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# Hamlet Court Road Conservation Area Appraisal

June 2021





# Southend-on-Sea: Hamlet Court Conservation Area Appraisal

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# Section 1.0

## Introduction

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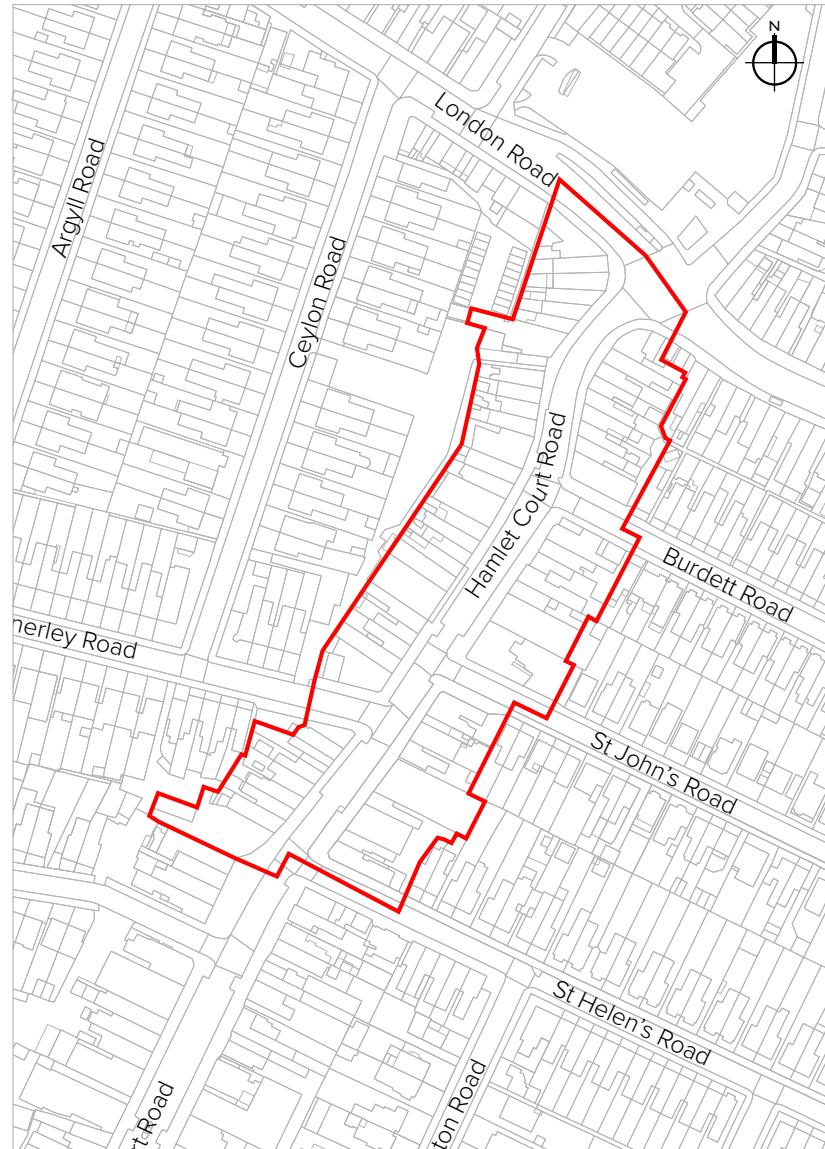
# Introduction

## Map A: Boundary

- Hamlet Court Road Conservation Area

*This plan is not to scale*

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# Introduction

## 1.1 What is a Conservation Area?

**Conservation Areas** are ‘areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance’, which is defined in the **Planning (Listed Buildings and Conservation Areas) Act 1990**.

1.1.1 The designation of a Conservation Area recognises the unique qualities of an historic place which make it special in terms of its architecture and history, as well as its role in defining local distinctiveness. Contributing to this are individual or groups of buildings, streetscape and public realm, scale and massing, open spaces and street pattern, and landscaping.

1.1.2 As the aim is to conserve and enhance the significant qualities of a Conservation Area so that owners, occupiers and visitors to the place can experience a high-quality historic environment. Designation extends planning controls over certain types of development, principally the demolition of unlisted buildings and works to trees, although an area’s status as a Conservation Area is a material consideration for all planning applications. Southend Borough Council, as the Local Planning Authority (LPA), also has policies within

its *Core Strategy* (December 2007) and *Development Management Document* (July 2015) that seek to conserve the character of its Conservation Areas. The emerging Local Plan, which will review the Core Strategy and Development Management Document, will set out a policy approach to managing the historic environment.

1.1.3 However, it should be recognised that designation does not prevent change from occurring within Conservation Areas, and they will over time be subject to many different pressures (both positive and negative) that could impact upon their character and appearance. LPAs have a duty to conserve and enhance their Conservation Areas and will consider this when determining planning applications.

1.1.4 Southend Borough Council (SBC) will also undertake reviews for new Conservation Areas from time to time in order to ensure that areas not previously identified as having special architectural or historic interest are designated appropriately.

1.1.5 The Borough’s designated Conservation Areas have special value for the community. They are visible links with our past and offer attractive contrasts to modern environments, and so it is important to ensure the special character of these areas are protected and sympathetic enhancements encouraged. This local distinctiveness can provide a catalyst for regeneration and inspire well designed new development.

# Introduction

## 1.2 Aims of the Conservation Area Appraisal

1.2.1 This Conservation Area Appraisal:

- Identifies the new Conservation Area of Hamlet Court Road and its boundary;
- Identifies the area's special interest;
- Assists preparation of the emerging new Local Plan and Neighbourhood Plans, if and when these are brought forward, and forms part of their evidence base; and
- Provides a basis for implementing policies, making informed development management decisions, and preparing management proposals for the area.

1.2.2 This character analysis in Section 5.0 will inform a management plan for the area (See section 6.0), which will:

- Assess the need for enhancements to public spaces, highways and private property;
- Review the need for Article 4 Directions to limit permitted development rights;
- Assess buildings at risk;
- Assess the need for enforcement action; and
- Establish a programme and procedures for implementing and monitoring proposals.

## 1.3 Background and Methodology

1.3.1 Hamlet Court Road is a busy retail street located in the Westcliff-on-Sea area of Southend. The street first evolved in the late-19th 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. Today the area has declined in status and there are many buildings which have been altered inappropriately. However, there are parts of the street which retain the original late-Victorian retail character of the area.

1.3.2 This Conservation Area Appraisal for Hamlet Court Road follows from an initial report prepared in 2019 to assess the potential for the area to be designated as a Conservation Area. The initial report considered a wider study area and concluded with a recommendation to designate the northern part of Hamlet Court Road. This Conservation Area Appraisal has been prepared by Purcell, a firm of specialist heritage consultants, on behalf of Southend-on-Sea Borough Council. The research and fieldwork for the Appraisal was carried out in the summer of 2019 and in June/July 2020. The methodology for the work was based on Historic England's *Conservation Area Appraisal, Designation Management: Historic England Advice Note 1 (second edition)*, February 2019 and also references *The Setting of Heritage Assets: Historic England Good Practice Advice in Planning Note 3 (second edition)*, December 2017.



# Introduction

1.3.3 The boundary for the Hamlet Court Road Conservation Area, is shown on Map A and covers the northern half of the street where the best historic character is preserved.

1.3.4 All photographs within this report were taken in 2019 and 2020 unless otherwise stated.

## 1.4 Overview and Location

1.4.1 Hamlet Court Road is located in Westcliff-on-Sea, a part of Southend-on-Sea which emerged in the late-19th century when the town's development was booming due to its popularity as a seaside resort. The road developed as a retail hub with residential streets surrounding it.

1.4.2 Hamlet Court Road 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. The flanking residential streets are Ditton Court Road, which has larger houses, Preston Road and Cossington Road, and more moderately sized houses on streets beyond these. These parallel streets are intersected and connected by other streets running approximately east-west, including Canewdon Road and St Helen's Road.

1.4.3 Hamlet Court Road slopes downwards from north to south, before it turns east on a modern bridge over the railway line which runs east-west. The topography of the land means that views out to the estuary are possible from along the street.

1.4.4 The best buildings on the street are at the north end, south of London Road, where predominantly three storey buildings were often built in groups with the same design and feature decorative elements such as plasterwork swags and cartouches, faience tile cladding and rhythmic gabled dormers. Styles include Edwardian, Neo-Baroque and Art Deco, which all add character to the area. These buildings, constructed originally as retail units, demonstrate the high-end retail use of the area when it was originally created.

## Section 2.0

# Summary of Special Interest

2.1 Summary of Special Interest

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# Summary of Special Interest

## 2.1 Summary Of Special Interest

- 2.1.1 The northern part of Hamlet Court Road is significant as the purpose-built 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 of Hamlet Court and Hamlet Lodge were the source of its current name.
- 2.1.2 The up-market shopping street was originally highly fashionable, attracting retailers that created large department stores with names still known today, particularly Havens which still survives as an online business. Hamlet Court Road is one of three main historic retail centres in Southend (and one of the Borough's two district centres), the others being the main High Street in Southend and the other district centre around the Broadway in Leigh-on-Sea. For many years, the street thrived and attracted well-to-do people to live in the surrounding streets, meaning the area was considered an up-market suburb of Southend. The retail use of the street has remained for over 100 years and this consistency of use is significant. Though there have been unsympathetic changes over time, the impression of the historic high street still remains.

- 2.1.3 Reflecting its original function as a popular retail location, the buildings at the northern end are noteworthy, three storeys with a high level of architectural detailing creating grander façades than the later converted buildings at the southern end of the road and nearby residential buildings. The junction with London Road was designed as an impressive approach to the sweeping, curved street that originally was planted with trees. The notable architectural distinction of the buildings to the northern end of the street is reflected in the designation of many as Frontages of Townscape Merit. The often very decorative façades include Edwardian, Arts and Crafts, and Art Deco styles, yet the common use of brick with stone dressings or plaster decorative details, gables, bays and dormers brings harmony. In this part of the street, buildings were often designed in groups, with long ranges of individual units having consistent designs on the upper floors, which adds to the group value of the buildings and consistency of character in this part of the street as well as contributing to the sense of grandeur. Much of the historic character of the buildings is intact despite later changes and often could be restored to enhance the appearance of the buildings and area as a whole.

## Section 3.0

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# Planning Framework

## 3.1 The National Planning Policy Framework

- 3.1.1 The *National Planning Policy Framework* (NPPF) came into effect in March 2012 and was most recently updated in February 2019. It establishes the planning principles that should underpin both plan-making and decision-taking, including to that these: *‘assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations’*.<sup>01</sup>
- 3.1.2 Section 16 of the NPPF sets the policy framework for conserving and enhancing the historic environment. Paragraph 186 of the NPPF stipulates that, *‘When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.’*
- 3.1.3 Further guidance regarding the implementation of the policies in the NPPF can be found in the chapter on ‘Conserving and enhancing the historic environment’ in the *National Planning Practice Guidance* (NPPG), July 2018: <https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>.

### Definitions

In the context of the NPPF for heritage policy, a **‘Heritage asset’** is defined as: *‘A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).’*

**‘Significance’** is defined as: *‘The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only to a heritage asset’s physical presence, but also from its setting.’*

**‘Setting’** is defined as: *‘The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.’* Further advice on the assessment of setting can be found in *Historic England, The Setting of Heritage Assets: Historic England Good Practice Advice in Planning Note 3 (second edition)*, December 2017.

**‘Historic environment’** is defined as: *‘All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.’*

<sup>01</sup> NPPF, 2019, para.184, p.54

# Planning Framework

## 3.2 Local Planning Policies And Guidance

3.2.1 On a local level, the planning policy which SBC use to determine planning and listed building consents is contained within the Core Strategy (2007), Development Management Document (2015) and Southend Central Area Action Plan (2018). Proposals for development within the Conservation Area or within its setting will need to adhere to the criteria set out in these policies to ensure the conservation of the special interest of the Area. Policies specifically related to the historic environment are listed below and should be referenced when planning change.

### 3.2.2 Core Strategy (2007)

- Strategic Objective SO14: Deliver high quality, well designed and attractive urban and natural environments which are safe, people friendly and distinctive, and which respect and enhance existing character and local amenity
- Policy KP2: Development Principles
- Policy CP4: The Environment and Urban Renaissance

### 3.2.3 Development Management Document (2015)

- Policy DM1: Design Quality
- Policy DM4: Tall and Large Buildings
- Policy DM5: Southend-on-Sea's Historic Environment
- Policy DM6: The Seafront

3.2.4 The production of the Southend new Local Plan will provide an opportunity to review the Core Strategy, Development Management Document and SCAAP, and will set out a new suite of planning policies for the Borough, including for the management of the historic environment.

3.2.5 Further supplementary planning guidance is contained within the Council's:

- **Design and Townscape Guide (SPD 1)** (2009), which sets out guidance on creating high-quality urban design and includes advice on the historic environment in Section 9;
- **Planning Obligations: A Guide to S106 & Developer Contributions (SPD 2)** (2015), which gives guidance on Section 106 Agreements which can be made to balance out negative impacts of development through other enhancements, such as conserving or enhancing the historic environment; and
- **Streetscape Manual (SPD 3)** (June 2015), provides guidance about creating high-quality streetscapes, including within Conservation Areas.

3.2.6 All of these documents can be found on SBC's website, [www.southend.gov.uk/planning](http://www.southend.gov.uk/planning), and will be reviewed as part of the production of the Southend new Local Plan.



# Planning Framework

## **3.3 Designations**

- 3.3.1 Within the conservation area there is one designated heritage asset, the Grade II listed former Havens Department store, 138-140 Hamlet Court Road. There are also a number of non-designated heritage assets, frontages of townscape merit, a local designation that recognises the quality and detailing of relevant historic shopfronts.
  
- 3.3.2 Further information on Southend's listed and locally listed buildings and article 4 directions can be found on the Council's website [www.southend.gov.uk/planning](http://www.southend.gov.uk/planning).

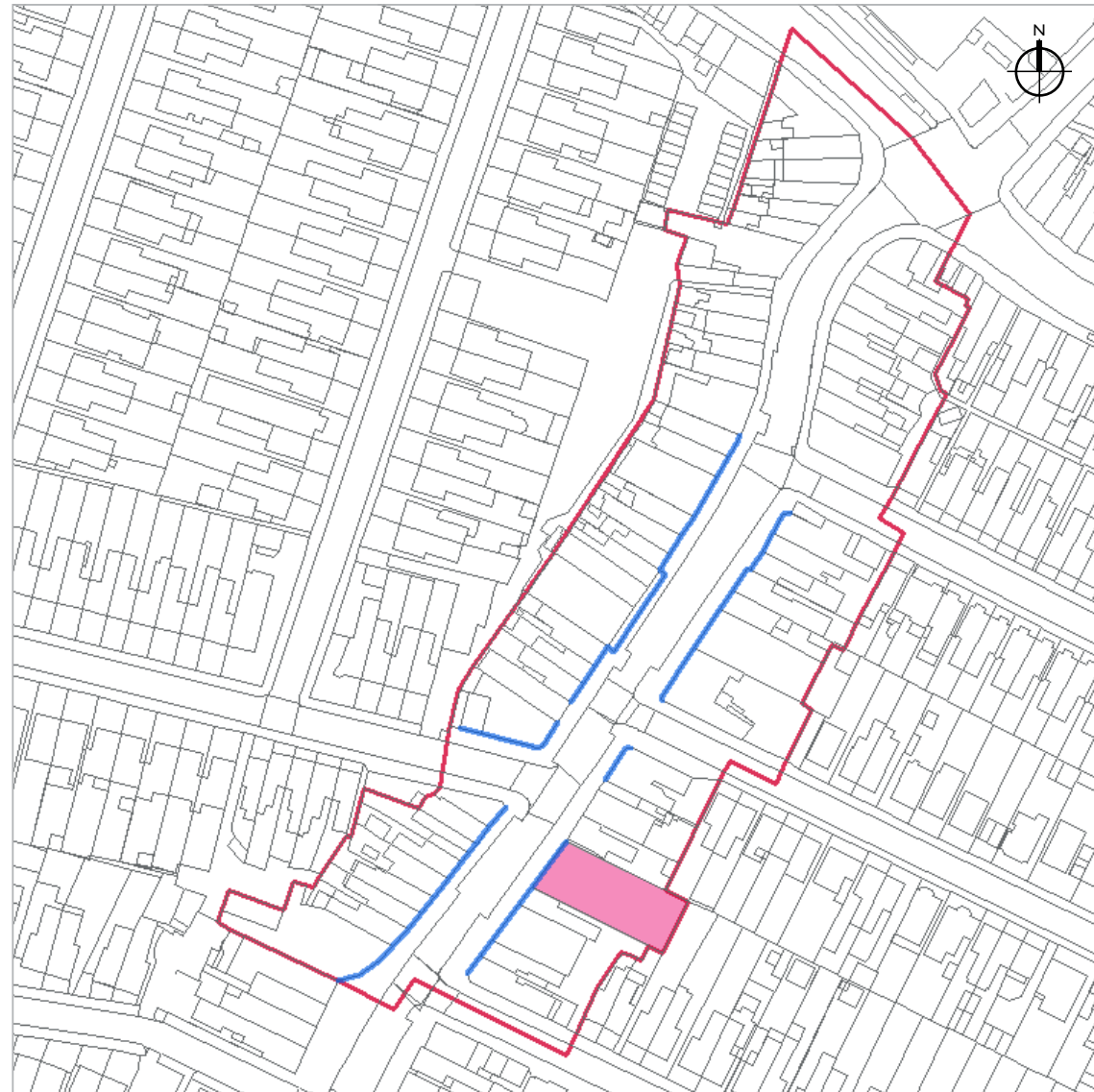
# Planning Framework

## Map B: Designations

- Conservation Area
- Grade II
- Frontage of Townscape Merit

*This map is not to scale*

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# Planning Framework

## Listed Buildings

- 3.3.3 Buildings of special architectural or historic interest are designated as Listed Buildings by the government under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. Listing ranges from Grade I (the highest level of protection) through II\* to II. Listing also applies to freestanding objects and structures within the building's "curtilage" (i.e. its grounds) which have been there since before 1st July 1948, for example, a wall attached to a Listed Building or a garden building where the main house is listed.
- 3.3.4 Protection is provided through the Listed Building Consent procedure, which is required by owners or developers when they apply for change to their property, including alterations, additions or demolitions. Work to a Listed Building should conserve and enhance the building's special architectural or historic interest.
- 3.3.5 Listed Building Descriptions can be found via the National Heritage List for England: <https://historicengland.org.uk/listing/the-list/> and for Hamlet Court Road these have been included in Appendix A of this report.
- 3.3.6 There is one Listed Building within the Conservation Area:
- Grade II Listed Havens, a department store from c.1935.

## Locally Listed Buildings

- 3.3.7 Southend has a wide range of historic buildings and structures. For those who do not meet the criteria for national listing, the Council can identify them as 'Locally Listed'. These are non-designated heritage assets. The purpose of the Local List is to identify buildings, structures and monuments of local architectural or historic importance and to take action as far as possible to preserve them.
- 3.3.8 SBC's criteria for the designation of Locally Listed Buildings requires buildings to:
- Demonstrate the Borough's history, particularly during its main period of growth. This includes buildings important for its social history such as schools, churches, public buildings, leisure, entertainment and commercial buildings.
  - Have architectural interest - be designed by a well-known architect, be a good example of a particular style or period, contain good architectural features or be important for the townscape.
- 3.3.9 Change to Locally Listed Buildings needs to be carried out in a sympathetic manner. A building's Locally Listed status will be a material consideration for all planning applications affecting it and, as with Listed Buildings, applications involving loss or harm to a Locally Listed Building will normally be resisted although a balanced judgement will be made, having regard to the scale of any harm or loss, the significance of the asset and any public benefits.
- 3.3.10 Further buildings have been recommended for Local Listing in this Appraisal. See paragraphs 6.3.49-6.3.56 for more details.



# Planning Framework

## Article 4 Directions

- 3.3.11 An Article 4 Direction removes the right of householders to undertake some minor forms of development, such as alterations to windows or the installation of hardstandings, which would normally be classed as permitted development under the planning legislation and therefore would not require planning permission. For commercial properties and flats, a range of development types already require planning consent, including alterations of windows (flats), and shopfronts.
- 3.3.12 There is currently no Article 4 Direction covering buildings within the proposed Hamlet Court Road Conservation Area and none is proposed as part of this Conservation Area Appraisals.

## Frontages of Townscape Merit

- 3.3.13 Frontages of Townscape Merit are also shown on Map B in pink. These are historic frontages which contribute to the quality of the local townscape through their architectural character.

- 3.3.14 Within the Conservation Area, the following frontages are designated as Frontages of Townscape Merit:

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Nos.127-151 (odd)

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Nos.153-155 (odd)

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Nos.159-185 (odd)

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Nos.128-140 (even)

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Nos.148-150 (even)

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Nos.152-168 (even)

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- 3.3.15 To the south of the Conservation Area, 103 Hamlet Court Road is also designated as a Frontage of Townscape Merit.

