



Norland Conservation Area Appraisal

March 2020



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Adopted: 23.03.2020

Note: Every effort has been made to ensure the accuracy of this document but due to the complexity of conservation areas, it would be impossible to include every facet contributing to the area's special interest. Therefore, the omission of any feature does not necessarily convey a lack of significance. The Council will continue to assess each development proposal on its own merits. As part of this process a more detailed and up to date assessment of a particular site and its context is undertaken. This may reveal additional considerations relating to character or appearance which may be of relevance to a particular case.

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1 Introduction

What does a conservation area designation mean?

1.1 The statutory definition of a conservation area is an “area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. The power to designate conservation areas is given to councils through the Planning (Listed Buildings and Conservations Areas) Act, 1990 (Sections 69 to 78). Once designated, proposals within a conservation area become subject to local conservation policies set out in Chapter 22 of the Council’s Local Plan and national policies outlined in part 16 of the National Planning Policy Framework (NPPF). Our overarching duty which is set out in the Act is to preserve or enhance the historic or architectural character or appearance of the conservation area.

1.2 A conservation area appraisal aims to describe the special historic and architectural character of an area. A conservation area’s character is defined by a combination of elements such as architecture, uses, materials and detailing as well as the relationship between buildings and their settings. Many other elements contribute to character and appearance such as the placement of buildings within their plots; views and vistas; the relationship between the street and the buildings and the presence of trees and green space.

1.3 This document has been produced using the guidance set out by Historic England in their document, *Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1 (2019)*. This appraisal will be a material consideration when assessing planning applications.

Purpose of this document

1.4 The aims of this appraisal are to:

- describe the historic and architectural character and appearance of the area which will assist applicants in making successful planning applications and decision makers in assessing planning applications
- raise public interest and awareness of the special character of their area
- identify the positive features which should be conserved, as well as negative features which indicate scope for future enhancements.

1.5 The conservation area appraisal is an evidence base rather than a planning policy document. This means that it is the principal document for establishing what is important in terms of the character and appearance of each conservation area. However, the relevant policies for decision making are contained within the borough’s Local Plan, specifically Chapter 22 ‘Renewing the Legacy’

Summary of Character

1.6 The Norland Conservation Area was designated on 29th January 1969 and it was extended to its current boundaries in 1978 by including the furthest western streets of the conservation area and the Princedale and Portland Road areas to the east. The conservation area is focussed on the Norland Estate, a planned estate dating mainly from the 1840s and 1850s set around two gardens squares and a crescent, on the then outskirts of London.

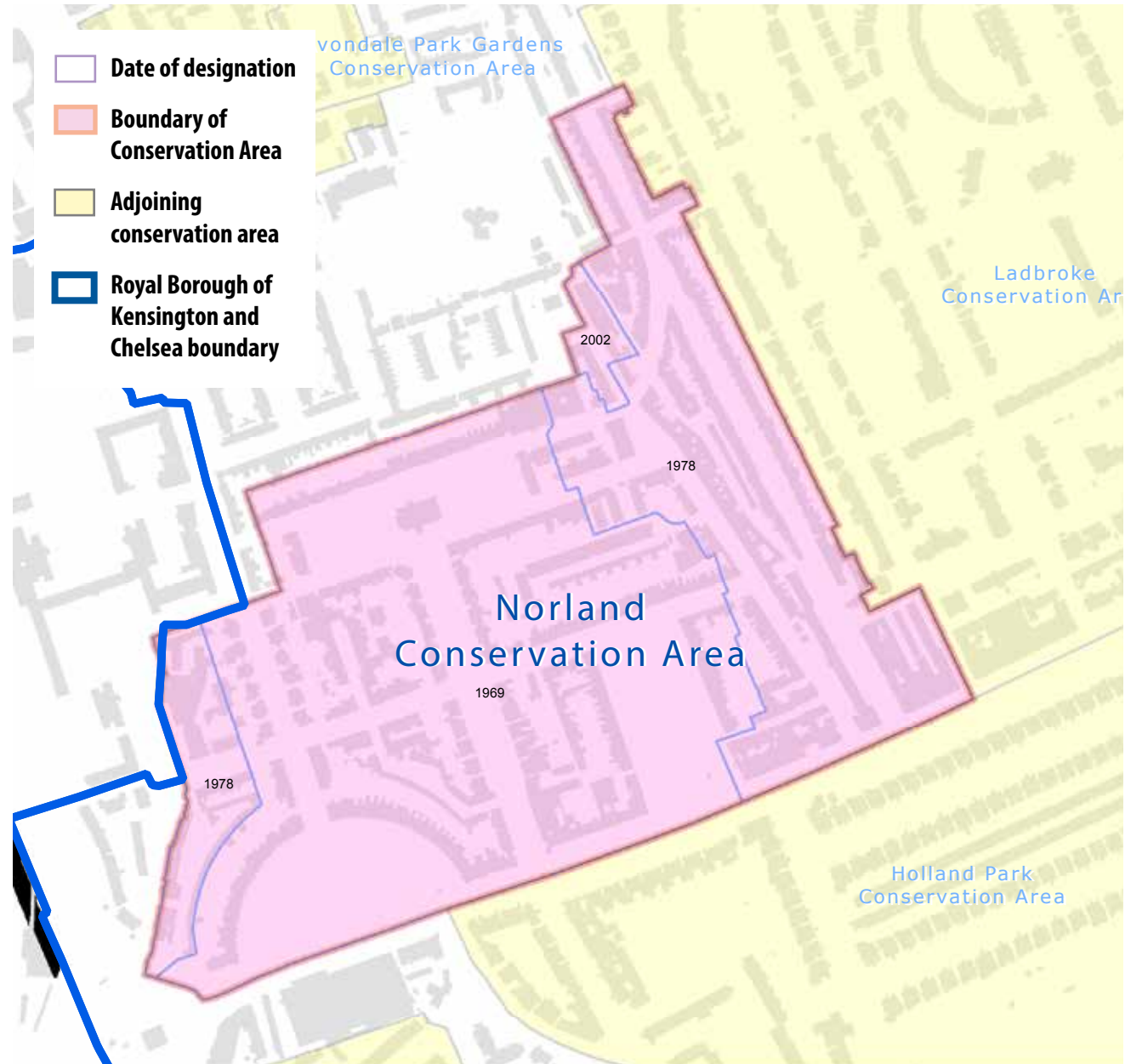


Fig 1.1: Conservation area boundary map

Location and Setting

1.7 The Norland Conservation Area is on the west side of the borough and has a boundary with the London Borough of Hammersmith and Fulham. It abuts the borough's Ladbrooke Conservation Area to the east and is bounded by the Holland Park Conservation Area to the south. It is within the postcode W11 and the borough's Norland Ward, although the conservation area north of Clarendon Cross is in Notting Dale Ward. The area has two Archaeological Priority Areas. These comprise of the Walmer Kiln, Tier II APA which includes a scheduled monument, to the north and the Tier II Archaeological Priority Area of London to Silchester Roman Road and Notting Hill to the south

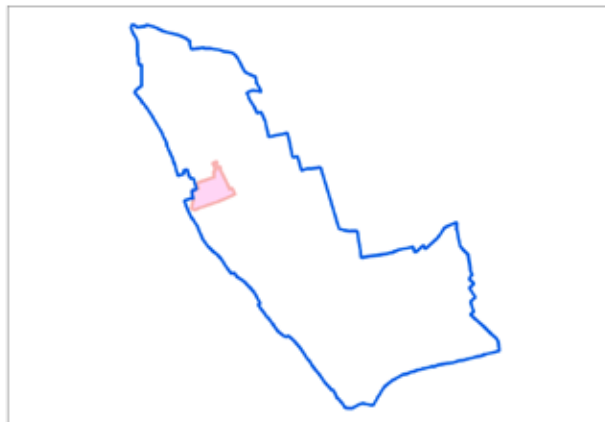
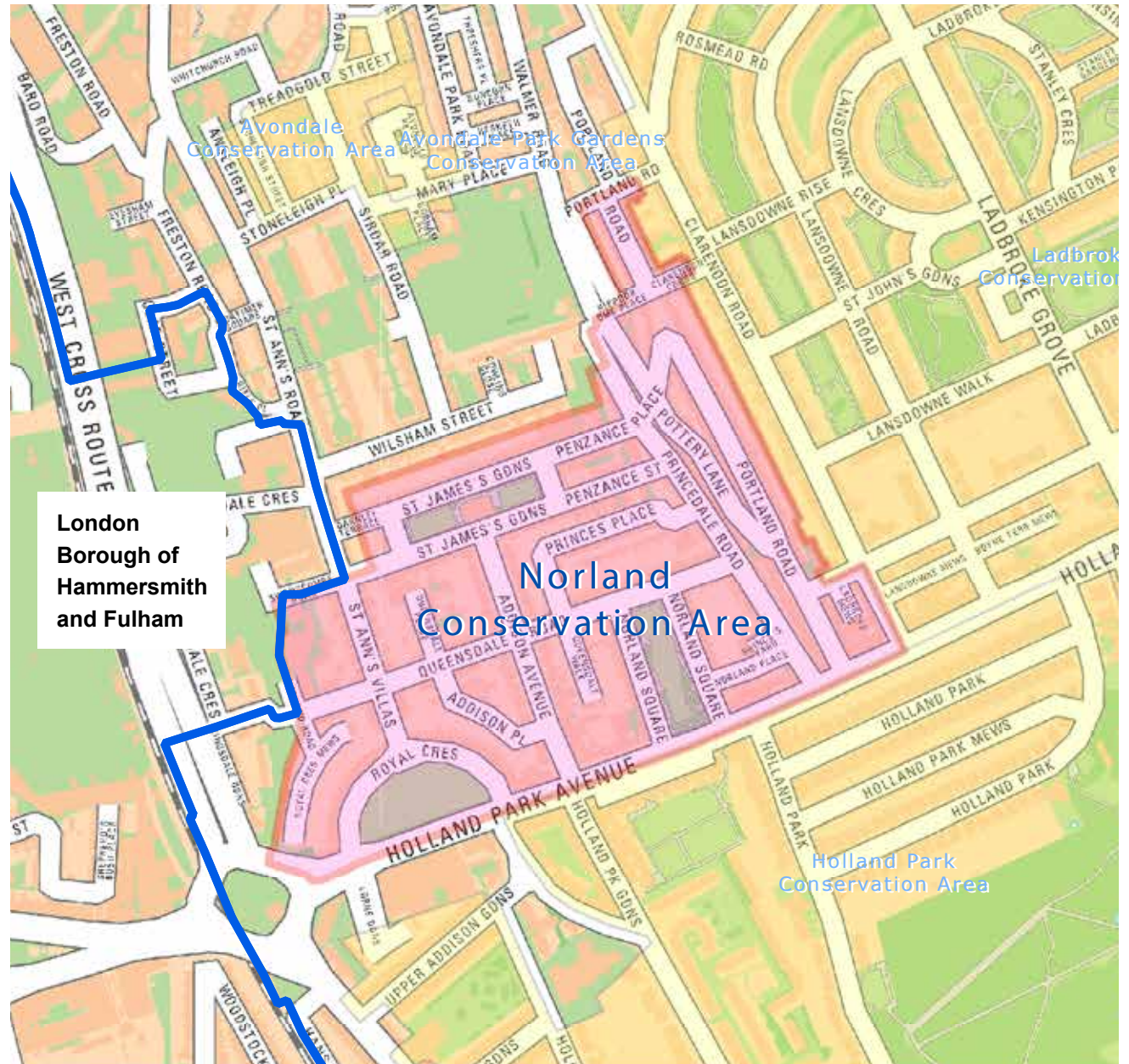


Fig 1.2: Conservation area context map

Archaeology

1.8 All of the conservation area from Queensdale Road south to Holland Park Avenue lies within the London to Silchester Roman Road and Notting Hill Archaeological Priority Area, a “tier 2” area defined by Historic England. It is an area forming an east-west corridor along Holland Park Avenue, Notting Hill Gate and the Bayswater Road which follows the approximate route of the major Roman road from London (*Londinium* via Newgate) to the important Roman town of Silchester (*Calleva Atrebatum*).

1.9 In the Roman period, Holland Park Avenue was known as the *via Trinobantia*. It was the major road west from London, one of the most important routes and may have been aligned on a prehistoric trackway. This road, and possibly a second minor Roman road running parallel to the south, was a major trade and transport link across an established prehistoric landscape. The road contributes to the understanding of early territorial and communication networks. As such, there is potentially archaeology of significance in the area and that is why the Archaeological Priority Area (APA) has been designated.

1.10 More information can be found on Historic England’s website in their Royal Borough of Kensington and Chelsea Archaeological Priority Area appraisal, August 2016. <https://content.historicengland.org.uk/content/docs/planning/apa-kensington-chelsea.pdf>



Holland Park Avenue

2 Townscape

Urban Form/Street Layout

2.1 The street layout of the southern part of Norland Estate was planned by the estate architect, Robert Cantwell in 1837 and influenced both by constraints of nearby infrastructure and by architectural fashion. Counters Creek, a tributary of the Thames, had been diverted east of its original course and culverted as a sewer. Cantwell organised Royal Crescent so that the sewer runs between its two quadrants down the route of St Anns Villas and underneath and across the communal garden. Other confining features were the authorised route of the railway on the western boundary, the Uxbridge Road to the south and the sinuous line of Pottery Lane to the east. Between these features, the formal townscape of Royal Crescent, Norland Square and Addison Avenue/ St James's Gardens and their associated roads were laid out. Portland Road was developed later on the sliver of land that remained to the east between Pottery Lane and the formal composition of the Ladbroke Estate.

2.2 Royal Crescent (built 1842-3) is an imposing piece of townscape, reflective of a contemporary fashion for crescents and circuses. The curved layout of narrow terrace houses was influenced by earlier and contemporary crescents such as Nash's work at Regent's Park and George Basevi's at Pelham and Egerton Crescents.

