



# Edwardes Square, Scarsdale and Abingdon Conservation Area Appraisal

January 2022



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

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Adopted: 31 March 2022

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.

# 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 34 of the Council’s Local Plan and national policies outlined in part 12 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 (2016)*. 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 Edwardes Square, Scarsdale and Abingdon (ESSA) Conservation Area was designated in 1970, and it acquired its current boundaries by incremental extensions in 1974, 1981, 1982 and 1998. This document also proposes to extend the boundary to include additional areas, most notably, several mansion blocks dating from the 1890’s to the 1930’s, which are considered integral to the general character and appearance of the area.



Fig 1.1: Conservation area boundary map

## Summary of Character

**1.6** The conservation area falls broadly into three main character areas. These are:

**1-Squares and Villas.** The area west of the Earl's Court Road, centred around Edwardes Square and Pembroke Square

**2-Scarsdale and Abingdon Villas.** The grid of streets east of the Earls Court Road formed by Scarsdale and Abingdon Villas, Abingdon Road and Allen Street.

**3-Mansion Flats and the High Street Frontage.** Largely focussing on the north east part of the conservation area which was redeveloped in the late nineteenth century with a large number of red brick mansion flats.

**1.7** Within each broad area there are further subdivisions, reflecting the complexity of urban development and variations in the overall character.

**1.8** In the western area, the villas and terraces in Warwick Gardens and Pembroke Gardens are generally a little later than the squares, Pembroke Studios and the properties to the north form a distinct later nineteenth century artistic enclave, while the houses around Pembroke Gardens Close and on adjacent street fronts are mid-twentieth century neo-Georgian.

**1.9** In the area centred around Scarsdale villas, the built development on the northern and southern fringes is less regular, with a variety of smaller properties, many of which were always intended for commercial use. This is particularly true of the buildings along Stratford Road.

**1.10** In the north eastern area the frontage to Kensington High Street is lined with purpose-built commercial properties, in contrast to the area of mansion flats immediately behind.

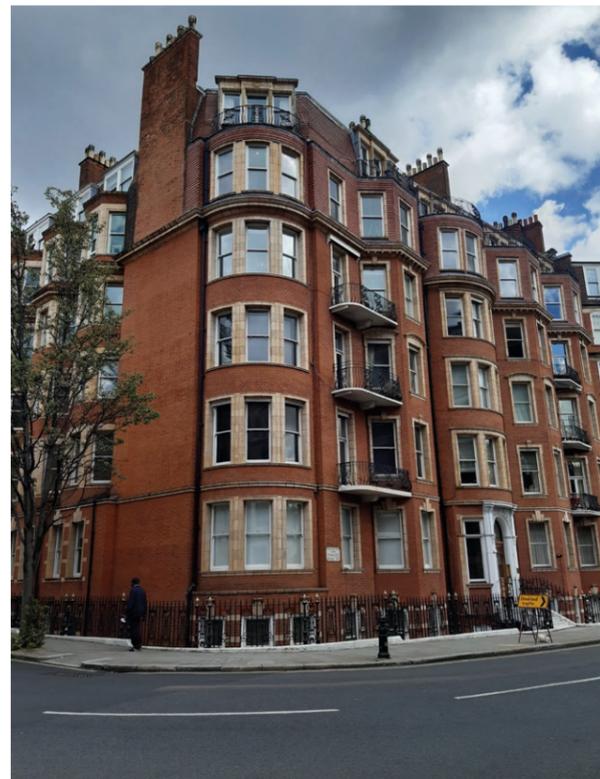
**1.11** The conservation area as a whole possesses historic and architectural merit and is indicative of the development of this part of Kensington from the 19th century onwards. It is generally well maintained and justifies its status as well as all efforts to conserve its special character for future generations.



3 Scarsdale Villas

**1.12** Edwardes Square, Scarsdale and Abingdon are located towards the centre of the Royal Borough, in postcode area W8 and within the Council's Abingdon Ward.

**1.13** To the north and south the area is bounded by other conservation areas: Holland Park, Kensington and Lexham Gardens, demonstrating the wider building quality of the area as a whole.



Cheniston Gardens

## Location and Setting

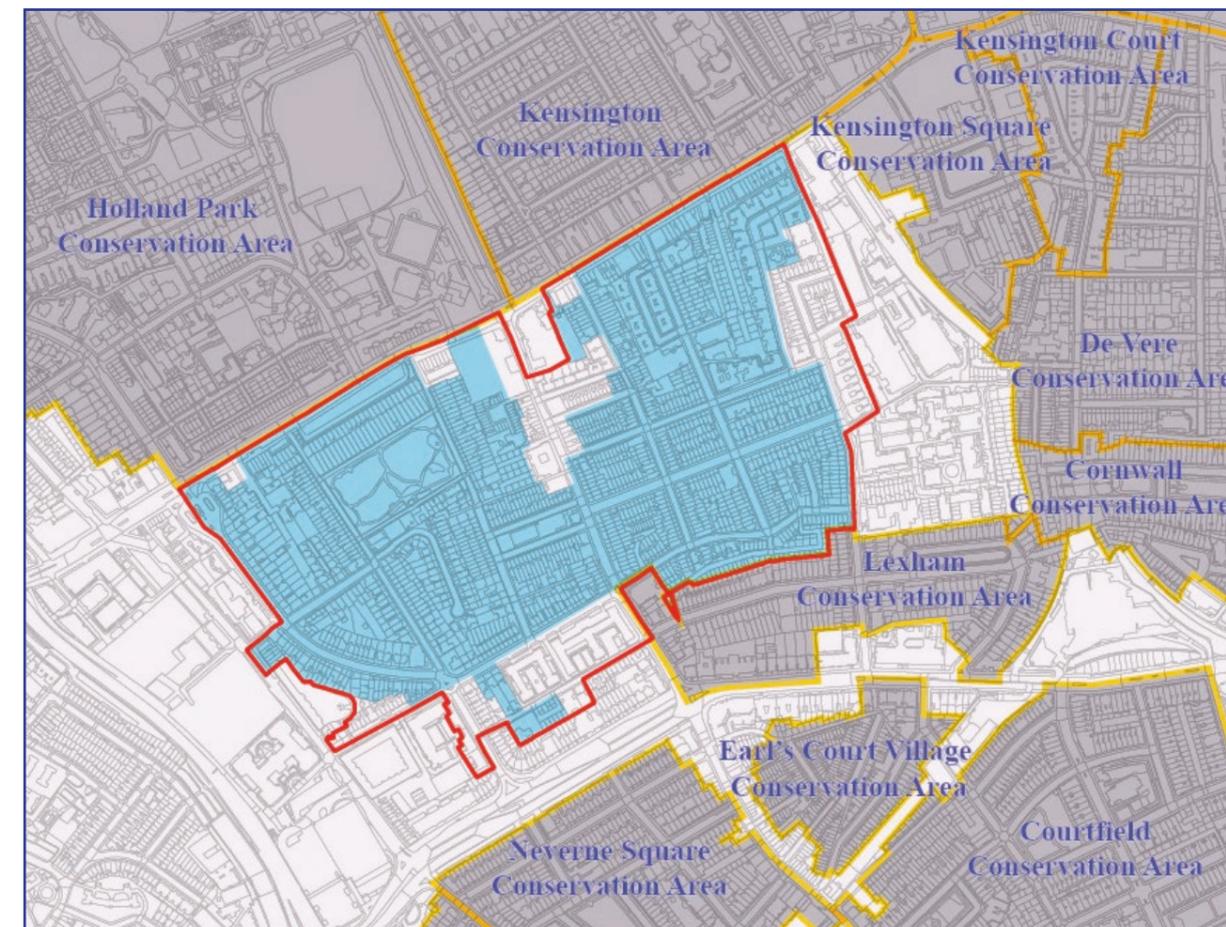


Fig 1.2: Conservation area context map

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## 2 Townscape

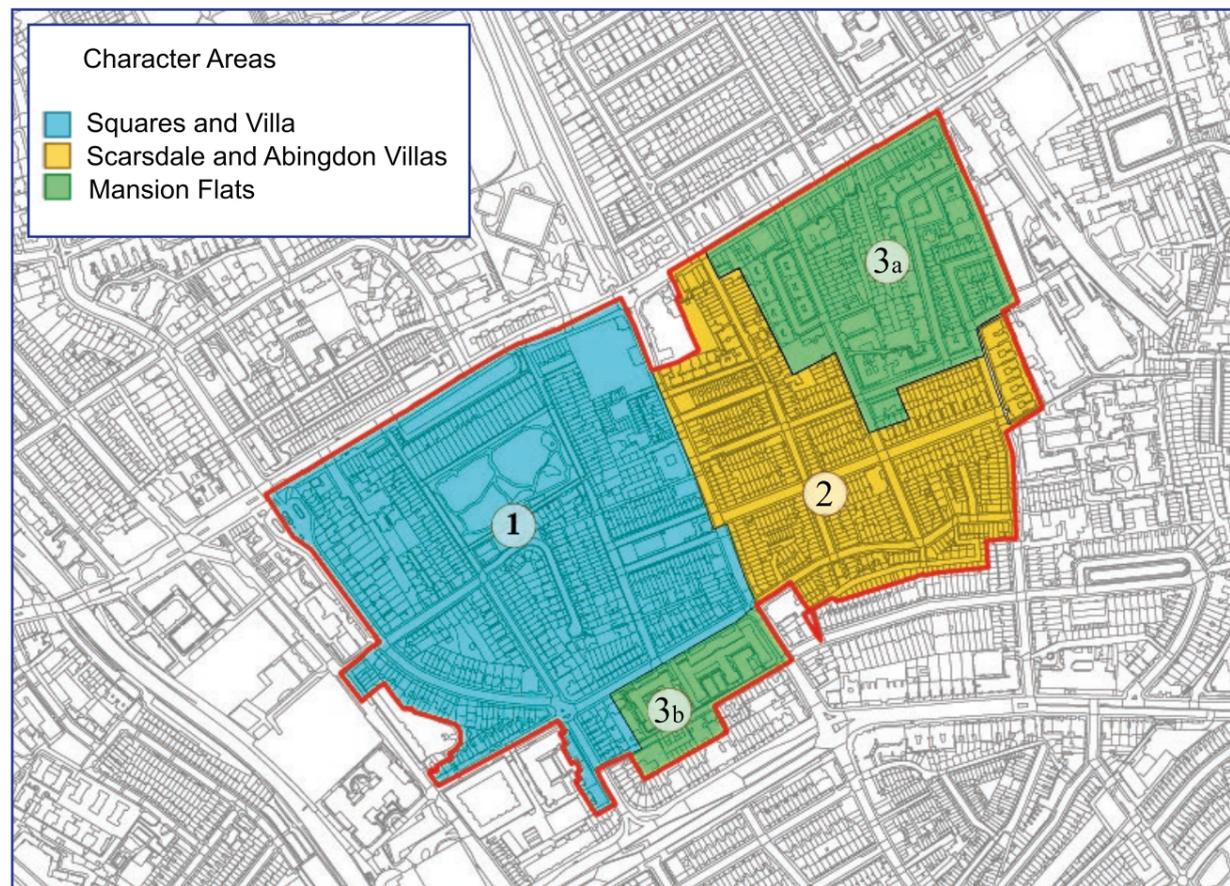
### Urban Form /Street Layout

#### Character Area 1: Squares and Villas

**1.14** The whole of this area lies within the former Edwardes Estate, which was owned in the nineteenth century by Lord Kensington, and it was the first portion of the conservation area to see organised urban development. The whole of the area is residential in character and the principal set-pieces are Edwardes Square and Pembroke Square.

**1.15** Edwardes Square was laid out between 1812 and 1823. It has an unusual arrangement. The large rectangular garden is surrounded by roads on all sides. It is enclosed on the north side by the garden walls of the handsome brick houses of Earl's Terrace which face towards Kensington High Street, on the east and west side by typically late-Georgian stock brick terraces and on the south side by an irregular assortment of buildings. The size of the central garden means that the layout does not read as an urban square in the usual sense but it does introduce a large area of green landscape into the conservation area.

**1.16** Pembroke Square was laid out between 1825 and 1835. It is rectangular in form, with a central garden. The north, south and western sides have terraces of late-Georgian brick houses while the east side opens to the Earls Court Road.



Character areas map © Crown copyright and database rights 2016 Ordnance Survey 100021668

**1.17** A third square, to be called Warwick Square, was proposed in the early 1820s to be laid out running south off Kensington High Street to the west of Edwardes Square. The project was abandoned after the first few houses were built and the site is now occupied by the northern part

of Warwick Gardens, whose eastern side is lined with pairs of tall stuccoed villas of the 1850s. The curving southern part of the street and the two legs of Pembroke Gardens were built up ten years later, in the 1860s, with Italianate brick and stucco terraces, some with projecting porticoes.



Edwardes Square

**1.18** Behind the houses on the west side of Edwardes Square is a long rectangular piece of ground extending northwards from Pembroke Gardens to the High Street and including St Mary Abbot's Place, which was used for much of the 19th century as a market garden. At the southern end of the plot is the Pembroke Studios, an attractive complex of recently Listed small stock brick studio houses erected in the early 1890s. St Mary Abbot's Place at the northern end contains several individual studio houses mostly built circa 1910 and typical of their date.

