SALE
OF AN
EXCELLENT MODERN

HOUSE AND FURNITURE,
With Coach-House and Stabling,

(WHICH IS LET OFF.)

FOR SALE IN ONE LOT, with Immediate Possession,
BEING

No. 46, NORLAND SQUARE,
SITUATED CLOSE TO

LORD HOLLAND'S PARK,

The HOUSE contains Four Bed Chambers, Two Drawing Rooms, Dining Room and Library, with excellent Offices, large Gardens to the rear, and the privilege of using the Ornamental Gardens in the Square. The FURNITURE is all in modern taste, and of appropriate character, and the whole Premises are fit for

IMMEDIATE OCCUPATION.

The Premises are held direct from the Freeholder, for 97 Years, from Michaelmas 1846, at a Ground Rent, in respect of the House of £18, and the Coach-House and Stables, of £2 per Annum.

The Coach-House and Stable is Let at a Weekly Rent, amounting to £15 12s. per Annum.

THE PRINCIPAL PORTION OF THE PURCHASE MONEY MAY REMAIN ON MORTGAGE, IF REQUIRED.

Thus affording a favorable opportunity to a person requiring a House and Furniture complete, at a very small outlay. (A detailed Inventory of the Furniture and Pictures will be produced at the time of Sale.)

Which will be Sold by Auction, by

MESSRS. CHINNOCK & GALSWORTHY,

AT THE AUCTION MART, CITY,
On **TUESDAY, MARCH the 1st. 1853,**
AT ONE O'CLOCK PRECISELY.

May be Viewed at any time, and Particulars had of Messrs. CHINNOCK & GALSWORTHY, Solicitors, 28, Golden Square; at the Mart; and of Messrs. CHINNOCK and GALSWORTHY, 28, Regent Street, Waterloo Place.

Printed by W. J. GARDNER, & Printer to the Admiralty, Ludlow Street.

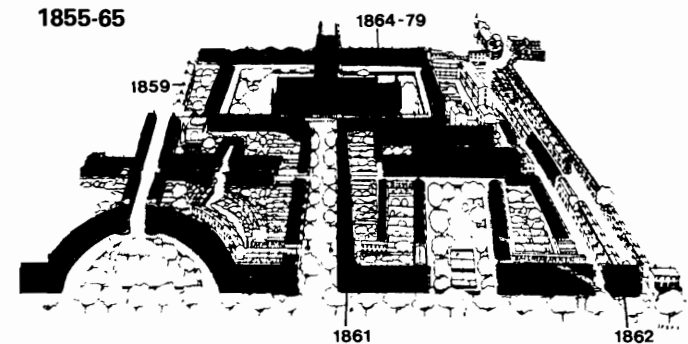
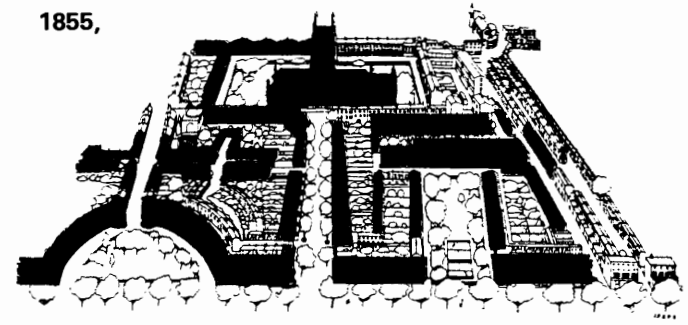
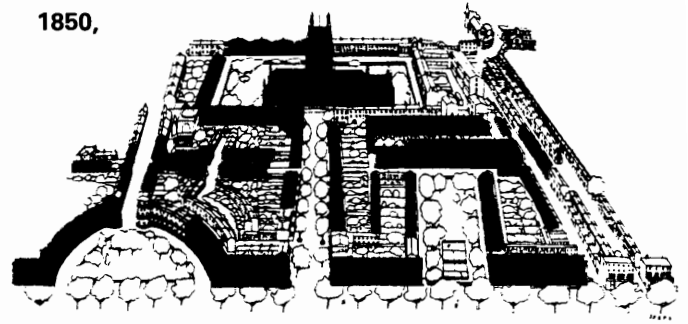
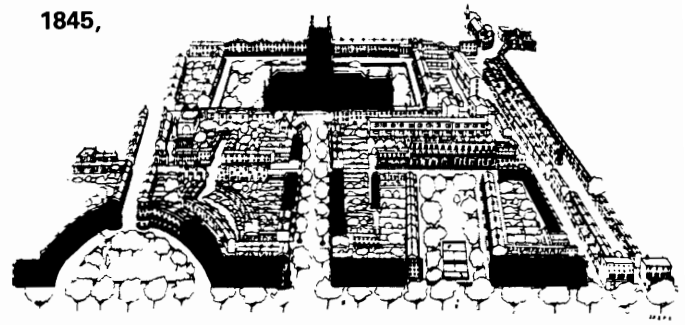
46 Norland Square for sale in 1853.

When Morris developed his brick fields he abandoned the original plans to put three roads northward out of St. James' Square and when building on the north side resumed in 1864 the site of the projected roads was built over leaving only Princedale and St. Annes Road as access to his area. The conditions left by his brick field exploits led him to build an estate of modest dwellings crammed with as many terraces as possible on long straight streets. The character of development changes therefore north of the St. James' Gardens – Darnley Terrace ranges, the line of the present conservation area boundary.

The diagrams show the progression of development of the estate. Terraces shaded green are those completed in the period leading up to the date of the map.

In 1845 the Holland Park Avenue frontage was nearly complete, a start had been made on Royal Crescent and the line of Addison Avenue was already defined, leading up to the new church.

By 1850, Royal Crescent was still incomplete, St. Ann's Villas had just begun building, Queensdale Road and



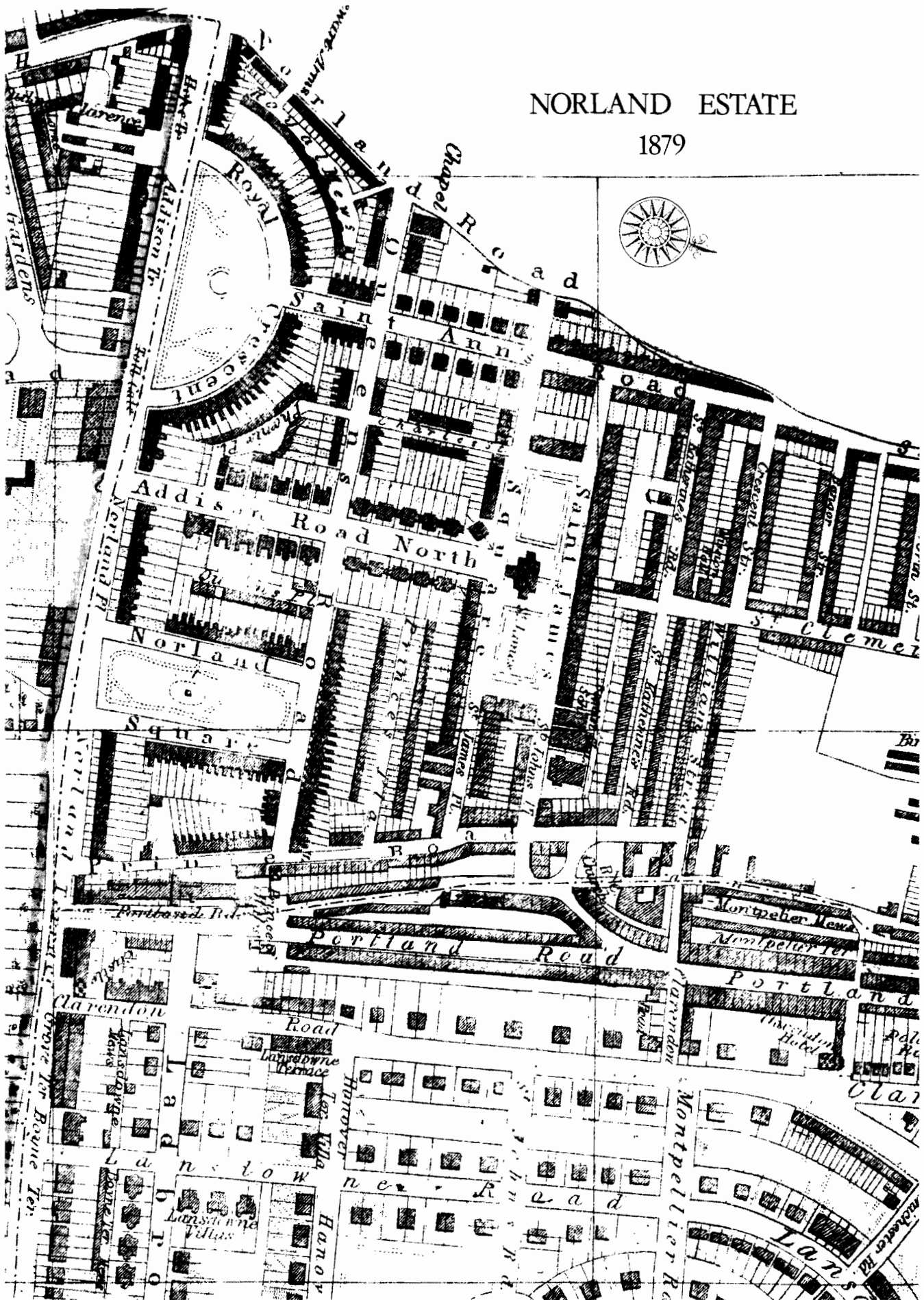
Norland Square were in evidence and St. James' Gardens was taking shape.

In 1855, little further progress had been made – the major terraces were mostly complete and the gaps between them were being developed as minor streets. The final map shows the dates of the completion of the later terraces.

Portland and Princedale Roads were built as part of the Ladbrooke Estate, most of these terraces dating from the 1855-65 period.

NORLAND ESTATE

1879



Daw's map of 1879, the area between the Ladbroke and Norland estates now largely completed.

THE POTTERIES AND NOTTING DALE

Clauses in the ground leases limited egress from the developments of the original Norland Estate northwards into an area known as the Potteries. From 1830 until 1920 this was one of the most depressed areas in London and must have been a thorn in the side of the developers of the Norland and Ladbroke Estates.

At the beginning of the nineteenth century, the area was pastureland until a chimney-sweep secured a lease of the area west of Pottery Lane and Walmer Road and invited practitioners of similar obnoxious trades to share the site. The colony of pig-keepers, brickmakers and poor tradesmen thrived, although the residents had a reputation for being violent and Pottery Lane was nicknamed Cut-throat Lane.

The area had at times nearly one thousand people crammed into four acres. Many households kept pigs to supplement the income from the short, five-month brickmaking season, and an 1860's description by a Potteries' wife told how carts from the potteries collected refuse from the houses of their wealthy neighbours. These were taken back and sorted for food for the families and their pigs and for re-useable items. With few sewers serving the area, the clay digs filled with sewage, offal and rubbish and the ditches surrounding the area stank. To add to the aroma, green bricks from the workings were stacked in long lines, covered in burnt bricks and fired with ashes and cinders which smouldered for three to six weeks, producing putrid fumes. The result was an area with a high mortality rate of 55.7 per thousand in 1897 against the parish average of 15.6 per thousand.



Kenley Street, late nineteenth century.

The Potteries improved as pig-keeping was given up during the 1870's and the brick field worked out during the 1860's. Poor housing remained, however, housing labourers, builders, shoemakers and street traders.

In 1902 Booth's Survey 'The Life and Labour of the London Poor' was published, with information collected over the previous twenty years. This mapped classes

of people by area and showed the potteries as a very poor area and an area of five streets around William Street (now Kenley Street) was shown as the lowest class. It was described as the dregs of London, moved on by improvements in other areas and consisting of many temporary residents. He called them an "unexampled concourse of the disreputable classes and as populated with criminals or near criminals which form the most serious mass of the kind of which we have to deal, greater than any now remaining in one spot in Central London".

The builders of the modest properties in the area found from their completion that they were impossible to sell to respectable families. They became largely boarding houses overcrowded with the large transient population entering London. Employment followed similar lines to the potteries although many women took in the laundry of the west London middle class and a number of men were employed in the stables of the London Omnibus Company in Goreham Place, on the Central London Electric Railway or in the yards of the Great Western Railway.

In 1892 Adams brickfield, which separated the two areas and included a stagnant pool known as 'The Ocean' was bought by Kensington Vestry. After some costly landscape works this was opened as Avondale Park as an amenity in this predominantly poor area. The Council also purchased some of the poor properties in Notting Dale in the late nineteenth century, including William Street (Kenley Street) in an attempt to discourage overcrowding. A photo shows the backs of the properties just prior to purchase. This obviously did not alleviate the problem since Booth's study of 1902 still regarded this area as of the worst kind.



Tuckers cottages in the Potteries: a sketch of the 1850s.

At the time that Richardson was developing the estate, the reputation of the potteries may have hindered the easy letting of completed properties. Early plans to extend the estate northwards from St. James's Gardens might, therefore, have been doubtful even before Richardson sold the brickfield north of the area to Morris.



Coronation Party Addison Place in 1952.

DEMOGRAPHY

DEMOGRAPHIC ANALYSIS

Introduction

In order to present a statistical picture of the Conservation Area, it has been necessary to consider a slightly larger area to allow the use of Census information. Statistics from the 1971 Census are broken down to show population, child density occupancy rates and habitable rooms per acre figures for each Enumeration District (see P. 20). The boundary of the study area conforms as closely as possible to the Norland Conservation Area.

The figures must be treated with some caution being of historic interest only as the Census data on which they are based is out of date (1971). Comparison of 1961 and 1971 Census Information has also to be read only for general interest and as a reflection of past trends, both because of its age and because the enumeration district boundaries were not exactly the same in the two census years.

Nevertheless, the figures give a picture of the demographic make-up of the Norland Estate. Any addition to our understanding of the area's character must be of value and inform current thinking. The fact that the area examined overlaps the conservation area is of use in that it permits a broader picture to be made of the context within which the latter exists and changes. Furthermore, the figures presented here will facilitate preparation of an updated supplement following the next census (1981).

The 1971 Census

Figures for the census are shown on the map on the following page.

(a) Habitable rooms per acre

These are total figures of inhabited or vacant rooms in private residential use on residential land. The figures indicate the density of development and also the potential density of population in the area.

In 1971 the borough average was 271 habitable rooms per acre, in the Norland Conservation Area 9 of the 14 Enumeration Districts had habitable rooms per acre figures below 271 suggesting a reasonably low density of development. The enumeration Districts with higher figures were in the eastern half of the area.

(b) Occupancy Rate

The occupancy rate is the average number of persons per room in residential accommodation and therefore an indicator of overcrowding. Low figures would show single family houses or families in relatively spacious flats. High figures would indicate large families, multi-occupation, or houses in small units, or a large number of double bed sitting rooms in an area.

The average occupancy rate for the Borough in 1971 was 0.67. In the study area, only four of the fourteen Enumeration Districts exceeded this figure but of these only one exceeded by a significant amount, and here the figure was distorted by blocks of flats outside the conservation area (E.D.37). Most of the figures approximated the Borough average, suggesting that the area has a mix of accommodation types.

(c) Child Density

Child Density is defined as the number of children (under 15) per acre in private households. Only four of the enumeration districts in the area had more than 30 children per acre in 1971. (30 children per acre is considered the level at which social stress may occur). The four areas were all in the eastern half of the area where the number of habitable rooms per acre were also higher.

Potential child density is an attempt to forecast the number of children in the area taking into consideration the average age of the population of the area, their wealth and accommodation. This forecast suggests the number of children in the area will have increased from 1971 and suggests six enumeration districts will exceed the thirty children per acre figure.

(d) Tenure

The largest proportion of households in the study area was in the private rented sector.



Demographic Character

The Enumeration Districts of the 1971 Census were nationally classified by assigning each district to one of sixty clusters.

These were established by matching the characteristics of the population of each area to a set of forty variables including type of accommodation, employment, journey to work problems, etc. This 'cluster analysis' obtains a "picture" of the population in any one enumeration district.

The cluster analysis is normally used on a far larger scale and is somewhat inappropriately used in such a small area as the Norland Estate. This form of analysis does however give an indicative picture of the types of residents of parts of an area and will allow comparison when the similar study of the 1981 census is complete.

The Norland study area falls into three main categories:

Cluster 58 This represents areas of older and larger houses many of which have been sub-divided, to form attractive high income flats occupied by young well-educated single people, often employed in central city service jobs. This cluster is concentrated in the high status Inner London Boroughs of Camden, Westminster

and Kensington and Chelsea. Within the study area, the cluster included Royal Crescent, Clarendon Road and Princedale Road.

Cluster 59 This cluster consists predominantly of unfurnished flats, with elderly people. In 1971 this category was concentrated in the 'central' part of the study area to the south of St. James's Gardens.

Cluster 60 Students form a very important part of the population in this cluster. It is also characterised by very high levels of residential mobility, high proportions of workers in service jobs, high socio-economic status, low fertility and high proportions of households in small privately rented furnished flats. Despite the high status of these areas, there is a large amount of overcrowding as well as sharing, though bearing in mind the type of dwelling, the life-style of residents and the level of residential mobility, this may not necessarily indicate housing stress. St. Ann's Villas and parts of Norland Square fell into this cluster ten years ago.

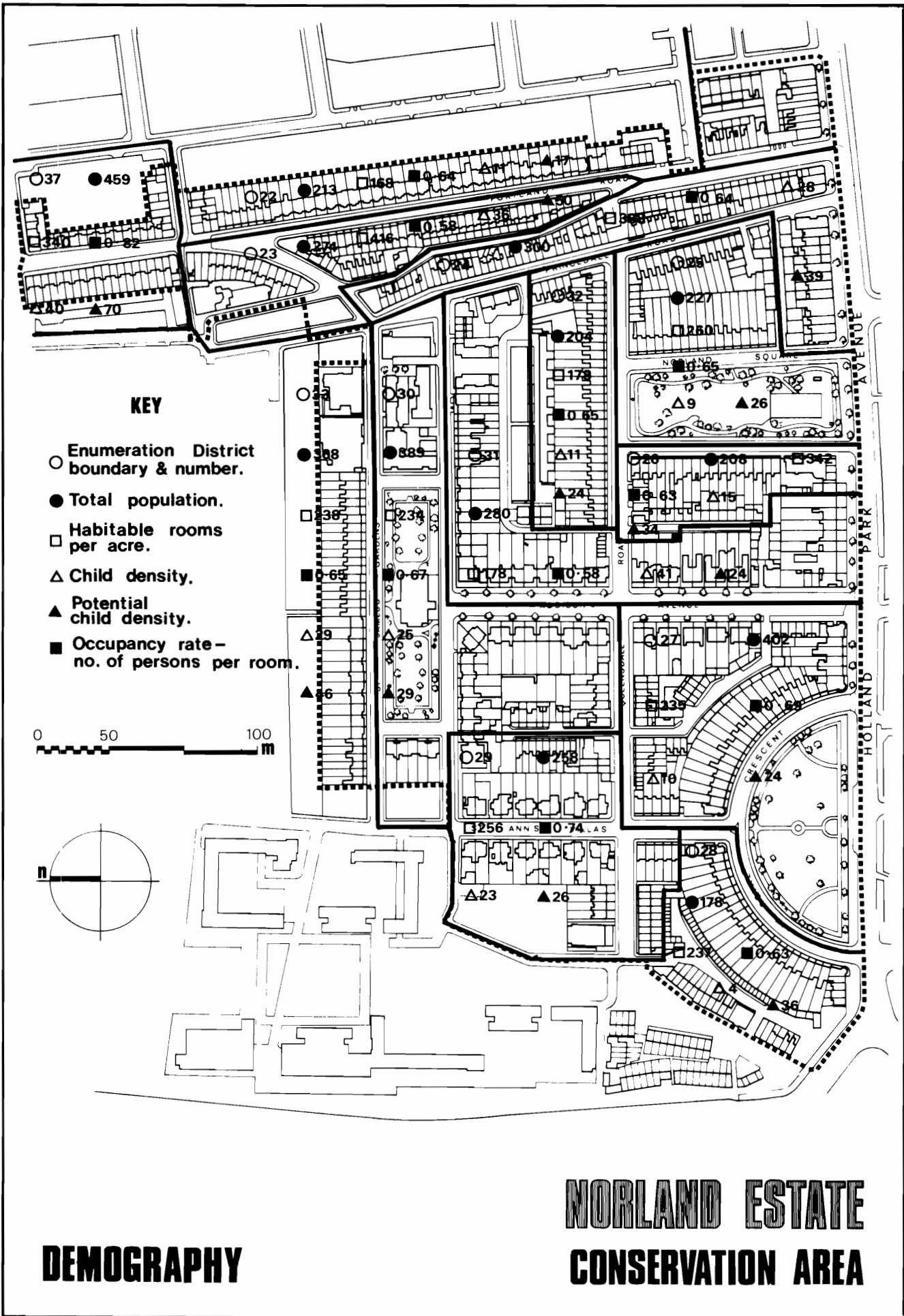
Cluster 54, is only related to one Enumeration District to the north of and extending beyond the study area but which includes the north side of St. James's Gardens. This cluster is characterised by multi-occupancy, immigrants and single people.

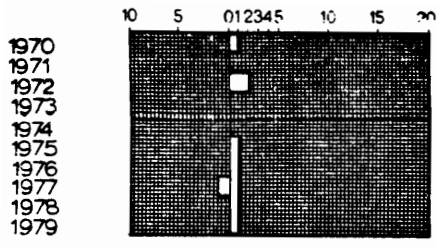
Cluster 57, typically includes large late-Victorian houses occupied by people with predominantly non-manual occupations. This one local Enumeration District in this cluster is also in the northern half of the study area and significantly also has a relatively high occupancy rate in comparison with the Borough average, and the rest of the study area, however its boundaries extend well beyond those of the consideration area and consequently figures may be influenced by outside factors.

CONCLUSIONS

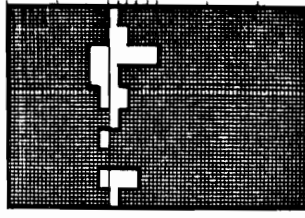
As suggested in the development chapter a general trend towards improvement in the area and some reversion to single family dwellings over the last ten years might be expected to be reflected in the 1981 census figures when published. One might also expect the disappearance of cluster 54 as housing in St. James's Gardens is improved and new housing to the north of the area is completed. Another particular area of change would most likely be cluster 59 as Single Family Dwellings take over from sub division in the centre of the area. There are still many flats in Royal Crescent and Portland Road and so the cluster 58 areas are likely to remain after 1981.

The impact of improvements started in Norland Square relatively recently may not be fully reflected until the census following 1981.

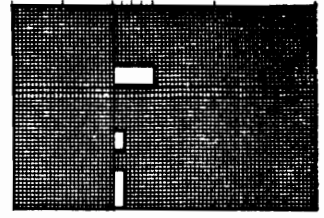




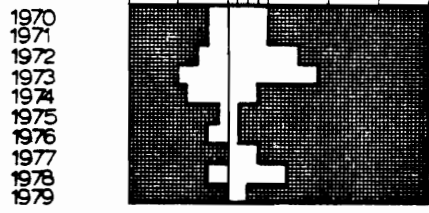
Demolitions



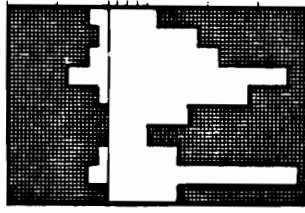
New Building



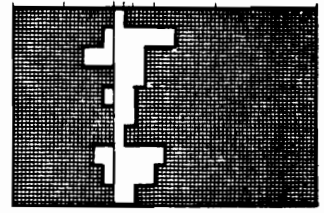
Walls



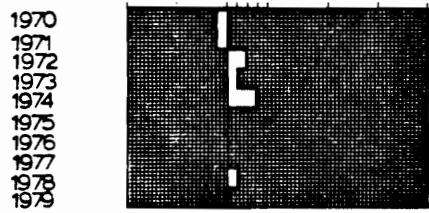
Roof extensions



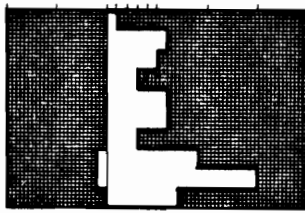
Rear extensions



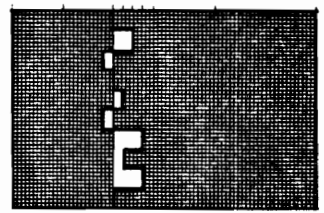
Residential



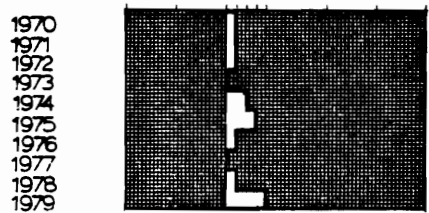
Side extensions



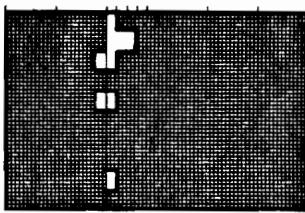
Elevation



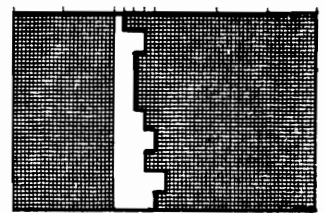
Shops



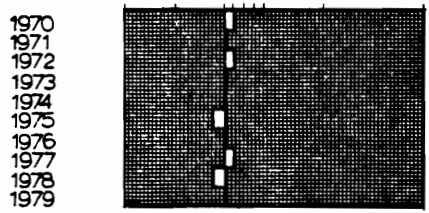
Internal



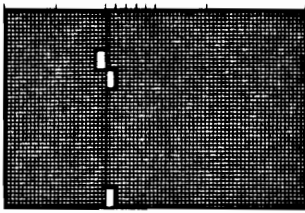
Garages



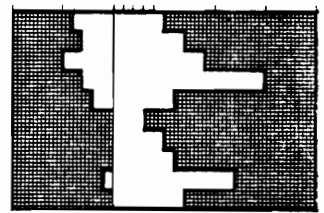
Shopfronts



Hard Standings



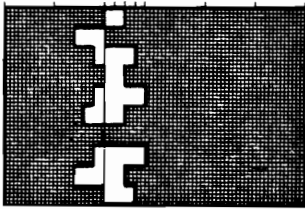
Garden Structures



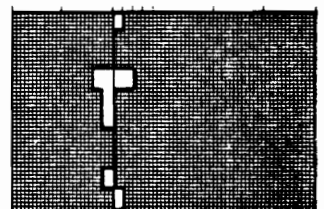
Flats

**CHART OF
PLANNING APPLICATIONS
in the Conservation area
1970 - 1980**

1970
1971
1972
1973
1974
1975
1976
1977
1978
1979



Others

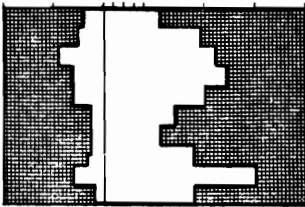


Restaurant

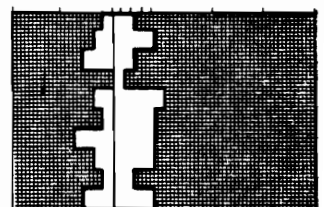
Graphs

These diagrammatically show applications in each separate category over a time-scale of ten years, one square representing one application except for the 'total' graph which shows five applications per square.