2.3 In contrast to the grand formality of Royal Crescent and its garden and Cantwell's spacious garden squares and Addison Avenue layout, the

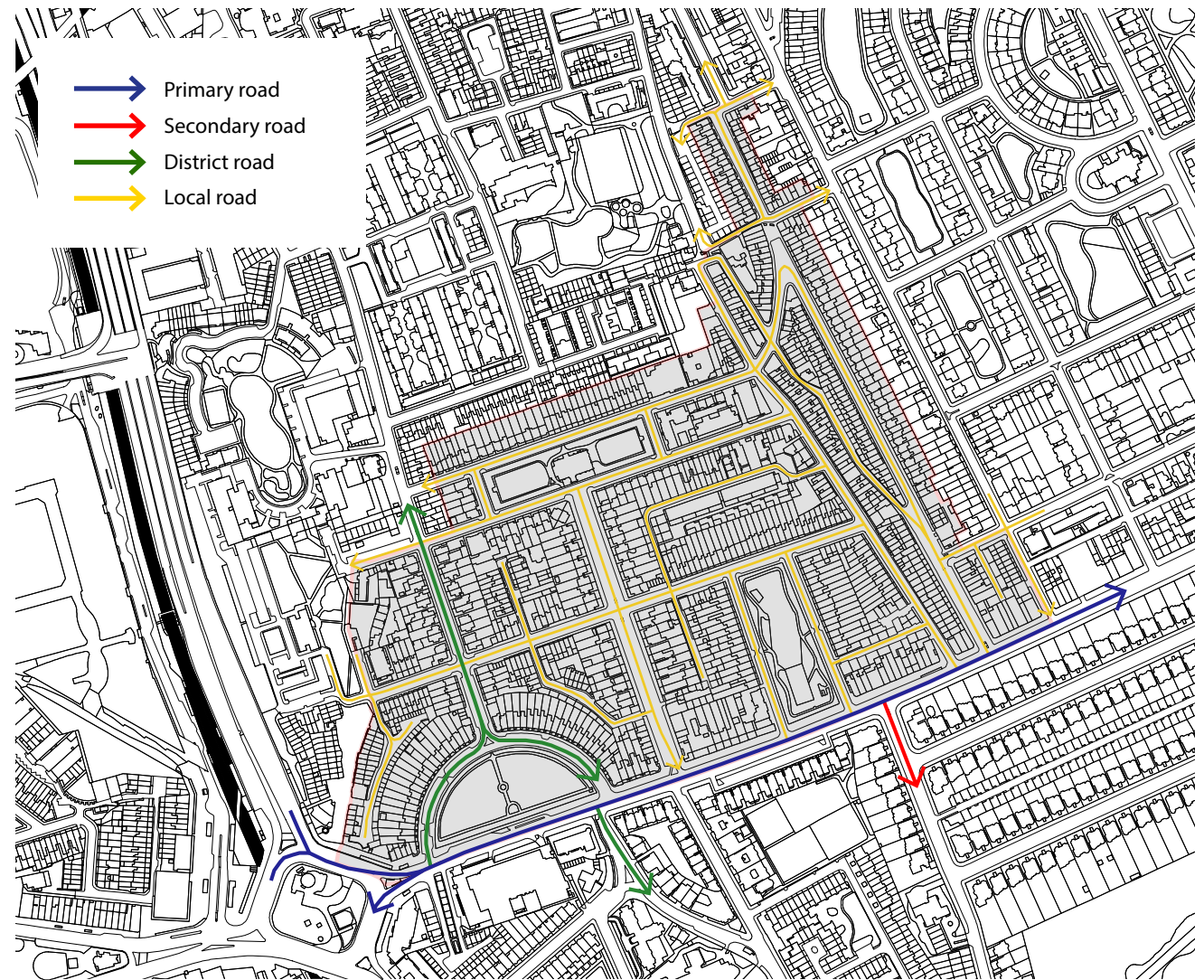


Fig 2.1: Road hierarchy map

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rest of the conservation area is characterised by urban streets of narrow plots with houses set behind lightwells and cottages and mews opening directly onto the pavement. Other than

the spacious setting of the St James Norlands, the remaining places of worship in the area, although often architecturally significant, are on tight sites.

Land Uses

2.4 The area has a range of land uses within it and whilst there are concentrations of shops at Clarendon Cross and on Holland Park Avenue, the varying uses are mixed into the area amongst the predominant residential uses.

2.5 There are five places of worship within the area, a synagogue, two churches, a Gurdwara and a mosque.

2.6 Community uses within the area include the facilities of the Edwards Woods estate on the western edge, the GP doctors' practice in Portland Road, the Ukrainian association clubhouse on Holland Park Avenue and the community centre at St Francis of Assisi Roman Catholic church.

2.7 There are four schools within the area. Only the primary school is in a purpose-built building as the remainder are in converted houses. The international Italian school and Norland Place school are on Holland Park Avenue, the Tabernacle school is in St Ann's Road and St Clement and St James Primary school in Penzance Place. Nursery schools operate from the synagogue and St James Norland church.

2.8 Whilst a number of public houses within the conservation area have closed in recent years, three remain, *The Stewart Arms* on Norland Road, *The Castle* on Holland Park Avenue and *The Academy* on Princedale Road. Offices are interspersed throughout the area and include premises in Addison Avenue, Pottery Lane, Princedale Place and Portland Road.

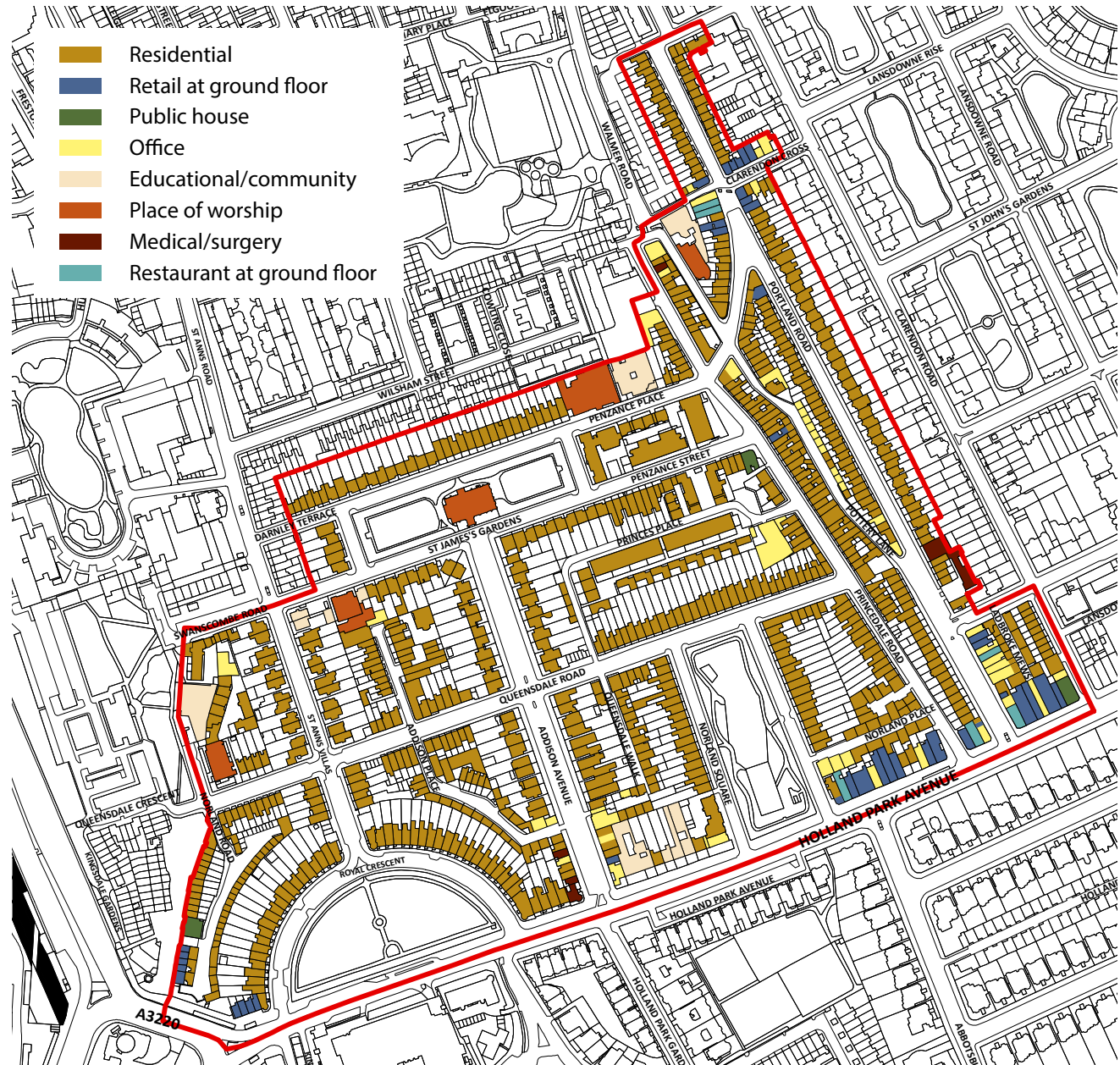


Fig 2.2: Present day land use map



Commercial units, Portland Road

Green Space

2.9 Green spaces make an essential contribution to the character and appearance of the conservation area. The three private communal garden spaces provide verdant settings for the architectural set pieces of Royal Crescent, Norland Square and St James's Gardens. Royal Crescent has very large plane trees and a row of limes that complement the planes on Holland Park Avenue. Norland Square also has large specimen trees and has a wide variety of species which add colour and interest throughout the year.

2.10 The conservation area has few large front gardens as most houses are set behind basement area lightwells or open directly onto the pavement. Where there are larger front areas, the planting that they contain is important in softening the otherwise dense urban form. Addison Avenue is one of the few areas where the houses are set behind front gardens. By contrast, rear gardens are larger and allow for more mature planting, trees and shrubs. The trees help to provide screening between properties, shade where there may be none and also help to break up the solid lines of the architecture close by. Common species of tree located in rear gardens include species of lime, birch and various large fruit trees.

2.11 Where the rear gardens sit next to the street, often where one street bisects another, this allows the greenery of the private space to spill visually into the public realm to form a welcome contrast to the hard surfacing and buildings. There are many gaps around buildings in the conservation area that allow breathing space and glimpses of greenery between. In all



Fig 2.3: Green spaces aerial photo (2015)

© Getmapping PLC 2015

cases these fleeting views add immeasurably to the character and appearance of the conservation area.



Royal Crescent Gardens

Gaps

2.12 The conservation area is densely built up in most parts, although the area around Addison Avenue and St James's Gardens is more spacious. In such a tightly grained urban area, even small spaces between and around buildings are all the more valuable in creating a pleasant and comfortable environment. The gaps shown on the map are therefore vital in providing a visual breathing space and extremely important to the character of the conservation area, although not all important back garden gaps have been marked. Gaps that were an original part of the design of the architecture are of the utmost importance.

2.13 Important gaps usually fall into one of the following categories:

- Space around buildings such as yards, gardens or landscaping
- Gaps between buildings and groups of buildings or terraces
- Gaps created where a back garden abuts a street
- High level gaps for example above garages or rear additions or between two taller buildings

2.14 The setting of each building contributes to the overall character of the conservation area. In addition to the space in front of and behind houses, there are often views across garden walls where one terrace bisects another at a road junction. As well as these spaces at terrace ends, there are important gaps between semi-detached terraced houses such as those at St Anns Villas.

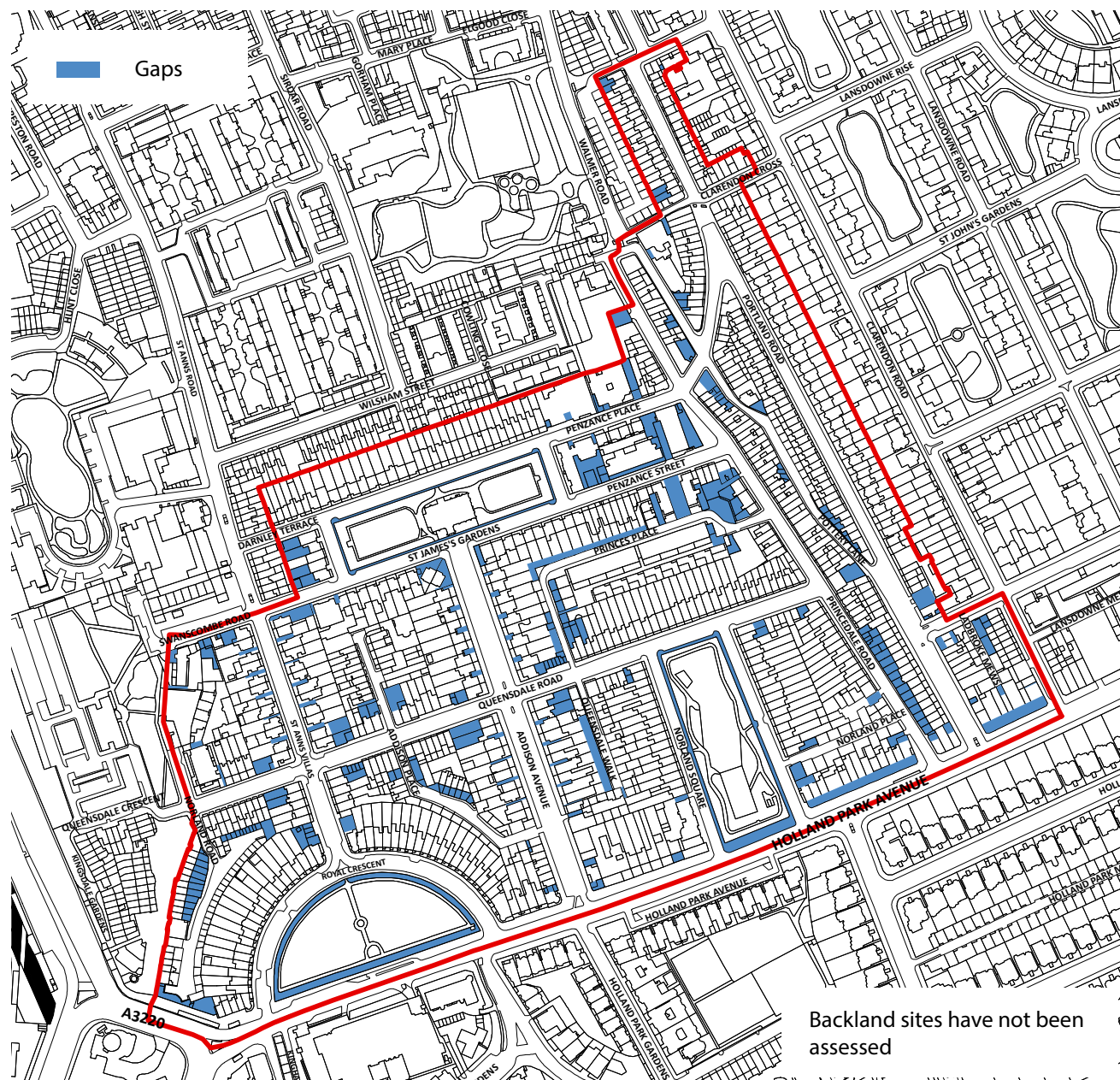


Fig 2.4: Important townscape gaps map

2.15 Not all gaps start at ground level. In such a dense townscape, even gaps at higher level are important, although they have less impact than full height gaps. There are instances of gaps above garages or over single storey side extensions and between the pseudo semi-detached houses, such as in Portland Road.