**1.19** On the east side of Pembroke Gardens, south of Edwardes Square, is a substantial area of post-Second World War private housing, all built for the Prudential Assurance Company between 1951 and 1970. Many of the houses front onto Pembroke Gardens Close, which is a private road. All the buildings are of brick and have a neo-Georgian character.

## Character Area 2: Scarsdale and Abingdon Villas

**1.20** The grid of streets east of the Earl's Court Road, formed by Scarsdale and Abingdon Villas running east/west and Abingdon Road and Allen Street running north south, was laid out and built up within the thirteen years between 1851 and 1864 on land which belonged to the Nokes family. The development history is complicated (see the Survey of London), but the formal street layout and short building period means that this area has a consistent character quite different from the more varied pattern west of the Earl's Court Road.

**1.21** Generally, the streets are wide and straight, planted with trees and lined on both sides with terraced houses, all three storeys high over a semi-basement and built of yellow stock brick with Italianate stucco details. Most also have ground floor bay windows. Some of the terraces are faced completely with stucco, but almost all have Italianate detailing.

**1.22** When first built, most of the houses had small front gardens enclosed by artificial stone balustrades between substantial square piers. There has been much erosion of detailing but the square piers are still a conspicuous feature along the pavement boundaries of the principal streets.

**1.23** On the northern and southern edges of the character area the homogenous character of the residential streets is less marked. Along Stratford Road and the southern boundary area small shops and mews intended to serve the domestic needs of the streets further north. The streets



here are not straight and long views are restricted, whereas the main streets of the character area offer long views, especially east/west.

**1.24** At its northern end, outside the boundary of the former Nokes Estate, the character of Abingdon Road becomes more mixed as it approaches Kensington High Street, with rows of smaller simpler terraced houses with some later infill.

## Character Area 3a: Mansion Flats and the High Street frontage

**1.25** The three decades after 1880 saw the Kensington High Street frontage between Wright's Lane and Allen Street completely rebuilt with tall red brick commercial buildings, while the area to the south of this part of the High Street was extensively built-up, or rebuilt, with tall blocks of mansion flats.

**1.26** Wynnstay Gardens on the west side of Allen Street was built in 1883-5 and is perhaps the earliest example of high-class flats in this part of Kensington. Further east at about the same time, Adam and Eve Mews was constructed behind a new High Street building to serve a completely different kind of use. The flats in Cheniston Gardens (presently outside the Conservation Area) were erected in 1893, Iverna Gardens in the mid-1890s and the much larger blocks of Iverna Court at the end of the decade.

**1.27** The last blocks of mansion flats to be built in this area were Abingdon Court and Abingdon Gardens 1901-4 at the junction of Allen Street and Abingdon Villas and the five blocks in Marlowes Road immediately south of Scarsdale Place (Cedar, Zetland, Rutland, Falkland and Sutherland Houses) which were all built between 1899 and 1904.

**1.28** This north eastern part of the Conservation Area is very different in character, scale and appearance from the areas further south and west. The High Street frontage is lined with substantial three and four-storey purpose-built commercial properties, all of red brick with a variety of detailing.

**1.29** The mansion blocks behind the High Street have a much greater massing than the terraces of houses to the south and west. While the terraces in Scarsdale and Abingdon Villas are of three storeys, all the mansion blocks are at least four storeys high, while many are of five storeys and the Iverna Court blocks are of six main storeys with two further storeys in the roof.

**1.30** All the mansion blocks are built of red brick or red and yellow brick with decorative detailing in stone. Much of the detailing is in the Queen Anne or neo-Jacobean manner, both of which were fashionable at the end of the nineteenth century. This is in contrast to the yellow or brown brick and stucco facades with late Georgian or Italianate detailing found elsewhere in the Conservation Area.

**1.31** The character of this area is not completely uniform. For example, on the east side of Allen Street is Phillimore Terrace, a row of relatively modest two and three-storey stucco-fronted houses dating from the 1840s. Immediately south of Phillimore Terrace is the former Kensington Chapel, described by the Survey of London as 'a potent classical interjection in the ordinary course of Allen Street'. It is a handsome building of 1854-5 faced in Bath Stone with a full-height Corinthian portico. Equally arresting is the Armenian church of St Sarkis in Iverna Gardens. Built in 1922-3 to the designs of Mewes and Davis at the cost of Calouste Gulbenkian, the building is a copy in Portland stone of the belfry at St Haghpat in Armenia. It makes a dramatic contrast with the towering red brick facades of the surrounding mansion flats.

## Character Area 3b: Mansion Flats

**1.32** Chatsworth Court and Marlborough Court represent the continuation of the mansion block tradition into the C20, and were furnished in the late English Deco style. Pembroke Road was first developed during the early C19 century as part of

the originally part of the Edwardes Estate. It was 100 years later that Chatsworth Court appeared along Pembroke Road, followed by the terrace of houses in Cromwell Crescent and Marlborough Court. It was designed by architects H.F. Murrell and R.M. Pigott, who were responsible for a number of similar blocks across London, including Ovington Court (1929-30) in Knightsbridge and Malvern Court (1930-31) in South Kensington. In their day these formed part of a large development introducing a new style of London living in the 1930's in serviced mansion blocks.

**1.33** Constructed in 1935 Chatsworth Court was promoted in its original sales brochure as a "country club in a garden", with facilities including tennis and squash courts, a swimming pool, restaurant and optional maid and uniformed porter services. These new flats also offered the latest in home conveniences such as electric clocks, internal telephones, heated towel rails and water softeners. Among the early residents from 1936 were here children of Antarctic explorer, Sir Ernest Shackleton. Other more recent residents have included Joan Collins and Anthony Newley. Plans for Marlborough Court, completed in 1938 shortly before WWII, were amended to include a bomb resistant basement area for tenants. During the war the Chatsworth Court swimming pool was drained and filled to prevent reflection from the searchlights of enemy bombers.

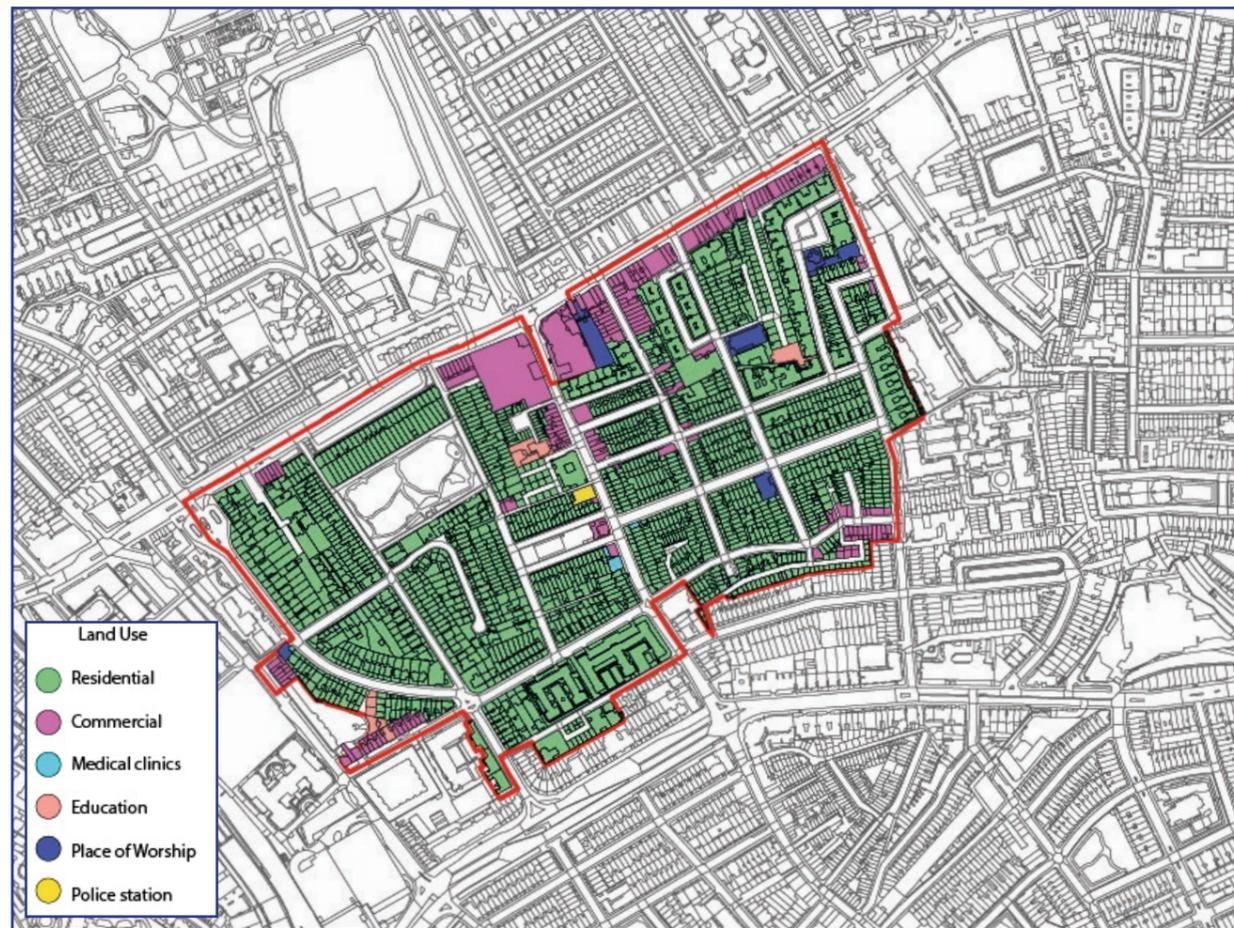
# Land Uses

**2.1** Whilst the conservation area is predominantly residential, there are a number of mixed uses as to be expected of this central location. The mews buildings continue to offer industrial uses and many studio buildings survive within the area.

**2.2** Retail units at ground floor level are found throughout the conservation area, although the majority are unsurprisingly concentrated along Kensington High Street.

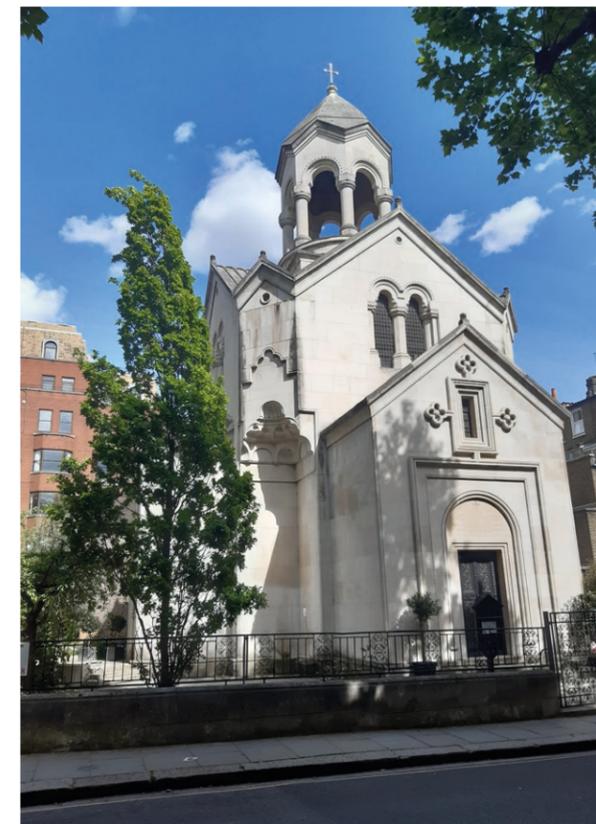
**2.3** Several pubs also survive. Numerous public buildings such as Churches are dotted throughout the area.

**2.4** The residential uses have remained largely unchanged since their original construction, but uses such as public houses and studio buildings are more under threat to be converted to other uses.



Land use map

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St Sarkis Armenian Church



Retail units along Stratford Road

# Street Layout

**2.5** The conservation area is bounded by a number of major roads that carries significant through traffic. Warwick Gardens and Pembroke Road are part of the southbound Earl's Court one-way system, whilst Kensington High Street is an important east-west route through the Borough. Marloes Road and Wrights Lane carry a significant number of north-south movements. The Earl's Court Road roughly divides the conservation area in half along a north-south axis, and provides a link between Kensington High Street, West Cromwell Road and Earl's Court.

**2.6** The roads seen today were largely developed from the early nineteenth century when the grid pattern streets and squares were laid out.

**2.7** Generally, the size of road conforms to their use. Kensington High Street and Earl's Court Road are wider than the small residential streets in the interior. Streets such as Scarsdale and Abingdon Villas tend to have more generous street widths whilst the narrowest are focused on mews developments such as Adam and Eve Mews. The southern section of Edwardes Square is another particularly narrow street.

**2.8** The conservation area is densely built up in most parts. 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. Gaps that were an original part of the design of the architecture are of the utmost importance.



