



PURCELL

**REVIEW OF HAMLET COURT ROAD FOR POTENTIAL
CONSERVATION AREA DESIGNATION**

October 2019

Sally Humphries/Rowenna Wood

1 Quayside, Bridge Street, Cambridge, CB5 8AB

info@purcelluk.com

www.purcelluk.com

All rights in this work are reserved. No part of this work may be reproduced, stored or transmitted in any form or by any means (including without limitation by photocopying or placing on a website) without the prior permission in writing of Purcell except in accordance with the provisions of the Copyright, Designs and Patents Act 1988. Applications for permission to reproduce any part of this work should be addressed to Purcell at info@purcelluk.com.

Undertaking any unauthorised act in relation to this work may result in a civil claim for damages and/or criminal prosecution. Any materials used in this work which are subject to third party copyright have been reproduced under licence from the copyright owner except in the case of works of unknown authorship as defined by the Copyright, Designs and Patents Act 1988. Any person wishing to assert rights in relation to works which have been reproduced as works of unknown authorship should contact Purcell at info@purcelluk.com.

Purcell asserts its moral rights to be identified as the author of this work under the Copyright, Designs and Patents Act 1988.

Purcell® is the trading name of PurcellArchitecture LTD.

© Purcell 2019

CONTENTS

1	Introduction and Overview of the Area	4
2	History	5
3	Character Appraisal	11
4	Recommendations and Potential Boundary	17
	Appendix A: Bibliography and Further Research	19

I INTRODUCTION AND OVERVIEW OF THE AREA

Hamlet Court Road is a busy retail street located in the Westcliff-on-Sea area of Southend. It runs north-south from Westcliff Station up to London Road where the retail uses cease and the road continues northwards as a predominately residential street. Flanking Hamlet Court Road are residential streets, with larger houses on Ditton Court Road, Preston Road and Cossington Road, and more moderately sized houses on streets beyond these.

The street first evolved in the late nineteenth century, after the opening of Westcliff station in 1895 and as part of the rapid expansion of Southend at this time. The street was a fashionable retail area with a number of decorative buildings constructed. There is one listed building on the street: Havens, a Grade II listed department store from c.1935. Three locally listed buildings are also in the area: the station, No.65 Hamlet Court Road (former Capital and Counties Bank) and Sunray House on Canewdon Road. Seven frontages, all on Hamlet Court Road itself, have been designated as Frontages of Townscape Merit:

- 103
- 127-151 (odd)
- 153-155 (odd)
- 159-185 (odd)
- 128-140 (even)
- 148-150 (even)
- 152-168 (even)

However, in the late twentieth century the area declined due to changing shopping patterns, such as the move to out-of-town shopping centres, and the condition of the buildings suffered, particularly through the insertion of inappropriate shop fronts, roller shutters, loss of original windows to upper floors and unsympathetic conversion of retail units to residential use.

Southend-on-Sea Borough Council have commissioned this initial review of the area in order to assess whether it has architectural and historic interest sufficient to warrant designation as a Conservation Area. This assessment has included a number of site visits to the area, initial research in the Essex Records Office, a meeting with and background information supplied by Andy Atkinson, Chairman of the Hamlet Court Conservation Forum, as well as desk-based research using online and both published and unpublished documentary sources.

The report provides an overview of the history of the area, followed by a character assessment which identifies the positive elements of the area and any threats which it faces. Lastly, conclusions are made as to the potential for designation, any other recommendations regarding heritage and, as designation is proposed, the potential boundary is plotted using GIS software. The review has been prepared by Purcell, specialist heritage consultants experienced in the review and appraisal of Conservation Areas. The report concludes that there is a case for the designation of the northern portion of Hamlet Court Road as a Conservation Area.

2 HISTORY

Before the development of Hamlet Court Road, the area was relatively rural, situated west of the parish of Milton. The road, which was known at its northern end as Sallendines Lane,¹ is shown on Chapman and Andres' Map of 1777 with only two larger properties on the west side of the road and a small one on the east side. Much the same situation is shown on the 1874 OS map, which shows the area surrounded by fields and the two large houses named as Hamlet House and Hamlet Lodge, a small dwelling complex opposite Hamlet House and a further house, Hamlet Cottage, to the north. One or all these buildings would lend their name to the road itself. The poet Robert Buchanan lived at Hamlet House from 1884 for two or three years.² By the 1874 OS map, the Barking-Pitsea section of the London, Tilbury and Southend Railway had been built at the south end of the street but no station existed yet.