1970
1971
1972
1973
1974
1975
1976
1977
1978
1979



TOTALS $\frac{1}{5}$ scale



Office



Norland Road before work started.

DEVELOPMENT

DEVELOPMENT PRESSURE

Introduction

The last ten years have seen a number of changes in the conservation area. There have been two major new developments namely Princes Place and Princes Yard, although neither have significantly changed the character of the area; Princes Place being entirely enclosed behind other major terraces; Princes Yard being an exceptionally well integrated design. Even minor changes can ruin an area, especially if this involves removal of such features as window fenestration cornice brackets etc. Norland has suffered remarkably little in terms of deliberate replacement of architectural details but nevertheless has lost, and still stands to lose, features (especially cornices and architraves) through neglect and poor repair.

Planning Applications

The number of planning applications has varied considerably in the last ten years but follows no particular pattern of growth, peak periods were in 1972-4 and 1978. Over a ten year period an average of 58 applications per year for the whole area was received.

Some anomalies were apparent in the compilation of the table shown: opposite. For instance, a change of use permission may be renewable in two or five year periods and some minor developments may be refused on a matter of detailing and then permitted later in the same year, both cases would count double on the chart. Some developments involve multiple permissions, for instance a flat over a shop changed to office use with a rear extension counts as three developments whilst a large

development such as Princes Place took only two applications, having been carefully designed after previous discussion with the planning authority.

Some notable application trends

A number of properties in Queensdale Place had roof extensions, four in 1973 and two in 1977, which shows that a single precedent can lead to an epidemic. It is not surprising, therefore, to see the higher than average number of refusals for roof extensions since these can represent a major elevational change, completely changing the roofline and scale of a street. An above average refusal rate is obvious in the new building category, reflecting the concern of the planning authority to achieve better than average new development in conservation areas. The reluctance of the Council to allow commercial uses in a residential area has led to a number of refusals, particularly in the office category, despite a number of applicants in this category being existing users in the area seeking to expand their office accommodation. It is interesting to note that Pottery Lane has a history of commercial uses but redevelopment of 24-32 was allowed only subject to a very specific agreement on use.

The growing number of shopfront applications may reflect a trend toward improvement or an increasing turnover of shop uses. Observation on the ground would appear to suggest the latter.

Below average numbers of refusals are apparent in the changes to elevation category where applications have largely been for minor works, for instance a separate access to basement flats, extractor ducts and escapes for flats. Indeed, flats generate a large number of applications for small developments of all kinds, including

rear extensions, internal alterations or rearranging of flats. The latter gives rise to a large number of the 'Flats' category applications although change of use to flats tends to occur in groups in an area, six of the fifteen flat applications in 1973 were in Royal Crescent. Despite the number of applications in this category it does not necessarily indicate large increases in the number of flats. The 'residential' category is almost entirely a return to single family dwelling from flats, whilst the 'flats' category represents a large number of changes in flat layout and reducing the number of flats in a house to provide larger dwellings, and on some occasions a greater degree of self-containment.

The low level of rear extension refusals gives cause for concern to local amenity societies since it involves building in the rear garden open space. The high success rate is probably due to many of these applications in the case of single family dwellings being close to the permitted development level making outright refusal pointless when the options are to control the quality of a larger built structure or accept whatever is built within the limit. Also in those instances where 'Schedule 8 rights' mean that something is going to be built (to avoid Council liability for compensation) agreement on details is always reached eventually. Part of the character of the area is the limited number of views available from the road into back garden space even at road junctions where infilling of corner sites has effectively blocked views. There is less call, therefore, to ensure compatibility with elevations beyond the aesthetically acceptable level required by overlooking neighbours.



Restoration and repair Princedale Road.

Definition of headings in table

Demolition:	The removal of building except where it is being replaced by a similar item.
New building:	Any completely new development not including rebuilding.
All extensions:	Any development which is not free-standing or self-contained.
Change of Elevation:	Any work on either elevation other than an extension.
Internal:	This category normally lists only changes to properties converted to flats or approved under Listed Building Consent.
Hard standing for cars:	All applications were for rear gardens.
Garden Structures:	Other than self-contained dwellings.
Walls:	The building or rebuilding of boundary walls, mostly applications for Listed Building consent.
Flats:	Conversion to flats or changes in the number or arrangement of existing flats.
Changes of use:	From any other use to the specified category.
Shopfronts:	These frequently change according to fashion and the current retailer.
Others:	This category included a number of change of use applications to hostels, homes, industry and education.

Use of Table

The categories down the right hand side specify particular development. The year of the development is along the top.

The totals of acceptance and refusal are shown separately along with a grand total of applications for each category and the percentage of refusals.

Categories are also grouped into areas of development viz major changes, extensions, structures incidental to the use of the property, changes to the number of dwellings, commercial applications and 'Others'.

The totals for each year are shown along the bottom.

%ref	Tot. ref	Tot. perm	Total	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970											
11.1	1	8	9	1	1	1	1	1			2		1	Demolition										
30.4	7	16	23	1	3	1		1	1	2	1	1	2	1	New Building									
34.4	21	40	61	2	6	2	3	1	2	1	1	3	4	9	5	7	3	4	2	4	2	Roof extension		
11.3	13	102	115	7	19	2	7	1	4	8	14	1	18	4	11	2	9	1	5	2	Rear extension			
22.2	2	7	9		1					3	1	2		1	1						Side extension			
3.1	2	61	63	7	15	1	9	1	3	6	6	3	5	6	1						Change			
0		14	14	4	1		1	3	2		1	1	1								Internal			
22.2	2	7	9		1				1	1	1	1	3	1							Garage			
40.0	2	3	5			1	1		1		1		1								Hard Standings			
33.33	1	2	3	1							1	1									Garden Structures			
0		7	7	1	1		1			4											Walls etc			
19.35	18	75	93	7	12	1	6	5	3	6	2	15	3	9	5	7	3	5	4		Flats			
21.6	8	29	37	2	4	1	5	2	1	2	2	1	3	3	3	6	1	1			CHANGE OF USE			
55.5	5	4	9	1		1			1	1	2	2									Residential			
16.6	2	10	12		3	1	3		1	1			1	2							Restaurants			
37.25	19	32	51	4	3	2	1	4	2	4	4	4	1	5	2	1	2	3	4	2	2	1	Offices	
0		1	1			1																Surgeries		
0		29	29	4	5	3	4	3	2	2	2	2	3	1								Shopfronts		
33.3	11	22	33	-3	+2	+3	4	+1	+1	+2	+2	+4	+1	+2	+3	+1	+3	+2				OTHERS		
T	114	469	583																					
20% Av. Refusals				45	3	76	14	45	8	28	7	34	7	51	14	62	16	54	22	47	13	27	10	Totals ref perm
				48	90	53	35	41	65	78	76	60	37											Totals years

CHART OF PLANNING APPLICATIONS in the Conservation area 1970 -1980



The Norland Road development under way

APPEALS

40 Princedale Road	1972	v E.N. stopping use as advice centre	Dismissed
36 Princedale Road	1978	v C.V. garage to living room	Dismissed
74 Portland Road	1978	E.N. quashed, use as hostel refused.	Allowed
21/22 Royal Crescent	1975	v ref S.F.D. + garage rear of terrace	Dismissed
14 Pottery Lane	1977	v E.N. 23.6.76 stopping office use/storage/despatch	Allowed
24/32 Pottery Lane	1975	v cond. of planning permission of 20.3.74	Allowed
16/18 St. Ann's Villas	30.12.71	v ref 24.9.71: roof extension and addition	Allowed
7 Norland Place	5.8.76	v E.N. 24.6.75	Dismissed
20 Norland Square	25.11.74	v ref rear extension 24.9.73	Dismissed
Norland Square Mansions	6.10.78	v E.N. entrance boundary wall 4.2.77 + ref. 5.5.77	Dismissed
27/29 Queensdale	17.6.73	v ref extension and arch Addison Place 5.11.71	Dismissed

E.N. Enforcement Notice
 C.U. Change of Use
 SFD Single Family Dwelling
 Ref. Refused

8 dismissed
 3 allowed

63% dismissed
 37% allowed

CONCLUSIONS

The external appearance of the area suggests that a considerable amount of renovation and improvement has taken place recently. This is bound to have led to a certain amount of 'whilst we've got the builders in' small development, some of which will have been within 'permitted development' levels. A number of the larger rear extensions and a large percentage of all applications are the result either of conversions to flats, or, surprisingly, back from flats.

That there are relatively few obvious new development eyesores in the area suggests that the high number of applications may reflect not so much a harmful change as an adaptation of the properties in the area to a modern use. This new lease of life will increase property values and ensure that the trend to maintain and restore, which is saving many endangered building details, continues.



where a paragraph is reproduced in this form (with bold letters) it means that it is a specific policy referring to the Conservation Area.



where a paragraph is reproduced in this form with italic letters, it describes the legislation affecting the particular form of development and related Government policy and advice. The Council is required to observe and implement these laws and guide lines.

LEGAL REQUIREMENTS OF DEVELOPMENT

Introduction

The legal position regarding development and demolition in the conservation area is summarised below. The summary applies to all buildings whether or not listed, but excludes certain special cases, notably control of advertisements and development by various statutory bodies. The complete legislation is more involved and readers should refer to Circulars 23/77 and 12/81* produced by the Department of the Environment or enquire at the Planning Information Office at the Town Hall.

Development needing permission



In order to control development in the public interest, the law provides that planning permission is required (s.23(1) of the 1971 Town and Country Planning Act) for all "development". This is defined as "the carrying out of building, engineering or other operations in, on or over land, or the making of any material change in the use of any buildings or other land" (s.22(1)).*

Specially excluded are (amongst others) works affecting only the interior of a building (although these may need listed building consent if the building is listed), or those which do not materially affect the external appearance of a building (e.g. routine maintenance). Also excluded is the use of any buildings or land attached to a dwelling house for any normal domestic purpose (s.22(2)(d)).

Apart from these specific exclusions, therefore, all development requires permission. This can be given in two ways; either by the Council in response to a specific application, or by the Secretary of State through the mechanism of "permitted development".

Permitted Development

Under the General Development Orders 1977-1981 (article 3), certain classes of development are deemed to be granted permission – for which there is therefore no need for any application to be made to the Council. The two classes most relevant to this conservation area as designated at 1st April, 1981 are as follows:*

Class 1: (which applies to single family dwelling houses only):

1. The enlargement, improvement or other alteration of a single family dwelling house, provided that:

(a) the volume of the house is not increased by more than one tenth or 50 cubic metres (1750 cu.ft.), whichever is greater; up to a maximum of 115 cu.m. (41360 cu.ft.); and

(b) The highest part of the roof is not exceeded; and

(c) no part of the new work comes closer to the street than the front of the house did before the alteration; and

(d) no part of the extension within 2 m. of the site boundary is more than 4 m. in height; and

(e) the new work covers less than half of the total garden.

2. The erection of a porch, provided it is less than 2 sq.m. in area and 3 m. in height, and more than 2 m. from the back of the pavement.

3. The erection of a building in the garden (other than a house, garage more than 5 m. away from the house, stable, etc.), required for normal domestic purposes, provided no part of it is closer to a road than the house, is not more than 3 m. high (4 m. if it has a ridged roof), and does not lead to more than half of the area of the property not occupied by the original house being covered in buildings.

4. The construction of a hardstanding for vehicles.

5. The erection of an oil storage tank, not more than 3 m. high and containing not more than 3500 litres, provided it does not project in front of the house.

Class II (which applies to all buildings):

1. The erection of gates, fences, walls, etc., not more than 2 m. high – or 1 m. high fronting a highway.

2. The forming of a means of access to the street in connection with other "permitted development", except to classified roads.

3. The painting of the exterior of a building other than for advertisement;

It should be noted that these "permitted development" rights can be taken away by conditions on previous planning permissions (article 3(2)). Also, "listed building consent" as opposed to planning permission, would normally be required for these types of development where the building is listed. Outside the conservation area less restrictive rules in respect of extensions apply.

Article 4 Directions

Under Article 4 of the General Development Order, the Council can repeal certain or all "permitted development rights", where it feels that even such relatively minor development would seriously harm the appearance of an area, subject to the agreement of the Secretary of State.

A relatively small number of properties, Royal Crescent and eight others, are covered by Article 4 Directions, in the case of Royal Crescent controlling a uniform painting scheme, the others largely controlling extensions. (see Appendix page 80).

Article 4 Directions enable the Council to exercise control by being able to decide whether or not to grant permission for these types of development.

Demolition

Under s.227A of the 1971 Act, listed building consent is required for the demolition, in whole or in part, of all buildings in any Conservation Area. However, by virtue of the Secretary of State's Direction at para.71 of Circular 23/77, consent is not required for the demolition of any building whose volume does not exceed 115 cu.m. or any part of such building; nor for the demolition of any building (or part) if to erect it would be permitted development under Class I or II (amongst others) of the General Development Orders (see above) – e.g. a small extension at the rear of a single family dwelling house, or a garden wall of under 2 m. high separating any properties.

Perhaps surprisingly, an Article 4 Direction, taking away the automatic permission for certain types of development as certain properties, does not imply that consent for corresponding types of demolition is now required – the Circular 23/77 exemptions from the need to obtain listed building consent for demolition apply whether or not a Direction has been made. The Council has drawn the attention of the Department of the Environment to the unfortunate effect of this, but they were not sympathetic – feeling that local authority resources should not be used in such detailed control.

Compensation

Compensation may be payable in certain cases by the Council if planning permission is refused, and the refusal is upheld at appeal, for a proposal involving an increase to a building of up to one tenth of its original floorspace existing at 1.7.1948 (or, in the case of a single family dwelling house, 50 cu.m. if greater), under s.169 of the 1971 Act.

.....

Full references:

- Department of the Environment Circular 23/77
- Department of the Environment Circular 12/81
- Town and County Planning Act 1971
- Public Health Act 1961
- Kensington and Chelsea Corporation Act 1972
- Town and Country Planning General Development Orders 1977 to 1981

IMPORTANT BUILDING GROUPS

Just as buildings in a conservation area are in general both more important and subject to more protection than those outside it, so within the Area some are of more value than others.

"Listed buildings" are those recognised by the Secretary of State as being "of special architectural or historic interest", and are listed in an appendix. It is known that others in the conservation area are being recommended, for inclusion in the list.

Special rules govern the partial demolition of ecclesiastical buildings in use for ecclesiastical purposes and unique procedures may apply to churches of the Church of England. Normal development control procedures apply to them all, however.



The maintenance and active use of listed buildings will be strongly encouraged. Original interiors of quality should be preserved, especially those of buildings listed grades I and II*.

(D.P. Ch.4, Para.3.4)



Listed buildings and anything in their grounds are subject to special protection and procedure. Listed Building Consent is required, whether or not they are in a conservation area, to demolish them, or any part of them, or to carry out any work affecting their character (including their interior), or their setting, even where such work might not be "development" requiring planning permission.

The Council also has statutory powers under ss.101† and 114/5 of the 1971 Act, and under s.27 of the Public Health Act 1961 as applied by the Corporation Act 1972, to ensure that listed buildings are preserved in good order, although in practice this only extends to repairs sufficient to keep the structure standing and to exclude the wind and the rain.

Some buildings appear in lists compiled before 1970 as Grade III, which is no longer used. Many of these buildings are however considered of special interest by current standards and are being added to the statutory lists as these are revised. They are not subject to extra statutory protection, although all the normal requirements of conservation area legislation will of course apply to them (as to all buildings, listed or not, in any conservation area.)

.....

† as substituted by the Town and Country Amenities Act, 1974.

Circulars and Acts can be obtained from Her Majesty's Stationery Office, retail counter 49, High Holborn W.C.1. (01-928 6977)



Goods vehicle traffic in Holland Park Avenue.

MOVEMENT

MOVEMENT

The Road Network

St. Ann's Villas and Royal Crescent are both designated as District Roads in the District Plan. These are intended to distribute local traffic within the Borough and they form part of one of the few north-south routes available. Holland Park Avenue fulfils a major traffic function and is classified as a Secondary Road. The traffic flows on these roads are shown in the table below:

It can be seen that the largest flows of heavy goods vehicles within the Conservation Area occur in the morning peak period. Holland Park Avenue is an important route for through traffic at all times of the day.

Road Closures

Since 1970 there have been road closures at the junctions of Walmer Road with Hippodrome Place and of Portland Road with Hippodrome Place. These were

designed to eliminate rat-running by north-south through traffic between Ladbroke Grove and Holland Park Avenue. It is clear that these measures have successfully removed through traffic from this part of the Conservation Area. There are also road closures at the eastern ends of Kenley Street and Wilsham Street and at the northern end of Norland Road north of Queensdale Road, although these occurred as parts of redevelopments rather than for any traffic reasons.

The Council's District Plan defines a road network which aims to protect residential areas from through traffic by means of traffic restraint, traffic management, and associated road works, and to this end it is the Council's policy to introduce additional traffic management schemes where it can be demonstrated that there will be an overall benefit to residents.

At the present time (Oct. 1981) the Council is examining means of reducing traffic flows and traffic speed in parts of the Conservation Area, but a final decision in these respects rests with the Greater London Council.

TIME	ROYAL CRESCENT				ST. ANN'S VILLAS		HOLLAND PARK AVENUE		
	WEST*		EAST*		* One Way Flow		ALL VEHICLES		
	All Vehicles	HGV No. (%)	All Vehicles	HGV No. (%)	All Vehicles	HGV No. (%)	East-bound	West-bound	TOTAL
0800-0900	646	17(2.6)	670	22(3.3)	1214	39(3.2)	1353	1003	2356
1100-1200	331	3(0.9)	405	5(1.2)	660	8(1.2)	1124	1136	2260
1400-1500	295	5(1.7)	411	2(0.5)	624	5(0.8)	1156	1309	2365
1700-1800	403	2(0.5)	610	0(0)	929	2(0.2)	1257	1322	2579

Dates 1 3.6.80 2 31.3.77

Other Measures

Other traffic management measures in the area are as follows:—

- (a) One-way working in Royal Crescent and Princes Place.
- (b) Banned right turn from St. Ann’s Villas north bound into Queensdale Road eastbound.
- (c) No entry into Addison Avenue from Holland Park Avenue.
- (d) Narrowing of the junction of Royal Crescent west and Holland Park Avenue to 22 ft. to slow down the traffic entering Royal Crescent from Holland Park Avenue eastbound and to discourage the use of this route, especially by large vehicles (although it obviously does not have any effect on essential goods traffic to developments in the area).
- (e) One-way working in the area of Lansdowne Road and Clarendon Road as a further deterrent to through traffic.

These measures are illustrated in the accompanying map of the area.

Norland Road

A residential development is planned for the vacant land on the western side of Norland Road, providing accommodation for 55 households. Access to the development will be via Queensdale Road and St. Ann’s Villas. Traffic generation figures have been worked out on the basis of what is considered to be the worst possible case (i.e. all 55 households owning at least one car). Using G.L.C. traffic generation figures the development would generate around 23 vehicle trips per hour in the morning peak period (including at least one goods vehicle), 19 vehicle trips between 17.00 and 18.00 hours and approximately 10 vehicle trips per hour at off-peak times (including one goods vehicle). The junction of Queensdale Road and St. Ann’s Villas is operating well below traffic capacity and should be able to bear these additional trips.



Heaviest traffic flows are in Holland Park Avenue.

Further Schemes

Residents have suggested that further traffic management measures should be implemented in the Conservation Area, particularly with regard to reducing the flows on Royal Crescent and St. Ann’s Villas (although any proposals for these roads would have to take account of the fact that they at present form an important route for buses). The Council’s policy on this matter, as stated in the District Plan is that it “will



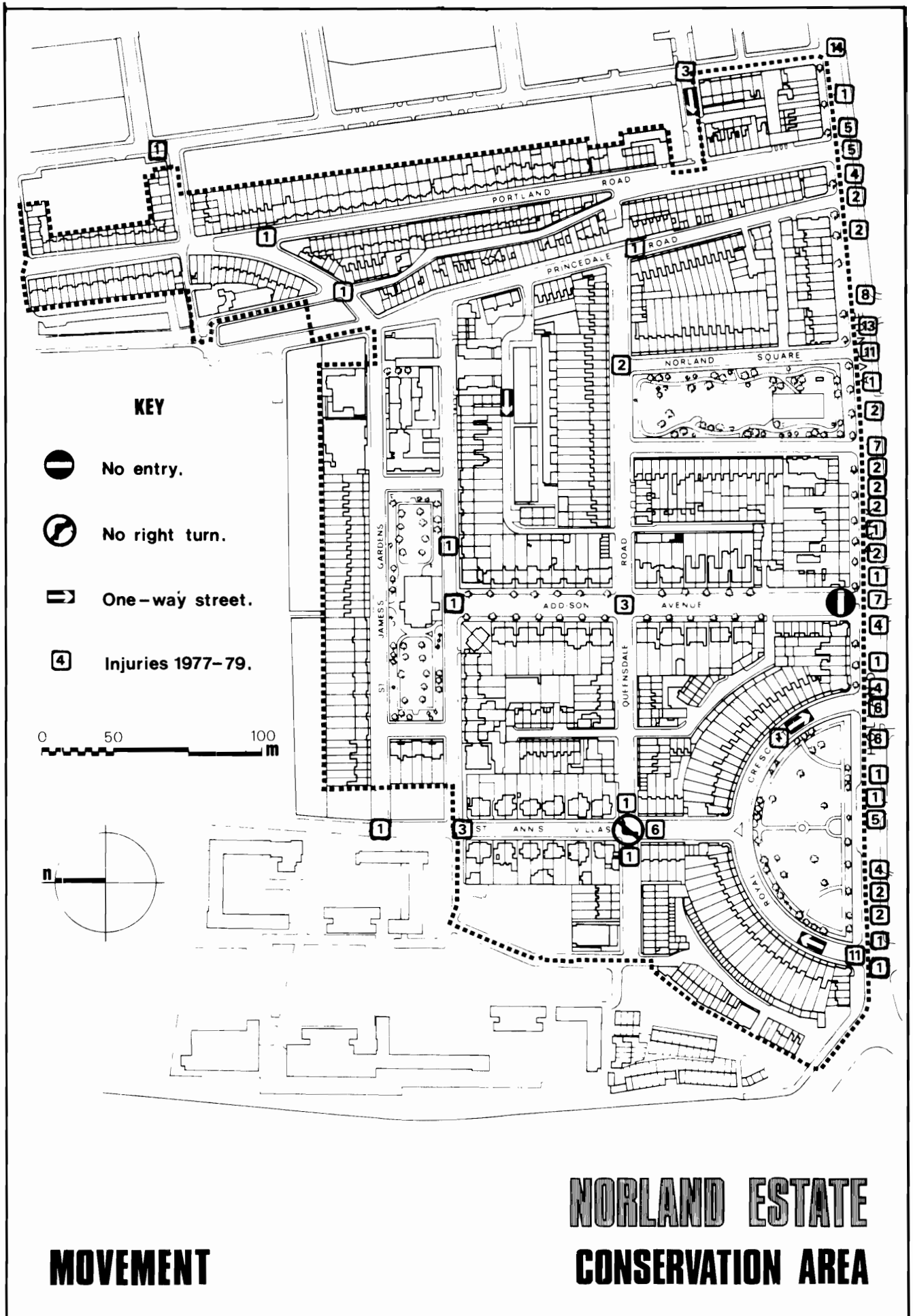
Introduce additional traffic management schemes where it can be demonstrated that there would be an overall benefit to residents. (D.P. Ch.10Para.4.10).

The Council undertakes to examine the residents’ request at any early date, also bearing in mind any traffic management measures which may be necessary if an M41 link (see page 79) is provided. It will also be necessary to bear in mind the unsatisfactory traffic situation in adjacent parts of North Kensington.

Public Transport

The nearest Underground Stations are at Latimer Road (Metropolitan Line), Shepherd’s Bush (Central and Metropolitan Lines) and Holland Park (Central Line). Bus services in the area consist of routes 12, 88 and N89 on Holland Park Avenue, route 295 on St. Ann’s Villas, Royal Crescent and, just outside the Conservation Area, route 49 on Holland Road. These services are summarised in the following table: –

ROUTE NUMBER	BUS SERVICES IN THE CONSERVATION AREA PLACES SERVED	SCHEDULED PEAK PERIOD FREQUENCY
12	Harlesden, West End, Norwood Junction	8/hour
49	Shepherd’s Bush, Battersea, Streatham	12/hour
88	Acton Green, West End, Mitcham	4/hour
295	Ladbroke Grove, Hammersmith, Battersea Park Station	4/hour
N89	Liverpool Street Station, Oxford Circus, Southall	Night Bus
A2	Paddington to London Airport	



Parking

The parking accommodation consists largely of residents' parking places, in line with the predominantly residential character of the area. The Conservation Area is within the Royal Borough's parking control zone 6. Waiting restrictions operate from 08.30 to 18.30 Monday to Friday and 08.30 to 13.30 on Saturday. Considerable traffic is generated by the Sikh Temple in Queensdale Road and also by other places of worship in the area. Since this traffic causes various problems for residents it will be the Council's policy that:



Any additional places of worship or similar places of assembly, or the extension of any existing building used for that purpose will normally be refused planning permission

There are several short-term and medium-term meters in the Conservation Area. These cost 10p per hour. There are three solo motorcycle parking bays within the Conservation Area, at Princedale Road, Queensdale Road and St. James's Gardens. There are no public off-street car parks nearby. The provision of on-street parking spaces in the area is shown in the following table:—

PARKING PROVISION IN THE CONSERVATION AREA

	Residents' Parking Places	Short Term Meter Spaces	Medium Term Meter Spaces	Motorcycle Bays
Addison Avenue	108	21	2	
Addison Place	11			
Clarendon Cross		5		
Clarendon Road	10	3		
Darnley Terrace	12			
Ladbroke Road	7			
Norland Square	53	12	5	
Penzance Place	21	4		
Penzance Street	19	2		
Portland Road	100	21	10	
Pottery Lane	13			
Princedale Road	38	14	5	10
Princes Place	8			
Queensdale Place	6	2		
Queensdale Road	81	3	4	15
Queensdale Walk	7			
Royal Crescent	36	4	8	
Royal Crescent Mews	4			
St. Ann's Villas	32	2	2	
St. James's Gardens	70	7	19	16
Total Spaces	636	100	55	41
Percentage of Total	80.4%	12.6%	7.0%	—

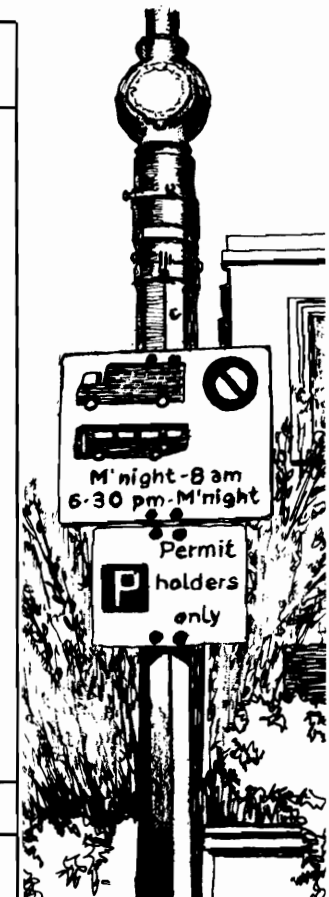
Lorries and Coaches

Problems are also created for residents by lorries and coaches parking on the streets at nights. This is illegal, since there is a Borough-wide ban on parking by commercial vehicles over 2½ tons unladen weight between 18.30 and 08.30. The ban is indicated by signs at the boundary and by a plate mounted on a lamp-post or post in each street. The Council will press for better enforcement of these and other parking regulations and it will make representations via the London Boroughs Association for manning levels in the Police Force and the Warden Service to be increased.