Street layout map

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Cromwell Crescent



Kensington High Street

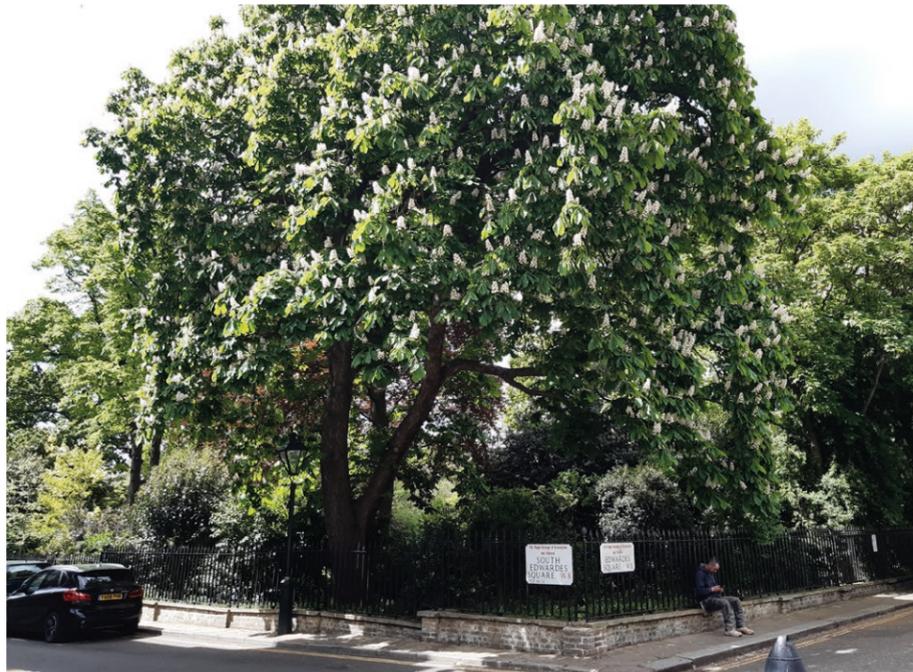


Edwardes Square



Junction of Abingdon Villas and Earls Court Road

## Communal Gardens



Edwards Square



Pembroke Square

## Gaps

**2.9** The conservation area is densely built up in most parts. 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. Gaps that were an original part of the design of the architecture are of the utmost importance.

**2.10** High level gaps, for example, above garages or rear additions, or between two taller buildings. 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 villas that create the distinctive character of semi-detached and detached houses.

**2.11** 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 rear additions. High level gaps create interest and variety in the roofline demonstrating that not all buildings were built at the same time or to the same style.

**2.12** The garden square and private back gardens also create a sense of spaciousness in the conservation area as well as an important setting to the houses.

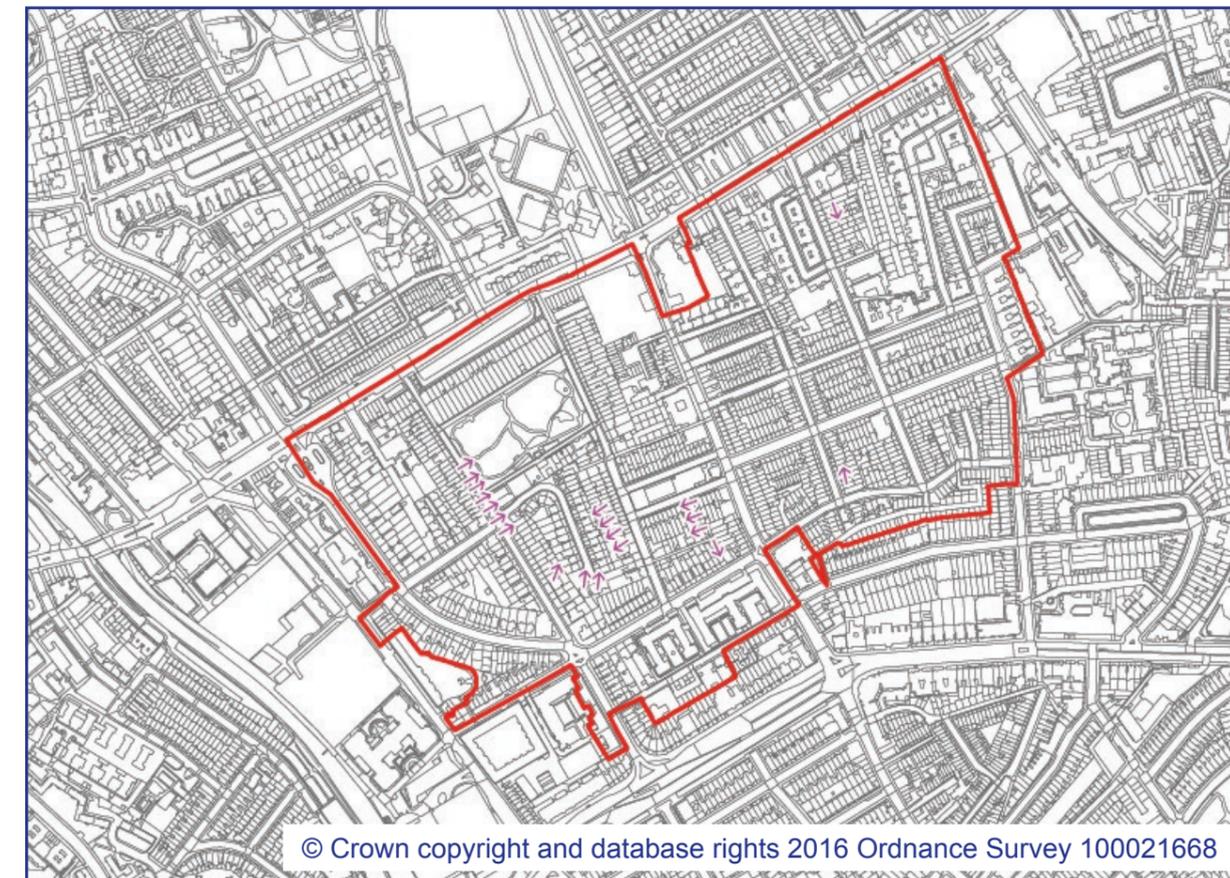


Fig 2.5: Important townscape gaps map

**2.13** The roads themselves serve to break up the solidity of the architecture, particularly where there are small alleys such as Adam and Eve Mews. A gap may also serve to break up the built mass

between one architectural design and another rather than creating an awkward clash of styles where they join.



Gaps between terraces



Gaps between buildings

## Materials and Finishes

**2.14** Materials that make a positive contribution to the character of the conservation area are either natural ones such as slate or traditionally and locally manufactured ones such as brick, stucco and glass. Their original method of manufacture results in a finish that is typical of traditional building materials. The imperfections in cylinder glass and folds/wrinkles in hand made bricks, along with the natural process of ageing and weathering, give the buildings their authentic historic character and charm that makes the conservation area so special.

**2.15** Traditional materials used here include:

- Brick (some of the Italianate houses have pale gault bricks to the front and flanks fronting streets; and yellow stocks to rear elevations, others are all stocks) and the Domestic Revival houses are yellow stock brick with red brick dressings)
- Stucco (architectural ornamentation and dressings)
- Stone (steps, paving slabs, coping stones to walls)
- Lime (mortar and stucco)
- Slate and lead (roofs)
- Painted timber (windows and doors)
- Painted cast iron (railings, balconies, pot guards, boot scrapers)
- Terracotta (station frontage (buff, glazed), chimney pots (red/buff, unglazed))
- Glass (thin crown or cylinder glass)
- Quarry/mosaic tiles (covering to steps)

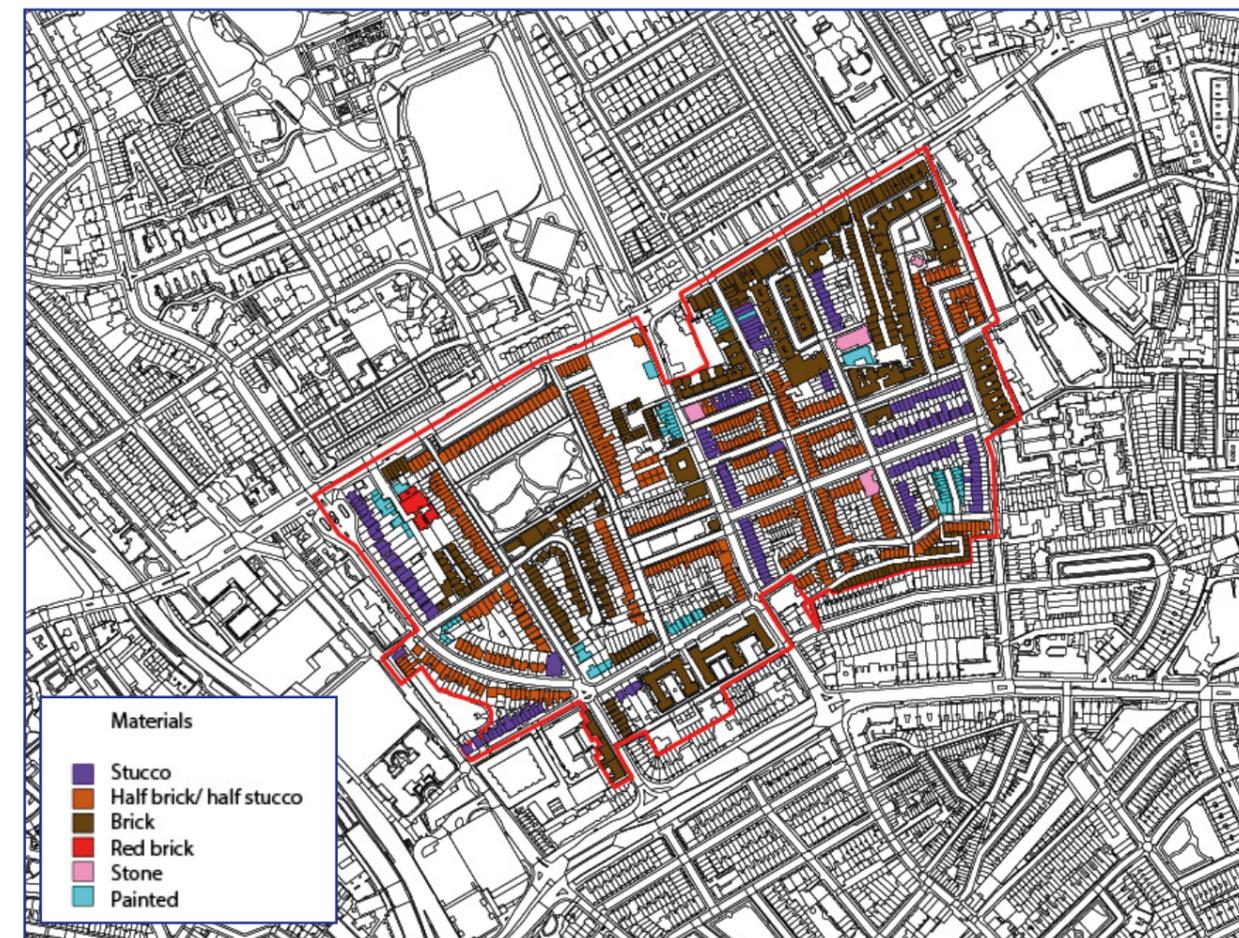


Fig 2.6: Materials map (front elevations)

## Buildings Audit

**2.16** 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

**2.17** 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

**2.18** 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

**2.19** 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.

## Negative Buildings

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

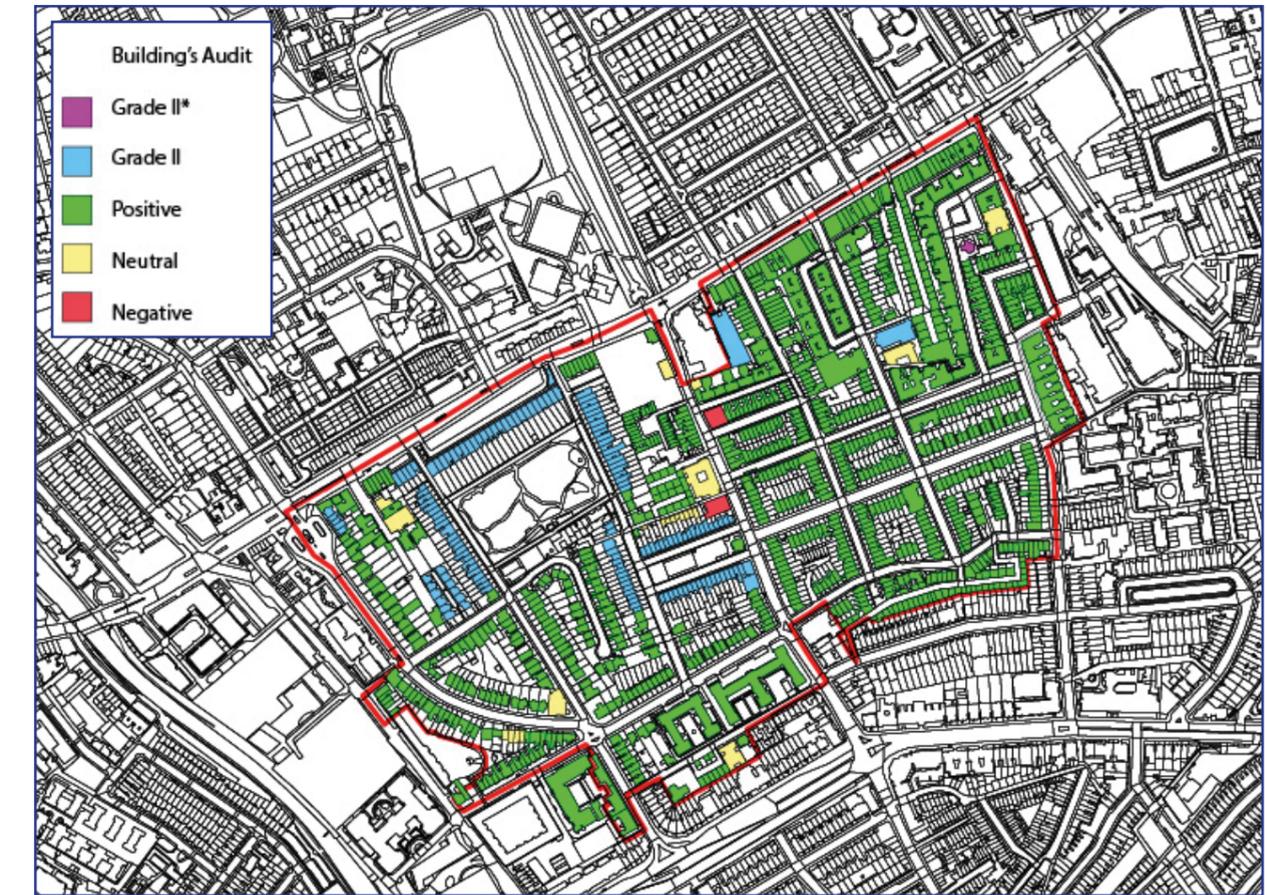


Fig 2.7: Buildings audit map

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Stock brick



Red brick



Stucco



Painted and stock brick



Mosaic tiles



Terracotta

## 3 Architecture

### Villas and Terraces

**3.1** In common with many other parts of London, speculative development within the ESSA area turned towards squares and terraces during the eighteenth century to maximise the amount of accommodation which could be provide. During the early decades of the nineteenth century, development in areas which were further away from the centre such as St John's Wood, Canonbury and of course Kensington, turned to villas as a means of providing impressive houses, sometimes as stand-alone buildings, sometimes as semi-detached properties with generous gardens.

