

## Consultation Statement (May 2021)

### Hamlet Court Road – Proposed Conservation Area

#### Introduction

As part of the production of the Local Plan, the Council is developing its evidence base on a wide range of subjects and issues. In regard to the historic environment, the Council has been working with independent heritage experts, Purcell, to review its Conservation Areas and produce/update Conservation Area Appraisals for each of these 14 areas. The work has also included a review of other potential Conservation Areas in the Borough, including Hamlet Court Road following representations made during the Issues and Options stage of the Local Plan.

Following an earlier round of public consultation on a draft report in Spring 2020, which looked at the potential for Conservation Area status at Hamlet Court Road, it was determined that there was merit in considering part of the area for Conservation Area status, and a draft Conservation Area Appraisal was prepared to this effect.

A further round of public consultation was held February – April 2021 seeking views on the draft Conservation Area Appraisal and proposed boundary.

#### Consultation on the draft Conservation Area Appraisal

The consultation and associated documents were made available via the Council's Your Say Southend consultation portal (with paper copies made available upon request). This was promoted in a media release, via facebook and twitter.

Letters / Emails were sent to the Council's database of statutory and non-statutory consultees, including Historic England.

Letters were sent to all addresses within the red and blue line plan as set out in the draft Conservation Area Appraisal which includes commercial and residential premises in the area being proposed as a Conservation Area and the wider study area.

Emails were sent to Age Concern and Havens, the former Havens department store providing an important community hub on Hamlet Court Road, and to the Hamlet Court Road Shops group.

Emails were sent to all Councillors.

It was promoted in a number of local facebook groups, including Family Action.

A bespoke planning notice was included in the local paper, The Echo, during the consultation.

## Outcomes of the Consultation

1,300 people accessed the consultation via Your Say Southend, of which 103 responded online, and 7 responded by email / letter.

## Responses from Key Stakeholders

A response to the consultation was received from Historic England (for a copy of the full response see **Appendix 1**), in summary, the main points raised were:

- Welcomed the proposed designation of part of Hamlet Court Road, the northern part of Hamlet Court Road being an attractive street comprising fine nineteenth and early twentieth century commercial and residential buildings, with a high quality of architecture and refined character;
- The effect is unfortunately undermined by inappropriate alterations and the loss of many traditional shopfronts and other details, but retains sufficient special interest to warrant designation;
- Although the southern part of Hamlet Court Road is of some historic interest in relation to the name of the street and the now-lost eponymous house, consider there to be a clear divide in architectural quality between the northern and southern parts of the street.
- Having regard to NPPF paragraph 186 Historic England concur with the proposed boundary.
- Where buildings within the wider study area are of individual interest and architectural quality, Historic England

recommend these are identified as non-designated heritage assets on the Local List.

- Consideration should be given to an Article 4 direction to restrict redecoration in inappropriate colours or harmful modern paints.
- 'Vision' could be restrictive given recent changes to the Use Class Permitted Development which allows more flexibility between retail and hospitality uses, as well as on going trends seeing high streets diversifying beyond traditional retail.

In addition to the consultation response received from Historic England, the Council also received a response from another statutory consultee – Natural England (**Appendix 2**). This acknowledged that Conservation Area designation and Appraisal was not considered to pose any risk or opportunity in relation to their statutory purpose and so did not wish to comments on this consultation.

## Responses via Your Say Southend consultation portal

Responses received to the online consultation (via the consultation portal Your Say Southend) are set out in **Appendix 3**. Of those who responded to the consultation, 69% were residents, 14% property owner, 3% business and 14% other (2 of this 14% were shoppers, and 13 were residents outside of the area). 95% of respondents agreed that Hamlet Court Road should be designated as a Conservation Area, with comments including: '*Historically many buildings are of architectural interest and their preservation in the*

*past has been neglected leading to a decline in the attractiveness of the area'. Of the 5% of respondents who didn't agree with a Conservation Area designation, comments included: 'It is a very rundown area which needs improving not conserving.'*

In response to the question which asked for views on whether the draft appraisal had adequately identified the area's special architectural and / or historic interest, 81% answered yes, with comments including: *'I believe that the document clearly sets out a comprehensive case for the areas historic and architectural value and the importance of preserving what is left of the areas historical significance'* and *'I recognise that an entire area cannot necessarily be 'protected' which could, in itself, prevent investment and the drawing of people to the area. Hopefully though, by identifying specific buildings or parts of buildings for attention, this will continue to encourage both the Council and potential businesses/residents to invest more sincerely in the area.'* Of the 19% who answered no, comments included: *'It has not taken into account local or future businesses'*, and *'there should also be more focus on the southern end of HCR which should be included within the proposed conservation area. Whilst there may not be as many buildings of interest nevertheless there are some and to differentiate between north and south of the Road would be detrimental.'*

Question 8 asked respondents whether they thought the area has any other aspects of special interest which should be included in the appraisal. 68% answered 'no' and 32% answered 'yes'. There was an opportunity to provide additional evidence as part of this question, and one responses included a web link to an old

photograph of the area. Of the 32% who answered 'yes', responses for this answer varied, including: *'Close proximity to the cliffs and seafront. Also Milton Road was the original high street before Hamlet Court Road and should be included in the conservation area.'* *'...I'd like to see some planting done on the south side of the station adjacent to Station Road to encourage people to take care of the local environment.'* *'It should all be preserved both ends of HCR'*.

When asked whether they thought any aspects of special interest identified in the draft appraisal should not be included, 93% answered 'yes' and 7% answered 'no'. 6 written responses were received with respondents indicating what they did not want included, for example: *'I think the area designated should be limited to red area, and not the blue area. I think the blue area would bring a large area of domestic property into the designated zone where this is not necessary.'* *'The surrounding areas should also be put in the conservation area.'*

Of those who responded via Your Say Southend, 90% agreed that in general the draft appraisal had adequately identified the good and harmful features of the Conservation Area, and 10% responded 'no'. When asked what they thought was missing, comments included: *'The potential negative impact on business regeneration.'* *'The lower end of Hamlet Court Road and the surrounding streets.'* *'There are other areas in greater need of attention than this area...'*

81% of respondents felt that the area identified in the appraisal has additional good/ harmful features that should be included in the

appraisal. Of the 15 written responses received to this question, responses included: *'Not enough trees and/or other greenery', 'Support restoring the look of the high street back to its original grandeur.'* *'Concerns surrounding looking back at old structures and not looking at what needs to be done to preserve what is good and support investment for change to regeneration the area.'* *'I do not agree with everything is identifies as worth preserving, if the choice is between a mediocre historical shopfront and a stand out lovely modern shop front I feel consideration should be given...'*

We asked respondents how the appearance of the proposed Conservation Area could best be improved. Of the 78 responses received, comments included: *'Building should be restored to their original architectural appearance wherever possible in keeping with the demands to make the area a vibrant economic area.'* *'...better designated signage and shopfronts in keeping with a conservation area....shops let as workshops for teaching people skills, to encourage a more diverse mix of people and shoppers.'* *'...Existing stores should be incentivised to retrofit their fascias if necessary to fit in with the new Conservation Area street scheme.'* *While other respondents were less sure of designation, the impact of conservation area status: 'There are other areas in greater need of attention that this area.'* *'...to clean up the appearance and bring it back to its status as a find street and surrounding area, as it once was, would be a mammoth task.'*

46% agreed with the proposed conservation area boundary, while 54% responded 'no'. Of those 54% who answered, 'no' responses varied however, including those who felt a wider area should be

considered (this ranged from those who felt the southern section of Hamlet Court Road should be included, together with the north, and those who felt the north and south, and surrounding residential streets should be included): *'Cover the entire road (with the shops).'* *'I would like to include some certain surrounding roads such as Ditton Court Road, Preston Road, Cossington Road, Canewdon Road.'* *'Include St Helens and adjoining roads.'* *'...the road has a natural flow. To include only one part of it would be detrimental to both the north and south of the road...'*

Other respondents in contrast raised concerns over conservation area designation / designation of a wider area, including: *'The vast majority of the surrounding streets are properties let as flats and HMOs and are dilapidated and run down...'* *'I would like to see the boundary and the whole idea dropped.'* *'Limit to Zone A red area.'* *'I do not agree with the extended boundary taking in Preston Road and Ditton Court Road (edged blue on the map). I am only happy to support the specific area of Hamlet Court Road edged in RED.'* *'Do not include the main commercial area of HCR in the area...'*

Of those who answered, 'yes' that they agreed with the proposed Conservation Area boundary, responses included: *'You cannot preserve the whole of Westcliff!'* *'Plan A gives scope for initial improvement, while Plan B could be implemented if Plan A was successful.'* *'Seems sufficient.'* *'The first boundary (identified within the red line) encompasses the commercial side of Hamlet Court Road, If this is successful, then it could be extended in the future. Surely it is best to start small and well?' 'most of the interesting properties are within this area.'* *'...the whole area cannot be*

*designated a conservation area. I think the review has highlighted the most important area and also recognised other properties/areas in the near locality which also warrant special attention.'*

Other responses however focused on a potential wider area, including: *'The boundary should be from Westcliff train station up to London Road so whichever end of this road you arrive at there is protected buildings...'* *'I agree with the boundary but believe it could be extended also'*.

When asked, what other action not mentioned in the report the respondent felt is needed to conserve / enhance the proposed Conservation Area, there were 63 written responses. These comments ranged from a focus on greening the area: *'More green spaces, trees, flower beds, and a good upkeep of them.'* Improving the streetscene: *'Looking at the standard of the pavement.'* *'Rubbish and dog waste improvements.'* Shopfront and signage enhancements: *'...incentivise store owners if necessary to retrofit a new fascia which is sympathetic to the street's heritage...'* Giving consideration to the use of buildings: *'...some of these shops could be converted on the ground floor to be small units for artists to work and joint larger spaces to show their work...'* Support for a local street market: *'A weekend street market would benefit the community and bring vitality to the town'*.

Finally, when asked if they had any further comments to make about the proposed Conservation Area, 44 responses were received. Points raised included:

#### Other comments received:

Furthermore, 4 additional responses were received from members of the public (**Appendix 4**).

A response was received from a Chartered Architect and Town Planner with expertise in Conservation and the Garden City planning practice, who has been in correspondence with the Hamlet Court Conservation Forum. This is included within the table in **Appendix 4**. This response follows engagement with the Hamlet Court Conservation Forum and expresses the view that a wider area (to include the residential streets and the southern section of Hamlet Court Road) should be considered for designation, highlighting in particular Ditton Court Road, the street layout and planted verges and possible links to the Garden City planning practice and Raymond Unwin. Comments included: *'I have concluded that notwithstanding that the area including Westcliff town centre shops (the sole Conservation Area designation focus of the Council and Purcell's CAA), the full length of Hamlet Court Road, and Ditton Court Road stands out as an entity, together with Westcliff Station, which provided the catalyst for development of the area, merits designation on a holistic basis.'*

And in relation to the possible link between Ditton Court Road and Garden City planning practice: *'I understand from [REDACTED] that DCR was laid out in 1904-6 with the avenue planting implemented at that time, and it registers impressively on the postcards. This is a matter of significance related to the urgency of formulating an appropriate conservation policy to ensure its survival, and enhancement as an exemplar of the high standards demanded, an objective which I wholeheartedly endorse. However, I have concluded that a specific link to Raymond Unwin remains unproven and coincidental.'*

The Hamlet Court Conservation Forum, a local interest group active in pursuing Conservation Area designation for Hamlet Court Road and the surrounding area made reference in their consultation responses to representations that have made to the Council in the past year. These responses are included within **Appendix 5** of this Consultation Statement and have been taken into account when progressing work and researching the Hamlet Court Road area.

