



Norland Neighbourhood Plan 2013-2028

For Referendum

December 2013

For the purposes of the referendum on 5 December 2013, please be aware that you are voting on Volume 1 of the Neighbourhood Plan, which contains the Neighbourhood Planning Policies.

If the Plan passes the referendum, these planning policies will be used to help to determine planning applications in the Norland Neighbourhood Area.

Foreword

The Norland Neighbourhood Plan is a culmination of many years work by the Norland Conservation Society. The Society approached the Council in 2007 with the wish to update the Conservation Area Proposals Statement for Norland, and over the last five years, has been preparing and developing a neighbourhood development plan for the area.

The Norland Conservation Society has a vital role to play in guiding best practice and promoting quality, as well as developing the policies and guidance set out in this Neighbourhood Plan. It has 43 years experience of working to preserve and enhance the area, representing residents' interests to Council Members, Officers and other bodies in the face of increasing development pressure.

The Council has a statutory duty to preserve and enhance the character and appearance of conservation areas as areas of special architectural and historic interest. This has been the principal aim of the Norland Conservation Society since its founding in 1969. This does not mean that no change should take place, for conservation is as much concerned with ensuring that changes are compatible with their neighbours and surroundings as with retaining the exact appearance of the area and its buildings.

The aims of this Neighbourhood Plan, just as earlier Conservation Area Proposals Statements within Royal Borough of Kensington and Chelsea are to set out aims, policies and guidelines for development in the area, as well as provide a useful guide for residents, developers and architects.

The plan demonstrates our shared vision by which decisions on planning applications will be determined so as to shape and direct high quality sustainable development in our area.

Norland Neighbourhood Forum

0

INTRODUCTION

Sets the context of the Norland Neighbourhood Plan

Volume 1: Neighbourhood Plan Policies

1

OUR VISION FOR THE FUTURE OF NORLAND

Sets out agreed aims and policies for development and conservation in the area by which decisions on planning applications will be determined so as to shape and direct sustainable development in our area.

2

PLANNING POLICIES

N1 New Development

N2 Roofs

N3 Rear and Side Extensions

N4 Architectural Features

N5 Exterior Painting

N6 Small-Scale Additions

N7 Outbuildings and Landscape

N8 Advertising

N9 Maintaining a Mixed Neighbourhood

N10 Portland Road (North)

N11 Heritage Assets and Double Glazing

Volume 2: Analysis and Actions

3

HISTORY

Sets out the history and development of Norland, providing the basis on which the significance of the area is assessed.

4

TOWNSCAPE ANALYSIS

Defines the essential character and features of the townscape, assessing significance of heritage assets including the aspects that should be protected, preserved or enhanced.