- 3.3.16 Two new Frontages of Townscape Merit have been proposed as part of this Appraisal. See paragraphs 6.3.57-6.3.60 for more details.

## Other Designations

- 3.3.17 All trees within Conservation Areas, whether they have a Tree Preservation Order (TPO) or not, are protected and consent must be given by the SBC prior to works being carrying out so that the Council have sufficient time to decide whether the designation of a TPO is needed. There are currently no TPOs within the Conservation Area.

# Section 4.0

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# History and Archaeology

## 4.1 Archaeological Interest

- 4.1.1 There are few known archaeological sites within or near to the proposed Conservation Area and wider study area according to the information contained in the Essex County Historic Environment Record, except for a Late Iron Age find spot noted to the rears of Nos.13 and 15 Ceylon Road, to the west of Hamlet Court Road (SMR ref. MSS1032982. No details noted in the record about the nature of the find).
- 4.1.2 Given the pattern of development on historic plans (see section 4.2) most parts of the study area are likely to have been fields up until the phase of Edwardian development and are therefore unlikely to have many archaeological finds. If remains are found, these will be concentrated around the sites where there were originally buildings (seen on Map C: 1777, Map D: 1874 and Map E: 1897) and would be related to the domestic and agricultural use of the sites. Foundations of these earlier buildings are likely to have been truncated by later buildings constructed on the sites.



# History and Archaeology

## 4.2 History of Hamlet Court Road

4.2.1 The ages of buildings are shown on Map H: Building Ages.

### Early History

4.2.2 Before the development of Hamlet Court Road, the area was relatively rural, situated west of the parish of Milton. The parish has existed for over 1,000 years, with the Manor of Milton recorded as being given by King Edgar to the monks of Christchurch, Canterbury, in 959.<sup>01</sup> Milton was also recorded in the Domesday Book of 1086 as a settlement with 24 families coveting 240 acres and was described as a farming area, though also became important as a fishing port.

4.2.3 Hamlet Court Road, which was known at its northern end as Sallendines Lane,<sup>02</sup> was shown on Chapman and Andres' Map of 1777 (Map C). There was a distinctive kink in the road roughly halfway down and the only buildings on the road shown are two larger properties on the west side of the road and a small one on the east side. Milton Hall was to the north-east, with a windmill depicted to the south of this. Open land surrounded the roads and sporadically located buildings.



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

<sup>01</sup> Nichols, 1931, p.3

<sup>02</sup> Edwards, 2018, p.3

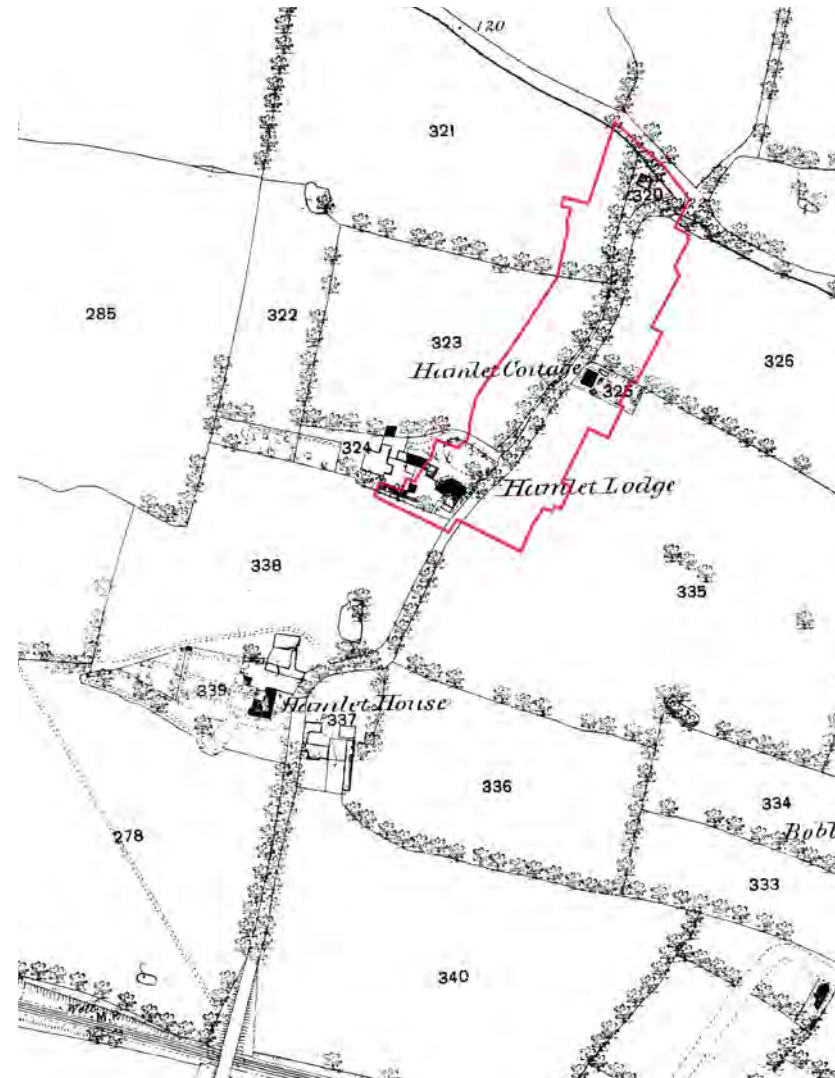
# History and Archaeology

## Mid-Victorian Period and the Establishment of Westcliff-on-Sea

4.2.4 Much the same situation is shown on the 1874 OS map (Map D), which depicts the area surrounded by tree lined fields. The distinctive kink in the road still remains, while the road itself is shown also lined with trees. The two large houses shown on Hamlet Court Road on the 1777 map are here named as Hamlet House and Hamlet Lodge. The poet and novelist Robert Buchanan lived at Hamlet House from 1884 for two or three years.<sup>03</sup> In addition to the large main houses, each of these properties also has several outbuildings on the plot, with those associated with Hamlet House also being located on the east side of the road. There are also driveways and pathways through landscaped grounds on both properties.

4.2.5 A smaller dwelling, Hamlet Cottage, is located to the north on the east side of the road, surrounded by a small garden plot. One or all these buildings would lend their name to the road itself.

4.2.6 The 1874 OS map shows that 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. This section of the railway is the first sign in this locality of the expansion of Southend-on-Sea that was happening rapidly to the east at this time, with the growing popularity and massive expansion of the town as a seaside resort.



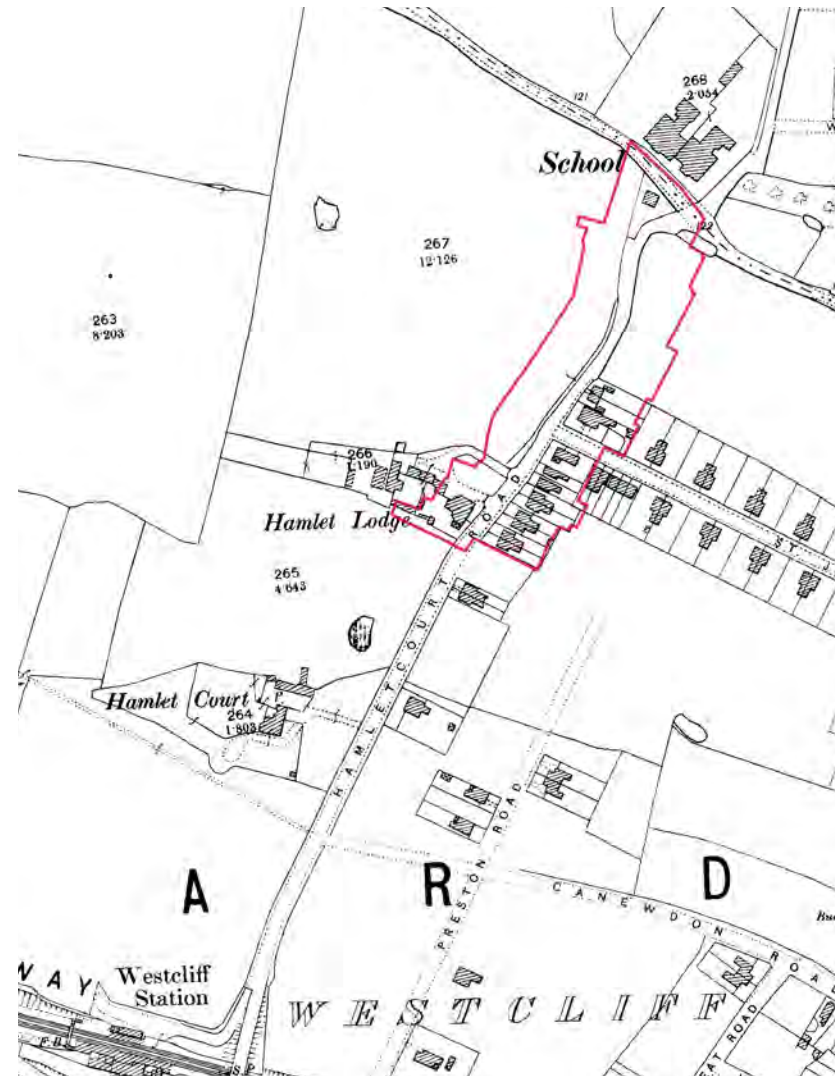
Map D: 1874 OS Map showing Hamlet Lodge and Hamlet House, as well as the railway to the south (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

<sup>03</sup> Burrows, 1909, p.241

# History and Archaeology

## Late-Victorian/Early-Edwardian Period and Rapid Commercial and Residential Growth

4.2.7 The Westcliff-on-Sea Station was opened in 1895 at the south end of Hamlet Court Road and this prompted the rapid growth of the area into an affluent retail and residential suburb of Southend. The 1897 OS map (Map E) 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, with a small number of houses on Preston Road already standing. 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.



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



# History and Archaeology

4.2.8 Over the next 30 years development occurred rapidly and the northern part of Hamlet Court Road established itself as an up-market second ‘high street’ of Southend and the retail heart of Westcliff. It 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 Capital<sup>04</sup>). The rapid expansion of Westcliff is shown on the 1922 OS map (Map F), which is vastly different from the map produced just 30 years earlier. The land on which at least the residential properties were constructed appears to have been owned or leased to trustees that included Thomas Brassey (Baron, and later Earl, Brassey) and his brother Henry Brassey.<sup>05</sup>



**Map F: 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)**

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

05 Property deeds sourced by the Hamlet Court Conservation Forum indicate that some residential properties were sold originally by one of the Brassey brothers or Brassey trustees. Also some of the street names appear to relate to places associated with Henry Brassey: his residence at Preston Hall, the manor of Cossington which formed part of the Preston Hall estate, and Ditton Court, the principal house in the village of Ditton, which was near the Preston Hall estate and where Henry Brassey had paid for works to the local school building.

# History and Archaeology

- 4.2.9 Three storey shops were built in terraces along the northern half of Hamlet Court Road, between St. Helen's Road and London Road. These were often designed in groups to create more dramatic 'show-piece' designs. The largest of these groups was Nos.127-177 Hamlet Court Road, built in two groups to the north and south of the Anerley Road junction. It is one of the more flamboyant designs on the street, featuring many decorative details such as fretwork bargeboards, plaster swags and, originally, an open cupola with conical roof. The cupola is now missing, as is the southernmost property of the group which was rebuilt for Smerdons, house furnishers who already occupied the building on site, as an Art Deco style department store in the 1930s. Historic photographs show this range of buildings with the regular rows of gabled dormers with slate roofs and decorative ridge tiles, timber framed casement windows with the upper sections divided into smaller panes, and the regular rhythms of swags and arched first floor windows.
- 4.2.10 Other photographs show the shops at the north end of the street, with focal points of other domed turrets and the regular rhythm of buildings along the curve of the street at the top end. Original shop fronts were busy with their elaborate displays of goods. The fascia boards, often with gilded lettering, typically sat between pilasters, which often appear to have been tiled, topped with decorative corbels. Doors to shops were set either centrally or to the side of the shop windows and were recessed, with stall risers, also often tiled, at the base. Retractable canvas awnings were another prominent feature. Young trees are also seen lining the street.

- 4.2.11 Sales catalogues of the time<sup>06</sup> and historic photographs identify trades such as jewellers, tobacconists, watch and clock repair companies, wine merchants, drapers and ladies' outfitters, dairies, tailors, hairdressers, furnishing ironmongers, piano sales, tea merchants, milliners and butchers occupying the shops on the ground floors, demonstrating a wide variety of services and goods available to local shoppers. The 1922 OS map (Map F) even identifies a cinema set behind the row of shops on the west side of the road (now the site of Ceylon Road Car Park). On the first and second floors of the buildings were a mix of show rooms for the shops below, offices let to businesses such as solicitors or architects, and flats occupied either by the shop tenant or by other individuals.

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<sup>06</sup> ERO, SALE/B4598, Sale catalogues, 1905-15

# History and Archaeology



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 same view in 2020



# History and Archaeology



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 same view in 2020

# History and Archaeology



The north end of Hamlet Court Road looking south in the early twentieth century



The same view in 2020



# History and Archaeology



No.155 Hamlet Court Road (then Nos.93, 93b and 95) in the early twentieth century, occupied by drapers and ladies' outfitters Pedrette and Williams



A similar view in 2020



An elaborate butcher's display at G. Chapman's, then No.81 Hamlet Court Road though likely renumbered since

# History and Archaeology

## Early-Mid Twentieth Century

4.2.12 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. The Havens family had come to Southend in 1901 and set up a shop selling china, glass and gifts in Hamlet Court Road.<sup>07</sup> Their original address was No.89, though this had changed to No.96 by 1903 (either a move of premises or renumbering of buildings on the street). The business continued to be run by the family, who bought Nos.138-140 in 1922.<sup>08</sup> In 1935 they transformed the properties to create the impressive Art Deco department store now on the site. The shop continued to be open until 2018 when the business made a move to online only sales.

4.2.13 The Smerdon family established a furnishings shop at No.75 Hamlet Court Road in 1900.<sup>09</sup> It appears that this was the site of the current No.127-129 as the buildings on the street were renumbered in the early-twentieth century. Historic photographs show their shop at the southern end of the row, on a corner plot. Adverts in windows and on the awnings name some of their wares and services: bedsteads, blind makers, house furnishings, carpets and linoleums. Between 1922 and 1939 the original building was demolished and replaced with a new department store, also in the Art Deco style. It had a curved frontage (as seen on the 1939 OS map (Map G), stone cladding with stylised swags and bronze windows. Smerdons closed in 1970.



Nos.127-151 Hamlet Court Road (then approx.. No.75-95) showing Smerdon's original shop on the right hand side, now the site of Courtway House. Reproduced with the kind permission of the Hamlet Court Conservation Forum

<sup>07</sup> Edwards, 2018, p.37

<sup>08</sup> Ibid. p.38

<sup>09</sup> Ibid. p.43



# History and Archaeology



Map G: 1939 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)

## Late-Twentieth Century

4.2.14 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 6 for more detail). However, there are now 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.<sup>10</sup> 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 also made in the last 15 years.

<sup>10</sup> <http://ahfund.org.uk/news-source/2017/11/22/havens-department-store-southend-on-sea>, accessed 13.06.19

# History and Archaeology

## Map H: Building Ages

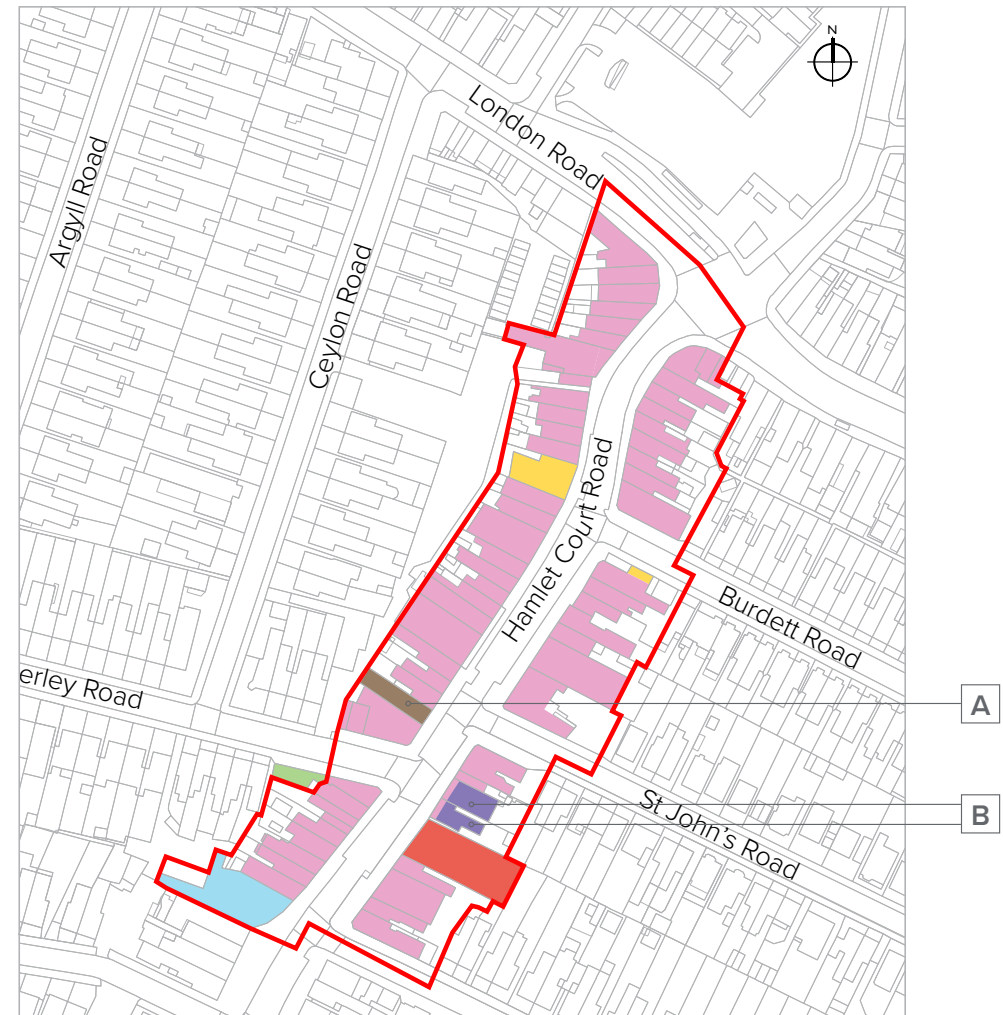
- Potential Designation Area
- 1874-1897
- 1897-1922
- 1922-1939
- 1939-1950
- 1950-1974/75
- 1974/75-2000
- 2000+

- A Major rebuild of frontage late 20th century. Parts of original early 20th century shop front details survive and built fabric from the original build may survive behind the frontage.
- B Originally houses built between 1874-1897, with shop front added around between 1897-1922.

Note: Unless otherwise shown, the dates given are those of the main phase of building. Extensions or alterations may have occurred at later dates. Dates are based on the earliest appearance of footprint on historic OS maps.

*This map is not to scale*

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# Section 5.0

## Character Analysis

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# Character Analysis

- 5.0.1 This section is split into three sub-sections. The first and second sections will explore the architectural and townscape character of the proposed Conservation Area at the north end of Hamlet Court Road. The last section will look at the wider setting of the Conservation Area.

## 5.1 Architecture

### Overview

- 5.1.1 The following sections set out the key materials and details which feature within the Conservation Area. The area developed over a short period of time after the turn of the twentieth century. The shops with residences above were all designed in Arts and Crafts or Edwardian styles, with some key buildings constructed slightly later in the 1930s in the Art Deco style. There is a common scale of three storey buildings and a materials palette of brick with plaster or stone dressings. Many elaborate decorative details survive and add architectural interest to the buildings.

### Scale and Massing

- 5.1.2 Most buildings are three storeys, with a ground floor shop and two upper floors. Some on the west side of the street at the north end also have dormer windows or windows in gables denoting an attic storey. The row of shops on the east side at the north end of the street (Nos.174-194 Hamlet Court Road and No.354 London Road), a pair of former houses adjacent to Havens (Nos.142-144), a single storey shop adjacent to these (No.146) and part of the former Blockbusters Video (Nos.258-364 London Road) are not three storeys. These are, however, exceptions and the predominant character is one of taller buildings which helps to define a sense of enclosure and grandeur, as well as defining 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.
- 5.1.3 Individual plots are typically narrow, with each bay of a building having originally been occupied by a single shop at ground floor. However, buildings were often designed in groups with matching styles, ranging from smaller groups of two or three, up to 17 for the original grouping at Nos.127-169 (since partly lost through the construction of Smerdons/Courtway House and the rebuilding of No.157) and also 17 for the original grouping at Nos.171-203 (now partly lost through the reconstruction of Nos.187-189). This gives consistency to the character of the architecture, though architectural details ensure they are not monotonous.