Freight

Freston Road

The main generator of goods traffic in the Conservation Area is the Freston Road Industrial Area in the London Borough of Hammersmith and Fulham. Royal Crescent, St. Ann's Villas and St. Ann's Road as District Roads carry the majority of traffic approaching or leaving the industrial area from the south. The development of vacant sites in the Freston Road area for commercial purposes has been proposed since the early 1970's. Concern about future traffic levels due to new development has led to the suggestion that future and existing development should be served by a link road directly to the M41.



The Hammersmith and Fulham District Plan in making proposals for industrial development here made no provision for such a link despite the admission in the plan that "this problem of access could be reduced by the provision of a slip road from the M41 to serve only industrial premises". As a consequence the Royal Borough, the Norland Conservation Society, the Royal Crescent Association and others objected to the relevant section of the Plan.

The G.L.C. has designed a satisfactory scheme for a link road (in driving and safety terms) at a cost of just over £1m., gaining access via Olaf Street. Following consultations with interested authorities, the G.L.C. Central Area Planning Committee decided on 16th April, 1980 to suspend further work on the feasibility study for a link road until "financial and other constraints are eased".

The District Plan Public Inquiry of Hammersmith and Fulham took place in June, 1980. Evidence was presented by officers of the Royal Borough and others in support of objections to these proposals without any provision for an M41 link. It was argued that whilst the proposed development would provide much-needed employment it would also generate more traffic to the point where some residential roads (especially in the Norland Conservation Area) would have to bear traffic levels out of keeping with their environmental character. A link road is feasible and the space required would not involve the sacrifice of a substantial number of jobs. A non-Council witness gave evidence on the deteriorating structural condition of property in Royal Crescent.

The Inspector recommended in his report that consideration should be given to a comprehensive re-examination of the proposal for a link road to the M41 to include a cost benefit analysis of the environmental and conservation aspects involved and the future status of the M41, to be undertaken, if possible, jointly by the three authorities concerned – G.L.C., Royal Borough of Kensington and Chelsea, London Borough of Hammersmith and Fulham. A further recommendation dependent on the outcome of the first is the possible need for changes in the boundaries of Norland North Local Park and the designation of Bramley Road/St. Ann's Road as a Tertiary First Tier Road in Hammersmith and Fulham's road network. Full details of the Inspector's recommendations are contained in the Appendix.

The Kensington and Chelsea Planning Committee has agreed that officers of the Planning Department should co-operate with Hammersmith and Fulham in commencing the cost-benefit analysis of the link road scheme.



Royal Crescent Traffic signs in Royal Crescent.

One of the main issues to arise during the Freston Road Inquiry was the question of the damage caused to buildings by vibration from traffic, and especially from heavy goods vehicles.

Alan and Sylvia Blanc, architects, and authors of the Royal Crescent Report, gave evidence against the proposed industrial development. They described the problems of Royal Crescent as deriving from poorly made Victorian terraced houses, pavement vaults formed with slender brickwork supporting 4 inch York stone slabs instead of the traditional vaulted brickwork found elsewhere and the friability of old walls composed of London stock bricks set in lime mortar. The Blancs recommended the removal of heavy goods vehicles from the area and stated that, in their opinion, heavy goods vehicles aggravate the above problems through vibration and there is a possibility of a heavy vehicle mounting the kerb and collapsing into the paving vaults, which might cause the collapse of the buildings behind.

Research on the subject of vibration by the Transport and Road Research Laboratory has shown that, among other things, human perception of vibration begins at a level well below that at which there is a risk of architectural damage (e.g. cracking of plaster or other brittle materials). Hence, vibration can be a considerable source of nuisance, apart from any possible damage to property.

Cycling



Cyclists in Holland Park Avenue.

Facilities for cyclists within the conservation area consist of access through the road closure at Walmer Road. In general traffic flows within the area are low, and so it is not considered necessary to make any other special provisions.

Road Safety

Personal injury accidents occurring in the last three years in the Conservation Area are shown on the map. Not surprisingly, most of these have happened along the main road, Holland Park Avenue. There has however been a number of accidents inside the Conservation Area, especially at the junction of St. Ann's Villas with Queensdale Road.

There were six personal injury accidents at this junction between 1977 and 1979, each producing one slightly injured casualty. Five of these accidents occurred during parking control operating times and in only one instance was a parked vehicle considered to be a contributory factor. There is no consistent pattern concerning time of the day, road conditions, etc. Although this junction has the worst accident record inside the Conservation Area it does not qualify for accident remedial measures, either in the number or in the severity of accidents occurring there.



Pedestrians crossing Holland Park Avenue



View towards the Norland Area across the Holland Park Avenue roundabout before landscaping.



Period street furniture complementing the architecture.

TOWNSCAPE

INTRODUCTION

The townscape character of the Norland Estate, despite being in origin a suburban development, is largely urban in style. By far the majority of roads have the character of a hard terraced urban landscape.

The most suburban street is Addison Avenue with its leafy vista up into the Garden surrounding the church of St. James. The front gardens are here well planted and of sufficient size to significantly contribute to the street scene.

A different pattern is presented by the formal architectural elevations of the crescent and squares facing the gardens and giving a rich townscape of detailed building facades and lush vegetation.

The pure urban environment represented in the rest of the area is divided between the very formal terraced streets relieved by spartan detailing of the elevations and the informal rhythm of the mews scale back streets. The particular feature of this area is that long views invariably end in 'feature' buildings (The Prince of Wales is a good example). On a longer view down a street a curved terrace may lead the eye away, or bring it to a building whose extra decoration or placing adds interest and variety (e.g. at the end of Princedale Road). This hard urban landscape whilst enhanced by trees does not rely on them for effect. The formal squares do – in the modern townscape – rely on the hindrance of view by planting to obscure tall buildings exposed by the low angle of view allowed in a square (see diagram p.56). The majority of private gardens are masked by the infilling of corner sites, unlike the villas of the Boltons, where private gardens (and their planting) feature in many views.

The townscape will be dealt with under the following headings:

Building Styles, which largely reflect what style was considered saleable, hence fashionable at the time of building.

Feature buildings, which have a particular place in the character of this area.

Paraphernalia, which covers rooflines, windows, street furniture and other detail.

Modern building, which covers alterations, infill and new buildings.

BUILDING STYLES

Introduction

In considering the Norland Estate area, it should be remembered that it was a suburban, speculative development. There are few buildings of inherent value in terms of craftsmanship, or particularly good design, and one would expect the houses to be finished to the minimum standard required to sell houses in the 1840's. Royal Crescent, for instance, whilst impressive is not of the refined accomplishment of the Egerton and Pelham Crescents in Knightsbridge of around the same period. However, within the boundaries of the original development there is an imaginative design layout and interesting variety of building styles and plan formats.

(Readers should also refer to the 'Interiors' Appendix Page)

Grand Compositions

Of the compositions with architectural pretensions, Royal Crescent was the one most assiduous in pursuing contemporary fashion – which gave circuses and curves in general a certain vogue. Though the Survey of London recognises that it lacks the delicacy of detail of Pelham Crescent and the metropolitan assurance of Park Crescent in Regents Park, it is quite likely that the developers, although knowing of these schemes, were equally seeking to evoke the splendour of Royal Crescent in Bath since an engraving of the day shows the Crescent viewed across an improbable rural expanse reminiscent of that urban masterpiece.

The Crescent comprises narrow frontage houses having the standard London plan of two rooms per floor. They have porches of the Roman Doric order, with cast iron balustrades, which are linked at first floor level by balconies into two grand sweeps of buildings. Each end house has a circular pavilion which terminates the terraces very satisfactorily and the overall impression transcends 'the Kensington style' which much of the surge of nineteenth century development comprises.

The restoration and redecoration scheme promoted by the Royal Crescent Association and the Royal Borough (with the support of the GLC and DOE) to mark European Architectural Heritage Year has achieved considerable improvement of the Crescent, although scope for further improvement exists to which current work in progress will no doubt contribute.



Circular pavilion East side of Royal Crescent.

Despite the preoccupation of fashion, the level nature of the ground in the Estate encouraged a grid layout, and not the curves and picturesqueness of Ladbroke, with its slopes and hills, so that the use of two squares with their communal gardens in its layout is not to be wondered at.

Norland Square, with its three long and somewhat unrelieved terraces with stucco fronted Italianate facades, and featuring main and secondary cornices and an attic storey, is as much dependent on its garden for the pleasant ambience as on the buildings, whose style is much more akin to the general efforts of builders of the time. It is perhaps because of the shallow curved bays below the continuous cast iron balustraded first floor balcony that the terraces are reminiscent of some seaside resort developments of the 30's and 40's. The plan forms of the houses hold no surprises.



Norland Square, North Terrace.

St. James Gardens on the other hand is composed of much wider fronted units which allowed more variety of plan, with as many as four rooms per floor, than general in the Estate, and consequently more scope for elevational excitement and invention than elsewhere in the area. The form of building chosen, semi-detached pairs of houses linked by paired entrances, made a visual composition of apparently large villas whose rear gardens were afforded maximum privacy by the joined (but recessed) porches. The layout, no doubt, allowed to each resident of these large houses a small part of that self-satisfaction appropriate to owners of even grander dwellings, an impression which the wide and generous flight of entrance steps must have been designed to consolidate. The stucco fronted entrance and basement



North end Addison Avenue

floors, with their semi-circular headed openings to doors and windows, form a marvellous enclosure to the square and give it a distinct character, to which the consistent pattern of horizontal glazing bars to the principal windows and the panelled front doors make a critical contribution.



St. James's Gardens.

As the church is in this garden, it was appropriate for Addison Avenue to be treated as a wide boulevard along which a grand vista would be achieved terminating with its proposed spire. Again the two storey houses are paired and treated as villas of elegance and carefully considered design, especially north of Queensdale Road where they are larger (having attic rooms in their roofs, and basements), and have round headed windows on their upper floor. Being of wide frontage they are spacious internally for London homes with the 30 metre distance between the frontages and with the lovely mature street trees they comprise an almost arcadian setting in this very urban Conservation Area.

The setting is so splendid that one is inclined not to notice the lesser quality and size of the houses south of Queensdale Road, the absence of the round headed windows, and their less perfect design.

These are the grand streets: the rest of the area seems to divide reasonably into five categories for the purpose of discussing style:

- Terraces — of greater or lesser quality**
- Mews and minor streets of small scale**
- Eccentricities**
- Feature buildings**
- New developments**

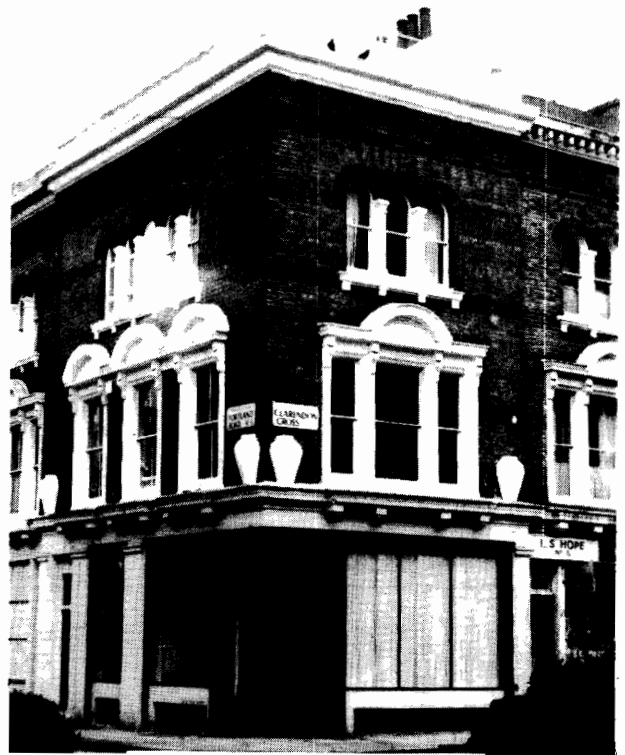
To these we now turn.

Terraces of visual quality

Generally of three storey and basement, with the two rooms per floor plan of London terraces, these are represented by the west side of Portland Road south end, which achieves some grandeur with its bays. Those surrounding the informal space which the road passes through south of Clarendon Cross, are unified and graced by their continuous first floor balcony with its railings – giving great character to the elusive shape of this space.

On the north side of Queensdale Road, east end, first floor balconies and restrained stucco mouldings again establish a measure of quality despite the varied ground floor fenestration of the houses. Another intact balcony enhances a terrace on the west of the south end of Princedale Road which has three storeys and a basement, though the details of their railings are a little 'light' for maximum visual effect.

Portland Road has two rather more innovative terraces on its east side, one north of its junction with Pottery Lane, where unusually the eaves of the roofs have been expressed and the 'linked villas' effect has almost been achieved though the proportions of the road and the rather cramped frontage militate against its success. The houses have ground floor bay windows, once with gorgeous pierced balustrades as can still be seen at numbers 46 and 48. The two storey links feature round headed windows and door openings, and deserve uniform treatment if extended up to eaves level.



102 Portland Road, Clarendon Cross.

At the junction with Clarendon Cross one can see, above the shops in a three storey terrace, windows grouped into threes, having arched heads on the second floor, and surrounded with stucco trim on the first in an arrangement which is derived from a venetian window.



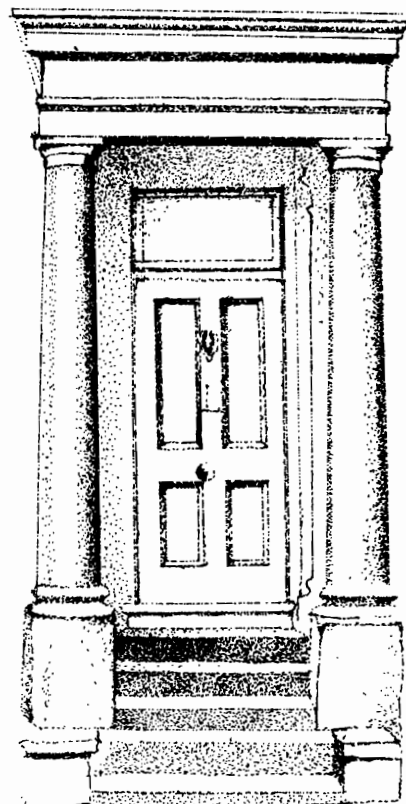
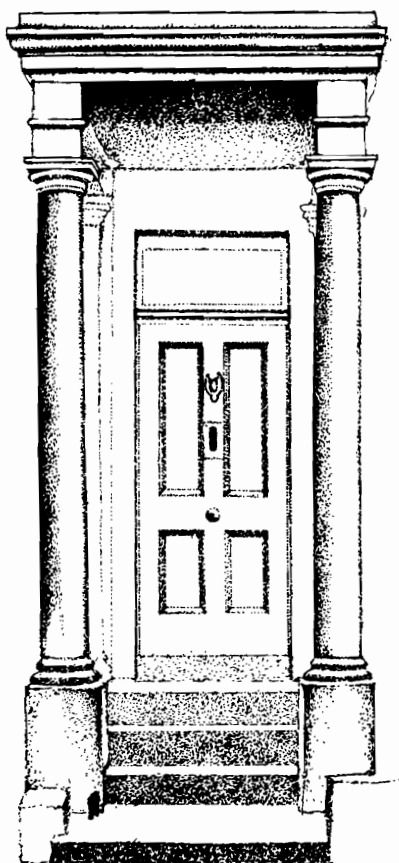
Addison Avenue, south end.

The lesser terraces

Again, usually of three storeys, with or without basements, these could be characterised by the description 'London' rather than 'Kensington' style. Typical examples are on the east side at the south end of Portland Road on the south at the east end of Queensdale Road, and at the north end of Princedale Road. The latter includes some rebuilt properties and breaks in its building line and probably demonstrates that, on this category of terrace, any cornice of the appropriate projection would generally be an acceptable enhancement, authentic detailing not being critical.

In Princedale Road, on the east towards its south end, is a range of five three storey houses which, although lacking stucco, use brick creatively to achieve an ornamental cornice and on the flank wall have a blind arcade of three arches using contrasting colours of brick. Someone here enjoyed brickwork, as quite a splendid garden wall still exists in places at the rears of Portland Road properties.

The little refurbished two storey terrace in Norland Road has reinstated decorative use of brick work in forming a cornice detail.



To the west of Portland Road, north of Pottery Lane, is a terrace with a strange feature on some of the porticos, namely that the complete entablature does not span the capitals on the front, the architrave being omitted. There are other examples in the Borough of this unusual feature at Colville Road and Gardens. At its very north end are facing terraces (102-134 even and 141-179 odd) where enthusiastic (though not erudite) efforts have gone into treating terraces as a whole design and, indeed, they have quirks which give them some charm.

Comparison showing unusual porticos in Portland Road with and without front architrave. 2 an original Victorian bell pull

The highest of these terraces is the four storey plus basement block completing St. James Gardens, where its very steep flights of entrance steps, two storey bays, and coarse details are unfortunate in their relationship to the square as a whole. The continuous little 'balconette' at the head of the bays is certainly hardly in scale with the buildings it adorns, or in character with the refinement of the adjoining buildings.

Mews and minor streets

These little areas vary from, at one extreme, Queensdale Place, where a plain two storey terrace faces on the west side a partially reconstructed and extended terrace of chaste early Victorian quality, with rendered window reveals retaining some Georgian atmosphere, to the other extreme, of Royal Crescent Mews which is dominated by the decrepit ranges of single storey garages and the activities they house, though it also contains a few two storey buildings and is bounded in part by the gardens of Norland Road properties. Style is so lacking in this mews that only redevelopment could significantly improve it.



Pottery Lane, the new properties.

Pottery Lane has the distinction of being the only road predating the development of the Estate: its sinuous alignment thus has nothing to do with fashionable opinion but with original field boundaries. The one and two storey brick buildings and high back yard walls, with their unaffected simplicity (be they old or new) are entirely appropriate to the street and still make quite

a contrast with the organised elevations of most of the area. Also the backs of other terraces impinge on the view contrasting with their fronts, having generally 'butterfly' roofs, staggered windows and tall stair windows, all in haphazard combination. The informality is appropriate to the alignment of the street and where new buildings occur the simple treatment of various materials has fitted in extremely well.

The rebuilt terrace on the east with its brick cornice and strongly coloured garage doors shows how unaffected simplicity has allowed such an alien feature to be introduced without visual upset.

In Addison Place garage doors have been very differently treated in a new-build two storey curving terrace, whose design departs from the 'holes in walls' treatment typical of the area, in favour of a composition of panels of brickwork or lightweight screens. Here the doors have been so detailed as to virtually fade out of sight into the boarded wall of which they form a part. The rest of Addison Place is of great variety, some of which stems from recent building work within the scope of 'Permitted Development'.

Finally, Queensdale Walk has two storey dwellings on one side facing a great garden wall over which mature catalpa and lime trees hang. The houses show variety of colour and detail, having many pipes on their facade and differ in a very charming and informal way. Part of the terrace is to a well considered gothic revival design and would look even prettier with the elevations tidied up and the hood mouldings (which only one house retains) restored.





A change of style in St. Ann's Villas.

Eccentricities

These are the developments that actually emphasize an area's character, that season the dish. Inserting them today almost defeats contrivance and, yet, if all new buildings which may prove necessary in the Conservation Area were to be built in pastiche Victorian the character may eventually prove to be diluted to the point of being lost.

St. Ann's Villas have the most pronounced individuality of the original development's architecture, being in the Gothic style and entirely in contrast with the neighbouring streets. The dark and ornamentally treated brickwork, with its diaper patterns of contrasting colours and emphasised gable features, the roofscape and the ornamental chimneys—even the garden walls are all entirely at variance with their surroundings — and apparently with consumer demand of the day, since they were slow to sell and represent only a portion of the number originally projected. Their plan form is more complex than most others on the Estate, as befits their Gothic ancestry. Many of them are at the age where refurbishment is imminent — some chimneys need attention and regrettably many of the ornamental ridge tiles have been lost. Another house in similar vein lies where Addison Avenue meets St. James Gardens, though how it intruded there is not clear.

Other buildings which one would describe in this category include St. James Norland Church School, which is a sort of architectural 'Hymns ancient and modern', with its stock brick and stone trimmings, which are in part gothic in feeling and yet where they form plain mullions and transoms to large windows they presage the twentieth century. Next door stand the (old baptist chapel) MDS premises despite their similar materials, have a Moorish ambience and not so far away Byzantium still lives in the red-brown brick and tile essay of the synagogue near St. James's Gardens.

In Penzance Street there is a quaint little three storey terrace of gabled houses, showing their slate roofs to oblique views, with paired arched windows on their second floors and odd shallow arches over the ground floor windows and doors. Its ancestry is not known, but presumably lies in some small builder's cussedness in wanting to swim against the tide of fashion.

On the south side of Queensdale Road there is a breath of Chelsea, a transplant almost from Chelsea Park, in the form of a three storey terrace with a bay of leaded lights on first and second floors above a ground floor incorporating garages.



A taste of Tudor at 58 Addison Avenue (1933)

Leaded lights appear again in a little cottage east of the north end of Addison Avenue, where a curious little "Tudorbethan" reminder of the suburbs is squeezed into a space between the original buildings on the corner. In the solitude of the drawing it seems an improbable detail of the Norland Estate.

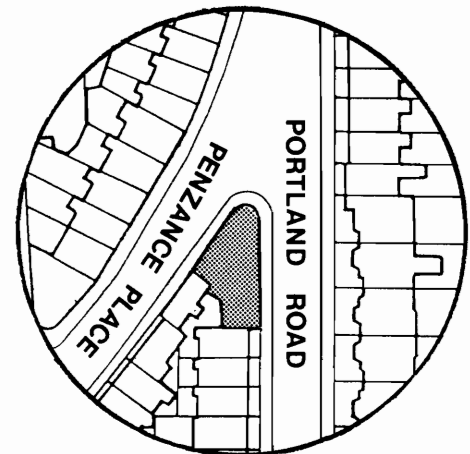
FEATURE BUILDINGS

Introduction

The Norland Conservation Area has a number of buildings holding key positions in the street scene.

Within the layout of the formal Norland Estate developed by Richardson, only the Prince of Wales public house, St. James's Church and possibly another building at the western end of Queensdale Road were designed as end stops to the long views afforded by the straight roads.

The formality of this area contrasts with the informality east of Princesdale Road created by the lines of Pottery Lane and Penzance Place – which join the other north – south roads at an angle. A series of corner buildings born out of the necessity to fill awkward angles provide interesting foci of attention, while in the practical sense they must have provided essential turning space between narrow streets, a problem that must have been greater with horse and carts than now. The majority of feature buildings in the east of the area are, therefore, largely of this kind.



The Portland Arms Public House

The Portland Arms is a three storey corner house at the junction of Portland Road and Penzance Place. The building has an impressive curved facade, painted in shades of light and dark green with the architraves, capitals and bases of the eight pilasters which decorate the facade painted white.

The ground floor is faced with light green fibrous render over tiles, an effect which is not attractive. Together with a poor window arrangement this presents a messy and unsymmetrical appearance. There is an obtrusive gap in the Portland Road frontage where the ground floor continues and the upper two storeys end. In this gap one can see unsightly rear elevations of the

houses in Penzance Place. Around the ground floor there are a number of red doors set into the green paintwork, giving an odd contrast in colour; above one of these doors are set two quite attractive coach lamps and over these hangs an unobtrusive painted pub sign, which would be more attractively displayed in a more prominent position, or lit by spotlights for emphasis.

Above, and partly covering, the dark green band on which the pub name and brewery are written, there is a white wooden board around the frontage which obscures the moulding of the cornice. This white board is poorly fitted and is unsympathetic to the rest of the building in both design and building materials.

Eighteen sash windows decorate the upper two storeys and these are separated by eight mineral green pilasters. The windows on the corner elevation are larger than the others, and unfortunately, one on the first floor has the top architrave missing. This should become a priority for reinstatement. The eight pilasters reach up to a broad parapet which must once have had an ornate crowning cornice, likewise painted a mineral green, on which there are seven spotlights. At the Penzance Place end of the parapet, one can see an unsightly telephone line and odd wires reach up from lower windows to the TV aerial, which can be seen on the skyline. The addition of green rendering and spotlights are to be regretted.

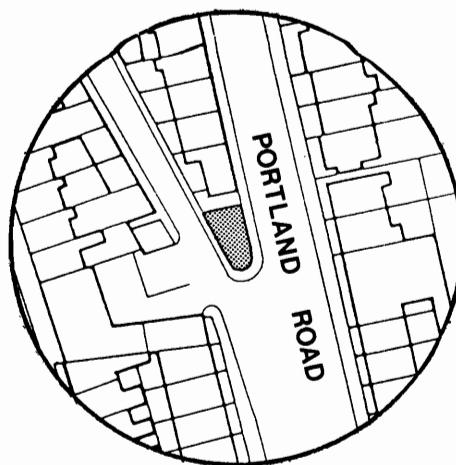


43 Portland Road at the junction with Pottery Lane.

43 Portland Road

This narrow three storey stucco building faces Portland Road with a largely blank back elevation angled down Pottery Lane. The most imposing facade faces south towards Holland Park Avenue.

It has a rusticated ground floor on all elevations and finely detailed first floor cornice (which is supported on brackets.) The windows have an unusual glazing pattern with half width outer panes (see photograph) which disguises their width. Detailing is most complex on the curved corner elevation. At the first floor a venetian window with blind side windows is surmounted by a segmental pediment spanning all three architraves on brackets.



From the south looking up Portland Road one sees the commanding aspect of the building which neatly divides the wide avenue into two smaller streets. The double curve of Pottery Lane blocks the view and hints at a winding mews lane, whilst the Portland Road invites one up to Clarendon Cross past formal terraces.

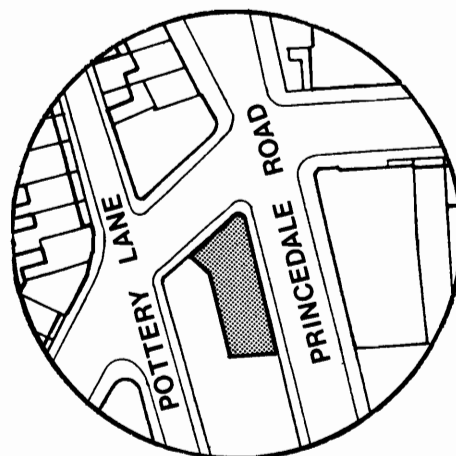
Placed centrally, this pristine building acts as a visual stop, its rounded shape and exuberantly designed stucco contrasting charmingly with the straight brick facades of its surroundings.

The restoration of the building in 1977 was entered for the Jubilee environmental award scheme, but without result.