5

GUIDANCE

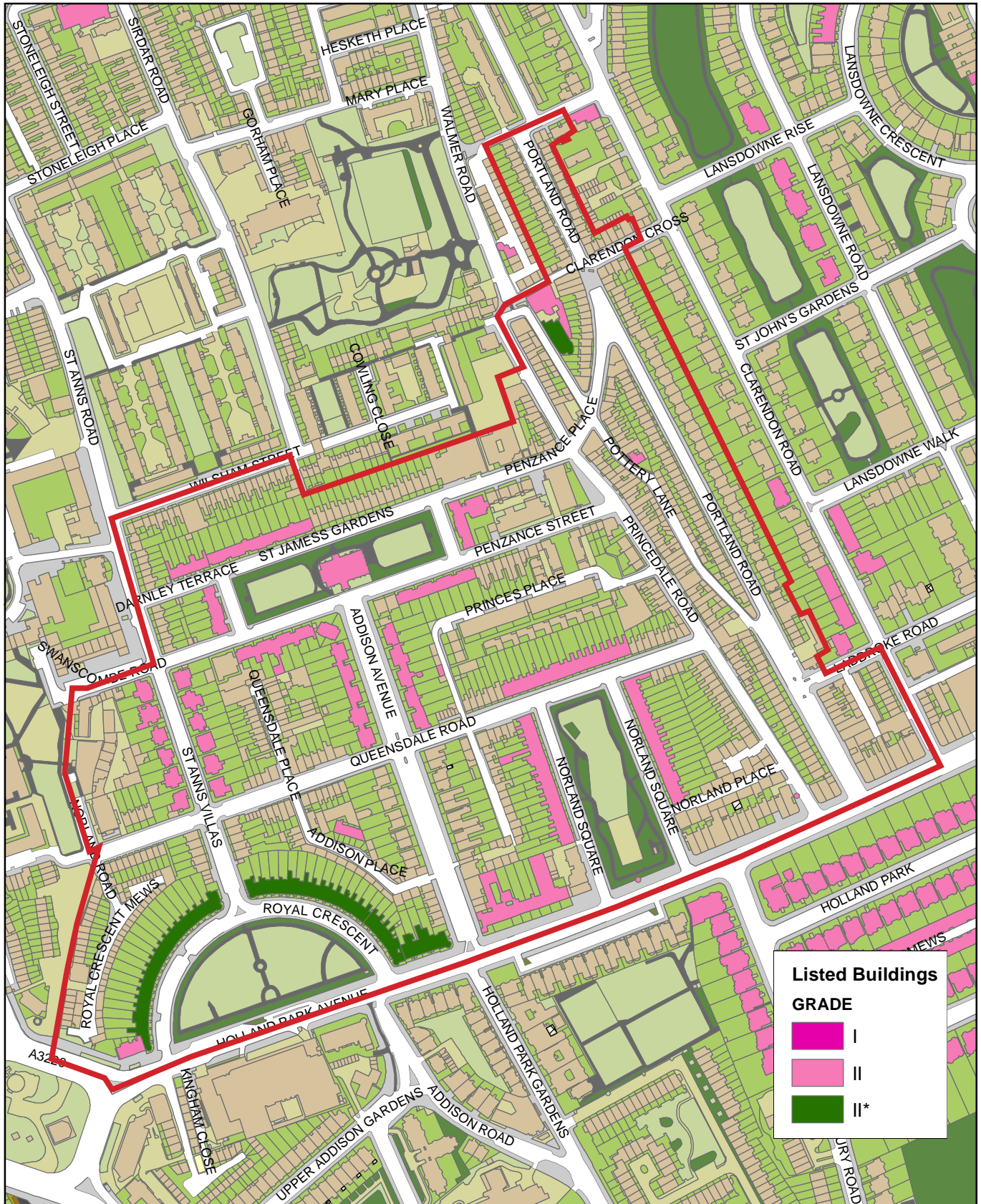
Provides useful guidance for residents, owners, developers and their architects when carrying out development in the Norland area.

6

ACTIONS FOR IMPROVEMENT

Identifies areas where improvements could be made including for streetscape design, management and landscaping.

Norland Neighbourhood Area with Listed Buildings



0 50 100 200 Metres



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0.1 Introduction

0.1.1 The Norland Conservation Area was designated in 1969 under the recently introduced Civic Amenities Act 1967. Its magnificent set pieces of Royal Crescent, Norland Square and St James's Gardens led to the confirmation of the area as an outstanding conservation area by the Department of the Environment.

0.1.2 The estate itself was laid out and built in the mid-nineteenth century over a remarkably short period starting in the 1840s: just fifteen years separated green fields from a suburban estate.

0.1.3 Development was prompted by advantageous drainage works for a new railway. However, the building of the estate was premature and too near to the notorious potteries. The freehold owner of the estate was bankrupted by the scheme. He was nevertheless instrumental in creating an estate of grand compositions which, although not designed by great architects of the day, resulted in a townscape of innate quality.

0.1.4 The estate comprises many types of urban streetscape: grand compositions of linked terraces, coupled with more modest, but nonetheless unified smaller-scale houses and mews, creating different airs of urbanity and spacious style. It retains homogeneity due to the dates of building being so close. The varied style east of Pottery Lane is partly due to the historical age difference, and partly to the influence of the neighbouring Ladbroke estate.