# Character Analysis

## Materials

- 5.1.4 The materials palette is consistent along the street, with red brick usually the main walling material. Stone or stucco dressings are also common, with several buildings having decorative detailing in these materials (see Details section below). 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.
- 5.1.5 Timber barge boards feature on Nos.131-169 (excluding No.157), while timber is also used for half-timbering on the gables and barge boards of Nos.174-186.
- 5.1.6 In some cases, the original brickwork has been unsympathetically painted or rendered over. Very few of the upper levels of buildings have been completely replaced or re-fronted but where this has happened the replacement materials of dark brown brick (No.187-189) and white plastic weatherboarding (No.157) are inconsistent with the rest of the street and impact negatively on the streetscape.

# Character Analysis

*Original Materials Palette for Walls*



# Character Analysis

## *Unsympathetic Wall Treatments*





# Character Analysis

## Roofs

5.1.7 Originally roofs were either slate or red clay tiles. There are several buildings where these materials still survive, though others have been replaced with unsympathetic concrete tiles. There are a small number where shaped tiles are used to create pattern and interest to the tiling, notably on the turret roof of No.170-172 which has tiles that create a pentagonal pattern. In some cases, pierced clay ridge tiles also still survive. Red brick chimneys also feature on many buildings.

5.1.8 Pitched roofs are typical, with pitched roofs to most of the numerous gables and dormer windows that front the street. There are hipped roofs to Nos.142-144, though this form is atypical in this part of the street. There are also a few examples of roofs hidden behind parapets, most notably at Havens and Courtway House. Curved roofs to some of the dormer windows are likely to have originally been in lead, though may well have been replaced with modern materials since. The lost roofs and cupolas to turrets would have also originally been in lead. Despite the loss of these interesting turrets roofs, the roofline along this part of the street has particular interest and character, with the multiple dormers and gables providing rhythm to a dynamic skyline.



Patterned slate tiles to the turret of No.170-172, with red clay tiles to the right and examples of unsympathetic concrete tiles to the left



Varied and interesting roofline on Hamlet Court Road



Original slates and some decorative ridge tiles on the house to the left, with unsympathetic concrete tile replacements on the right

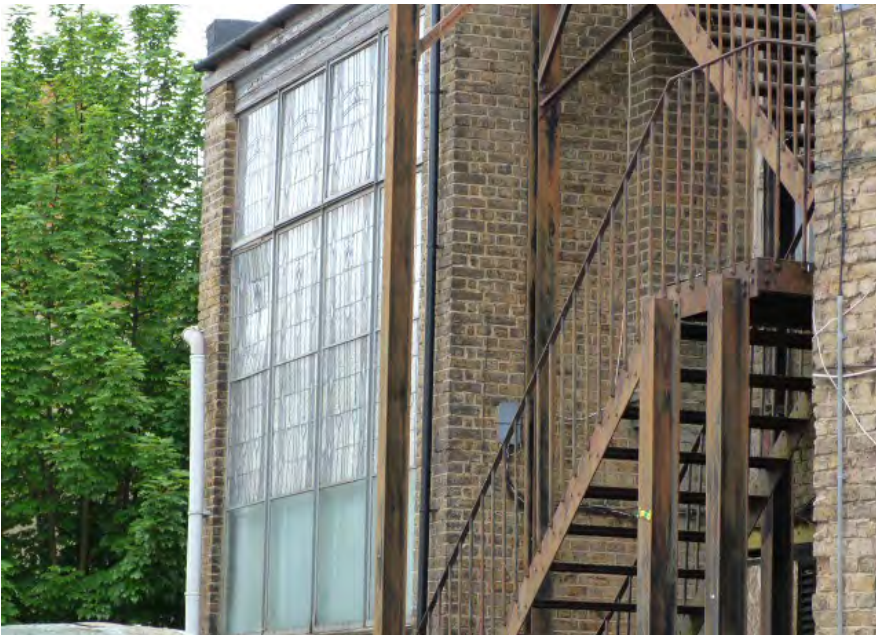


# Character Analysis

## Windows

5.1.9 Original windows were all in timber and in either sash or casement form, with the exception of Havens, which has metal windows to the main façade. There are some examples of original windows surviving. Generally, each sash was composed of a single large pane of glass, though in some cases both or just the upper half of the sash window was divided into several small panes which added interest. There are a small number of cases of leaded and stained glass which still survive. For example, at Nos.170-172 the sash windows on the first floor facing Hamlet Court Road contain leaded glass with a stylised leaf motif with an Art Deco flavour, with one window containing multicoloured glass. A large leaded glass window exists at the rear of No.157.

5.1.10 However, many windows have been replaced with uPVC, a material unsympathetic with the historic character of the buildings. Where uPVC has been used in a sash form (where timber sash windows were originally used on the building) this has a better appearance than where sashes have been replaced with side or top hung casements, as the sash form looks better proportionally within the façade, though poor detailing can let these examples down and uPVC is not generally considered acceptable in principle. Side or top hung uPVC casements that replaced timber sash windows usually do not follow the same pattern of glazing bars and have overly chunky frames and visible trickle vents which all contribute to windows with inappropriate proportions and appearance within the façades. Replacements of windows of different designs within ranges of buildings designed as single set-pieces also create an inconsistent appearance.



Large leaded window to the rear of No.157

# Character Analysis

## *Original or Good Quality Replacement Windows*



# Character Analysis

## *Unsympathetic Replacement Windows*





# Character Analysis

## Details

- 5.1.11 Many of the buildings in the Conservation Area 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. 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 roofs and cupolas to turrets have been lost), and the latter combined with regular window placement, creates a sense of rhythm along the street.
- 5.1.12 Nos.131-169 (excluding No.157) have particularly flamboyant details. The first floor windows are embellished with scrolled capitals, there are two rows of terracotta string courses of Vitruvian scrolls with plaster swags between these, and the gables of the dormer windows are decorated with plaster cartouches and fretted barge boards.
- 5.1.13 Other buildings from c1900-1930 include details such as quoins, key stones, string courses, dentil cornices, bay windows, window architraves which are topped with scrolls or decorative tympanums, window mullions formed of colonettes, and decorative half-timbering.
- 5.1.14 Havens contrasts with these in having distinctly Art Deco styling where the pilasters and pediment are stylised into more geometrical forms, with festoons, roundel and cross motifs as decorations. Courtway House, though a modern rebuild, also displays this Art Deco style and motifs. Regrettably its original faience façade could not be reinstated after the fire.

# Character Analysis

## Details Palette



# Character Analysis

## Shop Fronts

- 5.1.15 More guidance on sympathetic shop front design can be found in Section 6.4.
- 5.1.16 There are only a few original or early shop fronts which have survived on Hamlet Court Road. At the northern end of the street as No.197 (Westcliff Wools) is one of the best preserved. Though not an original shop front, as an earlier one is shown on an historic photograph (see page 27), it appears to be an early twentieth century replacement of the original. It incorporates many traditional shop front features, including tiled pilasters at either edge topped with corbels displaying cartouches, a recessed central door with fanlight above, slender timber mullions to the window shaped like columns, a stall riser below the window and dentil cornice above, and a fascia board that sits between the corbels and is proportionate to them.
- 5.1.17 No.146 (Charisma Hair Xtensions) is another largely intact example. This small shop front retains a brick pilaster to the right (though the left has been boarded over). The fascia is deep but appears to be the original proportions and has a dentil cornice above. It is flanked by decorative corbels. The shop window is likely to be a replacement frame and door but is in a traditional form with a recessed side door, timber frame and stall riser below the window (note the shop was boarded up at the time of survey in June 2020 due to temporary closure due to the Covid-19 pandemic).
- 5.1.18 The shop fronts on Nos.209-211 Hamlet Court Road and No.356 London Road also survive in part. Though the glazing is likely to have been replaced, there are modern fascia boards affixed above the windows and the metal double doors are modern, the arrangement of the windows with a large pane below three smaller panes is original. The windows are divided by pilasters and each has a low stall riser below. Above the windows are a fascia with dentil cornice above and corbels at either end.
- 5.1.19 No.354 London Road survives in part, though in poor condition at the time of survey in June 2020. It has fluted pilasters topped with corbels either side of the shop front, a recessed door with fanlight above, and a fascia above that features a raised central section.
- 5.1.20 The shop front of Havens is also an important survival of a 1930s arrangement with 1970s modifications. The original recessed doors, tiled stall risers and terrazzo flooring are from the 1930s. The glazing, back-lit opal glass signage above and projecting canopy are from the 1970s, though the latter features sit well with the original.
- 5.1.21 Early twentieth century polychrome tiles are also seen on the frontage of The Melrose public house at No.168. The public house shop front is not likely to be part of the original build but would have been added in the early-mid twentieth century. As well as the tiling to the stall riser, it features leaded glazing, pilasters flanking the windows and corner door that are topped with corbels on the outermost pilasters, and a fascia board that is proportionate to the corbels. The applied gold lettering and brass lamp fixtures are appropriate to the historic character of the shop front.



# Character Analysis

5.1.22 The original shop front at No.152-154 is different from other examples as the building was originally a bank and therefore large areas of glazing were not appropriate for the stricter level of security required. The ground floor is therefore clad in stone, with smaller windows set higher up from the ground. Windows have stone mullions, while the door has a moulded architrave. The whole is topped with a cornice with pilasters at the outermost edges topped with corbels.

5.1.23 There is one example of a modern shop front which has been rebuilt in an appropriate traditional style. No.186 (Salt and Vinegar) has a timber framed shop front with moulded details. A door has been added to the side of the shop front to access the flats above but this is in timber and to a traditional design which blends in. The fascia board above is proportionate to the original and the applied gold lettering is tasteful. The fascia is flanked by corbels as is appropriate for the traditional form of shop fronts and they add decorative character. Lamps hanging over the fascia to provide light are traditional in form (similar examples can be seen in historic photographs in Section 4) and brass door furniture is also appropriate. A retractable canvas awning is also present, which is an appropriate form of awning as it rolls away so it is largely not seen when not in use.

5.1.24 Most other shop fronts have been replaced with unsympathetic modern versions utilising large areas of glazing and large flat fascias in often garish colours (see paragraphs 6.3.15-6.3.20 for more details and images). However, there are small details which often survive. Frequently this is in the form of original pilasters either side of modern shop windows, which sometimes remain tiled, or corbels that remain either side of later fascias.



No.197, Westcliff Wools, with a well-proportioned early-twentieth century shop front

# Character Analysis



No.146, Now Charisma Hair Xtensions', with a largely intact original shop front



Shop front mainly surviving on No.209 Hamlet Court Road



The 1930s/1970s shop front of Havens



No.186, 'Salt and Vinegar', a modern shop front in an appropriate traditional design



# Character Analysis



Original shop front surviving in poor condition at No.354 London Road



The Melrose public house, with coloured glazed tiles to the stall riser, leaded glazing, fascia board proportionate to the flanking corbels and pilasters



Former bank at No.152-154 with original shop front



# Character Analysis

## Surviving Shop Front Details



# Character Analysis

## Uses

- 5.1.25 Hamlet Court Road is characterised by its commercial uses, and almost all buildings have shops or commercial units on the ground floor, with upper levels above in uses typically ancillary to the shop below or as flats. Uses are shown on Map I.
- 5.1.26 Within the proposed Conservation Area boundary all the buildings have commercial uses on the ground floor. There is a wide mixture of shop types, including food shops, estate agents, furnishings, gifts, electronics, hairdressers, greengrocers, butchers, charity shops, a post office, cafes and restaurants. There were a few vacant units at the time of survey in 2020.
- 5.1.27 The upper floors are mainly occupied either as storerooms for the shop units below or as residential units. Occasionally they are used as offices, such as above No.155. The upper floors of Havens is used as their warehouse for online sales, while the ground floor is being converted into a community hub for older people to get help and access local services and clubs, as well as a community café on the ground floor.

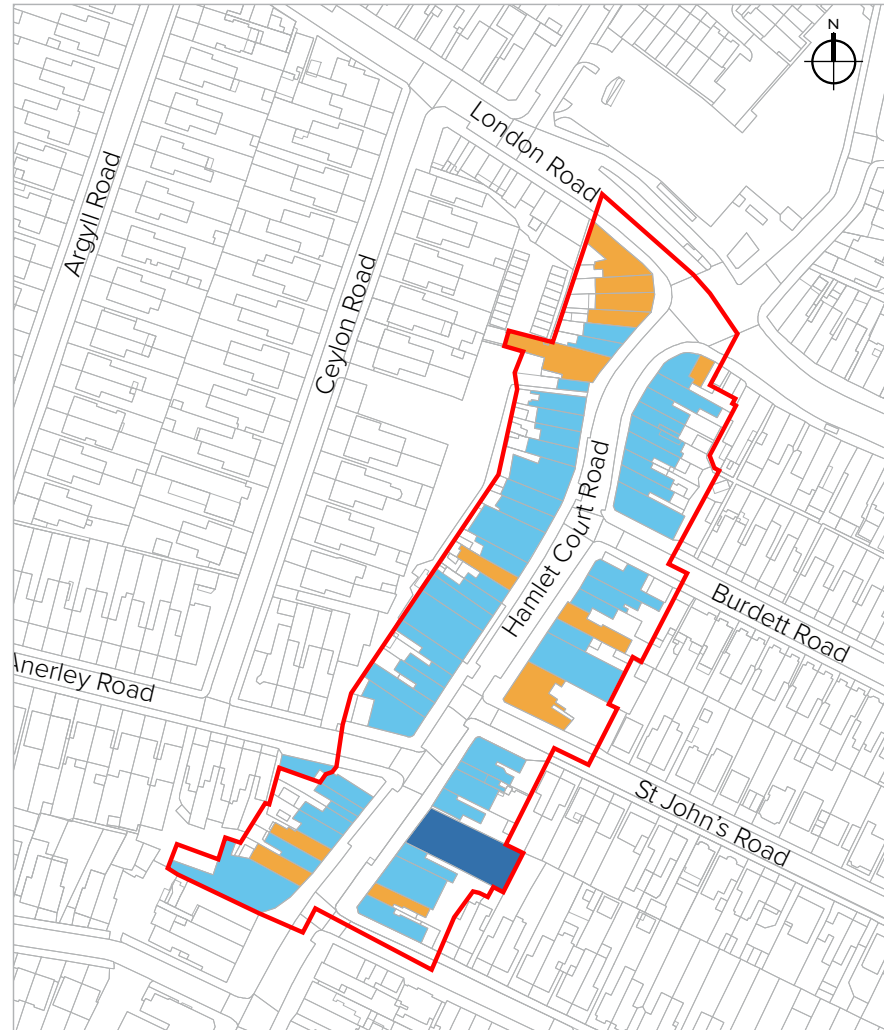
# Character Analysis

## Map I: Building Uses

- Conservation Area Boundary
- Commercial with Flats or Office above
- Community Hub with Commercial above
- Vacant

*This map is not to scale*

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# Character Analysis

## 5.2 Townscape

5.2.1 Features described in this section are shown on Map J: Townscape.

### Street and Plot Pattern

5.2.2 Somewhat unusually for the area, which is typically filled with straight residential streets, the northern end of Hamlet Court Road has a distinct curve leading from London Road to the junction with Burdett Avenue. It then straightens and leads mainly in a straight line down to the railway bridge, though with a slight bend at the junction with St. Helen's Road.

5.2.3 The street is lined with pavements either side of the vehicular road and is narrower at the top end, an impression exaggerated by the tall height of the buildings. The street widens at the junction with St. Helen's Road, with a wide pedestrianised area outside the front of Courtway House.

5.2.4 Individual building plots are generally narrow, containing a single shop per plot, though there have been some cases where shops have expanded to fill two or three buildings. The upper levels, however, are often designed in groups, providing blocks of two, three, four or more buildings of a common design. The curve of the road at the northern end creates an interesting stepping forward/back of the properties on the plots here, with the curve of the streets leading to building designs which incorporate curved frontages. The purpose-built commercial area of north Hamlet Court Road had buildings

constructed to the plot boundary and generally the whole elevation in a single plane, rather than the stepped back upper levels of the shops at the southern end of Hamlet Court Road.

### Landmarks, Focal Points and Key Views

5.2.5 Views in this part of Hamlet Court Road are channelled between and defined by the tall buildings on either side of the road. The curve of the northernmost part of the street reveals views gradually as the viewer walks along. The wide opening of the street where it meets London Road also provides for views of the corner building, Nos.205-211 Hamlet Court Road and 356-364 London Road, which are a focal point at the junction.

5.2.6 Further south, where the road straightens, views up and down the road continue to be defined by the tall buildings either side. Once the viewer reaches Courtway House there are glimpsed views of the estuary to the south, viewed between the trees lining the southern end of the street and behind trees located around the railway bridge.

5.2.7 The side roads branching off Hamlet Court Road provide opportunities for views of landmark and focal buildings, such as Havens as seen from Anerley Road, Courtway House from St. Helen's Road and Nos.159-169 from St. John's Road. The turrets on the corners of No.155 and Nos.152-154 are also focal points, though have less impact without their original leaded roofs and cupolas.

# Character Analysis



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



**02:** Focal point of Nos.205-211 Hamlet Court Road, with views round the sweeping curve of buildings



**03:** View of Havens from Anerley Road



**04:** View of Courtway House along St. Helen's Road

View locations identified on the plan on page 54.

# Character Analysis

## Public Realm and Street Furniture

- 5.2.8 Public realm works have taken place in the last 15 years, including repaving, new bollards, bicycle hoops and benches. The consistency of the public realm features provides a good setting for the buildings and makes the road more pedestrian friendly. Bollards and bicycle hoops are typically in stainless steel in a simple contemporary design. Black metal railings are provided either side of traffic light controlled pedestrian crossings, which do give something of a cluttered appearance together with the traffic lights.
- 5.2.9 Some good-quality historic street signage survives, formed on ceramic tiles to the first floors of buildings on streets leading off Hamlet Court Road. A stone carved sign is located at the north end of the street on No.190-194. Modern street signs are of a good design consistent across the borough, with a sign on top of a pole featuring a diamond finial above. On No.150, on the corner of St. John's Road, traces of historic painted adverts also survive which add interest and historic character.
- 5.2.10 Other modern street signage appears to have been reduced to a relative minimum and is set on consistent black poles so does not appear too cluttered. Modern lamp posts are also of a consistent design in black. Traditional style double bins of black for general waste and blue for recycling are provided in a few locations along the street.

- 5.2.11 Paving is small square slabs with granite kerb stones, tactile flag paving at the edge of pedestrian crossing points and brick setts across the road at crossing points. There are some cobbled gutters on the side streets leading into Hamlet Court Road, which add interest. The main roadway is tarmac with typical road markings which feel overly busy. Some areas of tarmac are patchy where new black tarmac has been laid over red tarmac at crossing points and is now wearing away.
- 5.2.12 There are no trees or greenery within the proposed Conservation Area boundary. This is in contrast to historic photographs, which show trees planted alongside the road at intervals, and to the southern part of the street, which is tree-lined. The now-lost historic trees made a positive contribution to the streetscape.