To summarise, feedback received from the Forum includes their view that while they support the designation of the upper section of Hamlet Court Road as a Conservation Area, a wider area warrants designation than that being proposed, including the southern section of Hamlet Court Road and surrounding residential streets (including Ditton Court Road, Cossington Road, Preston Road); that a Conservation Area designation here would be the forerunner to heritage led regeneration; that the planned verges in Ditton Court Road seem to be influenced by the Garden Suburb Movement (*although no direct connection has been found of this to date*), and reference is drawn to the comments of a notable Chartered Architect and Town Planner on this matter (see **Appendix 4**), and his views that a wider area merits consideration for Conservation Area designation, citing possibly links to and influence of Garden City planning practice and Raymond Unwin.

## Appendix 1: Consultation Response Statutory Consultees – Historic England

### Draft Conservation Area Appraisal and proposed Area Designation at Hamlet Court Road

Thank you for notifying Historic England about the above consultation. As the Government's adviser on the historic environment, Historic England is keen to ensure that the protection of the historic environment is fully taken into account at all stages and levels of the local planning process. We are therefore pleased to have the opportunity to review this proposed conservation area and its draft appraisal.

We welcome the proposed designation of part of Hamlet Court Road. The northern part of Hamlet Court Road is an attractive street comprising fine nineteenth and early twentieth century commercial and residential buildings, with a high quality of architecture and refined character. Buildings on both sides exhibit high quality detailing and typical Victorian embellishments. The effect, as the appraisal notes, is unfortunately undermined by inappropriate alterations and the loss of many traditional shopfronts and other details, but the street clearly retains sufficient special interest in our view to warrant designation.

Although we note that the southern part of Hamlet Court Road is also of some historic interest in relation to the name of the street and the now-lost eponymous house, we consider that there is a clear divide in architectural quality between the northern and southern parts of the street, and having regard to paragraph 186 of the NPPF we therefore concur with the proposed boundary of the designation. Where buildings within the wider study area are of individual interest and architectural quality, we would recommend that these are identified as non-designated heritage assets on the Local

List, with their interest then protected via targeted Article 4 Directions.

We suggest that the area to be designated is centred on the map on Page 4. At present it looks slightly oddly off centre.

Historic England strongly encourages the use of Article 4 Directions to help manage inappropriate change, such as the insertion of UPVC windows, in Conservation Areas. We would refer you to our guidance Stopping the Rot - A guide to enforcement action to save historic buildings:

<https://www.historicengland.org.uk/images-ooks/publications/stoppingtherot/> (15 <<https://www.historicengland.org.uk/images-%20ooks/publications/stoppingtherot/%20> (15> April 2016).

We are therefore disappointed to note from paragraph 3.3.14 that it is not proposed to apply an Article 4 Direction in Hamlet Court Road, despite the preceding paragraph helpfully describing why the use of Article 4 Directions is beneficial. We would urge the council to consider instigating one, particularly for buildings of local interest and Frontages of Merit, where Article 4s can be applied to commercial buildings to restrict redecoration in inappropriate colours or harmful modern paints, for example. We would highlight that the use of Article 4 Directions to secure the conservation of an area's special interest is often a pre-condition for heritage led-regeneration grant schemes from both Historic England and other grant giving bodies. An audit of existing features, with a corresponding photographic record, is recommended as a useful way to monitor and manage inappropriate alterations that would contravene any Article 4 Direction imposed.

We welcome the well illustrated and clearly laid out History and Archaeology section, considering that the use of geo-referenced cartography and 'before and after' photographs of the same view is helpful for quickly gaining an understanding of the development of the area. We would suggest that some of the information that pertains to the southern section of Hamlet Court Road, which is not to be designated, is extracted and included as an Appendix, so as to consolidate the appraisal itself on the area covered by the designation.

Where discussing shopfronts (page 50), it would be useful if the appraisal were to include 'before and after' shots of buildings to illustrate either surviving historic character, or show where it has been lost. Aside from this suggestion, it is useful to see a detailed assessment of the current condition of the shopfronts in the area, given their importance to its character and appearance.

We would recommend not identifying business names when discussing specific buildings. Especially in the current economic climate owing to COVID-19, it is likely that commercial premises will change hands more frequently or become vacant, and while the use of numbers and other descriptive identifying factors is useful, the appraisal may quickly become out of date.

We would suggest that, where views are identified on the character map (page 62), these could be numbered and identified with the specific photographs in the preceding section. We would suggest that page 59 could include a photo illustrating the lost trees in the space beneath paragraph 5.2.12.

We welcome the Conservation Vision set out on page 74, at the beginning of the Management Plan. We might suggest that vision paragraph 6.2.2 may attempt to be too restrictive on the type of uses, given the recent changes to Use Class Permitted Development which allows more flexibility between retail and hospitality uses, as well as on-going trends in High Street activity away from traditional retail and towards a more leisure and hospitality driven experience. This trend has been accelerated by the COVID-19 pandemic, but we consider it likely to be an ongoing feature, especially where streets such as Hamlet Court road are in easy walking and cycling distance of local residential communities, as is the case here. We would suggest saying "*The Area will remain an active local street at the centre of the community, supporting a range of uses at ground floor, with floors above...*", or something of that nature.

We support the principle of active uses for upper floors, and would encourage Southend Borough Council to take a proactive approach with owners in this regard, highlighting opportunities for conversion and providing guidance as to what would be possible on opportunity sites where they remain vacant.

We note the reference in 6.3.12 to the possibility of pursuing grant funding via heritage led regeneration schemes. We would be happy to advise regarding this approach in due course. The earliest stage of any conservation area grant scheme would be to undertake a Feasibility Study including a condition survey highlighting where repairs to features or the reinstatement of historic architectural features are desirable and clearly identifying the potential investment required. This would allow the local community and Southend Borough Council to engage with potential funding bodies supported by robust evidence and a clear set of priorities, as well as

evidence of community engagement. The Management Plan could also consider how CIL or Section 106 monies could be targeted for enhancements within the conservation area, for example through small scale 'stitch in time' grants, or grants for minor repairs and redecoration to historic frontages or signwriting. A similar approach was adopted in Chatteris by Fenland District Council, to great effect for little investment.

We welcome the commitment to use enforcement powers appropriately in paragraph 6.3.3.0. We would recommend using the information in this appraisal, as well as a photographic audit, to inform a targeted enforcement strategy that aimed to enhance the area.

The draft Management Plan refers to areas outside the designated area on page 89. We consider that the Final management plan should focus on the proposed conservation area, rather than the wider study area, over which the statutory authority created by designation would not apply.

We welcome the Recommendations for Streetscape and Public Realm. An additional activity we'd recommend is undertaking a street furniture audit, specifically identifying and removing items that create clutter, particularly guardrailing, which is unnecessary on a street of this type. We would support the introduction of new street trees in appropriate locations, where they would enhance rather than obscure the quality of the area.

We welcome the detailed guidance for maintenance and repair, and consider this is very helpful for owners. We would suggest this section is made available as a separate PDF as well, and made easy to access on Southend Borough Council's website and signposted using social media.

A minor suggestion is that the guidance specify what it means by 'good quality softwood'. Historic England recommends that slow grown Scots Pine or Douglas Fir is specified where repairs to historic joinery is being undertaken, owing to its greater durability. Chemically modified and stabilised softwood is also suitable.

We would suggest that the appraisal contain a reference to Historic England's advice on maintenance and repair, which can be found here:

<https://historicengland.org.uk/advice/your-home/looking-after-your-home/>.

In particular, our technical guidance on Traditional Windows: Their Care, Repair and Upgrading

<https://historicengland.org.uk/images-books/publications/traditional-windows-care-repair-upgrading/>

would be useful to include a reference to in the appropriate section.

We consider the detailed building by building description in the Appendix, as well as the accompanying Building Values and Townscape Analysis maps, to be very useful inclusions in the document.

For any further general advice, we would refer you to Historic England's guidance notes for the Historic Area Assessment and Conservation Area Appraisal process, which can be found here: HE Advice Note 1 - conservation area designation, appraisal and management

<https://historicengland.org.uk/images-books/publications/conservation-area-designation-appraisal-management-advice-note-1/>, and here:

<https://historicengland.org.uk/images-books/publications/understanding-place-historic-area-assessments/>.

To avoid any doubt, this does not reflect our obligation to provide further advice on or, potentially, object to specific proposals which may subsequently arise as a result of the proposed conservation area appraisal, where we consider these would have an adverse effect on the historic environment

## Appendix 2: Consultation Response Statutory Consultees - Natural England

Consideration of Hamlet Court Road for Conservation Area designation

Thank you for your consultation on the above dated and received by Natural England on 22 February 2021.

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

Natural England does not consider that this Conservation Area designation and Appraisal poses any likely risk or opportunity in relation to our statutory purpose, and so does not wish to comment on this consultation.

The lack of comment from Natural England should not be interpreted as a statement that there are no impacts on the natural environment. Other bodies and individuals may wish to make comments that might help the Local Planning Authority (LPA) to fully take account of any environmental risks and opportunities relating to this document.

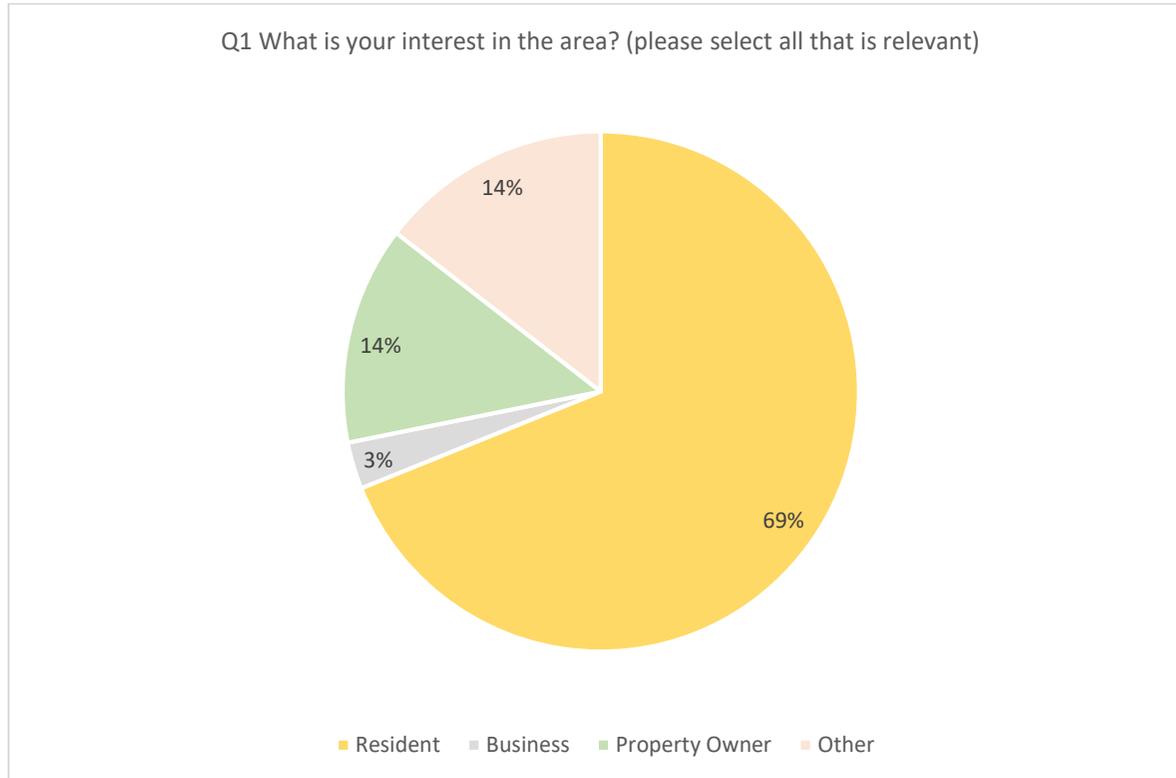
If you disagree with our assessment of this proposal as low risk, or should the proposal be amended in a way which significantly affects its impact on the natural environment, then in accordance with Section 4 of the Natural Environment and Rural Communities Act 2006, please consult Natural England again.