2.16 The roads themselves serve to break up the solidity of the architecture, particularly where there are the small side streets and entrances to mews off Queensdale Road. A gap may also serve to break up the built mass between one architectural design and another rather than creating awkward clash of styles where they join.



Gaps between houses, St. Anns Villas



Garages, St Anns Villas



Gap



Rear of 170 Holland Park Avenue from Addison Avenue



Gap

Materials and Finishes

2.17 Houses in the conservation area were mainly built from locally manufactured materials such as brick, timber, iron, glass and stucco. Only slate for the roofs came from further afield (Wales). The buildings in the conservation area derive much of their historic character from the way the materials have weathered and worn over time (their patina of age) as well as historic manufacturing processes that result in creases and natural variation in brick or ripples in crown or cylinder glass.

2.18 The terraces are characterised by one principal material such as painted stucco or stock brick and the characteristic brick above stucco base arrangement. Royal Crescent and Norland Square were designed so that all the houses were stucco fronted and this gives the impressive townscape effect which is still apparent. Portland Road has groups of terraces with each group being either fully stucco fronted or having a channelled stucco base below brick upper storeys. Some houses in the conservation area are fully stock brick such as those on the south side of Penzance Street.

2.19 With the exception of St Anns Villas, the few buildings in the conservation area that are in red brick mainly date from the 20th century. Examples include Haynes House in Penzance Place and **no. 30 Queensdale Road**. Red bricks are used in certain terraces as decorative features amongst stock bricks. This is the case with the eastern terrace of Portland Road north of Clarendon Cross. Unfortunately, five of the houses have painted over the brickwork so that the consistent line of the decorative red brickwork has been broken and obscured. The

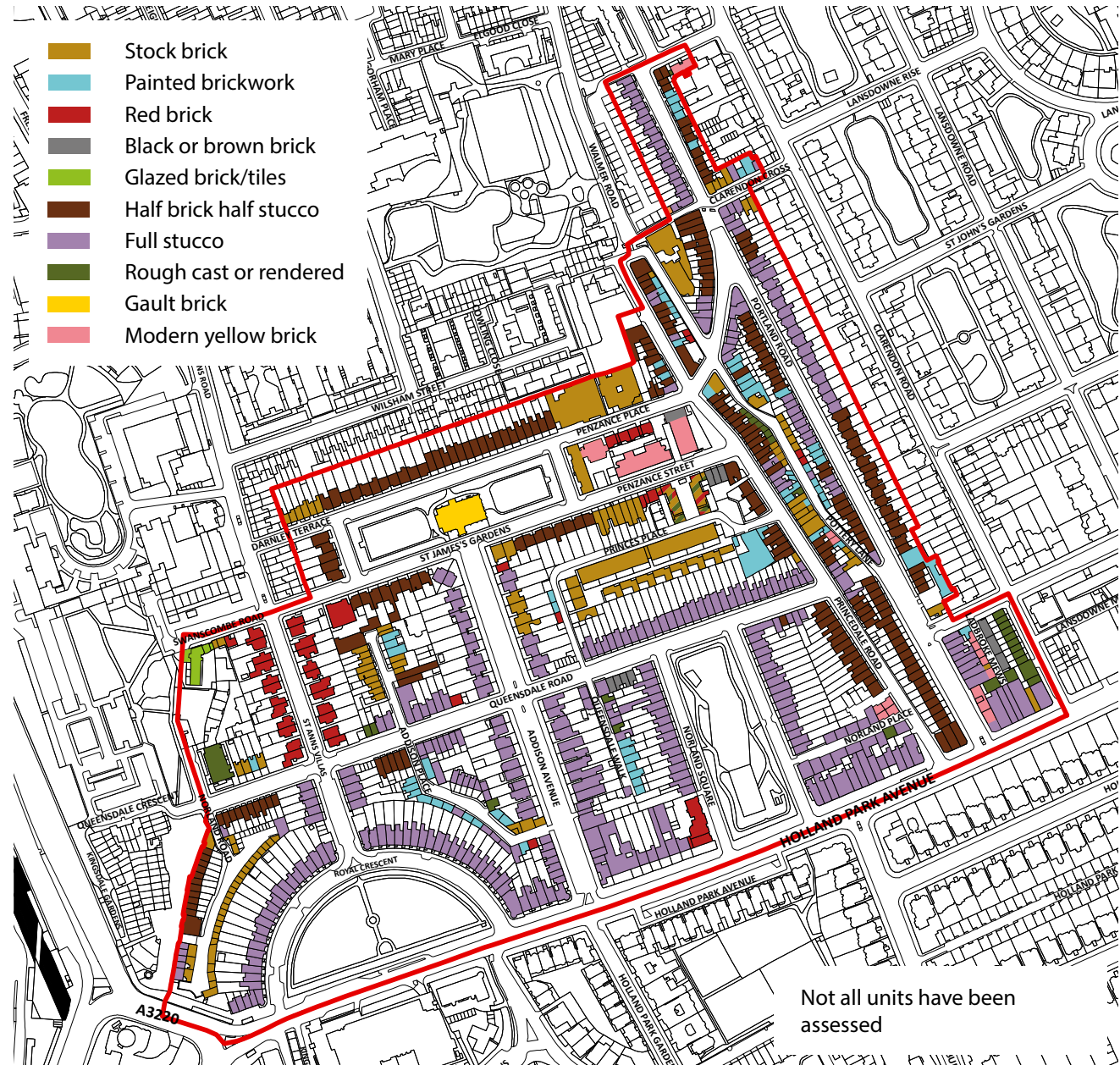


Fig 2.5: Materials map (front elevations)

flank elevation to **no. 2 Prncedale Road** has a striking pattern of blind arches in three different brick colours.

2.20 St James Norlands is built of white Suffolk bricks and there are two groups of terrace houses in gault brick and stucco.



Red brick



Channelled stucco



Stock brick



Gault brick



Tiles

Buildings Audit

2.21 The buildings audit map shows the contribution made by buildings to the historic and architectural character of the area. For all buildings identified here as positive buildings, change must be managed to conserve and, where appropriate, enhance their significance in accordance with national and local planning policies. Where particular sites, buildings or additions to buildings are harmful or out of keeping with the broader character of the conservation area as outlined in this appraisal, the Council will support proposals and where possible, take opportunities to make improvements and enhancements in line with Policies CL1, CL2 and CL3 of the Local Plan.

Listed Buildings

2.22 A listed building is a building designated by the Government on the advice of Historic England as a building of special architectural or historic interest, which local authorities have a statutory duty to preserve or enhance.

Positive Buildings

2.23 These buildings make a positive contribution to the historic and architectural character and appearance of the conservation area. They are a key reason for the designation and significance of the conservation area.

Neutral Buildings

2.24 These buildings may blend into the townscape by virtue of their form, scale or materials, but due to their level of design quality, fail to make a positive contribution.

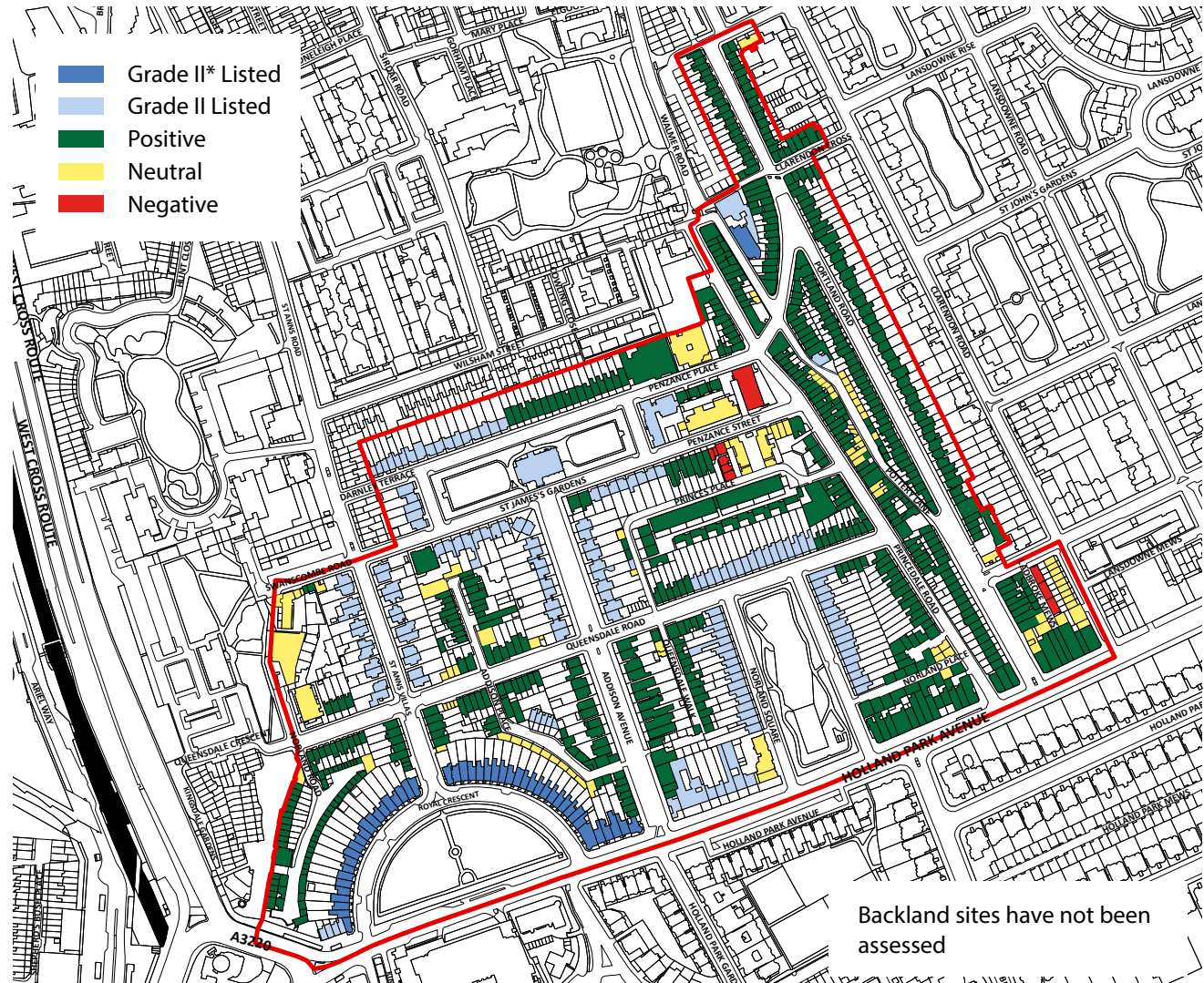


Fig 2.6: Buildings audit map

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Negative Buildings

2.25 Negative buildings are those which are out of keeping with the prevailing character of the conservation area.

3 Architecture

Housing

3.1 Most of the housing in the conservation area is terraced, ranging from the grand townscape compositions of Royal Crescent and Norland Square to small groups of terraces within a larger street, such as Queensdale Road. Semi-detached houses exist at St Anns Villas and the southern end of Addison Avenue and there are purpose-built blocks of flats, such as Norland Mansions. The only fully detached houses are **nos. 1 and 18 Queensdale Place** which are both on backland sites. Further information on the houses in the main streets can be found in the Survey of London Volume 37, The Buildings of England London 3: North West and in the list descriptions for the statutorily listed buildings.

Norland Square

3.2 This is a largely uniform townscape composition of stucco fronted houses in three terraces, to north, east and west, with the southern side open to Holland Park Avenue. All three terraces feature bow fronts at lower ground and ground floors under continuous first floor iron balconies and a uniformity of stucco colour is an important part of the effect. They are two bays wide and set behind basement lightwells surrounded by iron railings. The original roof forms were designed to be unobtrusive in the streetscape.



Nos. 4-12 (consec) Royal Crescent

Royal Crescent

3.3 Royal Crescent is a magnificent architectural set-piece, designed by the architect Robert Cantwell and laid out in 1837. The stucco fronted terrace houses are arranged in two quadrants either side of a road leading north. The terraces turn the corner on the southern

edges to face Holland Park Avenue and are marked with circular pavilions and turrets. The design intent is for each house to be subsumed within a greater architectural whole, and a uniformity of the colour of the stucco is important for the character and appearance of the crescent and the area.



