



GENERAL INFORMATION LEAFLET

PIMLICO Conservation Area

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City of Westminster

DEPARTMENT OF PLANNING AND CITY DEVELOPMENT
DEVELOPMENT PLANNING SERVICES MAY 2004

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Designation: First designated in 1968, extended in 1973 to include the area bounded by Cumberland Street, Sutherland Row, Turpentine Lane and Lupus Street, and in 1990 to include the river frontage from St George's Square to Vauxhall Bridge Road and the area around Ranelagh Road and Claverton Street.

Historical Background: Pimlico is the triangular area of land bounded by Vauxhall Bridge Road, the Thames and the railway into Victoria Station. The first recorded use of the name was in 1626 when it referred to a group of mean cottages called Neat Houses around Ranelagh Gardens. When the nearby Buckingham House had been sold to George III the low lying land of Pimlico had been little developed apart from a brewery which was to become Watney's Stag Brewery. So it remained until the middle of the 1830s when Thomas Cubitt obtained leases from the Grosvenor Estate, into whose hands much of the land had passed, and began to build here in the same style as he had done in Belgravia, though in a less grand way. Like Belgravia the area was developed with stucco-fronted terraces of mid-19th century classical design built along straight streets and around three squares. The largest and most opulent houses were built along St George's Drive and Belgrave Road, the two principal streets, and in Eccleston, Warwick and St George's Squares. A number of churches were also constructed such as St Saviours (1863-4) and St Gabriels (1853) (Thomas Cundy Junior) in St George's Square and Warwick Square respectively. A newspaper article in 1877 described Pimlico or 'South Belgravia' as 'genteel, sacred to professional men... not rich enough to luxuriate in Belgravia proper, but rich enough to live in private houses - for this is a retired suburb'. Its inhabitants were 'more lively than in Kensington... and yet a cut above Chelsea, which is only commercial.' The status of Pimlico as a residential area declined in the late 19th century and the 20th century up to the last decade. Although it has been redeveloped around the edges with modern housing estates, much of the original 19th century core of Pimlico still remains.

Listed Buildings: There are over 350 Grade II listed buildings concentrated around Belgrave Road, Warwick Square, Eccleston Square, St George's Square, St George's Drive, Cambridge Street and Alderney Street including terraced houses, churches and public houses. Also listed are telephone kiosks in Belgrave Road and a cabmen's shelter in St George's Square.

Key Features: The Pimlico Conservation Area is characterised by a highly disciplined and formal street layout based on a grid pattern. The principal streets of the grid are Belgrave Road and St George's Drive and these along with the three formal Squares of Warwick, Eccleston and St George's are characterised by classical four and five storey stuccoed terraced houses with projecting Doric porches, triglyph friezes, balustraded balconies at first floor level and stucco dressings. At right angles to the wide principal streets are secondary streets, which are narrower and often tree lined, with smaller scale terraced houses of 3 storeys faced in brick and stucco. These are separated from the return frontages of properties to the principal streets by a gap above ground level. This feature marks the deliberate separation of the two types of terrace. There are two Victorian Gothic churches in two of the squares, both of rubblestone with ashlar dressings and spires. The

Conservation Area includes the stretch of riverside from St George's Square to Vauxhall Bridge. The area contains many small hotels in the streets close to Victoria Station and multi-occupied residential buildings. In the 1980s, a substantial number of conversions of properties, to form self-contained residential flats, has brought investment to the area and pressure for roof and rear extensions.

Adjacent Conservation Areas: The Pimlico Conservation Area is bounded by the Churchill Gardens and Dolphin Square Conservation Areas to the south and the Lillington Gardens Conservation Area to the north-east. To the west is the Peabody Avenue Conservation Area.

Strategic Views: Not affected.

Areas of Special Archaeological Priority: Not affected.

Article 4 Directions: None.

Regulation 7 Directions: The whole 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.

Planning Briefs and Design Guidelines: 'The Pimlico Design Guide: A Guide to the Alteration of Buildings in the Pimlico Conservation Area', published 1992.

Spaces protected by the London Squares Act 1931: Eccleston Square, St Georges Square and Warwick Square.

Registered Historic Parks and Gardens: None.

Contacts

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