**3.2** In 1822, development within the ESSA area included terraces along the High Street with some short extensions southwards and, as the most significant additions, terraces around Edwardes Square. By 1852 more roads had been laid out, Pembroke Square had been established and a row of semi-detached villas had been constructed along the southern side of Pembroke Road. Just eleven years later more villas had been constructed in Warwick Gardens and in roads like Abingdon Villas and Scarsdale Villas where, despite their name, they mainly took the form of rows of terraces. Detailed examination of these buildings shows that while the proximity of the new underground rail service made this an attractive area for dense development, the intention was also to reflect a more affluent, spacious style. For example, the houses at the eastern end of Abingdon Villas were created with gaps between the buildings from the first floor upwards which is significant not only for the appearance but also in reflecting a changing market for the properties.



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Stratford Road

**3.3** In due course many of these villas and terraces were lost to provide sites for mansion blocks, including those on the western side of the northern end of Warwick Gardens (St Mary Abbot's Court), those to the south of Pembroke Road (Chatsworth Court and Marlborough Court)

and the range of buildings along the northern side of Abingdon Villas between Marloes Road and Allen Street (Abingdon Court and 47-60 Cheniston Gardens).



Earls Terrace

**3.4** There are a limited number of true villas remaining, making the retention of their characteristics all the more important; equally the return to terrace development and later mansion blocks was a reflection of the changing demographics of the area and its increasing accessibility to the City and West End during the late nineteenth and early twentieth centuries.

### Early Terraces

**3.5** The early terraces within the conservation area are set piece compositions. The simplicity of their detailing is balanced by their careful proportion and their simplicity also helps to draw

attention to the layout of the terraces, which are often set forward at the centre and ends to create an architectural composition.

**3.6** Earls Terrace: This is the earliest, largest and perhaps the grandest terrace within the conservation area. The properties are of London stock brick construction with a stuccoed ground floor level. The front entrance is raised with arched doorways. Casement windows at first floor lead on to small balconies and the length and continuity of the facades gives it a very impressive appearance.



Pembroke Square

**3.7** Edwardes Square: Originally bound on the south side by mews and stabling, the terrace now has a somewhat unusual composition of two terraces facing a large and mature garden square. The south side now has a variety of architectural styles contrasting with the older terraces.

**3.8** The older terraces are similar to Earls Terrace in design, with London stock brick, stuccoed ground floor level and decorative metal Juliet balconies at first floor level. There are a variety of sash and casements throughout the terrace but the original composition survives on many properties. Decorative fanlight tracery survives on several front entrance doors.



Edwardes Square

**3.9** The squares of the conservation area are linked by a short street housing Pembroke Cottages, the Scarsdale Public House and 21 Pembroke Square.

**3.10** Pembroke Square: The scale of Pembroke Square feels more intimate than that of Edwardes Square, again bounding a large and mature garden square. The properties to the western end of the square feature private front gardens. Again, the square utilises the uniform architectural palette of London stock, stucco, casement and sash windows and decorative Juliet balconies to the piano noble level. The entrance doors exhibit good examples of original cast iron fanlights.



Edwardes Square

**3.11** There are three terraces in Abingdon Road of architectural interest. 43-51 Abingdon Road feature sunken front doors and first floor bow windows at street level. Opposite, a small terrace of brick and stucco fronted properties survive with original features such as entrance doors and windows largely intact.

## Later Terraces

**3.12** The majority of those terraces which form the grid of streets to the south east of the conservation area have similar architectural styles. These mid/late Victorian houses commonly have

three storeys and basement, raised entrances with pilasters topped by pediments. Bay windows are common at ground floor level and heavily architraved windows at first floor are prevalent. The properties are commonly fronted by gardens with brick walls, balustrades or decorative railings.

**3.13** Abingdon Road, Abingdon Villas (45-63) and Stratford Road feature terraces with banded stucco at ground floor, stock brick to the upper floors and then united by a cornice running the length of the terrace. The sash windows at first floor level have heavily detailed architraves, with those in Abingdon Road and Stratford Road featuring segmental arches.



Earls Court Road

**3.14** Scarsdale Villas, the east end of Abingdon Villas and Shaftesbury Villas on the west side of Allen Street feature fully stuccoed facades and decorative Venetian sashes. Parapet cornices were a common feature which have been lost along some of the terraces.

**3.15** Inkerman Terrace is a fully stuccoed terrace of Classical style and minimal decoration. The ends and centre of the terrace are stepped forwards, adding a formality and a sense of unity. The terrace features bay windows and casements at first floor level.

**3.16** Villa style houses are found to the north

side, east end of Scarsdale Villas in a group of nine paired houses. All featuring typical details of stucco, timber framed glazing and decorative ironwork.

**3.17** Pembroke Gardens are an attractive set of terraced housing with projecting front porches and strong detailing at first floor level. Many feature simple arched windows at second floor level.

**3.18** Pembroke Villas are more varied in style, although most feature front garden plots with mature planting. 1-3 Pembroke Villas are three storey properties with rusticated stucco at ground floor level and large, multi paned sliding sashes.



Abingdon Road

**3.19** 48 Stratford Road, although built in the architectural style of the neighbouring terraces and villas, has an unusual plan form and multi-faceted elevations. The house has been extended from its original construction and now features an unusual octagon tower.

**3.20** The Edwardian style within the north east corner of the conservation area has a differing character with the soaring façade of Iverna Gardens exemplifying dutch gabling, curved balustrading and balconies. The brick and stone window arches also add interest.

## Mansion Blocks

**3.21** Mansion blocks of self-contained flats emerged as a distinct type during the second half of the nineteenth century, spurred on by the arrival of lifts and the spread of hydraulic power enabling taller blocks to be built with easy access for blocks, people and goods. The new form made it possible to achieve a greater density where it was needed.

**3.22** The refined late Victorian and Edwardian blocks of Abingdon Court and Abingdon Gardens have an air of solidity, with characteristic square drainpipes, balustrades at roof level, corner windows and bevelled glazing.

**3.23** The ESSA area and its surroundings has many examples where the mansion blocks replaced earlier villas such as Chatsworth Court and Marlborough Court along the south side of Pembroke Road and developments on some remaining market gardens such as Wynnstay Gardens and Iverna Court.

**3.24** Wynnstay Gardens is one of the earlier blocks in the area, having been built in the 1880s at about the same time as the more utilitarian blocks in Pater Street which were constructed during the same decade. The first two blocks in Iverna Gardens were started in 1894 to avoid changes in building regulations which were to be brought in at the end of the year, but work stopped by November when there was found to be a surfeit of high class flats on the market in Kensington; work restarted however, and these two blocks were completed and leases sold in 1896-1897, followed by the remaining three blocks in 1898. The buildings were described as being replete



Warwick Mansions

with every convenience including telephones, messenger boxes, passenger and tradesmen lifts, electric light and liveried attendants but central heating and hot water were only introduced about thirty years later. Other blocks were built at about the same time including Wynnstay Gardens, to the north of the Britannia Public House, and at the end of the 1920s Allen Mansions was built, to the south and on the former site of the Britannia Brewery.

**3.25** Mansion blocks continued to be built in and around the ESSA area so there are examples throughout the 20th century and extending into the 21st; possibly the most recent example is one of the smallest and least significant, located on the original site of Golly's Garage in Earls Court Road.

**3.26** This type of development is prevalent throughout the conservation area and is significant for several reasons. It represents a social and demographic change in the area, it has an impact on other forms of development, the size and form of mansion blocks being very different from other forms of development (even the High Street terraces were of a smaller scale) creating a distinctive building form. By virtue of having living space at upper floors that overlooks the Conservation Area from upper level flats different issues are raised such as the impact of roof-mounted plant and alterations to historic roof forms which may not be visible from ground level.

**3.27** Chatsworth Court and Marlborough Court are very interesting examples of mansion blocks built and furnished in the late English Deco style. Pembroke Road was first developed during the early nineteenth century, when building developments were appearing across Kensington. The early houses along Pembroke Road (of which only numbers 29 to 33 still survive) were mostly built by a local Kensington builder, Stephen Bird, between the 1820s and 1840s. It was originally part of the Edwardes Estate, forming the largest estate in Kensington, covering over 250 acres. The name Pembroke originated from the Edwardes family connection with Pembrokeshire in Wales.

**3.28** It was 100 years later that Chatsworth Court appeared on Pembroke Road, followed by the terrace of houses in Cromwell Crescent and Marlborough Court. It was designed by architects H.F. Murrell and R.M. Pigott, who were responsible for a number of similar blocks across London, including Ovington Court (1929-30) in Knightsbridge



Chatsworth Court

and Malvern Court (1930-31) in South Kensington. In their day these formed part of a large development introducing a new style of London living in the 1930's in serviced mansion blocks.

**3.29** Constructed in 1935 Chatsworth Court was promoted in its original sales brochure as a "country club in a garden", with facilities including tennis and squash courts, a swimming

pool, restaurant and optional maid and uniformed porter services. These new flats also offered the latest in home conveniences such as electric clocks, internal telephones, heated towel rails and water softeners. Among the early residents from 1936 were the children of Antarctic explorer, Sir Ernest Shackleton. Other more recent residents have included Joan Collins and Anthony Newley.

**3.30** Plans for Marlborough Court, completed in 1938 shortly before WWII, were amended to include a bomb resistant basement area for tenants. During the war the Chatsworth Court swimming pool was drained and filled to prevent reflection from the searchlights of enemy bombers. Both blocks have a refurbishment programme in place aiming to retain many of their original features.



Marlborough Court



Chatsworth Court



Pembroke Mews



Lexham Mews

## Mews and Small Scale Streets

**3.31** Mews are also distinctive in the ESSA area. Unlike earlier examples that can be found elsewhere within the Borough, the mews are not always aligned with houses of which they originally formed part. Necessary accommodation was provided, sometimes for horses and sometimes for garages and small workshops, which serviced residential and some commercial premises within the area. At the southern end of Adam and Eve Mews the building which is now

known as the TAA Centre originally provided accommodation for the mounted police and, when they moved out, the houses in Abingdon Villas were demolished to make way for Abingdon Court Mansions and land was made available to create a link through to Iverna Gardens very early in the twentieth century.

**3.32** The groups of mews do therefore have a distinctive character, not least in their plan form which makes use of often irregular, 'left-over' spaces. They are not, however, part of a larger character area such as Bedford Square in Bloomsbury, but they stand alone as examples of a distinctive building type.

**3.33** Many of the mews within the ESSA area contain a number of small business units at street level. It is important that these uses are retained to bring life and vitality to the area as well as maintaining the unique character of traditional Mews. An important feature of the original mews are the large double door coach house doors on strap hinges. These are often lost by the introduction of glazing when new uses are introduced.

**3.34** Adam and Eve Mews still retains many garage doors at ground floor level, although many of these have been replaced. 4 Adam and Eve Mews is a good example of a surviving historic frontage with the double garage, hayloft door at

first floor level and dentilled cornice.

**3.35** Lexham and Radley Mews have been more heavily altered, although the historic character has been retained through surviving features such as the dentilled cornice.

**3.36** Pembroke Mews have retained several ground floor workshops and the two storey accommodation above is an interesting feature. The self-enclosed nature of the mews and the survival of historic features gives these streets a distinct character.

**3.37** Shaftesbury Mews is an attractive, residential mews of large four storey houses built on the site of a previous mews with a similar layout. This space was originally used for livery stables in the 19th century. Although not of a scale typically associated with mews buildings, the modern buildings are built in the mews style with garages at ground floor level and an intimate feeling of enclosure.

**3.38** Blithfield Street was built on the site of an old bowling green and the short cul-de-sac is somewhat distinctive to the Conservation Area in that a variety of paint colours are used on the front elevations of the properties. This creates an interesting streetscene.

**3.39** Pembroke Walk has a mixture of building types, some of which date from the mid-19th century. This narrow street, with a closed eastern end, contrasts with the open-ended Earls Walk with a more varied streetscape and views of Earls Court Road.