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

0.1.6 The north-south route down St. Ann's Villas and round Royal Crescent creates some traffic problems. The solution requires striking a careful balance between the need to protect and enhance Grade II* listed buildings and important parts of the conservation area, and the communication needs of areas immediately to the north.

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

0.1.8 Since the publication of the Norland Conservation Area Proposals Statement in 1982 much has been done by individual owners as well as the Royal Borough and the Norland Conservation Society, to preserve and enhance the area:

0.1.9 The gardens of Royal Crescent and Norland Square (as well as St James's Gardens) now boast fine new cast-iron railings, and the gardens have been beautifully landscaped and, to a considerable extent, replanted.

0.1.10 Article 4 directions (see Appendix 1) have been implemented to protect the street scene in most streets in the area.

0.1.11 The agreed painting scheme in Royal Crescent and Norland Square has done much to enhance the unity of the Crescent and the terraces of the Square.

0.1.12 The increasing affluence of individual owners has enabled a lot of improvements to individual properties, including reinstatement of all-important architectural details of façades.

0.1.13 Much of the paving has been replaced with York stone, to change the feel of the area very much for the good.

0.1.14 At the same time, as any highly desirable inner London conservation area, Norland has been subject to many new development pressures. This Neighbourhood Plan seeks to promote positive growth and development in the area.

Development Pressures

0.1.15 Since the early 1980s the Norland Conservation Area has been subjected to immense development pressure, as its desirability as a place for a family home, with plenty of open space, fine houses, easy access to the City, and to parks and playgrounds, has been increasingly appreciated. In recent years, the demographic profile has changed and provided opportunity for restoring of some of the larger houses to single family dwellings.

0.1.16 However, the contemporary demands of family living today have also resulted in the creation of large, open-plan rooms. The changes to internal layouts caused the loss of the original historic plan forms. Often the fine original internal plasterwork was also destroyed, even in the listed buildings, which is much to be regretted.

0.1.17 However, in both Royal Crescent and Norland Square for example, a considerable number of houses previously converted to flats, have been returned to their original use as single family dwellings. These houses have benefitted from the reinstatement and/or restorations of original architectural features, the use of agreed paint colours on exterior façades to enhance the uniformity and coherence of the facades as well as the reinstatement of fine cast iron railings around these communal gardens.

Permitted Development

0.1.18 New legislation in 2008 has extended the scope of permitted development in conservation areas, and thereby poses new threats to their historic townscapes.

0.1.19 New guidelines and policies outlined in this Neighbourhood Plan support a tougher approach to inappropriate development and over-development.

0.1.20 The use of Article 4 Directions within the Norland Conservation Area can bring the most obtrusive kinds of permitted development back within planning control, and thus prevent repetitions of some unfortunate erosion of architectural features of merit, which have been lost in the recent past.

0.1.21 The guidelines and policies in this Neighbourhood Plan, aim to achieve tighter control, providing advice and guidelines for improvements where planning control, as such, is not possible, and to prevent further inappropriate development.

Conservation is a Partnership

0.1.22 Everyone living and working in Norland, as well as the Norland Conservation Society and the Royal Borough of Kensington and Chelsea, shares a responsibility to preserve and enhance the area; everyone has to be sensitive to what will enhance and what will detract, what is authentic and in keeping with the original design ideas for the area, and be active in upholding them.

0.1.23 The policies and guidance set out in this plan are not all subject to planning control; some are aspirational, but also exemplify best practice. Where appropriate, through Article 4 directions, the planning authority maintains control of development and alterations to ensure the most important architectural heritage is preserved.

0.1.24 Owners and their professional advisers

are encouraged to consult the Norland Conservation Society at pre-application stage for informal advice on the policies and guidelines in this Neighbourhood Plan.

Status of this Neighbourhood Plan

0.1.25 By reason of National Planning Policy Framework (NPPF 2012) paragraph 2, this plan is a material consideration in the determination of an application for planning permission within the Norland Neighbourhood Area. It is also in general conformity with the Core Strategy, becoming part of the Royal Borough of Kensington and Chelsea's statutory development plan and building on the Council's policies for housing and economic development.