Nos. 6-8 (consec) St James's Gardens



Addison Avenue (northern end)

St James's Gardens

3.4 This garden square of terraced houses is less uniform than the other two set-piece townscape anchors of Royal Crescent and Norland Square. Nonetheless, the houses are all terraced and are predominantly stock brick houses with channelled stucco lower ground and ground floors. The older houses have arched head windows on the ground floor and the later houses on the north side have three storey bay windows. On the south side, **nos. 55 and 56** are muscular stock brick houses with Gothic revival touches. **No. 57** and **St James's Lodge** are a

fully stuccoed Regency Gothic gabled pair of houses. There is a uniformity and harmony to the square with common materials and design vocabulary despite some differences.

Addison Avenue

3.5 The houses at the north end of the street appear as semi-detached villas, with shallow pitched hipped slate roofs but are terraced through their recessed side entry bays. They are set behind small front gardens that are separated by dwarf walls and railings from the

tree-lined pavements. They have arched head windows at first floor and at raised ground floor have square headed fenestration under stucco architraves or triangular pediments. Many have extended dormer windows that have unbalanced the pairings of houses forming prominent elements in the gentle slate roofscape.

3.6 At the southern end of the street, the houses were built as semi-detached pairs but the gaps between them have been eroded with side extensions that have adversely affected the rhythm of the houses and the previous symmetry, obscuring views to verdant back gardens.



Nos. 1-4 (consec) Clarendon Cross

Clarendon Cross

3.7 There are a few houses in the street next to the shopping frontages. On the south side there are some traditional London terrace houses. Two are set behind small basement lightwells and two open directly onto the pavement. The latter two have uncharacteristic fenestration at ground floor likely to date from the time of their conversion to residential use from a shop use.



Nos. 5a-11 (odd) Clarendon Road

Clarendon Road

3.8 Only the western side at the junction with Holland Park Avenue is included in Norland Conservation Area, with the majority of the rest of the street being in the adjacent Ladbroke Conservation Area. The housing in the conservation area is a late 20th century terrace that has recently been rendered and although this now shares a materiality with Ladbroke Conservation Area, the design emphasis is horizontal rather than the traditional vertical and its ground floor entrances are uncharacteristically steep.



No. 108 and 110 Holland Park Avenue



Nos. 30-50 (even) Norland Road

Darnley Terrace

3.9 This is a short stock brick terrace of six houses set behind small front area basement lightwells and area railings. The Classically-inspired design in which a strong parapet line and invisible roof are a feature has been marred by mansard roof extensions on two of the houses.

Norland Road

3.10 During the construction in the 1970s of the roundabout for the Holland Park Avenue and former motorway link intersection, Norland Road was heavily affected and the southern terrace, along with original houses on Holland Park Avenue, was partly demolished. The remaining housing in the road is a stock brick and stucco

terrace with a central pediment. A modern stock brick corner house terminates the terrace and turns the corner into Royal Crescent Mews.



Nos. 1-11 (odd) and no. 12 Penzance Place

Penzance Place

3.11 The northern end of the street has terrace houses on both sides mostly behind front area lightwells with cast iron railings on the back edge of the pavement. All the houses in the street are stucco fronted and their individuality has been reflected in the varying colours in which the elevations have been painted. The curve of the

street creates an interesting dynamic view that reveals Clarendon Cross to the north.

Penzance Street

3.12 There is a group of gabled stock brick with red brick dressings terrace houses on the south side of the street set behind front gardens with cast iron railings on the back edge of the



No. 22-28 (even) Penzance Street

pavement. Other than three modern brown brick terrace houses incorporating garages at ground floor, the remaining residential accommodation in the street is in blocks of flats.

Portland Road

3.13 This is the eastern extremity of the conservation area and was not part of the original Norland Estate layout. It was built on land that was wedged between the Ladbroke and Norland Estates adjacent to the original winding lane (now Pottery Lane) from the Uxbridge Road (now Holland Park Avenue) to the Potteries and Piggeries that lay to the north of the Estates. Very little of Portland Road is shown as having been built in a map of 1852 but it is largely all in place by 1879.

3.14 All the housing is terraced, although on the eastern side an extensive group is presented as semi-detached villas with ground floor bay windows and expressed shallow pitch slate roofs. They are terraced through the linking of their side entry bays. Some of these have been extended in height and have blocked views through and created a solid run of masonry that has blurred the original roof level separation of the houses.

3.15 One group of terrace houses on the south side of Clarendon Cross retain unpainted stucco elevations at first and second floor (with the exception of one house that has been painted). Originally, stucco was designed to imitate stone and would have been unpainted.

3.16 On the western side of the street, many groups of houses have projecting and columned open front entrance porches. A few porches have been removed to the detriment of the group appearance. There are design



Nos. 56-58 (even) Portland Road

differences to the porches and one group has an architecturally distinctive form of a missing front architrave.

3.17 All the houses are set behind front area lightwells with the exception of a few at the junction with Pottery Lane that open directly onto the back edge of the pavement. The lightwells are open and set behind front area railings. The pseudo semi-detached houses and the terrace at the south west end of the road have larger front areas that have accommodated some planting strips at ground level.



Nos. 32-34 (even) Portland Road

3.18 Despite the differences in detailing of the terrace groups and in the villa-style houses on the east side, Portland Road has an overall visual unity with traditional terrace house typologies. The introduction of roof terraces, in particular wooden or glass screens fixed immediately behind the blocking course of the parapet, interrupts the otherwise clean roofline of a traditional London terrace house.

3.19 The two terraces north of Clarendon Cross are distinct from the rest of Portland Road being entire architectural compositions, although



No. 16 Portland Road

the two sides of the street do not match and have separate characteristics.

3.20 On the western side the housing is a stucco faced Palace frontage terrace with the two centre houses and two end houses set forward with quoined edges. The houses along the terrace are handed with decorative paired entrances. The terrace has a strong parapet line although the decorative blocking course above



Nos. 16a-d (consec) Portland Road

the cornice has been cut into at the northern end, impeding the Palace frontage design. Some of the dentils to the cornice are also missing. The visual unity of the architectural composition is also impeded by the varying colours in which the stucco has been painted. The ground floors are level with the pavement and the original ground floor glazing treatment appears to be margin light double hung sashes.

3.21 The terrace on the east side is stock brick with red brick decorative dressings (unhappily masked by paint on five houses). At either end of the terrace the houses have second floor arched and triple light windows and at first floor various wide triple light window arrangements, reminiscent of a Venetian window design. The houses are also handed but the door pairings are less pronounced than on the opposite



Nos. 64-72 (even) Princesdale Road



Nos. 2-14 (even) Princesdale Road

terrace.

Princesdale Road

3.22 Princesdale Road comprises modest narrow frontage terrace houses, many of which have been converted from shops. Some of the front elevations display refrontings that have not captured the fine details of original facades. One ground floor shop remains in use, but others, now in residential use, still retain their shop windows to the enhancement of the street scene. The houses are set close to the back edge of the pavement. Some have ground

floors level with the pavement and others have slightly raised ground floors behind modest front area lightwells that were designed to be open. Those lightwells that have been infilled, often with raised obscured glass panels, detract from the rhythm of the street and introduce an

uncharacteristic form into the street scene.

Queensdale Place

3.23 This street has two terraces of modest stock brick houses either side, with those on the east behind modest front gardens and those on the west behind front area lightwells. On the west side, **no. 1** is a detached house with a pedestrian only approach, tucked behind the rest of the terrace. On the east side there are two separate gated mews with housing. At the north end of the street there are two buildings, one of which is housing converted from industrial



Queensdale Place

premises and the other remains as offices.

Queensdale Road

3.24 Queensdale Road is the main east/west axial road of the Norland Estate and is regularly broken by roads on a north/south axis. Consequently, the houses are predominantly in small terraced groups with slightly varying appearance along the road marking different periods of construction. Accordingly, unlike the other roads, more detail of the character of the housing in Queensdale Road is assessed in this appraisal.

3.25 Whilst varying in detailed design treatment, all the housing is a similar height and of a terrace typology (bar **nos 11 and 13**), set close to or on the back edge of the pavement. The houses have hidden roofs, with the exception of the villas (**nos. 11 and 13**) and the later locationally separate terrace, **nos. 52-58** (even), where expressed roofs are an integral part their design.

3.26 Nos. 2-16 (even) are three storeys over semi-basement, fully stuccoed terrace houses that are two windows wide. They have invisible roofs in keeping with their Classically-inspired design, stucco cornices, a continuous first floor balcony with ironwork and basement lightwells surrounded by cast iron railings. Several previously had ground floor shops and the wider ground floor windows are later insertions in place of shop frontages.

3.27 The terrace joins the north side of Norland Square, and Queensdale Road begins again at



Nos. 2-16 (even) Queensdale Road

nos. 18-28 (even). These too are fully stuccoed terraced houses with invisible roofs, but they are grander than **nos. 2-16**, with an additional attic storey above a stucco entablature. The first floor windows have a full stucco architrave and cornice and the ground floor is raised higher with more elaborate stucco door surrounds.

3.28 No. 30 Queensdale Road is a 20th century red brick house that was previously a shop. The three bay width and the bow windows at ground floor are not characteristic of the street scene and the red brick, whilst fitting for the design of the house, is at odds with the prevailing stock brick and stucco of the street.

3.29 Nos. 32-38 (even) are former shops, although only one has retained its shop window. This terrace has ground floors level with the pavement but are still set back behind front basement lightwells surrounded by cast iron railings. The stucco work at first and second floors is incised to resemble ashlar stonework and there is a storey band between the floors. Again, their roofs are invisible in the street scene.

3.30 Nos. 40 and 42 are fully stuccoed fronts and of the same height as the adjoining terrace. However, they are set forward of **nos. 32-38** and open directly onto the pavement and have no expressed lower ground floor.

3.31 Nos. 44-48 (even) is the site of the former *Star* public house that closed at the end of the 20th century, but it is now occupied by two traditionally designed stucco fronted terrace houses. **Nos. 50 and 52** are two stuccoed terrace houses that were built at the end of the 1950s but their smaller scale and design detailing are such that, although quiet in the street scene, they do not contribute positively to the character and appearance of the conservation area.

3.32 Nos. 54-58 (even) is a terrace of bay fronted stock brick houses on the western side of St Anns Villas. Its later date is shown by the bay windows, an expressed roof and the red brick decoration (unfortunately masked by a painted elevation on one of the four houses) and there are small front gardens. The terrace has no consistent front boundary treatment to the pavement and the assortment of wooden paling



Nos. 50 and 52 Queensdale Road

fences and mild steel railings detract from the appearance of the area.

3.33 Nos. 1-9 (odd) **Queensdale Road** is a terrace of five houses that originally all had shops on the ground floor. **No. 7** is the only one that retains its shop window. It has an attractive shop fascia saying *Queens Dairy* and has a stock brick elevation. The remainder are fully stuccoed, but all five are two bay, three storey



Nos. 27 and 29 Queensdale Road

houses with no visible roof. They have level ground floors, open directly onto the back edge of the pavement and have individual first floor balcony ironwork.

3.34 No. 11 is a small stucco fronted villa with a fully hipped roof with deep eaves. It has been marred by an over-dominant side extension. The adjoining **nos. 11a-d** is a red brick terrace from the first half of the 20th century.

Originally they all had garages at ground floor level above which are two storey stucco clad square oriels with multi light cross casement windows. Although their detailing is not typical of the conservation area, the design is a good exemplar of its time and their terrace form, height and plot width and non-visible roofs make them a visually comfortable addition in the street scene. **No. 11d** has added front railings to its forecourt which has compromised the unity of the four houses.

3.35 No. 13 has the name Cranley Lodge in a stucco plaque and is a two storey stucco villa above a semi-basement that has had dormer windows inserted into its shallow pitched bracketed eave slate roof.

3.36 No. 15-27 (odd), whilst a terrace grouping of seven fully stuccoed two bay houses with no visible roofs, has three subsections. **Nos. 15 and 17** are three storeys over a semi-basement and have grand stucco dressings in the form of door cases, window surrounds and terminating cornice. **Nos. 19-23** are set back and have simpler dressings, but are still three storeys with a raised ground floor above a semi-basement and front area lightwell. **Nos. 25 and 27** too are three storeys above a basement set behind a front area lightwell, but by having their ground floors level with the pavement are of different proportion to the remainder of the terrace.

3.37 No. 29-37 (odd) is a stock brick terrace of well-preserved three storey houses with intact stucco cornice and window and door surrounds and retained butterfly roof form. The ground floor is level with the pavement with no expressed



Nos. 39-53 (odd) Queensdale Road

basement storey and they are set behind small front areas. This consistent group would benefit from a uniform boundary treatment to the street and neither the reproduction mild steel railings nor the brick wall in the centre is correct. The end extension currently (2017) under construction has unbalanced the consistent two bay group.

3.38 Nos. 39-57 (odd) is a stock brick

terrace of houses with stucco ground floor and dressings, three storeys over a semi-basement, no visible roof, set behind a basement lightwell surrounded by cast iron railings. A few houses have pipework and cables on the front elevation which is a distraction from the uniformity of the group.

St Anns Villas

3.39 The earliest houses in the street are from 1842 and are stucco fronted three storeys over semi-basement terrace houses with three storey canted bay windows. At attic level there are curious bottle balustrade fronted balconies.

3.40 The remainder of the houses, which were started in 1845, are semi-detached Tudor Gothic pairs in red brick with blue brick diaper patterning and Bath stone dressings. They have assorted flamboyant details, particularly at roof level with variously crow stepped gables, castellated parapets and Dutch gables.

Swanscombe Road

3.41 Aside from the flats of the Edwards Woods estate, the housing on the south side of Swanscombe Road is in converted industrial buildings. There is a backland site of housing behind the gateway of The Organ Factory that has not been assessed.

3.42 Other gated, or backland sites such as Waterden Court, Caranday Villas, Christopher's Mews and Taverner's Close have similarly not been assessed.