Logan Mews

**3.40** Pembroke Place is again a narrow street, with an inward facing square more reminiscent of the mews developments. Similar to Blithfield Street, the frontages are painted in a variety of shades, adding interest.



Edwardes Square



Kensington High Street



Warwick Gardens



Cromwell Crescent



Pembroke Villas



Radley Mews

# Shared Features of Houses

## Architectural Details

### Windows and doors

**3.41** The architectural treatment of windows and doors are key features 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.

**3.42** Door design is varied and quite often differs from house to house. These range from the fairly standard Georgian six-panelled and Victorian four-panelled doors, to more elaborate and decorative designs. The doors to the mansion blocks are often grand compositions and can form a distinctive feature along the building frontages at ground floor level.

**3.43** There is a prevalence of notable door furniture within the conservation area, such as decorative door knockers, letter flaps and door knobs. The simplicity of the Georgian or Victorian doors is often complemented by elaborate designs, particularly within Edwardes and Pembroke Square.

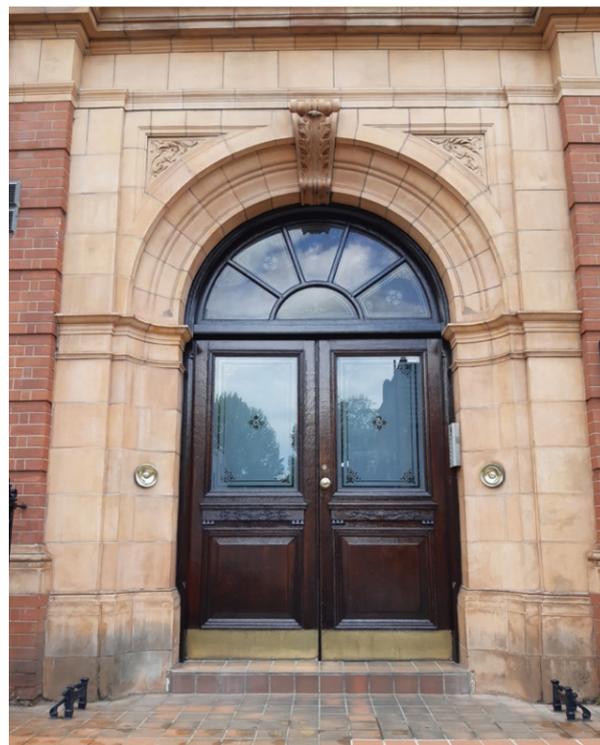
**3.44** Windows, and in particular the pattern of their glazing bars, make a significant contribution to the appearance of the elevation of an individual building, and can enhance or destroy the unity of a terrace or semi-detached pair of houses. The conservation area reveals a wide variety of window styles, but it is important that a single pattern of glazing bars should be retained within any uniform architectural composition.



Typical Georgian entrance

**3.45** As a general rule, in the Georgian and early-mid 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's vertical proportions. Such glazing patterns are found in many of the terraces, for example within Edwardes Square.

**3.46** Late Victorian and Edwardian buildings often demonstrated a more simple pattern with the top sash and the bottom sash either having one large pane such as the windows at Stratford Road, or with features such as margin lights, as seen along Allen Street for example.

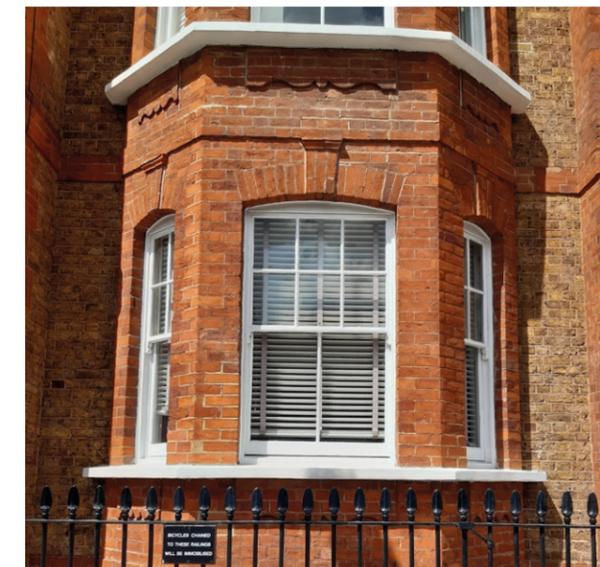


Mansion block entrance

**3.47** 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. Some terraces and houses have French windows with balconies at first floor level, such as Pembroke Square.



Typical sash window



Mansion block bay window



Decorative front entrance and balcony



Sliding sash window



Raised entrance porch



Mews entrance doors



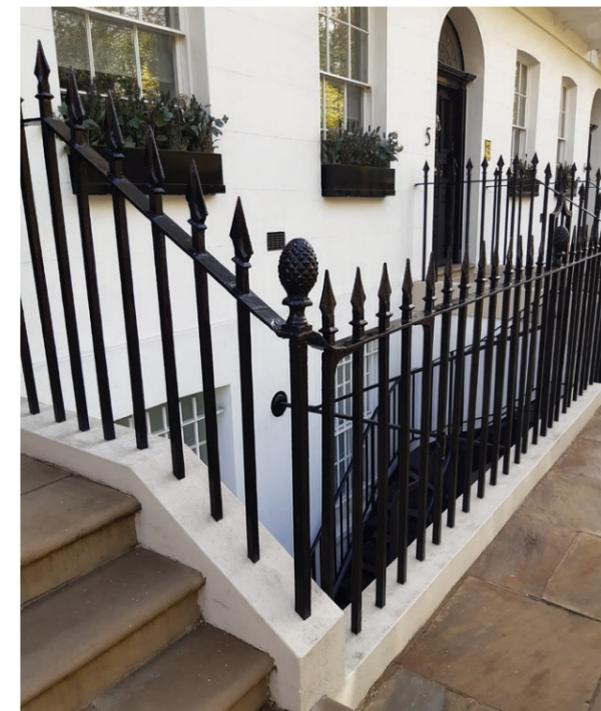
Traditional setts



Variety of road surfaces



Front entrance steps



Front entrance railings



Front boundary railings



Decorative railings

## Footways and road surfaces

**3.48** The carriageways are generally surfaced with either bituminous macadam or rolled asphalt and are of limited interest.

**3.49** However, some granite setts do survive, most notably along Radley, Lexham and Adam and Eve Mews. This helps to emphasise their contrast with the larger streets and is an attractive feature.

## Front boundaries and front areas

**3.50** There is a good level of survival of attractive boundary and landscaping treatments, such as railings, walls and gate piers. Railings and boundary walls often contribute significantly to the character of an area.

**3.51** Railings, bottle balustrades and original brick walls provide streets with a unified appearance and yet can include a variety of patterns and details so that visual interest and richness is ensured.

**3.52** Railings serve not only a practical purpose of preventing passers by from falling into lightwells or deterring intruders, they also emphasise the unity of a building group without masking it from view. Railings patterns vary considerably both between streets and individual properties. This is due to different developers and house types as well as many boundaries being replaced over the years.

**3.53** Footscrapers survive throughout the conservation area.

**3.54** Steps up to the front doors are a strong characteristic of most of 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, mosaic or other fine tiles, but not the newer finishes such as marble, clay and square glazed tiles of modern dimensions seen in many places today. Good examples of original tiling can be seen at Iverna Gardens.

**3.55** Many of the mansion blocks feature decorative mosaic tiling to demarcate their entrances. Examples of which can be seen at Ilchester Mansions.



Consistent roofline behind a parapet



Varied roofline along Kensington High Street

## Roofs

**3.56** There are a number of original roof forms which make an important contribution to the character of the conservation area:

- Hipped roofs
- London/butterfly roofs hidden behind parapets to the front
- Pitched roofs with dormers
- Original mansard roofs
- Flat roofs

**3.57** The roof types in the conservation area follow the building or house type consistently.

**3.58** Traditional London/butterfly roofs are present in many parts of the area, particularly along Edwardes Square. However, many have also now been replaced by later mansard roof additions or been removed for a flat roof. Where they are present, they are formed by two pitched roofs that slope away from each party wall and downwards 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 some of the houses undulating against the skyline.

**3.59** Good examples of this can be seen to the rear of 32-38 Abingdon Road from Pater Street. Other butterfly roofs are hidden behind parapets at both the front and rear of the houses creating a clean lined termination to the buildings such as at Earls Terrace.



Rear elevations

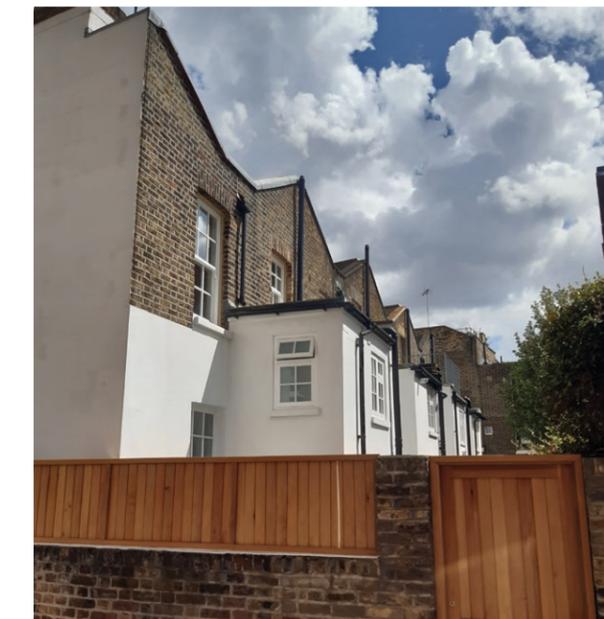
## Rear elevations

**3.60** The front elevations of houses in the conservation area were designed to be the most formal and decorative. Side elevations were usually constructed with less ornamentation and used cheaper construction materials such as stock brick. This practice quite often continues on the rear elevations where ornamentation was considered unnecessary.

**3.61** The fact that the rears are often less decorative does not mean they do not make a positive contribution to the character and appearance of the conservation area. They are

a key design feature of Georgian and Victorian house design. Many rear elevations are visible from side streets bringing them into the public realm. However, even rear views not enjoyed from public vantage points are viewed from within rear gardens and make a strong component of the area.

Closet wings, where they exist, usually project approximately half way across the rear elevation of each house. These are either attached to each other as pairs or singularly to each house. This leaves the characteristic void between structures which are frequently filled in



Typical rear elevation arrangement

at lower ground levels. The relationship of projection and void creates rhythm and uniformity to the rear and is found on Pembroke Square as viewed from Pembroke Villas.

## Artists' Studios

**3.62** A particular feature of the area are the studios which contribute to the character of its townscape. There remains some non-residential commercial studios as well as residential

**3.63** There are many small groups of purpose built studios scattered throughout the area. The Council's Supplementary Planning Guidance on Artists' Studios makes reference to the smaller groups of studios and in particular Pembroke Studios. Studios are a building type which contributes to the overall character of the area due to their appearance, although they are often not highly visible, and on account of their historic, social and cultural contribution.

**3.64** The recent decision by Historic England to Grade II List Pembroke Studios is encouraging evidence of the recognition of the importance of such buildings. The discussion section of Historic England's report is instructive:

**3.65** "Kensington grew in popularity as an artistic centre in the late C19, and the speculative development of studios was common, with approximately 60 multiple studios containing almost 300 individual units built between the 1870s and 1914. Pembroke Studios is a group of 12 such speculatively-built studios dating from 1890-1. Unlike the often architecturally lavish individual artist's studios found in the borough, speculatively-developed studios were generally more modest and functional, often set back from



Pembroke Studios

the street behind rich gateways, echoing the architectural fashion of the day. This is indeed the case at Pembroke Studios, which were built in the manner of a mews between Edwardes Square and Warwick Gardens, with an ornamental gatehouse providing access from Pembroke Gardens, to the south. Built in the popular Queen Anne style of the period, the gatehouse is a compact, richly-detailed preview to the more pared-back treatment of the group beyond. That is not to say that the group is plain; it is well-composed and well-built in good-quality materials, and is characterised by the rhythm and regularity of the tall, shaped gable of each unit, articulated on the eastern terrace by the recessed entrances, and with rising and falling roof line."

**3.66** There were a great number of artists' studios built in Kensington and Chelsea in the late 19th century, and thus the number of artists recorded in these studios is high, counting many of great merit. Pembroke Studios has had, and continues to have, more than its fair share. The studios feature in the work of Leonard Rosoman (1913-2012), most notable in his (misleadingly-titled) Portrait of Lord Esher in a Studio at the RCA, 1978. David Hockney is one of the most prominent of the occupants, who, a pupil of Rosoman, has worked at the studios since the 1980s; they feature frequently in his work from that period, and are clearly depicted in his print, painting and photography..



Kensington United Reform Church

## Churches

**3.69** Churches are important to the character of the conservation area as they continue to serve the residents' pastoral needs as well as creating local landmarks of high design quality. Churches were usually designed by well known architects using high quality materials. Being detached buildings, design consideration was given to all four elevations and so they are usually rich buildings when viewed from any direction.



