



GENERAL INFORMATION LEAFLET

# QUEENSWAY 53

Conservation Area

  
City of Westminster

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

TO VIEW CONSERVATION AREA MAP  
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WESTMINSTER MAPPING SYSTEM

**Designation:** The Queensway Conservation Area was designated on 1 May 2002.

**Historical Background:** The conservation area lies along the course of the former Westbourne Green Lane, which linked the Uxbridge (now Bayswater) Road with the village of Westbourne Green. A series of name changes saw the route become first Black Lion Lane, then Queens Road, and finally Queensway.

At the start of the nineteenth century the area was predominantly rural, with only a few buildings, such as the Black Lion Tavern, on the corner of Uxbridge Road and Black Lion Lane. By the 1830s sporadic development of detached dwellings was spreading up the lane from the Uxbridge Road. This development was replaced by speculative terraced development from the mid to late nineteenth century, some of which remains.

**Listed Buildings:** Listed buildings include Whiteley's, a purpose built department store. It is listed Grade II and was built in 1908-12 by Belcher and Joass. The entrance is below a corner tower with dome forming a feature to the south east. It has been successfully converted into a shopping centre with cinema complex and offices above.

Porchester Hall and Centre were built as a public baths and wash-house in 1923-5 by Herbert Shepherd. A Turkish baths, library and assembly rooms were added in 1927-9 by Shepherd and H A Thomerson. Listed Grade II, this building was formerly in the Bayswater Conservation Area.

The Our Lady Queen of Heaven Catholic Church c1860 is listed Grade II.

**Key Features:** Queensway has extraordinary vitality and a memorable townscape with several buildings of considerable architectural interest, most notably Whiteley's. Unaltered mansion blocks and intact uniform terraces of a variety of ages provide a strong and coherent townscape to the upper floors.

The ground floors mainly consist of a variety of commercial frontages and some original shopfronts remain. There are however many modern shopfronts and much modern signage of varying quality.

The Council will now seek to ensure any shopfront and signage proposals are of the highest quality befitting of this new conservation area. Further advice can be found in the adopted Supplementary Planning Guidance publications "Shopfronts, Blinds & Signs, A Guide to their Design", and "Advertisement Design Guidelines". Where roller shutters are absolutely necessary, advice on their appropriate design and location can be found in "Design guidelines for Shopfront Security".

**Adjacent Conservation Areas:** See key map.

**Strategic Views:** Not affected.

**Areas of Special Archaeological Priority:** None.

**Article 4 Directions:** None.

**Regulation 7 Directions:** The northern tip of the conservation 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 Guides:**  
No guidelines specific to this conservation area.

**Registered Historic Parks and Gardens:** None.

**Spaces protected by the London Squares Act 1931:** None

## Contacts

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