Nos. 28-34 (even) St Ann's Villas

Shared Features of Houses

Windows and Doors

3.43 The architectural treatment of windows and doors is a key feature of all houses in the conservation area. Existing styles of doors in the area, by and large, manage to reflect the architectural style in which they are set. Original examples make a great contribution to the character of the area.

3.44 There are different door designs across the conservation area, although four panel timber doors are the predominant type. In St James's Gardens the older terrace houses have arched head doors in a six panel design. In Norland Square the prevailing form of door is four panel and although few original doors appear to remain the reproductions are usually faithful to the original design. Other historic variations exist in the area such as the long vertical two panel doors at **nos. 17-25 (odd) Princedale Road**.

3.45 The doors usually have a transom light or fanlight above and are positioned within either pilaster surrounds, plain brickwork reveals or porticos. Doors to lower ground floors, where they exist in the front lightwells, tend to be less formal and plainer being of the four panelled type without mouldings.

3.46 Windows, and in particular the pattern of their glazing bars, make a significant contribution to the appearance of the elevation of an individual building, and can enhance or destroy the unity of a terrace or semi-detached pair of houses. The conservation area reveals a wide



Two over two timber sash windows with margin lights

variety of window styles, but it is important that a single pattern of glazing bars should be retained within any uniform architectural composition.

3.47 As a general rule, in the early Victorian terraces, each half of the sash was usually wider than it was high but its division into six or more panes emphasised the window opening's vertical proportions. Such glazing patterns are found in many of the terraces, for example in **nos. 15-21 (odd) Queensdale Road** and **nos. 47-55 (odd) Princedale Road**. Later in the Victorian period when larger glass panes were



Six over six timber frame sash window

easier to manufacture, two over two divisions became more prevalent, as in **nos. 1-31 (odd) Portland Road**. However, in this conservation area there is a number of windows incorporating narrow margin lights as part of the glazing pattern, as in Norland Square, **nos. 3 and 5 Queensdale Place** and **nos. 1-6 (consecutive) Darnley Terrace**. In Addison Avenue the ground floor fenestration is inward opening French doors, as is the first floor principal storey at Royal Crescent.



3.48 Windows reduce in size and have simpler surrounds as they rise through the building, with the most decorative windows being on the principal floor levels. In St James's Gardens this hierarchy is shown in the top floor windows. They are unequally sized sashes, three panes over six panes, to accommodate the smaller opening.

3.49 The windows, like the front entrance doors, are quite often set within decorative surrounds, commonly simple stuccoed architraves like those at **nos. 93-117** (odd)



Portland Road. Later houses, such as **nos. 22-28** (consec) **Penzance Street**, have gauged brick arches with plain brick reveals. The windows in the Tudor Gothic houses of St Anns Villas are of entirely different type being casements within stone mullioned and transom windows. Casements are also present in **nos. 1-5** (consec) **Queensdale Walk**, which are also Tudor Gothic in design inspiration. Some of the houses on the east side of Portland Road have cast iron pot guards on ground floor sills and these are decorative features that add to the visual richness of the area.



Canted bay windows, St Anne's Villas

3.50 Steps up to the front doors are a strong characteristic of many houses within the conservation area but have often been altered over time. Each group of houses or terrace would have used the same material for the steps: large stone slabs with no bull nose edging as at **no. 17 Princesdale Road**, or small mosaic tiles on the treads and marble risers as at **nos. 33, 34 and 35 Norland Square**. Modern unit size plain tiles on treads and risers do not provide an historic appearance for entrance steps.



Six panelled door



Four panelled door



Six panelled door with studded nail decorations



Mews garage doors, Addison Place



Tiled entrance steps

Roofs



Stepped Villas



Parapets, St. James's Gardens

3.51 There are a number of original roof forms that make an important contribution to the character and appearance of the conservation area:

- London/butterfly roofs hidden behind parapets to the front
- Pitched roofs some behind parapets to the front.
- Hipped roofs, some with dormers
- Pitched roofs with gable fronts

3.52 Traditional London/butterfly roofs are present in many parts of the area. They are formed by two pitched roofs that slope down from the party walls towards the centre of the

house. The roof form is concealed from the front by a parapet, but the distinctive butterfly effect can often be seen to the rear of the houses. Good examples of this can be seen to the rear of **nos. 39-57 (odd) Queensdale Road** and **nos. 30-36 (even) Norland Road**.

3.53 Some of the terrace houses have had the butterfly roofs removed and flat roofs or mansard roof extensions substituted. Mansard extensions are relatively rare in the area and are of much less heritage value. Flat roofs have sometimes been adapted as roof terraces with the attendant screening, plants and patio furniture protruding into the otherwise clean lines of the roofscape.

3.54 A number of the terrace houses have shallow pitched roofs behind the front parapet and they also have a horizontal termination to the rear elevation. The roofs remain obscured from view. An example of this is **nos. 1-29 (odd) Portland Road**.

3.55 The semi-detached, or pseudo semi-detached houses were designed with shallow pitched hipped roofs with eaves. Some were designed with small front and rear dormers which sit comfortably and discreetly into the shallow slopes. Some dormers have been extended or added to roofs and these are more prominent often to the detriment of symmetry or original design.



Front parapets and mansards, Royal Crescent



Pedimented roof

3.56 A variant is the remaining original roofs on the eastern quadrant of Royal Crescent where there are pitched roofs behind the parapet that are partly visible in the street scene. They have small dormers front and rear to accommodate the roof level living accommodation.

3.57 Some of the Tudor Gothic houses have steeply pitched gable roofs and some have retained the decorative ridge treatments.

3.58 As with all roof forms, chimney stacks punctuate the roofs at every party wall line or at the end of a terrace or individual house.

Rear and Side Elevations



Closet wing extensions



Rear elevations showing butterfly roofs and consistently designed rear elevations

3.59 The front elevations of houses in the conservation area were designed to be the most formal and decorative. Rear elevations were often simpler as ornamentation was unnecessary on the more secluded parts. Where the front elevation is in stucco, it is not uncommon for the rear elevation to be in stock brick and examples are **nos. 32-44** (even) **Queensdale Road**, Norland Square and Royal Crescent.

3.60 Rear elevations were designed as a piece with their neighbours and builders employed matching designs and details across the whole terrace or groups of houses. The fact that the

rears of some of the terrace houses are less decorative does not mean that they do not make a positive contribution to the conservation area. On the contrary, they are a key feature of Georgian and Victorian house design and wherever the original form or historic uniformity remains, these make a very positive contribution to the architectural and historic character. Many rear elevations are visible from the side streets bringing them clearly into the public realm. All rear views are not only enjoyed from public vantage points but also from within the gardens themselves and make them a strong component of the character of the conservation area.

3.61 Some rear elevations were designed with closet wings. They usually project approximately half way across the rear elevation of each house. These are generally attached singly to each house or attached to each other as pairs. This leaves the characteristic void between structures. This relationship of projection and void creates rhythm and uniformity to the rear and is highly characteristic of the terraced houses in the conservation area. The height of closet wings is characteristic of each group, with some houses having wings of only one or two storeys, while others extend to the eaves of the main house having been built upon over the



Side elevation, Princedale Road



Side elevation, no. 186 Holland Park Avenue



Side elevation, no. 13 St James's Gardens

years. Typically, closet wings finish at least one storey below the eaves line.

3.62 Enlarged closet wings that dominate the rear elevation or internal alterations to the staircase levels leading to changes to the rear elevation form of staggered windows detract from the character and appearance of the conservation area.

3.63 Side elevations are sometimes treated in an architecturally grand manner in the

conservation area. Examples are found in St James's Gardens where there are blind window openings with stucco dressings and wonderful arched chimney stacks with stucco ornamentation. **No. 186 Holland Park Avenue** also has stucco dressings around blind windows and **no. 2 Princedale Road** has decorative brickwork arches. St Anns Villas have a variety of side elevation treatments, from houses that turn the corners and address both elevations, to ones that use blue brick diaper work and blind

windows. There are few plain blank brickwork or stucco side elevations in the conservation area, as typically in the area, either the buildings turn the corners and address both elevations or incorporate a door entrance.

Front Boundaries and Front Areas

3.64 The conservation area is enriched by the great number of original boundary treatments that survive and by the sensitive reinstatement of boundaries. The boundary treatments enhance the setting of the buildings they enclose and contribute to the historic character of the streets.

3.65 The predominant form of boundary treatment is cast iron area railings. Railings serve not only to prevent passers-by from falling into basement areas or intruders from entering garden squares, but also to emphasise the unity of a building group without masking it from view. Railing patterns vary amongst groups of houses, mainly in their finial designs. This is due to different developers and builders and to varying house types.

3.66 Originally railings were individually set and lead caulked into a low coping stone. In this area they are generally plain square section verticals with decorative finials. Some boundary railings have original gates to steps down to the basement. Originally gates were ground pivoted, not hinge hung and are continuations of the railings rather than inserted frames. Good examples of complete runs of railings can be seen at **nos. 36-52 (consec) Norland Square** and **nos. 25-41 (consec) St James's Gardens**.

3.67 A few original boundary treatments are stucco garden walls with stucco gate piers, as at **nos. 1-31 (odd) Portland Road**. At these properties, together with others that have front garden space, a number have hedges immediately behind the boundaries. This softens the boundaries and provides



Typical basement gate

complementary landscaping variety. At St Anns Villas, there are differing original boundary treatments, as befits the individual detailing of the houses. There are railings and pierced stonework walling and potentially some later replacement treatments.

3.68 Unfortunately, some of the boundaries in the conservation area have been altered with the loss of the original configuration. Some of these may have been lost where iron railings were removed for the war effort. However, some



Typical railings

of the replacements have been more successful than others. The reinstatement of the garden railings at Royal Crescent and Norland Square is faithful to historical forms. Others, such as the mild steel railings in parts of Queensdale Road that sit on lower horizontal bars rather than being caulked in individually to a coping are inaccurate and not faithful to historical forms.

3.69 Other intrusive alterations are the loss of boundary definition where it is an original treatment, such as on the east side of



Modern replacement boundary wall in painted brick



Stucco walls and gate piers

Queensdale Place where gardens have been opened up for parking, and enclosing front areas that were designed to be open, as at **no. 11d Queensdale Road**.

3.70 Many of the Victorian houses in the conservation area have original semi-basements or lower ground floors which have lightwells that sit either immediately next to the pavement or are set back behind front gardens and create a continuous feature along the street.

3.71 The open character of lightwells is an important feature and in the places where they have been blocked in with glass infills, the rhythm of the continuous feature has been

impaired. Many of the original lightwells have historic stone steps with simple iron 'D' section handrails. Basement doors were usually tucked under the steps to the main front door. Where original doors remain, often simple four panel doors, they can provide templates for suitable replacement doors in houses that no longer have historic doors and are of high historic value themselves. Coal cellar doors were usually ledged and braced plank doors painted black. Modern flush doors are inappropriate replacements.

3.72 Entrance steps to front doors were originally of stone, or sometimes of marble risers with small red or black and white tiling. Many

entrance steps have been covered with tiles and this has continued usually with unfortunate results.

3.73 Iron security bars have been installed within the reveals of some lower ground windows. These were not part of the original design and can, if not designed sympathetically, be unattractive and intrusive features.



Pierced stone boundary wall, St. Ann's Villas

Other Building Types



No. 108 and 110 Holland Park Avenue



No. 116 Holland Park Avenue

Shopping streets

Holland Park Avenue

3.74 Nos. 102-128 (even) and nos. 132-150 (even) **Holland Park Avenue** are within the conservation area and are a lively parade of shops. There are some traditional shopfronts

with fine historic detailing such as *Lidgate's Butchers* at **no. 110**. Some, such as **nos. 104-106** (even) have expanded to encompass two shop units and the shop frontages are correspondingly wide and would benefit from more individual definition. Many have acquired deep fascia signs that obscure too much of the host building or that have become dominant in the street scene.

3.75 **Nos. 124-128** and **nos. 132-150** have attractive stucco bottle balustrades above the fascias. The balustrading contains centrally placed stucco panels and the shop unit divisions are marked with stucco urns, although unfortunately, some are missing. Between the units at ground level there are stucco strip pilasters. A consistent shallow fascia depth would improve the presentation of this terrace



Nos. 142-150 (even) Holland Park Avenue



Nos. 14-24 (even) Norland Road

of shops, as would a reintroduction of a small stallriser where it is missing.

3.76 There are some more shops further west on Holland Park Avenue at **nos. 180-186** (even). These have traditionally designed timber shopfronts.

Norland Road

3.77 The truncated historic terrace remaining to the south of *The Stewart Arms*, has shop units on the ground floor to a traditional design and maintains a commercial frontage use.

Clarendon Cross

3.78 This is a jaunty crossroads of lively shopping and restaurant frontages with wares spilling out on to the pedestrianised section of Portland Road. The shops have traditional timber shopfronts and stallrisers and discreet fascia signs. Several have traditional retractable canvas awnings but the fixed awnings are a less historic feature. There are a few non-illuminated hanging signs which are traditionally located at ground floor level.

Portland Road

3.79 The southern end of Portland Road retains a parade of shops with historic shopfronts. The units are divided by recessed panel vertical strip pilasters and a dentilled cornice runs across the narrow fascias. There are some retractable canvas awnings and these are historically preferable to the fixed awnings.

Addison Avenue

3.80 The shopfronts on the east side are modern and with their grand columns in front



Clarendon Cross



Nos 6-14 (even) Portland Road

of recessed ground floors are not a suitable feature for the conservation area. On the west side, **nos. 5, 7 and 13** are in commercial use with **nos. 7 and 13** retaining historic shopfront features such as corbelled brackets to the fascias. The Dutch canopy awning to **no. 7** is a discordant modern feature.

a reminder of past uses. A good example is Queen's Dairy at **no. 7 Queensdale Road** and the many retained shopfronts in Princedale Road, formerly companions of the sole remaining shop at **no. 60** which is currently a dry cleaners.