Our Lady of Victories

**3.70** The Churches within the conservation area are:

- St Sarkis Armenian Church listed Grade II in January 1981
- Our Lady of Victories Kensington High Street
- St Mark's Coptic Church Scarsdale Villas
- Kensington United Reformed Church Allen Street
- New Apostolic Church Warwick Gardens

## Public Houses

**3.71** Public houses are an important feature of the conservation area and have often occupied the site for many years. Features that are important to pubs include their traditional hanging signs, coach lamps, tiled frontages, etched windows and hatches within the pavements to access the cellars. 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 their social role.

**3.72** A large number of pubs have been lost within the ESSA area and those which remain need to be protected; they all have a distinctive architectural appearance. The following are examples which disappeared some time ago.

The Adam and Eve at the entrance to Adam and Eve Mews where the licence was surrendered in 1972, is now a retail unit.

The Star and Garter stood on the corner of Kensington High Street and the Earls Court Road until 1910 when it was converted to a Lyons Corner House which was hit by a flying bomb in 1944; this is now Magnet Kitchens.

The Kensington Arms at 84 Pembroke Road was built in 1852 with a large Italianate façade, some of which has been lost. This is currently used for offices.

The Britannia Tap at 150 Warwick Road was built in 1834: this was a 'beer house' from 1863 and was bought by William Wells and Company in 1869.

It was said to be the smallest pub in London. This building was converted into a showroom.

Examples of existing public houses are:

Marloes Road – **The Devonshire Arms** at 37 Marloes Road. The first lease was in 1851, alterations were made in 1878 by Alfred Williams. It originally had a large bowling green.

Allen Street – **The Britannia** at 1 Allen Street was part of the Britannia Brewery which was situated to the south and built in 1834. The Brewery went bankrupt in 1902 and again in 1924 when Young and Co took it over and sold the brewery but retained both the Britannia and the Britannia Tap in Warwick Road.

Earl's Court Road – **The Princess Victoria**. 25 Earl's Court Road, was built in 1830. At that time the road was Earls Street and this is an important survivor from that time. The Hansom Cab at 84 Earl's Court Road was built in 1832 and originally named the Pembroke Arms.

Edwarde Square – **The Scarsdale Arms** at 23a Edwarde Square was built in 1866-67.

**3.73** Warwick Road – **The Warwick Arms** at 160 Warwick Road was built in 1828 and was the first building in the road. It was acquired by Thompson Wood and Fuller in 1829. A recent application for conversion was refused



Kensington Arms



The Britannia

## Small Scale Retail Buildings

**3.74** There are several groups of retail units which make a significant contribution to the character and appearance of the Conservation Area, partly from their appearance but also due to the activity which they arouse. Small groups can be seen in:

- Stratford Road at the eastern end,
- Earls Court Road at the northern end,
- Abingdon Road at the northern end,
- Kensington High Street in the terrace adjoining St Mary Abbot's Place.

**3.75** Whilst many shopfronts are now modern examples, many have still been built to traditional designs which conserve the character of the area. Important parts of shopfronts include narrow fascias, timber columns, stallrisers, pilasters, console brackets and recessed doors.



Kensington High Street

## Principal town centre

**3.76** Kensington High Street. The area from Wrights Lane to Edwarde Square has a very distinct character as a major shopping frontage with substantial buildings, above many of which there are various types of residential accommodation.

**3.77** The nature of the High Street continues to evolve and change due to the pressure from larger retail malls in Shepherds Bush and elsewhere as well as the rapid move to on-line shopping. The opening of the Design Museum at the western end of the High Street has improved footfall. The recent improvements to residential accommodation above the retail level and the potential for new office development around the Underground Station should help to stabilise the situation.

## 4 Public Realm



Street trees



Street trees



Front garden planting

### Street Trees

**4.1** 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.

**4.2** The conservation area includes three principal planting areas namely, garden squares, street trees and front gardens.

**4.3** The main garden squares lie to the west as in Edwardes and Pembroke Squares with smaller “pocket” squares to the east including Iverna Gardens and Sunningdale Gardens. These are well maintained by their own garden committees.

**4.4** The street trees are mature and contribute positively to the character and appearance of the Conservation Area. Again, the area can be seen as divided into east and west. Street trees, often Oriental planes near the eastern boundary (Iverna Gardens and Marloes Road) and Scarsdale Villas triumphantly proud of well-maintained street trees

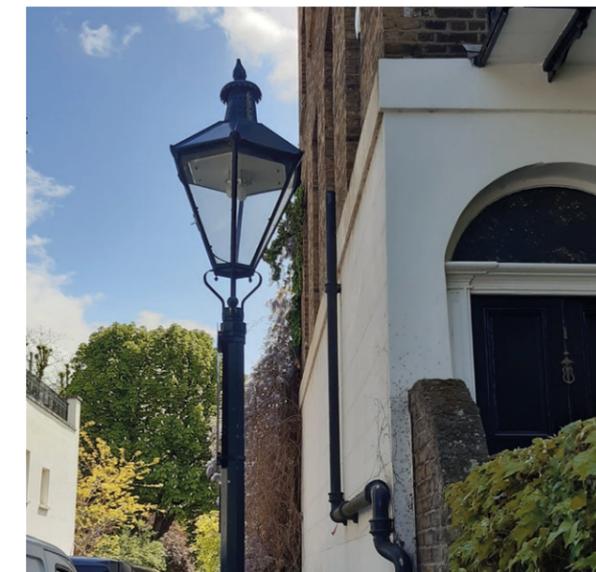
up to Earls Court Road which enjoys a rich mix of at least 20 species. There is an unfortunate lack of street trees at the western end of Abingdon Villas leading towards Earls Court Road.

### Street Furniture

**4.5** 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. The modern traditional style lamp columns found throughout the conservation area compliment the architecture of the estates. Examples can be found within Edwardes Square and Blithfield Street.

**4.6** There is a memorial to Queen Victoria in Warwick Gardens, erected in 1904. Immediately to the south lies a drinking trough dating from 1899.

**4.7** One interesting relic of a former landscaping business can be found at 2 Pembroke Walk. On the boundary wall of the property faded paintwork reads: “VERNON BROS. GARDEN ARCHITECTS Garden Offices (Right Arrow) GARDENS DESIGNED & CONSTRUCTED” Vernon Bros. designed and constructed the original sunken garden in Pembroke Square in 1923 where a weather station is now situated. The garden in Pembroke Square was used as a showpiece by Vernon Bros. until the outbreak of the Second World War. They did not return after the war.



Traditional Victorian style lamp column



Traditional pillar box

**4.8** Other prominent artefacts within the area are:

- Pillar box Pembroke Gardens
- Pillar box Radley Mews/Stratford Road
- Pillar box Scarsdale Villas/Allen Street
- Entrance Arch from Lexham Gardens to Lexham Mews

**4.9** There are some benches at wide or more quiet footpaths in the area, for example to the south of Iverna Court.



Entrance arch to Lexham Mews

## Views

**4.10** Views make an important contribution to the appreciation of the Borough's townscape and historic character. Due to the grid-like character of much of the street layout, there are numerous short views and vistas in the conservation area. Many streets terminate with a vista to houses in the next street. Such views give the area a coherent inward-looking character that is reinforced by views across garden walls to planting and rear elevations.

**4.11** The open views into courtyards and internal areas are also important to the character of the area. These include:

- High level looking west from Iverna Court or Iverna Gardens and from Rutland Court
- High level looking north from Chatsworth Court or Marlborough Court
- High level view looking south from Leonard Court
- View up Warwick Gardens to Queen Victoria Memorial Warwick Gardens/ Kensington High Street
- View from Pembroke Square to Edwardes Square
- West to east along Abingdon Villas
- East to West along Scarsdale Villas
- Stratford Road to show shops and the kinked shape formed by field boundaries
- Views along the High Street
- Views North and South along the length of Allen Street

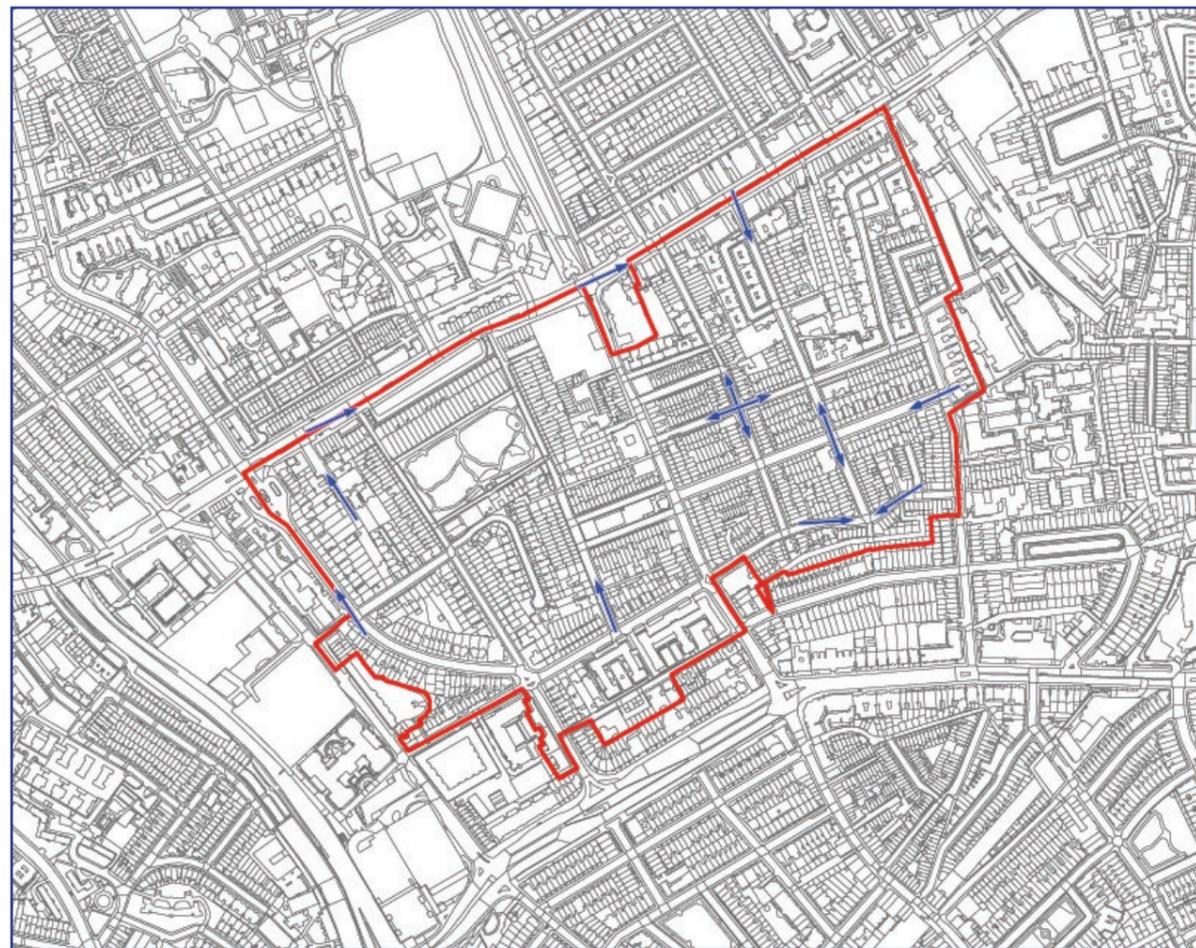
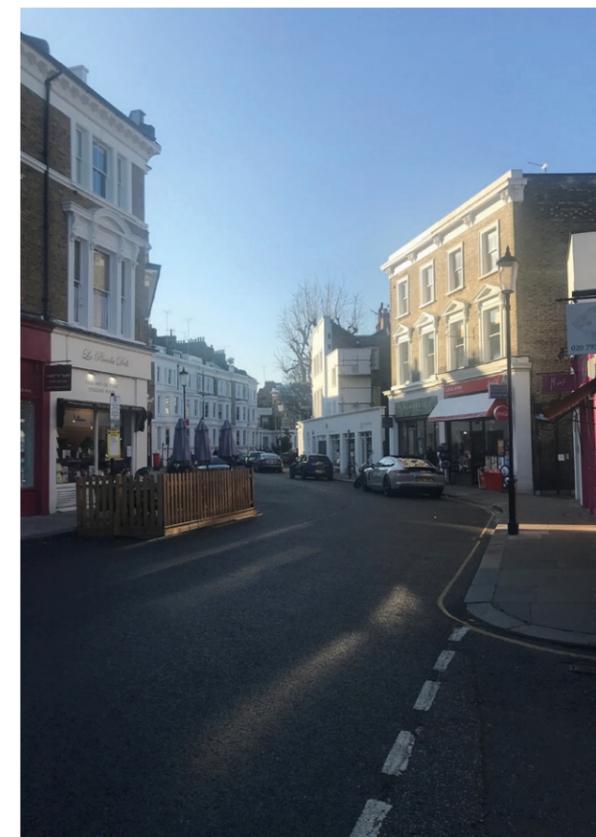


Fig 4.1: Views map © Crown copyright and database rights 2016 Ordnance Survey 100021668



View along Stratford Road



View along Abingdon Villas



View along Pembroke Square

## 5 Negative Elements and Opportunities for Enhancement

**5.1** This section itemises some of the alterations that cause harm to the historic and architectural character of the conservation area. The NPPF and the Council's Local Plan policies require opportunities to be taken to enhance the character of conservation areas and listed buildings when opportunities arise and this includes the removal of negative elements.

**5.2** Historic areas are sensitive to change. Once a historic feature is lost it can only be replicated and the loss of authenticity and integrity that results in the loss of historic fabric is harmful to the conservation area as a whole. Examples include the loss of windows and their original glazing pattern, the loss of historic front doors and their original design, removal of railings and their replacement with inappropriate additions.

