



GENERAL INFORMATION LEAFLET

# MAIDA VALE Conservation Area

# 3



City of Westminster

**DEPARTMENT OF PLANNING AND CITY DEVELOPMENT  
DEVELOPMENT PLANNING SERVICES MAY 2004**

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**Designation:** In 1968 a section of Maida Vale and Little Venice was designated. This has been extended on a number of occasions, most recently in 1996. The detached section around Paddington Green was redesignated as a separate Conservation Area in 1988.

**Historical Background:** The name derives from the early 19th century public house “The Heroes of Maida” on Edgware Road. The earliest layouts followed on from the building of the Regent’s Canal (1812-20) although building only started significantly in the 1830’s, the southern area being virtually complete by mid 1860’s up to Sutherland Avenue. The remaining area was developed in the following fifty years being mostly completed by 1900. The Bakerloo tube stations at Warwick Avenue and Maida Vale were opened in 1915.

**Listed Buildings:** The area contains over 350 listed buildings, mostly grade II, including stuccoed houses, villas and flats in the area around Warwick Avenue, Warrington Crescent, Formosa Street and Clifton Gardens. Individual important listed buildings are the Victorian churches of St Mary Magdelene 1868-78 by G.E. Street, Catholic Apostolic Church, 1891-3 by J L Pearson (both grade II\*) and the Spanish and Portugese Synagogue of 1896 by Davis and Emmanuel in a byzantine design. All three buildings are in red brick with stone details. Outside the Warrington Hotel and the former Welford Dairies in Shirland Road are listed telephone kiosks. The stuccoed shops in Formosa Street and the Prince Alfred Public House are good examples of their kind.

**Key Features:** The Grand Union Canal and Regent’s Canal in the south create the initial key element in the area’s townscape and the layout of the avenues and streets immediately adjacent relate closely to its geometry. The setting of St Mary Magdelene Church, the Blomfield Road terraces and Beauchamp Lodge add important features to the adjacent attractive residential areas.

The subsequent development by the Bishop of London and the Church Commissioners north of this area also concentrated on the use of architecturally significant avenues and crescents with secondary streets infilling between them.

The development up to the 1860’s is principally in brick and stucco, whereas the later areas are in red stock brick and include early examples of mansion blocks of flats and apartments around Elgin Avenue. However the imposing stucco crescents of Warrington Crescent and Formosa Street are the most notable features of the area.

The tree lined streets, vistas and major private amenity spaces combine to give the entire area a leafy character and enhance the character of the buildings and the layout of roads. The Paddington Recreation Ground forms the northern boundary of the Conservation Area and was initially laid out in 1893.

The principal land use of the area is residential with local retail facilities at Clifton Road, Elgin Avenue and Formosa Street. Some commercial activity is carried out at the former 1912 skating rink, now housing BBC studios in Delaware Road, Clifton Nurseries in Clifton

Villas and some limited canalside activities around the pool at Little Venice.

At the junction of Elgin Avenue and Shirland Road the former Welford Dairy building of 1886 forms an important element in the townscape and acts as a focal point.

**Adjacent Conservation Areas:** Paddington Green to the south, and to the east of Maida Vale, St John’s Wood.

**Strategic Views:** None

**Article 4 Directions:** None

**Regulation 7 Directions:** Most of the area is affected by the requirement that any advertisement for the sale or letting of land (including estate agents’ boards advertising shops, houses, flats or offices) must be given consent by the City Council as local planning authority. Displaying an advertisement without having first obtained consent is a criminal offence.

**Areas of Special Archaeological Priority:** None

**Planning Briefs:** An early conservation study for the original Conservation Area was produced by the Council in 1972 but is now out of print. The Council’s policy and guidelines for the canals are set out in a 1992 report and a British Waterways 1991 study.

**Spaces protected by the London Squares Act 1931:** Part of Randolph Gardens lies within the conservation area.

**Registered Historic Parks and Gardens:** None

## Contacts

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