

4 Guidance for Future Development

4.1 Vision and Aims

This chapter sets out specific planning policies and guidelines to achieve our aims. These are to:

- Protect and enhance the character and historic features that define Norland's sense of place in terms of townscape, streetscape, landscape, neighbourhood
- Protect our listed buildings, as well as those which may not be of listing quality, but whose architectural features contribute to the character of Norland.
- Protect and enhance our open spaces, gardens and trees, both private and public
- Protect and enhance the aspects that add to the quality of life tranquility, security, discourage and reduce traffic noise and disturbance through residential areas.
- Strive for retention of local and heritage characteristics, including both architecture and local and social amenity (shops, pubs, post offices)
- Keep the conservation area as a place for families
- Make it easy for pedestrians to move freely and safely in Norland
- Manage new development in such a way as to conserve local character
- · Maintain a mix of uses try to retain small businesses
- Maintain its social diversity
- Encourage 'civic' pride and local involvement of individuals and organisations

To achieve our Vision for Norland, within the timescale of this Neighbourhood Plan:

- Norland should have retained and enhanced all the features that are essential to its character, charm and attraction as a place to live
- HGV and bus traffic problems in Royal Crescent and St Ann's Villas should have been mitigated to make these streets attractive places to live
- Rat-run traffic speeding will have been effectively eliminated
- Our listed buildings and others important to the character of the Norland Conservation Area will have been preserved
- Eyesores will have been eliminated and ugly buildings replaced by development more appropriate to their surroundings
- Controls should be in place to prevent undesirable new developments, alterations or extensions of existing buildings
- · New developments will be of exceptional design quality and appropriate to their setting
- Subject to national legislation and the Local Plan, out of character and disruptive basements under and within the curtilage of our historic buildings will have been stopped.
- Holland Park Avenue will remain an attractive local shopping street, protected from the demands of through traffic; garish shopfronts and internally illuminated fascia boxes will have been eliminated
- Norland will have maintained a good mix of small businesses alongside residential use
- · Important streets will benefit from a strategic tree planting plan
- · All redundant and non-essential street furniture and signs will have been removed
- Ugly lampposts, inappropriate to their setting, will have been eliminated
- More original front garden boundary features will have been restored or reinstated, and inappropriate features removed
- The proliferation of LED advertising screens on areas immediately adjoining the Norland Conservation Area will have been stopped

4.2 Policies and the Built Form

The overriding principle in the Norland Neighbourhood Area is that any alteration or addition should contribute positively to the character of the area.

Article 4 Directions restrict the extent of permitted development for some properties in the area. This Neighbourhood Plan intends to provide guidelines for what is permissible where permitted development rights have been removed.

4.2.1 New buildings

N1 New Buildings

Close attention to the existing rhythm, proportion, height, scale and massing, materials and storey heights will be expected in the grand compositions and other terraces of visual quality including their setting.

More flexibility might be permitted in the lesser terraces and mews etc and their setting, but a strong contextual approach would still be expected.

New eccentric buildings may be permissible, but these opportunities will be exceptionally rare, and their appropriateness is wholly dependent on specific context and cannot be set out in policy.

The Council, supported by the Norland Conservation Society, will pursue the highest possible design standards for the conservation area. In any new development in the area, dialogue should be encouraged between applicants, developers and architects and the Norland Conservation Society at an early stage.

New buildings should complement the street scene: they are expected to be in keeping and resonant with adjacent buildings and immediate environment in terms of their height, scale and massing. They should contribute to the creation of a coherent and cohesive whole with the adjoining buildings and use appropriate materials and paint finishes, fenestration and decorative features which echo in some ways the surrounding historic townscape.

4.2.2 Roof levels, styles and extensions

N2 Roofs

A: Roofline

The impact of changes to rooflines must take into account views from across open spaces and along streets.

B: Pitched

Pitched roofs without parapets are sensitive to alterations. Changes will only be permitted to improve existing unpleasant alterations. New dormers or other alterations would not be permitted.

C: Parapets or low-pitched

The retention of the uninterrupted parapet is important to the continuity of the facade. Changes to the roof must ensure the parapet remains dominant.

D: Roof gardens and terraces

Roof terraces should be set back from the building line taking care to be sensitive to uninterrupted rooflines and considering the view from the street. Enclosures, furniture, parasols, trees or shrubs should be as unobtrusive as possible from all viewpoints, and not be visible from street level on the opposite side of the street.

(a) Roofline developments

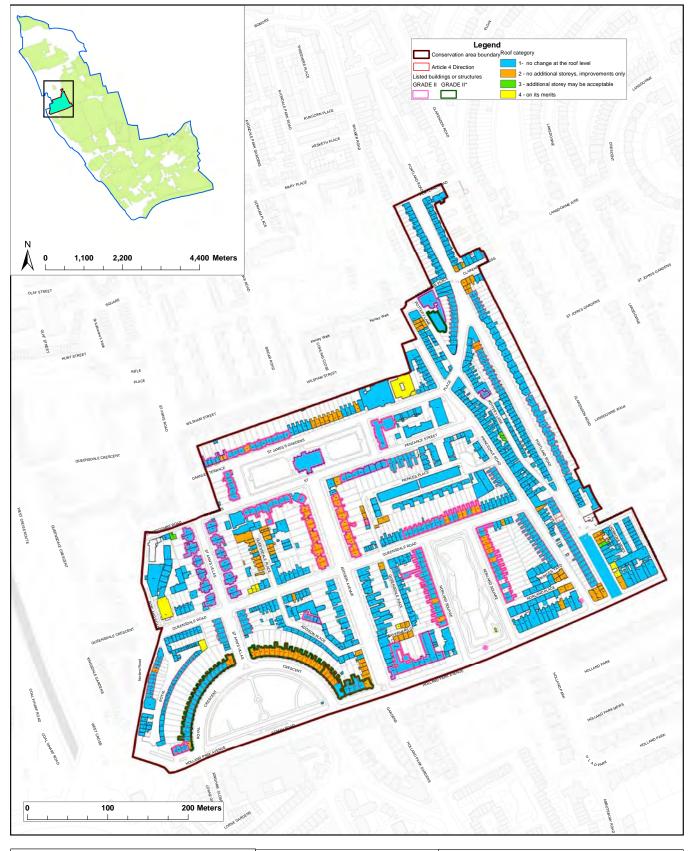
All roofline developments or alterations require planning permission in conservation areas, and, in the case of listed buildings, Listed Building Consent.

Over the years, rooflines have suffered all kinds of depredations due to the lack of coherent and adhered-to guidelines as to what is and is not acceptable. This has happened at the rear of houses (eg. 35 Norland Square, 46-56 Addison Avenue), as well as at the front and sides (eg. 42, 46, 48, 54, 56, 49, 57 Addison Avenue).