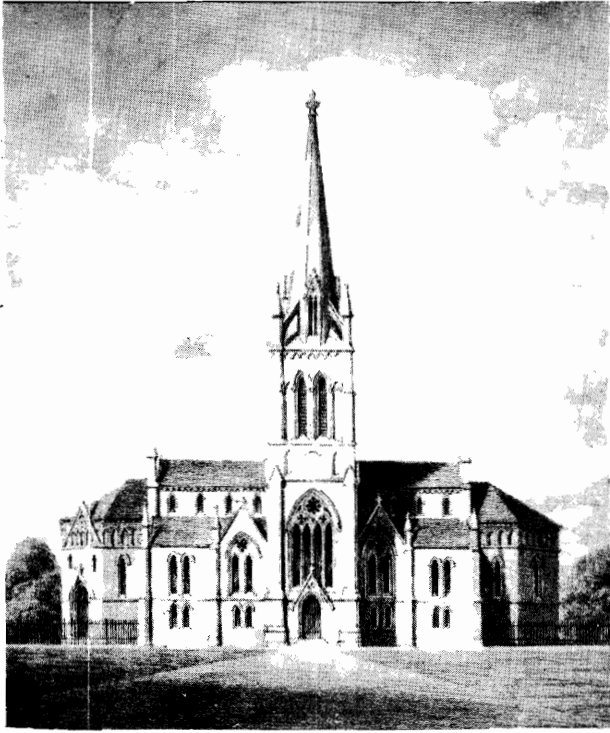
Effervescent detail on 84 Princesdale Road.



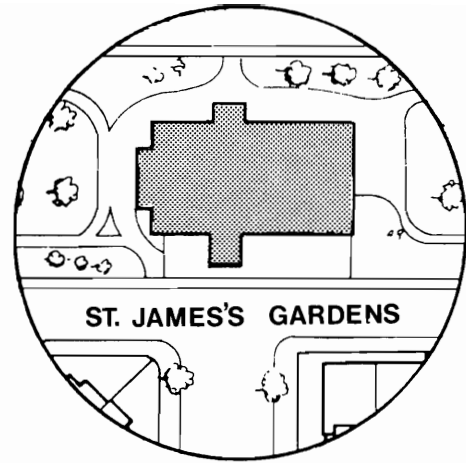
84 Princesdale Road Junction Penzance Place and Princesdale Road (North East Corner)



Number 84 Princesdale Road is a corner building which appears at one time to have been a public house. This three storey building is built in stock brick stuccoed to first floor level with small ground floor windows set in large arched surrounds. Detailing is restricted to simple columns with moulded capitals and detailing on overflow pipe surrounds. Elaborate balcony rails, and window box supports and the pierced balcony parapet form the main decorative features. Although this building cannot be seen for any great distance, it is a focus of interest in the open junction of Penzance Place and Princesdale Road, and forms the first of the unusual spaces created by rounded building in Penzance Place between Princesdale Road and Clarendon Cross.



St. James's Church with its intended spire.



of the Norland Estate. This tower was erected in 1850 and consists of three stages – the first contains the porch and large traceried window; the second stage has a clock face set in on each side flanked by blind lancet panels; the final (belfry) stage has two deeply recessed ventilated lancets with a smaller blind panel on each side.

The Church of St. James, Norlands

The Church of St. James stands in St. James's Gardens at the northern end of Addison Avenue and is the focal point of the view north up that road. The vista is enhanced by lush vegetation, and especially at the northern end, one can see some splendid and diverse period street furniture, although the lamps are somewhat cluttered together for so many varied designs.

The church is built of white Suffolk brick, with stone cornices, hood moulds, pinnacles and stringcourses. It is oriented east-west and its tower, positioned south of the central bay, marks the central north-south axis

The tower, and indeed the whole church, looks incomplete without a spire, which was originally planned for it but due to lack of funds at the time was never built. On the top of the existing tower stands an insignificant flagpole which only serves to underline the need for the spire.

The body of the church is broad and barn-like with an extension built on to the east end in 1876. Much of the main part of the building is obscured by trees, undergrowth and ivy, and some cutting back of this dense foliage might be considered. Each entrance to the church is marked by a red door, which brings a welcome accent of colour to the visually unexciting exterior.

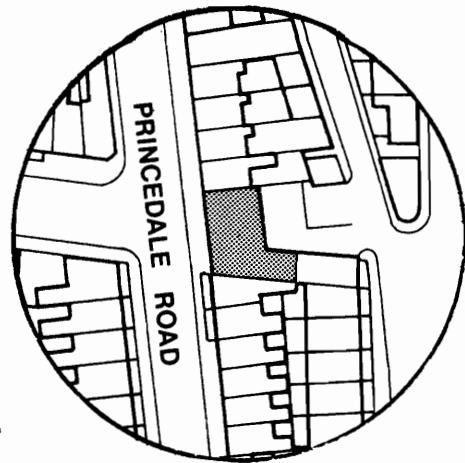


Church of St. James stopping the vista up Addison Avenue.



Prince of Wales (Public House)

This public house was built around 1845 and stands at the east end of Queensdale Road forming an ideal endstop to this long vista, its white painted elevation being visible across the area. The ground floor level is detailed in the original Victorian style on both elevations. The rear elevation opens on to a courtyard giving on to Pottery Lane. The large traditional pub signpost defines the rear yard area and is pleasing to the eye, despite being scarred by modern 'snacks' signs. Although the granite sett paved area is used for car parking the rest of the yard has recently been provided with outside tables and seats. The only feature



out of line is the wickerwork rear boundary fence and dustbin area. Proposals to improve this are outlined below. Despite the less vivacious treatment at ground level the rear elevation is very pleasing with its bare brickwork (probably original to the front elevation too) and more sympathetic glazing to the upper storeys.

Both elevations are similar in style although the front is more finely detailed. The building's most memorable feature is the abundance of late nineteenth century engraved glass on both facades as well as the interior dividing screens and mirrors. Carefully tended window boxes and hanging plant baskets add colour to the exterior.





Missing cornices and glazing bars

It is unfortunate that the front elevation has lost its parapet cornice, retaining only a simple moulding and that both first and second floor windows have lost the original glazing patterns which gave Victorian windows such pleasing proportions. The reinstatement of the cornice and substitution of six pane per sash (or nine as on part of the rear elevation) windows would enliven the elevation immensely as will the expected reinstatement of the painted pub sign.

The current 'house style' dictates the use of illuminated box signs and the 'Snacks' and 'Pub Grub' signs which have a jarring typeface for this period pub. It would complete an already exceptional ground floor to have a sign-written fascia over the etched windows as is the case at the sympathetically decorated Norland Arms.



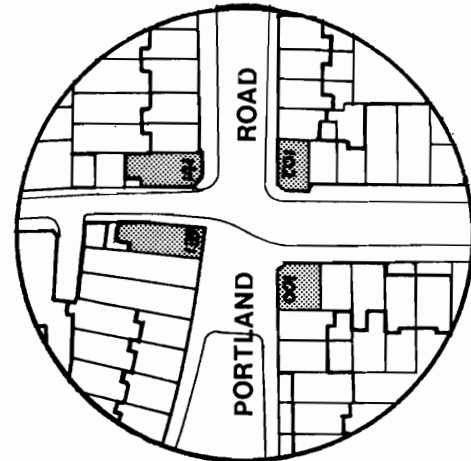
The etched glass windows are believed by the landlord to have been photographed by Lord Snowdon and used as a model for the feather emblazoned on the canopy at the investiture of HRH Prince Charles as Prince of Wales. It is also believed that at one time there was a public right of way through the public bar linking Princedale and Portland Roads.



Etched glass and luncheon vouchers.



96, 98, 100 Portland Road: shop frontages.



Clarendon Cross

The corner building at 100 Portland Road currently being renovated stands at the junction of Portland and Clarendon Cross. Although no long views are available of this building, it is nevertheless a feature within the limited spaces of the crossroad. Its curved corner completes the building groups facing each other across the triangle at the top of Portland Road and takes the facade round into Clarendon Cross at the same height as the Portland Road terraces. It is to be hoped that the renovations will restore the window architraves with their unsupported pediments and that the distinctive but decayed balconette is fully restored complete with its supporting moulding.

On the north west corner (number 141) the round cornered building called 'Scoffs' reflects the style of number 100. This building is of greater height than the terraces north of Clarendon Cross and fails also to continue the style of these buildings with their segmental arched windows and semi-circular fan lights.

The two rounded corner buildings diagonally opposite each other open out this cramped junction, by widening the field of vision from one road to another. When both rounded corners were sign painted with elaborate Victorian advertising they must have been an impressive sight. Sign written advertising or a curved board mounted within the corner frame would look well, as would the painting of quoins and frame in white. 'Scoffs' retains a bracket on the corner presumably from a hanging sign or board which would also have added interest to the street scene. The retention of period shop fronts, notably 'The Dairy' and 'Virginia', the latter retaining carved wood window surrounds and fan light ironwork, is particularly pleasing. The new shopfronts have been sensitive enough to retain the pleasing console brackets, or scrolls, between the shops; and together they make an interesting group.



Clarendon Cross, planting and paving.

Despite this building being the prime feature at this road junction, the character of the cross is derived from the variety of styles represented. The north east corner building (number 102) is stock brick with red brick coursing and elaborate second floor triple arched windows and venetian first floor windows with a heavy parapet cornice and brackets.



MODERN BUILDINGS

Introduction

New buildings have continued to replace dilapidated stock. Their style has not on the whole been unsympathetic to the character of the area.

At the time of building the original estate, plan forms were fitted behind fronts calculated to please and impress in their particular style. Just pre and post war, however, a concern for people's living standards produced architecture whose paramount concern was

the provision of facilities and internal arrangement of rooms. Whether our generation now strikes a better balance is a matter of personal judgement but the Council will continue to pursue the highest possible design standards for the Conservation Area and has stated in the District Plan at Chapter 4, para.5.4 ".....



"development will be required to respect the existing street scene, and thus to safeguard the character and appearance which designation as a Conservation Area sought to conserve".

Princes Place

Princes Place, the largest recent redevelopment in the area was built in 1977, with the purpose of keeping pedestrians and living areas away from motor traffic. The maisonettes possess south facing gardens and window space on the pedestrian side in stepped levels. Garden and balcony areas, and a play square at the west end of the footpath side of the maisonettes, make these dwellings suitable for mixed family occupation; while disabled or older people are provided for by single storey dwellings south of the footpath with their small private gardens.

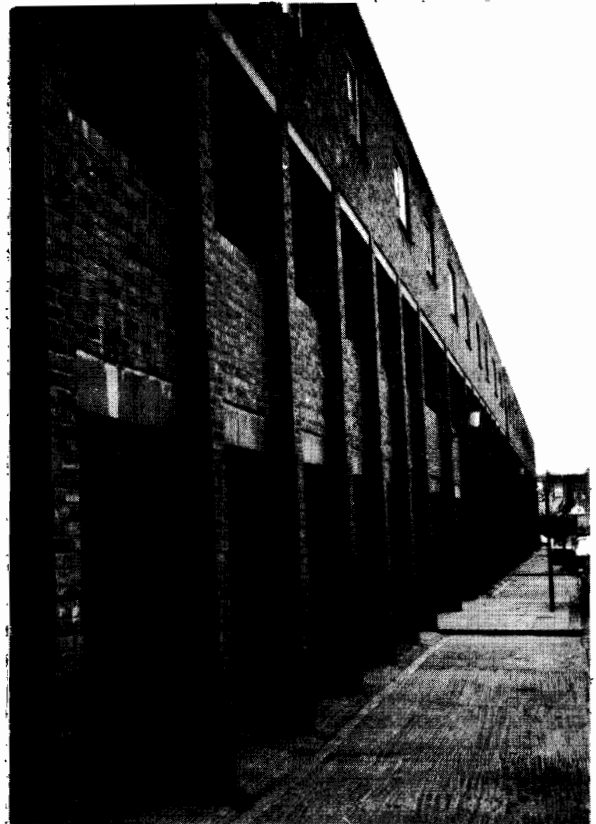


Pleasant pedestrian path through Princes Place.

The motor road side is functional and bare; the garage doors and access balconies dominate the three-storey vertical facades, and the street scene is made bleaker by the high backing garden walls on the houses of the south side of St. James' Gardens. The scheme has aroused some aesthetic disquiet, although its enclosed site isolates it from the rest of the Conservation Area, and careful choice of materials (especially the matching of brick to the adjacent terraces) has done much to integrate the scheme into its surroundings. Some residents think more sympathetic treatment of such sites is possible, in a manner which is not necessarily a pastiche of the traditional.

The scheme was built in two phases so that no tenant was denied the opportunity to continue living in Princes Place. The original three-storey artisans' cottages, so

delightful in appearance and at once private and neighbourly, backed with windowless walls on to the gardens of the surrounding houses, resulting in the visual characteristics referred to above. Inevitably half the cottages faced north. The solution was the diversion of the old road to the northern boundary and to face the buildings south. The west end of the scheme has a two-storey building enclosing the square, the reduced height of which respects the smaller scale of the remaining mews cottages.



Functional roadside of Princes Place.

The development won a DoE award for good design in housing in 1977. The scheme's architects were Jefferson Sheard and Partners working for the Rowe Housing Trust.

Princes Yard/Norland Place

Princes Yard is a substantial scheme which has been carefully integrated into its area. Despite the development's bulk, the ingeniously staggered house fronts and deliberately uneven roof level divide the total facade and reduce its scale. Planting and surfacing and the use of yellow stock bricks completes this accomplished development, which happily maintains a similarity of scale and intimacy with the Norland Place Mews and Portland Road without sacrificing modern style or materials.

Architect: Sarson and Greenway

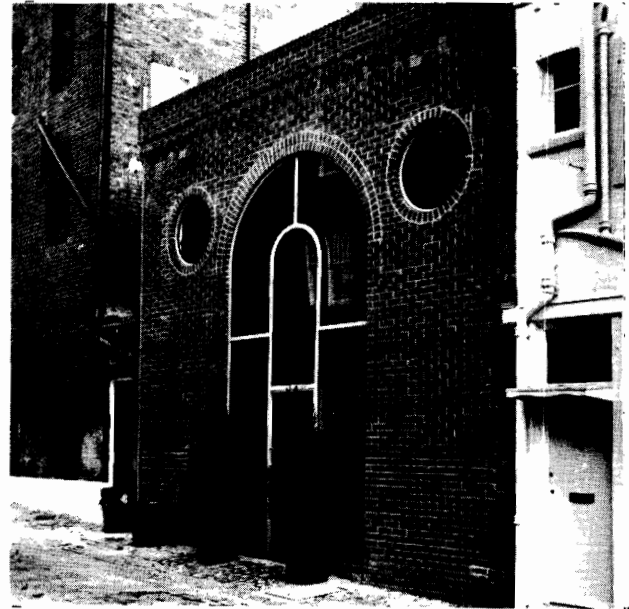


Princes Yard, Princedale Road.

1 Addison Place

This formerly dilapidated mews house was completely rebuilt with a large arched elevation of tinted glass. A startlingly different building, it has had the courtesy to retain the parapet level and cornice brickwork of its neighbours. Its quality of style and workmanship make it worthy of its surroundings. The interior layout is likewise interesting, with bedroom at ground level, living room at first and a roof terrace facing away from the road. These are linked by a central spiral stairwell, the whole being built and decorated in a 'high tech' style. An article in the Architectural Review of November 1980 refers particularly to the unusual staircase.

Architect Pierre Botschi



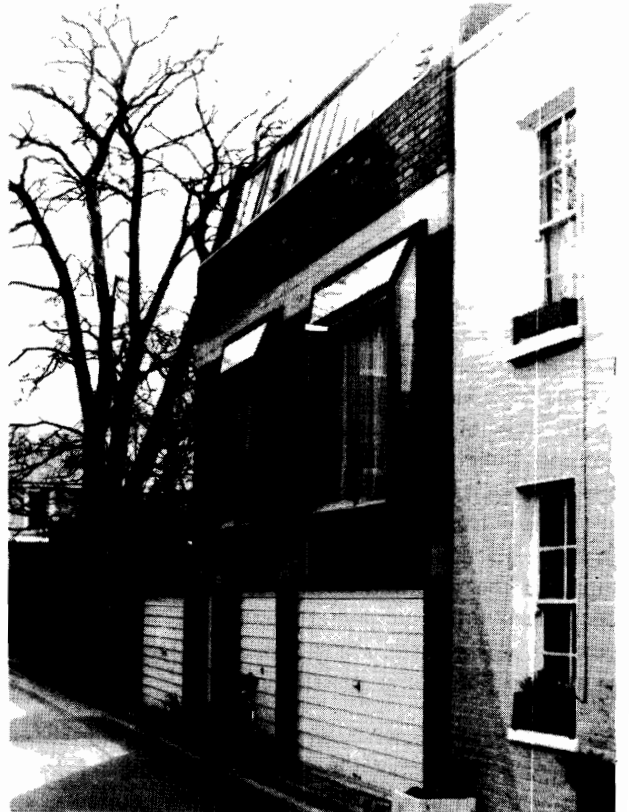
1 Addison Place: a unique elevation.

17b Princes Place

This three storey mews house was built to replace the original two storey house in 1968. It follows a mews layout of garage ground floor and self-contained single aspect first floor flat but adds a store basement and double aspect mansard studio. The studio and flat have separate access with a crossover staircase allowing the first floor flat access to the road; and the studio access to both rear garden and, via the first floor flat's staircase, to the road. This allows combined use of studio and flat or their separation.

The building brief specified that the new houses should visually occupy the same volume as the demolished house and this has been achieved using a mansard roof with glazed front and rear elevations using anodized aluminium frames. Extra site depth (the old house was only 14'9" deep) was gained using 'clip on' oriels on the rear elevation which do not add excess bulk. The house remains throughout an elegant and sympathetic infill despite the use of normally obtrusive aluminium glazing frames. This house was featured in the Architectural Review of August 1971 and Architect and Builder Vo.26, No.4 April 1974.

Architects: Aldington and Craig 1968.



17b Princes Place.

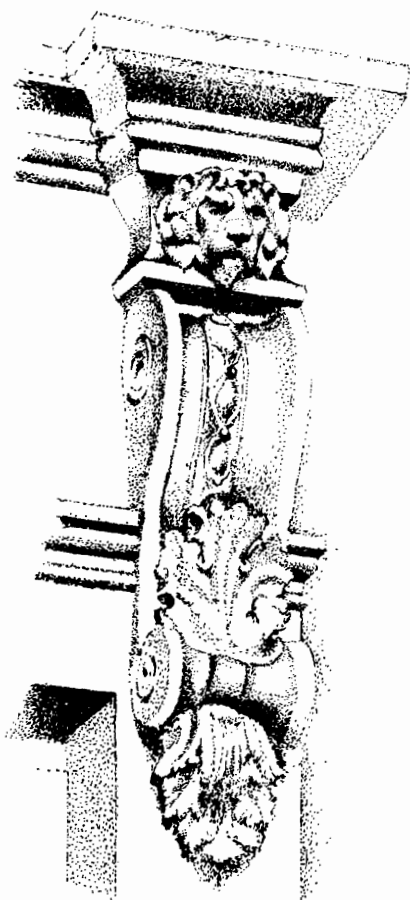
Paraphernalia

Introduction to windows, cornices, doors and details

The significance of street furniture, fenestration and door treatment is increased when the building line abuts the pavement. The Norland estate conforms to this pattern with the exception of St. Anne's Villas and Addison Avenue and parts of Portland Road.

Where a longer view of any group is available across a square or where there are front gardens, the importance of continuity of detail is emphasised. Cornices, parapet and roof lines, repeated uniform details on architraves and chimneys are all seen in the context of a group of buildings rather than in isolation. Where the houses' front doors open straight onto steps to the street the eye is drawn more to elevation details up to the first floor level including fenestration, footscrapers and door fittings.

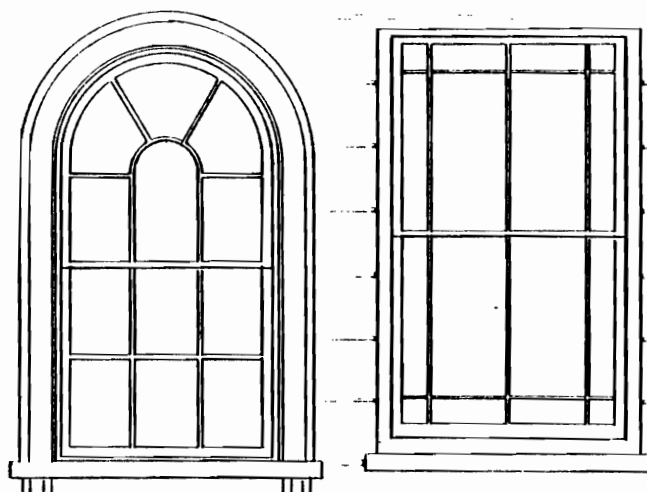
Early Victorian architecture as the development of the Georgian style kept the theme of verticality of the individual unit within the horizontality of the whole (i.e. the house within the terrace, window pane within the sash, etc.). The amount of decoration increased as the period progressed and some insensitive changes to important details suggests that this richness has concealed from some owners how the careful proportions of the architecture in fact depends upon them.



Fenestration

With windows the proportions of the frame or architrave within the elevation may be spoiled by the removal of the glazing bars. Individual sashes are usually wider than they are high, but the division of the sash into six or more panes emphasises the window's vertical proportions. The sketch in the enhancement chapter shows how different pane patterns alter the proportions of the same window.

Changed or lost glazing bars are particularly noticeable in formal groups and stuccoed terraces. Here glazing patterns should be at least uniform, if not the original, since minor deviations are surprisingly noticeable. Original glazing patterns add interest to otherwise stark or simple buildings.



Glazing patterns Addison Avenue and Norland Square

Among the Norland Estate's more interesting windows are 43 Portland Road (described in 'Feature Buildings') with its large curved windows; Norland Square with some original bordered windows, and Addison Avenue with its first floor fan pattern.

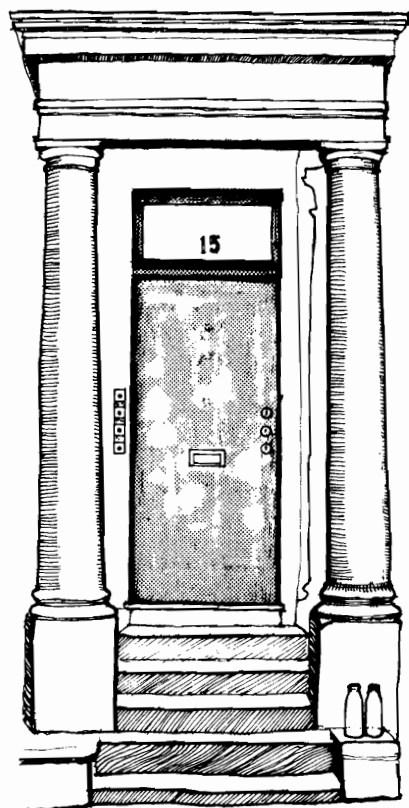


The same glazing pattern illustrating different emphasis of black and white paint

It is also important that the glazing pattern can be clearly seen. The photograph illustrates that black glazing bars lack impact and do not emphasise the fine proportions of the windows.

Doors and doorways

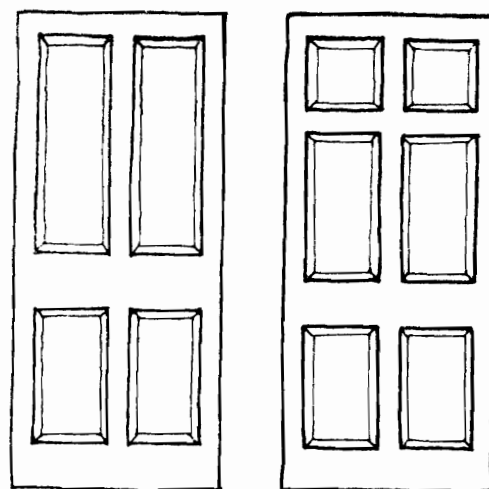
In the same way that lost details on windows spoil the facade of a building, there are few sights so disappointing as a magnificent portico framing a flush faced hardboard door pock-marked by associated doorbells and lacking decorative letter-boxes and knockers.



Flush faced door pock-marked by bell buttons

There is no definitive front door pattern. However, those in the sketch are appropriate. A four-panel door is preferred by most residents (and expresses greater verticality in the door) although existing six-panel doors are quite acceptable and appear in the original double doors in Addison Avenue.

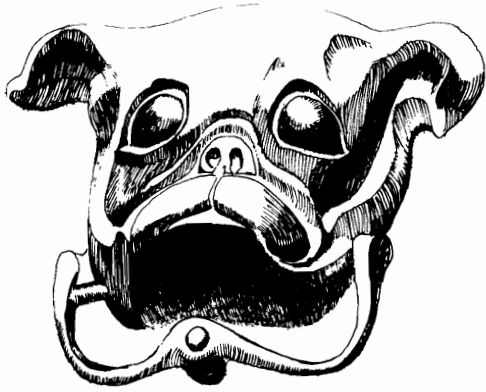
Norland Square may originally have had four-panel doors with glass upper panels – there are certainly a number of original looking doors of this type on the north side although these may have been a later fashion since the glass fanlights over the doors provide adequate natural lighting for the hallways. Pseudo-Georgian semi-circular headed doors would be particularly unwelcome additions to the formal terraces. The double doors of St. James's Garden and the north end of Addison Avenue are particularly attractive and it is to be hoped that no-one will be tempted to replace these with any other pattern since enforcement action would be considered in such an event.



Acceptable door patterns



A magnificent doorway in St. James's Gardens where the clean cut architrave frames a solid wood door with moulded panels. The top glass panels take the place of the fanlight. The twin doorknobs emphasise the intended double door effect although the door is swung on a single hinge. The centrally placed knocker and letterbox retain the symmetry of the door, the knocker adding a touch of frivolity and originality of detail.

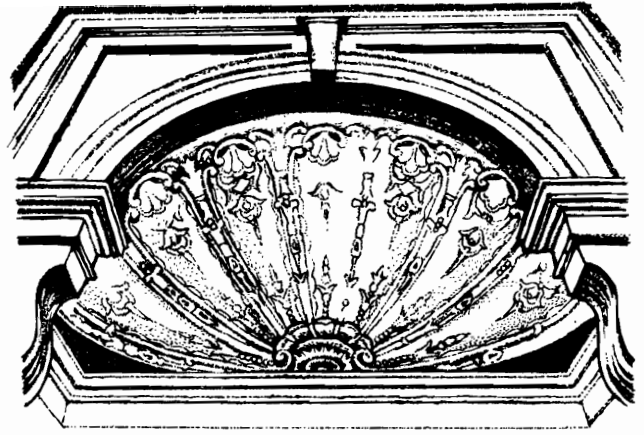


Period door knocker and brass number

Victorian ironware catalogues gave a remarkable choice of letter-boxes, door knockers and doorknobs and some are still available in reproduction and look particularly well on the panelled doors of the grander compositions.



Magnificent door knocker, Penzance Place

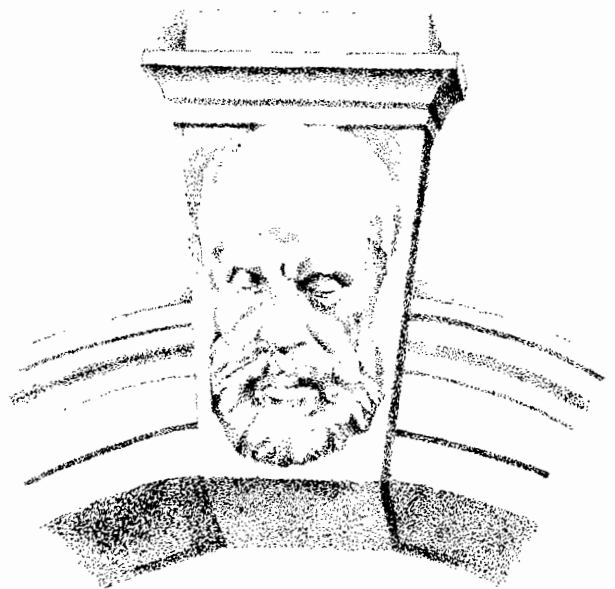


Ebullient shell canopy over a door in Queensdale Road

Cornices

In much the same way that the vertical proportions of windows emphasise the proportion of individual houses, the continuous horizontal details, especially cornices, unite a terrace.