Chapman and Andre's 1777 map with Hamlet Court Road circled in red, with the kink half-way along its length

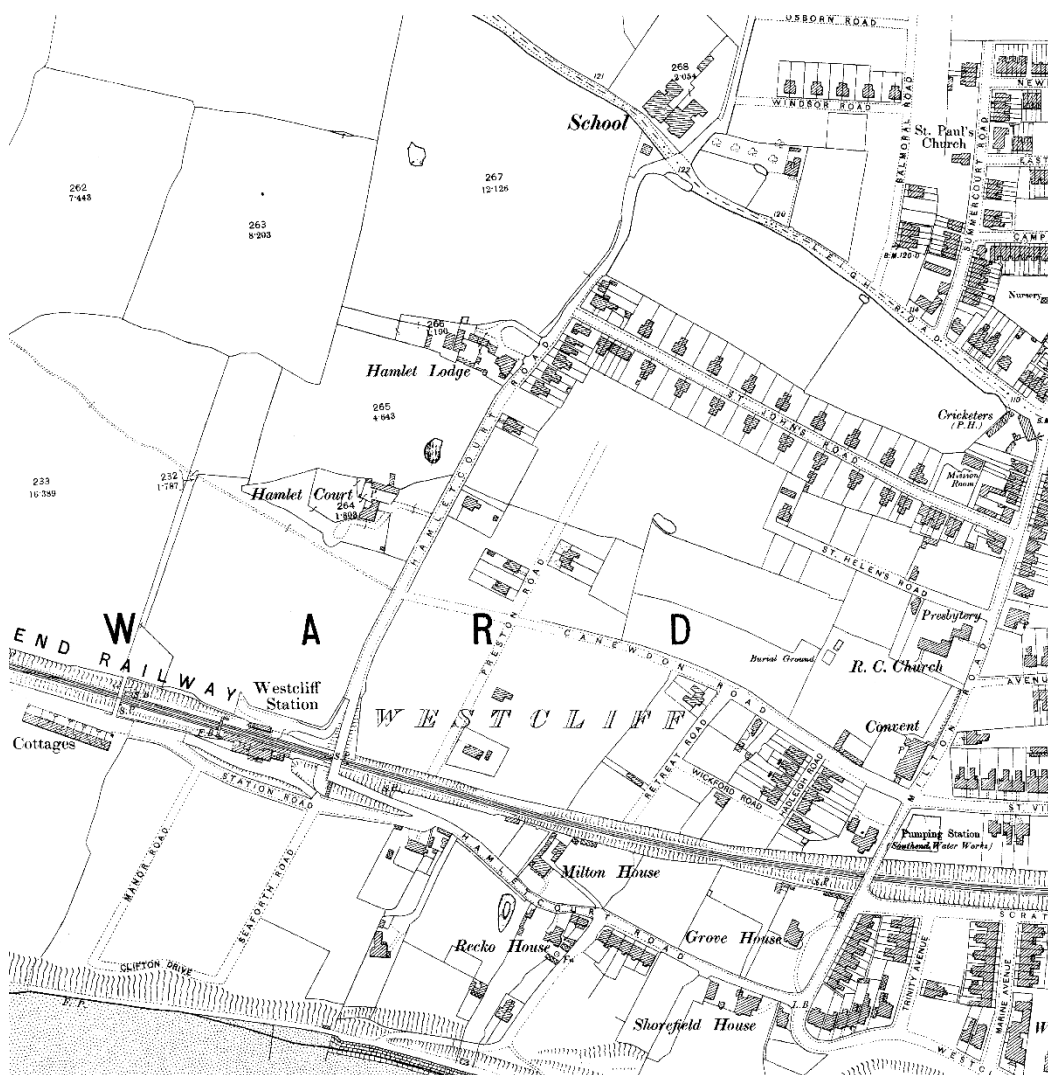
¹ Edwards, 2018, p.3

² Burrows, 1909, p.241



1874 OS Map showing Hamlet Lodge and Hamlet House, as well as the railway to the south (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

The Westcliff-on-Sea Station was opened in 1895 and this prompted the rapid growth of the area into an affluent retail and residential suburb of Southend, which was also experiencing a massive expansion of its own. The 1897 OS map shows the station and the beginnings of residential development in the area. Semi-detached houses are laid out on St. John's Road, with some spilling on to the east side of Hamlet Court Road itself. Hamlet Court Road has been straightened to lose the prominent kink seen in the previous maps. The dotted lines of Preston Road and Canewdon Road show that these were in the process of being laid out. Hamlet House (by this time called Hamlet Court) and Hamlet Lodge still survive as large houses in their own grounds on the west side of the street.