Historic photograph showing the Conservation Area with trees lining one side of the street



# Character Analysis



Stainless steel bollards, square paving, granite kerb stones and absence of greenery



Tactile paving and brick setts used at pedestrian crossings points



Cobbled gutters on St. Helen's Road



Examples of ceramic street signs

# Character Analysis



Stone carved street sign at the north end of Hamlet Court Road



Modern street sign consistent with the design used across the borough



Historic painted advertisements and ceramic road sign on the corner of St. John's Road



# Character Analysis

## Map J: Townscape

- Potential Designation Area
- Open/Green Space
- Trees
- ★ Landmark Building
- Views
- Negative Feature\*
- Good Boundary or Gate
- Grade II
- Locally Listed
- ▨ New Locally Listed
- Frontage of Townscape Merit
- - - Proposed Frontage of Townscape Merit
- Tree Preservation Orders (TPOs)

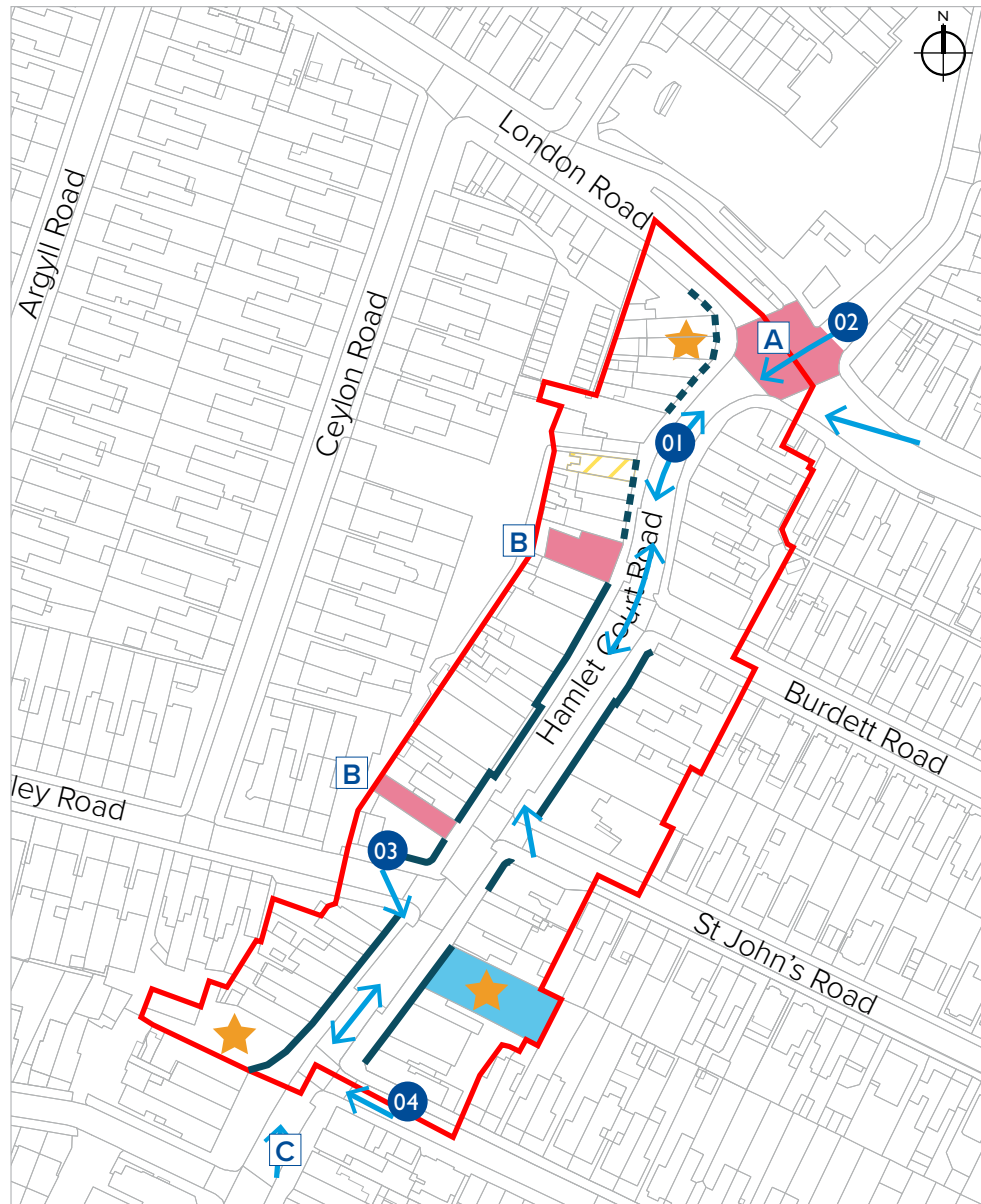
00 Reference to view photograph on page 50

- A Busy traffic junction
- B Unsympathetic modern infill building
- C There are also views of Courtway House from further south along Hamlet Court Road and St Helen's Road

\*See also Building-by-Building map in Appendix B for positive, negative and neutral buildings

*This map is not to scale*

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# Character Analysis

## 5.3 Setting

- 5.3.1 In the wider setting of the Conservation Area, the area to the south was laid out in the early twentieth century with a mix of retail and residential housing. The large Hamlet Court house stood on the west side of the street until the 1929 when it was replaced with a row of shops with flats above. Over time the residential houses were converted to shops, with the addition of shop front extensions. The buildings are mostly in commercial use at ground floor level with residential use above. Buildings are two to three storeys and in typical designs of the early to mid twentieth century. The wide road affords views south towards the estuary.
- 5.3.2 Further townscape analysis has been plotted onto Map N in Appendix C.

# Section 6.0

## Management Plan

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# Management Plan

## 6.1 Introduction

6.1.1 This section highlights where there are issues and threats within the Hamlet Court Road Conservation Area, as well as where there are opportunities to enhance its special historic and architectural interest. It begins with a Conservation Vision, summarising the aims for the future of the Conservation Area. Issues and opportunities are described, and recommendations provided for the reduction or removal of threats to the Area's special interest. The section concludes with guidance on how to go about the sensitive repair and alteration of materials, details and features characteristic of the Conservation Area. Alterations, repairs or new development should follow this guidance to help preserve the special interest of individual properties and the Conservation Area.

## 6.2 Conservation Vision

- 6.2.1 The Hamlet Court Road Conservation Area will be a lively local shopping area, with an attractive architectural and aesthetic quality contributing to its character.
- 6.2.2 The Area will remain an active local street at the centre of the community supporting a range of uses at ground floor, with upper floors in full occupancy as ancillary spaces for those uses, offices or residential accommodation.
- 6.2.3 The buildings will be in good condition, with inappropriate alterations reversed and traditional materials and details used for features such as walls, windows, roofs and doors.
- 6.2.4 Shop fronts will have a traditional character with features that are sensitive and proportionate to the historic buildings they are located in.
- 6.2.5 The public realm will be attractive and pedestrian friendly, with clutter reduced to a minimum.
- 6.2.6 New development and redeveloped buildings or public realm works within the setting of the Conservation Area will be designed appropriately in terms of scale, form, materials and details and reflect the special interest of the area.
- 6.2.7 Views out to the estuary and of key buildings in the Conservation Area will be retained and enhanced.



# Management Plan

## 6.3 Issues And Opportunities

### Condition

- 6.3.1 Though there are no obvious signs of any buildings having major structural issues, there are quite a few that are in poor decorative condition, which gives the area an overall feeling of being down-at-heel. On Hamlet Court Road there are examples of window frames and timber work having peeling paint and, subsequently, rotting timber. Paintwork over stone dressings or plasterwork also needs attention in some cases. Paintwork needs to be maintained and renewed at regular intervals in order to protect the underlying woodwork from decay and to prolong its life.
- 6.3.2 Past decay of timberwork and plasterwork has resulted in the loss of decorative features such as the barge boards and plaster swags which add considerable character to the group formed of Nos.131-155 and Nos.159-169. The upper floors of Nos.165-169 (Co-op) demonstrate how well-maintained paintwork in a consistent colour across all features can give a co-ordinated appearance that shows off the architectural features of the building. This is in comparison to others in this group where paintwork is not well-maintained and is flaking and dirty, with varying colours to individual units, lost plasterwork, ad-hoc changes of windows in different designs and the addition of inappropriate modern features such as satellite dishes and plastic downpipes. These changes all contribute to a lack of coherence which erodes the character of the buildings individually and as a group.



Nos.165-169 where the upper floors have been well-maintained, retaining original architectural details and materials, and creating a co-ordinated appearance



Nos.141-151 where the decorative condition is poor, architectural details have been lost and changes over time to individual units have eroded character and coherency

# Management Plan

6.3.3 Some gutters are overgrown with vegetation. This causes blockages in rainwater goods, preventing water from being carried away from the building and therefore causing issues with damp affecting the building which can lead to decay. Flashings around the edges of roofs also need care to ensure their condition is maintained and water is not allowed to enter the building.

6.3.4 A few shop fronts have missing fascias or boarded windows, e.g. No.155 or Nos.356-362 on London Road (former Blockbuster Video). This gives them a neglected feel. The shop front at No.354 London Road is in poor condition, though the building appeared to be undergoing renovation at the time of survey in June 2020 so its condition may be resolved in the near future. A small number of windows were boarded because of broken glass. Graffiti was noted in a few places.

6.3.5 Most of the public realm is in good condition in particular where there have been more recent replacement works. There is some patchy tarmac on pedestrian crossings where red tarmac is showing through degrading grey tarmac. On side streets there is some patched tarmac on pavements and roads.

6.3.6 Between the less well-maintained buildings, there are good examples of well-kept buildings, for example Nos.165-169, No.168, No.197, the shop front to the 'Salt and Vinegar' chip shop 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.

## Recommendations

6.3.7 Keeping buildings in good condition will ensure the area is an attractive and desirable place to shop and work.

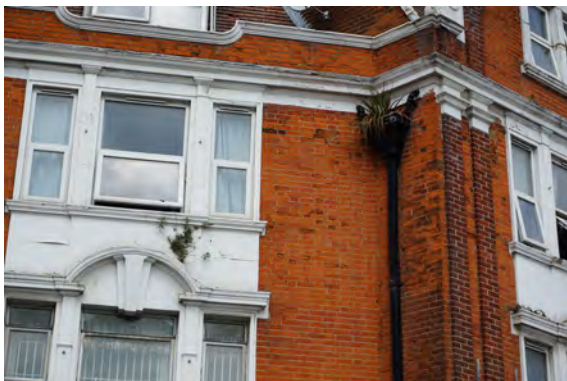
6.3.8 Undertake regular maintenance and checks to prevent problems from occurring and to protect original features. This will also ensure that small problems do not become bigger, more costly issues to fix.

6.3.9 Follow guidance in Section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.



# Management Plan

*Examples of Poor Condition within the Conservation Area Boundary*





# Management Plan

## Vacant Buildings

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- 6.3.10 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 that are vacant. Several shops were also vacant at the time of survey, a situation which may be exacerbated by the Covid-19 pandemic which was occurring at the time of survey in 2020. Vacant shops also contribute to the feeling of disrepair to the area and can be a target of vandalism.
- 6.3.11 Vacancy means issues with condition are usually not spotted quickly, which can result in problems escalating to cause considerable damage and that take more time and money to rectify. It also means that good quality buildings are not being used to their fullest potential.
- 6.3.12 Encouraging positive changes to gradually improve the area could lead to a reduction in vacancy as the area will become a more attractive place to live and work. There may be opportunities to pursue grant funding and regeneration schemes specifically targeted at high streets to assist with the improvement of the area.

## Recommendations

- 6.3.13 Local communities could explore opportunities such as grants and high street schemes to bring about enhancements.
- 6.3.14 Encourage good design and the maintenance of buildings in good condition, as well as take enforcement measures against inappropriate change, in order to bring about positive change gradually which will enhance the area and bring in more businesses.

# Management Plan



Vacant shops at the north end of Hamlet Court Road



Vacant shops

# Management Plan

## Shop Fronts And Signage

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6.3.15 The replacement of shop fronts is the biggest threat on Hamlet Court Road, with very few historic shop fronts remaining. Those that do remain add considerable character to the street scene and should be retained. There are a very small number of modern replacement shop fronts that are in an appropriate form and with materials and signage that are sympathetic.

6.3.16 However, the majority of shops have replacement shop fronts, including glazing and signage, which is often out of scale, low-quality, garish, with extensive glazing, and not responsive to the historic character of the buildings in which they sit. Original fascia boards were typically (though not always) narrower than modern equivalents and sat neatly between corbels at the top of the shop front. Often new fascias are deeper, obscuring original proportions and truncating any remaining architectural features. Most modern glazing also has metal frames as opposed to traditional timber and often reaches down to the ground without a stall riser at the base of the window. Garish colours and a multitude of signage in plastic materials and applied as stickers to windows gives a cluttered, poor quality appearance. 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.

6.3.17 Replacement of these negative features with designs of a more sympathetic nature will gradually over time mean the character of the street is regained and improved.

### Recommendations

6.3.18 Follow the guidance on shop front design in sections 6.4.20 onwards to ensure that changes to shop fronts are sympathetic to the historic environment.

6.3.19 Retain original or early shop fronts which have survived.

6.3.20 Retain and maintain in good condition architectural details which survive from historic shop fronts, such as corbels and pilasters, even if the rest of the shop front has been replaced.



# Management Plan

Examples of inappropriate shop fronts in proposed Conservation Area Boundary



# Management Plan

## Inappropriate Alterations

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6.3.21 Change has taken place within the Conservation Area which erodes its historic character and which uses materials or details which are not appropriate for historic buildings. These changes reduce the coherency of groups of buildings or can be detrimental to the condition of the buildings in the long term. The replacement of inappropriate features with designs and materials which reflect the historic form of the building would enhance their appearance.

6.3.22 The loss of coherency of groups of buildings is an issue in the top end of Hamlet Court Road where there are several buildings where a number of individual units were built as a group with matching designs to the upper levels. Differing ownerships of individual units have meant that the 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. This also occurs when houses that were originally single dwellings are converted to flats, resulting in different window designs and materials on different floors and a greater pressure for conversion of front gardens to parking to accommodate multiple cars. 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.

6.3.23 The change of original timber windows to uPVC windows is a key issue. 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. As well as being visually out of proportion with the historic façades, uPVC limits the breathability of historic buildings. This is an important trait of historic buildings, where original materials are more permeable than modern materials, ensuring that moisture does not get trapped within walls, which would cause issues with damp. There have been issues with windows being changed in flats without planning permission.

6.3.24 Where original or historic timber windows still remain these should be replaced on a like-for-like basis with timber frames if they come to the end of their usable life (though repair of original windows should be undertaken wherever possible in the first instance before original windows are replaced). For windows that have already been replaced with uPVC, while timber replacements are the preferred option, should the uPVC units need replacing, it may be acceptable to replace them with uPVC provided certain design criteria are met. This would include a slimline profile and slim glazing bars, flush not chamfered frames, the window opening type being the correct one for the building (e.g. sash windows where there were original sash windows), there are no trickle vents and glazing bars are integrated into the window (i.e. not stuck on to the glass).

# Management Plan

Other inappropriate alterations include:

- The loss of original corner cupolas on Nos.155 and 152 which erodes the building's character and reduces their impact as focal points;
- The loss of decorative detail such as plaster decoration and pierced barge boards, and replacement with plain versions erodes the character of individual buildings and of groups of buildings;
- Satellite dishes on the front or prominently on the sides of buildings is visually intrusive;
- Other modern fittings such as wiring, burglar alarms, ducts, air conditioning units and aerials added in an ad-hoc manner detracts from the appearance of buildings;
- Plastic downpipes and gutters replacing cast iron do not have the same visual and material quality and are often positioned intrusively across historic corbels or other decorative detail, obscuring them from view;
- Changes to roofing materials, from slate or red clay tiles to artificial slate or concrete tiles;
- Insertion of vents and soil pipes in historic brickwork and windows;
- The painting or rendering of original brickwork, especially with non-porous paints and cement render, results in the loss of character, coherency of groups and breathability of historic buildings. These materials can lead to the trapping of moisture in masonry which can result in decay;
- Poorly detailed and proportioned extensions and alterations to dormer windows and gables;
- The infill of porches or monopitched roofs over doorways in the residential streets;
- Replacement of original timber balconies with thin metal railings or glazing, which does not have the same character or sense of solidity as timber;
- Replacement of original timber front doors with uPVC or timber with out-of-proportion panelling or an overemphasis on glazing; and
- Poor conversions of ground floor shop fronts to residential use, with infilling of shops fronts with brick and poorly proportioned windows.



# Management Plan

## Recommendations

6.3.25 Take opportunities to enhance properties when considering alterations, for example by restoring any missing historic features and improving poorly designed alterations of the past.

6.3.26 Where original or good quality historic timber windows and doors still survive, these should be retained and repaired with materials and techniques suitable for historic timberwork. If they require replacement, these must be like-for-like in timber to a design which matches the original.

6.3.27 If the original windows or doors have already been replaced with uPVC and these require replacement, the preference will be for replacement in timber in a design to match the original. However, it may be acceptable to replace existing uPVC windows and doors with uPVC provided that there is a marked improvement in the design which would provide an enhancement to the character and appearance of the Conservation Area. Replacements also must:

- Be of a design which is as similar as possible to the design of the original window or door as possible.
- Windows should have the appropriate opening method for period of the building, e.g. sash windows where the originals were sashes or casements where this was originally the case.
- Window frames should not have trickle vents.

- Window frames and glazing bars should have slimline profiles.
- Window frames should have flush, not chamfered, frames.
- Glazing bars should be integrated into the window, i.e. not stuck onto the glass.
- Windows and doors should have a painted wood effect finish if possible.

6.3.28 Follow guidance in section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.

6.3.29 The Council will not approve applications for alterations which detract from the special interest of the Conservation Area.

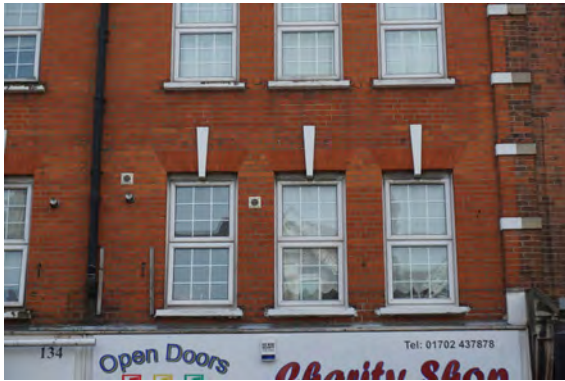
6.3.30 The Council will use enforcement powers where necessary to prevent or reverse inappropriate alterations.

6.3.31 Seek the improvement of commercial ground floor frontages

6.3.32 If conversion of a single dwelling to flats is permitted, required changes, such as additional doors, should be made within the property beyond the original front door, and replacement of windows in different flats should be coordinated to preserve the coherency of the original façade.

# Management Plan

## *Inappropriate Alterations within the Conservation Area Boundary*



# Management Plan

## New Development

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6.3.33 There are no obvious gaps sites within the Conservation Area where new buildings could be constructed. However, there have been some obviously very poor rebuilds or major alterations to some buildings which have seriously eroded the character of the street and of groups of buildings. Nos.157 and 179-181 are the obvious examples on Hamlet Court Road where new building or major rebuilding is out of proportion with adjacent buildings, is built in contrasting materials and is poorly detailed.

6.3.34 Historic buildings should not be demolished and rebuilt without exceptional justification as this reduces the character of the historic environment. An important consideration is also the waste of good quality building materials from the historic buildings going to landfill and the negative environmental impacts of the manufacture of new building materials.

6.3.35 There is the potential for buildings to be extended to the rear or sides and there are already number of bulky rear extensions to some properties which lack character, seen from the mews behind the east side of the southern portion of Hamlet Court Road or from Canewdon Road.

6.3.36 Development within the setting of a conservation area can also affect its character and appearance, for example through views being spoiled by the addition of a tall building. At present there are no tall buildings which intrude on the setting of the Conservation Area. Modern infill development on the residential streets is either uninspiring, such as the modern pair of houses at Nos 34 and 34a Ditton Court Road, or bulky and out-of-character, such as Preston Court, the block of flats at the south end of Preston Road. The impact of new development within the setting of the area should be assessed to ensure that it does not have a negative effect. This can be done through a Heritage Impact Assessment as part of the design and planning process (see information box on following page).

6.3.37 The railway bridge at the south end of Hamlet Court Road does have something of a negative impact on the character of the setting, with a utilitarian appearance intruding on views south towards the estuary and generally giving an air of neglect on the side roads sloping down to the east and west where there are blocked up units under the bridge and overgrown public realm. There is potential to enhance the railway bridge through refurbishment or carefully considered public art.



# Management Plan

## What is a Heritage Impact Assessment?

**Heritage Impact Assessment (HIA)** is a process used when proposals are put forward for change to the historic environment. It is usually a requirement of listed building consent or planning consent for proposals within a Conservation Area. It identifies what is historically and architecturally important about a heritage asset, in order to be able to assess whether proposed changes will have a positive, negative or no impact on the heritage values of the place. Advice is usually given by a specialist heritage consultant and the resulting conclusions presented in a report, which should include:

- Identification and description of the proposals site and its setting;
- Identification of any designations, such as listing, which the site is subject to or which are within the setting of the site;
- Description of the history of the property;
- Identification of the ‘significance’ of the site, i.e. its historic and architectural interest;
- Assessment of the impact the proposals will have on the significance of the site, as well as recommendations for any changes to the scheme that will reduce any negative impacts that are identified.

## Recommendations

- 6.3.38 New buildings or extensions within or in the setting of the Conservation Area should be appropriate in materials, scale, detail and massing to the street on which it is located and should preserve important views.
- 6.3.39 The Council will not approve applications for new developments which detract from the special interest of the Conservation Area.
- 6.3.40 The Council will use enforcement powers where necessary to prevent or reverse inappropriate new development.
- 6.3.41 Heritage Impact Assessments should be undertaken for new development in or within the setting of the Conservation Area.

# Management Plan



Poor quality rebuild on the site of an historic building at Nos.179-181 Hamlet Court Road



Poor quality rebuild of upper floors of No.157 Hamlet Court Road

# Management Plan

## Streetscape, Public Realm and Greenery

- 6.3.42 There have been improvements to the streetscape of Hamlet Court Road 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 and bins, and there could still be a reduction of clutter in the streetscape. The trees in the southern end of the road add welcome greenery and the introduction of planting of some form to the northern half would be beneficial in adding character. Opportunities to upgrade and redesign these features could be sought when funds allow and in line with the Council's Streetscape Manual (SPD3, 2015).
- 6.3.43 Car parking is visually intrusive, although provides visitors with convenient access to shops and services. There could be opportunities to reduce the amount and size of road markings within the Conservation Area boundary as narrower lines are permissible.
- 6.3.44 Where there are road and pavement surfaces that are patchy and worn a co-ordinated scheme of replacement would give an improved appearance. Good quality granite kerb stones and cobbled gutters should be preserved. Utilitarian streetlamps on the residential streets would benefit from replacement with those of a more attractive design when they come to the ends of their useful lives.