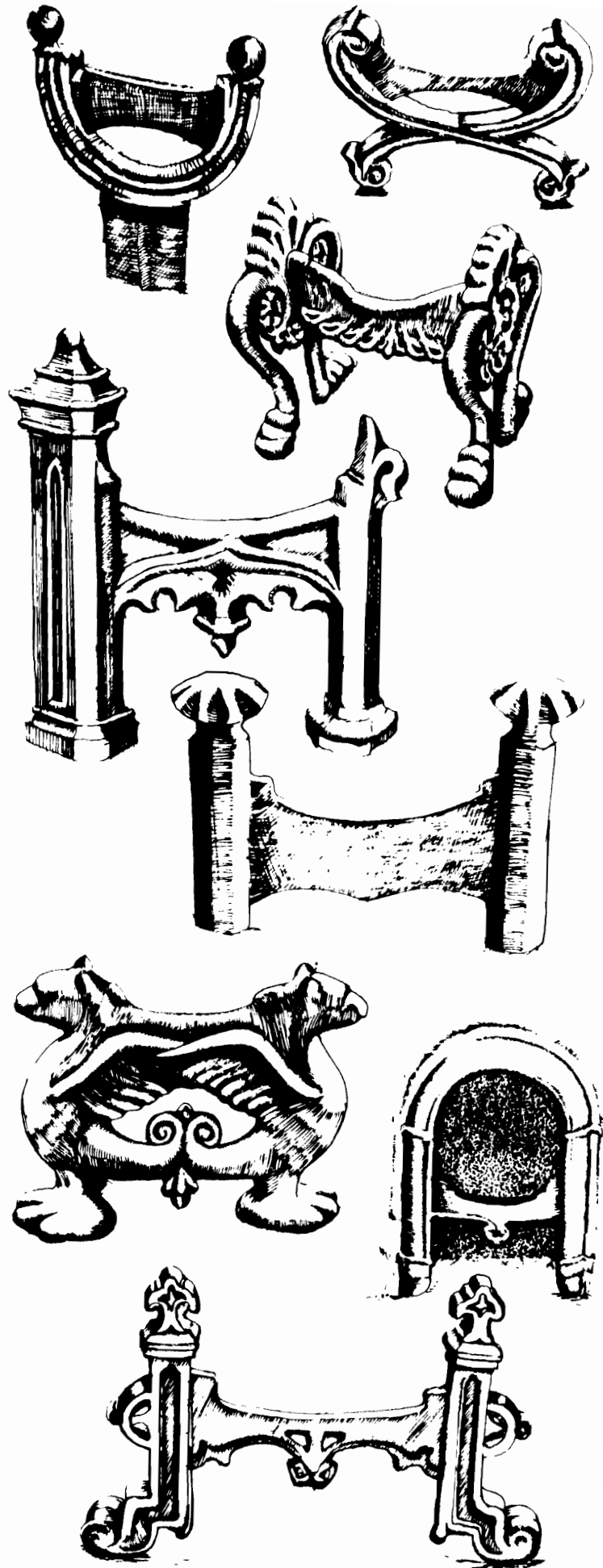
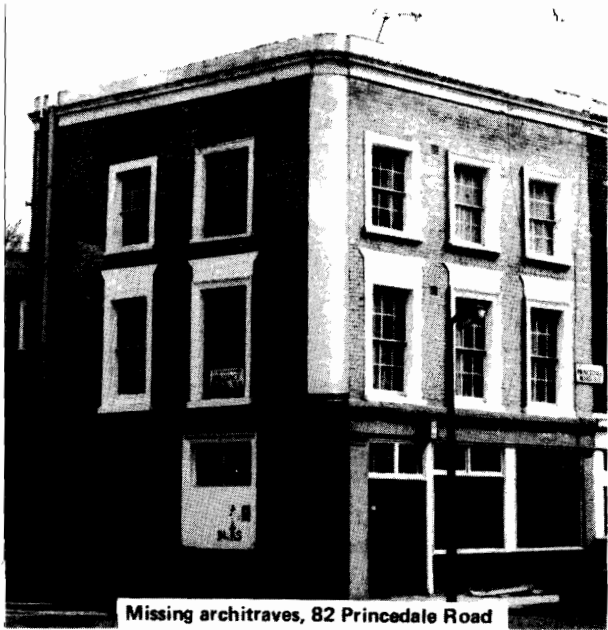
The function of cornices is to break water away from the frontage of the building to stop stucco and paint from being stained by water which otherwise will run down the facade. As originally constructed they are prone to infiltration by water and many have decayed beyond safe retention, as in Royal Crescent and Norland Square. Their replacement is critical in the major terraces in deference to their role in the continuity of these terraces. An order of priority for their repair and restoration is given in the enhancement chapter.



Philosophers Head, Portland Road

Architraves

Very much the same comments apply to architraves as do to cornices. Architraves frame the windows and one missing on a frontage or a single house with missing architraves is obtrusive. A major illustration of the contribution of architraves (and all detailing) is the comparison of numbers 82 and 84 Princesdale Road.



Coal Hole Covers

The variety of coal hole covers in the pavements adds much interest to footpaths. Some of them were manufactured in the Clarendon Works, Portland Road and have inscriptions to this effect in the rim. Pierced covers can cause damp problems in the coal holes themselves. It is possible either to cement in the offending holes and the gaps around the edge where water penetrates or else purchase a direct replacement unpierced coal hole cover from stocks held by the Director of Engineering and Works Services, Main Depot Warwick Road.

Footscrapers

Victorian catalogues offered a large variety of footscrapers of which over twenty styles are to be seen around the Norland area. Unfortunately a lot of their details have been lost in breakages or covered in rust and layers of paint (which also applies to railing heads). Since these are grouted in with lead, they are difficult to remove for bead-blasting or some other form of paint stripping and cleaning prior to painting. The sketches show their full detail, where discernable on existing scrapers or catalogue illustrations. Although not a major piece of street furniture, these scrapers represent one of the smaller details which would be sadly missed and which contribute to the impression of attention to detail in the design and use of the estate when built.

Some of the twenty different footscraper designs to be seen in the Norland Area

Railings

Railings served not only to restrain passers-by from falling into basement areas or intruders from entering garden squares, but also as a form of demarcation of area emphasising unity in a building group without masking it from view. For this purpose a railing is ideal, being physically impenetrable, defining boundaries well and yet easily seen through and not bulky: its only competitor on these terms is wire mesh – an unsightly alternative

There is some variety to be found in the type of railings used in the conservation area although any one pattern is usually retained for the whole length of a terrace or building group. The repetitive geometry is the most distinctive feature of railings and one or two missing heads or broken railings can easily destroy their effect as part of the uniform, linked details of a building group. For the same reason, poor painting shows up badly, especially where highlighted against a stucco background.

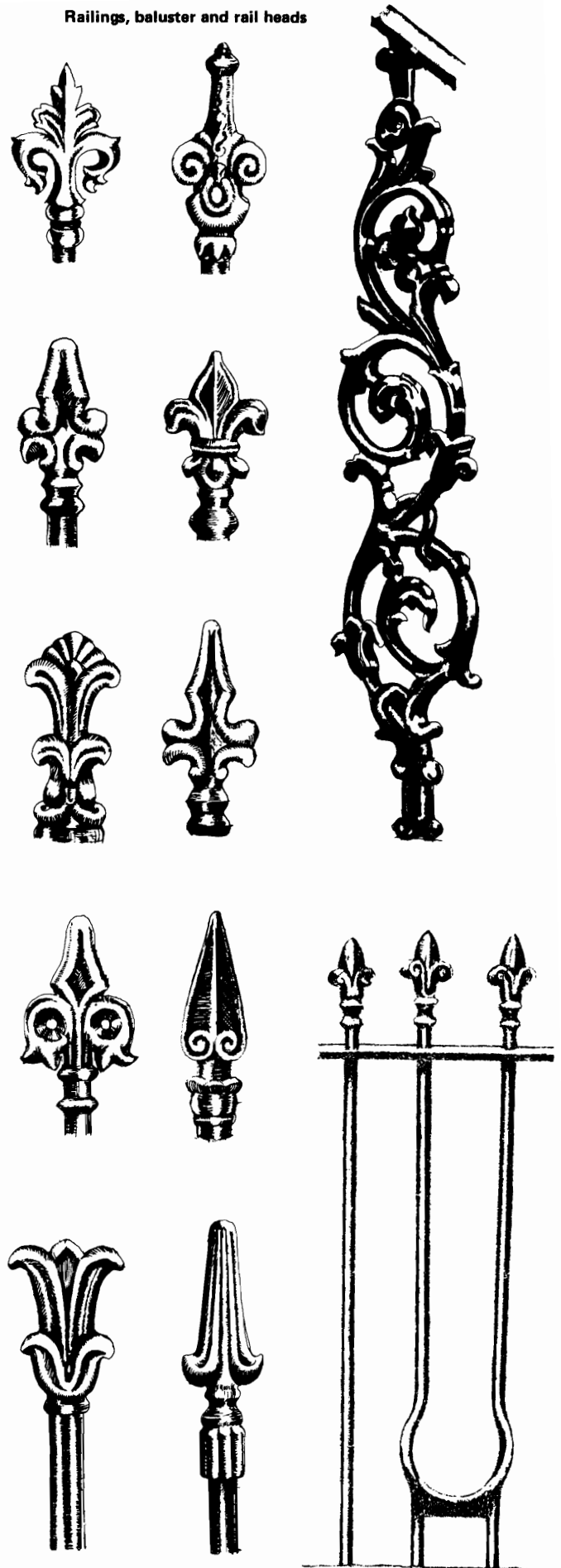
The cost of restoration to original patterns means that it can only be justified in selected locations, elsewhere alternative cheaper designs may be acceptable.

Some residents are keen to reinstate railings in Addison Avenue. The continuation of railings from St. James's Gardens down this wide vista should enhance the whole street although dark planting in front gardens and the plethora of trees may offset the effect unless a complete terrace is uniformly railed.

The reinstatement of railings in garden squares has support from the Royal Crescent Garden Committee although in modern use they need some back-up to further deter intruders and perhaps the use of chicken wire to stop the ingress of dogs and litter into the garden. The very formal style of building in the Crescent and its existing railings certainly suggest a reinstatement here as desirable. The cost, however, may put this event off for some years until grant aid monies are more freely available.

Although similar criteria of formal building styles apply in Norland Square, the residents associations here feel that a hedge backed up by well maintained chicken wire is most practical, if adequate planting can be made to offset the rather unsightly wire. St. James's Gardens is a commendable example of the visual improvement which railings make but it is understood that unauthorized access to the gardens has increased since their re-introduction. This despite the fact that St. James's Gardens is not subject to the high level of pedestrian traffic which passes through or past Norland Square.

Railings, baluster and rail heads



Planting

Planting of all kinds in the street scene must be kept healthy and maintained. Front gardens left overgrown detract from the finest building condition, whilst unclipped hedges obstruct the footway and look incongruous fronting buildings of formal architectural style. Poorly maintained trees obscure views and are too informal for their architectural context. There are garden and window-box competitions run by the Kensington News and Post, and the Norland Conservation Society and the 'Brighter Kensington and Chelsea Scheme' and 'Kensington and Chelsea Residents Association Council tenants Garden competition' to encourage residents to adopt high standards of garden care. The effect of well-maintained window boxes is best seen at The Crown Public House and the Prince of Wales Public House in the summer. An enlightened attitude to maintenance and long term consideration given to planting has enabled the garden square committees to set a high standard which greatly enhances the surrounding properties.

Extensive works by the Royal Borough in 1980 included the felling of two trees in Addison Avenue to allow space for the maturing of other trees: the planting of twenty-two trees in the conservation area (of which nine were donated by the Kensington Society) and some trees given to the St. James's Gardens Garden Committee out of Brighten up the Borough Funds

All trees in Conservation Areas are subject to controls requiring notice of any proposals to remove, lop, or prune them to be given to the Council. As well as this general provision, many of the trees in the Conservation Area are covered by Tree Preservation Orders – the Council's Arboriculturist can give further details. (The correct procedure for works to trees is set out in the Appendix.) These Orders do not cover street trees since the Council itself owns and maintains them. Neither do they cover trees in certain back gardens, which may be very important to the owners of nearby properties, but do not contribute to the appearance of the street scene or of any areas generally frequented by the public. It is still, however, the responsibility of the property owner or occupier to care for them.

An updating of all Tree Preservation Orders (which in some cases date back to 1955) is currently taking place throughout the Borough which will make identification of trees covered by Orders much easier, and will take into account new plantings and removals since the originals were made.

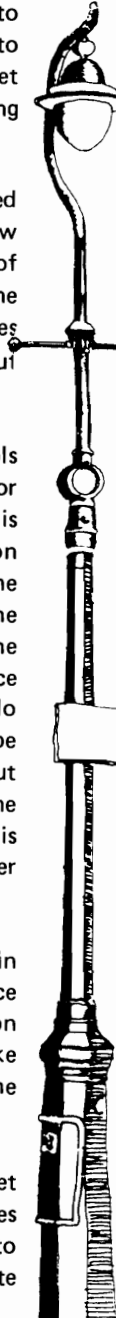
Many trees planted in front gardens appear to be street trees and add greatly to amenity. It is important trees of this nature which Tree Preservation Orders seek to protect. A good example is the high level of private planting in Portland Road.

Both the District Plan and the Greater London Development Plan endorse the importance of trees: they are a valuable amenity in cities, which once removed can rarely be adequately replaced.

Street Lights and Signs

A street with decorative and attractive street furniture and buildings in good repair can be spoiled visually by combinations of minor details. Where possible the Department of Engineering and Works Services will place road signs on alternative, already available, street furniture such as street lamps or gain permission to fix signs to private railings. Where possible the Director of Engineering and Works Services will take into account the visual amenity aspects and will affix signs accordingly but due cognisance must be given to the statutory regulations.

The location of street furniture used to control traffic is governed by strict guidelines prepared, and constantly updated, by the Department of Transport, Its manual, which is of monumental length, aims at a balance between safety and amenity – with the latter gaining ground in recent years. There is however little room for change or flexibility: and the Norland Area is fortunate in that there are no particularly unsightly examples of badly located signs.

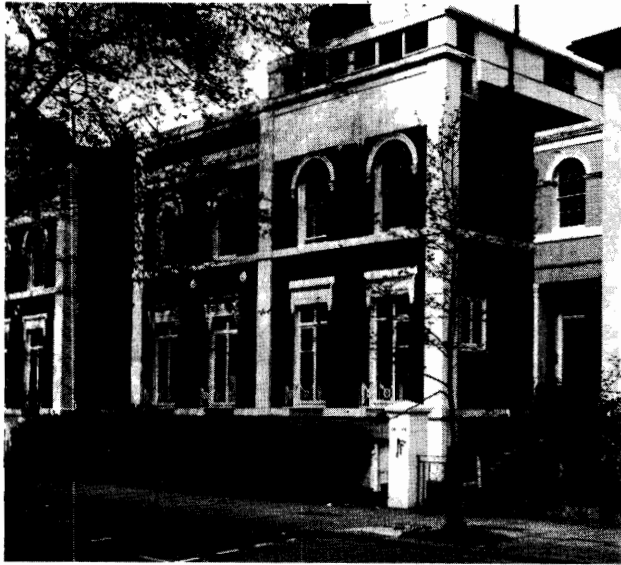
**It will continue to be the Council's policy to seek a high standard of visual amenity, where consistent with safety, when siting new lamps, signs and other street furniture throughout the conservation area.**

The old street lamps will be retained as far as the depleted stocks of spares allow – particular priority will be given to St. James's Gardens. Elsewhere, change to new types is inevitable.

The existing assorted street lamps in Addison Avenue have been examined and it is proposed that the siting of columns between Queensdale Road and St. James's Gardens will be slightly modified and the lanterns replaced with a type of lamp in common use in Kensington or 70 watt son lighting from a selection of modern lanterns after consultations with local associations.

The column siting in the remainder of Addison Avenue is to be slightly modified and the units changed to the type which is in common use in residential areas i.e. 70 watt son post top lanterns.

The two centre island posts at Addison Avenue/Queensdale Road junction are to be changed to 150 watt son post top lanterns. When funds become available the modern sodium lamps which have sympathetic styling will gradually spread from their existing use in Royal Crescent to the rest of the area.

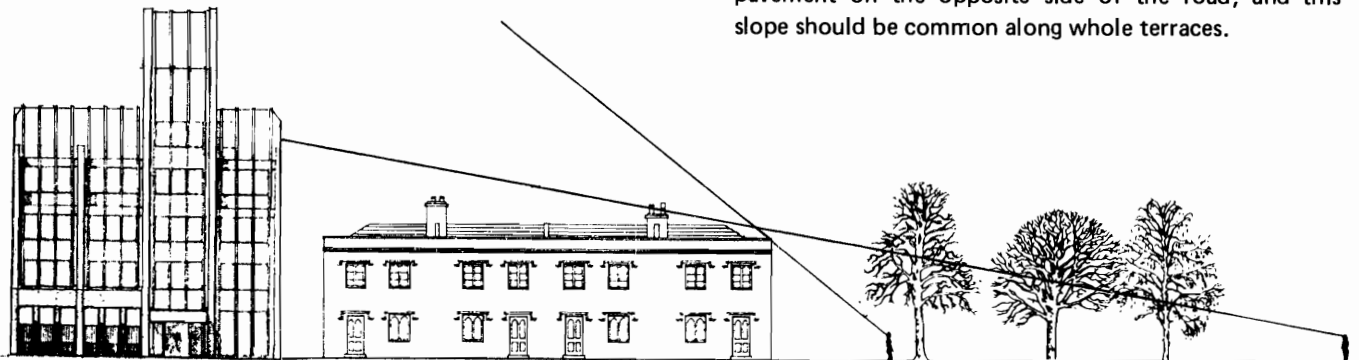


Roof extensions in Addison Avenue

Roof Levels

The roof level of older buildings is naturally one of the first parts to weather and to require substantial maintenance. In the Conservation Area there are examples of replaced roofs and repaired parapets, party walls and chimneys. The roof line is also under pressure as the easiest direction in which to extend without undue change to internal layout or encroaching upon rear garden space and within permitted development levels (see p.26) Extensions above the ridge line do not fall within permitted development levels but may come within the scope of 'schedule 8' part II of the 1971 Act in which allowance is made for the compensation to be claimed where certain applications are refused. The Council is generally unable to accept the burden of substantial compensation payment which can arise and to all intents and purposes therefore such developments may be unrefusable. In many cases of occupied residential properties, fortunately the cost of the works exceeds the added value of the extension and so no compensation is involved.

The sensitivity of roof lines to change varies, according to the setting of the building in the street-scene. Some of the variables are the length of view available of the building (see diagram) whether the roof is hidden by a parapet and whether it is flat or pitched – either fore and aft or sideways.



The nearer a building is approached, the more important the detail at ground level becomes.

Pitched Roofs

(Addison Avenue, St. James's Gardens, St. Anne's Villas, Penzance Street)

Pitched roofs are sensitive to the need for retaining slates to maintain the character of the area. As a general consideration, the replacement of broken slates with genuine slate is most important on the front elevation.



Where works affecting the roof level require planning permission, the Council will require development at the roof level to use natural slates especially where such development is on the front elevation.

Where pitched roofs are re-roofed, red tiles are an unsatisfactory material in this Conservation Area. On any elevation where the roof cannot be easily seen from the front facade grey asbestos slates may be used satisfactorily.

Parapets and flat or low-pitched roofs

Where a flat or low-pitched roof is largely obscured from street level by a parapet or balustrade, the continuity of such a feature in a terrace takes on great visual significance.



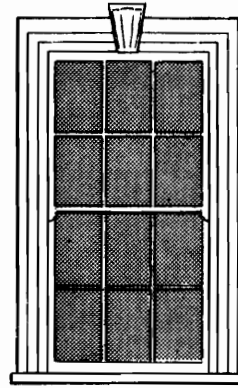
When a roof extension is proposed and the surrounding terraces are devoid of modern extensions it will be the Council's policy to refuse planning permission.

Where there are existing roof extensions, the retention of the parapet is important in the continuity of the facade. Where it has been broken to allow a dormer window or mansard this feature should be reinstated if the opportunity arises.

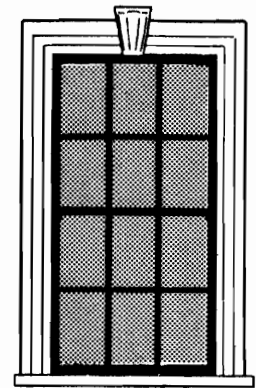


It will be the Council's policy that in cases where planning permission is required parapet walls will be retained in any development proposals. On those occasions when mansard roofs are permitted, the mansard and party wall should slope back at an angle which minimises the intrusiveness of the extension when seen from the pavement on the opposite side of the road, and this slope should be common along whole terraces.

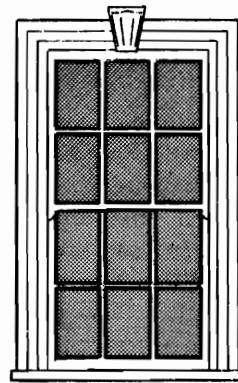
A comparison of an original and some unacceptable glazing patterns



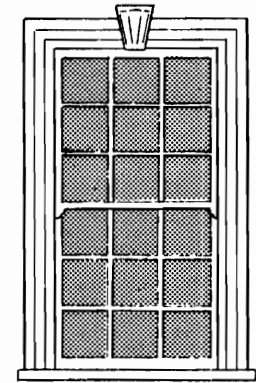
The original



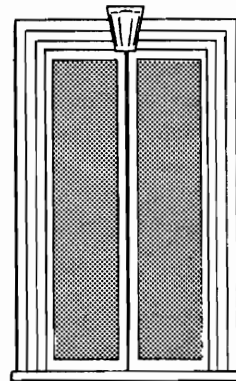
Black painted bars



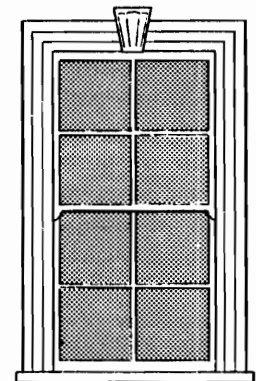
Thick glazing bars



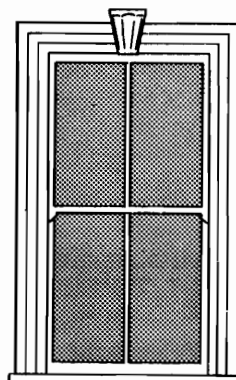
A loss of vertical proportion



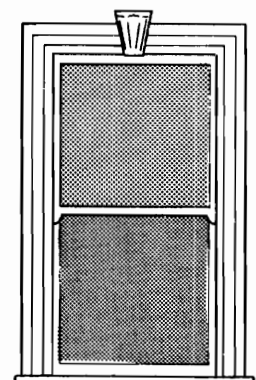
Large panes and a loss of the sash



Horizontal emphasis introduced



Right proportion – wrong pane size



Uninteresting



ENHANCEMENTS

Introduction

The Townscape Chapter outlines the particular attractions of the Conservation Area. It also dwells briefly on those factors which detract from the appeal of the physical surroundings. These can be summarised as either incompatibility of non-uniform modifications (which indicate a certain lack of sympathy) requiring quite deliberate specific correction or general untidiness and decay which requires a little persistent attention. While an area of inherent character such as Norland can absorb some modification one poorly repaired property will drag down those around it and more widespread decay will detract massively from the appeal of the area.

The need for persistent attention to repair and maintenance applies not only to the buildings. Where gardens front houses, attention to them becomes of major importance and not only to the garden area but also its boundary with the road. Nowhere is this more clearly illustrated than the regrettable condition of the south end, west side of Portland Road.

Different properties have different levels of resistance to damage, by modern alteration or general decay. Late Georgian houses seem particularly sensitive to detrimental changes: due to their comparatively simple detailing any losses or damage appear correspondingly larger.

As well as richness of detail, the angle and distance of the viewpoint also determine what type of decay is visually the most detrimental. Damage at or near ground level, such as to porch mouldings, is particularly visible where houses are not separated from the street by gardens. Where houses are set back from the street or can be seen at some distance along a street or across

a square, eye level details become of secondary importance and continuous features and the roofline become the most visible features. Specific enhancements are detailed at the end of this section but they do not represent a complete listing of all possible improvements. The following headings indicate some solutions to problems specific to the area.

Windows

There are too many examples of unsympathetic glazing patterns to list them but the diagram opposite will give some idea just how much a window's proportions change with different glazing patterns. When restoring glazing bars it is important to use the correct cross-section which may be so slender as to require hardwood and not one of today's, rather heavier, softwood sections. In this context absolute originality may be sacrificed in favour of conformity with the neighbouring properties, although it may be worth checking that the neighbouring properties were not contemplating conforming with the property in question! Having completed the restoration, paint should match the other painted detailing of the property and should be of a light colour. Painting glazing bars black makes them less obvious in the facade. Although the Victorians did have large single panes of glass in important rooms and painted other bars in the house to disguise the use of cheaper multiple panels of glass, it is indisputable that the proportions of the windows with white glazing bars look better to the modern eye.

'Stucco Details' or 'Stucco Work'

As has been outlined in the Townscape 'Paraphernalia' section, the value of stucco is largely in its continuity

or repetitiveness. The integrity of the profile consequently takes second place to the importance of continuing the line of the cornice. The order of priority for restoration is shown below. Within the area the restoration of the stucco in Norland Square is a priority, particularly the balcony moulding (although this may also involve some structural work) and will be a priority for the funds available for use in the area.

The Royal Crescent European Architectural Year restoration scheme is drawing to a close and has succeeded in improving a number of properties especially on the west side. Despite the offer of substantial grants the scheme was not taken up by enough owners and residents to achieve the classic appearance of the restored Bath crescents. The cornices of 6, 9, 15, 16, 28, 29, 37, 38 and 40 remain missing. Of these, most are in the western quadrant of the crescent.

A historical anomaly has meant that the flanking properties in Holland Park Avenue (numbers 170-186 even) have been left out of the Article 4 Directions covering Royal Crescent and also the Heritage Year Restoration scheme. The buildings are the same date or earlier than Royal Crescent and to the same designs. The Council will apply to the Secretary of State for the Environment for an extension of the Article 4 Direction (Class II iii) to apply to the two flanks of the Crescent in Holland Park Avenue.



Restoration of stucco Norland Square

A list of stucco repairers and glass fibre moulding manufacturers is available from the Council and includes the manufacturer who created the new cornice of 9 Norland Square, who still retains the mould.

Other specific sites where the stucco is missing are:

the corner building at 82 Princedale Road where the restoration of architraves and mouldings to match those of '84 would improve the street scene

the Portland Arms Public House in Portland Road has a single missing architrave on its curved frontage

Prompt attention to stucco repairs will save expensive reinstatements if the stucco is left to decay. The deterioration of stucco is a continuous process and regular maintenance is required to keep it in good order. The cost of repairs can be kept down by timing restoration works to fit in with the regular painting programme: this cuts down on scaffolding costs. Stucco restoration is seldom inexpensive but the use of glass fibre as a substitute has proved reasonably successful. This method is not cheap either, but it is lighter and therefore imposes less of a strain on the structure of the building; its use is acceptable.