1897 OS map showing residential development creeping towards Hamlet Court Road (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

Over the next 30 years development occurred rapidly, with shops being built at the northern half of Hamlet Court Road and the southern end originally being predominantly residential. Fashionable Edwardian housing was built on the emerging roads either side of Hamlet Court Road and the area established itself as an up-market second 'high street' of Southend and the retail heart of Westcliff. As a fashionable shopping street, Hamlet Court Road is thought to have been known as the 'Bond Street' of Southend (one source also claims that the name Kensington-on-Sea was considered for Westcliff Station, indicating another aspiration to reflect the Capital³). Elaborate buildings, such as the Capital and Counties Bank 1901-02 by Greenhalgh and Brockbank (now Pavarotti's restaurant), were constructed. Greenhalgh and Brockbank designed a number of buildings locally, including Southend Bournemouth Park School. Thompson and Greenhalgh designed the Queen's Hotel (on Hamlet Court Road itself, now demolished) among others. Photographs from the day show Hamlet Court Road as a neat, tree-lined street, with canopied shop fronts and grand upper floors.

³ <https://www.southendtimeline.com/1895.htm>, accessed 25/09/2019



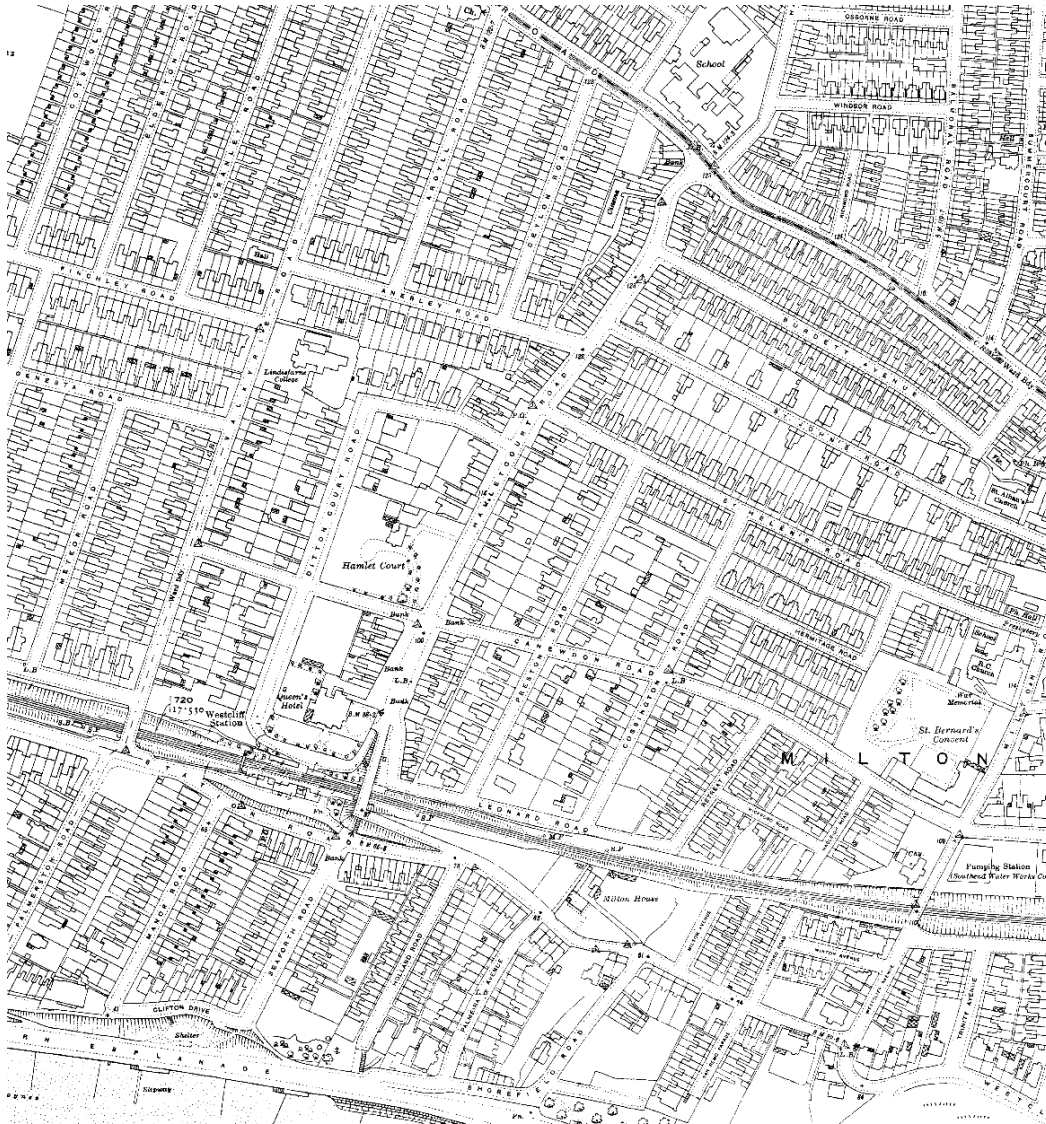
Postcard from the early twentieth century showing Hamlet Court Road, looking south, with three storey shops at the northern end and smaller scale buildings, originally residential, further away in the view