In a conservation area such as Norland, with open spaces affording distant views of slate roofs, inappropriate additions to the rear roofs can spoil the buildings' architectural integrity just as much as unsuitable alterations at the front.

The sensitivity of roof lines to change varies, according to the setting of the building in the streetscene. Some of the variables are the length of view available of the building, and whether the roof is hidden by a parapet and whether it is flat or pitched - either fore and aft or sideways. The roof assessment, undertaken in 2006, defines four categories for the consideration of roofline proposals in Norland:

- 1. No change at the roof level (blue)
- 2. No additional storeys, improvements only (orange)
- 3. Additional storey may be acceptable (green)
- 4. On its merits (yellow)





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The preponderance of blue indicates a suggestion against roof level developments in general. But there are situations where improvements would be acceptable. There are few properties assessed as being acceptable for an additional storey, and a small number of buildings where any roofline alteration would be judged "on its merits"

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

(b) Pitched Roofs

Examples can be seen in Addison Avenue, St. James's Gardens, St. Ann's Villas and Penzance Street.

Original pitched roofs are sensitive to the need to retain the original type of roof covering to maintain the character of the area. When repairs are necessary, broken slates should be replaced with natural slate.

All slate roof-level developments and alterations should use natural slates.

(c) Parapets and flat or low-pitched roofs

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

Where there are existing roof extensions behind the front parapet, the retention of the uninterrupted parapet is important for the continuity of the facade. Where it has been pierced to allow a dormer window to project or to gain more light, the parapet should be reinstated as soon as the opportunity arises.



Ugly roof extension



Chaos of dormers



54-56 Addison Avenue



44-46 Addison Avenue



57 Addison Avenue

(d) Roof gardens and terraces

Planning permission is frequently sought for roof gardens and terraces. On other occasions, enclosures are erected around "informal" roof terraces without permission.



All roofline developments or alterations require planning permission in Conservation Areas, and, in the case of Listed Buildings, Listed Building Consent.

In principle, the following guidelines apply to roof level extensions or alterations in the Norland Conservation Area:

- Roof terraces should be set back at least 50cms (horizontally) from the eaves
- Enclosures, furniture, parasols, trees or shrubs should be as unobtrusive as possible from all viewpoints, and not be visible from street level on the opposite side of the street
- Roof terraces will be subject to a condition requiring the Council's approval of enclosure design and materials, landscaping, planting and furniture, in order to avoid compromising rooflines.

4.2.3 Rear and side extensions

N3 Rear and Side Extensions

Extensions should not contribute to a serious loss garden space, which, on its own or together with neighbouring gardens, is important to the character of the area.

Rear infill extensions should be set back from existing closet extensions so as to preserve the rhythm of the rear facade of a terrace or street. With the increasing value and desirability of houses in Norland, pressures have grown to increase the interior space of valuable properties.

Whilst conservatories were originally intended for the cultivation of plants nowadays they are mostly considered as extensions of the main house: as breakfast rooms, family rooms or garden rooms. With the removal of a large part of the rear wall of the original house at lower or upper ground floor levels these conservatory extensions become an integral part of the main house.

Often in Norland Conservation Area, the rear elevations of houses and terraces are visible from some distance, and inform the character of the open spaces behind the houses.

In accordance with the general principle that any alteration or addition should contribute positively to the preservation and enhancement of the character and appearance of the conservation area, no alterations to rear extensions should be considered which might jeopardise the character, appearance and value of these open spaces.

The scope for rear and side extensions is determined not just by open space considerations, but also by the need for a good architectural relationship between the proposal, the existing building and its neighbours. The erosion of rear garden space is an important consideration, as are neighbour effects such as privacy, daylighting and sunlighting.

Proposals will not be permitted if they would compromise architectural character or contribute to a serious loss of garden space.

It is important to note that:

- whilst certain types of rear or side extensions may be permitted development and therefore not require planning consent, any extension to a listed building always requires Listed Building Consent.
- for listed buildings, the listing applies to everything within the curtilage (in other words, everything within the garden walls).
- in a conservation area the preservation of the original character of the rear and side elevations of the houses is also important.
- single storey rear extensions are permitted development within defined limits, unless Article
 4 Directions are used to remove these rights.
- side extensions and double storey rear extensions require planning permission in conservation areas.

There are some terraces in the Conservation Area where the rear elevations have been con-

siderably altered (including in some cases rear extensions of more than single storey (eg 143-179 Portland Road, 53-65 Portland Road, 23-27 Penzance Street).

Accepting that, in these cases, the precedent for taller rear extensions has already been established, nevertheless, the principles set out below should, in general be followed throughout the conservation area.

The principle should be applied that all extensions (front, side or rear), on unlisted buildings should:

- not exceed single storey, (except in the case of rear lightwell infill extensions between existing closet extensions of more than a single storey, or terraces where a precedent for taller rear extensions has already been established)
- not intrude upon the privacy, or access to daylight and sunlight of neighbouring gardens and houses
- not adversely affect the character and appearance of the backs of the terrace or street as a group
- use matching materials to existing eg. there should be a presumption against the erection of predominantly glass structures (except in the case of infilling between two existing rear extensions)
- minimise use of garden space, and not extend further than 3m from the rear wall of the original house
- not be allowed to intrude into garden space which, on its own or together with neighbouring gardens, is important either to the character of the particular area or to the general character of the urban scene (ie. uninterrupted open garden corridors at the rear of terraces of buildings)
- Within 2m of boundary walls, the maximum eaves height should be no higher than the adjoining party wall, and the maximum height not more than 2.5m
- No side extensions or side porches should be permitted
- In the case of "infilling" between two existing rear extensions, the "infill" should not extend beyond the shorter of the two existing rear extensions and should be set back from it in order to preserve at least some feeling of the gap/void
- To protect neighbours' privacy, and the appearance of rear elevations, balconies and terraces on top of rear extensions will not normally be permitted

4.2.4 External architectural features and decorative elements

N4 Architectural Features

Original architectural details such as cornices, fenestration, architraves, stucco embellishments, door design, door furniture and ironwork, railings, balconies and foot scrapers, are important to the character of the conservation area. Preservation or restoration of these features will be encouraged, and required where proportionate to the development.

Preservation or restoration of original architectural details such as cornices, fenestration, architraves, stucco embellishments, door design, door furniture and ironwork, railings, balconies and foot scrapers, is of paramount importance for listed as well as unlisted buildings in the conservation area.