An order of priority for stucco repair is detailed below and suggests the minimum standards which would be acceptable in the various terraces.

1. Where money is short in minor terraces, a basic rendered cornice retaining the horizontal line of the original avoids an unsightly gap without unacceptable loss of authenticity.
2. A preferable alternative is the use of replica glass fibre cornice sections — a list of manufacturers and of some available moulds is available from the Planning Information Office — which may be screwed to fixings in the wall.

Existing stucco cornices may be repaired but it is essential the upper surface is well weather and water-proofed especially where water-retaining gloss paint is used on the lower surfaces.

3. Full detailing, including dentils ('teeth') is again a great improvement on the basic section, but its reinstatement may only be justified on listed terraces and major building groups, especially St. James's Gardens and Royal Crescent (and maybe Norland Square when more basic repairs are complete). Single dentils may be obtained and plugged and screwed to the wall as a separate operation apart from repairing or replacing the main cornice.

The terraces of quality and lesser terraces should at least meet the minimum level: all listed terraces (i.e. those in Grand Compositions) should attain the level of a complete moulded section. Grants may again become available for the reinstatement of full cornices and dentils when times are less stringent.

Paint

Paint shares many points in common with stucco repair in that the major concern is to emphasise the uniformity of the terraces, rather than the individuality of houses within them.

Brickwork should not normally be painted, as this usually destroys the simplicity of the terraces and the appearance of the street. An exception to this is mews streets where houses are already painted in a variety of colours, and where the facades were intended to be functional rather than decorative. The mews are visually separate from the other streets in the area, and the variety of colours is in some cases acceptable and desirable. There are examples of the use of pastel paint shades to enliven an otherwise unexciting terrace (not least in Pottery Lane).

Elsewhere in the principal terraces the stucco is the only part of the facade which should be painted, highlighting the detailing and cornices in white. This is particularly important on Georgian terraces, where the simple stucco detailing is seen at its best when painted white. When individual houses are painted in different colours or shades, this can emphasise the vertical divisions in the terrace. This has a detrimental effect since the terraces have strong horizontal elements with secondary vertical detailing: painting the continuous cornice and parapet lines a single colour becomes of prime importance in these circumstances. However the painting of individual houses at different times inevitably leads to variations of tone.

Some residents have stated their intention of leaving stucco unpainted. Stucco was originally used to simulate the appearance of Bath stone, although modern repairs can show as light patches on old stucco. A sealing compound is often used to prevent water penetration and some form of painting seems appropriate in the modern context to achieve a uniform finish over a frontage. The best examples of uniform terrace paint schemes are Royal Crescent and the very attractive 'Dulux Hopsac' scheme adopted by many of the Norland Square residents. This latter scheme is entirely voluntary and unaided and is particularly successful on the nearly completed west side. Its execution over a very short period has helped to obtain a remarkably uniform shade avoiding the effects of ageing.

The priorities of painting are

- (1) that the colour scheme should be compatible with neighbouring properties;
- (2) an improvement is a uniform paint scheme; and
- (3) the agreed paint should preferably be applied concurrently to a terrace since paint ages rapidly (communal schemes can also save money).

Front boundary walls can be painted to match the fascia or kept the same colour as the cornices and detailing (usually white). However, a uniform treatment of all the piers should be a priority: this would be particularly welcome in Portland Road. Painting railings to match the fascia is usually unattractive and detracts from their silhouette against the fascia, gloss black is normally adopted and acceptable.

Burglar Alarms

Many residents consider burglar alarms one of the most intrusive modern features. The brightly coloured boxes are usually displayed prominently as a deterrent. Placing the same boxes in basement wells, behind the balustrades of balconies, above cornices or on the side of houses and painting them to match the elevation does much to camouflage and nullify their intrusiveness. Even with these corrective measures, the alarm boxes will be obvious enough to those with an interest in them.

Wires and Aerials

There is little so foreign to the Victorian period elevation as the modern predominance of wires and aerials. Their unsightliness can be solely attributed to poor workmanship on installation. This affliction appears particularly endemic to properties divided into flats and requires special attention in Royal Crescent (east side), Norland Square (north side), St. James' Gardens (north east side) and Portland Road.

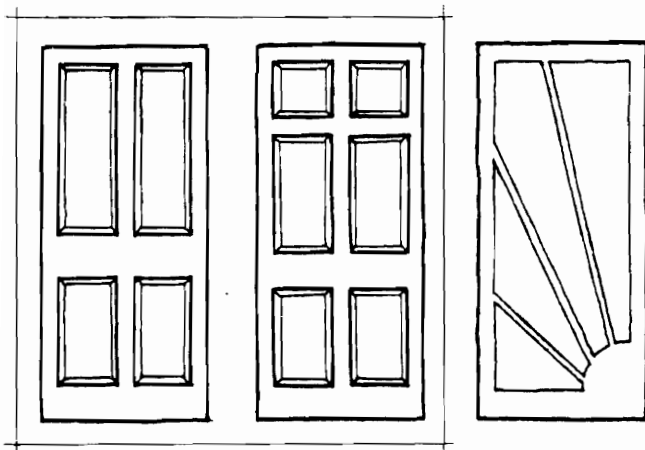
Wires on main elevations are particularly intrusive when there are few architectural features to hide them, and on stucco facades where they are contrasted on a coloured background. This is emphasised where wires cross the cornice line, destroying the continuity of the cornice. The colour contrast may be due to the wire not matching the facade or to its attraction of dirt. All wires are unsightly when they trail across the frontage.

If wires have to be fixed to a front elevation their effect may be minimised by running wires vertically along the line of down pipes and horizontally along gutters and string courses and by matching cable colour to the background. Important points to remember are that wires are rarely obtrusive if fixed securely and that, unlike many improvements described in this chapter, tidying up wires is both cheap and quick.

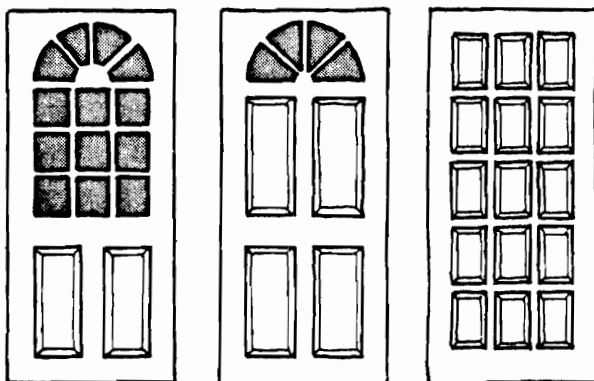
Where aerials are placed on the roof they should be as far to the rear of the roof as possible, behind the parapet line on low pitched roofs, and on the back pitch of pitched roofs so that they are screened from the street.

Doors

There are a number of flush panel front doors in the area which are unsympathetic both in style and proportion to the doorways in which they stand. Where the original hardwood doors exist, they should be retained. In choosing a replacement door, reference to neighbouring properties may suggest a suitable style. Neither uniformity nor originality need be the main aim, but if a terrace has kept to a single style of door it is neighbourly good manners to further the continuity of style. Both four and six panel doors have found favour in the area and depending on the building style each is quite suitable. A style of door particularly unsuitable for this period is the popular but sadly misnamed 'Georgian' style which includes a fanlight in the top of the door. This looks particularly out of place where fanlights already exist above the doors. Suitable door furniture can greatly improve the looks of a door as can a competently stripped and repainted door where layers of paint are removed to reveal the moulding of the bare wood. A useful source of period doors and door furniture are architectural salvage companies. Many original panelled internal doors are lost, when houses are sub-divided into flats, in order to comply with fire regulations. The GLC architects department, Historic Buildings division, however, publishes a pamphlet advising how panelled doors may be converted to be fire resisting without losing the original panelling.



'Two acceptable doors compared to unacceptable patterns'



Walls

Walls were not used widely as a front boundary in the Norland Estate but are an important feature of the general townscape, not least where the back boundaries of properties abut the pavement in Pottery Lane and Princedale Road.

Front boundary walls can be painted to match the fascia or kept the same colour as the cornices and detailing (usually white). However, a uniform treatment of all the piers should be a priority: this would be particularly welcome in Portland Road. Painting railings to match the fascia is usually unattractive and detracts from their silhouette against the fascia; gloss black is normally adopted and acceptable.

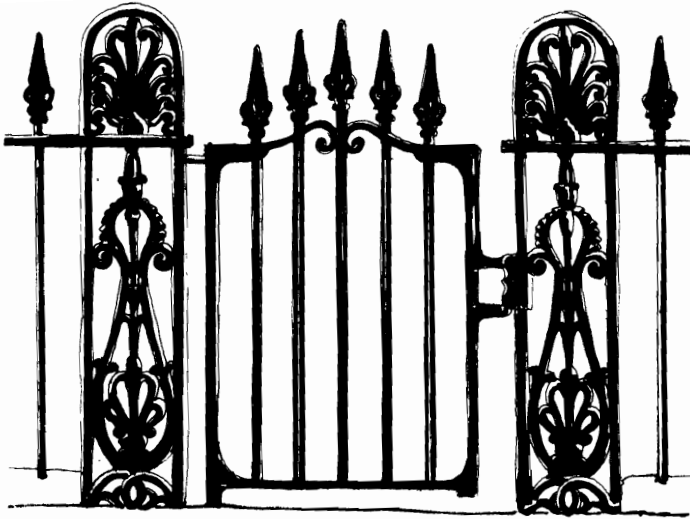
Where walls are used as the front boundary in St. Ann's Villas and Portland Road the low, decorative, rendered original walls have frequently been altered or removed. Neither location warrants a full reinstatement of the front walls. The repair and painting of existing rough or cement rendered walls, the replacement of gate piers and copings and an attempt to achieve a uniform height for gate piers and walls would recover a sense of both uniformity and order to both pavement and garden areas. The growing of tall hedges behind the low walls in search of privacy is understandable, if not welcome in St. Ann's Villas, due to the volume of both pedestrian and road traffic.

An enhancement scheme for Portland Road is detailed elsewhere but the comments on boundary walls apply also to St. Ann's Villas.

Some of the tall rear boundary walls in Princedale Road and Pottery Lane are over one metre high and therefore require listed building consent before being demolished. This will not normally be given, unless an undertaking is made to reconstruct the wall in salvaged bricks complete with the detail and buttresses of the originals. The substitution of fences or lower walls for any of these remaining walls will be opposed and planning applications to reinstate walls will be considered favourably by the Planning Committee.



Portland Road frontages after enhancement



Railings

Railings form a traditional and pleasant means of enclosure which defines the boundary yet which does not obscure the view. The only competitor in this respect is wire mesh which adds nothing to a street-scene. Residents of Royal Crescent would like to reinstate railings around the garden if funds ever become available. These will make a most pleasant visual enhancement but since railings do not serve as a very strong deterrent to intruders it may not be a suitable boundary along Holland Park Avenue. The residents of Norland Square are unlikely to consider the reinstatement of the garden railings since in this location railings would need to be backed up by wire mesh to prevent litter entering the gardens and the considerable pedestrian use of the square increases the possibility of vandals getting into the gardens.

St. James's Gardens is a fine example of the neat and formal enclosure of gardens by railings and although the Council will look favourably on schemes to reinstate railings, they will not represent a priority for funds used in the area.

Railings on private frontages are particularly important where there are no front gardens. The regimented lines of railings reflect the formality of the terraces well. Residents of Addison Avenue have recently been attempting to instigate a scheme to reinstate railings. The Council felt that because of the shortage of funds and the presence of well planted front gardens which form a background of insufficient contrast to emphasise railings, this scheme did not warrant priority for available grants or loans, but when funds are more generally available an application will be more favourably received.

Wire

On its own wire is a most unsightly boundary treatment. There are, on the other hand, many instances of wire being used with thick shrub planting or a hedge where its use is justified to stop windswept paper and dogs.

Its use may be judged equally in private and communal gardens. It has proved a suitable fencing material in other areas of the Borough and would be more acceptable in Norland Square or the Royal Crescent if the planting of the hedge were maintained to the best possible level. Some gardens in Addison Avenue with chicken wire have allowed the wire to sag and the planting to become overgrown: in these circumstances a dark painted picket fence would be more suitable, matched to an appropriate gate, and would require very little maintenance.

Planting

Planting of all kinds is an essential part of the character of the area. The most pristine building can be spoilt by poorly kept gardens with untrimmed shrubs and flower beds left untended. Where houses are separated from the street only by a basement wall, the street-scene relies heavily on street planting and the garden squares for relief from the 'hard' landscape: fortunately both of these are currently well tended. It is the streets of suburban character, with private gardens, which require attention with an eye to enhancement. Whilst the variety of planting in front gardens adds much to the streetscene the variety of maintenance is not so creditable. Planting of all kinds is an essential part of the character of the area.

An enhancement priority in the area will be a uniform front wall treatment in Portland Road. A complementary and immediate improvement could be made by careful trimming and training of the shrubs, the clearing of rubbish from the front area and the tending and weeding of flower beds. The proliferation of concrete surfaces is most regrettable and prevents the proper planting of the gardens.

In Addison Avenue, it is hoped that when funds are more freely available there will be a restoration of cast iron railings. In the meantime the variety of boundary fences is emphasised by a corresponding variety in front garden maintenance: much could be done by the careful training and trimming of shrubs and the maintenance and mending of the existing fences.

Trees and shrubs in public places have been maintained to a high standard and a number of trees were planted in 1980. The Clarendon Cross road closure has been made most attractive by careful planting and a major enhancement has been achieved through planting and landscaping the Holland Park roundabout. Further planting to screen Holland Park Avenue from Royal Crescent Mews will hopefully provide both a visual endstop to the Mews and a barrier to road noise. The new Norland Road development includes a large open space in Norland Road itself and when the planting has matured it should provide a welcome and useful open space.

SPECIFIC ENHANCEMENTS

Portland Road South End West Terrace

The narrow pavement fronting this terrace is made narrower by habitual heavy parking. Views across the street are obscured by cars and the proximity of approach tends to attract the eye more to the detail and decay apparent below first floor level. The upper floors are marked by the disfigurement of flats with external drains, pipes and flues. However, amongst more general decay it is apparent that the lower storeys need cosmetic attention.

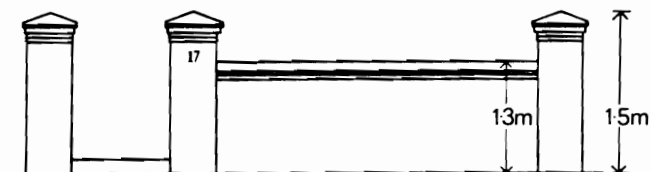
The low front walls and tall gate posts of the terrace have been allowed to deteriorate and the area they enclose has been misused: the gardens are paved and dust bins and bin shelters prevail.

A significant enhancement can be made by:

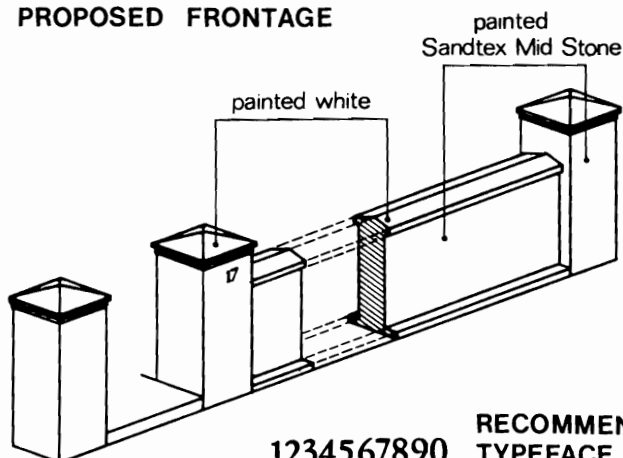
- repairing the walls and piers complete with their copings.
- painting the piers a uniform colour with the number of the house on each gatepost.
- the removal of hard surfaces other than the path to the front door.
- some small shrub planting.



TYPICAL EXISTING FRONTAGE



PROPOSED FRONTAGE



1234567890 RECOMMENDED TYPEFACE

The Prince of Wales

This public house is a fine building which occupies a valuable position in the streetscene on both elevations. Perhaps when next the owners refurbish it greater consideration will be paid to the original decorative stucco features and glazing patterns, and also to subjugating their 'house style' advertising in favour of something more sensitive to the style of the building.

The rear yard has in recent years been used as a beer garden, and has been separated from the street by a woven wood fence. This has neither the style nor the bulk to suit its surroundings and a wall to match its neighbours would be welcomed. Bins have been stored on the outside of the fence and look unsightly. Sketch proposals incorporating bin stores and retaining existing uses in the different areas of the yard suggest a possible solution to the visual problems encountered in the yard area. On this elevation too a return to six pane (instead of nine pane) sashes would be welcome.



The Prince of Wales, some back yard enhancements

Addison Avenue Railings

Only one house in Addison Avenue, number 56, has the original cast railings. These are of a fleur-de-lys pattern and have main and dograils. Some years ago numbers 49, 51, 53, 55 restored their railings both bordering the street and dividing the main steps to the houses and between garden boundaries. The restoration was not a fleur-de-lys but a leaf pattern. Further restorations on the east side of the Avenue should consider carefully which pattern is most appropriate. Those on the west side would be expected to follow the details of these recent restorations.

When money is more readily available, the Council will consider applications for grants to restore the railings. Priority will be given at first to the northern half of the Avenue where many step railings and plinths are still to be seen.

Removal of existing hedges and fences will be expected and it is hoped that anyone restoring railings will control the growth of shrubs in their gardens so that the railings will be seen to best effect.

Norland Square

Being one of the terraces included in the Secretary of State's list of buildings of architectural or historic interest, it is all the more unfortunate that the north side of Norland Square has been allowed to fall into disrepair.

The residents of the west side have set a splendid example to property owners in the rest of the square to follow. A priority for grant funds will be the restoration of stucco especially the continuous cornices and balcony. To qualify for any grants that may be offered, applicants will be expected to comply with the residents recommended 'Dulux Hopsac' colour shade and to paint the repaired or reinstated stucco details in white.

The reinstatement of the balcony railing and repair of the railings along the frontage of the house should be undertaken at the same time. Grants will only be payable for work to the stucco and railings; grants must be applied for before work is started and the works must be approved to the Borough Planning Officer's satisfaction.

- seal top surfaces well against water penetration 1
- repair and paint cornices white 2
- reinstate lost dentils 3
- reinstate six panel sash 4
- restore and paint architraves white 5
- retain casement glazing pattern 6
- repair and paint balcony rail black 7
- repair wooden balcony screens and paint to match elevation 8
- paint elevation with 'Dulux Hopsac' or similar 9
- paint window frames white retaining glazing pattern 10
- retain four panel door keeping central post box and door knocker 11
- paint railings black 12

Open Ground Adjoining the Holland Park Avenue Roundabout

The open ground adjoining 186 Holland Park Avenue contributes little to the visual or physical amenities of the area, and has been the subject of an application for an advertising hoarding. Any desire by the adjoining restaurant to use it as a garden, and care for it, would be sympathetically considered unless nearby residents could be shown to suffer as a result – selected saplings from among the present scrub would have to be retained.

The central open space of the adjoining roundabout was recently the subject of a landscaping scheme proposed by the Royal Borough, and carried out by Hammersmith and Fulham with the intention of relieving the barren and windswept views across it. Some improvement is already apparent which should increase rapidly over the next few years.



The landscaped Holland Park Avenue roundabout



Norland Square,

proposed new housing scheme with rehab. stone-faced terrace by Pollard Thomas and Edwards

service road to back of shops and rehab. housing

QUEENSDALE ROAD

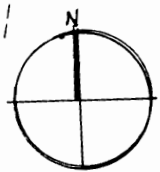
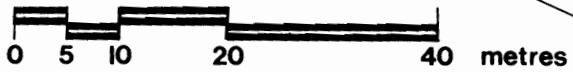
rehabilitated shops and housing

ROYAL CRESCENT MEWS

possible small commercial workshop/residential units &/or garages

ROYAL CRESCENT

landscaped visual stop to end of Royal Crescent Mews turning head by Hammersmith & Fulham



Royal Crescent Mews

The environmental depression of Royal Crescent Mews has been partially cured by the attractive rehabilitation of the Norland Road houses backing on to it – carried out by the Notting Hill Housing Trust.

Some of the uses in the buildings of the mews itself have dubious planning histories and the Royal Borough has been taking enforcement action in respect of some of those which are contributing to the environmental damage.

Following the pedestrianisation of Norland Road, the Mews will become of increased importance as a service road, and the overspilling of workshop activities on to the highway will become even less acceptable than is already the case.

A hammerhead is to be provided at the south west end of the Mews to allow traffic to turn once the connecting road beside the Stewart Arms public house is closed off, and at that time the Council will plant a dense visual screen to reduce the view of the heavy traffic on the roundabout. When this is done, refurbishment of the two storey properties at the south end would make this a most attractive enclave.

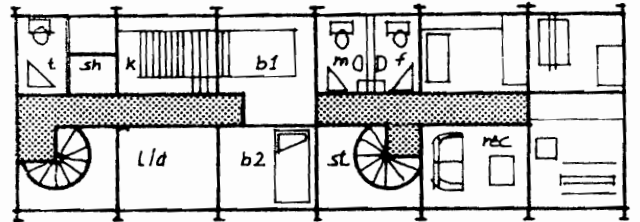
Fifteen or twenty years ago, a number of schemes for two or even three storey developments of sites in the Mews were approved, none of which went ahead. The drawings show a study of how a mixture of residential, garaging and workshop uses might be accommodated, employing a terrace building based on cross walls at uniform intervals. Such a redevelopment could be carried out in parts and would allow some variety of elevations within the visual discipline of the structure and a limited approved range of materials.

Reuse of the site in this way would, however, increase both local residential density and the volume of traffic using the western end of Queensdale Road. For that reason, and to contribute to local parking demand, the Council would prefer to see the maximum number of the existing lock-up garages retained in good repair and available to residents of the Conservation Area for their original purpose, parking cars.



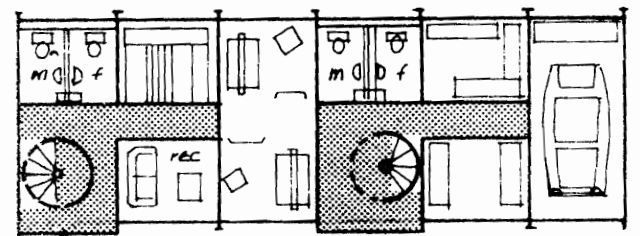
Royal Crescent Mews, south end cottages

industrial design



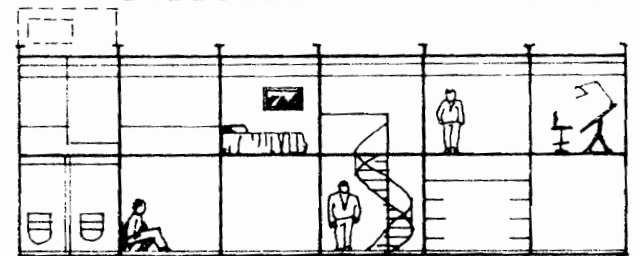
2 person flat

office / studio

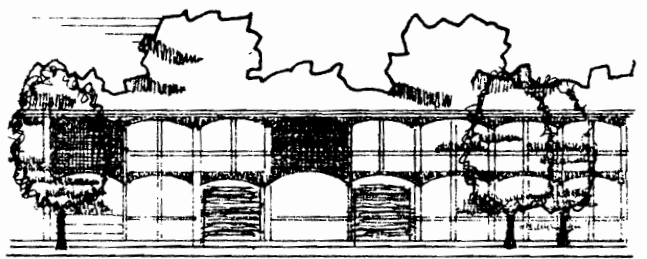
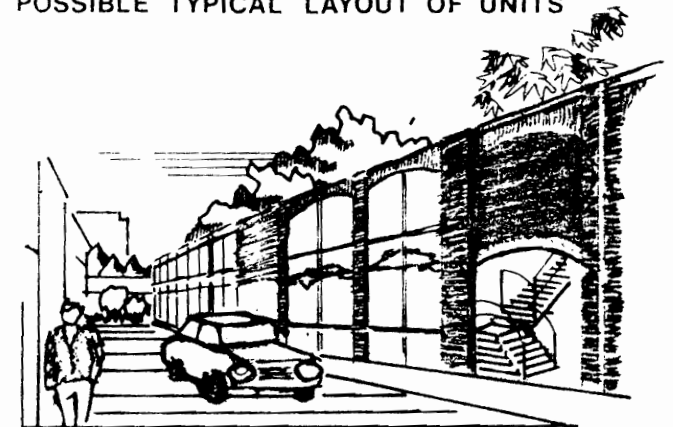


office / studio

workshop



POSSIBLE TYPICAL LAYOUT OF UNITS





Winterbourne House, an uninteresting elevation for an end stop

Winterbourne House, Portland Road

The large 1940s building at the top of Portland Road (Winterbourne House) provides an endstop to the view up Portland Road from Holland Park Avenue. Whilst this building provides suitable bulk to stop the view, its blank endwall is lacking in detail. Fortunately this vista is broken by the street closure and narrowing of the road and planting at Clarendon Cross. This building is of unsympathetic style and any future development on this site should take its location relative to Portland Road into consideration.

102 Portland Road (Clarendon Cross)

The shop on the north west corner, recently a tile shop, has had a change of occupier and appearance without any improvement in its visual relationship to the upper floors. A previous reorganisation of the frontage removed all visual support at the corner for the heavy elevations above, and this omission still needs attention. A comparison with Scoff's on the opposite corner suggests what needs to be done: restoring pilasters beside the entrance would be an enhancement, and even emphasising the two columns with colour would help – additionally a modest canopy feature could give more apparent solidity to the corner.



Emphasis of supporting columns, 102 Portland Road

Queensdale Walk

Replacement of the stucco architraves would make a great enhancement to Queensdale Walk. Only one house at No.2 currently has these Victorian-Tudor features. Removal of external pipes would also be welcomed.

The Council's Town Planning Committee on 17 March 1981 provisionally allocated the sum of £5,000 as a possible contribution toward one or more of these enhancement schemes

'The Royal Borough will continue to endeavour to involve the GLC and the Department of the Environment in group schemes in order that the Borough's funds may be used to greatest effect.'

A priority for grants will be elevational improvements and cornice restoration in Norland Square. Also considered for grant aid will be the front wall restorations in Portland Road. At a later date and if funds are available, the restoration of cast iron railings in Addison Avenue will be considered for grant aid.

POLICY SUMMARY

Policies in quotation marks are from the District Plan, and of general application in the Royal Borough; the others are amplifications of the Plan which are specific to this Conservation Area.

Flats



'The Council normally welcomes proposals to convert property into flats if there is no conflict with other policies in the Plan, but applications to sub-divide smaller houses suitable for continued use as single family dwellings will normally be refused.' (Chapter 5)

A number of large houses in the Norland Estate have been converted into flats; however, in recent years no particular trend has become evident towards conversions – a number of houses have reverted to single family dwellings and some containing flats or bedsits have been converted to large flats reducing the number of dwellings. (Sub-division of houses into bedsittingrooms is often accompanied by a general deterioration of the external appearance of a house. However, flats and single family dwellings are normally inseparable in appearance). It follows that the policy



'Dwellings provided in conversions will be self-contained where possible'. (Chapter 5)

is consistent with aims of external improvement.