The northern end of Hamlet Court Road in its heyday, showing several three storey buildings and now missing cupolas to No. 155 and 152

The rapid expansion of Westcliff is shown on the 1922 OS map, which is vastly different from the map produced just 30 years earlier. The whole area has been covered with streets of housing, centred around Hamlet Court Road. Hamlet Court is still in existence in its large garden but this would not be for long. It was demolished in 1929 and the site redeveloped for shops. The Queen's Hotel can be seen at the bottom end of the street. This was a large and elaborate mock-Tudor building, constructed in the final years of the nineteenth century. It remained a hotel until the 1980s when it became derelict and was damaged by fire before being demolished in 1989 and replaced with apartment blocks.

On the adjacent residential streets, which were planted with trees and on Ditton Court Road lined with borders of shrubs surrounded with low chain fences, some houses were by named architects. These include No.34 Ditton Court Road, c.1902 by H. Leon Cabuche (but now replaced with two modern houses), and No.35 Preston Road by H. Fuller Clark, also c.1902. Pevsner noted that these streets contain several “interesting houses” combining elements of Arts and Crafts, Voysey and Mackintosh, as well as noting Sunray House, 1934 by O.H. Cockrill.⁴ The former Capital and Counties Bank is another building that he highlighted, with its “Flamboyant commercial architecture with gables and, on the corner, prominent entrance rising through a turret to a cupola.”⁵



1922 OS map showing the rapid development of the area which had taken place since 1897 (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

⁴ Pevsner, 2018, p.716

⁵ Ibid.

The street continued to flourish in the early twentieth century, with large department stores such as Havens and Smerdons (now the rebuilt Courtway House) constructed in the 1930s. Many of the residential buildings at the southern end of the street were also converted into shops, with deep shop fronts added to the ground floors. For example, sales particulars dating from 1923 for No.103 Hamlet Court Road (designated as a Frontage of Townscape Merit) describe an eight bedroom house called 'Sudbury' on the site, though also point out that "this exceedingly fine Property is eminently adapted and immediately available for erection of several imposing shops and the residence could be converted into High-Class Residential Flats for both of which there is an ever increasing demand at lucrative rentals"⁶, showing how the emphasis of the street was shifting. This building was converted into T.J. Johnson's Ladies and Gentlemen's Outfitters (now vacant), with its distinctive clock above the shop front, though the building behind the shop could well comprise the original dwelling sold in 1923. Behind current detrimental roller shutters survives two elegant and original shop fronts. The building is currently being converted into a hotel.



T.J. Johnson's, No. 103 Hamlet Court Road, today



One of the two original shop fronts at No. 103, preserved behind roller shutters

Towards the end of the twentieth century and into the twenty-first, Hamlet Court Road declined. Changing shopping patterns, such as the move to out-of-town shopping and growth of internet-based sales, had an impact on town and district centres nationally, including Hamlet Court Road. Many historic shop fronts were lost, inappropriate alterations have been made and the condition of buildings has deteriorated (see section 3 for more detail). However, there are some signs of improvement. Havens closed in 2018 but has recently been granted permission for conversion into a community hub, with Haven's online business continuing to be run from the upper floors of the building, supported by a grant from the Architectural Heritage Fund.⁷ Smerdons, burnt down in 2011 but was reconstructed as flats, with a ground floor retail unit, in a design which reflects the original. Townscape improvements were made in the last 15 years.

⁶ ERO, D/F 36/9/2, Sale catalogue of detached house called Sudbury, no.103 HAMLET COURT ROAD, Westcliff, 1923

⁷ <http://ahfund.org.uk/news-source/2017/11/22/havens-department-store-southend-on-sea>, accessed 13.06.19

3 CHARACTER APPRAISAL

3.1 STREET-BY-STREET ASSESSMENT

The following section sets out the architectural characteristics of the Hamlet Court Road and the surrounding streets, followed by information about specific threats which have eroded that character.

3.1.1 HAMLET COURT ROAD

Hamlet Court Road is characterised by its commercial uses, with almost all buildings having shops or commercial units on the ground floor, with upper levels above in uses typically ancillary to the shop below or as flats.