## Recommendations

- 6.3.45 Reduce street clutter to the minimum necessary for safety and use appropriate bespoke signage and street furniture wherever possible.
- 6.3.46 Road markings should be the minimum necessary for safety and yellow lines should be the narrower 50mm format permissible in Conservation Areas and should be in primrose.
- 6.3.47 Replace worn street and pavement surfaces in a co-ordinated scheme to ensure a consistent appearance. Retain good quality granite kerb stones and cobbled gutters.
- 6.3.48 Review the possibility of street tree planting within the Conservation Area.



Worn tarmac



# Management Plan

## Locally Listed Buildings

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6.3.49 As part of the production and research into the Conservation Area Appraisal, it was noted that there are several notable buildings which would meet the criteria set out by the Council for Locally Listed Buildings which should be considered for designation within the Conservation Area and its setting. To merit inclusion on the Local List, buildings should:

- Demonstrate the Borough's history, particularly during its main period of growth. This includes buildings important for its social history such as schools, churches, public buildings, leisure, entertainment and commercial buildings.
- Have architectural interest – be designed by a well-known architect, be a good example of a particular style or period, contain good architectural features or be important for the townscape.

6.3.50 No.1 Canewdon Road and No.30 Preston Road is a very well-preserved pair of houses with striking architectural detail. It has a high level of survival of historic features, with original timber casement windows, roofs tiles, brickwork, half timbering, and decorative timber balustrades to balconies. The corner balcony has a particularly interesting lion shaped post supporting an overhanging roof above. The front door of No.1 Canewdon Road has a heavy panelled timber door set under a recessed porch with oval leaded window, carved mouldings above and a sundial built into the wall adjacent. As a building on a corner plot at a junction it has particular townscape presence.

6.3.51 No.27 Ditton Court Road is an atypical building on the street, differing from the Edwardian design of other buildings. It was constructed slightly later than the first buildings on the street, infilling the site of Hamlet Court house which was demolished in the 1930s. No.27 therefore displays a robust interwar style, with pared back architectural details giving a solid yet balanced appearance. The level of survival of original features is good, with original metal framed windows, timber door, steeply pitched red clay tile roof, distinctive chimney stacks and a boundary wall to the garden with a course of tiles built in. The larger size of the house, particularly the width of the building and plot, contrasts with other plots on the street and reflects the nature of the site as a later infill.

6.3.52 No.35 Preston Road is also an unusual design amongst typical Edwardian houses. It “*combines elements of Arts and Crafts, Voysey and Mackintosh.*”<sup>01</sup> It has an asymmetrical design, with a vertical emphasis and interesting mix of red brick and render. It was built c1902 and designed by architect Herbert Fuller Clark (1869-1934), an Arts and Crafts architect who is best known for his design for the ground floor interior of the Black Friar public house on Queen Victoria Street in London, which is Grade II\* listed. No.35 Preston Road is a good regional example of this London architect’s work, incorporating his typical features of eyebrow parapets, bay windows and square massed corner blocks.

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01 Pevsner, 2018, p.716

# Management Plan

6.3.53 There is a particularly good historic shop front which survives in the Conservation Area and which would benefit from preservation since there are so few examples remaining. No.197 Hamlet Court Road has a shop front dating from the early twentieth century, with a recessed central door and elegant slender columns forming the mullions of the window. The fascia board is later but in proportion and the flanking corbels survive together with ceramic tiled pilasters either side of the shop front. The upper floors of this building are also well-preserved, with the original brick and render left exposed and either the original timber sash windows surviving or good quality timber replacements matching the original.

6.3.54 Within the surrounding area, there are also two historic shop fronts of note that would benefit from preservation. No.50 Hamlet Court Road has a corner shop front with elaborate leaded and stained glass in the upper lights of the shop window, in an Art Nouveau stylised floral and leaf motif. The rest of the shop front window has the original timber frame, including arched shaping to the upper central light and scroll details. Stone corbels survive at either end of the fascia. Unfortunately, the original timber windows have been lost but the brick work on the upper floors is better than most buildings in the southern part of the street, featuring a terracotta band of Vitruvian scroll detailing in the frieze and cornice.

6.3.55 The two 1920s shop fronts at No.103 are the best preserved on the street and are currently designated as a frontage of townscape merit. They have elegant curved glazing in deeply recessed doorways, with timber framing containing detailed carvings. The surround to the shop fronts has an elegantly moulded tympanum and corbels, with a central clock that is a particularly interesting feature in the streetscape.

## Recommendations

6.3.56 The following buildings (also shown on Map K) are recommended for addition to the Local List:

- No.1 Canewdon Road/No.30 Preston Road;
- No.27 Ditton Court Road;
- No.35 Preston Road;
- No.197 Hamlet Court Road;
- No.50 Hamlet Court Road; and
- No.103 Hamlet Court Road.

# Management Plan



No.1 Canewdon Road/No.30 Preston Road



No.27 Ditton Court Road



No.35 Preston Road



No.197 Hamlet Court Road



No.50 Hamlet Court Road



No.103 Hamlet Court Road



# Management Plan

## Frontages Of Townscape Merit

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6.3.57 Frontages of Townscape Merit are historic frontages which contribute to the quality of the local townscape through their architectural character, often as a group or because of their prominence in the streetscene. The Council intends that such frontages are retained and that their architectural character is respected by proposals for fascias, shop fronts and alterations, including seeking enhancements in applications for more appropriate replacement shop fronts and other alterations where possible.

6.3.58 As well as the existing Frontages of Townscape Merit designated on Hamlet Court Road, there are two additional groups of buildings which have been added to this category (shown on Map K). The first is Nos.191-197 Hamlet Court Road. This group matches those already designated as Frontages of Townscape Merit at Nos.171-177 and were built as part of the same scheme. These buildings have an Arts and Crafts feel to the design, with double height bay windows in the centre two units and projecting ranges topped with gables to the outer units. All of the original brickwork survives unpainted on Nos.191-197, as opposed to Nos.171-177 where No.173 has been painted. Original windows survive at No.197, as well as the good quality early shop front. As part of a large group of buildings with co-ordinating designs and some good survival of historic features and materials Nos.191-197 has been designated as a Frontage of Townscape Merit. Nos.201-203 are also part of the same original scheme but have been altered to a greater degree so were not proposed for designation.

# Management Plan

6.3.59 Nos.205-211 Hamlet Court Road and Nos.356-360 London Road are also a group of buildings constructed as a co-ordinated scheme. The three and a half storey buildings have particular townscape presence at the junction of Hamlet Court Road and London Road due to their corner situation and height. The Dutch gables to the two units which turn the corner are particularly striking. The majority of the units have retained their original brickwork, though No.205 has unfortunately been painted. Original timber sash windows have survived at No.360 London Road and original shop fronts still exist at Nos.211 Hamlet Court Road and No.356 London Road. These buildings have also been recognised as Frontages of Townscape Merit.

## Recommendations

6.3.60 The following buildings are recommended as Frontages of Townscape Merit:

- Nos.191-197 Hamlet Court Road; and
- Nos.205-211 Hamlet Court Road and Nos.356-360 London Road.

# Management Plan



Nos.191-197 Hamlet Court Road



Nos.205-211 Hamlet Court Road and Nos.356-360 London Road



# Management Plan

## Map K: Proposed Locally Listed Buildings and Frontages of Townscape Merit

- Conservation Area Boundary
- Existing Locally Listed Building
- ▨ Additional Locally Listed Building
- Existing Frontage of Townscape Merit
- - Additional Frontage of Townscape Merit

*This map is not to scale*

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# Management Plan

## Conservation Area Boundary

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6.3.61 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. As such the Council commissioned a review to analyse the suitability of the area for designation as a conservation area. This Conservation Area Appraisal is the culmination of this process and has further refined the boundary recommended in the initial review (see map overleaf).

6.3.62 The impression of the historic high street still remains, particularly in the upper floor levels in the Conservation Area and the retail use of the street has continued for over 100 years. The three-storey nature of the shops in the Conservation Area sets them apart from other buildings in the area. Façades 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 although there have been some losses of historic shop fronts and ongoing condition issues. The quality of surviving shop fronts in the Conservation Area is reflected in the current or proposed designation of so many facades as Frontages of Townscape Merit.

6.3.63 Following further assessment in this Appraisal, it is therefore recommended that the northern portion of Hamlet Court Road is designated as a Conservation Area due to the architectural quality of the buildings, the survival of their historic character, their role as original purpose-built shops for the area and their historic and continuing commercial use.

6.3.64 Two minor amendments to the boundary proposed in the initial assessment report are shown on Map L. This excludes a range of shops to the rear of No.151 Hamlet Court Road which was built in the mid-twentieth century, which makes some attempt to mirror the details on Nos.131-151 but in a very basic design that is far less successful. It also excludes Nos.356-348a London Road which, though dating from the turn of the twentieth century, has a basic design to the upper level, all the original windows have been replaced with uPVC and it has a substantially rebuilt ground floor. Neither of these buildings has the level of architectural interest to warrant being part of the Conservation Area.

## Recommendations

6.3.65 The northern section of Hamlet Court Road, as shown on Map L, is recommended for adoption as the Hamlet Court Road Conservation area, excluding those portions shown in orange.

# Management Plan



Nos.356-348a London Road excluded from the proposed Conservation Area boundary



Row of shops behind No.151 Hamlet Court Road excluded from the proposed Conservation Area boundary



# Management Plan

## Map L: Conservation Area Boundary

- Designation Area
- Exclusion from the Conservation Area Boundary proposed in the initial study

*This map is not to scale*

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# Management Plan

## 6.4 Guidance on Alteration and Repair

6.4.1 The following advice applies to the features of particular importance to the character of the proposed Hamlet Court Road Conservation Area, where they are visible to the public. Those with properties in the Conservation Area should follow this guidance when considering changes to help keep individual properties and the area special.

### Key Principles for Guiding Change

**6.4.2 Maintenance:** regular maintenance is needed to protect original features. But if more extensive work is found necessary, repair, rather than replacement, should be the first option and will often be better value.

**6.4.3 Materials and Designs:** when considering alterations or repairs to the property, original materials and designs should be respected.

**6.4.4 Enhancement:** take the opportunity to enhance properties when considering alterations, by restoring any missing features and improving poorly designed alterations of the past.

## Windows

6.4.5 Traditional windows especially timber sliding sashes or, to a lesser extent, side-hung casements are vital for the character of the proposed Conservation Area. Historically, many sash windows in this area featured a multi-light top panel and one large lower panel; a small number of these survive and should not be lost. There are also a small number of leaded and stained glass windows surviving which should be retained. Window joinery would typically have been painted white.

6.4.6 Original windows can be given a new lease of life by overhauling them and installing draught proofing brushes in the sash rebates. Secondary glazing may also be acceptable if it is unobtrusive. Advice should be sought from the Council's Planning Department. If replacement or reinstatement is necessary, purpose-made windows to match the original materials and external appearance should normally be installed and advice sought from the Council's Planning Department before undertaking any works, should planning permission be required. For most buildings, double glazing within timber frames is acceptable if the external appearance is unaltered, and the metal frames and seals are not visible. This will need to be demonstrated in planning application drawings including existing and proposed large scale sections of key elements. Non-traditional materials, especially plastic, cannot match traditional timber windows and are normally not acceptable.

# Management Plan

6.4.7 To safeguard the building's character, new windows should normally:

- Be of good quality softwood;
- Be painted (not stained);
- Copy the original pattern of glazing bars and horns, if any;
- Glazing bars should be built into the window and not stuck on to the glass;
- Use the original method of opening, typically sash windows or side hung casements;
- Retain or restore the dimensions of the original window opening and the position of the frame within the opening. Most openings well proportioned with frame set back from the face of the wall to give weather-protection, shadow and character;
- Give adequate ventilation which is not visible (e.g. trickle vents);
- Retain historic leaded/stained glass; and
- Retain decorative surrounds.

6.4.8 For good quality softwood, Historic England's recommendation of slow grown Scots Pine or Douglas Fir should be followed. This has greater durability than other softwoods. However, chemically modified and stabilised softwood can also offer the same durability.

6.4.9 Where uPVC replacement windows already exist, the Council may consider replacement with uPVC provided that there is an enhancement to the character and appearance of the Conservation Area, for example an improved design which better reflects the original detailing. See recommendations in Section 6.3.26–6.3.27 for more detail.

6.4.10 For further guidance, see Historic England's guidance on the maintenance and repair of historic windows: Traditional Windows: Their Care, Repair and Upgrading, <https://historicengland.org.uk/images-books/publications/traditional-windows-care-repair-upgrading/>

## Doors

6.4.11 There are very few historic doors within the proposed Conservation Area as most properties have their principal frontage in use as a shop. Where original doors do survive, such as at No.153 Hamlet Court Road, these are well proportioned and have good detailing. Historic doors from the Edwardian period tend to be larger than standardised modern doors, sometimes with a fanlight to give a property distinction. Original timber doors feature panelling and sometimes glazed upper halves.

6.4.12 Original front doors should normally be retained and repaired when necessary. If this proves impossible, the new door should be similar in design and dimensions to the original and should not have an over emphasis on glass. Original decorative surrounds should be retained.



# Management Plan

## Outside Walls and Decoration

- 6.4.13 Red brick and plaster were the main materials used in the proposed Conservation Area. Red brick is a typical local material which gives an attractive 'warm' tone and texture to façades. Plasterwork is often decorative and was painted white.
- 6.4.14 Facing brickwork and plasterwork should, therefore, not normally be rendered or painted. If it suffers from damp, dirt or deterioration, alternatives should first be considered, such as cleaning with an appropriate solvent and repointing. Cement-based render and non-porous masonry paints might increase problems of damp by trapping moisture within the brickwork. If brickwork has already been painted, it may be possible to clean it off and in such instances discussion should be had with the Council's Conservation Officer in the first instance before works are undertaken, to first ensure that the proposed method will not damage the face of the bricks.
- 6.4.15 Repointing also needs care. It should match the colour and style of the original and not extend over the face of bricks or make joints appear wider. To achieve this, it may need to be slightly recessed. The mortar mix needs to include lime and be the right strength for the bricks. Too strong a mix will force damp into the bricks and damage their surface.
- 6.4.16 Decorative features are prevalent across the proposed Conservation Area. The following architectural or decorative features add interest to buildings and should be retained or, if possible, reinstated: towers/ cupolas with lead roofs, double-height bay windows, gables and dormer windows, and plasterwork decoration.

## Roofs and Chimneys

- 6.4.17 Roofs and gables/dormers are pitched. Clay roof tiles and natural slate are the predominant roof materials used for buildings in the Conservation Area. The roofs of corner towers are, or originally were in the case of those that have been lost, tiled or in lead. Decorative ridge tiles were also often used originally. Clay and slate are natural materials that weathers well to produce attractive roof surfaces; they also give unity to groups of buildings within the proposed Conservation Area and help to establish the character of the Area.
- 6.4.18 Repair or re-roofing should preserve or replace the original materials and designs. For slate roofs, it may be possible to re-use some of the existing slates to help keep costs down. Spanish slate may be a possible cheaper alternative to Welsh slate.
- 6.4.19 Stacks and pots emphasise the roofline and, in most cases, should not be removed. Some stacks have simple detailing, which adds to the character of the property and should be retained. Chimneys are an important part of the character of the buildings and should not be removed.

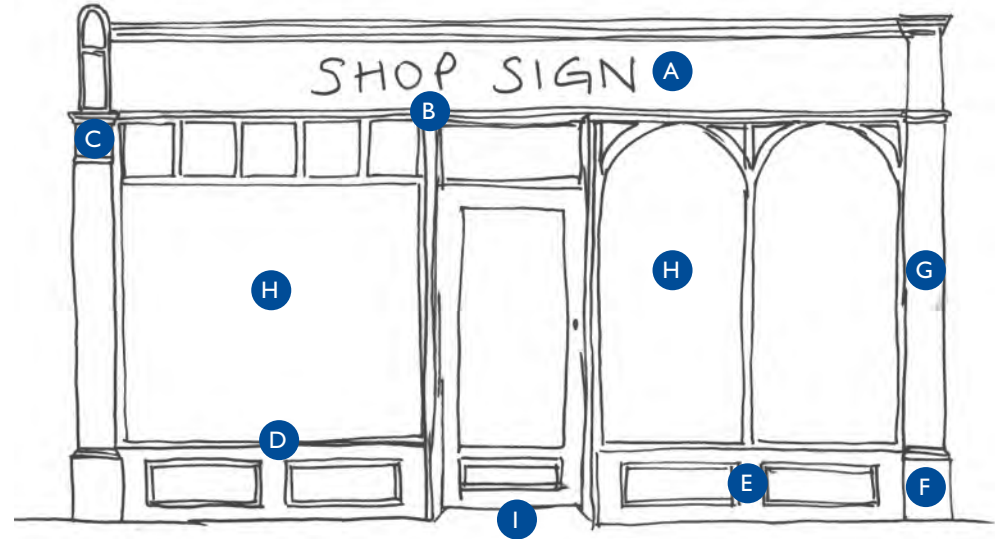
# Management Plan

## Shop Fronts

6.4.20 Shop fronts are an integral part of traditional retail buildings and play an important role in creating a sense of place, particularly at the pedestrian scale. The nature and style of buildings may vary from one property to another and as a consequence each shop front may need to be designed individually. However, on Hamlet Court Road there are groups of buildings built as part of the same scheme and the design and proportions of individual shop fronts within groups of buildings should consider the effect on the group.

6.4.21 Shop fronts are composed of a number of elements; all of which have important practical and visual functions. Details on historic shop front terminology and how each element should be treated are provided opposite.

## Shop Front Terminology



# Management Plan

## **A** - Fascias

6.4.22 Fascias are often the predominant element of a shop front, utilised to promote the name of the shop. The size of the fascia should be in proportion to the rest of the shopfront and the whole building, so that it is not too dominant. The top of a fascia should be positioned below the cill of the first floor windows and should not obscure any existing architectural features or decoration. The fascia should form an integral part of the design of the shop front surround, rather than be a separate board superimposed upon the building. They should not extend across two or more individual shops or beyond the shop front surround (demarcated by the pilasters or uprights at the outer edges of the shop front). This applies even where a single retail store extends across two or more shop fronts. Signs should be timber, with a frame around them and letting should preferably be hand-painted. Paints used should usually be low-sheen to avoid an unnecessary plastic appearance.

## **B** - Cornice

6.4.23 The cornice, which was often elaborate and decorative in traditional shop fronts, projects out above the fascia to throw rainwater away from the shop. It also provides a horizontal divide between the shop front and the upper floors.

## **C** - Console/Corbel

6.4.24 Located immediately above pilasters, corbels (curved brackets) support the cornice flashing and protect the end of the fascia. Corbels often contained and protected the ends of blinds and shutters, which were located above the shop front.

## **D** - Sill

6.4.25 Traditional shop front sills were usually significantly deeper and more substantial than domestic ones, often incorporating decorative moulding and occasionally they were metal coated. They were designed to throw water away from the stall-riser which it sits atop.

## **E** - Stall-Riser

6.4.26 The stall-riser, below the shop 'stall', helps to protect against damp and raises the goods display to eye level. It also forms a solid base to the shop front, providing it with balanced proportions. Often prone to being damaged or becoming dirty, it is generally constructed of durable materials.

## **F** and **G** – Plinths and Pilasters

6.4.27 Pilasters, or half-columns, provide vertical framing to the shop front and provide visual support to the fascia and upper floors. Traditional pilasters were often ornately designed in order to enhance the elegance of the shop front and were designed with a base (plinth) and capital (corbel).

## **H** Windows

6.4.28 Windows, glazing bars, mullion bars and transoms should be designed to be in proportion with the shop of the shop front and the rest of the building. They should reflect the design and architectural style of the building. The number of windows and division of the shop front should relate well to the upper floors of the property. Large plate glass windows are rarely appropriate and should usually be sub-divided with mullions.



# Management Plan

## **I** Recessed Doorways

6.4.29 Recessed doors were common within historic shop fronts as they allowed for an increased window area and a larger display. Again, the location, size and style of the door and doorway should reflect the proportion and character of a building. More ornate buildings may require appropriate doorways and entrances that may need to include additional features such as recessed doorways and transom windows.