The Council's Core Strategy sets out the following requirements regarding design quality:

The Council will:

a. require development to be:

i. Functional - fit for purpose and legible;

ii. Robust - well built, remain in good condition and adaptable to changes of use, lifestyle, demography and climate;

iii. Attractive - pleasing in its composition, materials and craftsmanship;

iv. Locally distinctive - responding well to its context;

v. Sustainable - in the use of resources, construction and operation;

vi. Inclusive - accessible to all;

vii. Secure - designs out crime.

b. require an appropriate architectural style on a site-by-site basis, in response to:

i. the context of the site;

ii. the building's proposed design, form and use;

iii. whether the townscape is of uniform or varied character.

c. facilitate the redevelopment of 'eyesores' by offering flexibility in relation to policies which make redevelopment with buildings more suited to their context demonstrably unviable. Architectural features such as porticos, bays, pediments and balusters form the characteristic rhythm of the street scene, and should be retained and renovated. Original decorative details such as cornices, string courses and console brackets are also very important to the appearance of individual buildings and the integrity of terraces. Some of these details remain missing, and every opportunity should be taken to get them restored.

Article 4 Directions intend to protect and ensure the architectural integrity of front elevations, and prevent alterations which would conflict with their original design. In particular, the aim is to maintain or restore the integrity of principal terraces where the same colour and finish should be used for all architectural details - cornices, string courses, architraves and balconies including rusticated ground floors and basements. See Appendix E for where these apply.

When considering applications for alterations and improvements to unlisted, as well as listed, buildings, appropriate restoration of architectural features and original decorative details should be included in the proposal.

(a) Cornices

In much the same way that the vertical spacing and proportions of windows define the proportion of individual house facades, the continuous horizontal details such as cornices, string courses and stucco channelling unite a terrace in terms of its horizontal character.

The function of cornices is to break water away from the front wall of the building to stop stucco and paint or facing brickwork from being stained by water, which will otherwise run down the facade. As originally constructed they are prone to infiltration by water and some have decayed beyond safe retention, as was the case in Royal Crescent and Norland Square. Their maintenance and repair is important in deference to their practical role as well as the visual continuity of terraces.

Many cornices are still missing, though considerable progress has been made over the past 30 years with reinstating them. This problem is particularly noticeable on the south side of Queensdale Road (15, 25-27, 39,43-55; also 2A-10, 32-38 on the north side).

Whenever any planning permission or listed building consent is requested for any houses to which this applies, the owner should be encouraged to take the opportunity to put this right.



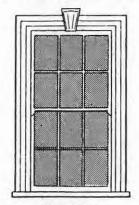
(b) Fenestration patterns, window designs and external surrounds

Windows represent one of the key visible external elements of a historic façade. The variety of different period window types and glazing patterns, their spacing and the proportions of the openings, their three-dimensional modelling with often deep finely sculpted glazing bars, as well as the uneven lively character of multi paned window with the characteristic glitter of the individual panes of historic glass, all contribute to their special historic character and significance.

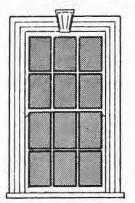
Apart from the considerable charm of historic windows they provide one of the main tools to date a historic building. Window alterations can have a dramatic impact on the building's appearance as well as the character of the townscape of which it forms part. Historic fabric is a precious and finite resource that should be preserved for future generations and the loss of the surviving historic windows may result in a significant erosion of the building's special architectural and historic character.

Throughout the 19th century, architectural design in London kept the theme of verticality of the individual unit within the horizontality of the whole (ie. the individual house within the terrace, the proportions of window frames and architraves within the elevation, window pane sizes and glazing pattern proportions within the sash or casement, etc). The success of the architectural design of individual houses and whole terraces depends on the careful design and proportions of all these elements.

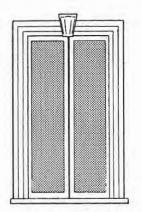
Where a more distant view of any group is available across a square or where there are front gardens, the importance of continuity of detail is emphasised. Cornices, parapet and roof lines, rhythm of fenestration, and repeated decorative details are all seen in the context of a group of buildings rather than in isolation.

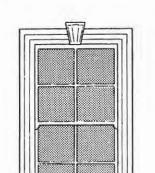


The original



Thick glazing bars

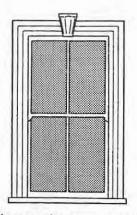


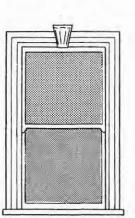


A loss of vertical proportion

Black painted bars

Large panes and a loss of the sash

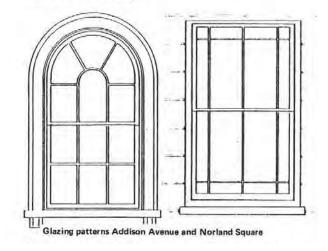




Horizontal emphasis introduced

Right proportion - wrong pane size

Uninteresting



With windows the proportions of the frame or architrave within the elevation may be spoilt by the removal of glazing bars. Individual sashes are sometimes wider than their height, but the division of the sash into six or more panes emphasises the window's overall vertical proportions. The sketches of different window designs show how different glazing patterns alter the perception of the same window.

Changed or lost glazing bars are particularly noticeable in formal groups and terraces. Return to the original glazing patterns should be a priority, since even minor deviations are noticeable.

It is also important that the glazing pattern can be clearly seen: black glazing bars can diminish the impact of the original fine proportions of the windows.

Some window designs have been altered (eg. 42-46, 80 Portland Road and 32, 33, 35 Addison Avenue).

There are many examples of unsympathetic glazing patterns to list them but the diagram opposite gives some idea just how much a window's character changes with different glazing patterns. The glazing patterns are also helpful in dating the different building groups.

When restoring glazing bars it is important to use the correct cross-section which may be so slender as to require hardwood and not one of today's, rather "heavier" softwood sections. In this context absolute originality may in some limited cases be sacrificed in favour of conformity with the neighbouring properties, although it may be worth checking that the neighbouring properties are not contemplating a change themselves to conform with the property in question.

Having completed the restoration, the joinery paint should match the other painted joinery of the property and should be usually white or of a light colour. Painting glazing bars black makes



54-60 Princedale Road. It would be desirable to reinstate the original window designs.

them less obvious in the facade. From the mid 19th century, advances in glass manufacture made it possible to produce large single panes of glass which were then used for windows to principal rooms on the front facades. The large panes were expensive and the owners were showing off their status on the publicly visible elevations whilst sometimes painting 'out' the glazing bars in the lesser windows of the house to disguise the use of cheaper multiple panels of glass.

The same comments apply to window architraves/external surrounds. They frame the windows and contribute strongly to the rhythm of the facade features. Even one missing architrave can be very disturbing to the overall character and appearance of the building frontage. Architraves are often missing or have been inappropriately restored.

There are examples at:

- Princedale Road 44, 56, 60, 72, 82;
- Portland Road 15, 41, 73, 119, 167-169, 175.

Wherever permission is sought for alterations to street elevations in the conservation area, the owner should be encouraged to restore the original window and architrave designs. This is particularly important in the case of listed buildings. PvC windows are completely unacceptable in the conservation area.