### Appendix 3: Consultation Responses – received via Your Say Southend consultation portal

(Please note that comments have been redacted as appropriate to remove personal information)

#### Question 1: What is your interest in the Area?

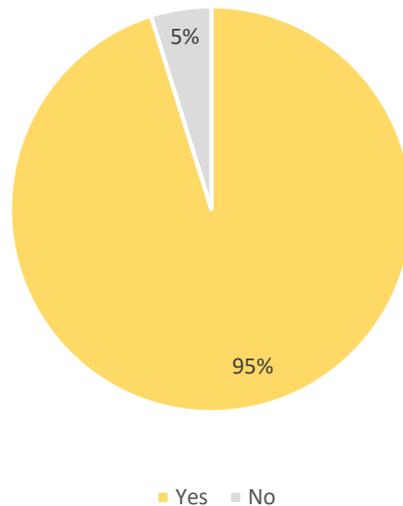
Total responses to this area was 17.



The 14% who identified 'other': 2 were shoppers and 13 were residents outside of the area Rochford, Leigh etc.

#### Question 2: Do you agree that the Hamlet Court Road area should be recognised as a Conservation Area?

Q2 Do you agree that the Hamlet Court Road area should be recognised as a Conservation Area?



*Question 3: If yes, please specify the reason for your answer.*  
96 comments were received.

Area contains many interesting buildings and has a specific character.
There are some beautiful old buildings that need to be preserved. Some developments in the area have not been very sympathetic.
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some form of regeneration. So, Why are you doing this in the first place?
it has some unique architectural design features and these need to be preserved - look at town like Chelmsford, where a big chunk of the town's period properties were demolished in the 1970 to build a shopping centre the town all though historically old does not have much character or charm
It used to be an attractive street, full of nostalgic designs and, sadly, too many of these features are disappearing.

<p>There is some beautiful architecture in Hamlet Court Road. This needs conserving before more buildings are changed further. This road was recognised in the past as a great shopping area and with all the changes that are planned for our High Street due to the pandemic lockdown, now is the time to further enhance this beautiful road back into its former glory. It has GREAT potential.</p> <p>It is near (walking distance) to the seafront and therefore visitors to the seafront and amazing pier could be encouraged / attracted to shops, visit restaurants and coffee shops in our very attractive, welcoming environment which is quiet but vibrant, a little away from the main High Street, which offers something different. It also has excellent parking access and is in walking distance of our Palace Theatre, Cliff Pavilion and cinema.</p> <p>It has great transport routes via Westcliff Train Station and major bus routes.</p>
<p>I would not wish the interesting look / feel of the area to deteriorate; ideally, it should be protected and enhanced (partial pedestrianisation at south end of HCR?).</p>
<p>Historically many buildings are of architectural interest and their preservation in the past has been neglected leading to a decline in the attractiveness of the area.</p>
<p>Because it is an asset to the area and we should do all we can to keep it and improve the surrounding areas</p>
<p>To preserve the Art Deco buildings and as an area of interest! To restore the road to its previous glory and prevent further running down of the area. It has potential to be great again!</p>
<p>mainly because of the special architectural interest and the need for improvement and preservation of the area</p>
<p>Its an area with a LOT of history and lovely buildings</p>
<p>It would help preserve some of the architectural features and instill a sense of pride in the area for local residents and businesses</p>
<p>to protect the special architectural and historic interest .</p>
<p>Hamlet Court Road deserves conservation because it is an architecturally and historically significant street. There has been a decline in high street shopping in recent years, sped up by the Covid pandemic. However, people are sociable by nature and still look to have "experience" days out outside of the home. This is evidenced by the huge numbers of people still coming to the borough to visit the seaside and other attractions, even in lockdown. I believe that once restrictions are lifted and things even back out again, people will still want to visit town centres for such experience days, even if not shopping in the traditional sense. Hamlet Court Road complements the traditional seaside day out perfectly in offering a contrasting experience to the increasingly uber modern street scape of Southend (e.g. Pier walkway, new flats, proposed redevelopment of Queensway). Marketed appropriately, I think Hamlet Court Road could eventually become a trendy go to destination in its own right, in the same way that Leigh Broadway has done. Obviously, careful consideration would need to be given to the blend of shops and how best to repurpose buildings [REDACTED], to capture the historical charm</p>

and engage public interest. The opportunities for the borough are obviously in the creation of employment, encouraging spending in the local economy, and preserving an important legacy for future generations.
It has countless beautiful buildings from 100+ years ago that should be treasured and preserved so that we can enjoy them for many years to come
There are some lovely old buildings and I think they should be kept looking as they are and preserved
To protect the heritage of Hamlet Court Road. To assist with the regeneration of the WHOLE of Hamlet Court Road and to stop the further deterioration of the area by inappropriate plans being submitted
Buildings of historic interest, making it a conservation area possibly would bring future investment
The area has many interesting buildings that should be preserved
Hamlet Court Road High Street was well known as a busy, vibrant and attractive High Street, over the years it has become run down, with little investment. Especially as there are direct links to the railway line, schooling and beach areas. Family business have declined and the upkeep of some of the buildings is awful, and the heritage features are unrecognizable.
It's full of history, character and charm. It's distinctive to the area and has historical significance
beautiful buildings are being ruined and we are losing the character of HC rd
This area has beautiful period architecture that should be preserved. Its is also a beautiful road.
Theses are beautiful buildings slowly being ruined I'm only disappointed how long the council has taken to implement this , the horse has bolted !
An area that precedes the high street
Historical reasons, regeneration, good for attracting visitors and improving the economy
To preserve the original late Victorian character with many of the buildings and in so doing I believe it will help provide economic regeneration of the street as it will be a beautiful street.
The area has managed to keep originality and allowed small traders to exist without the big companies muscling. OK there was [REDACTED] and I think [REDACTED].
Southend has only really grown in the last 150+ years and the earlier years of the town should be adequately protected and preserved. Too much bad planning or unregulated amendments to some wonderful buildings has been permitted
it is full of history
To assist in protecting and managing the architecture and history of the area around it.
Hamlet Court Road is an important part of the historical development of Southend and should be recognised as such and thus preserved.
Architecture and culture rapidly being lost.

<p>Hamlet Court road is an "Area of architectural interest" It is currently run-down but has the potential to be restored with upgraded housing above empty shops, add a community centre, cycle paths. With a little imagination, Hamlet Court road could have period street lights and become a great Tourist attraction.</p>
<p>Hamlet court road has a rich historical background with wonderful architecture in. a very up and coming area. i feel by making this a conservation area it will enhance the road bring new businesses and hopefully fill many of our empty shops.</p>
<p>Before there is any further loss of character, it is important whatever is still there is conserved and enhanced. Better sense of community and coherence and better business opportunities.</p>
<p>It was once a beautiful area and has some amazing architecture. It would be lovely to preserve this.</p>
<p>To preserve the heritage of our local area</p>
<p>The area is steeped in history and its architectural features are something that should be preserved. As an architect myself looking at the building typography it's something that needs to be celebrated and acknowledged.</p>
<p>I think the road has become really run down. It would be amazing to see it be restored and come back to life. Currently feels really intimidating and sad to walk down the road. It would be so nice to restore some life and love into our local high street. Covid has not only taught us to be patient but also taught us to shop local and love our area. It would be amazing if it had a local butcher, grocery bakery and the love a high street should have . I really Hope people support this amazing pledge to restore hamlet court road</p>
<p>To ensure the character of the area is protected. There are many houses/shops within the area that could never be replaced and would be a good boost to the area</p>
<p>To preserve its former look and improve the visual aesthetics of the area. Creat a more upmarket feel</p>
<p>The architecture and history</p>
<p>Historic continuity (memory or physical) especially, in your home town, is very important as it helps people feel more balanced, stable, and healthy. Historic continuity gives a real sense of value, time and place.</p>
<p>To restore architecture and stimulate economic growth. Regeneration is key.</p>
<p>There are some beautiful building in this area that need to be protected</p>
<p>Will support regeneration and business growth leading to reduced retail vacancies</p>
<p>The architecture would be the key justification. The reasons to add weight to this are that there needs to be somewhere other than Leigh which receives attention and protection if the overall area of Southend is to improve. A concerted effort to improve the Hamlet Court Road area could have a massive impact on the aesthetic and the economy.</p>
<p>I believe it will regenerate the area and attract more/new businesses to open on Hamlet Court Road.</p>

To maintain the lovely historical buildings and also keep this area of Westcliff tidy - some parts look like a shanty town at the moment!!!
It has lots of already beautiful buildings, harbours a community feel, attracts professionals and individuals / families that want to live in a nice area, lots of history and just a lovely place to live.
I think the architecture needs protecting and I believe this would encourage investment in the area.
Hamlet Court Road has a lot of good qualities that needs cherishing, other things in it's favour is it's ideal location situated near a Station and close to the Estuary. It has some neglect and bad choice of shop frontage, but nothing that can't be rectified so that the road can once again be splendid enough to show off it's remaining unique architectural excellence.
I knew HCR 50 years ago and it was the most beautiful shopping road in Southend with amazing architecture and wide avenue. It was a place I wanted to be. Over the years it has fallen into ruin with awful shops and seemed to have lost its heart. This Road needs support to come back to life again and along with its spectacular buildings, it could help to breath new life into the road if it becomes a conservation area.
It will stop the decay of the wonderful buildings on Hamlet Court Road, encourage more businesses to the area, improve the living conditions for people living in the area and attract more people to the area to shop etc with an increase in economic activity. All this should add money to local area and council. A recognised conservation are will release much needed funds from national heritage funds (government and other) to improve area.
To save our beautiful roads history, if you look up, the architecture is wonderful. A history lesson in itself, it deserves to be preserved
Because of the extensive history attached to the area, there is some great architecture that should be preserved.
Lots of historical architecture
Hamlet Court Rod has numerous buildings of historic interest and importance. Over the years the area has gradually deteriorated and this is reflected in changes to the buildings. I would like our buildings to be preserved for future generations and for the wider social and economic benefits that this would have for the local community.
The top end of the hamlet court road is dilapidated in some places (the top corner with London Road) and that end has nice buildings that need restoration.
It has some beautiful architecture and buildings of interest that should be restored and preserved. Many have fallen into disrepair and the street has lost its former glory.
The multiple architectural styles and the fact it is a historic shopping district, distinct to Westcliff-on-Sea.