## Awnings and Canopies

6.4.30 In order to protect goods on display in the shop window from sunlight and offer protection to window shoppers from inclement weather, some shop fronts incorporated an awning or canopy. These usually consisted of a blind box with a sprung roller that housed a retractable canvas awning. The Dutch canopy was commonly seen since the 1950s. Unlike the traditional retractable awning, these canopies are not fully hidden when not in use as they only fold back flat against the shop front. A glossy plastic finish is often used for modern awnings which is unsympathetic.

## Security Features

6.4.31 It is recognised that many shopkeepers and businesses wish to install security measures to protect both their premise and stock. Features should not detract from the vibrancy of the street scene. Roller shutters, for example, can appear very off-putting. Alternative options which cause less harm would help to enhance the street scene, such as shatterproof, toughened laminated glass, internal shutters and grilles or decorative external grilles. Grilles and shutters should only cover the glazed elements of the shop front and the shutter box should not protrude from the fascia or beyond other architectural features.

## Further Guidance

6.4.32 Historic England publishes a wide range of guidance on the maintenance of historic buildings on its website: <https://historicengland.org.uk/advice/your-home/looking-after-your-home/>

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



# Appendices

A: List Descriptions

B: Building-by-Building Descriptions

C: Further Townscape Analysis of the Setting



# Appendix A

## List Descriptions

### Havens Department Store, Westcliffe-On-Sea

Grade: II

List Entry Number: 1436695

Date first listed: 05-Aug-2016

Statutory Address: R Havens Ltd, 138-140 Hamlet Court Road, Westcliff-on-Sea, SS0 7LW

#### Summary

Department store of c.1935. The single-storey, late-C19 storeroom to the rear, the interior of the third (top) floor, and ground-floor fittings of the 1980s and 1990s are excluded from the listing.

#### Reasons for Designation

Havens department store, built c.1935, on Hamlet Court Road in Westcliff-on-Sea, is listed at Grade II for the following principal reasons:

\* Architectural interest: the classically ornamented Art Deco façade with its Burmantofts faience cladding, is an impressive and substantially complete example of a commercial frontage of its time. The 1970s display windows and back-lit signage and canopy have considerable rarity value and also contribute to the interest of the façade;

\* Level of survival: both externally and internally Havens retains distinctive elements of its mid-1930s design, not least its many original shopfloor furnishings, the pair of grand staircases, its two decorative rooflights and the high-quality external tiling, faience-cladding and distinctive steel-framed display windows to the upper levels;

\* Historic interest: as a fine example of an inter-war department store built in an outer-urban location drawing upon the major metropolitan designs of the period; this demonstrating the growing popularity of the department store in smaller towns across the country during a period of great change to the nation's shopping habits.

# List Descriptions

## History

Havens has continuously traded on Hamlet Court Road, the principal commercial street in Westcliff-on-Sea, since 1901. It was first established by Rawdon Havens as a small store specialising in the sale of china, glassware and general housewares. Originally it was set up on the west side of the road, though by 1920 the business had outgrown the initial premises and the freehold of a shop across the street (occupying the site of the present Havens' store) was purchased. Over the first half of the C19 the area had a growing permanent population, one which dramatically increased from 18,238 in 1901 to 126,105 in 1941 according to Census records for Southend-on-Sea. In addition to this, the town's popularity as an excursion destination for Londoners saw growing numbers of summertime visitors over this period. Taking advantage of the commercial opportunities presented by this, the business expanded further in the 1930s, with Rawdon's son Edward commissioning an extension and substantial rebuilding of the existing C19 shop to include two additional floors and a fashionable faience-clad façade.

The rebuilding of Havens is thought to have been undertaken in c.1935, the outlying plan of the new store shown in the Ordnance Survey map of 1939. This redevelopment sought to expand the existing premises to take advantage of the commercial opportunities, but also provide modern shopping facilities, of the type pioneered by landmark London stores. It followed the lead of influential department stores such as Whiteleys on Queensway, 1908-12 by Belcher and Joass (listed Grade II; NHLE 1227450) and Selfridges on Oxford Street, completed 1928 to the designs of Francis Swales, Frank Atkinson, Daniel Burnham and J J Burnet (listed Grade II; NHLE 1357436); both of which utilised structural steel-frames to provide large, unimpeded shop floors along with classicised commercial façades

punctuated by floor-to-ceiling display windows. The rebuilt Havens store was partially extended to the rear by 1950 to incorporate a late C19 storehouse (from the evidence of the OS map of that date) and the façade was modified in the 1970s, a phase of work which introduced a new ground-floor shop front and canopy. In addition to this, some internal refurbishments and alterations have been undertaken in more recent years, most notably the ceiling over of the first-floor gallery and the extension of the ground-level shop floor, both probably undertaken in the 1980s or 1990s.

## Details

Three-storey department store of c.1935.

**MATERIALS:** structural steel-frame with gault brick rear and side elevations and Burmantofts faience-clad façade.

**PLAN:** rectangular plan-form set perpendicular to the street, adjoining No 136 to the south and detached with a narrow alleyway to the north.

**EXTERIOR:** the three-storey Hamlet Court Road façade is symmetrically divided into three bays punctuated by giant order pilasters that rise through the upper two storeys. At street level there is a three-part, canted bay window arrangement divided by two sets of glass double doors. The frontage is dominated by applied Burmantofts white faience. This features several Beaux Arts style motifs including festoons in the upper portions of each of the pilasters and, on the parapet, a run of decorative crosses and a pair of circular floral motifs which flank the store's name 'HAVENS', this being centrally marked out in modish sans serif lettering. Crittall windows feature throughout, running floor to ceiling on both the first- and second-floors, and



# List Descriptions

divided by metal panels decorated with Art Deco lobed-rectangle motifs. At street level the shop front has seen some 1970s modifications, including new display windows, back-lit opal glass signage and a projecting canopy. Beneath this, the original 1930s canted bay arrangement along with the terrazzo flooring and the glazed, mottled-tile stall risers are retained.

The rear portion of the building is of utilitarian design, the side elevation to the north forming a plain brick range. Moving back from the street, the building steps down from three storeys (the main street-facing portion of the store) to two storeys, where the flat roof accommodates two original decorative skylights, and finally down to a single-storey projection. This single-storey part of the building retains the pitched roof of the late-C19 external storehouse\*, this having been integrated into the present building as part of an extension of the premises shown to have been completed on the OS map of 1950.

INTERIOR: all three storeys of the front portion of the building originally served as open-plan shop floors with separate storerooms. The ground and first floor remain as such, though the third (top) floor level\* has since been converted for use as an open office and storage area with no notable original features retained. The separate levels of the store are connected by a concertina-shuttered 1930s lift with and wrought-iron grilles and inlaid oak screens above the lift doors, this set centrally on the north side of the store. On the opposing side of the store are two original sets of broad, canted stairs, these retaining original oak balustrades, newel post finials, classical niches and, on the set connecting the first- and second-floors, a fielded panelled underside.

The ground-floor level of the store retains a range of original fittings, including parquet, wooden-block flooring throughout, a set of oak curved and banded island shelving units and central rectangular fitted tables with curved corners. At ceiling level, positioned in line with the stairs, is a continuous, curved soffit light fitting which provides indirect uplighting. Most other fittings in this portion of the store, including the veneer panelling, display units and the central counter, are the product of a refurbishment of the 1980s or 1990s and the fittings of this period\* are not of special interest. Contemporary with the introduction of these fittings was the extension to the rear portion of the store, which internally integrated the late-C19 storehouse into the main shop floor (this part of the building initially having been connected with the main building following an earlier extension completed by 1950).

At first-floor level several Art Deco style display tables are retained, the octagonal tables are apparently permanent fixtures (the smaller square tables are moveable and therefore not included in the listing). A notable element of this level is the octagonal, stained-glass rooflight. This would originally have lit an open gallery at this level, which overlooked the ground-level shop floor. The open gallery has now been blocked with matching parquet flooring and the original balusters which would have featured here have been removed. In the centre of the east wall is a colourful stained-glass lunette window, this is a later replacement as it is not shown on early photographs, probably introduced in the 1970s, possibly at the same time as the reworking of the façade.

# List Descriptions

To both the north and south sides of the first-floor are storerooms, retaining simple slatted timber shelving and sections of glass block flooring. Set to the east of the southern store room, now separately accessed by an inserted set of stairs from the south-eastern side of the ground floor, is a staff kitchen which retains plain 1930s tiling, dado-level matchboard panelling, fitted cupboards and a further stained-glass rooflight. The third-floor level\* is now used as an office and storage area and no original features appear to be retained here, this floor's interior is not included in the listing.

\* Pursuant to s.1 (5A) of the planning (listed Buildings and Conservation Areas) Act 1990 (the Act) it is declared that the single-storey, late-C19 external storehouse, integrated into the departmental store as part of an extension of the premises by 1950, and the interior of the third (top) floor are not of special architectural or historic interest. Nor are the ground-floor fittings of the 1980s and 1990s. The 1930s stair and lift at third (top) floor level are included.

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# Appendix B

## Building-by-Building Description

Descriptions of streets and buildings relate to the situation at the time of survey in June 2019 and June 2020. They are intended to guide decisions on conservation area boundaries, on future development control, and on the need for enhancement. They relate to buildings and other structures adjacent or close to the named streets. They are not necessarily comprehensive and other features not mentioned may nevertheless have value for the character of the area.

The List Descriptions for Listed Buildings are included in Appendix A.

Properties are assessed according to their value to the area's character. Values are:

- positive – it contributes to the area's character.
- positive\* – it is potentially positive but needs significant improvement or restoration. For example, it could be in poor condition or it could have later alterations which are inappropriate to the Conservation Area in terms of materials, design or scale (this list is not exhaustive). Often the rating is given because of the cumulative impact of several inappropriate changes.
- neutral – it neither harms nor contributes to the area.
- negative – it harms the area's character.

These values are shown on Map M on the following page.

Buildings can be negative by reasons such as mass, design, materials or siting. Unsympathetic alterations can have the effect of moving a building down a grade. Similarly, reversal of such alterations could restore its original character and move it up a grade.



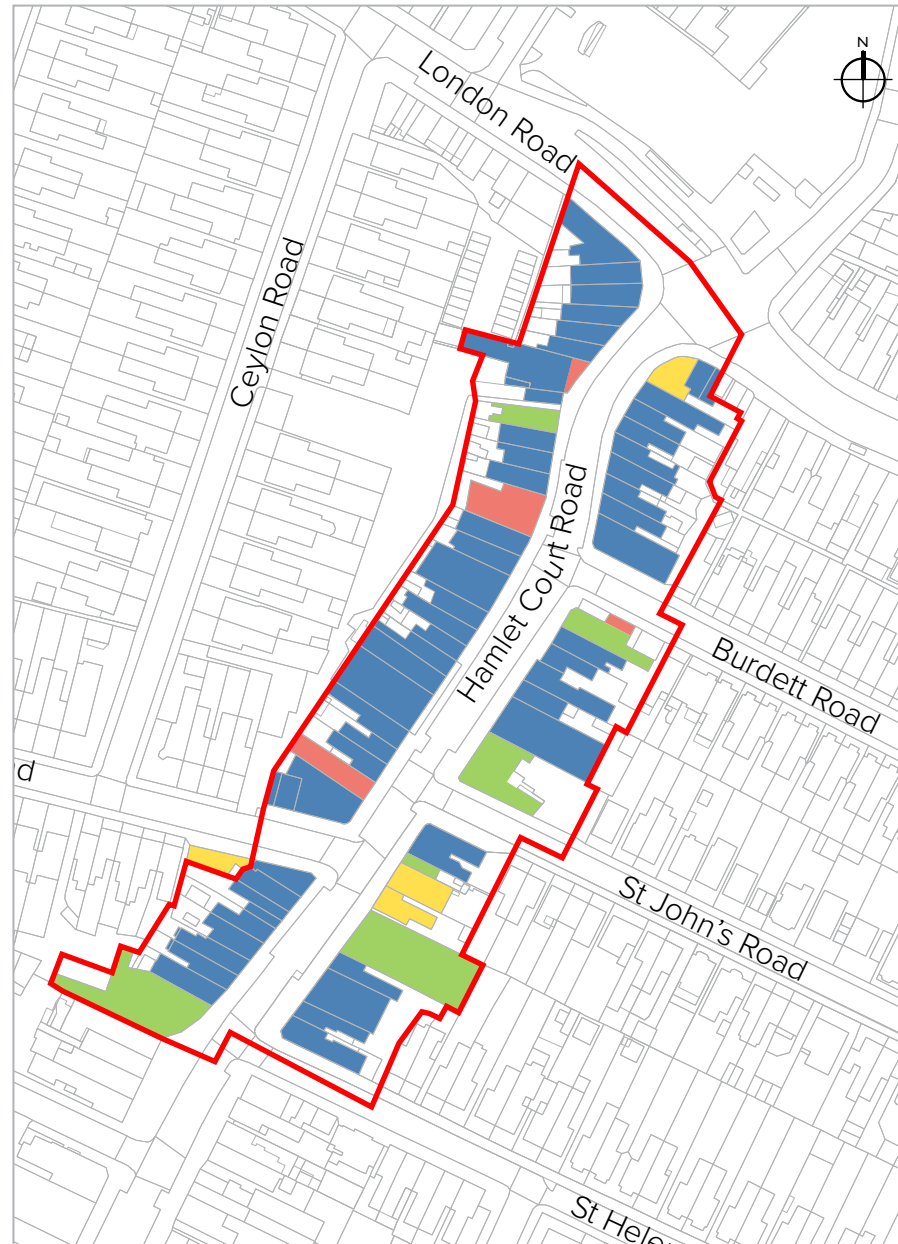
# Building-by-Building Description

## Map M: Building Values

- Potential Designation Area
- Positive
- Positive\*
- Neutral
- Negative

*This map is not to scale*

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# Building-by-Building Description

Address	Value	Designation
127-129 Hamlet Court Road, including Courtway House flats	Positive	Frontage of Townscape Merit

## Description

Twenty-first century building with ground floor shop unit and residential flats above. Structural steel frame with white faience cladding and infilled with mock bronze panels. The design is based on Smerdons of Westcliff department store which occupied the site in the 1930s. It also echoes the 1930s grade II listed Havens department store located further north along the road.

Symmetrical frontage with three bays and four storeys with attic set within a mansard roof with slate tiles. Four dormers with wooden casement windows sit at attic level. Flats sit behind upper two storeys with floor-to-ceiling bronze effect windows punctuated with mock bronze panels and giant order pilasters with hanging festoon details.

The shop front is modern in appearance with a small plastic fascia below a large plain frieze and cornice. Large metal framed windows with plain mullions and stone clad stall riser. The doorway is recessed in the style of nearby historic shop fronts.

The shop front is flanked by a modern but sensitive recessed doorway for residential access, surmounted by a relief Art Deco style sign with inscribed lettering.



# Building-by-Building Description

Address	Value	Designation
131-151 Hamlet Court Road	Nos.131-151: Positive* Extension to rear of No.151: Neutral	Frontage of Townscape Merit

## Description

Group of eight two and a half storey late nineteenth century terraces with singular gabled attic dormers. Scheme has a consistent design and all terraces have three bays except 132 and 147 which have two bays and 148 which has five-bays wrapping around a corner unit with three dormers.

The group originally extended further south but the southernmost property was replaced with Smerdons and now Courtway House.

Gabled roofs with slate tiles, brick-built dormers are pedimented with fretted bargeboards and decorative plaster cartouches. Gables originally contained three-bay, six light timber windows (though several have been replaced, see below). Unsympathetic satellite dishes and aerials are fixed to original red brick chimneystacks on the roofline. Continuous plaster swag decoration runs between two courses of ceramic Vitruvian scroll decoration. Tripartite or double round headed windows on first floor with brick arches and decorative colonettes creating an attractive rhythm across the scheme.

The ground floor shop fronts are largely inappropriate modern insertions.

**No.131:** Inappropriate and overtly large fascia disproportionate to shop front. Recessed doorway with arched display windows. Sill and stall-riser are appropriate features but asymmetric layout of windows is not. Unsympathetic uPVC windows throughout. Poor decorative condition.

**No.133:** Recessed doorway but inappropriate large plate glass windows. Large fascia and inappropriate marble effect surround, the latter in poor condition. Unsympathetic top-hung uPVC windows on attic level. Two pane sashes on first floor appear to be uPVC but are the appropriate opening format. Decorative barge boards to dormers have regrettably been replaced with plain boards.

**No.135:** Vacant shop with plain modern surrounds. Recessed doorway, sill and stall-riser are appropriate features but inappropriate large plate glass windows and currently lacks fascia. Unsympathetic uPVC windows in attic dormer and slate hung roof extension added behind dormer breaks the rhythm of the roofline. Timber sash windows retained at first floor, though unsympathetic vent inserted into glass of right-hand window.

**No.137:** Unsympathetic large plastic fascia and plate glass windows. Inappropriate uPVC in attic dormer, central light is boarded. Timber sash windows retained at first floor. Poor decorative condition.

**No.141:** Large plastic fascia with inappropriate bold lettering. Framed by fluted pilasters and consoles which are original and a positive feature. However, all examples of consoles in this group of buildings have been inappropriately used to support rainwater goods. Inappropriate plate glass windows and stickers. Unsympathetic uPVC windows throughout building. Missing plaster swag decoration from frieze. Brickwork to upper floors unsympathetically painted red.



# Building-by-Building Description

## Description (cont'd)

**No.143:** Unsympathetic faded plastic fascia with inappropriate graphics. Graffiti covered unattractive metal roller shutter. Original, though damaged, consoles flanking shop front. Unsympathetic uPVC throughout. Poor decorative condition.

**No.147:** Attractive original flanking pilasters with corbels. Original timber framed sash windows on first floor and attic. Plastic fascia, overly large, with reasonable lettering but inappropriate metal roller shutter on shop front. Brickwork to upper floors unsympathetically painted red. Poor decorative condition.

**Nos.149-151:** Corner unit with inappropriate, overly sized modern wooden boarded fascia. Ground floor rebuilt with garishly painted red bricks and unsympathetic uPVC windows. Original timber framed windows at first floor and attic levels. Brickwork to upper floors unsympathetically painted red. Attractive ceramic street sign and moulded brick chimney seen from Anerley Road. Poor decorative condition. Extension to rear along Anerley Road mirrors some of the first floor design features with arched windows and a mix of red brick and plasterwork. It is, however, bland and the shop fronts on the ground floor are unsympathetic.



No.151



# Building-by-Building Description



No.151



Nos.145, 147/149



Nos.137-145



Nos.131, 133/135, 137

# Building-by-Building Description

Address	Value	Designation
153-155 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Two and a half storey terraced late nineteenth century brick commercial scheme with attic storey expressed through gabled dormers and singular octagonal tower on corner. The entrance to the first floor offices is the westernmost bay of Anerley Road (offices on first floor) and No.153d on Anerley Road consists of one bay to the east of this. No.155 occupies the rest of the building on the ground floor.

**No.155:** Gabled roofs with slate tiles, brick-built dormers decorated with fretted bargeboards, finials and decorative ridge tiles framing plain pediments on Anerley Road elevation. On street-facing façade, the pediments contain original plaster cartouches. Attic level fenestration is probably original three-bay six light windows in timber frames and two-bay with four lights either side of the octagonal corner tower. Two ceramic Vitruvian scroll courses frame plaster swag frieze, latter only survives on street-facing façade, curving around tower but is missing on Anerley Road façade. The cupola is also now missing from the corner turret.

Fourteen round arched brick windows survive with original two light hung sash windows in timber (including No.153 and No.153d). Arches set against rough decorative plaster. Windows are evenly spaced besides one group of four on Anerley Road façade perhaps originally indicating a separate commercial unit.

Unsympathetic shop front of No.155 consists of plain boarded-up fascia panel with projecting solid canopy with plastic fascia sign, all disproportionately large for the shop front and dominates the scheme, distracting from octagonal tower. The fascia also overlaps the large original fluted pilasters framing the shop. Further pilasters would have originally divided up small shop units but have been removed. Four large plate glass windows with timber mullions, the entrance is flanked by rectangular 1970s grey faience tiles. The shop front and fascia are inappropriate and in poor condition.

**No.153d and 153:** Both retain a stronger historic character. Two large fluted pilasters, consoles and piers frame the moderate shop front. Whilst the fascia to No.153d is plastic, square patterned stained-glass frieze windows survive with small damage from air-vents and lighting. Below plate glass windows and door inappropriate.

Doorway flanking shop front has segmentally arched plaster door case with egg and dart moulding, cartouche keystone, crest decoration on impost and consoles. Fluted pilasters behind. Door and terrazzo floor on porch later additions but not wholly inappropriate.



# Building-by-Building Description



# Building-by-Building Description

Address	Value	Designation
157 Hamlet Court Road	Negative	N/A

## Description

Twentieth century infill unit between two historic commercial terraces. Three bays and three storeys with flat parapet roof. Upper two-storeys divided by plastic weatherboarding. Both with three-bay uPVC casement windows, central one with six lights and flanking two with three lights. Significant disruption to rhythm of the fenestration of buildings either side, white colour palette and plastic sheen insensitive to brick and plaster palette of Hamlet Court Road.