(c) Heritage assets and double glazing

Listed buildings

There is a strong presumption against the replacement of historic windows in listed buildings with double glazed units. The main reasons for this are:

- The loss of the original historic fabric and historic authenticity
- The visual changes to the external and internal appearance including visible spacer bars

and sealants on the edge of the glass panes and the necessary inclusion of a prominent individual sealing cap on each pane of the vacuum glazing units

- The dangers of future internal fabric decay within the building as a consequence of removing ventilation
- The significant weight difference of double glazed units that impose increased loading on the original frames

These all have a detrimental effect on the appearance and overall character of the listed building.

Unlisted buildings

As with listed buildings, there are important conservation benefits in retaining the original historic fabric in unlisted buildings in conservation areas, including the windows. When considering their replacement the primary consideration is the material effect on the external appearance of the building and the consequent effect on the character and appearance of the conservation area. The result of this assessment may vary and will depend on the age of the buildings, the degree of the survival of the original windows and the detail of the particular window. In the interests of energy conservation, our intention is to investigate the availability of double glazing systems which would be acceptable to English Heritage for use in Listed Buildings. To the extent that such are available, we will recommend them for use in both Listed and Unlisted buildings in the Conservation Area. See Appendix D for further guidance.

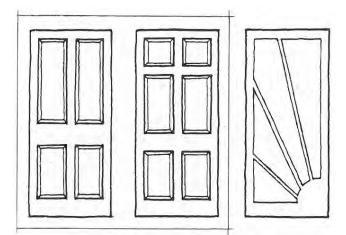
(d) Entrance door designs

There are countless examples of unoriginal door designs, for example:

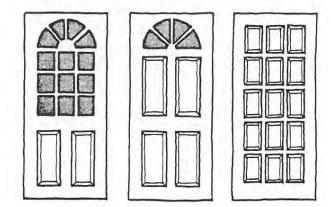
- 27, 49, 53, 55, 65 Portland Road
- 162, 164, 166 Holland Park Avenue
- Norland Square
- 20, 24, 26 St Ann's Road

In the same way that lost details on windows can spoil the facade of a building, it is disappointing to see a magnificent original portico framing a flush-faced hardboard door pock-marked by numerous doorbells, and lacking the original ironmongery. Similarly it is regrettable to see an over-decorated or fake panelled door of incorrect architectural period and style.

There is no definitive front door pattern in the conservation area. However majority of the original pattern doors are the four-panel type with a



'Two acceptable doors compared to unacceptable patterns'



limited number of properties where the original door was the more grand six panel door. Another very attractive period pattern door type is the elegant two panel door with the two panels spanning the whole door height.

Norland Square originally had four-panel doors. Though it is difficult to be certain without inspecting the doors from the inside, the existing doors at 3, 10 and 15 appear to be original, and therefore the best to copy in future at other properties.

The original double doors of listed buildings in St. James's Gardens and the north end of Addison Avenue are particularly attractive. Their alteration or replacement would be severely detrimental to the buildings' special architectural or historic character and appearance.Pseudo-Georgian semicircular headed doors would be particularly unwelcome additions to buildings within the conservation area.

When considering applications for alterations and improvements to unlisted, as well as listed, buildings, appropriate restoration of original doors should be included in the proposal.

(e) Front door steps

For many reasons the original front door steps in



many streets have been replaced with concrete, tile or even tarmac covered steps. Recently, as houses have been renovated, those who can afford the considerable cost have replaced or restored their front steps in an appropriate stone.

Whenever planning or listed building consent is requested for any houses which have altered front entrance steps, the owner should be encouraged to replace concrete, tile, or tarmac steps in material or covering to match the original design.

(f) Railings

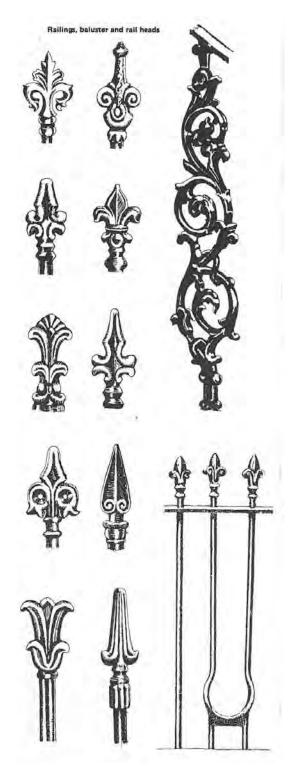
Railings serve as protection and security for individual houses and square gardens. They act as a form of demarcation of area, emphasising unity in a building group without masking it from view.

Significant numbers of the original railings were removed and melted down to help the Second World War effort. However, the increasing prosperity over the past 30 years has led to extensive reinstatements of the original pattern railings. Examples in Norland area are the extremely fine railings round the gardens in Royal Crescent and Norland Square. By contrast the railings in St James's Gardens, (a pioneer square garden in replacing its wire netting) look somewhat underprivileged.

There was considerable variety in the type of the original railings used in the conservation area. Any one pattern is usually retained for the whole length of a terrace or building group.

The exception is St Ann's Villas and Road, and the west end of Queensdale Road, where a va-





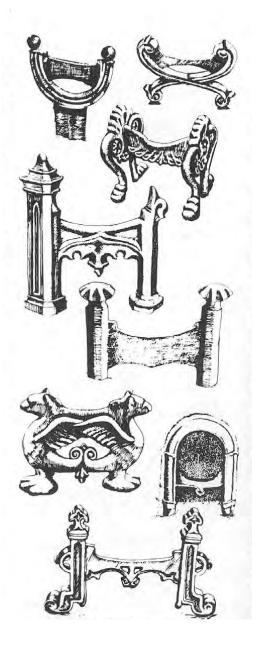
riety of different railings, fences and walls are to be found. In some cases too, hedges have been planted as an inexpensive way to define the front boundary, and achieve a degree of privacy.

Individual residents have in some cases replaced railings, but not always with the correct design. Some houses in Addison Avenue have either not reinstated their railings, or keep them hidden in a thick hedge, for privacy's sake.

The repetitive pattern is the most distinctive feature of railings and one or two missing heads or broken rails can easily harm their effect as part of the attractive unifying feature of a building group. The drawings show examples of different railing designs typical of Norland. Whenever the opportunity arises, (eg when any planning permission is requested for any houses which have broken or missing rails, railings of an inappropriate design, or hedges, walls or palings), the owner should be encouraged to replace them to match the original design.

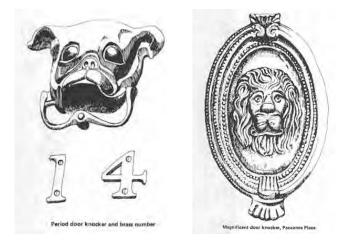
(g) Door knockers, footscrapers, ironwork

Victorian ironware catalogues gave a remarkable choice of letter-boxes, door knockers and door-



knobs and some are still available in reproduction and when appropriate design is chosen can look particularly well on the panelled doors of the terraced buildings. They also offered a large variety of footscrapers of which over twenty styles are to be seen around the Norland area.