The street has a wide aspect, sweeping down to the south as it grows wider. This allows views up and down the street, and out to the estuary, though the bridge does truncate sea views somewhat. The curve of the street and narrower road at its northern end gives a sense of enclosure and reveals views gradually as the viewer walks along the street. The three-storey nature of many of the buildings, particularly at the top (north) end of the street, also helps to define a sense of both enclosure and grandeur, as well as defining the views. Most buildings in the wider setting are two-storey so this is an unusual characteristic in the locality and helps to define the original shopping area of the street. The two storey scale of most of the buildings in the southern end of the street, with their formerly domestic upper levels and added ground floor shop fronts, contrasts with the three storey purpose designed shops at the top end of the street. Most of these do not have the same grand presence or decorative detail as the buildings at the top end of the street.



The curve of the three-storey buildings at the north end of Hamlet Court Road, revealing views down the street as viewers move along



The wide southern half of the street, with views towards the estuary

Several of the buildings, especially at the northern end of the street, have very decorative upper storeys. The best of these have been designated as Frontages of Townscape Merit and are in a cluster between the junctions with St. Helen's Road and Burdett Avenue, with just one exception of No. 103 further south of this group. These typically utilise Edwardian, Arts and Crafts, and Art Deco styles. Swags, moulded cornices and decorative barge boards are common. Corner turrets and dormer windows add interest (though some turrets have been lost), and the latter combined with regular window placement, creates a sense of rhythm along the street. The materials palette is consistent along the street, with red brick and stone or stucco dressings being

common. Two key exceptions are Havens, with its faience cladding, and Courtway House (rebuilt after a fire), which is stone with mock bronze panels above and below the windows.

Very few of the upper levels of buildings have been replaced, except in relation to their windows which are mostly uPVC replacements (see section 3.2 for more details). On the ground floors, however, there are only a very few shop fronts which have survived, such as No. 103 (T.J. Johnson's), No. 197 (Westcliff Wools) or No. 50 (Fujifilm), or which have been rebuilt in a more appropriate traditional style, such as No. 186 'Fish and Chips'. Havens is an impressive example of a post-Victorian shop front. In other places architectural details, particularly corbels flanking fascias. Most shop fronts have been replaced with unsympathetic modern versions utilising large areas of glazing and large flat fascias in often garish colours.



No. 155 Hamlet Court Road, showing decorative upper levels and intrusive replacement shop front to the ground floor



No. 186 'Fish and Chips', a traditional style, though not original, shop front on Hamlet Court Road



No. 197, Westcliffe Wools, with a good original shop front



No. 50, Fujifilm, with a good original shop front

Examples of inappropriate shop fronts



Some historic street signage survives, formed on ceramic tiles to the first floors of buildings on streets leading off Hamlet Court Road. On No. 150 on the corner of St. John's Road traces of historic painted adverts also survive. Public realm works have taken place in the last 15 years, with repaving taking place, new bollards, bicycle hoops and benches, and trees planted on both sides of the street along the southern half, which does provide a good landscaping for the street, though is looking tired in places.



Example of a ceramic street sign



Historic painted advertisements on the corner of St. John's Road

The station demonstrates typical late Victorian railway architecture but also suffers from later accretions of signage, fittings and fixtures which clutter its appearance.

3.1.2 LONDON ROAD

London Road continues the retail use of Hamlet Court Road both eastwards and westwards. The shop fronts have suffered in a similar way to those on Hamlet Court Road. Upper levels survive, though here too are many uPVC replacement windows. However, the buildings here are two-storey rather than the three storey buildings on Hamlet Court Road, and none have the same level of architectural detailing. There are some details, such as pilasters around bay windows or decorative barge boards. However, the buildings do not have the same presence as those on Hamlet Court Road and are more 'run-of-the-mill' in design.



London Road lined with two storey shops

3.1.3 RESIDENTIAL STREETS: DITTON COURT ROAD, PRESTON ROAD, COSSINGTON ROAD

These three roads, as well as Canewdon Road which intersects them from east to west, are characterised by large detached or semi-detached houses built in the Edwardian period. The houses have a range of designs but typical details include bay windows, sash windows, stained glass detailing, gables, balconies (often forming porches over front doors) and mock timber framing. The palette of materials includes red brick, smooth or rough cast render, painted stone or stucco details, and red or brown roof tiles. Sunray House, which is locally listed, is an atypical example of a residential building in the Art Deco style. It is a four story block of flats, with curved windows and a coloured ceramic sunray panel above the main door. The fourth floor is a later addition which has not been entirely successful. There are a few other notable houses which have more decorative elements or have survived unaltered to a greater degree than other properties, such as the unusual No.1 Canewdon Road (on the junction with Preston Road) with its first floor balcony supported on a lion column. No. 27 Ditton Court Road is also an unusual example of a later property from the interwar period and is located on the former grounds for Hamlet Court.