<p>As stated above, it is an amazing area, it is so rare to find so much quality architecture in South Essex towns. It would be a travesty to allow Hamlet Court Road to continue to decay, when there are so many people passionate about saving it and enhancing the beauty which already exists. There is so much history in the buildings and the area, and its proximity to both railway station and promenade really does make it unique.</p>
<p>To protect the heritage of the area and stop the buildings being changed</p>
<p>To keep the existing architecture consistent and limit the number of properties turned in to flats.</p>
<p>Hamlet Court Road has such huge potential - it could easily become a desirable area like Leigh on sea and help regenerate the community and local economy. However, greater care for the beautiful period architecture on the road, and more thought into what types of business are allowed to open would be needed to achieve this. Conservation area status will no doubt help this and help restore Westcliff to its former popularity and independent and local businesses to thrive.</p>
<p>We need to recognise and protect the unique character of this area</p>
<p>Its a area with beautiful buildings and a lot of history which should be preserved.</p>
<p>Could not be more behind this if i tried. You can see the beauty that used to be Hamlet Court - so many beautiful buildings. It would be fantastic if the area was made into a Conservation Area. I [REDACTED] [REDACTED] It is so important we cherish and look after our heritage buildings.</p>
<p>Architectural history.</p>
<p>Preservation of historic buildings</p>
<p>This area has some wonderful historic buildings which deserve to be recognised and preserved, becoming a conservation area will help that.</p>
<p>I believe it fits the criteria</p>
<p>It has beautiful architecture that needs to be preserved to a standard that is prevalent in other areas close to it that are already conservation areas.</p>
<p>Because of the huge historical and architectural significance of these buildings. With continued lack of investment they will eventually deteriorate and be lost forever</p>
<p>I have lived [REDACTED] and have notice how beautiful the buildings are here and on Hamlet Court Road.</p>
<p>Many of the the buildings are special and I hope it will help regenerate the road and the local area</p>

<p>Hamlet Court Road is an institution in Southend-on-Sea, and is instantly recognisable by name when talking to residents and visitors alike. It is an important shopping destination for those living nearby, but also has a number of specialist retailers which attract visitors from further afield. The street, however, is in desperate need of attention and would greatly benefit from being recognised as a Conservation Area which would help keep consistency within renovations and appearances, as well as improve the customer experience whether they're shopping locally or just enjoying a walk from one end of Hamlet Court Road to the other. Parking limitations are disastrous for local vendors, and the poor signage on the road coupled with the ongoing mess and degradation of the road and other facilities leaves a little to be desired and draws away from the road's attraction as a destination. Designating the entire road as a conservation area will stop further deterioration and will help to elevate the road's status once more.</p>
<p>The area has special architectural and historical interest, manifested in the local commercial and residential buildings , and the history of the area, particularly that unfolding from the time of the opening of the railway station at the south end of Hamlet Court Road</p>
<p>To preserve and regenerate the area</p>
<p>Individually unique, stunning architecture in dire need of preservation , historically important to the local residents and Southend community We must act now before any more heritage buildings are lost forever...</p>
<p>We need to regenerate and reinstate the beauty of the area as it has intrinsic and historic value</p>
<p>The road has some magnificent architecture, there is no other road like it in the borough &amp; it's a warm &amp; inviting welcome for people arriving in Westcliff by train or car</p>
<p>Lovely period buildings - need to be preserved, looked after and made the most of</p>
<p>I think the historical buildings should be kept however the ground floor levels and road as a whole need restoring to what they were</p>
<p>It is vital to safeguard the architectural and historic value of HCR which has played such a major part in the heritage of our town and area. Preserving heritage improves the entire area and maintains appropriate use of businesses.</p>
<p>Help the regeneration of Hamlet Court Road</p>
<p>I think it will improve the area and local businesses which is welcomed. It will also help to bring back the type of area it once was many years ago which over the years has unfortunately deteriorated.</p>
<p>Regenerate the area. Try and reflect the beautiful upper levels of architecture at street level.</p>
<p>To attract new retail businesses and to enhance the 'shopping experiences' for local people and visitors alike. To ensure retail units are not all converted to housing. To improve the visual appearance of the area.</p>

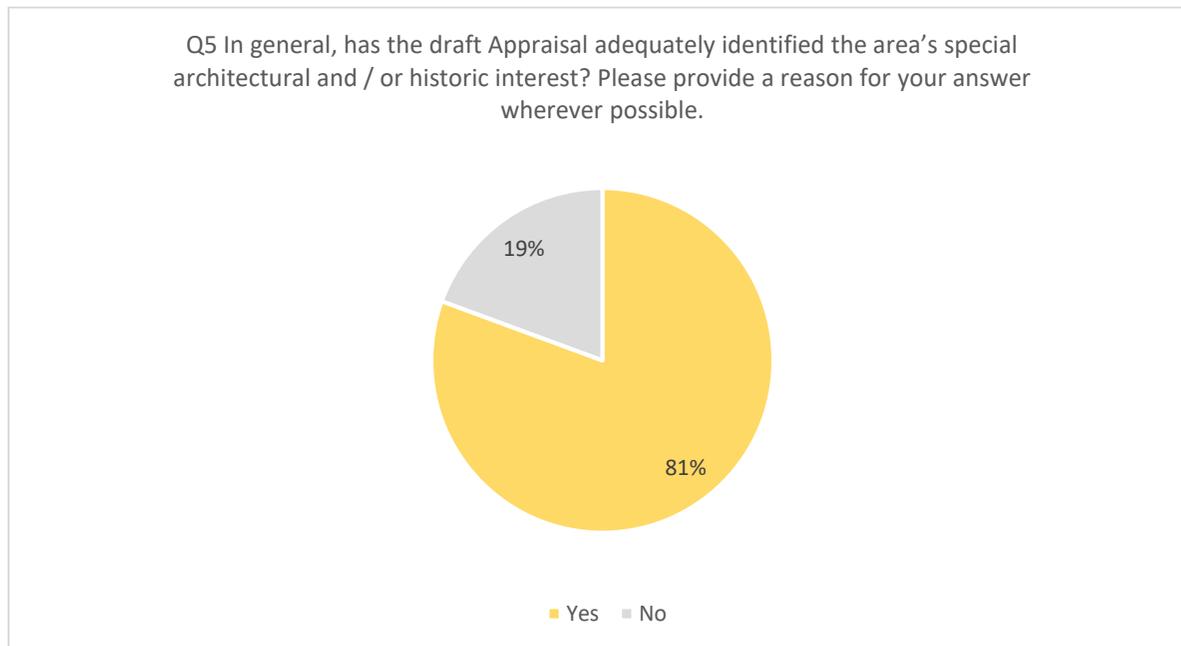
I think the area is deserving of conservation status and concerned about a continuing decline in the hamlet ct road. Buildings would be preserved and the shopping/dining areas would improve I believe.
The whole wider area has a significant history and architecture to justify funding for both preservation and improvement
I support blanket conservation of the Northern end ONLY, plus buildings of special merit in the environs- Because Hamlet Ct rd is a focal point for all who live nearby and a focal point from those further away who come to dine or for the late night venues and it could be a fantastic place if it's decline was not being enabled by the council's failure to protect and support SMALL BUSINESSES!
There are many beautiful buildings in HCR that will not be looked after unless there is some protection and funding put in place. The renovation of [REDACTED] has garnered 100s of likes on FB. It: shows what is possible.
Hamlet Court and the surrounding areas has a unique architectural style and this needs to be recognised and looked after. The area needs investment and conservation area status can be used to promote this.

**Question 4: If no, please specify the reason for your answer**

5 responses were received

I think it is a ludicrous idea. Although there might be the odd interesting piece of architecture the area has become so run down over the last 30 years or so it would be a complete waste of money that could be used for a worthwhile project. For instance helping the homeless and drug addicts that inhabit the area.
It is a very rundown area which needs improving not conserving
I don't see how this would help local businesses or people in fact, if anything, I think this would be a backward step for an already struggling area & would stop any new, beneficial, developments.
I feel that the area is suffering from neglect and underperformance and in my opinion designating the area as a conservation area will restrict innovation far more than it will achieve. The area needs an injection of funds and cutting of red tape to encourage investing to rejuvenate the high road
The Planning strictures and additional costs of Conservation potentially will put off Business from investing in the area

**Question 5: In general, has the draft Appraisal adequately identified the area's special architectural and / or historic interest? Please provide a reason for your answer wherever possible.**



**Question 6: If yes, please specify the reason for your answer**  
58 responses were received.

The old shop facades must be preserved [REDACTED]

<p>There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?</p>
<p>its key we don't loose the architectural detail of the area - need to preserve heritage where possible</p>
<p>I read with interest the documents and would be pleased to add my support such a project</p>
<p>As I have stated above.</p>
<p>It appears to have covered the areas needed to be preserved and enhanced.</p>
<p>Na</p>
<p>can't think of anything else to add</p>
<p>The 'high street' area for hamlet court road could be restored and cherished, rather than permission being given to change the shopfront buildings to something resembling a hodge podge mess. I hear older people talk about how amazing this area was many years ago - the 'bond street' of Southend. Can we try and get some of that back, rather than persistently eroding it?</p>
<p>The area's historical and architectural significance is commonly understood.</p>
<p>A recently renovated property on the street has been worked on in keeping with the area</p>
<p>The draft appraisal which includes the wider area has many areas of architectural and heritage interest.</p>
<p>The very fact that the area will become conserbation area is a great start.</p>
<p>As above, it's a special intact piece of architecture that is unique to this area.</p>
<p>seems very comprehensive</p>
<p>Very detailed informative and sensetive to the road and the towns needs. We need to preserve places of beauty and history.</p>
<p>Yes I believe it has in the main .</p>
<p>Fortunately no mass demolition has occurred (yet) although I feel the Queens Hotel could have been sympathetically converted to flats. (I'm still cross at the demolition of the college at Victoria Circus, Southend being demolished "On the quiet" here one day gone the next and replaced by a concrete monstrosity). Don't let this happen to Hamlet Court Road on the pretext of conservation!</p>
<p>I recognise that an entire area cannot necessarily be 'protected' which could, in itself, prevent investment and the drawing of people to the area. Hopefully though, by identifying specific buildings or parts of buildings for attention, this will continue to encourage both the council and potential businesses/residents to invest more sincerely in the area</p>

The history of the area and the architecture especially Havens
An excellent and detailed appraisal of the area. See above answer
I agree with the description given.
It has thoroughly looked at all areas.
██████████ there are many beautiful houses in this area which are sadly being changed into flats. Having lived in Southend all my life and growing up in Westcliff, I would love to see the preservation of the architecture
All of it
It identifies many buildings of architectural significance.
Shop fronts
The road itself has high advantages for private residents of the area and visitors.
Will support an improved 'street scene' and general environment
I believe it is thorough and well researched.
This was clearly explained in the leaflet and online.
It's all about remembering the past but looking to the future
Yes, there is very obvious architectural and historical qualities within the road that deserve conservation.
Relevant buildings and trees have been identified.
I believe that the document clearly sets out a comprehensive case for the areas historic and architectural value and the importance of preserving what is left of the areas historical significance.
The draft appraisal was well documented and highlighted the buildings in Hamlet Court Road that have historic interest. Mainly in the red area.
Descriptions and photographs of Hamlet Court Road
The architectural history of the area is well documented.
There are indeed some fantastic building in the area I just don't agree with the approach being considered to designate it a conservation area.