Converted shops

3.81 The conservation area contains many former shops and where shopfronts and fascias have been retained they are often a welcome feature of the area's historic character and

Flats

3.82 There are several purpose-built blocks of flats in the conservation area, including Norland Square Mansions, Crossways House, Edwards Woods flats and developments fronting Penzance Street and Penzance Place. They are often of a scale and height that is out of keeping with the street and use materials uncharacteristic of the area. Crossways was built ignoring the historic building line and introduced a basement ramp into the street scene. Hayne House with its fine grain and narrower floorplate is considered to make a positive contribution to the conservation area.



Norland Square Mansions, Norland Square



Hayne House, Penzance Place



Miranda House, Penzance Street

The Mews



Nos. 7-15 (odd) Addison Place



Ladbroke Mews

Royal Crescent Mews and Addison Place

3.83 Royal Crescent has mews houses to the rear on both quadrants. The mews to the western quadrant are Royal Crescent Mews and those to the east, Addison Place. The mews streets and the historic cottages they contain are an important feature and contribute significantly to the character of the conservation area.

3.84 Royal Crescent Mews has retained a granite sett road finish at either end of the mews and has some remaining unimproved garages and former stable buildings. Addison Place has a smaller stretch of retained setts which are found at the junction with Addison Avenue. Also

at this end are some remaining historic timber coach house doors some with historic Collinge strap hinges.

3.85 Both mews have had the buildings that back onto Royal Crescent rebuilt in the 1960s and 1970s. Although both have kept the appropriate subsidiary small height and plot width of mews buildings and retained garage doors, those in Royal Crescent Mews have an architectural form and materials that are more contextual and relate more positively to the adjacent designated heritage assets.

Carson Terrace

3.86 This is a terrace of three houses. The southern one, formerly numbered 17b Princes Place, is from 1968 by the architects Aldington and Craig and is listed at grade II. The remaining two are historic double fronted two storey mews cottages in painted brick with mansard roof additions.

Ladbroke Mews

3.87 Ladbroke Mews has modern mews buildings on the western side that emulate traditional mews buildings, but those on the



Nos. 6-10 (even) Queensdale Walk

opposite side are of a design and materials that do not reflect the character of the area. Likewise, the houses at the end of the mews are of a scale and materials that are larger than traditional mews buildings and are not characteristic.

Norland Place

3.88 Norland Place is a street of picturesque rendered mews buildings.

3.89 However, the eastern end of the street has modern buildings with an atypical mansard roof finish and opposite, adapted buildings, that



Princes Place

have unpainted timber framing to over-large windows that are at odds with the fine grain of the rest of the street.

Princes Place

3.90 The housing in Princes Place dates from 1977 and is by Jefferson Sheard and Partners for the Rowe Housing Trust. It is an accomplished design that orientates the main range's living accommodation to the south in stepped levels and places functional entrances, garages and access to the north. Internal to the scheme are small single storey houses suitable for older or assisted living needs. The stock

brick used in the scheme is respectful to the surrounding area and its punched fenestration reflects the traditional window arrangements in the area. It won a Department of the Environment award for good design in housing.

Princes Yard

3.91 By Sarson and Greenway architects. Through its materials, rhythm, layout and scale, it is a successful integration of modern, but contextually appropriate design onto a constrained site.



Nos. 1-17 (odd) Pottery Lane

Pottery Lane

3.92 Pottery Lane has a collection of buildings that have a mews scale and character and some are still connected with frontage buildings on Princedale or Portland Roads. Some of the recent designs have been less successful in interpreting traditional mews buildings in a modern idiom than others, as they have overlarge unrelieved glazing, unpainted timber and flat render finishes.

3.93 The view looking north along Pottery Lane is terminated by Seal House (34 Pottery Lane), which is a Grade II listed property dating from the early 19th Century.

Queensdale Walk

3.94 Nos. 1-5 (consec) are two storey stucco fronted cottages dating from 1844 in Tudor Gothic style with stucco hoodmoulds around the double casement lights which have intricate



Nos. 30-34 (even) Pottery Lane

glazing patterns at ground floor. The remaining cottages are painted brick or stucco of varying age and are two storeys in height. They open onto the back edge of the narrow pavement.

Public House



The Castle, no. 100 Holland Park Avenue



The Stewart Arms, no. 28 Norland Road

3.95 Public houses are an important feature of the conservation area and have often occupied their site for many years even though the building may have been rebuilt or changed name. Features that are important to pubs include their traditional hanging signs, tiled frontages, etched windows and granite setts and hatches in the pavement for barrel delivery to the cellar. Today, pubs create focus in the street scene and make a significant contribution to the character of the conservation area both in their architecture and, in the case of those still functioning, their social role.

3.96 There were originally a large number of pubs in the conservation area and there may

be other historic pubs the presence of which was not known during the preparation of this appraisal.

- *Norland Arms*, no. 12 Addison Avenue. Now in commercial use
- *The Castle*, no. 100 Holland Park Avenue
- *The Stewart Arms*, no. 28 Norland Road
- *Prince of Wales*, no. 14 Princedale Road. Now in residential use
- *The Crown*, no. 57 Princedale Road, renamed *The Academy* in 1987
- Unicorn, no. 84 Princedale Road. Now in residential use
- *Plasterer's Arms*, no. 106 Princedale Road. Now in residential use
- *Earl of Zetland*, no. 116 Princedale Road. Now in commercial use
- *Portland Arms*, no. 119 Portland Road. Now in commercial use
- *Reform*, no. 179 Portland Road. Now in residential use
- *Star*, nos. 44-48 (even) Queensdale Road. The site is now in residential use

3.97 Pubs were often erected on street corners at the beginning of a development so that they could have entrances on two streets and builders could use the pub whilst they were building the houses. Even if with an internal rearrangement of the plan form, there

is no longer a need for doors on both faces of a building, the doors are important part of the character of the building and should be retained. These street corner and entrances on two streets characteristics are displayed by many of the current or former pubs in the area.

3.98 Most of the pubs in the area were built in matching materials to neighbouring buildings, but they were often grander in their external decorative detailing with use of plaster quoins or applied pilasters or with elaborate termination details at roof level as at **no. 84 Princedale Road**. *The Stewart Arms* was rebuilt in the late 1930s and has a homely neo Georgian appearance in distinctive red brick that sets it apart from its neighbouring stock brick and stucco fronted terraces.



Former *The Crown*, no. 57 Princedale Road



Former *Unicorn*, no. 84 Princedale Road



Former *Prince of Wales*, no. 14 Princedale Road



Former *Earl of Zetland*, no. 116 Princedale Road



Former *Portland Arms*, no. 119 Portland Road

Place of Worship



St James Norlands, St James's Gardens



Views of St James Church from Addison Avenue

St James Norlands, St James's Gardens

3.99 St James Norlands was designed by Lewis Vulliamy in 1844-5 and is in white Suffolk brick with geometric window tracery. The square tower is in the centre of the south side and provides the focal point to the view north along Addison Avenue. It was designed to have a spire but lack of funding led to its omission. It has a crucial role as a landmark in the designed townscape of the Norland Estate.

St Francis of Assisi, Roman Catholic Church, Pottery Lane

3.100 The church in stock brick banded with black was built in 1859-60 by Henry Clutton. It is in minimal French Gothic, with a polygonal apse. Clutton's pupil, J.F. Bentley, added the Lady Chapel, the porch and the baptistery in 1861-1863 and oversaw the interior decoration. Bentley's later work includes Westminster Cathedral. St Francis is listed at grade II* and its tight site also contains a Presbytery listed at grade II and former school buildings. Its compact arrangement nonetheless is an important part of the townscape.

Spanish and Portuguese Synagogue, St James's Gardens

3.101 The synagogue was built in 1928 to designs by S.B. Pritlove with M.N. Castello as consultant architect and is a brownish-red brick in a slightly Moorish-Romanesque in style. Either side of the arched narthex are two short towers and there are three green copper domes that are a landmark in the area.



Islamic Universal Association, Penzance Place

Islamic Universal Association, no. 20 Penzance Place

3.102 This mosque was formerly a Baptist Chapel, The West London Tabernacle, originally erected by a Mr Varley in the 1860s. The building was enlarged to an enhanced design in 1871-2 by Habershon and Pite. It is in free Italian Renaissance style and has two corner staircase towers that led to galleries.



Gurdwara, Queensdale Road

Gurdwara, Queensdale Road

3.103 This place of worship was built c.1965 on the site of a former Salvation Army church. It has been much altered and adapted since 1965 and is surmounted by a gold coloured dome that creates a landmark. It is an unassuming white rendered building with plain modern window framing and fancy metal boundary railings.

4 Public Realm



Copper Beech in Summer



Copper Beech in Autumn

4.1 Buildings are complemented and enhanced by their surroundings and elements of the public realm make an important contribution to the character of the conservation area, particularly where they were part of the original development of the area or are reproductions from that time.

Trees

4.2 Trees make a very important contribution to the character and appearance of the conservation area, having a softening effect on the solid architecture and bringing an element that changes throughout the year with their cycle

of fresh young leaves, blossom, autumn colour and finally bare branches in winter. They have numerous other qualities including screening traffic, filtering noise and pollution as well as their ecological benefits.

Street Trees

4.3 Trees began to be planted in streets as part of housing developments in the Victorian period with trees planted in garden squares earlier still. In Norland Conservation Area, London plane trees (*Platanus x hispanica*) in Holland Park Avenue and Addison Avenue are critical to the area's character and appearance

and are a glorious feature of the streets. Those in Holland Park Avenue are particularly large and fine specimens and are complemented by the trees in the gardens of Royal Crescent and Norland Square. Those in Addison Avenue help frame the view of St James Norlands.



London Plane Tree



Sycamore, Princes Place



Ginkgo, Pottery Lane



An example of a view between buildings of trees. Such views form part of the character of the Norland Conservation Area



Willow, Pottery Lane

Street Furniture



K2 telephone box, Princedale Road



K2 telephone box, Holland Park Avenue



GR pillar box

TELEPHONE BOXES

4.4 The conservation area contains two historic K2 telephone boxes along with several modern telephone boxes. The K2 boxes are statutorily listed and their traditional design and red colour enhance the character and appearance of the area.

LETTER BOXES

4.5 Traditional red letter boxes form part of the country's postal history and are attractive landmarks and pieces of street furniture which make an important contribution to the character and appearance of the conservation area.

4.6 The five in Norland Conservation Area are the traditional cylindrical pillar boxes. The ciphers include a Victorian pillar box in St James's Gardens and one in Norland Square dating to Edward VII's reign.

STREET LIGHTING

4.7 Norland Conservation Area is fortunate in having some original nineteenth century lamp posts known as the 'Kensington Vestry' type, for instance in Addison Avenue and St James's Gardens. They have been adapted from gas to electricity and are painted green. Elsewhere, the predominant form of street lighting used is the Chelsea Coronet style. It is a modern street lamp of a slender post with a round lantern of historically inspired design. Larger lamp posts



VR pillar box

are used on the main thorough fare of Holland Park Avenue.

PLAQUES AND SIGNS

4.8 The conservation area contains a few historic blue and white street name plaques: Portland Place, Norland Square and St Anns Villas. St James's Gardens retains a stucco plaque recording the building of the square. These are early street signs and their survival and visual contribution to the area are important in the street scene.



4.9 There is a London blue plaque to the Chinese writer Lao She in St James's Gardens recording his residence there in the 1920s and one in St Anns Villas to the Music Hall comedian Albert Chevalier.

BOLLARDS

4.10 There are a few bollards in the conservation area which protect pavements or alleys from traffic damage. They are from the second half of the twentieth century and painted black, with the thick cast iron examples modelled



Kensington Vestry street lamp, Addison Avenue

loosely on cannon with a cannon ball on the top being the most attractive.

DRINKING FOUNTAIN

4.11 Incorporated into the boundary of Royal Crescent gardens with Holland Park Avenue is a late 19th century granite drinking fountain. Its engraved plaque details the donor and her executors.



Blue plaque, no. 31 St James's Gardens



Footscrapers



Footscrapers



Granite drinking fountain



Historic blue and white street name plaque, Portland Road



Historic blue and white street name plaque, St Ann's Villas



Cast iron bollards



Cast iron bollards

Street Surfacing

HISTORIC PAVING

4.12 The surfacing used for pavements helps to provide an appropriate setting for the historic buildings in any conservation area. Originally pavements would have been surfaced with riven York stone which would be of the highest heritage value. However, most of the streets are either paved in pre-cast concrete slabs or new sawn York stone, both of which are of appropriate size, but with the York stone being more appropriate in the conservation area.

4.13 Granite cobbled surfaces, worn smooth over time, are an essential part of the character of the mews and Pottery Lane. In Norland Place, the granite setts have a gully in the centre and are laid right up to the mews buildings with no pavements. In Pottery Lane, setts were used for garage crossovers and many survive. Where concrete block paving has been used instead, this has detracted from the character of the area.

4.14 There are a few coal hole covers in the street scape but they tend to be of a plain design.



Granite setts and gully



Granite kerbs, setts and York stone paving



Concrete block paving



Coal hole cover

Views and Landmarks

4.15 Due to the planned estate layout there are numerous vistas along straight streets. Many street ends are framed with the houses in the next street, such as the way the former *Prince of Wales* public house terminates the view east along Queensdale Road. There are also views into verdant back gardens. These views reinforce the closed, inward-looking nature of the estate which has built-form 'barriers' of Darnley Terrace and St James's Gardens to the north and Princedale Road to the east, which terminates views to the outside.

4.16 St James Norlands is a major landmark in the area, providing a fine and planned end stop to the views north along Addison Avenue. There are several smaller landmarks in the form of the domes of places of worship and the curved frontage buildings on street corners, such as **nos. 43 Portland Road** and the former *Portland Arms* in Portland Road. The *Earl of Zetland* building closes the view south into the conservation area from Walmer Road.