Sunray House on Canewdon Road in the Art Deco style



No.1 Canewdon Road



No.27 Ditton Court Road

More often, however, the houses are reasonably typical of the period and of other buildings of this age seen elsewhere in Southend. Many have been inappropriately altered, such as the replacement of timber windows with uPVC and the loss of front gardens and boundaries through conversion to driveways. There are also several modern infill houses and in places there is less coherence than is found elsewhere in Southend. Cossington Road has fewer examples of more interesting houses and a greater erosion of character than Ditton Court Road and Preston Road.



Variety of designs and inappropriate alterations on Cossington Road



Houses of standard early twentieth century design on Ditton Court Road, with later uPVC windows



Example of a modern infill property on Ditton Court Road



Example of trees lining Preston Road

The streets, particularly Ditton Court Road, are fairly wide and are planted with trees. Ditton Court Road has the addition of hedges lining the pavements. Greenery in front gardens also adds to the character of the streets, though many front gardens have been converted to driveways which erodes this character. On plan it is evident that these houses are markedly bigger and in more generous garden plots than the houses on streets surrounding them.

3.1.4 STREETS FURTHER OUT

Streets further out from the ones in section 3.1.3, such as Argyll Road, Anerley Road, and St. John's Road, have some good quality housing, either semi detached or terraces. These are generally smaller than those on the streets in 3.1.3 They have some decorative details, such as bay windows with pilasters between windows, though these are generally fewer and less elaborate than the streets nearer Hamlet Court Road. There is a greater level of change to items such as windows and boundary walls. Though some streets are lined with trees, the public realm is generally more basic and the streets are narrower.



Typical houses in the wider area. These are on Anerley Road

3.2 THREATS

3.2.1 CONDITION

There is an overall feeling of Hamlet Court Road being down-at-heel, with the condition of some buildings deteriorating or in need of redecoration. For example, a number of window frames are in poor condition, with several windows smashed and boarded. Nos. 131-151 and Nos. 159-169 are particular examples where paintwork on the decorative mouldings is flaking, barge boards are rotting or have been replaced with plain versions, window frames are rotting or have been replaced with uPVC, and some window panes are boarded. Historical photographs show that Nos. 155 and 152 have lost their original corner cupolas.

Nos. 131-151, 155 and 159-169 all appear to have been built to a similar design, with the upper levels all part of one composition. Since being built, however, their differing ownerships have meant that the colour of paintwork, level of care taken to maintain the buildings and level of retention of architectural features differs above each individual shop. This dilutes the overall effect of the original architecture and accentuates areas where condition is poor.



Poor condition of upper levels of some buildings



A number of inappropriate features, such as roller shutters, uPVC windows, satellite dishes and plastic downpipes, as well as an example of graffiti



Poor decorative condition of houses on Ditton Court Road, together with inappropriate alterations such as uPVC windows



Recently Refurbished No. 150

There are a few exceptions of well-kept buildings, such as the shop front to 'Fish and Chips' shop referred to above and No. 150, which, though vacant, appears to have been recently redecorated on the upper levels. Courtway House, being recently built, is also in good condition.

A few shop fronts have missing fascias or boarded windows, e.g. No. 155 or Nos. 356-362 on London Road (former Blockbuster Video). Graffiti was noted in a few places.

On the surrounding streets there are a number of buildings where the exteriors are in poor decorative condition.

3.2.2 SHOP FRONTS AND SIGNAGE

The replacement of shop fronts is the biggest threat on Hamlet Court Road, with almost no historic shop fronts remaining and the modern replacement shop fronts often being out of scale, low-quality, garish, with extensive glazing, and not responsive to the historic character of the buildings in which they sit.

Roller shutters to shop fronts are unattractive and create a poor impression of the quality of the area, as well as being targets for graffiti.



Example of poor shop fronts



Poor shop fronts and modern infill

3.2.3 OTHER INAPPROPRIATE DEVELOPMENT

uPVC windows have replaced timber frames in many places. These differ in design and usually do not reflect the original form of the windows (e.g. top or side hung instead of sashes) so are incongruous to the historic buildings they are in. They can also aggravate issues with damp due to their lack of breathability. This has occurred both on Hamlet Court Road itself and on the residential streets surrounding it.



Inappropriate uPVC windows and an unattractive driveway on Preston Road



Inappropriate uPVC windows



Buildings rendered and painted, with uPVC window replacements, at the southern end of Hamlet Court Road



Poor quality modern infill at the southern end of Preston Road

Many other shops and houses have been rendered or painted, with the loss of their original brick finish.

The bridge at the south end has a utilitarian appearance which partially blocks views of the estuary.