<p>From my own knowledge the draft Appraisal identified those aspects of HCR, although I do not profess to have specialist knowledge and I am sure there are many who would disagree with me, who know far more about the history and architecture than I do. I just love Hamlet Court Road for the incredible atmosphere and ambience.</p>
<p>The appraisal raises both its architectural and historic significance very well.</p>
<p>It has identified the special architecture and history interest</p>
<p>It highlights all the buildings of interest.</p>
<p>Lots of historical information given.</p>
<p>As per plans</p>
<p>Highlights history and importance of area well</p>
<p>It does</p>
<p>No explanation required</p>
<p>I felt it was a detailed analysis of the buildings mentioned and it was great to look at how the area had changed and appreciate it's history. I wonder if schools should teach something about there local history too.</p>
<p>There are many properties that show architectural interest</p>
<p>A very detailed document with lots of in depth detail</p>
<p>See above</p>
<p>Agree</p>
<p>The document goes into a very detailed analysis</p>
<p>The area is of Special Interest, but to survive as a Commercial area great change is required. Conservation undoubtedly will add more planning hoops and cost to potential Business investors. Council Planning Departments should have the discretion to allow change in Commercial areas, with the Special Interest of the area in mind.</p>
<p>No further comment</p>
<p>The whole is greater than the sum of its parts' HCR isn't just a collection of buildings -the street has evolved together <span style="background-color: black; color: black;">[REDACTED]</span> Has its own station, route to the beach, a community of people who have great affection for the street.</p>
<p>It has highlighted the important buildings and the history behind them. I would have liked more photographic images used</p>

**Question 7: If no, please specify the reason for your answer**

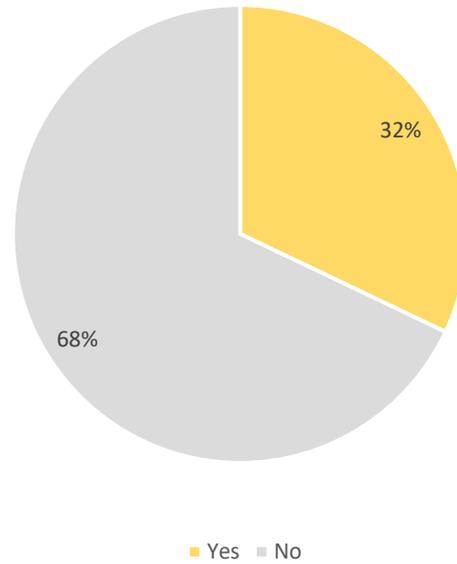
20 responses were received.

Not enough evidence
I can't really identify any.
Should cover the entire road (with the shops)
Think it should have looked at a slightly wider area, including Hamlet Court Road North
For the immediate time yes as i want things to improve now, but long term i would like it to be extended.
The area should be wider just look at the difference from park street and park road ! Park street has been ruined
It has not taken into account local or future businesses
It could be more imaginative see comments in 3 above
I think the conservation area should include wider study area and not just the top end of hamlet court road. there are many amazing buildings at the south side of hamlet that needs to be included.
The lower section of the road should be included.
The first map does not include the whole of HCR and it isn't good conservation practice to split a road up and only have a part of it in conservation. There are beautiful buildings all along HCR. The road is littered with wonderful building,
The has been no enthusiasm for the extent of the significance of the buildings in the area as well as the rest of area - lower Hamlet Court Road and surrounding streets. The council's response is apathetic and shameful which is why we have lost so many wonderful buildings in the past.
I have such interesting research in Ditton court road, for example this road was the first road to have grass verges. The houses are wonderful, I feel rough damage has already been done, when the houses were converted to flats. It's now a cluttered mess of cars parking for the station, blocking residents drives, and the general rubbish they throw out of their cars before leaving, and the noise nuisance. These people are arriving at 0600 in the morning, shuffling backwards and forwards parking, and chatting on their phones.... loudly! It's time Westcliff changed its reputation from bedsit land, this was once a prestigious road, along with Hamlet court road. Give it some dignity, all it's known for now is drug deals and prostitution. If you don't live here you don't see it. Make the roads around it residents permits only, then you can't have cars hanging around dealing drugs etc. People don't mind paying to make the area a nicer place to live. Get back the beauty and pride that it once was. Don't make it worse.... this is a chance to make it great again!

<p>shop has a shared history with Hamlet Court Road and forms an important part of the community. Along with a string of other shops nearby, and of course the fantastic new hotel and the listed buildings – not to mention Westcliff Station itself, the main entrance and facility for outside visitors coming into Westcliff, must be included in the conservation area. Visitors approaching the area by train should be delighted when they step out of the station by the care and attention put into the road, and encouraged to shop and to linger in the area that once held such historical significance. Signage and information will facilitate this, with a beautifully-cared-for facade. Hamlet Court Road should be a shopping destination, reminding residents and visitors of the importance of the area both in the history books but also in elevating and uniting the current community. We have proved time and time again that we can come together as a business community to help improve the area and focus on appearances (just this weekend past we gathered with other businesses in the area and replanted the planters on the main shopping strip), and we're willing to put in the effort. We should encourage visitors to make the trip from the station up to top of the Road, taking in the full story and development of the road as they journey. The new buildings which have replaced derelict and abandoned or damaged buildings may not be of "historical significance" according to the report provided, but they form an important and irreplaceable part of the road's history and the sites and memories of previous institutions must be remembered – lest they're forgotten entirely and dismissed as unimportant and no longer relevant.</p>
<p>I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/20, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports</p>
<p>It should encompass the side streets ie. Anerly Road etc. Please do not give more permissions for single occupancy homes to be converted to flats, this only increases the garbage, parking, etc.</p>
<p>There should also be more focus on the southern end of HCR which should be included within the proposed conservation area. Whilst there may not be as many buildings of interest nevertheless there are some and to differentiate between north and south of the Road would be detrimental.</p>
<p>Ditton court road etc should be included.</p>
<p>I believe to get the maximum benefit from this proposal the whole of Hamlet Court Road should be included and also Station Road and adjacent roads leading to the Esplanade. In light of the councils desire to make Southend/Westcliff a destination for 'staycation holidays' following the covid pandemic the roads south of Station Road need to be protected from overdevelopment and conversion to HMO's as an easy fix to help the housing issues.</p>
<p>In actual Hamlet Ct rd- yes, but it fails to include special quirky features in the streets directly off it such as castle-like hexagonal extensions, turrets, the different ways architects devised to get as much light and sun into everyone's houses. Also- planning should seek to protect special internal features such as fireplaces. They need to educate people about the importance historically of these and the designs etc to prevent them being torn out by those ignorant of our historical design culture. More emphasis should be given to the greatest feature of this street- the sweeping view down to the estuary.</p>

**Question 8: Do you think the area has any other aspects of special interest which should be included in the Appraisal?**

Q8 Do you think the area has any other aspects of special interest which should be included in the Appraisal?



**Question 9: If you have any further evidence to support this, we would be pleased to received it**

One person provided the link below (photograph copied below)

[https://s3-eu-west-1.amazonaws.com/ehq-production-europe/56925ad816aac2a03f097fa4a5613f55ab7e9a0f/original/1615291163/f036d54303e5df6c0a85461f457577cf\\_04964CD0-8834-4F38-B630-AB0F4ED566ED.png?1615291163](https://s3-eu-west-1.amazonaws.com/ehq-production-europe/56925ad816aac2a03f097fa4a5613f55ab7e9a0f/original/1615291163/f036d54303e5df6c0a85461f457577cf_04964CD0-8834-4F38-B630-AB0F4ED566ED.png?1615291163)



**Question 10: If yes, please provide further information**

21 responses were received.

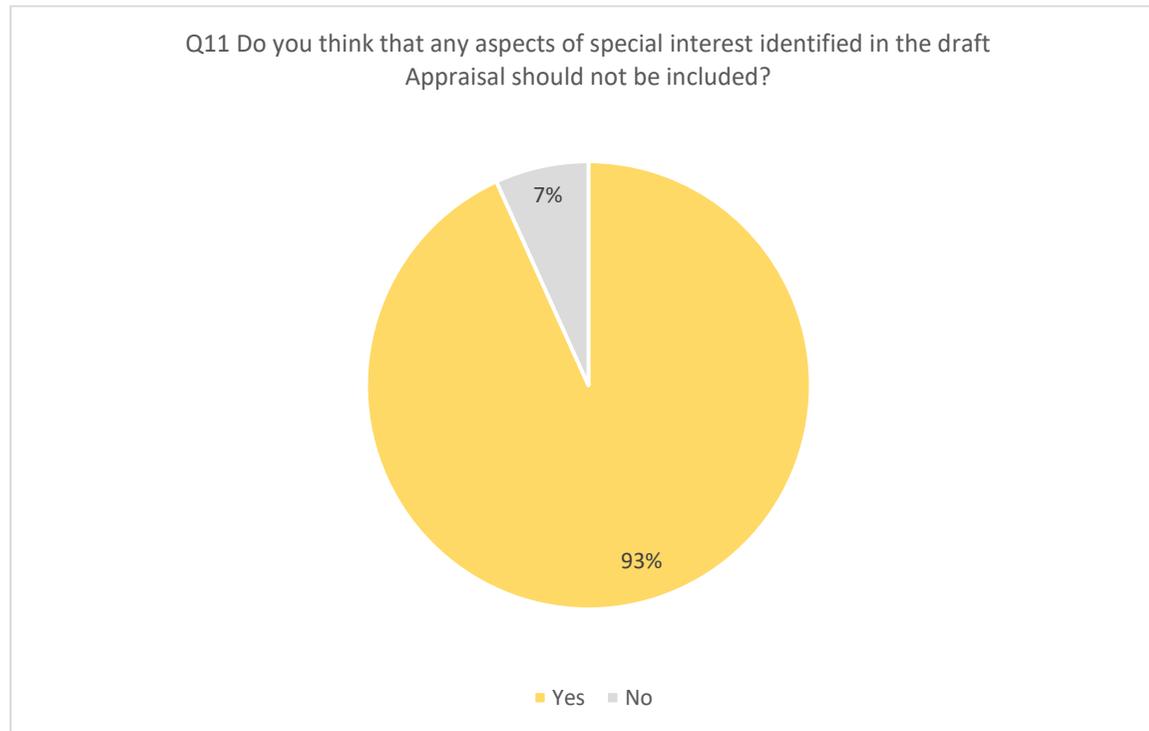
Many of the nearby streets have lovely old houses that have been converted into flats and the freeholders do not take good care of the buildings.
The architecture, the vicinity of the parking and the seafront. The accessibility for the Cliffs Pavillion, Palace Theatres, cinema, Westcliff Train Station, major bus routes and Southend High Street.
The wide road at the further end towards the bridge with the central paving separating the road lends itself to be further made a feature with more greenery.
Should cover the entire road (with the shops)
The old wall to the Westcliff Isolation hospital on Hamlet court Road Nrth

<p>This area is used by a lot of local residents and has really gone down hill in the last few years, to make it a conservation area will hopefully make it more attractive to both locals and visitors.</p>
<p>We have some local family run hotels. Existing infrastructure re high street, parks, cliffs pavilion, railway links and the beach and top promenade and green walk ways down to the beach. We should be coordinating these things so that families can spend time and money when they come down for family days out or their family holiday, We should improve the beach areas and connect the other conversation areas, build a paddling area so that there is water for families when the tide is out, perhaps have some beach huts. There are some shops which have a very large floor area, i think some could be better used now to serve the community, ie keep fit areas, dancing, singing, art areas, social areas. The school halls are not able to provide this any more as they use it themselves for after school clubs, church halls are being sold off. There is less and less for the community to use.</p>
<p>The whole of Hamlet Court Road should be included as well as the side roads leading off it</p>
<p>Many of hamlet court roads highlights come from the south end of hamlet court road and i feel the whole area should be included. This will give a wider range of opportunities for new businesses to come in and thrive in our area. If this is not considered then we could end up having a much nicer area at one end with even more empty shops at the other.</p>
<p>Close proximity to the cliffs and the seafront. Also Milton road was the original high street before Halmet court road and should be included in the conservation area.</p>
<p>The southern end of the road has historical and architectural qualities listed in the draft that merit the whole road to be considered for conservation.</p>
<p>Lower Hamlet Court Road and surrounding streets including Ditton Court Road, Westcliff Railway Station, Canwedon Road (including old water pump station on corner of Canewdon and Milton Avenue, Cossington and Preston Roads</p>
<p>It should all be preserved both ends of HCR.</p>
<p>The lower end of hamlet court Road to include Ditton court Road and the corner that the Italian restaurant sits on.</p>
<p>I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/90, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports</p>
<p>The area around Westcliff station is sadly neglected with homeless living in the shrubbery in the alleyway &amp; constant detritus along Station Road which is what locals &amp; visitors are confronted with on a daily basis. I'd like to see some planting done on the south side of the station adjacent to Station Road to encourage people to take care of the local environment</p>
<p>See response to question 5</p>
<p>As per section 5.</p>
<p>Beautiful houses around the surrounding streets</p>

As above, in the surrounding streets such as the jutting out window sets, small conical window features etc etc. Maybe these features could be protected in isolation.