Cornices



'The Council will continue to assist in the preservation or restoration of architectural detail in partnership with private owners.' (Chapter 4)

Moulds used for the glass reinforced plastic cornice and other mouldings at Royal Crescent and other grant aided restoration projects are being retained in the Council's name and are available for future use, which will be more widely publicised. A list of moulding suppliers is available from the Planning Information Office, Town Hall, Hornton Street, W.8.



'Development carried out or partially financed by the Council itself will set a clear example of the detailed attention to be shown to all these* aspects.' (Chapter 4)

(*viz: historical building preservation, preserving special features of architectural/historical interest in Grade II buildings, and maintaining interiors of listed buildings, and including elevational treatments.)

Listed Buildings



'There will be a general presumption against the demolition of listed buildings in whole or in part'. (Chapter 4)



'The Council expects the owners of buildings of special architectural or historic interest and other buildings of townscape importance or group value in Conservation Areas to take steps to ensure that they are preserved in good order and it will continue to use its statutory powers to ensure this. It is essential that features of architectural importance such as cornices, porticos and chimney stacks be retained and restored wherever possible. Original interiors are also of considerable importance'. (Chapter 4)



'The Council will only in exceptional circumstances permit the demolition of a building in a Conservation Area, or any material alteration to a listed building or its setting'. (Chapter 4)



'The maintenance and active use of listed buildings will be strongly encouraged. Original interiors of quality should be preserved, especially those of buildings listed grades I and II*' (Chapter 4)

Rear Extensions

Where these require planning permission (which is not always the case) proposals will be judged in relation to their effect upon:

- privacy, daylighting and sunlighting in neighbouring gardens and houses, and
- the character and appearance of the backs of the terrace or street as a group.

Maximum retention of garden space will take priority over reducing the height of extensions.



'New buildings, extensions to existing buildings and other works will not be allowed to intrude into garden space which, on its own or together with neighbouring gardens, is important either to the character of the particular area or to the general character of the urban scene.'

(Chapter 4)



Where development requires planning consent the Council will require that rear extensions should not cover more than fifty per cent of the rear garden area.

Rooflines

The rooflines of buildings especially when of formal architectural style are extremely sensitive to change.



'Those skylines, views and vistas most important to the Borough's heritage and historical character will be safeguarded.' (Chapter 4)



'There is a general presumption against additional storeys because they will very often have an adverse effect on the skyline and may conflict with policies relating to car parking and net residential density. All proposals for increasing the height of existing buildings, or erecting new buildings, will therefore be judged in relation to:

- a: Their effect upon the character of the street or terrace, the skyline as seen from neighbouring houses and streets and daylighting and sunlighting to neighbouring houses and gardens:
- b: The design relationship of any additional storey to the existing building.'

(Chapter 4)



Where works affecting the roof level require planning permission, the Council will require development at the roof level on existing slate covered pitched roofs to use natural slates especially on the most prominent elevation.



When a roof extension is proposed and the terraces have no neighbouring modern extensions it will be the policy of the Council not to grant planning permission.



It will be the Council's policy that in cases where planning permission is required, parapet walls should be retained in any development proposals.

Townscape



It will continue to be the Council's policy to seek a high standard of visual amenity, where consistent with safety, when siting new lamps, signs and other street furniture throughout the conservation area.



"development will be required to respect the existing street scene, and thus to safeguard the character and appearance which designation as a Conservation Area sought to conserve".

Burglar Alarms

Burglar alarms should be sited sensitively with regard to the design features of buildings — even a basement location is perfectly visible

Off Street Parking

The laying out and physical construction of a hard-standing for vehicles is subject to planning permission only for buildings other than single family dwellings. However, the removal of a front garden wall or fence more than one metre high in the Conservation Area requires listed building consent, which will not normally be given.

The Norland area has few cases of forecourt parking, largely due to the limited number of places where it is possible. The Council's policies outlined in Chapter 4, of the District Plan will be strictly adhered to if any additional spaces are permitted.

Traffic



It will be the Council's policy not to grant planning permission for further religious uses in or immediately adjoining the Conservation Area, or the extension of buildings used for this purpose due to the problems of parking and movement they create on days of the week and hours of the day not subject to parking control.



Any additional places of worship or similar places of assembly, or the extension of any existing building used for that purpose will normally be refused planning permission.



'Introduce additional traffic management schemes where it can be demonstrated that there would be an overall benefit to residents.' (Chapter 10)

Shops



The Council will consider taking convenience shops into Council ownership where the possible closure of these would lead to loss of service to the local resident population.



Where a paragraph is reproduced in this form (with bold letters,) it means that it is a specific policy referring to the Conservation Area.



Where a paragraph is reproduced in this form with italic letters, it describes the legislation affecting the particular form of development and related Government policy and advice. The Council is required to observe and implement these laws and guidelines.



APPENDIX

PROPERTIES IN THE CONSERVATION AREA

Original designation 29 January, 1969
Extension Gazette 2 June 1978

Addison Avenue	2-58 even, including 4a 1-57 odd including garden studio rear 44	Portland Road	Holland Terrace, 1a, 2-14 even: 16a, b, c, d, e, 114 even, 1-41 41a, 43-117 odd, 119, 121-141 odd 141a, b, 143-179 odd
Addison Place	1-31 odd: 2-28 even	Princedale Road	2-90 even, 1-55 odd, including public house on corner of Penzance Street and 35a
Clarendon Cross	1-4 consecutive: 5-9 consecutive: 9a, 10, 11	Princes Yard	Garage and all properties.
Clarendon Road	1a, 1-9, 9a, 11 odd.	Princes Place	1-39 consecutive, 1a, 17a, b, 18b, 19b.
Darnley Terrace	1-6 consecutive.	Queensdale Place	2-16 even: 1-27 odd: Star Public House: Engineering Works rear 2-8: Warehouse rear 10-16
Holland Park Avenue	152a, b, c, d: 152-192 even 100-150 even including 116a, b, 118a, b.	Queensdale Road	8-52 even: 5-37 odd including 11a, b, c, d, 1, 39-57 odd, 2, 4, 54-62 even 3 and 6
Ladbroke Mews	1-4 consecutive: 8-13 consecutive	Queensdale Walk	1-12 consecutive
Ladbroke Road	88, 141	Royal Crescent	1-44 consecutive
Norland Place	1a, 1, 2, 3, 5-13 odd: 4-14 even	Royal Crescent Mews	1-51 consecutive, including 6a, 7a, 8a, 8b, 11a, 11b, 12a, 13a, 14a, 15a, 16a, 17a, 18a, 19a, 20a, 21a, 22a, 23a, 24a, 25a 32.
Norland Road	14-54 even: site of 60-82	St. Anne's Villas	2-34 even, 1-33 odd
Norland Square	2-18 consecutive: 19-35 consecutive 36-52 consecutive Norland Square Mansions	St. James's Gardens	St. James Church, Synagogue and Hall, St. James Lodge, Warehouse adjacent school, 1-8 consecutive, 9-46 consecutive.
Penzance Place	2-12 even: 1-11 odd: Crossways (19) Hayne House: St. James Norland C of E School	Swanscombe Road	1 public house and adjacent buildings called 3 Swanscombe Street.
Penzance Street	22-56 even: Rose House, 10,11 12, 16, 17, 18, 19, 20-21		
Pottery Lane	1-57 odd: 2-44 even including 34a, St. Francis Roman Catholic School, and Church Buildings		

SOURCES OF GRANT AID FOR BUILDINGS OF ARCHITECTURAL INTEREST

Funds for grant aid from any source are in short supply at the moment, and this situation is likely to continue for the foreseeable future. Nevertheless, the following is a list of sources where grant aid may theoretically be found.

The Royal Borough may make available funds for restoration work under the Local Authorities (Historic Buildings) Act, 1962. The normal upper limit of grants is 50% and on average round 25%. These are normally administered via individual applications from anywhere in the borough, or as grants in approved areas for reinstatement of architectural embellishments.

The above Act also enables the borough to make loans. At present, loans made by this Council are subject to interest at the current Council mortgage rate.

Further information can be obtained from:

*The Borough Planning Officer,
The Royal Borough of Kensington and Chelsea,
The Town Hall,
Hornton Street,
London, W.8.*



Queensdale Walk

The Greater London Council may also award grants under similar criteria although in practice these are normally limited to buildings of exceptional architectural and historic interest.

Further information can be obtained from:

*The Greater London Council,
Department of Architecture and Civic Design,
County Hall,
London, SE1 7EB*

The Scheme for grants previously administered by the Civic Trust for upgrading buildings and their settings in conservation areas has been absorbed into a new system of grants given by the Department of the Environment under Section 10 of the Town and Country Planning (Amendment) Act 1972 (as Amended). Maximum grant from all sources is 50%.

Further information can be obtained from:

*Department of the Environment (UCHB),
25 Savile Row,
London, W1X 2BT*

LISTED BUILDINGS

Grade II

Addison Avenue 37-45 incl. 47-49 incl., 51,53,54,55,56
Addison Place 14-22 even
Norland Square 2-18 incl. 19-35 incl. 36-52 incl.
Pottery Lane St. Francis Assisi RC Church
Royal Crescent 1-44 incl.
St. Anne's Villas 11-33 odd 12-34 even
St. James's Gardens 1-24 and 42-54

Grade III

Addison Avenue 34, 36
Darnley Terrace 1-6 incl.
Pottery Lane St. Francis of Assisi Presbytery & School
Queensdale Road 18-28 even



Princes Place now demolished

ARTICLE 4 DIRECTIONS

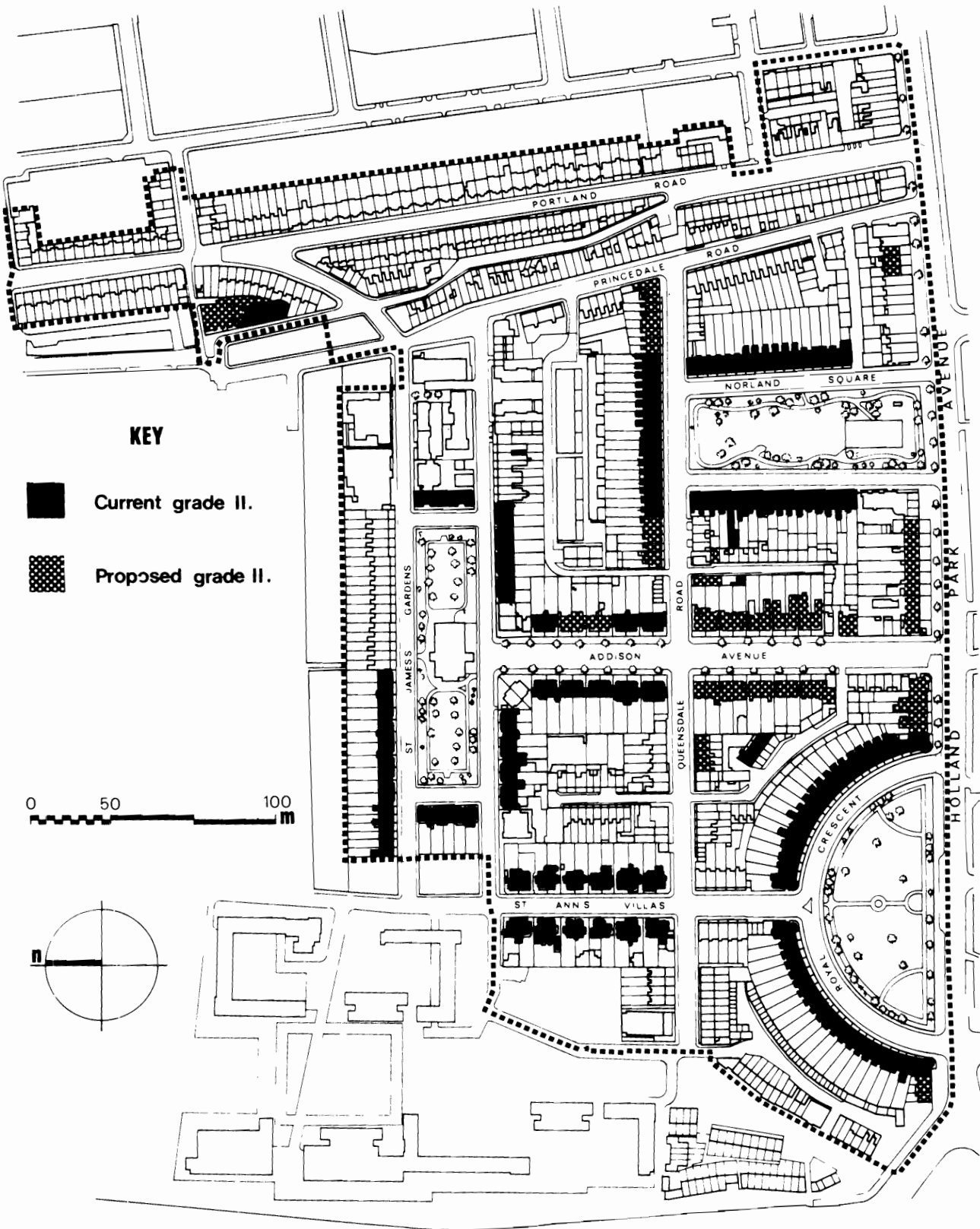
2-8 even Clarendon Road removal of Class II(i), 16.5.80

52 Addison Avenue 2.5.77 Class I(i)

88 & 141 Ladbroke Road removal Class I (iii) 16.5.80

31 Portland Road removal Class I(i) & (iii) 11.12.78

All Royal Crescent Class II(iii) 22.7.75 (see page 80)



LISTED BUILDINGS

**NORLAND ESTATE
CONSERVATION AREA**

History References:

- | | | | |
|---|--|----------------------------------|---|
| 1. Notting Hill in Bygone Days | Florence Gladstone and Ashley Barker Pub. Bingley 1969 | 4. The Potteries, Notting Dale | Local History note No.4 B.R. Curle, RBKC Libraries 1971 |
| 2. Some Kensington Problems | Agnes Mary Alexander, Private Paper 1904 | 5. Survey of London Vol37 | North Kensington. Ed.FHW Sheppard. Pub. GLC 1973 |
| 3. Newspaper, Kensington News and West London Times | 4th June, 1892 Report of opening of Avondale Park | 6. Slums of Victorian Kensington | Malcolmson, Pub. Longman, 1975 |
-

Road Name and Numbering Changes

Addison Avenue: formerly Addison Road North (renumbered in 1916) after Joseph Addison 1672-1719. Addison Avenue renumbered

Addison Place: formerly Phoenix Place (renamed 1896 incorporating Royal Mews East, East Crescent Mews, East Cottages, Phoenix Mews/Yard.(Phoenix Cottages marked on Cantwell's 1840's drawing as Norland Mews)

Clarendon Cross: formerly Clarendon Place (renamed 1939)

Clarendon Road: renumbered and named 1866 incorporating Clarendon Road North, St. James Terrace, Catherine Terrace, Elizabeth Terrace, Talbot Villas, Talbot Terrace, Sydenham Terrace, Gloucester Place, Gloucester Terrace, Marlborough Terrace.

Darnley Terrace: formerly St. James's Terrace (1856) formerly St. James's Street (1854)

Holland Park Avenue: part renamed and renumbered as Holland Park Terrace in 1875 incorporating South Bank and Clifton Terrace; part renamed and renumbered as Addison Terrace in 1875, incorporating Addison Villas, Hope Terrace, Addison Terrace.

Renumbered in 1895 incorporating Holland Park Terrace (part), Holland Park Gardens (part), Addison Terrace, Notting Hill Terrace, Boyne Terrace, Grove Terrace, Lower Notting Hill Terrace, Castle Terrace, Norland Terrace, Norland Place, Union Terrace. Renumbered 1934.

Ladbroke Mews: formerly Alfred Mews (renamed 1937)

Ladbroke Road: renumbered 1866 incorporating Weller Street, Ladbroke Villas, Arundel Villas, Victoria Terrace, Buckingham Villas, Wilby Terrace. Renumbered 1908 incorporating Lorton Terrace.

Norland Place: formerly Norland Stables.

Norland Square: first named in first rate of 1842.

Norland Road: named after 'Northlands', the former north part of the Parish of Kensington.

Penzance Place: formerly St. Johns Place (renamed 1909).

Penzance Street: renumbered and named as St. James Place in 1927 incorporating Charlotte Terrace (renamed 1939).

Pottery Lane: named by 1837 also called 'Cut Throat Lane' in recognition of the rough Potteries area: called Gravel Lane in 1851, formerly known as Greens Lane around 1700.

Portland Road: formerly Portland Road North: known as Hippodrome Lane in the 1740's and 50s.

Princedale Road: formerly Princes Road (renamed 1863)

**Princes Yard
Princes Place**

Queensdale Place: formerly Charles Street

Queensdale Road: formerly Queens Road.

Queensdale Walk: formerly Queens Place.

Royal Crescent: Also known as Norland Crescent when built in 1842 and in the first rate of 1842-3.

Royal Crescent Mews: renumbered 1915 incorporating West Cottages.

St. Ann's Villas: formerly part of St. Ann's Street; first named in the 1846 rate: renumbered in 1939 incorporating Darnley Road.

St. James Gardens: formerly St. James Square: named after the church in the centre.

Swanscombe Road: formerly Boundary Road (renamed 1938): renumbered 1890 incorporating Lower St. James's Road (Hammersmith) and Boundary Villas.

1 SHOPFRONTS — DESIGN GUIDELINES

Introduction

Empty premises and continued conversion of shops to private houses might on a superficial view indicate a lack of need for shops. The continued decline in the number of such premises has in fact other and rather more invidious reasons of a national character, among them the vast increase of property values, which means that capital sale will bring in an income greatly in excess of returns from trading in small scale shops dealing in goods of local domestic importance. It reflects also the impossibility for the local retailer to compete with the large chain stores for low wholesale cost, and the disproportionate time spent and difficulties encountered for the small family business in dealing with Value Added Tax and upkeep of premises. It is therefore hardly surprising that the local retailer opts for the easier solution of realising his inflated capital gains, and that the property is converted to family use.

One of the Royal Borough's aims is to give priority to retaining convenience shopping, and to protecting it and providing it where necessary to serve the day-to-day needs of the Borough's residents and to encourage its location in easily accessible areas. There will normally be a presumption against the grant of planning permission which involves the loss of a convenience shop.

Another disturbing trend is one which also follows the not unexpected line of least economic resistance — the increasing and very marked takeover of retail premises by businesses of no local value. Two tile shops in Clarendon Cross have been recent cases in point; and at 124 Holland Park Avenue the recent conversion of a former Bank site to a clothing store of national renown which (however welcome this particular change from dereliction to cheerful usage) represents part of a horde of such conversions in the past ten years both in Holland Park Avenue and Clarendon Cross. Unless residents are clear in their attitude to the undesirability of such continued change, they will soon find themselves having to walk the three-quarters of a mile to Notting Hill Gate or across the roundabout to Shepherds Bush for their daily local shopping.

However, the Council has little power to control changes between types of shops. Since planning permission is not generally required to change from one type of retail use to another, this can lead to a loss in food and convenience shops, reducing local services and altering the character of many centres. The Council will continue to seek a change in the Use Classes Order and relevant legislation to make convenience shops a separate Use Class (so that planning permission would be required for a change to any other retail use).



Residents should therefore fight most vigorously for the retention of shops of local character and purpose, and for the reversion to that category of such shops as fall vacant. The best argument to the retailer is, of course, the daily purse and wallet of the residents. Giving regular custom to local shop-keepers is the most effective contribution towards the retention and re-creation of convenience shops.

Retention of external character, whether the usage is of local, London or national concern, will be insisted upon. The Royal Borough's shopfronts design guide (to be adopted shortly) will apply throughout the area and little specific expansion of it is required.

Many residents feel strongly that internally-lit fascias of ostentatious size, colour and brightness must be avoided. This view will be respected in future planning decisions.

Pavement notices which obstruct the footway will not be allowed, and fluorescent lighting or signs are not generally welcome.

The main groups of shops are in Holland Park Avenue, Clarendon Cross and Norland Road; and the District Plan does not regard any part of these as "shopping core frontages" though it does identify the first two as shopping centres.

Holland Park Avenue (East to West)

Numbers 100-116 (The Castle Public House to Kentucky Fried Chicken i.e. Clarendon Road to Portland Road)

The shopfronts have suffered the attrition of the years and reflect all too clearly, as this title suggests, the decline from homely Victorian pub with pleasant colour tiling, to the garishness of an international chain. Fortunately, the good mosaic of Lidgate's persists, and recent alterations took every care to retain the old raised lettering of the fascia and the general character of this business of local significance. Some vestigial character therefore remains even in this generally unfortunate run of shops, and care must be taken not to let this vestige depart. General policies therefore apply to this site. If the shopfronts are undistinguished there are some pleasant if motley 19th century facades behind them, much marred by alterations to their structure

and to their windows; their disappearance or further alterations in the same manner would diminish much of the character of the area. In future applications an appropriate neatness will at least be insisted upon. Large plastic fascias have unfortunately made their appearance at numbers 104-108: future applications must display greater restraint. On the corner of Portland Road there is a derelict frontage (116B), and further west a terrace with fascias, cornices and pilasters which are worth retaining as an agreeably unifying framework. Stall-risers and subdivided windows will be required in future development in order to retain the necessary small-scale treatment. No projecting illuminated signs or internally illuminated fascias will be allowed, although one illuminated hanging sign not larger than 450mm by 600mm may be acceptable for each shop.

Numbers 118-122 (Portland Road to Princedale Road)

This three-bay block of high Victorian commercial design retains its unity above the shopfronts, though time has wrought its usual havoc below. Number 120, however, has been treated symmetrically, is the width of the central bay above, and looks exceedingly well with its dark decoration. A similar approach to design will be sought in future changes, and when future applications are made numbers 118 and 122 will be expected to balance each other in a way which respects the local character. The plastic canopy of number 122 is particularly ripe for improvement and so too is the frontage of number 118. If the first floor cornice at number 122 exists behind the fascias of the other premises, it would be desirable to uncover it when the shops are next refronted.

Numbers 124-150 (Princedale Road to Norland Square (East Side))

This terrace of shops, a front garden development like those of number 100-116, was nevertheless given better original treatment with a crowning balustrade, and with pilasters surmounted by urns. Much of this detailing remains, including the details both to the shop frontages and to the houses behind, and its repair or restoration will be regarded as a planning gain in future applications. Two urns require replacement between numbers 138 and 146, and another three between numbers 124 and 126; the first set should be a priority for enhancement. Any possible opportunity should be seized of replacement of the balustrade at number 144. There are some awnings and stall-risers of varied height, and these are wholly acceptable features. Restrained projecting signs and modest illuminated fascias are equally acceptable on this busy road; though the wide pavement and mature street trees also justify the continued small-scale treatment of this attractive line of shops, even in the face of the unrelenting traffic of Holland Park Avenue.

The curved ends of the terrace should not in the future be exploited by shop designs. As the terrace now includes two restaurants and the Esperanto premises there is plainly no justification for permission to develop further shops on the frontages of numbers 130 and 132. These are unchanged from the original pre-shop design and should so remain. Indeed, number 130 (Old Well House) was the Norland Estate Office (1841-46) and water was raised there for the supply of the estate initially by the first artesian well in England from 1794 then by steam pump until 1843 when the Grand Junction Water Works Company supply became available.

Though these premises are now offices, the facade and its pleasant garden site should remain unaltered.

Norland Square and Addison Avenue

The two shops under Norland Mansions facing Holland Park Avenue are suitably restrained in appearance as evidently the owners wish. Continued exercise of this restraint will be required from any planning application which follows a change of tenancy.

At the south end of Addison Avenue there are a few small shops where the general policies of the Royal Borough should apply, with a bias towards designs which retain their current small scale. No internally-illuminated signs will be permitted. Some improvements also in keeping with their small scale and early 19th century character might well be considered in future planning applications. Shops of London and national purpose on this particularly sensitive site will be resisted.

Princedale Road

Number 16, adjacent to the Prince of Wales public house, represents private enterprise versus local amenity at its most poignant. Reasonably priced wine is good to know of, but its overstrident advertisement is not. A resolution of this conflict in favour of a less brash and electric display would be gratefully accepted here, as elsewhere, by local residents.

The derelict numbers 22 and 78 remain as problematic as they have been for at least the past ten years. Ideally they should be conserved in the same sympathetic manner as the Queensdale Road properties subsequently cited, and decisions on any future planning application will respect this wish.

General Royal Borough policies will apply to the varied small-scale shop frontages at the north end of the road (east side) and any redesigning will take into account their present size. No illuminated fascias and no projecting signs at present exist, and none will be permitted in the future.

Shopfront proposals for 180-186 Holland Park Avenue.



- Dark band on all frontages
- Fascias and blind down to level of that existing at number 184
- DISPLAY ZONE preferably with sub divided glazing
- Stall risers up to height of that existing at number 184
- Doors to upper parts retained with large windows over Preferably panelled and painted dark colour

Numbers 180-186 Royal Crescent (west side) to Motorway Extension

These frontages are so inappropriate to the area that an overall scheme into which future applications will be expected to fit has been designed. (See figs. above). A grant application for replacement of the first floor balcony and its cast-iron balustrade will be regarded as a priority for the enhancement of this area. Attention will soon have to be given to the adjoining balconies and balustrades, evidently now in advanced decay. Some decay of the premises above, in numbers 184 and 186 has set in. These victims of multi-occupation and motorway blight should be restored as soon as possible. Though the lettering on the Estate Agents' offices on the corner of Royal Crescent has been criticised, it is of good design and it has been there for so long as to be accepted as an integral part of the local scene. Given the ambivalent character of this site, at the meeting place between the Motorway and the Conservation Area, the freestanding advertising panel is a welcome and cheerful addition to the wide and little-used pavement, and should be retained.

Clarendon Cross

Small-scale frontages, awnings, good period detailing and excellent conversions, give this group a pleasing village atmosphere which has, however, been much vitiated by recent conversions to retail use of non-local character. Painted hanging signs, stall-risers, and the absence of illuminated fascias or notices are entirely in keeping and should be perpetuated. Many shops here have been recently converted to domestic use.

The recent refit of the corner tile shop, now in a new use, did not use its opportunity for improving its relationship to the upper floors as well as it might. A previous re-organisation of the frontage had removed all visual support for the solid impedimenta above and this omission still needs attention. A comparison with 'Scaffs' on the opposite corner suggests what needs to be done and the Owner will be made aware of the need for a happier visual solution. Some proposals are made in the enhancement chapter.

Queensdale Road

There are some pleasant frontages many of which were once shops. Numbers 2,4,7,32,34 and 36 are extremely attractive, and number 40 (an antique shop) fits well into the street scene. No demolition or radical alteration of these will be permitted; though number 34 on planning application should be required to return the present diamond-paned casements to the original Georgian sash windows with correctly proportioned stiles; this is a priority for enhancement.

Public Houses

Public Houses in the area are, with the two splendid and greatly appreciated exceptions of the Crown and the Norland Arms, (despite the latter's illuminated box signs) on the whole undistinguished in architectural treatment, and are indeed often cheap in appearance or, through brewers' carelessness and despite planning controls, have been allowed to become so. The Portland Arms is a particularly regrettable example of a highly unsympathetic conversion of a traditional public house with solid Victorian fittings into a wasteland inside and out from superficial trendiness complete with external meaningless and unattractive lights. The Star and the Marquess of Zetland have at least been repainted and the Prince of Wales has demeaned itself with plastic box signs though in extenuation let it be said that it has retained much of its internal traditional fittings and has recently attempted improvement with window boxes and some hanging baskets at the rear. More could be done with advantage both here and elsewhere.