On the surrounding streets, the conversion of front gardens to driveways, with the loss of greenery and boundary hedges or walls, and an increase in hardstanding, is a key issue. This erodes the pleasant green, leafy character of the streets.

Modern fittings, such as satellite dishes, wiring, burglar alarms and aerials, placed on the fronts of buildings detract from their appearance, both to shops and residential properties.

The station buildings are good quality Victorian architecture, displaying typical features of the building type such as decorative cast iron brackets. However, there is a modern extension to the east which is not in keeping with the character of the station as it is of a basic, utilitarian design.

There are a number of bulky rear extensions to some properties, seen during the initial site surveys from the mews behind the east side of the southern portion of Hamlet Court Road. Modern infill development on the residential streets is either uninspiring or bulky and out-of-character.

3.2.4 STREETScape

There have been improvements to the streetscape in recent years, with new stainless-steel bollards, seating, signage and bicycle hoops, as well as new paving and planting. However, there are still some fairly institutional railings, bins and bollards, with a general feeling of clutter in the streetscape.

Trees on all the streets add to their character, though some have been lost since originally planted. The hedges along Ditton Court Road are also a pleasant feature but have degraded over time from their original planting scheme.

3.2.5 VACANCY

There are signs that many of the upper floors above shops are in use, due to open windows or the presence of furniture. However, vacancy above shops or the use of these spaces merely as storage for the shops below can be an issue on high streets and given the condition of some of the upper floors there may be some buildings that are vacant. Vacancy means issues with condition are usually not spotted quickly, which can result in problems escalating to cause considerable damage. It also means that good quality buildings are not being used to their fullest potential.

3.2.6 CAR PARKING

Car parking along all the roads is visually intrusive, although provides visitors with convenient access to shops and services. Yellow lines in the central reservation are dominant feature.

4 RECOMMENDATIONS AND POTENTIAL BOUNDARY

Hamlet Court Road has significance as the retail heart of Westcliff since its creation and the centre of its rapid expansion in the late nineteenth and early twentieth centuries. The line of the street has earlier origins, shown on maps of the eighteenth century, and the original dwellings were the influence for its current name. It was home to locally famous independent shops (especially Havens and Smerdons) for many years and was once considered an up-market suburb of Southend. The impression of the historic high street still remains, particularly in the upper floor levels to the northern end of the street, and the retail use of the street has remained for over 100 years. The three-storey nature of the shops to the northern extent of Hamlet Court Road sets them apart from other buildings in the area. Facades are often very decorative and reflect Edwardian, Arts and Crafts, and Art Deco styles, though the common use of brick with stone dressings or plaster decorative details, gables, bays and dormers brings consistency. Much of the historic character of the buildings is intact.

However, the street has changed quite dramatically in the last few decades, with the loss of many historic shop fronts and inappropriate development, as well as some issues with condition, all of which have left it with a run-down appearance. There is a contrast between the upper portion of the street, which contains purpose built shops predominantly of three storeys and many with highly decorative frontages (as recognised by their designation as Frontages of Townscape Merit) and the southern end which was originally mainly residential with later conversions to shop fronts. While there are a few buildings of merit towards the southern end of the street, these are less densely concentrated. They are typically smaller in scale, do not have the same architectural presence as the buildings to the north and have a high level of alteration.

The houses on the adjacent streets also reflect Edwardian and Arts and Crafts styles, with a consistency of features such as balconies, mock timber framing and stained glass. The residential streets immediately around Hamlet Court Road are larger and set in bigger plots than is typical for streets further away, as well as having a greater level of planting and trees, reflecting the original status of the shopping street adjacent. Again, while there are some fine examples of buildings surviving with few alterations, these are interspersed with houses of a more ordinary design or with a greater level of alteration. Also interspersed are some examples of poor modern infill. The streetscapes of these residential streets have suffered from erosion of trees and planting, as well as conversion of front gardens to driveways and the loss of boundaries.

After initial assessment, it is therefore clear that there is a case for the designation of the northern portion of Hamlet Court Road as a Conservation Area due to the quality of the buildings, the survival of their historic character, their role as original purpose-built shops for the area and the historic and continuing commercial use. A draft proposed boundary is included in Appendix B.

A more detailed character appraisal should be conducted in line with other Conservation Area Appraisals adopted and being updated for Southend. Design codes for shopfront replacement should be embedded in any appraisal to ensure clear guidance for businesses and building owners. The appraisal area for the survey should include research on the southern portion of Hamlet Court Road and the surrounding residential streets to provide the historic context for the proposed Conservation Area boundary. The recommended appraisal area (as distinct from the proposed designation area) is shown on the map in Appendix B. As noted above, there

are several notable buildings within this appraisal area, some of which could be considered for local listing, such as (but not necessarily limited to):

- No.1 Canewdon Road; and
- No.27 Ditton Court Road.