The side roads linking to Hamlet Court Road all have some amazing houses and buildings that should be considered for listing or recognition. The tin tabernacle church hall and old vicarage of St Albans should be recognised. Some row of shops at the entrance to Burdett Avenue should also be looked at. The lower half of Hamlet Court should also be looked at.

**Question 11: Do you think that any aspects of special interest identified in the draft Appraisal should not be included?**



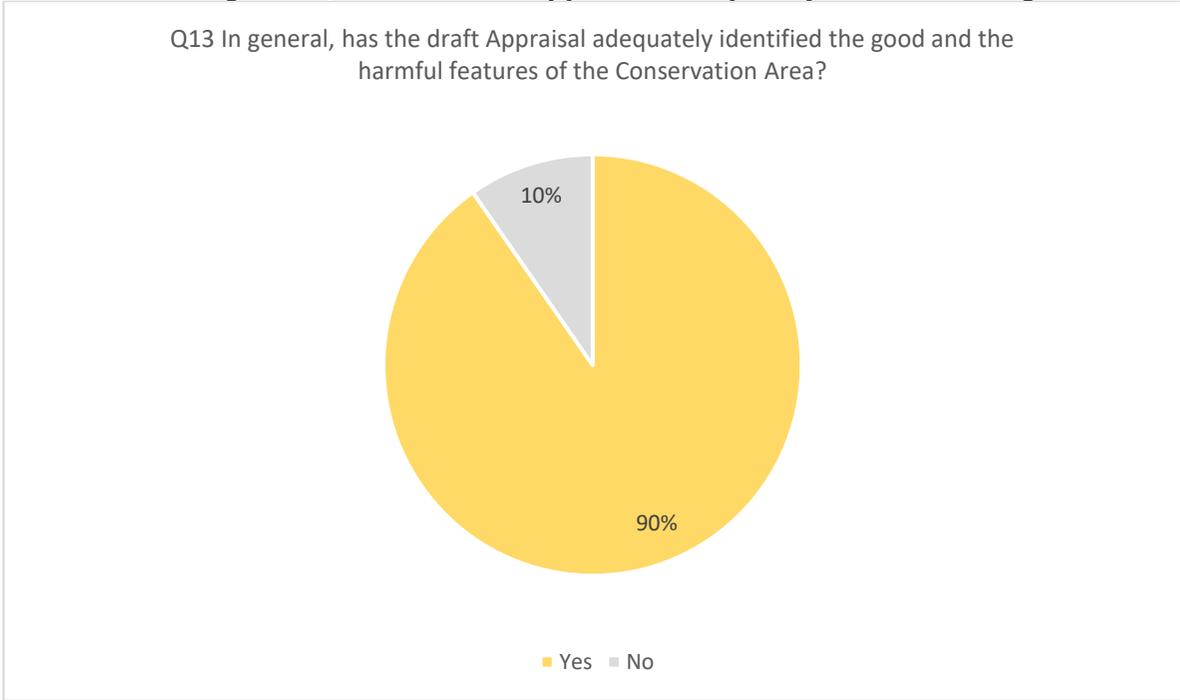
**Question 12: Please specify the reason for your answer**

6 comments were received.

As above

As indicated at answers 3 and 8.
Any historic character should be included included shop fronts however many have already been ruined
The surrounding areas should also be put in the conservation area
I think the area designated should be limited to red area, and not the blue area. I think the blue area would bring a large area of domestic property into the designated zone where this is not necessary.
The main Commercial area of Hamlet Court Road. Business investors need to be encouraged not find additional planning challenges.

**Question 13: In general, has the draft Appraisal adequately identified the good and the harmful features of the Conservation Area?**



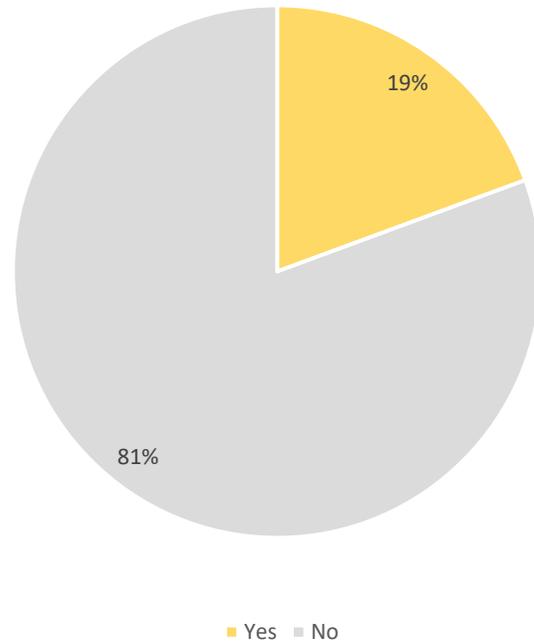
**Question 14: Please tell us what's missing, (please state clearly whether you consider it good or harmful in your response)**

10 responses were received

There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?
It identifies good but I'm not sure about harmful - perhaps I have missed something. I shall re-read it after this survey!
My big concern is that Hamlet Court Road will be pedestrianised as is the disaster of Southend High Street
Empty or struggling property & businesses
I cannot think of any harmful features. I consider this very good.
Missed off the lower end of hamlet court Road
I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/20, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports
Conservation does not mean staying in the past. There are many myths about conservation areas. If conservation area then funds are available for sympathetic improvement
The lower end of Hamlet Court and the surrounding streets
The potential negative impact on Business regeneration.

**Question 15: Do you think the Area identified in the Appraisal has any additional good or harmful features which should be included in the Appraisal?**

Q15 Do you think the Area identified in the Appraisal has any additional good or harmful features which should be included in the Appraisal?



**Question 16: Please tell us (please state clearly what you consider good or harmful in your response)**

15 responses were received

Not enough trees and/or other greenery.
A little while ago we had the war of the big supermarkets buying up shops. This has killed off all the smaller family own ones.
I think the possibility of regeneration should be emphasised and the abysmal quality of many of the new flats in the street be brought to light.
It has not addressed the harmful effects of traffic and parking issues The proposal lacks "Green Environmental issues.
Surrounding roads.

Support restoring the look of the high street back to its original grandeur
I have looked at the appraisal and only to add that the grand size of the avenue as it looks south towards the sea is something that is unusual to have such a wide expansive space of this sort in Southend. It gives it an expanse that counteracts many of the smaller roads around it and in Southend in general so that alone is something special. As you drive south you are on a hill and looking out to the expanse of sky and sea and rooftops of the buildings in Station Road. It still has a special taster of an old road, something harking back and spanning over two centuries. It's precious, historic and it can be felt. imagine the signage changed and you could be back in time.
Street scape aspect should be incl.g.. restoring to it's historical past including green scaling along the road.
All the run down or poorly cared for areas, near Westcliff station
I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/20, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports
Architecture
The roads running from Station Road to the Esplanade need to be protected from overdevelopment as many visitors travelling to Westcliff Station and making their way to the beaches are often confronted with fly tipping, general rubbish and unkempt properties. Also due to the number of HMO's in the area there is often ASB directed towards visitors and this would help reduce this sort of behaviour.
Surrounding roads contain buildings of merit and architectural interest
Concerns surrounding looking back at old structures and not looking at what needs to be done to preserve what is good and support investment for change to regenerate the area.
I do not agree with everything it identifies as worth preserving, if the choice is between a mediocre historical shop front and a stand out lovely modern shop front I feel consideration should be given. For instance, [REDACTED] probably didn't fit in with the streetscape when it was first built but it's one of the best buildings now.

**Question 17: How could that appearance of the proposed Conservation Area best be improved?**

78 responses were received.

Buildings should be restored to their original architectural appearance wherever possible in keeping with the demands to make the area a vibrant economic area.
More litter and fly-tipping collections. Increased police or community support officers on the beat to prevent street drinking and drug dealing. The whiff of cannabis is often very strong.
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?

<p>tighter building controls so the area is returned to its former glory and attract shops back to the area, Southend has so much fabulous architecture yet it looks tired and weary. Making Hamlet Court Road a destination to shop again as I believe it was in the 1970s and 1980s. Attract artisan and smaller shops (a bit like Leigh)</p>
<p>It should be tidied up, getting rid of the always-overflowing bins in the southern parts and the eye sore gritting/salt bin on the railway bridge. Simple tidying up of the area would make so much difference and hopefully encourage residents and shoppers to keep everywhere clean and tidy. It isn't unusual to see mountains of black bin bags piled up.</p>
<p>Litter collections. Shop keepers keeping the space in front of their facilities free from rubbish unless on the day of collection. If awarded conservation area then there would be clear stipulations about any development. Any anti-social behaviour or begging on the street to be addressed promptly.</p>
<p>In my opinion, having used Hamlet Court Road as a shopping area for the last 65 years, to clean up the appearance and bring it back to its status as a fine street and surrounding area, as it once was, would be a mammoth task.</p>
<p>See 10. above.</p>
<p>Black and gold large square litter bins, more trees, better designed signage and shopfronts in keeping with a conservation area. Black and gold lampposts. Competitions for the best kept shopfronts. Subsidised shops let to Artists and Crafts persons . Shops let as workshops for teaching people skills, to encourage a more diverse mix of people and shoppers.</p>
<p>N/a</p>
<p>Stop hacking away at beautiful old shop facades and restore to their former beauty, an example of which is the clock building currently being restored. Also stop increasing off licences adding to social issues in the area! Two new late night off licenses being opened why??</p>
<p>planting of trees and shrubs where possible and updating of pavements and street furniture. improvement of appearance of buildings generally. seems little point of having a conservation area which looks run down and where some buildings receive no attention and are left to deteriorate. penalties for people who leave household rubbish, mattresses and old white goods etc in the street and their front gardens. reduction of bed sits and more properties occupied by owners who would probably take more care of their dwellings</p>
<p>A number of building works currently taking place or recently completed in Hamlet Court Road are architecturally and cosmetically sympathetic to the street's heritage. This includes retaining architectural detail such as clocks on store facias, restoring windows, and brass lamps which overhang store signs. I think the Council should put certain planning restrictions on new stores in the street to be equally sympathetic. Existing stores should be incentivised to retrofit their facias if necessary to fit in with the new Conservation Area street scheme.</p>
<p>Less takeaway/cheap drink establishments and more in way of boutique shops and smart cafès, so when you step off the train or a bus its immediately wow factor</p>
<p>To protect shop fronts so the historically correct materials are used and to restrict the size of the signage above the windows so they are no so garish.</p>