Unfortunately a lot of these original features have been lost in breakages or covered in rust and lay-



ers of paint (which also applies to railing heads). Since these are grouted in with lead, they are difficult to remove for bead blasting or some other form of paint stripping and cleaning prior to repainting. The sketches show their full detail, where discernible on existing scrapers or catalogue illustrations. Although not a major piece of street furniture, these scrapers represent one of the smaller details which would be sadly missed and which contributed to the attention to detail in the design of the estate when built. Owners should be encouraged, where possible, to repair or reinstate them where the original design detail is known.

4.2.5 Exterior painting

(a) Painted brickwork

N5 Exterior Painting

The rendering or painting of original unpainted facing brickwork on front and rear elevations will not be permitted.

Where rare examples of such unpainted stucco surfaces survive these should be left unpainted.

All stucco ornamentation should be white, or an acceptable alternative to simulate pale stone.

The conservation area contains numerous examples of brickwork having been painted, which destroys the architectural integrity of the whole terrace, as well as an individual house, eg:

- 56 Queensdale Road and 114 Portland Road, whole façades are painted, destroying the two-coloured brickwork design
- (Rear of) 3 Portland Road
- 71-75 Portland Road, brickwork painted in pleasant pastel colours with white stucco detailing; but this hides the brickwork as originally designed

Article 4 Directions preventing the rendering or painting of brickwork cover many properties in the conservation area. The aim of these direc-



tions is to protect and ensure the architectural integrity of these elevations, and prevent alterations which conflict with their original design concept. See Appendix E for where these apply.

Consent will not be given for any rendering or painting of original unpainted facing brickwork on front and rear elevations. Where original facing brick elevations have been painted, subject to the results of small patch tests as to the likely feasibility and effect on the brickwork of the paint removal, owners are encouraged to remove the paint and restore the original facing brickwork.

Where planning permission is sought and granted for development, a planning condition requiring the return of painted brickwork to its natural unpainted state will be imposed, (subject to professional advice as to feasibility).

(b) Stucco features painted in inappropriate colours

Stucco, as a material, was originally left unpainted to imitate Bath stone. Where rare examples of such unpainted surfaces survive, (eg 86-92 Portland Road), it is preferred for these to be left unpainted.

As a general principle, on houses with a brick façade, stucco ornamentation (including rustication at ground floor and basement level eg 5-33 Princedale Road) should be painted white (not Brilliant White, high gloss or textured), or an off-white colour, so long as this applies to the whole terrace.





On houses with a stucco façade, ornamentation should be picked out in white, while the main body of the stucco is painted in a gently contrasting pale pastel colour. The result is an integrated scheme with some flexibility to allow for variation and personal choice.

Some building groups already feature a variety of paint colours which have become part of the established character and add to the local interest. But there are other examples which seriously detract from the overall effect of the street scene, and are not at all what was intended in the original design scheme.

- 2A Queensdale Road: painted black
- 48 Portland Road: stucco decoration and ground floor painted barley-sugar pink
- 134 Portland Road: lower band of cornice painted maroon to match ground floor
- 24 Queensdale Road: painted orange
- 116 Holland Park Avenue

Article 4 directions now intend to prevent inappropriate colour schemes:

- for ornamental stucco detailing throughout the conservation area
- for plain or rusticated stucco surfaces at ground floor and basement levels, on whole terraces where unity is important: eg 5-33 Princedale Road, 84-94 Portland Road
- painting of terraces with whole stuccoed fa-

çades where original intention was to imitate stone eg 2A-16, 18-28 Queensdale Road

 painting of bay windows at 11A-D Queensdale Road

The default colour for all stucco ornamentation should be white, or an acceptable alternative to simulate pale stone, for a whole terrace, if all owners are agreed.

Examples of where this is important include:

Portland Road: where the front elevation at first and second floor level is, or originally was, of facing brick, or unpainted stucco. In these cases, white or a pale (stone) colour are specified for stucco (often rustication) at ground floor and basement level.

Princedale Road: where the front elevation at first and second floor level is, or originally was facing brick, white or a pale stone colour are specified at ground floor and basement level.

See Appendix E Third Schedule for full details and intended colour palettes.

4.2.6 Small scale additions/alterations

N6 Small Scale Additions

The siting of small-scale additions including satellite dishes, antennae and external pipework must be sensitive to the outside appearance of the building and the effect on the street scene.

Solar panels should be discreetly located so as not to harm the setting of any listed buildings or any key view or vista within the neighbourhood area.

(a) External pipework

The later addition of sanitation and plumbing has resulted, in some cases, to pipework being attached to façades facing onto the street, detracting from their original design and appearance.

- 13-31 Portland Road
- 44 Portland Road
- 54 Portland Road (painted black)
- 81 Portland Road (down middle of façade)

Refurbishment and enhancement over the past 40 years has gradually reduced the number of instances of such eyesores/blemishes on facades. But more remains to be done, and owners should take every opportunity to rectify this problem.





(b) Wiring on façades

This also applies to external wiring, which in some cases is even left trailing loosely across façades:

- 61, 65 Portland Road
- 71, 73 Portland Road
- 81, 91, 105, 121-127 Portland Road
- 169 -171 Portland Road
- 26, 40, 44 Portland Road
- 14, 20, 27, 28, 43 Royal Crescent

The unsightliness of wires and aerials can be due to poor workmanship on installation or the desire to save money by avoiding internal routing of these runs.



Putting this right is outside planning control, and a matter for individual owners. On principle, whenever exterior or interior renovation is required, the aim should be to remove wires from façades. But if wires have to be fixed to a front elevation their effect may be minimised by their running vertically along the line of down pipes and horizontally along gutters and string courses and by matching cable colour to the background.

Cabling might be run inside trunking alongside down-pipes and painted in to match; this would prevent coming adrift and flapping about in the wind.Wires are less obtrusive if fixed securely. Moreover, tidying up wires is cheap and quick. Where aerials are placed on the roof they should be as far to the rear of the roof as possible, behind the parapet line on low pitched or flat roofs, and on the rear roof slopes so that they are screened from the street view.

(c) Burglar Alarms

Brightly coloured alarm boxes are usually displayed prominently as a deterrent. However, wherever possible, they should be placed on basement walls, or on the side of houses to avoid detracting from the appearance of the facades.

These features normally will not require a planning permission, but will require Listed Building Consent.

(d) Satellite dishes

Listed Building Consent is required for any antenna or dish that affects the character or appearance of the building or its setting. The particular site circumstances have to be assessed to ensure that the proposed location is not detrimental to the building's special architectural or historic character and heritage significance.