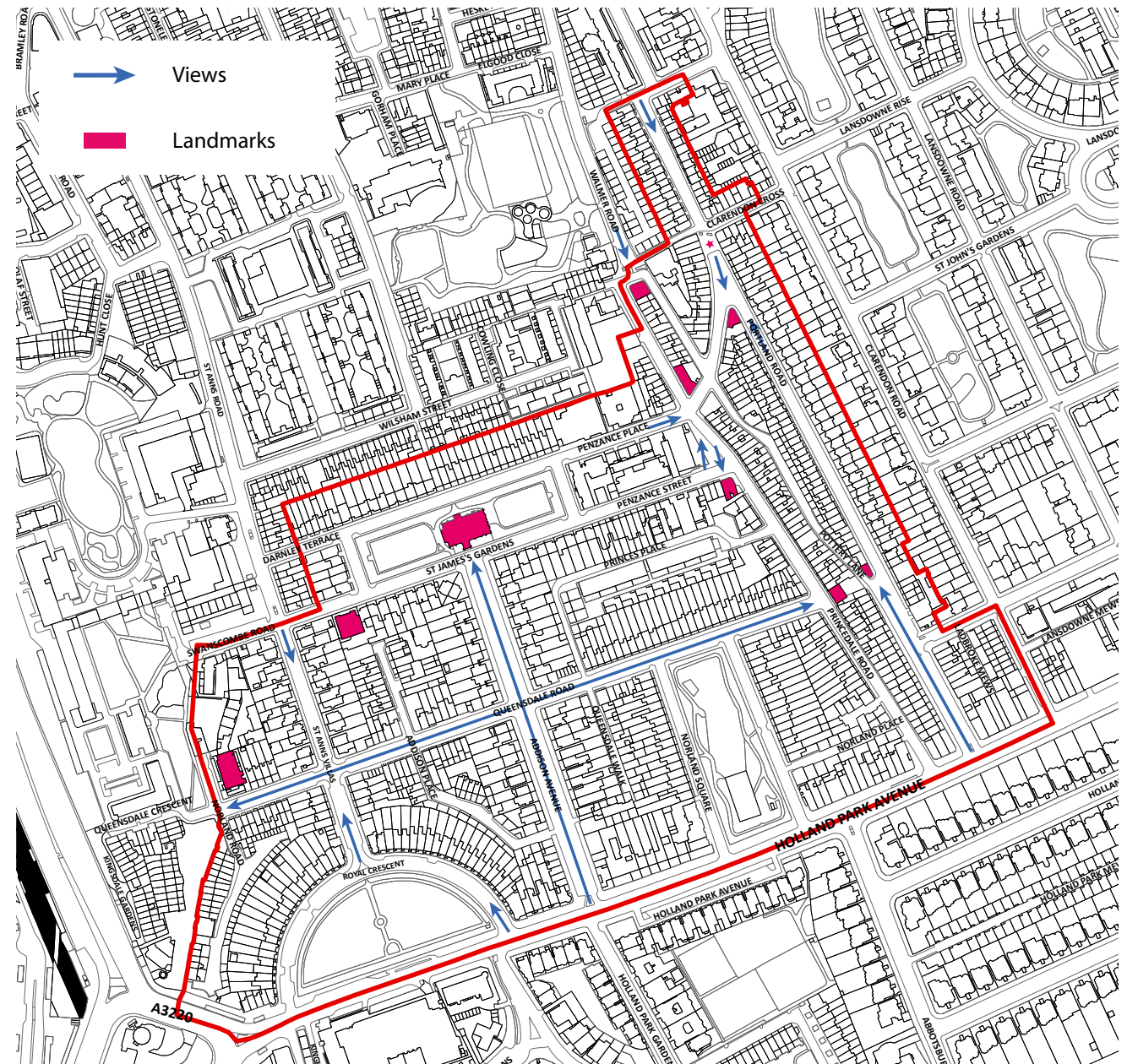


Fig 4.1: Views map



View along Penzance Place



View towards St. James's Church



View of Clarendon Cross



View of Norland Road

5 Negative Elements and Opportunities for Enhancement

5.1 This section itemises some of the negative elements that detract from the character and appearance of the conservation area and sets out some opportunities for enhancement. The National Planning Policy Framework and the Council's policies require opportunities to be taken when and where possible to enhance the significance of heritage assets.

5.2 Generally, the overall condition of the conservation area is good, with the buildings and gardens benefiting from suitable maintenance, and others with building works underway. There are very few buildings requiring maintenance or restoration. The kind of problems that might occur in the area include:

- Missing stucco work and features including cornices, architraves and porches to be reinstated.
- Lack of uniformity in stucco paint colours in architecturally consistent terraces and use of discordant modern colours such as black.
- The painting over of original brickwork elevations particularly where this masks an original decorative design or interrupts a terrace group.
- Pipes and wires on the front elevation installed without sufficient consideration for the impact on the terrace group.
- Overlarge and poorly-designed or located dormer windows.
- Roof level changes with trellising, timber and glass balustrades visually disrupting the original architectural design.
- The blocking in of previously open lightwells.
- The loss of historic details and substitution



Poorly placed road signage

- of inappropriate modern reproductions such as uPVC windows for historic timber sashes, concrete blocks in place of granite setts and steel boundary railings in place of cast iron railings
- Shopfronts with over-prominent or internally illuminated fascias and signage.
- Modern road signage that is poorly placed or redundant.



Trellising and timber balustrade on roofs

5.3 A Conservation Area Management Plan will be prepared for the Norland CA, which responds to the content of this appraisal to identify proposals for the preservation and enhancement of the area. The reinstatement of lost features and removal of inappropriate ones will be encouraged.



Lightwell blocked by glass



Air conditioning units not hidden from view



Discordant modern colours



Penzance Street



Ramp at Crossways House ignoring the historic building line

Appendix 1: History

HISTORY OF NORLAND

Introduction

5.4 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.

5.5 The source of information was Volume 37 of the Survey of London, Northern Kensington originally published by the London County Council (LCC) in 1973.

The Site

5.6 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 **no. 130 Holland Park Avenue**).

Early History

5.7 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.

5.8 By the 16th 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



Fig 6.1: Davie's map of 1841

Reproduction thanks to RBKC Local Studies and Archives

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.

5.9 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.

5.10 The estate was held by various owners amongst whom were the Arnolds who owned farms all along the western boundary of Kensington Parish from the 1630s to the 1700s. In the early 18th 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 19th century when potteries and a brickfield was established at the north end of the lane which had originally led to Notting Barns Farm. A kiln still exists in Walmer Road and is a scheduled ancient monument.

The Uxbridge Road

5.11 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 the 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.

5.12 The low lying ground by the present West London railway also attracted flood water, the



Fig 6.2: Map of 1869

area becoming known as “The Marsh” at this time.

5.13 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 no. 108 High Street, Notting Hill Gate).

5.14 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

5.15 Norland was bought by Thomas Greene in the early 18th 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 12 acres in the area Princedale, Queensdale, Norland Square) as a Military Academy 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



Fig 6.3: Map of 1874

paid £4,270 for 40 acres plus an unknown amount extra for the house and 12 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).

5.16 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 1830s Norland was eligible for development. When the Birmingham, Bristol and Thames Junction Railway planned a line close to the Counter's 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, 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.

5.17 Kingdom, however, assigned the sale of the estate to Charles Richardson, a London solicitor, in 1839 for which he paid a total of £19,900 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.

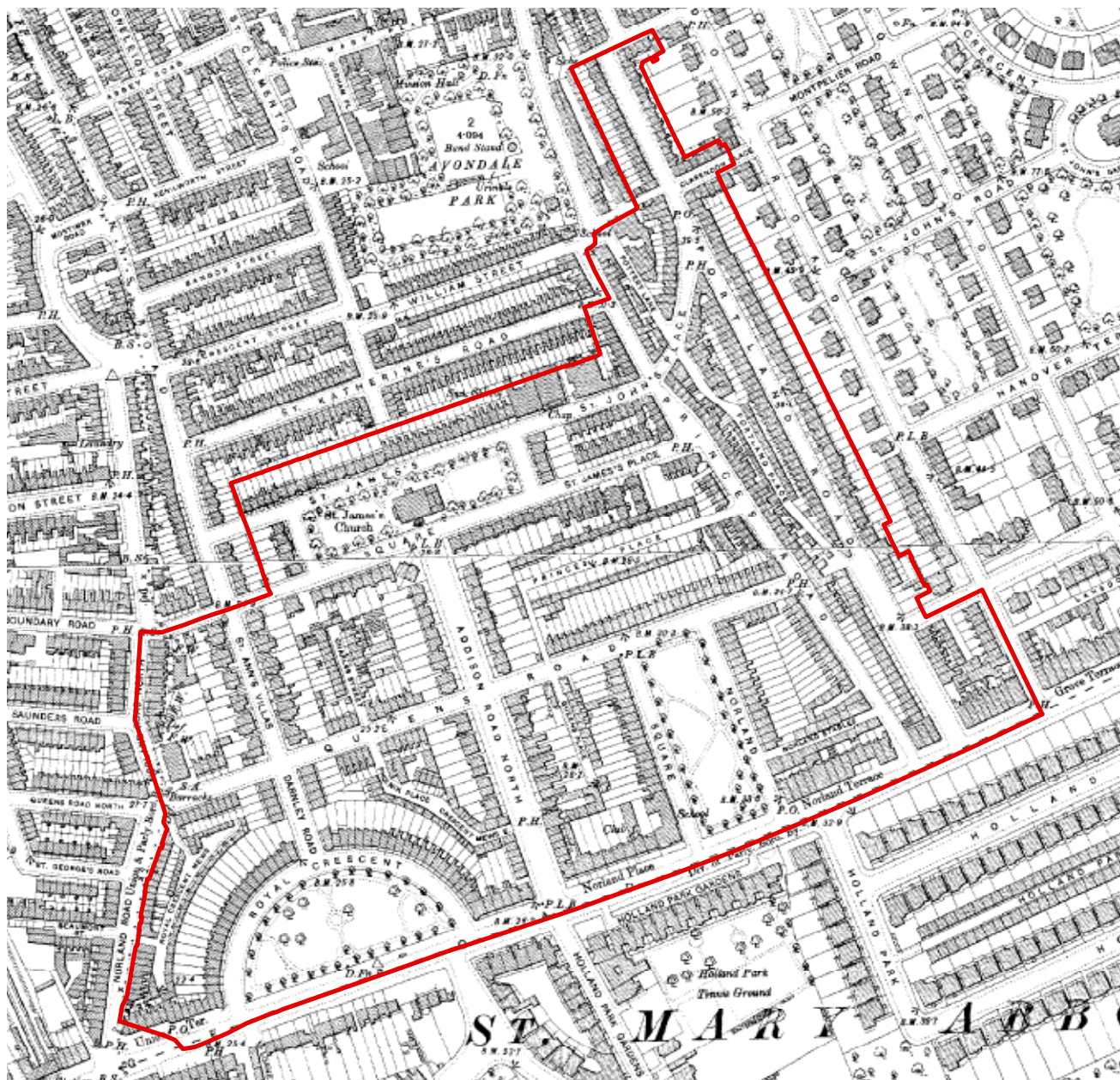


Fig 6.4: Map of 1896

THE DEVELOPMENT OF NORLAND

5.18 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 Anns 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 for 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 12 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.

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

5.20 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, fewer 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.

5.21 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 being left unoccupied until

1852-3. The houses are typical London terraces style with two rooms per floor on four floors over a basement.

5.22 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 onto the gardens of Norland Square and St James's Gardens, had no rear windows and were only 14 feet deep and 24 feet wide set back on substantial gardens.

5.23 In 1843, Stewart had built two terraced ranges of five houses on four storeys in St Anns 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 house 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 7 were built and 6 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.

5.24 Other buildings of similar style were the stone faced pair set at an angle on the west corner of Addison Avenue and St James's 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's Square.

Richardson's mounting financial difficulties forced him to sell the freehold of a 12-acre brick field north of this planned square. William Morris paid £7,190 in 1844 for the site having previously leased a 22-acre area which had also included the site of St James's Square for £1000 per annum. In the same year St James's Church was built to designs by Lewis Vulliamy, and between 1847 and 1851 5 ranges totalling 37 houses were built to designs by John Barnett in the square and financed by one of the 5 new building societies investing in the estate. These houses were in pairs linked by recessed bays of one or two storeys. The frontages were 8 feet wider than Norland Square or Royal Crescent and allowed a more spacious and better proportioned interior with up to 4 rooms per floor.

5.25 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 principal 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's Square as well as the vacant north side site, sold complete in 1852 and resold piecemeal mostly to shareholders of the original building society.