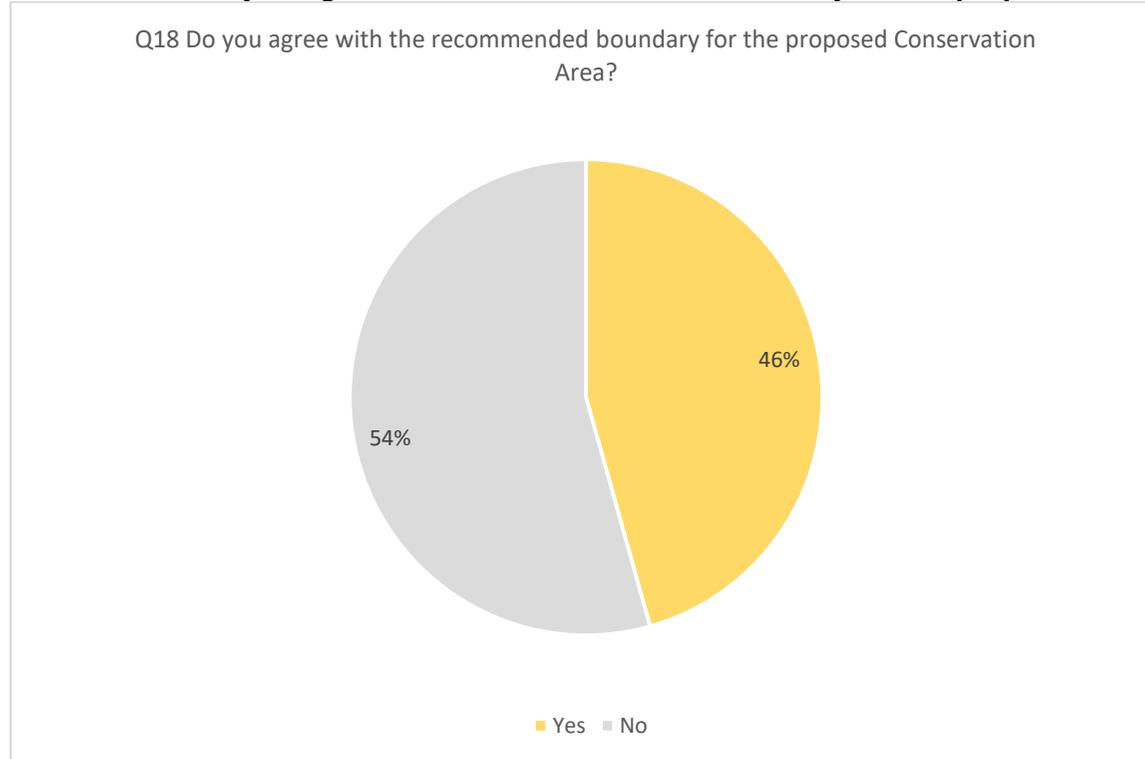
A general tidying up Hamlet Court Road, too many areas where restaurants have spilled onto the pavement. Repainting and refurbishment of brickwork above ground level. Encouragement of shop owners to smarten up shop fronts. Planted areas. Discourage beggars.
by owners being obliged to preserve the architectural details of buildings in the area and maintaining them.
Outlining a little more about what is being proposed to improve short and long term and the timelines of these proposals.
shop fronts
More trees and restoration of historic architecture
Make grants available for people to put back in original features
Restoration of buildings attracting new businesses.
There are grants which could help landlords improve their frontages and also landlords must be made responsible for the maintenance of their properties which is not currently happening.
NO Pedestrianation!!This would kill the area as has happened with Southend High Street (which we find unsettling at night) Allow a more café environment at the wide part. Remember Hamlet Court Road is still an important thoroughfare. Keep the carpark at the London Road end (top) this will encourage more to visit. Also useful for the audiences going to the Palace. We have tried to find somewhere to eat in Hamlet Court Road prior to going to the Palace Theatre - nothing! Whatever some want the car is not dead!
Encourage new developers
Hamlet Court Road and some of its surrounding areas has achieved a poor reputation for HMO style living and cheap, tacky shops with local residents who have no respect or consideration for the area in which they live. Rubbish and detritus is one of the biggest bugbears of the area I have and the weary, downtrodden look of too many of the shops. Regular cleaning of the area, plenty of bins, a crackdown on ensuring those properties of multiple occupation to ensure landlords are providing bin storage. Ensure considerate planning decisions are made to ensure all future construction is sympathetic to the conservation area and enforce against those who do not.
More hanging baskets
More unique and individual shops so less chicken shops, takeaways etc
Recognising the architectural features of the area and making sure that any changes ie shop fronts are within keeping
Make traditional retail more attractive e.g. reducing rates.
Restore to the Original Architectural appearance
As it says in the appraisal, shop fronts, windows and pavements are a good start.
Common style shop frontage/signage. Trees and shrubbery. More pedestrianisation, enhance cycle paths. Greater traffic calming.
Improving the pavements, roads and frontage of the shops and area.
The area needs to encourage larger businesses or even small businesses which are attractive to the general public. The high street needs revamping and regenerating and it needs to compete with places like Leigh Broadway.

Restore the shop fronts Restore windows Paint the area
Shop front preservation and reversal of unsympathetic signage.
Encourage more quality shops
Funding to help improve shop fronts. Signage to identify the area. Street furniture to encourage family socialising.
No improvement
Lay down design themes (minor) for shops to follow so that there is a consistency with the look. Provide an incentive for landlords to restore/renovate their properties
Plant trees, improve consistency of shop frontage, look at how to improve paved areas, reduce street furniture, reduce business rates to encourage independent businesses that aren't charity shops or take outs, permit only parking around station area.
N/A
General greenery, investment in street tidiness, building upgrades
More in keeping shop fronts. Trees, shrubs. Boarded up shops put back in to use.
Certain shop fronts need improving or replacing, good taste rather than bad taste needs to be applied, no refuse of any kind "household or business" should be allowed to lay on its pavements at any time. Storage for such waste should be found out of the public sight.
Ban plastic signage. It's horrible and cheap. If you want good people to spend money they won't come if it looks down and out. Plastic is dead, causes loads of pollution. time to get rid of it! If we want a better plastic-free world start with HCR
Preservation of the buildings, including lower part of Hamlet Court Toad including train station, zero tolerance on antisocial behaviour including begging, drunken behaviour etc
People will want to look after it better, and respect it. More money is coming into the area, and more people like ourselves are saving properties rather than changing them. It's lovely to preserve an area.
Encourage tenants fir empty buildings, offer financial packages for sympathetic enhancements, rejuvenation.
Generally tidying up ..less obvious or older looking road signs etc...more in keeping with the older buildings
I think that the recommendations identified in the documentation would offer many ways of preserving and improving the appearance of the area. In particular changing the shopfronts to be in keeping with the historical value of the buildings and improving the street appearance (eg street furniture).
Better and uniform shop facias, tidying up vacant property frontages, better street signage, cleanliness. All in Map A red zone.
Street scape should be included returning the road to is historical including the replanting of trees along the road.

Be granting incentives and cutting bureaucracy so that new like can be injected with bonuses for renovations that contribute to the heritage of the area
Remove undesirable shop fronts, plant trees, selective business choice to improve community feel
Much greater emphasis on street cleansing and fly tipping, dealing with antisocial behaviour,
Looking after older buildings where necessary, more trees on Hamlet Court road itself, more policing of flats due to problems on flytipping - St Helen's road there are a number of flats and flytipping is a problem. Although only parts of the roads off of Hamlet Court are included in the map, the surrounding areas as a whole should be looked at so ensure Hamlet Court can be the best it can be.
Making a wider area to be conserved.
Trees planted. Outdoor seating areas for eating.
Plant more trees along the road as well as planting in general.
Additional lighting - [REDACTED] and the council put additional lighting in the trees (fair lights) which looked wonderful year round
Look at surrounding roads immediately off Hamlet Court - St Helens has an issue with recurrent fly tipping for example - more patrols to deal with this would be ideal. To make Hamlet Court the best it can be, the surrounding areas also need to be brought up too.
Maintenance of the buildings.
All covered in the report
I think it would be great to see some hanging hanging baskets and trees were possible.
Greater importance must be given to the Northern half of Hamlet Court Road, not least of all because many visitors arrive from nearby towns and London to visit the area which has a reputation as a holiday seaside town. The station should be a part of the conservation area, and a walk should be established down the length of the road. It is imperative that greenery and planting is returned to the area, and the community works together to keep this going. While the new block of flats on the Queen's Hotel site may not fit the current idea and delineation of conservation-worthy, it stands on an important historical site which ought to be recognised and shared with visitors. If we sweep these under the rug of unsympathetic modern amendments and repairs, we run the real risk of losing the history altogether.
By wider area designation followed by an ongoing, comprehensive and inclusive involvement of the community in conservation and renewal strategies
All building fronts should be renovated - landlords must be required & supported to do this ASAP. More greenery on the street (planters/ hanging baskets) Shops that sell food/drinks should be encouraged/required to provide a bin outside their entrance(which they should be responsible for!) to help street litter Shops should be responsible for & supported to (eg: Make Southend Sparkle specific scheme for this, with regular checks) keeping their shop fronts( windows & pavement area) litter free & clean.

Grants/ Council incentives for new businesses with particular support for business that are environmentally friendly and those that support wellbeing ( eg: arts & craft, hobbies& exercise, gardening, workshops).
Starting with cleaning, replacing broken windows, stopping ilegal renting.
Include whole of road (south of the London road)
I would say everything ground level needs to be improved. The shopsfronts and shops themselves, the road and pavements need re-doing or at minimum a proper clean. The road houses many homeless people too and the top half especially feels unsafe to walk at night or even on a dreary day. The road is essentially charity shops and minimarts, it isn't a place you want to visit currently.
The appearance of the businesses and buildings should reflect the historic aspects of HCR more accurately
I agree with the current proposal
Planting, lighting, uniformed pavement. Help shops with tacky signage.
Investment in building restoration and upgrade of street furniture. Also a street market at weekends would help the community and bring vitality to this area.
By Planning Departments facilitating change of use and refurbishment, encouraging new business, leisure, services, community to return to HCR. This in turn will create the revenue which will then be spent on regenerating the properties. If footfall returns so will the independent shops, none can survive without passing trade.
With minimal spend, the aesthetics of the ground level signage and and lighting could be significantly improved.
Easy- either by giving building owners grants or Partial grants (for example paying £1 for every £1 the owner pays) OR loans specifically to repair and renovate their building fronts. Re loans- building owners could be given a special rate or the option to pay it back with higher interest by selling the property within, say 15 years in order to make it possible for them to generate the money. It's all very well saying replace rotten windows with new ones in timber but a lot of owners simply do not have that money. There is precedent: the government paid to renovate a lot of shop fronts near the Olympic site in East London prior to the games and they didn't even have any architectural merit! If Hamlet Ct rd is a beautiful street with variety in shops visitors will come.
Architectural details repaired, shop fronts renewed with sympathetic designs <span style="background-color: black; color: black;">XXXXXXXXXX</span>
Pavements and street furniture need to be looked at. Return the original street lighting. Trees and planting scheme that recognises the previous grandeur of the street. The park at the top of Hamlet Court could be regenerated as well as the train station, creating a sense of arrival to Hamlet Court.