**5.3** Insensitive additions can also harm the uniformity of a group of buildings, which is a defining feature of much of the conservation area. For example, the addition of a mansard roof addition on an uninterrupted roofline, or the painting of a house in a uniform terrace can harm the regularity of the group. To the rear inappropriate extensions, such as overly tall closet wing additions can also harm this uniformity.

**5.4** Inappropriate painting can be both the colour and the type of paint with paintwork having the potential to trap water and cause damage to underlying brickwork over time. Masonry cleaning can cause harm by damaging the brick

and making the house stand out visually from its neighbours. Inappropriate re-pointing, using a thick weatherstruck finish again causes harm to the brickwork and visually alters the appearance of the building.

**5.5** Other regrettable installations include security bars over windows and the use of modern surfacing to entrance steps. Other small scale interventions that can cause harm include the installation of insensitive cabling and pipework, CCTV cameras and bin stores. Roof level clutter such as railings from terraces, is also an unwelcome intervention.

**5.6** One of the most harmful interventions within the conservation is the loss of front garden areas, including boundaries and vegetation. Many



Cope House

front gardens have been lost to make way for hard standing. In some instances, the front gardens are converted into parking areas. This removes the leafy character so special to the conservation area and creates a more clinical appearance, detrimental to the setting of the properties and the streetscene.

**5.7** The retail units throughout the conservation area are particularly sensitive to change, given the changing nature of retail. Any historic shopfronts should be preserved. Modern materials, large fascias, awnings, back lit signs all threaten the established historic character of the retail areas. The Mansion block stone entrances on Kensington High Street have been affected by modern fascias and shopfronts, with some historic entrances lost.



Hard standing for car parking



Unsympathetic materials



Modern insertions to a mews property



Clutter to front elevation



Modern retail awnings



UPVC windows

# Appendix 1: History

**5.8** The development of ESSA took place in three distinct architectural periods.

**5.9** There were breaks in development (1825-50 and 1875-90) coinciding with changes of style, but unlike many of the homogenous ‘planned’ developments (which form the basis of other conservation areas) attempts at ‘set piece’ development appear to have petered out with the completion of Pembroke Square. The pursuit of a single minded estate style caused many financial difficulties in contemporary estates.

**5.10** The layout of the area was defined early on. The 1822 map shows a lane which was called Earls Court Lane at this time; a path which may later have become Pembroke Road; part of Stratford Road; Marloes Road and the northern boundary of Lexham Mews. The 1852 map shows the superimposed Scarsdale Villas and leaves the resulting grid pattern in the south-east of the area a foregone conclusion.

**5.11** The first period of development was the late Georgian Earls Terrace, Edwardes Place and Edwardes Square, Pembroke Square and a number of terraces in Kensington High Street (since demolished) as well as a couple of terraces in Abingdon Road (Park Place and Abingdon Place). These were mainly a continuation of the ribbon development on the Hammersmith Road.

**5.12** The second phase was the early Victorian network of terraces in Abingdon Road and Villas, Allen Street and Scarsdale Villas, as well as the villas and terraces of Warwick Gardens. These filled in spaces left by earlier ribbon development.



Map of 1869

**5.13** The last phase was largely the redevelopment of earlier terraces particularly those fronting Kensington High Street but included some infill in the Edwardian era, primarily with Mansion blocks.

**5.14** The following is a brief history of the development which, whilst as accurate as possible, includes little financial or social background to the development. A definitive history of the

development of this area is available in the Survey of London, South Kensington volume.

**5.15** The Late Georgian Period.

**5.16** In 1811 when the building of Edwardes Square was first started, houses lined the main road through Kensington only as far as Earl’s Court Lane. There was a toll gate at this junction near the gates of Holland House, controlling the

entrance to the west of Kensington and a toll bar on Earls Court Lane. Ribbon development on the main highway from Kensington to Hammersmith reached this junction in 1789 when George Wightman completed Pordens fine Phillimore Place with a terrace on the north side as far as Holland Lane. From this junction onwards, apart from a boundary wall to the Holland House estate and the White Horse Inn hedges bordered the road with open fields on each side as far as Hammersmith.

**5.17** There was very little building from 1793 to 1815 due to the shortage of materials caused by the war with the French. There was however, some speculative building on the roads out of London and the open road between Kensington and Hammersmith must have been an obvious site, Phillimore Place on the north side of Kensington High Street was very probably a financial success.

**5.18** Louis Leon Changeur signed an agreement with the Rt. Hon. William Lord Kensington on 30th May, 1811 permitting him to build on eleven acres of the latter’s estate south of the main road. A week after signing the agreement Changeur was given permission to build a brick drain to replace the ditch and watercourse in front of the proposed Earls Terrace and to make four openings from the turnpike for access to the grounds and buildings.

**5.19** The building of the square was well in hand by June 1811 but eight months later in February 1812 surveyors for the Westminster Commissioners for Sewers reported to their committee that Changeur had built some sewers to drain the west and north side of the square without consent. A prolonged dispute over the line and specification of the sewers built by Changeur without the commissioners’

consent drew out from March until August. The severe recommendations of the commissioners, ordering rebuilding and re-routing of the sewers, may have contributed to Changeur’s bankruptcy in November of the same year.

**5.20** The twenty five houses of Earls Terrace were built first, set back from the highway by an elegant carriageway flanked at each end by a porter’s lodge. Five houses east of the terrace were built next and called Leonard Row or Place (demolished in 1923 or 4 to be replaced by the new Leonard Place 267-281 and Odeon cinema). Leonard Place had grown to a uniform terrace of twelve houses by the 1850’s set forward from Earls Terrace to match Edwardes Place – itself originally intended to be a terrace of some ten houses and to be called Elderton Row. The east side of the square was developed first, followed by the west side being called respectively Kensington Place East and Kensington Place West. The stables and mews which formed the south side were completed in 1819, (of which numbers 63-66 may possibly be survivors) broken in the middle to give access to a yard and a pair of houses, (one of which forms part of number 60). The Studio buildings on the south side of the Square appeared as redevelopments after 1870.

**5.21** By 1820 the square garden was laid out and a gardener’s lodge called ‘The Temple’ completed. This was designed according to the classical garden architectural design revival of the time to look like a Grecian temple with Doric columns on the garden side. A hand pump still stands on the south wall of the Temple, another is behind the east lodge of Earls Terrace, these were constructed to provide water for the gardens.

In 1818 the Royal Horticultural Society laid out its first experimental garden abutting the west of Edwardes Square.

**5.22** On 1st July, 1819 an Act of Parliament was passed for the paving, cleansing, lighting, watching, watering, planting and improving Edwardes Square. Twenty two Trustees from residents of houses connected with the square were appointed to administer the provisions of the Act. They were charged to erect lamp posts, lamp irons, and lamps to light the square (changed from oil to gas in 1855) and employ able-bodied watchmen at night and inspector by day. In addition the Trustees were responsible for the sinking wells and pumps for the use of the square garden and the front of the terrace, and the general upkeep of railings, gravel walks, lodges etc.

**5.23** Up until 1827 the south side of the square was closed: however, in March of that year Lord Kensington informed the Trustees of the square that he intended to continue the road on the east side of the square to the south in Pembroke Square.

**5.24** Initiation of development in Pembroke Square was undertaken by the developers Dowley and Tuck who were working on behalf of Lord Kensington on this matter and on the nearby Kensington Canal which was in the throes of construction at this time. Building of the square was entrusted to sub-contractors and financed by various speculators. Dowley and Tuck however found a recession in the property market disastrous, being declared bankrupt in July, 1826 with only half a dozen houses then occupied. The square was eventually completed on behalf of the creditors who held or subsequently obtained the

building leases. The north and south sides were completed by 1827 and all occupied by 1830. The west side however, was held up by legal wrangles and not restarted until 1828 but was nevertheless completed by 1831 and occupied by 1835 (numbers 22 and 23 were later additions, completed in 1835-7: number 21 was built in 1839).

**5.25** There were four cottages linking the south side of Edwardes Square with Pembroke Square called Pembroke Cottages North. Numbers 1 and 2 were occupied in 1843-4 and numbers 3 and 4 in 1846 (but replaced by Pembroke Court in 1932). Opposite these cottages the east terrace of Edwardes Square continued up to, but not including, the Scarsdale Public House which was built in 1866-7. The last two houses (22 and 23 Edwardes Square) were originally planned as four dwellings, but completed and used as two dwellings, one being used as a girls boarding school.

**5.26** The name Pembroke derives from the Welsh estates of Lord Kensington's family, the Edwardes. Various other streets and terraces also have links with villages on these estates or investors in the development.

**5.27** Pembroke Square connected through to the Earls Court Road, a road predating the development of the area, which had a number of small yards, market gardens and stables at its north end which were gradually developed. It is unlikely any of the buildings standing before the 1850s still exist, certainly none in recognisably original condition.

**5.28** Parallel to Earls Court Road at Newland Street (now Abingdon Road) which was developed at around the same time as Edwardes Square.

Although not appearing on contemporary maps, there is a record of rates being paid on 9 Park Place (now number 43) in 1828. Nearer the High Street, a terrace of eleven houses with forecourts, was certainly built on the east side by 1822. Fourteen houses were built at the same time on the other side of the street but not all of these have survived. At a much later date, 1880, permission was sought to build shops on the east side forecourts. Only number 9 survives without a shopfront to show how elegant the original terrace must have been. Starling's map of 1822 shows a terrace linking Newland Street and Earls Court Road: this was known as Warwick Street at the west end and Sutton Street at the east end (now Pater Street). This had a terrace only on the north side redeveloped to form Warwick Chambers (1902) and Abingdon Mansions (before 1890). Although the Princess Victoria public house was not the same early period as the rest of the terrace, it did predate the later mansion blocks. The same period of redevelopment saw part of the terrace on the west side of Abingdon Road demolished to form Ilchester Mansions (1894).

**5.29** Victorian Developments.

**5.30** The developments which shaped the remainder of the area started from the Earls Court Road and existing terraces of Abingdon Road. The whole area of Abingdon Villas, Scarsdale Villas, Abingdon Road and Allen Street and the north side of Stratford Road was developed in the decade 1852-62.

**5.31** After the completion of Pembroke Square, one of the speculators – William Collins, who had emerged relatively unscathed from the financial traumas – obtained an interest in all unbuilt land

taken in the original agreement by Dowley and Tuck. He became owner of the whole western range of Pembroke Square from 4 Pembroke Cottages to 35a Pembroke Square and it was he (and after his death his widow) who completed the development in this area. Starting in the Earls Court Road, he granted building leases for 98-108 (even) in 1844-6 and turned the corner into Pembroke Road, planning twelve houses in three groups of four in 1853 of which 2-8 were built at this time, 10 and 12 and 14 to 22 (1861-3) were completed after his death. He was, however responsible for 1 and 2 Pembroke Cottages South (Pembroke Villas) 1827, 3 and 4 (around 1854), 5 (first occupied 1859), and his executors for 6 and 7 (1862). The Prudential Assurance Company bought the whole western side of Pembroke Villas and Pembroke Square and Pembroke Cottages for their scheme to redevelop Pembroke Gardens Close on site of Pembroke Lodge (late 1860s). This company also built the modern range of houses in Pembroke Villas (24-42) in 1961-3. On the south side of this road, eight pairs of substantial houses were originally built, of which only numbers 29-33 (odd) remain.

**5.32** The main development in the south-east of the area started in the Earls Court Road, where the newly developed terraces were divided by a series of east-west roads – Pater Street (1820s), Cope Place (originally Park Terrace 1840s and Emma Place 1850s) followed by Abingdon Villas, Scarsdale Villas, and Stratford Road (1850s). A map made by the Metropolitan Commissioner of Sewers in 1851 shows Pembroke Terrace (94-108 Earls Court Road) but not the Earls Court Terrace (67 – 95 Earls Court Road), although both appeared in the 1851 census and Daw's map of

1852 shows all the terraces on the west side of the terraces on the west side of the Road complete. Those remaining at 94-106 and 32-56 are much changed, at least in elevational detail.

**5.33** A'Beckets Place (now the site of the garage at 27-33 Earls Court Road) and the terrace now the site of the Police Station and Gorston Terrace (1-7 Earls Court Road) were all built by the time of survey for the map for the 1851 Metropolitan Commissioners of Sewers map. Kensington Buildings appeared on Starling's map of 1822, these were a group of stables standing at the top of the Earls Court Road until demolished by wartime bombs. The Hansom Cab Public House was originally called the Pembroke Arms and is first mentioned in Ratebooks of 1846; it was, of course, part of the earlier Pembroke Square.

**5.34** The first expansion east started on the Earls Court Road itself. Numbers 47-65 Earls Court Road (later called Lansdowne Terrace) was built as part of (and originally also called) Foxley Terrace (Scarsdale Villas 58-72) in 1952. Scarsdale Villas appears as a name in its own right in the ratebooks of 1856 (the west end of the road originally as Foxley Road). The Villas (north and south) appear in the 1861 census whereas neither Shaftsbury Villas (the centre terrace of the road, 38-56 and 29-41) nor Argyll Terrace (43-47) appeared until the 1871 census. The line of the road was evidently when Foxley Terrace was built in 1852 since Daw's 1852 map accurately forecasts both Scarsdale Villas and Abingdon Road. Lord Scarsdale owned a house and land on the east side of Wrights Lane.