5.26 The building in St James's Square had stopped in 1851 with one of the projected terraces not started on the north side. The

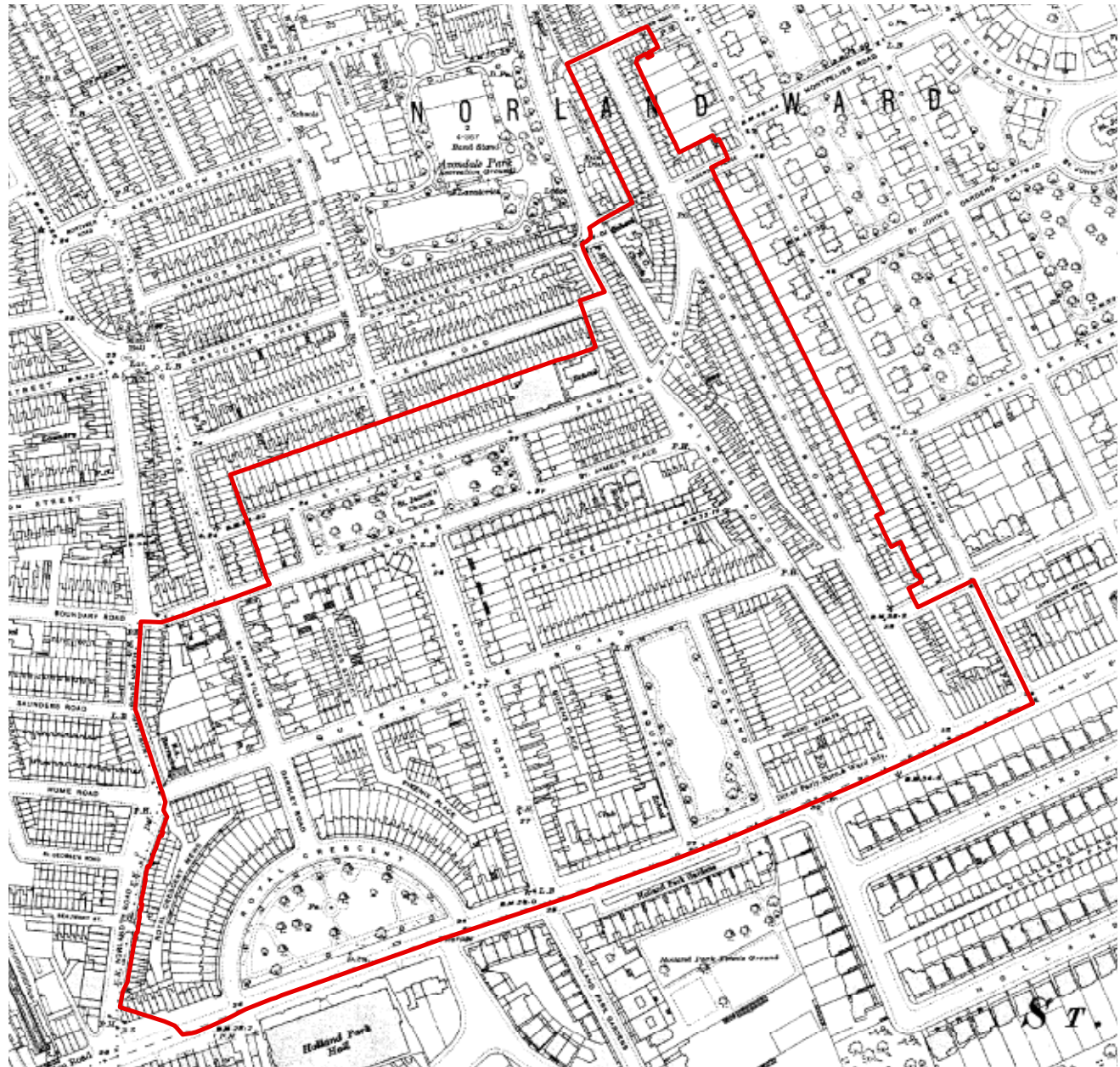


Fig 6.5: Map of 1915

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-1860s.

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

5.28 Excepting the north side of St James's Gardens and Penzance Street and Place and that area sold to Morris as a brick field the estate was completed by the early 1850s. 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.

5.29 When Morris developed his brick fields he abandoned the original plans to put 3 roads northward out of St James's 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 Ann's 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 St James's Gardens – Darnley Terrace ranges, the line of the present conservation area boundary.

5.30 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.

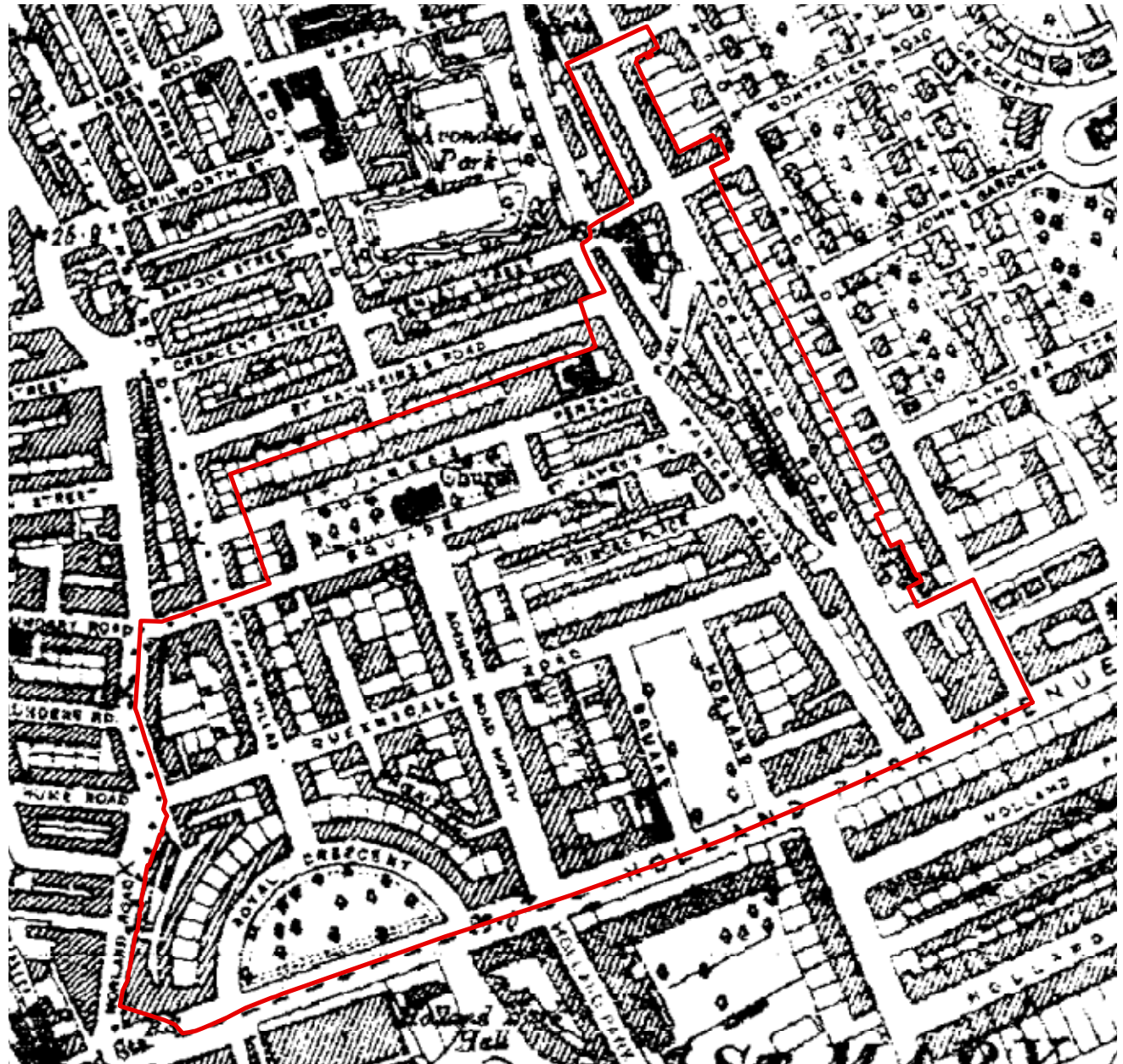


Fig 6.6: Map of 1938

5.31 By 1850, Royal Crescent was still incomplete, St Anns Villas had just begun building, Queensdale Road and Norland Square were in evidence and St James's Gardens was taking shape.

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

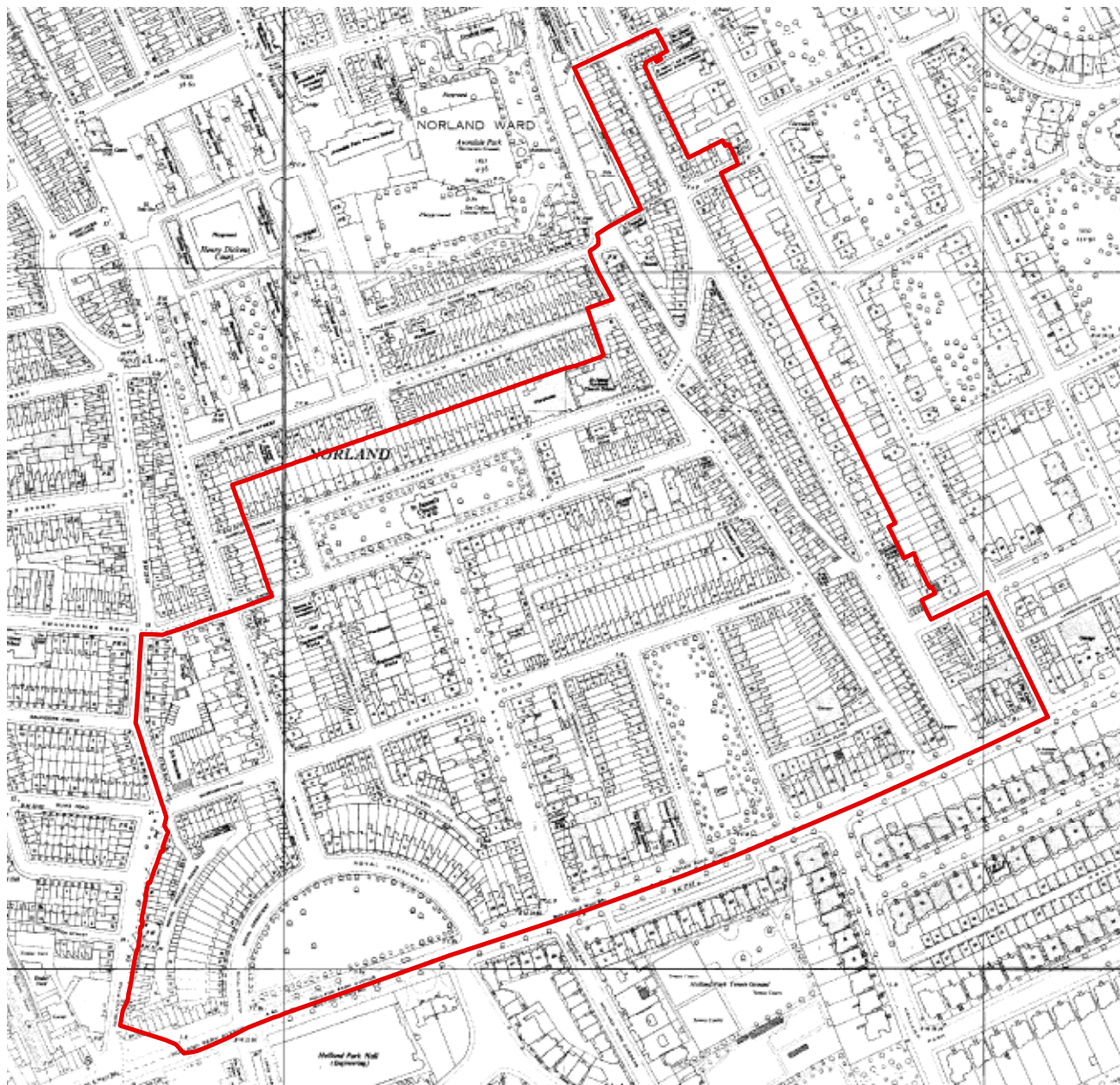


Fig 6.7: Map of 1955

Appendix 2: Historic England Guidance

Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1 (2019)

This guidance sets out ways to manage change in a way that conserves and enhances historic areas through conservation area designation, appraisal and management.

<https://historicengland.org.uk/images-books/publications/conservation-area-designation-appraisal-management-advice-note-1/>

The checklist below has been taken from this publication and has helped to identify the buildings that make a positive contribution to the historic and architectural character of the conservation area.

- Is the building the work of a particular architect or designer of regional or local note?
- Does it have landmark quality?
- Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?
- Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?
- Does it contribute positively to the setting of adjacent designated heritage assets?
- Does it contribute to the quality of recognisable spaces including exteriors or open spaces with a complex of public buildings?

- Is it associated with a designed landscape eg a significant wall, terracing or a garden building?
- Does it individually, or as part of a group, illustrate the development of the settlement in which it stands?
- Does it have significant historic association with features such as the historic road layout, burgage plots, a town park or a landscape feature?
- Does it have historic associations with local people or past events?
- Does it reflect the traditional functional character or former uses in the area?
- Does its use contribute to the character or appearance of the area?

Additional criteria set by the Council:

- Does the building have architectural, historical, archaeological, evidential, artistic or communal significance that contributes to the character or appearance of the conservation area?
- Has the building retained its original design, materials, features and setting or ones that are appropriate to its style and period?
- Does it contribute to the evolution and diversity of the conservation area?
- Was it built by an important local builder or one who also built other significant buildings in the area?

Conservation and Energy Efficiency

Historic England have produced useful guidance on how homeowners can improve energy efficiency and reduce carbon emissions whilst still respecting the historic and architectural significance of their properties. For more information follow this link:

<https://historicengland.org.uk/advice/your-home/saving-energy/>

Appendix 3: Relevant Local Plan Policies

The table opposite indicates those policies in the Royal Borough's Local Plan, which have particular relevance to the preservation and enhancement of the conservation area.

These policies are the primary means through which the Council ensures that proposed development within designated conservation areas preserve or enhance the area's character and appearance.

This list is not comprehensive and any development proposals will have to take account of the whole suite of policies contained within the Council's Local Plan. Please consult the Council's website.

Chapter 21: An Engaging Public Realm	
Policy CR4	Streetscape
Policy CR5	Parks, Gardens, Open Space and Waterways
Policy CR6	Trees and Landscape
Chapter 22: Renewing the Legacy	
Policy CL1	Context and Character
Policy CL 2	Design Quality
Policy CL3	Heritage Assets – Conservation Areas and Historic Spaces
Policy CL 4	Listed Buildings, Scheduled Ancient Monuments and Archaeology
Policy CL 6	Small Scale Alterations and Additions
Policy CL7	Basements
Policy CL8	Existing Buildings – Roof Alteration/Additional Storeys
Policy CL9	Existing Buildings – Extensions and Modifications
Policy CL10	Shopfronts
Policy CL11	Views
Policy CL12	Building Heights