On non-listed buildings, the regulations are differentiated, and may not require planning permission. Any dish or other antenna must be positioned in such a way that its effect on the outside appearance of the building and the effect on surroundings is reduced as far as possible.

Further advice is available from the Department of Communities and Local Government. on http:// www.communities.gov.uk/publications/planningandbuilding/householdersguideantennas

(e) Solar panels

Only very discreet locations for these installations can be considered as acceptable in proposals for Listed Building Consent. In conservation areas there are also restrictions in relation to unlisted buildings. This Neighbourhood Plan proposes that solar panels only be permitted in discreet locations that would not harm the setting of any listed buildings or any key view or vista within the conservation area.

Further advice is available from the Government: http://www.planningportal.gov.uk/permission/ commonprojects/solarpanels

4.2.7 Interiors

Section 3.1.4 described the extent to which numerous interiors of listed buildings in the area have been altered by removing elements of their historic plan form or original decorative features, and stated the aim of protecting against further such damage.

This is also very much in the interest of owners of these historic buildings, and the Norland Conservation Society will endeavour to persuade owners to preserve them in order to retain their historic character (and consequently their monetary value on resale).

Planning permission is not required for internal alterations in unlisted buildings. However, owners are encouraged to protect internal layouts and decorative features (internal dividing walls, cornices, fireplaces, door and window surrounds, ceiling roses, plaster and lath ceilings) and prevent interesting original internal features being removed.

Alterations to the interiors of listed buildings require listed building consent and should be supported by detailed plans showing the existing and proposed layouts and confirming in detail the retention of individual decorative features and clearly describing the proposed changes.

4.2.8 Basements

Basements under and within the curtilage of buildings in the conservation area can be very disruptive to the fabric of the building and current or future stability of neighbouring houses.

Norland Conservation Society's concern for its green spaces and back gardens is not only to maintain its historic character, but for their crucially important role as natural drainage resources. This is particularly important to reduce risk of sewage flooding, which has been a major problem for years. The Society will object to any planning applications which adversely impact the extent of permeable surfaces, and encourage their re-instatement wherever possible.

The Council's subterranean development policy is currently under review. As the Neighbourhood Forum, the Norland Conservation Society proposes the following guidelines for basement developments in Norland:

Listed v Unlisted Buildings

The Council's current policy gives reasons (detrimental impact on the hierarchy of historic floor levels) for resisting basements under listed buildings, but does not apply this to unlisted buildings.

In Norland, there are unlisted buildings that predate some of those that are listed as at the southern end of Addison Avenue. There are also houses built at much the same date as most of those listed, though not listed because they are not of such merit, but the argument against allowing basements under listed buildings, should equally apply to unlisted buildings. Examples of such streets and terraces are: Princedale Road (west side) 5-33, 37-45, (east side) 18-22, 30-36, 44-52, 54-82; Queensdale Road 2A-28, 1-57; Addison Avenue 17-35, 18-36; Portland Road.

Many of these houses and others already have basements; in these cases, in conformity with the Council's basement policy, the Norland Conservation Society would object to additional subbasements.

Garden basements are permitted development up to 3m out from the original rear wall of the main house. For reasons of concern about losing soakaway potential, the Norland Conservation Society would object to proposals for any greater loss of garden space than that which is already permitted development. The Norland Conservation Society supports Council policy not to allow basements of more than one storey's depth.

4.2.9 Private gardens and trees

Many private gardens contribute to the landscape, open spaces and streetscape by virtue of their mature trees and shrubs. It is important to the character of the Conservation Area that these open spaces are preserved and protected.

It will also be important to the character of the Conservation Area to remain vigilant in protecting and replacing trees in private gardens, (by Tree Preservation Orders (TPO) where warranted), and permission to remove and replace only given where trees become dangerous. TPO's should only be removed if trees become dangerous. Replacements should be required of all trees (large enough to be subject to planning control).

4.2.10 Garden Buildings

N7 Landscape

In the private gardens and opens spaces that contribute to the character of the area, garden buildings should be of appropriate scale, design, materials and siting.

It is important to the character of the conservation area that open spaces are preserved, with no development (including hard standings), other than summer houses or garden sheds, allowed. Sites which may be under threat are listed below.

Royal Crescent has been, and remains, particularly at risk, even though it is Grade II* listed. Other sites which might pose such a threat are:

- The gardens of 38-44 and 54 Addison Avenue (all listed), and 18-28 Addison Avenue (giving onto Queensdale Walk), which provide valuable open space, already partially eroded by 2-4 Carson Terrace and 20 Queensdale Walk, built in the garden of Cranley Lodge. Any proposal that would result in further erosion of this attractive, almost rural, corner at the end of Addison Avenue gardens should be resisted.
- Back gardens, where garden end walls give onto the street, eg 47-54 St James's Gardens (all listed) and 13-28 Penzance Street, (giving onto Princes Place)
- 49 Princedale Road (entrance in Princes Place), a large space hidden at the back of Princedale Road and Queensdale Road/ Norland Square, currently used as low-level offices/design studios
- Other back gardens could be at risk, such as:
 - » 17-35 Addison Avenue
 - » 86-116 Princedale Road
 - » 25-41 St James's Gardens
 - » 2-32 St Ann's Road
 - » Portland Road
 - » Wilsham Street

The consideration of garden outbuilding proposals will be done on the specific merits of the particular site and its relationship to the main building, but normally:

- Garden buildings should be best located usually only at the end of gardens, and occupy no greater depth into the garden than 20% of its overall length (from rear wall of main house to rear garden wall)
- Only summer houses (preferably open sided), gazebos or garden sheds
- Only wooden structures, or other traditional or period materials
- Single storey only
- The eaves should be no higher than the garden boundary walls on either side (where they are less than 2 metres from the boundary walls), and the roof ridge (or highest point of the roof) not more than 2.5 metres high, and at least 2 metres from the boundary wall.
- Maximum eaves height of 2.5m (where they are 2 metres or more from the party walls)
- Not for use as living accommodation
- No antennae or satellite dishes should be attached to the outbuilding
- Any additions to existing to comply with these guidelines

It should be noted that the height guidelines given above may be too restrictive in situations where the height of immediately adjacent buildings is substantially higher (eg in the gardens of 143-179 Portland Road, whose end garden wall is backed by the rear elevation of Hippodrome Mews, some 8 metres high). In such cases, higher rooflines would be acceptable.)

In the case of listed buildings this may result in even more restrictive control than described in the bullet points above.

Given the importance of these private open spaces to the sense of openness and character of the Conservation Area, these situations are intended to be made subject to planning control through Article 4 Directions.

4.2.11 Shopfronts and Advertising

N8 Advertising

Advertisements should respect the character and appearance of the neighbourhood area. This neighbourhood plan encourages particular attention to size, form, materials, colours, positioning and lettering to ensure that the advertisement relates to the overall appearance of the street as well as the character of the building on which it is attached as well.