Fascia board below missing at time of survey but the area it should fill is slightly overly large for the proportions of the shop front. An appropriate retractable fabric awning.

Fenestration of shop front consists of panels of large plate glass in metal surrounds. Unsympathetic six panel uPVC door on one side and modern glass door with metal bar handle on the other side.

Shop front framed by original fluted pilasters, consoles and piers. Unsympathetic attachment of security systems and rainwater goods.



# Building-by-Building Description

Address	Value	Designation
159-169 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Group of six two and a half storey late nineteenth century brick terraces with singular gabled attic dormers. Scheme is symmetrical and all terraces have three bays.

Gabled roofs with slate tiles, brick-built dormers decorated with fretted bargeboards (plain bargeboard at 'No.161 The Project'), finials and decorative ridge tiles framing pediments containing plaster cartouche decoration. Gable fenestration originally had three-bay six light windows, however fenestration has mainly been replaced with uPVC which is uneven across the scheme (see below). Two Vitruvian scroll courses in ceramic frame plaster swag frieze.

Tripartite round headed windows on first floor with brick arches and decorative colonettes create an attractive rhythm across the scheme. Originally timber sash windows at first floor but most have been replaced with unsympathetic uPVC.

**No.159:** Retains original fluted, consoles though decorative piers have been covered over. large bi-fold windows and unsympathetic plastic fascia. Unsympathetic uPVC windows, satellite dishes and uPVC rainwater goods on upper floors. Poor decorative condition.

**No.161:** Brickwork painted red ruining sense of uniformity. Unsympathetic large plastic fascia. Unsympathetic uPVC windows to upper floors. Plate glass windows appropriately divided by mullions and top lights with central doorway. Retains original fluted consoles though pilasters have been covered over.

**No.163:** Unsympathetic uPVC windows to upper floors. Retains original fluted console to left though pilaster has been rendered over. Garish plastic shop sign is unsympathetic, though the fascia panel behind is correct proportions. Plate glass windows appropriately divided by mullions and top lights with central doorway

**Nos.165-169:** The three-unit shop has a projecting solid fascia on a larger boarded fascia, both of which are disproportionate to the three units and row of terraces. The insertion of this large shop front and canopy has resulted in the loss of division between the three original units, including pilasters and consoles. However, a charcoal grey and white palette has been used which is modern but sensitive in appearance, the applied lettering on the fascia is sympathetic. The large plate glass uPVC windows, automatic door, cashpoint and graphic photographs are all unattractive features. The upper levels are in reasonable decorative condition and retain original timber windows.



# Building-by-Building Description



Nos.159-163



Nos.165-169

# Building-by-Building Description

Address	Value	Designation
171-177 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Group of four late nineteenth century brick terraced buildings with three storeys and an attic. Matching design to Nos.191-197. Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pitched roof probably originally slate but all have been replaced with unsympathetic concrete tiles. Brick chimney stacks. The scheme is symmetrical with gables on the outer properties. The two outer buildings also project forwards and have plastered quoins. The gables are plastered and contain tripartite windows with unsympathetic uPVC windows. Separated by string courses, the first and second floors also contain tripartite unsympathetic uPVC top hung windows, the second-floor windows have ornamental lintels. The central two building have round arched dormers with mismatching windows, inappropriate uPVC to No.171 and timber to No.173. The first and second storey have two storey canted bay windows. The first floor of No.175 contains original windows with the upper windows divided into six small lights by wooden glazing bars, while the second floor has replacements which are of a good matching design. Unsympathetic uPVC windows to first and second floors of No.173.



# Building-by-Building Description

## Description (cont'd)

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The shop fronts are generally unattractive and have large plastic fascias with garish colours and inappropriate large lettering. Two decorative plaster consoles survive either side of No.171. The plate glass windows, and harsh primary colours make for an unattractive front; No.175 has a redeeming stall-riser and traditional proportions.

**No.171:** Projecting canopy added over shop front. Applied green and red plastic fascia with bold lettering characteristic of c1960s/70s has some charm. Decorative consoles survive. Unsympathetic uPVC windows throughout building, though upper floors in good decorative condition.

**No.173:** Plastic fascia, plate glass windows and cash point all inappropriate. Unsympathetic Dutch canopy in a plastic material. Unsympathetic uPVC windows throughout building. Brickwork painted red inappropriately. Poor decorative condition and evidence of vegetation growing out of gutters. Original cast iron down pipe survives between this and No.175.

**No.175:** Vacant shop with stall-riser, sill and mullioned windows sensitive to character. Unattractive modern metal framed door. Original timber framed sash windows above on first floor and good quality timber replacements on upper floors. Poor decorative condition to first floor windows and dormer, with vegetation growth from gutters.

**No.177:** Large plastic fascia with inappropriate garish colour palette. Large modern plate glass windows and door. Small sill below window. Unsympathetic uPVC windows throughout building. Paintwork in poor decorative condition in places. Unsympathetic satellite dishes.



# Building-by-Building Description

Address	Value	Designation
179-181 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pair of symmetrical one-bay terraced brick buildings of three storeys with an attic. Round arched dormer windows front a steeply pitched gable roof with original red clay tiles and two tall brick chimneys. Dormers have two-bay eight light timber casement windows (unsympathetic louvre opening on left hand light on No.181). Two storey brick and ashlar stone canted bay windows between second and third floors. Upper bays have four two pane sash windows with upper sash divided into six lights and dentil cornice. Lower bays have mullions and transoms fronting sash(?) windows with six lights to upper section. In both buildings the shop front retains no original fabric. Symmetry and sill-riser sympathetic features but large plate glass windows and garish plastic fascia are unsympathetic.

**No.179:** Structural iron tie (painted white). Original windows from first floor upwards. Unattractive alarm systems flanking first floor bay.

**No.181:** Inappropriate ventilation panels inserted into brick work on first floor. Retains original windows beside louvre on attic window. Vegetation evident in guttering above second floor bay.



# Building-by-Building Description

Address	Value	Designation
183-185 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pair of late nineteenth century brick projecting terraces with singular gabled attic dormers. Scheme is symmetrical and both terraces have one bay each. Tripartite window in plastered stone surround at attic level. Two small opening at centre surmount drainpipe with original cast iron downpipe. Three light bow windows divided by slender colonettes on second storey with corbelled sill and string course. Tripartite window with decorative scrolls and shell on lintel at first floor.

**No.183:** rendered chimney stack. Surviving decorative plaster lintel and pattern on apex of gable. Original slate roof tiles replaced with unsympathetic concrete tiles. Unsympathetic top hung uPVC windows at attic level. Original exposed brick on second and third floors with stone quoins. Three bay sash windows on second floor with six light upper sash, though missing righthand window which has been boarded up. Unsympathetic uPVC windows on first floor. Inappropriate satellite dish on second floor. Oversized plastic fascia and metal shutters are unsympathetic. Remains of decorative plastered console in poor repair above alarm system. Generally poor decorative condition.

**No.185:** Original slate roof tiles survive. Fully plastered from first floor upwards in light yellow over original brickwork. Decorative work on apex but missing original plaster hood above attic window. Replacement sash windows from first floor up, all with small light on upper pane divided by glazing bars. Potentially in uPVC which is an unsympathetic material but in an appropriate sash design. Shop front is very unattractive with overtly large double plastic fascia, large plate glass windows. Framed by original decorative plastered consoles. Generally poor decorative condition.



# Building-by-Building Description

Address	Value	Designation
187-189 Hamlet Court Road	Negative	N/A

## Description

c.1960s building which is boxy and out of character with the rest of the street. Originally there were two properties here that were built as a group from No.191 to No.203. They probably had the appearance of Nos.179-181. Dark brown bricks in header bond. Three storeys with attic and gable roof with clay tiles. Attic storey has two boxy dormer windows with six light uPVC windows. First and second storeys have the same six light uPVC windows divided by plain black painted course. Two satellite dishes present of second floor.

Large recessed doorway with white terrazzo flooring. Plain pilasters flank wither side of the shop front but are painted dark and modern in appearance. Large plate glass windows and large fascia are unsympathetic.





# Building-by-Building Description

Address	Value	Designation
191-197 Hamlet Court Road	Nos.191-195: Positive* No.197: Positive	Proposed Frontage of Townscape Merit, proposed Locally Listed Building (No.197)

## Description

Group of four late nineteenth century brick terraced buildings with three storeys and an attic. Matching design to Nos.171-177. Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pitched roof probably originally slate but some have been replaced with unsympathetic concrete tiles. Brick chimney stacks. The scheme is symmetrical with gables on the outer properties. The two outer buildings also project forwards and have plastered quoins. Both buildings have steeply pitched gables fronting the attic storey. The gables are plastered and contain tripartite windows with unsympathetic uPVC windows.

Separated by string courses, the first and second floors also contain unsympathetic tripartite uPVC top hung windows, except to No.197 which has timber sashes. The second-floor windows to the outer properties have ornamental lintels.

The central two buildings have round arched dormers with two mismatching unsympathetic uPVC windows. The first and second storey have two storey canted bay windows.



# Building-by-Building Description

## Description (cont'd)

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The shop fronts to Nos.191-195 are unattractive and have large plastic fascias with garish colours and inappropriate large lettering. The plate glass windows and harsh primary colours make for an unattractive front.

**No.191:** Cream coloured plaster on gable front. All unsympathetic uPVC throughout building and two satellite dishes on first floor. Two original pilasters framing shop, though the decorative consoles appear to have been plastered over. Plastic but proportionate sign with unsympathetic Dutch canopy. Unsympathetic plate glass windows and door, though stall-riser is a redeeming feature. Original slate roof replaced with unsympathetic concrete tiles.

**No.193:** Slate tiles to roof may be replacements but are in the original material. Oversized plastic fascia and metal roller shutter are inappropriate. Unsympathetic large plate glass to shop front and uPVC windows throughout building.

**No.195:** Vegetation growth evident to guttering. Unsympathetic uPVC windows and plate glass on shop front. Oversized plastic fascia with unattractive text and graphics. Modern metal shutter screen is unsympathetic. Remains of two decorative corbels, one shared with No.195 is severely damaged and fronted with rainwater goods. Original slate roof replaced with unsympathetic concrete tiles.

**No.197:** Replacement sash windows from first floor upwards, possibly in uPVC but in an appropriate sash form with six lights to the upper sashes which mirrors the original design. No.197 has one of the best-preserved shop frontages on the street. Though not original (as a different shop front is seen on an early twentieth century photograph), it is an early example of a shop front that is well-preserved. Sensitive colour palette and proportionate fascia with structure of shop front. Recessed doorway with over light. Retained symmetrical square bay windows with slim decorative mullions. Presence of stall-riser and sill. Proportionate cornice divided windows and fascia. Two well preserved consoles framing shop on ceramic tiled pilasters.

# Building-by-Building Description

Address	Value	Designation
199-203 Hamlet Court Road	Positive * - though projecting first floor extension negative	N/A

## Description

Asymmetrical group of three late nineteenth century brick terraced buildings. Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Three storeys with an attic. Pitched gabled roof with decorative ridge tiles. One and a half bay projecting 1960s style two storey unit onto the street covering entire front except No.199.

**Nos.199-201:** Original slate roof with ridge tiles. Red brick with painted plaster details, such as quoins. One pitched gable to right and one dormer window to left at attic level, both in plastered surround. Pitched gable contains tripartite window with six unsympathetic uPVC lights in painted stone surround. Dormer, probably a modern rebuild. with four unsympathetic uPVC lights. Two sets of unsympathetic uPVC tripartite windows on second floor, south bay has decorative lintel similar to those seen elsewhere on the street, but window is partially obscured by late twentieth century extension and unattractive metal balcony railings. Course of rough grey render surmounting first floor windows. Tripartite window to No.199 has original timber sash windows with six light upper panes. No.201 has part of the projecting extension at first floor, with unsympathetic UPVC windows. This projecting section is original, though has been severely altered to its detriment.





# Building-by-Building Description

## Description (cont'd)

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Originally the ground and first floors both had shop windows with slender columns as mullions, with a cornice and ball finials at the top of the first floor level (see plan in ERO, D/BC 14/12/7703). South bay of shop front has archway through to the rear of the property. North bay has large plate glass windows following curve of opening. Temporary plastic banner used as fascia is unsympathetic.

**No.203:** Original slate roof. Brick building with one steeply pitched attic gable which projects forward from Nos.199-201. Red brick with painted stone details, such as quoins. Unsympathetic uPVC windows set in original mullions below original decorative vent. Tripartite window on second floor also unsympathetic uPVC. Unattractive metal balcony above extension and two satellite dishes on second floor. Ground and first floor projecting section is original, though has been severely altered to its detriment. Originally the ground and first floors both had shop windows with slender columns as mullions, with a cornice and ball finials at the top of the first floor level (see plan in ERO, D/BC 14/12/7703). First floor has three four light uPVC windows which are inappropriate below grey render band. Unattractive graphics and colours on unsympathetic plastic fascia. Modern shop front with large plate glass windows. Presence of sill and cornice redeem shop front somewhat.

# Building-by-Building Description

Address	Value	Designation
205-211 Hamlet Court Road and 356-364 London Road	Positive*	N/A

## Description

Late nineteenth century/early twentieth century eight-unit brick-built group of buildings which curve around the north end of Hamlet Court Road onto London Road. Loosely in neo-Baroque style. Each unit one bay and three storeys high with an attic except final three units on No.361-364 London Road which are only two storeys. Gable roofs. Most have unattractive large satellite dishes.

**No.205:** Slightly projecting brick building. Original brickwork has regrettably been painted over. Unsympathetic uPVC windows across building. Decorative shaped gable at attic level with scrolls and four pilasters. Double window with broken segmental pediment, large central mullion and flanking colonettes to attic floor. Second storey tripartite window divided by colonettes. First floor Venetian style window with pediment and large keystone divided by colonettes. Pairs of grand order pilasters framing first and second storey windows. High quality curved corbel on north end of shop front on a brick pilaster. On other side, corbel is missing and unattractive stone remains can be seen in its place behind blue tubing. Fascia is slightly large but not overly unsympathetic. Plate glass windows but recessed door is an appropriate layout.

**No.207:** Original exposed brick with pedimented dormer window flanked by inappropriate uPVC sky light and unsympathetic uPVC windows in use throughout building. Original red clay roof tiles. Shaped parapet and attractive cornice. Tripartite windows divided by colonettes on second floor surmounting Venetian style window with segmental pediment and large key stone below. Pilasters in grand order on first and second storeys. One decorative corbel survives. Unsympathetic plate glass windows with metal frame modern doorway and plastic fascia generally unsympathetic.

**Nos.209-211:** vacant shop at ground floor level and symmetry with No.205 and No.207 from first floor upwards. Brick appears to be of a lighter shade, possibly cleaned. Unsympathetic uPVC windows on all floors. Vegetation growing from rainwater goods on side of building. Good shop front. Retains original form with windows and doors changed. Dentil cornice. Pilasters set between display windows and corbels framing shop front. Display windows are replacements. Retain original form with segmental mullioned lights above display window in tradition shop front style. Presence of sill and stall-riser. Inappropriate large modern doorway but with attractive mullioned over lights matching those to display windows. Applied fascia panels are overly large and extend down over the original fascia area.

**No.356 London Road:** Symmetry with No.2011. Unsympathetic uPVC windows used throughout. Shop front flanked by two pilasters with decorative corbels but corbel on corner is in poor condition. Fascia is broken and unattractive neon tubes can be seen on surface. Large plate glass windows and unsympathetic metal frame but with symmetry and proportion divided by mullions. Inappropriate plastic sticker lettering on upper lights.

# Building-by-Building Description

## Description (cont'd)

**No.358 London Road:** Same design as Nos.207 and 209. Retains original timber sash windows divided by glazing bars from first floor upwards. Issues with rainwater goods demonstrated by damp area behind downpipe. Two corbels on pilasters frame shop but are in poor repair. Attractive original cornice above fascia but inappropriate plastic sign. Unsympathetic large plate glass windows. Unattractive recessed and blocked doorway. Poor decorative condition.

**Nos.360-364 London Road:** Three symmetrical units with segmental parapet roofs. Unblemished cornice surmounts display windows with three bays each. Upper lights are divided by original leaded glazing bars and lower lights in wooden frames. First floor windows divided by pilasters and decorative corbels. Far corbel on No.364 is damaged. Attractive original cornice on fascia but inappropriate plastic signage. Use of plate glass throughout but with appropriate divisions and proportions.



Nos.205-211 Hamlet Court Road and Nos.356-360 London Road



Nos.205-209 Hamlet Court Road



Nos.258-364 London Road



# Building-by-Building Description

Address	Value	Designation
128-130 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Two early twentieth century brick buildings with octagonal corner tower. Three storeys. Parapet roof and large cornice on both buildings. Gabled roofs.

**No.128:** Octagonal corner tower has dentil cornice and large finial with two storey tripartite bay window. Original pyramidal roof to turret has been lost. All windows are uPVC sashes with eighteen lights per window. Sash form is appropriate, though stuck on glazing bars and uPVC material are not. Large key stones above first floor windows. Shop front framed by pedimented consoles. Inappropriate plastic fascia and canopy. Non-original shop front with high stall riser unsympathetic. Inappropriate large plate glass windows at ground floor level divided by mullions. On St. Helen's Road is a rear range of three shorter storeys, then dropping down to two storeys. Similar details with a smaller shop front (boarded at the time of survey) which matching consoles at either end of the fascia. Inappropriate uPVC door to left of shop front.

**No.130:** Symmetrical first and second floor with unsympathetic top-hung uPVC windows. Brick arches with large keystones to first floor. Shop front framed by two pedimented corbels. Unattractive plastic fascia and large, disproportionate plate glass windows.



# Building-by-Building Description

Address	Value	Designation
132-134 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Two Edwardian brick built terraced buildings with three storeys, three bays and a gabled attic. Probably part of the same scheme as Nos.128-130 and 136. Bull's eye windows on attic storey with key stones and pairs of hanging festoons at sill level. Painted white stripes on apexes. First and second storey have three windows each, all unsympathetic top-hung uPVC, with brick arches, large keystones and sills.

**No.132:** Large inappropriate plastic fascia and plate glass windows and door. Smooth terrazzo tiled sill and pilasters, central pilaster.

**No.134:** Recessed doorway but large plate glass windows with no mullions is unattractive. Flanking pedimented console has been cut in half to accommodate the fascia. Unsympathetic plastic fascia.



# Building-by-Building Description

Address	Value	Designation
136 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Edwardian brick built three storey building matching Nos.128-130. Unsympathetic uPVC windows with two lights in sash window style. Building flanked by two attractive banded pilasters. Oversized plastic fascia with poor quality text. Symmetrical shop front but with insensitive large plate glass windows and door. Original cornice survives below fascia.





# Building-by-Building Description

Address	Value	Designation
138-140 Hamlet Court Road, 'Havens'	Positive	Grade II Listed, Frontage of Townscape Merit

## Description

Department store from 1935 with three storeys and three bays punctuated by giant order pilasters that rise through the upper two storeys. Structural steel frame with faience-clad façade and with gault brick rear and side elevations. On the parapet, the shop name 'Havens' is flanked by floral roundels and a decorative cross motif. Crittall windows feature throughout, running floor to ceiling on both the first and second floors, and divided by metal panels decorated with Art Deco lobed-rectangle motifs.

On the ground floor, the shop front has seen some 1970s modifications, including new display windows, back-lit opal glass signage and a projecting canopy. Beneath this, the original 1930s canted bay arrangement along with the terrazzo flooring and the glazed, mottled-tile stall risers are retained.<sup>01</sup>

The building is currently undergoing conversion to a community hub including Age Concern and Club 50 with the Havens online store offices on the second floor.



<sup>01</sup> Information acquired from listing description for 'Havens Department Store, Westcliff-On-Sea': <https://historicengland.org.uk/listing/the-list/list-entry/1436695>

# Building-by-Building Description

Address	Value	Designation
142-144 Hamlet Court Road	Positive*	N/A

## Description

Two early brick built twentieth century two storey houses with one storey commercial extensions to the street. Hipped roofs with brick chimney stacks. Unsympathetic replacement concrete tiles. Square bay windows with small hipped roofs. Four lights with unsympathetic uPVC windows. Both flanked by two light window flush with façade, both in unsympathetic uPVC.

**No.142:** Of a higher quality than neighbouring house, exposed brick and fresh paint to bay window. One storey retail unit inappropriate to building character. Appropriate subtle colour scheme but large plastic fascia and plate glass uPVC windows.

**No.144:** Patchy rendered brickwork, part painted, seen on second storey covering window lintel and brickwork. Inappropriate shop extension. Plastic fascia, large plate glass windows, and modern door inappropriate.