**5.35** Just to the north a start was made in 1853 on Abingdon Villas with the building of Orchard



Map of 1896

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Terrace on the south side (66-82 Abingdon Villas) which baked on to the new Foxley Terrace. Abingdon Villas West (45-63 and 46-64) followed the same year and the road was probably completed soon afterwards.

**5.36** Meanwhile, Warwick Gardens was being built over on the western border of the estate. Development started on the High Street with two facing terraces forming Warwick Square; the name

Warwick Gardens was given to the road funnelling southward from the square in the 1850 ratebooks. Information from contemporary plans and maps suggest that progress southward was gradual and it appears that, unlike most of the estate, building leases were granted piecemeal as development progressed. Building appears to have followed closely on the heels of the grant of building leases. These were granted for the Square from 1822 onwards, buildings first appearing in the ratebooks

of 1830 (St Mary Abbots Place west side serving as mews for the square): other leases progressed southward down the road from 1849 to 1856, stopping at Pembroke Gardens (which appears to have been built on the line of an established footpath – see Daw’s map of 1852). The Wesleyan Chapel was established on the south corner of Pembroke Gardens and Warwick Gardens, a site now occupied by six Dutch-gabled houses dating from the 1920s.

**5.37** Daw’s 1863 map shows that building continued southward on the outside of the newly named Warwick Crescent, building leases were granted from 1863 and this time development moved northwards. The street was certainly complete by the Ordnance Survey Map update of 1872.

**5.38** Pembroke Gardens was understood to have been built between 1858 and 1862.: Daw’s map of 18623 however, does not show them and the building leases of the original estate appear not to have been granted until 1865-68. Nevertheless, the name did appear in the rate book of 1863. It seems most likely, therefore, that they were developed as a block with the north side of Warwick Crescent in the 1860’s and certainly appear on the Ordnance Survey Map updated to 1872 and were occupied by 1874.

**5.39** The 1852 Daw’s map shows the line of Stratford Road. A continuation of the line of Pembroke Road allowed space on the south side of the road just north of the field boundary for St Philip’s Church, the short St Philip’s Terrace (54-60 Stratford Road) and the end stop to Abingdon road, Cleveland Terrace Gardens

(Sunningdale Gardens). The road then ran along the estate boundary to the junction with Marloes Road. Building north of this estate boundary was completed some ten or twenty years before development of the estate to the south (including Lexham Gardens and Mews) started. William Stratford had a market garden in Kensington bordering the road and this is the probable derivation of the name.

**5.40** Marloes Road was formerly part of the winding Wrights Lane and was not referred to separately until 1872. Devonshire Terrace (37-67) appears first on the Daw’s map of 1852 and is named on the 1861 census. The last house of the terrace was established as a Public House in 1852 and an elaborate garden laid out in 1854. Until at least 1872 the road ended at its junction with Stratford Road.

**5.41** Allen Street (originally just called Phillimore Terrace) extended only as far as Britannia Brewery, at least until 1851. Phillimore Terrace (eight houses in 1841, occupied, named and completed by 1844) faced out over an area of open ground in both directions for many years until the building of Adam and Eve Mews and Wynnstay Gardens. Development progressed southwards with Shaftsbury Villas; at one time the existing terrace faced a pair of houses of the same name now occupied by part of Abingdon Court. These terraces were mentioned in the 1861 census and being similar in style to in Abingdon Villas probably date from around 1853. The road appears to have been completed in response to the east/west Villas rather than before them. Inkerman Terrace also appears in the 1861 census although the facing Alma Terrace first appears in the ratebooks

of 1862. Both these terraces were named after battles of the Crimean War. The road was not named Allen Street until 1867 after the builder Thomas Allen who owned property on its east side.

**5.42** In Newland Street (Abingdon Road) development halted at Park Place from the 1820’s, until the development of the Earls Court Road terraces began. The ratebooks show that 9 Park Place (43 Abingdon Road) paid rates from 1822 and the 1846 rates map confirms that these terraces must have been complete from an early date. Between the terraces on the eastern side were the livery stables, (a site now occupied by the Gas Board premises) and the Kensington Arms. Development restarted piecemeal to meet the progression of the roads branching off the Earls Court Road.

**5.43** The first building phase of the Victorian period in the street was Claremont Terrace (40-52 Abingdon Road) which appears in the 1861 census. Albion Terrace on the east side did not appear in the ratebooks until 1871 and not on contemporary maps for some time afterwards. The paired terraces of Abingdon and Carlisle (54-70, 69-87 and 72-94, 89-111 respectively) appear in the 1871 census and are contemporary with terraces in the east-west Villas. Cleveland Terrace Gardens (Sunningdale Gardens) was developed contemporary with the Abingdon Road Terraces.

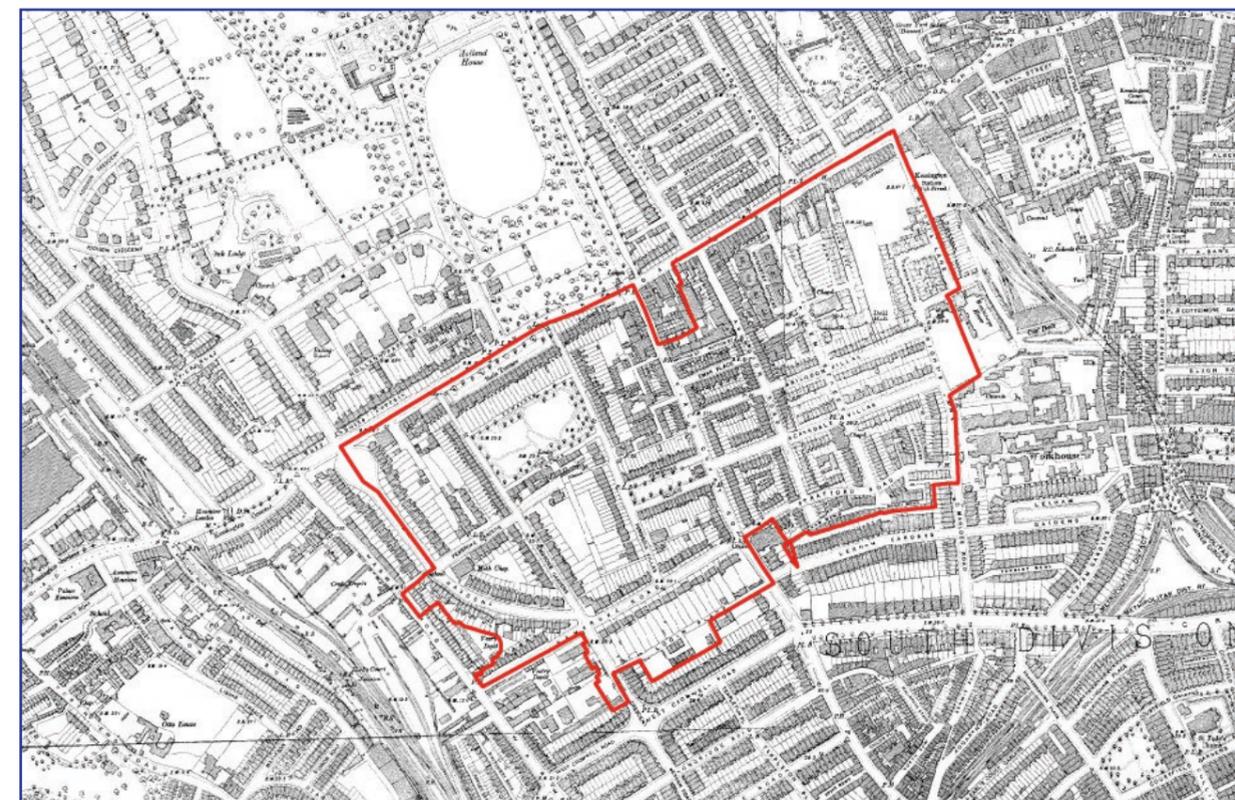
**5.44** Late Victorian and Edwardian Completion.

**5.45** Looking at Daw’s map of 1863, the most noticeable feature is the open ground still within the estate area. It took some time for the final form of the estate to develop. Apart from the major

developments and re-developments of the north-east side of the area, most of the open space became small studios or mews developments. Of these both Shaftsbury Mews and the east side of Pembroke Place have since been redeveloped. The site of the former was a livery stables from 1864, the name possibly commemorating Shaftsbury House formerly standing, near Seymour Walk, or the reformer of that name. One of the earliest small mews of the estate, Pembroke Place West (as it was known), was in existence from before 1851 as a single terrace of houses looking out over a market garden. Between them and the terraces of Earls Court Road was squeezed William Place. It is possible that parts of the houses of this narrow alley still stand. The north, west and southern terraces of Pembroke Place must have been built in the 1880s or 1890s. The east terrace was rebuilt in the late 20th century. The nearby Pembroke Mews must also date from this period although buildings in Earls Walk are probably more recent.

**5.46** Several other small streets evolved along Stratford Road to fill the spaces left in the centre of the blocks by the Abingdon Road/Allen Street/Scarsdale Villas terraces. Scarsdale Studios was an open space until the 1880s, although later in that decade some small buildings in the entrance to the area alongside South Bank Terrace (15-21 Stratford Road) became known as South Bank Villas.

**5.47** Blithfield Street came into existence around 1868 when it was named in the ratebooks. Previously the site had been used as a bowling green backing on to the Devonshire Public House. Some small buildings on the site were removed to allow the development. The elusive Stratford



Map of 1915

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Avenue was shoehorned into the remaining area to the west and although not built until the late 1870s was certainly occupied from 1882.

**5.48** Pembroke Walk started as a rear access to houses in Pembroke Square but soon small service buildings appeared, probably housing stables. These were added to over the years, development of the south side probably being from the 20th century.

**5.49** Adam and Eve Mews was built on an amalgam of rear yard sites along Kensington High Street. The Adam and Eve Public House established before 1730 had a rear yard with a number of stables and cottages with access through an arch from the High Street. The Mews occupies the site of this and the neighbouring Chancellors Yard. The Western Mews appear to have been built on the site of the rear access alley to Phillimore Terrace, the egress of which was just

south of the terrace. Plans of the Mews date from 1880 and it is likely that building started soon after.

**5.50** Of the remaining small streets St Mary Abbots Place developed as a collection of small buildings serving the rear of houses in Edwardes Terrace and Warwick Square. Of the early buildings, the original No.7 remains and an old house on the site of No.16 may still form part of this house.

**5.51** Pembroke Studios was a more planned development of 1880 standing on an open site adjacent to the present 35 Pembroke Gardens, which is contemporary with its Warwick Gardens neighbours and may have been a forerunner of the abandoned extension of that development into Pembroke Gardens.

**5.52** Abingdon House stood at the corner where Wrights Lane and Marloes Road meet. For most of the Victorian era this house and its ample grounds had remained aloof from the development all around. Adam and Eve Mews eventually poached a couple of the western fields. Cheniston Gardens was built over the site of the house in the early 1890s and in 1894 Iverna Gardens was built. In the same year Ilchester Mansions (Abingdon Road) were built following Abingdon Mansions (Pater Street pre-1891). The north eastern terrace of Abingdon Villas, of rather more modest houses than those remaining on the south side, was demolished around this time to allow the entrance to the Gardens and was replaced with Abingdon Court (designed by Pelgrave and Co.) in 1899-1900. Abingdon Gardens (designed by Sydney Newcombe) followed in 1904, to years after the completion of Warwick Chambers (Pater Street).

These are examples of an Edwardian style which had so much changed the style of Kensington east of the Underground railway.

**5.53** The High Street.

**5.54** The building of Iverna Gardens may have caused the redevelopment of the High Street terraces between Wrights Lane and Adam and Eve Mews around 1897. The terraces belonged to the ebullient cheesemonger Jubal Webb who was known at the time for his ingenious advertisement campaigns. (He was also the last remaining shop owner to sell up for the Barkers site). The site had previously been Somerset Terrace and The Terrace, the latter of which was an uneven terrace of large dwelling houses, one of which (No.7) had been occupied around 1824 by Sir David Wilkie RA. Bath Terrace and Newland Terrace, between Adam and Eve Mews and Allen Street were redeveloped in a different, possibly later, style and it is uncertain when this took place although the building on the western corner with the Mews dates from 1922 (No.s 165-195).

**5.55** The Edwardian enthusiasm for redevelopment was thankfully thwarted at Earls Terrace and Edwardes Square in a legal test case. Elsewhere mansion blocks and shopping frontages replaced the notable terraces of Upper Phillimore Terrace on the north side of the High Street, but it was incidental redevelopment and stray wartime bombs which most radically changed the southern side of the High Street. Leonard Place was demolished in 1923 and replaced with the Odeon Cinema in 1924 and a short shopping frontage was also called Leonard Place early on. Newland Place, west of Abingdon

Road, stood until the war claimed it as a casualty, together with the Star and Garter Public House which had stood on the corner of Earls Court Road since the 1850s. Since this time only minor developments, such as the modern houses of Adam and Eve Mews, have altered the fabric of the area.

## Appendix 2: Historic England Guidance

### Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1 (2016)

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?

### 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/>

- 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?

# 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 33: An Engaging Public Realm

**Policy CR4**

**Streetscape**

**Policy CR5**

**Parks, Gardens, Open Space and Waterways**

**Policy CR6**

**Trees and Landscape**

## Chapter 34: 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**