(a) Shopfronts

Our preference for future retail and leisure development on Holland Park Avenue is to be more prescriptive, in order that the overall pleasant ambience of the Avenue should not be overwhelmed by an accumulation of brash, plastic signage from individual retailers such as the Singapore Chinese Restaurant, the Pizzeria, Jazz's Barber. It would be worth spending some money to include suggested acceptable design ideas.

The Conservation Area Proposals Statement (1982) made prescriptive suggestions as to acceptable design concepts for shop and restaurant fronts on Holland Park Avenue and more recently the Supplementary Planning Document on Shopfront Design, adopted on 25 November 2011, should be rigorously applied to all applications.

This provides useful context and very comprehensive guidelines for future design of shopfronts within the conservation area. Wherever possible, shop owners should be encouraged to follow the guidelines to upgrade and enhance shop fronts to fit in with conservation area surroundings.

The unity of Holland Park Avenue might also be enhanced by controlling the paint colour of

houses behind and above the shops, and, particularly, the houses with small front gardens and no shops (130-132). Owners will be encouraged to consider coordinated painting as and when redecoration becomes necessary.

(b) Advertising

There are currently, fortunately, very few examples of back-lit or otherwise illuminated signage and advertising in the conservation area. However, with the development of Westfield, residents are subjected to light pollution from illuminated hoardings that are positioned around Shepherds' Bush roundabout and on the outside of Westfield overlooking the Norland Conservation Area.

Internally illuminated advertising always needs advertising consent in a conservation area (Class 4 of Advertisement Regulations).

In the case of Norland Conservation Area, no back-lit or otherwise illuminated signage should be permitted anywhere in the conservation area.

The Council's Shopfront SPD states:

3.3.1.55 Illumination should be appropriate to the context and general character of the street as well as being discreetly sited on the building itself. The intensity of illumination should allow the sign to be easily read but not cause a distracting glare.

The Norland Conservation Society and the Royal Borough of kensington and Chelsea will also resist all LED or similar advertising screens (even if located outside, or on the boundary of, the conservation area) which have a detrimental impact.

The following general principles for advertising in conservation areas (very similar to those for shopfronts) should apply in Norland:

All advertising within the conservation area should be subject to Planning Control

Character and Appearance of the Conservation Area:

- Advertisements should respect the character and appearance of the Conservation Area
 preserving or enhancing the character of buildings and streets.
- The size, form, materials, colours, positioning and lettering of advertisements should be designed to relate to the character of the buildings on which they are attached and should be visibly compatible with the traditional appearance of their street
- Specific proposals, especially on listed buildings, can be discussed with the Norland Con-

servation Society, or officers of the Planning Department

 Additional considerations relating to listed buildings and conservation areas are contained in the Planning (Listed Buildings and Conservation Areas) Act 1990

Position on a Building or in the Street:

- Advertisements should be confined to the ground floor or basement area of buildings.
- Projecting signs should be fixed to the pilasters or columns between buildings, or the fascia above the ground floor window, if one exists.
- Advertisements fixed above the ground floor will not normally be allowed, unless they cannot reasonably be fixed at a lower level, or if it can be demonstrated that they make a positive contribution to the character of an area or a building.
- Attention will be paid to the potential impact of the advertisement upon pedestrian and vehicular safety.
- Advertisements will not normally be allowed to be fixed to street furniture within conservation areas

Materials, Illumination and Detailed Design:

- In general, traditional materials such as painted timber, wrought iron, bronze and other alloys or ceramics will be more appropriate than acrylics and other plastics, particularly on listed buildings
- Harsh and gaudy fluorescent colours, unsympathetic to the building, should be avoided
- Illuminated advertisements will not be permitted

Advertisements on Street Level Front Boundary Railings

These should normally be avoided, unless a small sign fixed to the railings is the only way of drawing attention to the existence of, for example, a separate unit at building level, with direct access from the street.

4.2.12 Mixed Neighbourhood Uses

N9 Mixed Uses

The plan encourages sustainable development through promoting the preservation of neigh¬bourhood facilities, local shops, providing a walkable neighbourhood with good access to public facilities and amenities.

Applications for change of use should be looked at in the light of the character of the Conservation Area, and the aims of this Neighbourhood Plan.

In the Norland Conservation Area policy will be to retain A1, 2, 3, 4, 5, and B1, 2, 3 use as existing – particularly shops and offices:

- at the southern end of Portland Road (Holland Park Terrace, Portland House, 2-14 Portland Road
- all of Holland Park Avenue north side (100-128, 118A, 134-150 Portland Road)
- Clarendon Cross (96-102, 129-141 Portland Road; 1-12 Clarendon Cross)
- at the southern end of Addison Avenue (1-7, 2-14)

Use Class	Change Supported
A1	No changes
A2	Change to A1 would be supported (where no changes to ground floor windows required)
A3	Change to A1 and A4 would be supported
A4	Change to A3 would be supported
A5	Change to A4, A3 and A1 would be supported
B2	Change to B1 would be supported
B8	Change to B1 would be supported
C1	Change to C2, C3 and C4 would be supported (but not C2A)
C3	Change to C4 would be supported
C4	Change to C3 would be supported
D1	No changes would be supported
D2	Change to A1, A2, B1, C2, C3, C4 and D1 would be supported

4.2.13 Buildings proposed for Listing

The following buildings will be proposed for statutory listing by the Norland Conservation Society:

- 12 Addison Place
- Spanish & Portuguese Synagogue, St James's Gardens
- 43 Portland Road



Spanish and Portuguese Synagogue





43 Portland Road

12 Addison Place

4.3 Streetscape Improvements

4.3.1 Street planting

It will be important to the character of the Conservation Area to remain vigilant in protecting and replacing street trees, as well as taking every possible opportunity to increase street tree planting – particularly with a view to screening Queensdale Road from the intrusive "permanent daylight" from LED advertising on the Westfield shopping centre. Where viable, additional trees should be planted to protect views along Queensdale Road from this brash intrusion.

4.3.2 Pavements

The Council's rolling programme of replacing old concrete paving slabs with York paving is of great benefit to the Conservation Area. Unfortunately, budget constraints mean this programme has been discontinued. The Council will be encouraged to reinstate the programme as soon as budgets permit.

4.3.3 Parking

Residents' parking spaces can come under pressure from outsiders during uncontrolled hours, as described in Section 3.4.3. Measures may be needed to overcome this problem.

4.3.4 Boundary Enclosures

(a) Front gardens and hardstandings

Many front garden enclosures (railings, walls, fences and hedges) are historically protected from front garden car parking by Article 4 Directions. But some remained to be so protected - at the south end of Addison Avenue in particular.