# Building-by-Building Description

Address	Value	Designation
146 Hamlet Court Road	Positive - though would benefit from attention to peeling paintwork	N/A

## Description

One storey brick built late nineteenth century commercial unit with one bay. Parapet roof. Large pilasters and decorative corbels frame shop front, all good quality. Large fascia with attractive dentils and cornice. Temporarily boarded-up shop windows and door at time of survey. Recessed door, sill and stall-riser appropriate features.



Earlier photograph



# Building-by-Building Description

Address	Value	Designation
148-150 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Early twentieth century brick building of three storeys with two storeys to the rear. Symmetrical with six bays facing the Hamlet Court Road. Gable end and two storey range to St. John's Road. Gabled roof with projecting eaves and cornice. Both buildings framed by banded brick pilasters. Decorative brick string course between first and second floor.

Plastic fascia sign sits below an attractive cornice that runs the course of the shop front, largely missing. Insensitive large plate glass windows and doorway with marble effect surrounds. Modern glass doors in metal frame. St John's Road façade has large pedimented gable end with dentil cornice and bulls eye window. Interesting fragments of painted historic advertisements on this elevation. Three windows on the second floor and six on the first floor, all unsympathetic uPVC top hung window with stylised brick arched lintels. One unattractive blocked window on the end of St John's Road. To the left, (where the building becomes two storey), are rusticated bricks painted grey with an attractive carved plinth and over door and window arches. Character is spoilt by plastic signs, disproportionate fascia and alarm system.



# Building-by-Building Description

Address	Value	Designation
152-154 Hamlet Court Road	Positive	Frontage of Townscape Merit

## Description

Edwardian three storeyed corner brick building and octagonal tower. Gabled roof with smart bracketed cornice running around building with two decorative consoles on Hamlet Court Road façade. Sympathetic modern sash windows in timber on first and second floors. Striped brickwork on second storey. Three light bay windows on first floor of Hamlet Court Road elevation with shaped parapets, cornices and keystones. Octagonal tower with five lights on each floor. Roof to tower has been lost. Band of plaster with swag decoration on attic level of tower. Ground floor shop is very attractive with white faience tiles and sets of moulded mullion and transom windows. Small fascia board. Faience doorcase but with inappropriate modern door. Shop front framed by pilasters and decorative corbels.



# Building-by-Building Description

Address	Value	Designation
156-160 Hamlet Court Road	Positive*	Frontage of Townscape Merit

## Description

Symmetrical three storey brick building with pedimented centre with cornice. Canted corners to each end of the façade. Alternating brick and stone courses on central bay. Classical proportions on first and second storeys and inappropriate shop fronts at ground floor level.

**Nos.156-158:** Original timber sash windows on first and second floors with twelve lights per window. Wooden glazing bars. Central windows on second storey have exaggerated keystones and stone aprons. Central window of first floor central bay has segmental pediment with large keystone and cornice reaching over two neighbouring windows. Two grand order pilasters flank central bay. Shop front has overly large plastic sign with inappropriate text and colours. Shop divided into two bays by plain pilasters and inappropriate plate glass windows.

**No.160:** Left hand bay of building symmetrical with right hand bay of No.160. Six top hung unsympathetic uPVC windows on first and second floors. Ground floor shop of appropriate size but with unsympathetic glossy plastic fascia, large plate glass windows and metal roller shutter. Decorated console on ceramic tiled pilaster adds character to the façade but needs repairing. Retractable awning is tired in appearance but appropriate form.





# Building-by-Building Description

Address	Value	Designation
162 Hamlet Court Road	Positive*	N/A

## Description

Three storey Edwardian brick building with pitched roof. Third storey has three two light sash windows, in appropriate sash form but lacking glazing bars and potentially in uPVC which is an inappropriate material. First storey has elaborate four light segmentally arched window with swag detail on lintel. Windows divided by moulded mullions. Again, appropriate sash form to windows but inappropriate uPVC material. Shop front and flanking access door are unattractive. Plastic fascia with over lights sits below alarm systems. Projecting plastic sign. Recessed doorway and sill present but with large plate glass windows. Access doorway breaks shop front inappropriately and is made of uPVC.



# Building-by-Building Description

Address	Value	Designation
164-168 Hamlet Court Road, 'The Melrose' (168)	Nos.164 and 166: Positive* No.168: Positive, with neutral extension	N/A

## Description

Group of three late nineteenth century three storey brick buildings with pitched roofs above dentil cornices. Original slate retained on Nos.164-166 but inappropriate concrete tiles on No.168. Second storey split into pairs of two light windows. On first floor, three tripartite two light windows with decorative pedimented lintels face Hamlet Court Road.

**No.164:** Original brickwork painted cream with all windows unsympathetic uPVC replacements. Fascia is plastic. Recessed doorway alluding to traditional shop front but framed by large plate glass windows.

**No.166:** Original brickwork painted light grey with all windows unsympathetic metal framed replacements, though in sash form. Shop front has inappropriate colour palette, plate glass windows, plastic fascia and alarm system.

**No.168:** Original exposed brick. Corner public house with original timber sash windows throughout. Walled beer garden to north side of the building with low rendered wall. Attractive traditional fascia, lantern and gilded text. Large windows divided into small panes, framed by moulded pilasters. At plinth level are panels of attractive late nineteenth century glazed tiles. Traditional hanging pub sign adds character. Decorative metal lamps are a positive feature for the building. Retractable awning in slightly boxy housing. Two storey original range to the rear, with boxy single storey extension to the north which has blank walls and is unattractive.



# Building-by-Building Description

Address	Value	Designation
170-172 Hamlet Court Road	First and second storey: Positive* Ground floor shop front: Negative	N/A

## Description

Edwardian two storeyed corner brick building with attic and octagonal pointed turret surmounted with weathervane. Hipped roofs to main building with unsympathetic modern tiles. Slate tiles, including band of pentagonal tiles, to turret roof are attractive.

Façade facing Hampton Court Road has three bays consisting of a square three light projecting bay window with shaped parapet, decorative lintels and Art Nouveau stained glass panels to the timber sash windows. Five timber sash light separated by ornate colonettes to the turret. Second storey on Burdett Street has pediment with single round arched timber sash window. All second floor windows are unsympathetic uPVC. Ground floor shop has been completely rebuilt is very unattractive and has inappropriate plastic fascia, modern bricks, large plate glass windows and metal shutters.





# Building-by-Building Description

Address	Value	Designation
174-186 Hamlet Court Road	Positive*	N/A

## Description

Group of seven two storey brick buildings with Queen Anne style projecting gabled bay windows with mock timber framing. Pitched roofs with original slate having been replaced by unsympathetic concrete tiles on many properties. Each building steps forward from the one to the south creating a rhythm across the street facing façades. Four light square bay windows below gables divided by ornate colonettes.

**No.174:** Large plastic fascia. Symmetrical plate glass windows and doors. Badly damaged consoles framing shop front. Unsympathetic uPVC throughout building and replacement concrete tiles.

**No.176:** Inappropriate plastic fascia and graphics. All unsympathetic uPVC windows. Unattractive plate large plate glass windows to shop and door with modern handle. Replacement concrete tiles to roof.

**No.178:** Unsympathetic uPVC windows throughout. Shop front has proportionate fascia and remains of corbels. Form of shop front is appropriate with central recessed doorway with over light and timber framed windows with canted edges either side, with stall risers below. Replacement concrete tiles to roof.

**No.180:** Original timber framed sash windows survive. Original slate roof with some decorative ridge tiles survive. Plastic fascia framed by corbels. Unattractive metal shutter screen, text and signage.

**No.182:** Timber windows on second floor though in inappropriate form with louvered glass to top sections. Grey and white painted gable looks anachronistic in the scheme. Overtly large double plastic fascia. Modern timber doorway with domestic appearance flanked by large plate glass windows is unsympathetic. Unsympathetic metal roller shutter. Replacement concrete roof tiles.

**No.184:** Inappropriate brown framed uPVC windows on first floor. Shop front framed by two damaged corbels with unsympathetic plastic downpipes over. Garish plastic fascia. Large plate glass windows and doorway below. Original slate roofs tiles remain.

**No.186:** Unsympathetic uPVC windows on first floor. Attractive timber framed shop front below with good proportions, subtle colour palette, lighting and fascia. Fish consoles in the style of historic consoles framing the shop. Panelled plinth below windows. Metal top lights to fascia are appropriate. Sensitive modern panelled doorway. Appropriate retractable awning.

# Building-by-Building Description



Nos.174-176



Nos.178-180



Nos.182-186



# Building-by-Building Description

Address	Value	Designation
190-194 Hamlet Court Road	Positive*	N/A

## Description

Two storey brick building curving frontage at the junction of Hampton Court Road and London Road. Flat parapet roof. Unsympathetic uPVC windows on first floor.

One fluted pilaster and console to left of shop front. Recessed doorway appropriate. Large purple fascia and plate glass windows are inappropriate.



Address	Value	Designation
354 London Road	Positive*	N/A

## Description

Two storey early twentieth century brick building with projecting shopfront. Gabled roof with brick chimney. Unsympathetic replacement concrete tiles to roof. Second floor has decorative gable of one bay, fretted bargeboard, bull's eye window. Sash windows to first floor have been replaced with unsympathetic uPVC.

Shop front is in poor state of repair but retains two fluted pilasters with decorative corbels. Whilst boarded up, shop front has potential due to presence of sill and stall-riser, recessed doorway, frieze and proportionate fascia. Black tiles on stall riser are mostly broken.





# Appendix C

## Further Townscape Analysis of the Setting

### Map N: Townscape - South of Hamlet Court Road Conservation Area

- Hamlet Court Road Conservation Area
- Wider Study Area of the initial review
- Open/Green Space
- Trees
- ★ Landmark Building
- Views
- Negative Feature\*
- Good Boundary or Gate

- A Unsympathetic driveway and removal of boundary treatment
- B Unsightly car parking area
- C Unsympathetic building in the setting of the study area
- D Unsympathetic extensions to the rear of buildings, seen from Hamlet Court Mews

\*See also inappropriate features discussed in paragraphs 6.3.21-6.3.32 for details of negative features to buildings.

*This map is not to scale*

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# Further Townscape Analysis of the Setting

## C1 Setting

Few original timber windows survive as most have been replaced with uPVC. Original roofs were slate or red clay tiles, some with decorative ridgelines, but some have been replaced with unsympathetic concrete substitutes. No.65, Pavarotti, with its corner cupola and Dutch gables forms a key focal point. Generally the buildings are plainer and less well detailed than the Conservation Area.



View north with buildings and trees framing views

The side streets off Hamlet Court Road. Ditton Court Road, Preston Road and Cossington Road, 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. They originally served as more up-market residences neighbouring the high-class shopping street of Hamlet Court Road.

Buildings are generally a sizable two storeys, with some having a second floor contained within an attic level with windows in gables or dormers. The general height of buildings is consistent across these roads, with just the occasional corner turret or tower projecting up above the rest. Houses are of a generous domestic scale, either grouped as semi-detached or detached properties. Houses at corner plots are typically slightly larger and grander.

Buildings are usually a mix of red brick to lower floors and smooth or rough cast render above, many of which have since been painted. Half timbering, hung tiles and occasional stone details adds to the character of the area. Roofs are mostly tile and are typically hipped with pitched roofs over gables. Whilst as many as three quarters of the houses have had their original windows (likely leaded glazing in timber frames) replaced, the original doors mostly survive and make an important contribution to the character of the streets.

# Further Townscape Analysis of the Setting

A notable exception is the fine Art Deco Sunray House, which is locally listed. Other notable houses include No.1 Canewdon Road with its lion supporting the balcony, No.27 Ditton Court Road built in the interwar period and No.35 Preston Road designed by architect H. Fuller Clark.

The large houses near the northern shopping area of Hamlet Court Road reflect the wealthy middle-class that the shops served. The buildings, different use from the retail buildings, is reflected in their different character and form. Whilst there are elements in the materials, proportions and styles that mean that the northern part of Hamlet Court Road and the nearby residential streets relate to each other aesthetically, overall the character of each of the two areas is distinct from the other.

Generally the residential properties are not very different to buildings in other parts of the borough and more intact examples can be found elsewhere within the Borough. There are a few exceptions that are unique buildings and these are recognised through local listing. They are too spread out and lack the group cohesiveness of the northern section of the shopping street of Hamlet Court Road. The residential buildings are not very different from those found elsewhere in the Borough and better and more intact examples can be found elsewhere.



# Further Townscape Analysis of the Setting



View south down Ditton Court Road



Sunray House on Canewdon Road in the Art Deco style



Elaborate buildings like No.65 are an exception in the southern part of Hamlet Court Road



No.35 Preston Road

# Further Townscape Analysis of the Setting

London Road, to the north of the Conservation Area, 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. 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.

The streets to the east of Hamlet Court Road have some good quality housing, either semi-detached terraces. Generally the houses are smaller in scale with fewer decorative details. Though some streets are lined with trees, the public realm is generally more basic and the streets are narrower.



London Road lined with two storey shops



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



# Further Townscape Analysis of the Setting

To the south of Hamlet Court Road the railway bisects the town. Further built development of residential houses and some shops is located in The Leas area, part of which is a Conservation Area. Westcliff Station on the south side of the railway line has an attractive Victorian station building, though with an unsympathetic extension to the west. Though it is historically connected with the development of Hamlet Court Road, given it is located across the railway line it physically and visually has more connection with Station Road and the residential area to the south.



Westcliff Station



## Appendix D

# Additional Historical Information on the Wider Area

This section includes a brief account of the history of the area around the designated Conservation Area. This has been included because the information was researched as part of the initial review prior to the designation of the existing Hamlet Court Road Conservation Area.

# Additional Historical Information on the Wider Area

## D1 Late Victorian and Early Edwardian Expansion

While the north end of the street was commercial, the central section between Canewdon Road and St. Helen's Road was originally comprised of mainly residential properties. These were typically two storeys, sometimes with attic floors, and followed the common late-Victorian/early-Edwardian form of double height bay windows topped with gables, with a doorway to one side and a window above. Some had additional architectural features, such as balconies. The row on the eastern side of the street all had small

front gardens bound by timber fences and gates, and planted with hedges, shrubs and trees. These boundaries can be seen marked on the 1922 OS map (Map F) and the houses and gardens are seen in photographs from the early-twentieth century, a marked contrast to today. When the buildings were converted to commercial use, the gardens were infilled with single-storey extensions to bring the premises out to the property boundary, with the result that the historic buildings appear set back and are harder to read.



The east side of Hamlet Court Road looking north, with properties that were originally residential with front gardens. Reproduced with the kind permission of the Hamlet Court Conservation Forum



The same view today. The dark blue 'ens' shop is the building with the balcony and first floor awning in the early twentieth century photo

# Additional Historical Information on the Wider Area

Also in this central section of the street Hamlet Court, the large house located on the west side of the road, was still in existence. The house and its large garden fill a plot between Hamlet Court Road and Ditton Court Road, with driveways and trees marked, as well as a greenhouse and two outbuildings. However, it was demolished in 1929 and the site redeveloped for shops.

At the south end of the street the make-up of uses were commercial, with two or three storey buildings with shops on the ground floor and residences above. Historic photographs show the wide road, with awnings over shop fronts. Large trees on the left hand side denote the large garden of Hamlet Court before it was redeveloped.



The south end of Hamlet Court Road, looking north, in the early-twentieth century. Reproduced with the kind permission of the Hamlet Court Conservation Forum



The same view in 2020



# Additional Historical Information on the Wider Area

The south end of the street included several banks, noted on the 1922 (Map F) and 1939 (Map G) OS maps. The most elaborate of these was the Capital and Counties Bank 1901-02 by Greenhalgh and Brockbank (now Pavarotti's restaurant and a Locally Listed Building). Greenhalgh and Brockbank designed a number of buildings locally, including Southend Bournemouth Park School. The former Capital and Counties Bank is described by architectural historian Pevsner as: '*Flamboyant commercial architecture with gables and, on the corner, prominent entrance rising through a turret to a cupola.*'<sup>01</sup>

Thompson and Greenhalgh also designed the Queen's Hotel which was located at the southern end of the western side of Hamlet Court Road. 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.



The Queen's Hotel at the south end of Hamlet Court Road in the early-twentieth century



The flats which replaced the Queen's Hotel following its demolition in the 1980s

<sup>01</sup> <https://www.southendtimeline.com/1895.htm>, accessed 25/09/2019

# Additional Historical Information on the Wider Area

Fashionable Edwardian housing was built on the emerging roads either side of Hamlet Court Road. Larger detached or semi-detached houses were located on Ditton Court Road, Preston Road and Cossington Road, while further away from Hamlet Court Road the larger houses gave way to more typical terraces or smaller scale semi-detached houses.

Ditton Court Road to the west had some of the largest houses which featured Edwardian details such as hung tiles, stained or leaded glass windows, gabled bays and mock-timber framing. The street was lined with borders of shrubs surrounded with low chain fences and with trees planted at regular intervals. The borders still survive today, though the trees do not. Paved pavements and cobbled junctions can be seen in historic photographs. It has been suggested (Hamlet Court Conservation Forum) that the wide green

streets may have been influenced by the emerging Garden City Movement, advocated by Ebenezer Howard and his book *Tomorrow: a Peaceful Path to Real Reform* published in 1898 (though there is currently no firm evidence of a direct influence). Howard's book advocated ideal towns that combined the best of city and country to provide a better quality of environment than overcrowded cities. Ditton Court Road was established slightly before the first Garden City, Letchworth, was begun in 1903. It shares a pattern also found in other affluent neighbourhoods developed in Southend in the 1910s, such as Thorpe Bay, so may have been part of an emerging trend at the time to provide a greater level of greenery on suburban streets.



Ditton Court Road in the early-twentieth century, looking north from Canewdon Road. Reproduced with the kind permission of the Hamlet Court Conservation Forum



The same view in 2020



# Additional Historical Information on the Wider Area

Preston Road and Cossington Road were also tree lined, though without the planted borders, and neat front gardens surrounded the houses, bound by timber fences or hedges. The houses again demonstrated typical Edwardian design.

Some of the houses on the streets adjacent to Hamlet Court Road 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. Cabuche was a Southend architect who lived in Westcliff. His best known building in the Borough is the Palace Theatre but he also designed several houses and bungalows in Westcliff, the plans for which are held in the Essex Record Office. Fuller Clark was a London architect whose best known building is the Grade II\* listed The Black Friar public house in Blackfriars, London. Also Grade II\* listed is Fuller Clark's 59 and 61 Riding House Street in Marylebone whilst Tower House, Belmont House and Lincoln's Chambers, all in central London and Grade II listed, are attributed to Fuller Clark. Pevsner noted that these streets contain several "*interesting houses*" combining elements of Arts and Crafts, Voysey and Mackintosh, as well as noting Sunray House (a Locally Listed Building), 1934 by O.H. Cockrill,<sup>01</sup> a striking example of Art Deco in the area. (Another Art Deco example is Argyll House nearby in The Leas Conservation Area.)



No.35 Preston Road



Sunray House, Canewdon Road

01 Pevsner, 2018, p.716



# Additional Historical Information on the Wider Area

## D2 Twentieth Century Development

During the early-mid twentieth century, many of the residential buildings at the southern end of the street were converted into shops, with deep shop fronts added to the ground floors. The 1939 OS map (Map G) shows that the small front gardens to the properties on the east side of the road had gone and several of the semi-detached houses had been merged into larger units. A terrace of shops had also been constructed opposite on the former grounds of Hamlet Court.

An example of the trend for conversion from dwelling to shop is shown in sales particulars dating from 1923 for No.103 Hamlet Court Road (designated as a Frontage of Townscape Merit), which on the 1922 OS map (Map F) is the first house directly north of the Hamlet Court plot. The particulars 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



T.J. Johnson's, No.103 Hamlet Court Road in 2019

# Additional Historical Information on the Wider Area

ever increasing demand at lucrative rentals”<sup>01</sup>, showing how the emphasis of the street was shifting. This building was sold to Mr. T.J. Johnson for £6,500 and converted into T.J. Johnson’s Ladies and Gentlemen’s Outfitters (now vacant but in the process of being converted into a boutique hotel at the time of survey), 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 Queen’s Hotel was replaced with flats and a small number of shops were completely rebuilt or re-fronted.



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

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

# Additional Historical Information on the Wider Area

## Map H: Building Ages

- Potential Designation Area
- 1874-1897
- 1897-1922
- 1922-1939
- 1939-1950
- 1950-1974/75
- 1974/75-2000
- 2000+

- A Major rebuild of frontage late 20th century. Parts of original early 20th century shop front details survive and built fabric from the original build may survive behind the frontage.
- B Originally houses built between 1874-1897, with shop front added around between 1897-1922.

- C Originally built as houses between 1874-1897 or 1897-1922. The 1922-1939 date shown for extension forward with shop fronts shows the original date they were extended, though most shop fronts have been completely rebuilt since.

Note: Unless otherwise shown, the dates given are those of the main phase of building. Extensions or alterations may have occurred at later dates. Dates are based on the earliest appearance of footprint on historic OS maps.

*This map is not to scale*

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