A prime example of how charming a public house can look is the Ladbroke Arms in the adjacent conservation area, with its period style painting, its panel nameboard, its swinging sign, and beflowered summer appearance.

Brewers should be reminded that their standard house treatment looks singularly degenerate in areas such as this, that it is not acceptable, and that improved appearance attracts improved trade. Illuminated plastic box signs are a particularly flashy invention, and they do nothing to replace the old swinging painted sign which advertised good beer, warmth and security within.

Norland Road

The shops and houses on the East side of Norland Road have been successfully rehabilitated and redevelopment of the West side is currently taking place, which promises to be of appropriate scale and style. Service and craft shops of local amenity should be retained here, including premises of the type represented by Gentle Ghost, at a reasonable rent and rate. Before redevelopment, this area appeared to be a clear candidate for intervention by the Royal Borough in favour of amenities which were locally needed and which would otherwise not have been available.

General application of Royal Borough design policies will be appropriate in this area where no particular character is at risk.

Some refurbishment of the terrace between Norland Road and Royal Crescent has taken place, and a redevelopment scheme for the west side has been approved. Some service shops would always be of value here, and the area may become a candidate for examination in relation to the policy at paragraph 4.10 of the District Plan:



The Council will consider taking convenience shops into Council ownership where the possible closure of these would lead to loss of service to the local resident population.

APPENDIX

THE NORLAND ROAD DEVELOPMENT

In February 1965 the LCC gave permission to Hammersmith for the Latimer Road (south) redevelopment scheme. The southern part of this scheme was the land immediately north of Holland Park Avenue between Royal Crescent Mews and the West Cross M41 route. This was originally to be developed as a nursery school and open space and as such appeared in the Initial Development Plan number 836. In 1969 Hammersmith Borough Council decided on financial grounds it was not possible for all the land to be acquired for open space and several schemes were considered including Hotel and office developments. A final scheme involving some housing and open space is being built by the Notting Hill Housing Trust. It is a significant departure from the original scheme and lengthy delays resulted whilst the GLC and DOE approved these changes. These delays caused the Norland Conservation Society to express their concern at the running down of properties in the area since 1972.

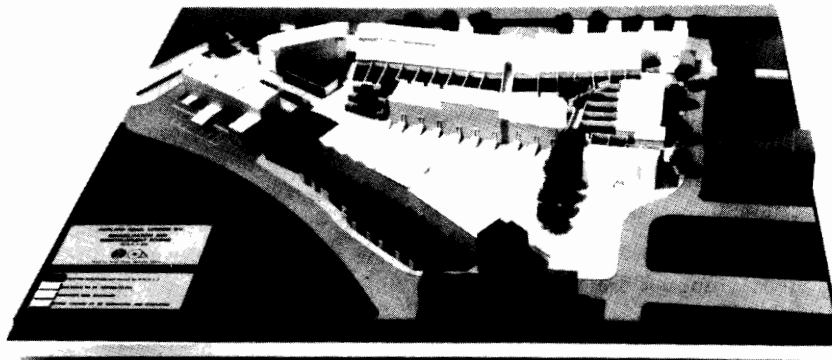


Listed facade to be rebuilt on Norland Road.

Work started in November 1980 on a scheme which includes the rebuilding of a listed building frontage as part of the group surrounding an area of paved open space over the Norland Road. The vista down Queensdale Road will at last be completed by a housing group reflecting a Georgian style. The scheme is scheduled for completion in November 1982.

Photographs show the architects model and drawings of the rebuilt facade.

Architects for the development are Pollard Thomas and Edwards



Architect's model of the scheme.

TREES

Protection of Trees – Procedural Note



Tree Preservation Orders

If a tree is the subject of a Tree Preservation Order it is an offence to damage or destroy it wilfully, or to fell, top, lop or uproot it, without the consent of the Local Planning Authority (i.e. this Borough Council). The related legislation is contained in the Town and Country Planning Act, 1971 (Section 59-62, 102, 103, 174 and 175), the Town and Country Amenities Act, 1974, and the Regulations made under these Acts.

Trees in Conservation Areas

Under the Town and Country Amenities Act, 1974, if you wish to fell, lop, top or uproot trees in a Conservation Area, other than those already covered by a Tree Preservation Order, you must give the Local Planning Authority six weeks' notice. It is an offence to carry out the work within that period without the consent of the Authority. The Regulations made under this Act give the exemptions from this requirement, which include trees of less than 3" in diameter at chest height.

Penalties for Unauthorised Works/Damage

If in contravention of an Order, a tree is cut down, uprooted or wilfully destroyed or is wilfully damaged or topped, or lopped in a manner likely to destroy it, the person responsible may be fined up to £1,000 – or twice the sum which appears to the Court to be the value of the tree, whichever is the greater – on summary conviction, or an unlimited fine on indictment. For other contraventions, there is a fine of up to £200 and there is also a penalty of up to £5.00 per day for continuing offences. If a tree is removed or destroyed, the owner of the land will also be required to plant another tree in its place, unless the Local Authority agree otherwise. Similar penalties exist in respect of unauthorised works or damage to trees in Conservation Areas.



Procedure

In both cases you should write to:

The Borough Planning Officer,
The Royal Borough of Kensington and Chelsea,
Department 705, The Town Hall,
Hornton Street,
London, W8 7NX.

Giving the following information:–

- (1) Details of the tree sufficient to enable its identification, including species and position on site (specify front or back garden).
- (2) Details of the proposed works.
- (3) The reason for the works.

Emergency Work

If you wish to carry out, as a matter of urgency, work to a tree which you believe to be dead, dying or dangerous you should contact the Section noted below for advice on procedure.

Obstruction to Public Highway (Highways Act 1969 (Section 134))

Many trees, and shrubs, growing in private gardens constitute a hazard to users of the public highway. Low growing twigs and branches encroaching upon the highway from private gardens should be cut back to boundary walls and overhanging branches should be pruned or removed to create a clearance of 2.5m from pavement level. This work is particularly important to avoid danger to the blind and infirm. Where branches obscure street lamps, traffic lights or road signs they should be pruned or removed to ensure that they are clearly visible especially by drivers.

All such work should be carried out at the earliest opportunity to avoid any inconvenience, annoyance or danger to users of the public highway and may be executed without the prior consent of the Council. However where further work is required beyond the minimum necessary to clear the obstruction you are advised to contact the Council offices to establish whether the trees are subject to a Tree Preservation Order or other restriction when it will be necessary to obtain consent from the Council.

Telephone Enquiries

If you wish to find out whether your tree is protected or is in a Conservation Area, or you have any other enquiries concerning the procedural aspects of work to trees, you should contact the Arboricultural Section on 01-937 5464, Ext.432.

TRAFFIC

Freston Road (London Borough of Hammersmith and Fulham District Plan Enquiry)

In his report on the objections to the London Borough of Hammersmith and Fulham District Plan, the inspector to the public inquiry heard proposals by the Royal Borough of Kensington and Chelsea and the Norland Conservation Society for a link road to the Freston Road industrial estate to alleviate traffic levels in St. Ann's Villas and Royal Crescent.

In defence of the District Plan witnesses stressed the importance of the Employment provided by the area and suggested that the provision of a link road could jeopardize employment in the area. It was stated that the increase in traffic associated with the new development would be insignificant and unnoticed by local residents. A further argument was that the provision of a link road is financially difficult in times of limited resources and it would create administrative problems since the scheme is somewhat unorthodox. The possibility of the proposed link's predominant use by traffic other than associated with the industrial area, if permitted, would result in an increase in traffic in North Kensington.

However, the inspector found in favour of the objections to the plan (outlined on page 32 of the Movement chapter) and made the following observations on the evidence he heard.

73. "I now turn to the traffic aspects of the Plan proposals and the various objections that have been made about that issue. There appears to be no disagreement that the Bramley Road, St. Ann's Road, Royal Crescent north/south route already carried a considerable volume of traffic and is, by normal standards, well above the environmental capacity of these roads. The submitted evidence indicates that these conditions have an adverse effect on the residential amenities of adjoining housing; on the structural stability of buildings in Royal Crescent and on the free movement of pedestrians, particularly school children, living within the area."

74. "It is clear from the number of objections made that the Freston Road proposals have caused concern to both residents and locally based community groups due to their fear that the industrial proposals, through the generation of additional traffic, particularly large vehicles, will exacerbate these existing unsatisfactory traffic conditions. The objectors see the remedy to the problem being a link road to the M41, a proposal which has already been considered by the GLC as the responsible highway authority. The possibility of such a link does not appear to have been entirely discounted by that authority but a final decision on it is at present held in abeyance."

75. "Differences of opinion were expressed at the inquiry between the objectors and the authority as to the likely numerical effect a link road would have on relieving existing and projected traffic flows in Bramley Road and St. Ann's Road. I am inclined to the view, having regard to the assumptions made in the submitted traffic projections, that, subject to the adoption of appropriate internal traffic management measures to maximise the use of the link and deter internal through movement, the amount of traffic that could be removed from St. Ann's Road and Royal Crescent, would be greater than forecast by the authority.

76. "I am not satisfied from the evidence that the benefits of a link to the surrounding development have been considered in sufficient detail or that proper regard has been paid to the existing unsatisfactory traffic conditions. These are matters of fundamental significance in considering the proposals in the Plan and in my view, the answer can only be provided by a cost benefit analysis which takes into account not only the traffic likely to be generated by the Plan proposals but, equally importantly, the existing volumes of traffic and the environmental and conservation benefits that removal of some of that traffic would achieve. This inquiry into the District Plan provides the opportune moment for the question of the link road to be looked at again as once adopted, the Plan will determine the pattern of development, environmental character and living conditions of its residents for many years ahead.

77. "I consider the circumstances justify a critical review of the status of the M41 as a regulated motorway in the light of the future intentions for the West London Relief Road as a whole and that a less exacting design standard than that normal for a motorway could be permitted for the link road junction. Use of the M41 appears to be well below its design capacity and there is reason to question whether on this relatively short length of road the loss of road capacity or part of the hard shoulder through the provision of a junction would seriously affect its efficiency. It seems to me desirable for any re-examination of a link road proposal to be undertaken jointly by the GLC, RBK&C and LBH and F to avoid what appears to have been a somewhat piecemeal and controversial approach to the matter in the past. The examination should be put in hand without delay and if a link is shown to be justified, its future provision should be safeguarded in the District Plan. This need not necessarily commit the authorities to its implementation by any given date as that would be dependent on the allocation of financial resources as and when available.

78. (part of) "It would also be appropriate for the designation of Bramley Road and St. Ann's Road as a Tertiary First Tier road to await a decision on the link road as it could prove necessary for them to be subject to traffic management measures to ensure the success of the link."

Among his recommendations the inspector recommended that consideration be given to:

80. (c) "A comprehensive re-examination of the proposal for a link road to the M41 to include a cost benefit analysis of the environmental and conservation aspects involved and the future status of the M41, to be undertaken if possible, jointly by the 3

authorities concerned – GLC, RBK & C, LBH and F."

(d) "Deferment of the re-allocation of land at the junction of Olaf Street and Freston Road from public open space to industry pending a decision on (c) above. Deletion of the second amendment to Paragraph 14.14 et sequentia relating to the above land."

(e) "The possible need for changes in the boundaries of Norland North local park and the designation of Bramley Road/ St. Ann's Road as a Tertiary First Tier Road consequent on (c) above."

GLOSSARY



ROYAL CRESCENT

Article 4 Direction controlling paint colour

Some years ago, to mark the European Architectural Heritage Year, a fund was set up to provide grants for the restoration of Royal Crescent. The aim was to capture something of the splendour of the restored Bath terraces. To this end, the Council offered up to 50% of the cost of restoring the facades, published a document prepared by Alan and Sylvia Blan advising on the correct details and course of restoration and proposing an approved paint scheme. This was backed up by an

Article 4 Direction (see Page 27) making planning consent necessary for any change of colour upon redecoration. Approval will always be given for the scheme established in the report.

The approved colour is specified as British Standards Institute number to British Standard BS 4800: 1972 colour number 08 B 17. This colour is known by a number of different commercial names, residents should therefore specify on the the number. White gloss paint should be used on building details such as cornices, portico etc. in the pattern established by recent restorations in the Crescent and specified in the report.

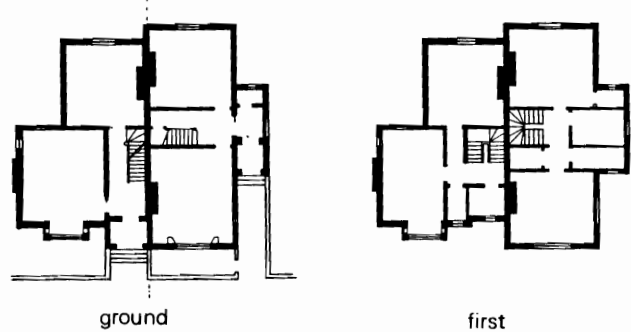
PLANFORMS

The plan layout of houses in Norland largely kept to a Georgian townhouse style comprising two main rooms per floor, making the maximum use of a narrow frontage with the depth and height of the building making up the required capacity. This reflected the style of Victorian developments throughout the expanding London of the nineteenth century and is perhaps surprising to the modern eye for what was then considered a suburban development.

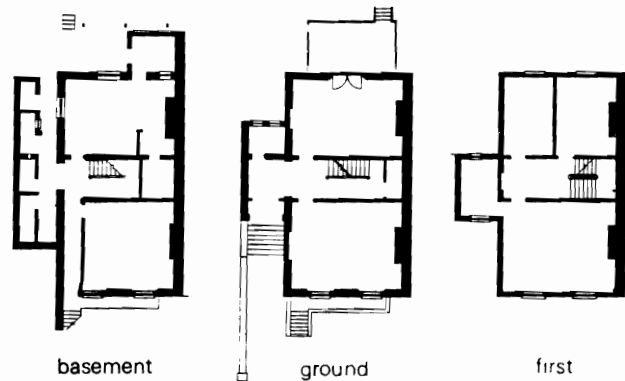
The somewhat erratic rate at which the houses of Royal Crescent and Norland Square sold in the 1840s led to some experimentation with style, culminating in the fascinating but apparently unsaleable St. Ann's Villas. A dissatisfaction with the townhouse style led to some alternative floorplans within similar external dimensions throughout the area. Within a single terrace much variation in plan forms may be found. Most noticeable are attempts to realign the staircase, perhaps in an attempt to discover a more adaptable arrangement of smaller rooms.

This dissatisfaction is detectable quite early in the development of Norland in houses in Addison Avenue. Plans of number 41 show the abandonment of the conservative stair placing straight ahead of the front door by separating the two reception rooms of the raised ground floor with a stairwell. This also allows the subdivision of upper floors into several more useable areas. This plan form, however, keeps the pleasant external effect of keeping the entrance doorways of paired houses together, an arrangement which would normally encourage the use of a hallway stair. This is achieved at the expense of a deeper house and the separation of the two reception rooms. The plan form settled on for numbers 45-55 odd and 54-56 even (the remainder of the original houses built in the north of Addison Avenue and excluding the later 46-50) allowed the joining of the two rooms at ground floor level whilst repositioning the stair on the centre back elevation taking a large section out of the rear reception room but freeing the link for two extra small rooms per floor. Some of the houses at the south end of Addison Avenue feature linked reception rooms and side stair not dissimilar to the St. James's Gardens first floor plan. The three different plans shown for Addison Avenue by no means cover the variations in that road and only emphasise the experimentation with plan form in the 1840s despite the remarkably similar elevations which give no hint of the varying interiors.

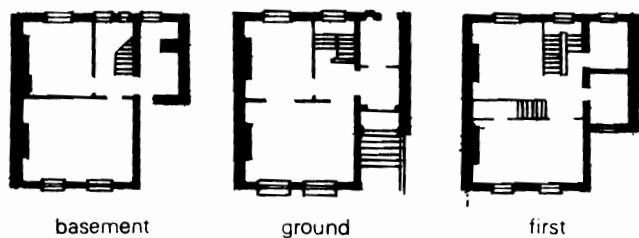
16/18 St. ANN'S VILLAS



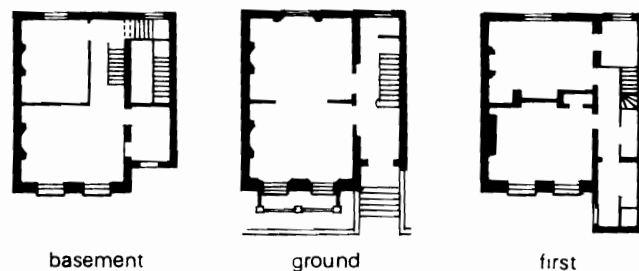
41 ADDISON AVENUE



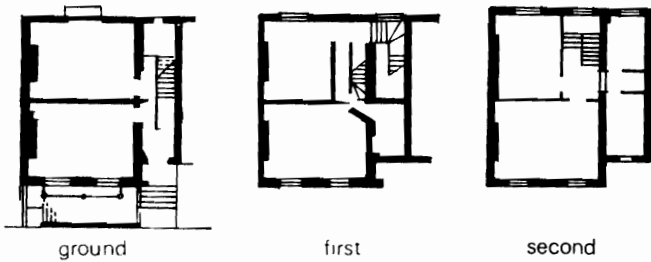
45-55 ADDISON AVENUE



17-35 ADDISON AVENUE



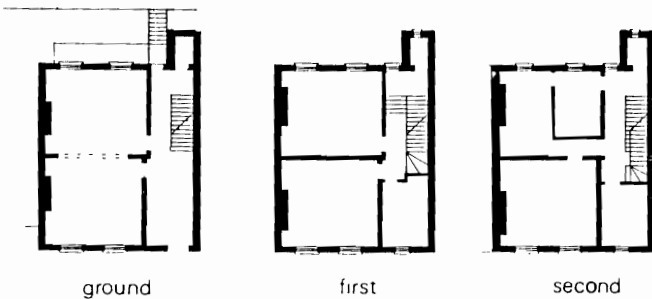
50 St. JAMES'S GARDENS



50 St. James's Gardens shows the arrangement one might expect to see with paired entrance doors but it makes clever use of the upper storey by moving the stairwell to the centre back of the house at first and second floor level to break up the two room per floor and side landing arrangement.

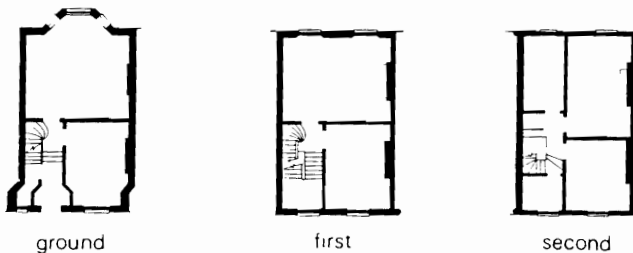
55 St. James's Gardens utilises its individual doorway and wider frontage by setting its entrance doorway inboard of the side position thereby allowing the stairwell to be brought forward in the plan freeing a useful third room at the back of the house.

55 St. JAMES'S GARDENS



The narrow frontages at the south end of Portland Road have created another ingenious plan where each party wall is offset at the ground floor front to allow room for a small w.c. by the side of the entrance door. It is an unusual plan format which leads to an oddly transposed elevation. The utilisation of the maximum useful window space in an elevation was exploited in St. James's Gardens where as the development progressed a second rear window was built into the rear elevation of the houses (in the style of Nos. 1-24 and 42-54, i.e., arched front windows) to give a more airy rear room.

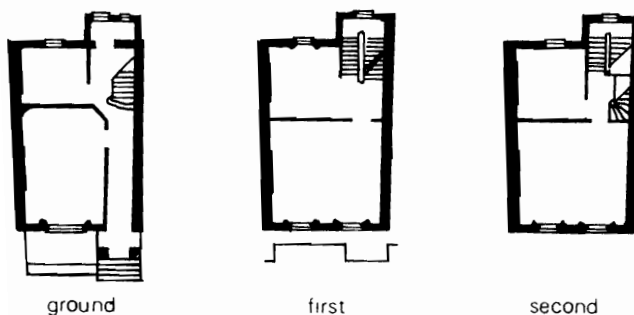
11 PORTLAND ROAD



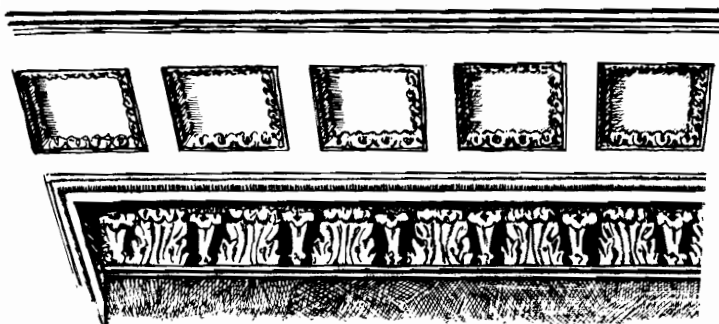
A complete rearrangement of the paired (or semi-detached) houses theme appears in St. Ann's Villas where entrance doors on adjoining walls of the square-plan building allow both to use a totally internal stairwell, freeing all available outside wall space for windows to give airy rooms. The multi-faceted plan form in fact allows two different orientations of external windows in every room.

These houses are so different from the rest of the estate, and so modern in style, that this may have been the reason why they did not sell well at the time. Their advanced asymmetric treatment became fashionable some twenty years later whilst at the time of their building the traditional narrow terrace was still fashionable.

ROYAL CRESCENT



Royal Crescent has a plan form utilising the narrow frontage to best advantage (all the houses are very slightly wedge-shaped). A stairwell extends out on the rear elevation keeping stairs and landing levels well to the rear of the house and allowing the space for a large front room. These spacious floor plans uncluttered by stairways are the reason for the houses in Royal Crescent being so easily converted into flats.



Interiors

Whilst this Policy Statement is largely concerned with the exteriors of buildings, the interiors are at very much greater risk. Fashions for interior decoration change even faster than those for the exterior. It is not so much a matter of modern furnishings not looking well in a Victorian interior – more that decorative fashion has in the past dictated the removal of fireplaces and plasterwork in search of the more stylised fashions of the twentieth century: gas light fittings removed in the '20s, dados and picture rails began to go in the '30s and fireplaces removed or blocked up probably in the 1950s. These fashions were developed in smaller modern houses. Often the fashion in vogue at the date of building will look better in that particular property than any later style.

Internal details vary from house to house since building leases were taken by assorted different craftsmen each putting a little more of his own work into his own houses than might normally be found. For this reason, a pair of houses in the south end of Addison Avenue boast elaborate plasterwork on their ground floor ceilings, while another has fine woodwork.

Some original features which suffer from the swings of fashion are those features which are easily removed without affecting the structure of the building: internal layouts, other than to convert into flats, are rarely changed.

Internal panelled doors are frequently removed either to open up doorways or because the current fashion is for flush doors. A properly stripped and repainted or polished door will retain its original style. The GLC Historic Buildings Division can give advice on bringing panelled wood doors up to fireproof standards where these are required in flats.

Door furniture such as door knobs and finger plates is often discarded. Where it is necessary to renew an entire door, the transfer of door handles and bolts will retain an air of originality with their solid appearance. Lever handles are not suitable.

Replacing door furniture with modern reproductions has the disadvantage that the reproductions are largely made to fit modern doors. The occasionally clumsy but robust original locks often had a long 'throw' of the bolt and it is necessary to place reproduction door handles closer to the edge of the door because of the shorter throw of the lock bolt.

Fireplaces in stone or plaster were frequently removed to stop draughts and allow for more modern heating systems from the 1950s onwards. Careful conversion to place heating sources in the fireplace, stopping up the chimney to prevent draughts and the use of the fireplace and mantles shelf as a focus of attention in the room and for lighting effects adds a touch of grandeur.

Iron or wood stair-rails are occasionally removed because of a few broken balusters (or because paint has built up to such a depth that it obscures the mould work). It invariably looks better to employ a craftsman to repair and reinstate the original than to install a modern replacement.

Delicate plasterwork is easily clogged by layers of paint and may need hours of painstaking work to clean. Many ceiling roses have been removed for this reason, yet a sensitive do-it-yourselfer, or the employment of a competent craftsman, to clean and repair plasterwork is often rewarded with magnificent results.

There are many other internal details which may have survived and which with the present enthusiasm for period furniture, will be much prized by owners. A few houses may still have Lincrusta dados up the stairs, stained glass stair windows, built-in kitchen dressers, laundry coppers and embossed ceiling papers. Basements seem immune from the ravages of fashion and there are surviving examples of the compact and useful arrangements of sculleries, walk through larders with marble shelving, etc. and maybe even the odd dumb waiter and external WC. The re-use of the internal shutter is a modern idea and whilst most houses still have them, some are nailed up and painted over to such a degree that their owners may not be aware of them. Their use in Norland Square is obvious even from the outside and they must add welcome security and thermal insulation without compromising the glazing pattern as double glazing tends to.



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Policy Statements are also available from the Town Planning Information Office, Town Hall, Hornton Street, for the following Conservation Areas:

*Ladbroke
St. Quintin/Oxford Gardens
Earls Court Village
Earls Court Square
Elm Park/Chelsea Park
Queens Gate
The Boltons
Thurloe Estate and Smiths Charity
Pembridge
Edwardes Square, Scarsdale and Abingdon*



THE NORLAND CONSERVATION AREA

Norland is one of the more attractive of the Borough's twenty six conservation areas, adhering closely to the original estate plan and yet displaying a variety of contemporary architectural styles of the mid-19th century. Its distinctive character could, however, all too quickly be eroded by thoughtless alterations – both large and small – which take little account of the surrounding townscape. The Council is therefore eager to ensure that the elements which lead to the area's distinctiveness are conserved for future generations.

The district was, therefore designated by the Council as a conservation area in 1969 to include the main features of the original estate including the Royal Crescent, Norland Square, St. James's Gardens, Queensdale and Addison Roads. As a result of subsequent amendment to the original designation order, it now extends from Norland Road in the west to Portland Road in the east, from beyond Clarendon Cross in the north to Holland Park Avenue to the south.

THE POLICY STATEMENT

The early chapters discuss history, social characteristics of the population, recent development in the area and legal requirements of development, movement and an assessment of the townscape of the area. These are the background for a summary of conservation problems in the area and some suggested remedies.

The Policy Statement should be of interest and use to residents, architects, Council officers and all working in the area.

OTHER PUBLICATIONS THAT MAY BE OF INTEREST:

CONSERVATION AREA POLICY STATEMENTS covering all or part of Chelsea Park/Carlyle, Earls Court Square, Earls Court Village, Ladbroke, The Boltons, Oxford Gardens/St. Quintins, Pembridge, Queen's Gate and Thurloe/Smith's Charity conservation areas: second editions are soon to be produced of the earlier ones.

Statements will be produced for all the areas in the borough by 1984 (Price of each: £2: draft versions free).

THE DISTRICT PLAN, setting out the Council's policies and proposals for the whole Borough – the final version is likely to be available in August 1982 (First edition still available at £5).

LISTS AND MAPS OF PROTECTED AREAS AND BUILDINGS, a handy booklet with all the listed buildings, conservation areas, article four directions and other historic buildings. (Price £1: periodically updated).

A GUIDE TO THE LEGISLATION, setting out the law regarding ancient monuments, listed buildings, conservation areas and related subjects. (Expected to be available in Summer 1982 at £2.50).

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