Article 4 Directions now intend to prevent the removal of enclosures and the creation of hardstandings where this possibility exists. See Appendix E for where these apply.



(b) Wrong or missing railings/enclosures

As pointed out in the individual street surveys, railings or other enclosures are sometimes to the wrong design, or missing altogether (eg. Addison Avenue, 80 Portland Road, and St Ann's Villas). Whenever any planning permission is requested for any houses to which this applies, the owner should be encouraged to put this right, following consultation with the Conservation Officer as to the right design.

4.3.5 Street Furniture

As discussed in section 3.3.2 there are problems in Norland relating to:

(a) Street Lights

There are three main types of street lighting in the conservation area:



Type 1:

The original hexagonal lamps in Addison Avenue and St James's Gardens



Type 2:

Taller, column lamps in a modern idiom of the original lamps in Queensdale Road, Portland Road, Princedale Road, Royal Crescent, etc



Type 3:

Ugly, tall, modern, sodium lights in St Ann's Villas and Road, and round Royal Crescent.



There are also two unsuitable bracket lights at the junction of Addison Avenue and Queensdale Road.

Steps will be taken to replace those at the junction of Addison Avenue and Queensdale Road, and in Royal Crescent

and St Ann's Villas and Road with lampposts of a more sympathetic design, such as the taller, column lights (Type 2) used widely elsewhere in the Conservation Area.

(b) Parking

In most cases, parking signs are attached to lamp posts, and thus minimise street clutter. However, there are some extraordinary examples of separate parking sign posts next door to lamp posts, and even disused, completely empty sign posts.

Opportunities for reducing street clutter, including such unnecessary posts, will be surveyed, and action taken to remove them.



(c) Traffic management measures and signs

This plan sets out the ambition to work with the Council's Highways Department to reduce the proliferation of traffic management signs.

(d) Notices on lampposts and trees

A recent development has been increasing use of lampposts and trees for fly-posting notices: "Do not dump rubbish here" "Domestic recycling and Refuse Collection - Warning", "Neighbourhood Watch", "Low Trees", "All dogs must be on lead", Menu displays. These may, in some cases, be needed, but they look tatty.



(e) Telephone wires

At the northern end of Portland Road, telephone wires are relayed to individual houses at second floor level from a single pole on the pavement. These could be better located; action could be pursued to channel them under the street.



(f) Street clutter

This plan sets out the ambition to work with the Council to reduce street clutter over time.

(g) Recycling litter bins

This Neighbourhood Plan sets out the ambition to work with the Council's Refuse Department to consider an alternative siting.



(h) Estate Agents Boards

The proliferation of Estate Agents Boards has long been a source of irritation to residents who see the street scene so defaced. The Council's application of a Regulation 7 should get rid of the problem. However, since Regulation 7 came into force, they still appear and these must be reported to the Council in order to get them removed. There is no real deterrent for Estate Agents' boards, and unless we continue to be vigilant, opportunist agents will continue with this practice. Residents will be encouraged to report violations, with photographic evidence if possible, to the Council as quickly as possible.



(j) Modern Telephone boxes

Unfortunately a number of ugly modern telephone boxes have been installed on Holland Park Avenue, plastered with advertisements.



Class 16(1), Part 1 of Schedule 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, states that no advertisement may be displayed on a telephone kiosk within a conservation area.

The key local policy is **CR4 Streetscape** in the Core Strategy:

The Council will require improvements to the visual, functional and inclusive quality of our streets, ensuring they are designed and maintained to a very high standard.

To deliver this, the Council will:

f. resist temporary or permanent advertising hoardings, or freestanding adverts on streets, forecourts or roadsides, or advertisements attached to street furniture, where these negatively impact on our high quality townscape or on public or road safety;

This is also relevant to (c) Traffic management signs, (d) Notices on Lamp posts, (f) Street clutter, and (g) Recycling litter bins .

Action will be taken to remove them.

4.3.6 Maintenance

Norland suffers problems relating to:

- (a) Vandalism of bus stops, walls and railings
- (b) Poorly maintained pillar boxes
- (c) Graffiti
- (d) Litter/cigarette ends from takeaways etc

Steps will be taken to ensure these problems are kept to a minimum.

The Council's Streetline team deals with the removal of graffiti, street cleaning and fly-tipped material. They will remove any graffiti fronting a highway not more than two metres high. Offensive material will be removed within 24h, if it is non-offensive it will be removed within seven days

Queries or complaints about graffiti, street cleaning or litter should be directed to Streetline on 020 7361 3001 or email: <u>streetline@rbkc.gov.uk</u>









4.4 Movement

Much of the area's charm lies in its relatively quiet streets. Unfortunately, as described in Section 3.4, some streets are less fortunate. Action is required to mitigate these problems.

Rat-run traffic

This Neighbourhood Plan is concerned to slow down rat-run traffic on Queensdale Road and elsewhere in the area - possibly by replacement of the white painted circle at the intersection of Addison Avenue and Queensdale Road with a raised granite sett "hump" to inhibit excessive speeding down the Queensdale Road rat-run. This will be taken up with Highways Department.

The Norland Conservation Society also advocates a 20mph speed limit throughout the conservation area, and will pursue further means of speed reduction with the Highways Department.

North-south traffic in St Ann's Villas and Royal Crescent

Royal Crescent and St Ann's Villas serves as a north-south artery serving north-west Kensington, and sometimes, as a roundabout for the Oxford Tube, with associated problems of noise and particulate pollution.

The planned regeneration of North Kensington and the aim of improving north-south transportation may increase traffic volumes along this route, which could conflict with the objective of protecting and enhancing the conservation area and listed buildings of Royal Crescent and St Ann's Villas. The Core Strategy places great emphasis on improving north-south transport links, but does not include any estimates of the increase.

The traffic problem was covered in depth in the Conservation Area Proposals Statement (1982), but the action proposed was not followed up. A vital aim of conservation policy in relation to Royal Crescent and St Ann's Villas, and a key part of our Vision for Norland is to find a viable solution to this traffic problem, to reduce the volume of this traffic to "liveable" proportions, so that these Grade II* and Grade II buildings are protected.

The Norland Conservation Society will continue to raise these issues and seek alternative solutions.

4.5 Community Infrastructure Levy

Where the Royal Borough of Kensington and Chelsea's Community Infrastructure Levy becomes payable on developments within the Nor-

64

land Neighbourhood Plan Area, it is the community's wish that a meaningful proportion of such funds be applied to infrastructure improvement projects within the area, including as follows:

- Traffic calming measures at Clarendon Cross, along Pottery Lane, the north side of St James's Gardens, and Queensdale Road
- Improved Heritage-style lighting
- Improvement of concrete paving to York stone
- Improvement of mews' road surfaces to setts
- Further street tree planting

The Neighbourhood will from time to time review and update infrastructure improvement priorities.