Further research into the history of Hamlet Court Road and the surrounding streets would also be helpful, in terms of its architecture and streetscape planning. There are vast numbers of documents in the Essex Record Office related to the street and the catalogue needs to be assessed to pinpoint those archives most relevant to the study. Southend Museum holds historical guidebooks including an “*Excellent Guide to Westcliff (1909) good for Hamlet Court Road.*”⁸ The Southend Central Library and Westcliff Library may hold some useful local history information. One gap in knowledge is where the claim that Hamlet Court Road was the ‘Bond Street’ of Southend originally came from.

Article 4 Directions could be considered for the area to assist in controlling inappropriate development.

Grants and regeneration schemes focused on high streets could also be considered to assist with funding for the improvement of the area, such as:

- High Street Heritage Action Zones <https://historicengland.org.uk/services-skills/heritage-action-zones/regenerating-historic-high-streets/>
- Future High Streets Fund: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/783531/Future_High_Streets_Fund_prospectus.pdf

A grant from the Architectural Heritage Fund has already successfully assisted in plans to regenerate Havens.

Encouraging building owners to work together when redecorating upper floors of buildings designed as one ‘set piece’ would remove the ad-hoc appearance of these buildings and return them to something closer to their original appearance.

8

https://www.southend.gov.uk/downloads/file/269/guide_to_researching_the_local_heritage_of_southend, accessed 13/06/19

APPENDIX A: BIBLIOGRAPHY

BOOKS

Burrows, John William, *Southend-on-Sea & District*, 1909, accessed via <https://archive.org/details/southendonseadis00burniala>

Cohen, Philip and Rustin, Michael J., (eds), *London's Turning: Thames Gateway-Prospects and Legacy*, 2008, accessed via https://books.google.co.uk/books?id=fBJLH49xa-YC&pg=PA219&lpg=PA219&dq=%22Hamlet+Court+Road%22+is+Bond+Street&source=bl&ots=D8-emsUuW9&sig=H0MOwgmN4TNY_eht_WKtdM5hgvc&hl=en&sa=X&ved=0ahUKEwibvKrq-P_QAhWLXCwKHQOMBGMO6AEIYzAH%20-%20v=onepage&q=%22Hamlet%20Court%20Road%22%20is%20Bond%20Street&f=false#v=onepage&q=%22Hamlet%20Court%20Road%22%20is%20Bond%20Street&f=false

Edwards, Carol, *Hamlet Court Road Westcliffe-on-Sea*, 2018

Pevsner, Nikolaus and Bettley, James, *The Buildings of England: Essex*, 2018

Yearsley, Ian, *A History of Southend*, 2001

WEBSITES

Architectural Heritage Fund, 'Havens Department Store, Southend-on-Sea', <http://ahfund.org.uk/news-source/2017/11/22/havens-department-store-southend-on-sea>

Historic England, National Heritage List for England, 'Havens department store, Westcliff-on-Sea', <https://historicengland.org.uk/listing/the-list/list-entry/1436695>

Southend Timeline, '1929', <https://www.southendtimeline.com/1929.htm>

Southend Timeline, '1895', <https://www.southendtimeline.com/1895.htm>

Southend-on-Sea Borough Council, 'Local History and Heritage: Guide to Researching the Local Heritage of Southend', https://www.southend.gov.uk/downloads/file/269/guide_to_researching_the_local_heritage_of_southend

ESSEX RECORDS OFFICE

Due to the large number of documents available for Hamlet Court Road, only a small selection was viewed for the preparation of this study.

D/DS 135, Plan of Roadways of Hamlet Court Road Bridge Improvement Schemes, n.d.

D/DS 490, Postcard of Hamlet Court Road, Westcliff

D/BC 1/4/12/2152 Building Plan of Banking Premises at Corner of Hamlet Court Road and Canewdon Road, Southend, 1901-02

D/BC 1/4/12/2092, Building Plan of shop at corner of Hamlet Court Road and Anerley Road, Southend, 1901

BD/F 36/9/2, Sale catalogue of detached house called Sudbury, No.103 Hamlet Court Road, Westcliff, 1923

D/BC 1/4/10/19/21, Photograph of Hamlet Court Road, Westcliff, 2 Nov. 1907

D/BC 1/4/10/19/42, Photograph of Hamlet Court Road, Westcliff, 7 Dec. 1907

D/BC 1/4/10/19/85, Photograph of Hamlet Court Road, Westcliff, looking north from London Road, 5 May 1908

APPENDIX B: PROPOSED CONSERVATION AREA BOUNDARY