0.1.26 The Core Strategy (which will become the Local Plan for the borough) together with the Mayor's London Plan, determine how the planning system helps to shape Norland – the London Plan provides strategic policies to help achieve the Mayor's vision for London, whilst the Local Plan provides more focused and localised policies to shape development within the borough to achieve the Council's vision.

Evidence Base for this Neighbourhood Plan

0.1.27 A detailed street survey has informed the guidance in this Plan. This survey work is based on the principles set out in the Oxford Character Assessment Toolkit¹, with reference to the features it uses. The descriptions of Norland's streets, squares and open spaces summarise the conclusions of this survey work.

0.1.28 The buildings in each street, square and crescent are described in detail in the Norland Street Surveys document, which supports this Plan, with recommended actions to enhance the character and quality of neighbourhood and individual buildings, as well as the overall ambience and the street scene. The individual street reports are supported by photographs illustrating all the buildings, problems to be resolved, and required improvement actions.

0.1.29 The description of the Neighbourhood Area takes a graduated approach, proposing actions to preserve and enhance, which are proportional to their significance.

0.1.30 The NPPF defines "heritage assets" to include listed buildings and conservation areas. Paragraph 128 adopts a new approach to consideration of historic assets in that local planning authorities should identify and assess the particular significance of any heritage asset that may

¹Oxford City Council, Character Assessment Toolkit, available at <http://www.oxford.gov.uk/PageRender/decP/CharacterAppraisalToolkit.htm>

be affected by a proposal taking account of the available evidence and any necessary expertise; paragraph 138 notes that not all elements of a conservation area will necessarily contribute to its significance. In this Neighbourhood Plan, we have reflected such a graduated approach to the degree of significance of the Norland Conservation Area by our use of adjectival descriptions; we have re-considered the pre-existing conservation assessment in that context. Our approach underpins the sustainable development of our neighbourhood.

0.1.31 Thus the grand compositions and their immediate surroundings, mostly listed buildings, require the greatest control. Other terraces, mews and minor streets require protection, according to their significance, principally by the use of Article 4 Directions. The aim is to ensure that the integrity of individual buildings and the overall street scene are protected and enhanced in terms of structural design and paint colour.

0.1.32 This plan does not overlook the importance of protecting the private open spaces behind and between the streets, which are so important to the character of the neighbourhood; a proportional approach is also taken to these open spaces, according to their significance. Norland is, first and foremost a historic conservation area, with a well-defined layout and fine buildings, but emphasis in this plan is also placed on its role as a neighbourhood for families.

Consultation

0.1.33 This Neighbourhood Plan has been prepared, and consulted on, by the Norland Neighbourhood Forum, following guidelines set out in the Localism Act (2012). As part of the preparation of the plan, consultation was carried out with the local community in Norland.

Boundaries of the Neighbourhood Area

0.1.34 In accordance with the Localism Act 2012 and after due consultation, the Council designated the Norland Neighbourhood Area, and the Norland Conservation Society as the Neighbourhood Forum for this Neighbourhood Area.

0.1.35 The Neighbourhood Area was designated on 22 May 2012. It comprises the Norland Conservation Area and includes 2-32 St Ann's Road and 65-117 Wilsham Street. These properties have been included as they belong stylistically to Darnley Terrace, and historically to the development of the Norland estate.

0.1.36 The Norland Conservation Area was designated on 29 January 1969. It included the original Norland estate as built up to 1852 and the completed north side of St. James's Gardens which dates from 1864-79. Portland Road was not included as it did not constitute part of the original Norland estate.

0.1.37 The boundaries of the conservation area have since been extended to include all the wedge of land between Norland and Ladbroke (mainly the north end of Portland Road), plus an area around Clarendon Cross, the shops fronting Holland Park Avenue to the south of the extended area and the Royal Crescent Mews and Norland Road area. These extended boundaries were adopted by the Council on 26 April 1978. The complete list was published in the London Gazette on 2 June 1978. On 25 June 1979 the Secretary of State of the then Department of Environment accepted that the extended Norland Conservation Area is of "outstanding historic and architectural interest".



111-117 Wilsham Street



14 St. Ann's Road