**Question 18: Do you agree with the recommended boundary for the proposed Conservation Area?**



**Question 19: If no, please tell us what you would like to include / exclude from the area proposed:**

56 responses were received

Blue boundary B is best as it is part of Hamlet Court Road and not separate from it. You need to pass through one to get to the other so what is the point of conserving only part of the whole?
The vast majority of the surrounding streets are properties let as flats and HMOs. and are dilapidated and run down. The average resident probably could not care less if it was a conservation area.
why include the north end of hamlet court road and not the south end. doesn't really make sense!

Should cover the entire road (with the shops)
I think it should go further. Everywhere you look, you can see older buildings that could and should be preserved.
If anything I think it should be wider as there are so many roads of beautiful architecture locally into Westcliff
It should include the wider area that covers the south part of Hamlet Court Road
Include part of the north Hamlet court road
Some of the streets running off the high street should be included, as some of them are very old and we do not want their character being destroyed. Linking the seafront, railway area and up to the cliffs pavilion and down and across to the The Leas.
There area should be increased any conservation areas are only a good thing for any town
the area down to the railway bridge and station
I would like the entire street to be considered and adjoining streets
I would like to see the boundary & the whole idea dropped
the area at the bottom to be extended westwards
The whole of Hamlet Court Road should be included as well as the side roads leading off it
Include the suggested blue area.
i think the south end of hamlet court road should be included (wider study area in blue) as stated in other comments. The art deco buildings in the south should be maintained as they are beautiful buildings. And by including this area the shops in the south end will have a much better chance of survival and bring many new businesses in to our already long list of empty shops.
Add lower section.
The whole of hamlet court road including the south side down to the bridge. And ditton court road, especially the larger houses.
I would like to include some certain surrounding roads such as: Ditton court road, Preston Road, Cossington road, Canewdon road.
Should be the wider area.
Expand to bridge so as to force change to bridge and protect railway station
Ditton court road should be in the boundary
I would like the surrounding roads (Preston, Cossington etc) to be included.
As I said earlier the southern end of the road has historical and architectural qualities and needs including. It should be given the necessary attention that enhances those qualities, so that the pleasant visual experience starts for those arriving and then leaving Westcliff Station . First and last impressions are of the most important.
Only if it includes map B the greater area for conservation and the whole of HCR
Include lower hamlet Court Road including Westcliff train station, Ditton Court Road, Canewdon Road, Preston Road, Cossington Road - joining up to Milton Conservation area.

Ditton court road and the other roads should definitely be included, whilst the houses still retain their original features.
I believe it should include the wider area (outlined in blue). There are many residential buildings of historical value within this area that I would like to see protected and returned to be in keeping with their original appearance where possible. HCR and the surrounding streets have been on the map for centuries and there are so many parts of Westcliff where historical buildings are being torn down or renovated beyond recognition.
Limit to Zone A red area.
I do not agree with the extended boundary taking in Preston Road and Ditton Court Road (edged blue on the map). I am only happy to support the specific area of Hamlet Court Road edged in RED.
I don't agree with the entire proposal for a conservation area
I feel the whole of Hamlet Court Road should be included. There are some beautiful buildings in the top and bottom halves of the Road, and the atmosphere generated by the width of the Road, looking downwards towards the promenade and seafront, seems to make only having the top half as a conservation area a strange thing to do. The railway station is also the gateway to the Road for a great many people so it seems the logical thing to do to make the bottom half a conservation area as well as the top. Holistic is best.
Include St Helens and adjoining roads
The whole length of HCR should be preserved not just top end.
I would like it to extend further down some of the roads - St Helens and St Johns for example have some lovely residential buildings too which should be looked after
Include all roads surrounding Hamlet Court Road and Westcliff station area.
It would be good if the boundary was extended to include more of the surrounding roads. IT stops short down St Helens and St Johns for example - why not go further down so the surrounding areas can be looked after as well as Hamlet Court itself.
Include the lower end of the road
Widen to include full length of Hamlet Court Rd
The entire Hamlet Court Road should be included, down to the listed Westcliff Station. Not only does this encompass properties and features of note (as detailed in the report provided), it also prevents further disruption from the proposed conservation area and allows the road to become a destination that is accessible by all - not only those fortunate enough to access the area by car. [REDACTED] the majority of traffic comes to and from the station; making this a part of the conservation area and subsequently an area of greater care, attention and improved safety will reduce congestion in the area and help to improve the parking situation too. Hamlet Court Road is important to more than just the local residents, and preserving and helping improve the area will make an enormous impact on the quality of resident and visitor alike. The Northern part of Hamlet Court Road cannot exist in an isolated and exclusive conservation bubble of privilege, which will create segregation between the two halves of the road and will create an inconsistent (and also unpleasant) image of Hamlet Court Road.
The wider area should be included. Odd properties excluded from this area should be included, as is the case in Leigh

The wider area MUST be included
Should be all immediate roads coming off Hamlet Court Road - still an area with old houses, with some particularly important buildings ( eg [REDACTED] )
Include side streets
I'd like to see it extended
See above - whole of hamlet court road (south of the London road) otherwise will form a 'divided' road, it should be unified and both ends cherished and as the tic and historical value maximised. This could also encourage investment by potential and existing shop owners in the whole road, the more shops the more visitors.
See responses above. Also - the road has a natural flow. To include only one part of it would be detrimental to both the south and north of the road. One part of the road would benefit from protection of buildings and areas and the other part should be similarly protected to ensure that the entire road maintains an appropriate condition and appearance.
Top end of London road too Ceylon road and ditton court down to railway including arches could do with some help. Many people using palace theatre only see Ceylon rd car park. If the corner ( [REDACTED] ) and lighting were improved it would give a better impression.
Station Road and adjoining roads leading to the Esplanade and the Leas conservation areas.
The lower part of hamlet ct road and surrounding roads
Do not include the main Commercial Area of HCR in the area. Set it aside as an area of Special Interest so Planners can use discretion on changes required to breathe life back again.
I strongly believe it would be prudent to include the entire length of Hamlet Court Road, south of London Road in the proposed area.
I would prefer it to be wider to include lower part of HCR. Firstly there are some lovely buildings of architectural merit [REDACTED] and that whole block, [REDACTED] with nice details.
Expanded to full length of Hamlet Court and some further side streets.

**Question 21: If yes, please tell us why you agree with the proposed boundary:**

31 responses were received.

The larger area has significant culture significance.
You cannot preserve the whole of Westcliff!
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?

already stated in comments in this survey
The first boundary (identified within the red line) encompasses the commercial side of Hamlet Court Road. If this is successful, then it could be extended in the future. Surely, it is best to start small and well?
Plan A gives scope for initial improvement, while plan B could be implemented if plan A was successful.
Seems sufficient
Conservation Area should encompass the entirety of Hamlet Court Road from London Road to the train station. Visitors to Westcliff by rail should step off the train and straight into an area they perceive as being an important Conservation Area.
The boundary should be from Westcliff train station up to London Road so whichever end of this road you arrive at there is protected buildings of stunning beauty and tree-lined road plus nice eating places Creating an almost village atmosphere
the larger the area of conservation the more likely the area will be maintained and preserved
most of the interesting properties are within this area
It seems reasonable without going overboard. Mind you it all seems fairly obvious and is useful to see the buildings considered as interesting. Save what we have now! Make it viable for the small traders and don't kill it before you start with high business rates, better to have thriving small shops that will in the end benefit the area.
As stated in Q 5 the whole area cannot be designated a conservation area. I think the review has highlighted the most important area and also recognised other properties/areas in the near locality which also warrant special attention
The proposed area covers the top and most architecturally important part of Hamlet Court Rd and encompasses other specific buildings outside the area which have been proposed for local listing.
I can see no beneficial reason to change it.
Includes relevant housing that has period features
The historical building line continues along until that part.
I agree with the boundary but believe it could be extended also
The buildings in the area included are the ones that have impressive features from Victorian times: balconies, sash windows, bay windows etc
I think it is important for the boundary to include streets close to Hamlet Court Road (such as Ditton Court Rd) to support the economic regeneration of a broader area. Looking at the Milton Road conservation area is a good barometer of the opportunity that could be afforded to Hamlet Court Road and the surrounding roads
there are many houses that are dilapidated but none of the home owners or freeholders are wanting to make the area nicer. This will hopefully increase interest for this.

Current resident and covers the nice parts of Hamlet Court Road area.
A better result will be achieved by focusing on a smaller area.
Think it covers the main buildings and areas that need preserving
I think change needs to start somewhere and while it would be amazing to have the whole of Hamlet court road, down to the sea as conservation status, it may be best to start smaller.
I believe it covers the right area
Because it outlines the most significant area of cultural and architectural significance
Yes but I would also like to see it extended as suggested in the wider study area.
It will improve the appeal of the local area
I think the boundary is a good size which includes the whole road including businesses which are wanting to show support
I don't agree to including some low-merit buildings in there but generally yes to protecting the main of it. I also think the old banks near the station merit protection.

**Question 22: What other action, not already mentioned, do you consider is needed to conserve / enhance the proposed Conservation Area?**

63 responses were received.

Encourage better shops. Aim for it to become more like Leigh Broadway
More green spaces, trees, flower beds, and good upkeep of them.
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?
As I mentioned above, simple measures of tidying up the street and paying attention to the bins would make so much difference. I feel that there is an air of "I couldn't care less" by the authorities who have, until now, neglected this area and allowed it to become an eyesore, a far cry from its previously attractive heydays, allowing boarded up shop fronts to become vandalised, and premises that have been subject to fire some time ago just left to look shabby and neglected.
Looking at the standard of the pavement.
The timescale needs to be long term with phased stages of implementation with a budget already in place for each phase.

As above clean up the area as a whole and stop running it down with new off licenses!! Drug dealers hangout [REDACTED] [REDACTED] not good.
see comments at 10 above. [REDACTED] nearby [REDACTED] conservation area not that anyone would think so to look at the dilapidated state of many of the listed buildings and the amount of rubbish etc left in gardens
Council planning board to uphold heritage features and stop allowing changes not i. Keeping with area
As above, incentivise store owners if necessary to retrofit a new facia which is sympathetic to the street's heritage. I realise the Council doesn't have so much power in commercial issues, but consider a "restack" of the existing stores. [REDACTED] [REDACTED]. Put planning restrictions on the number of e.g. bars, food outlets, etc, so that there is a nice mix of shopping, dining, and cultural experiences.
To insure no empty shop is turned into a cheap open all hours alcohol buying shop, and existing businesses are forced to upmarket their shop fronts
None
More trees
We have some local family run hotels. Existing infrastructure re high street, parks, cliffs pavilion, railway links and the beach and top promenade and green walk ways down to the beach. We should be coordinating these things so that families can spend time and money when they come down for family days out or their family holiday, We should improve the beach areas and connect the other conversation areas, build a paddling area so that there is water for families when the tide is out, perhaps have some beach huts. There are some shops which have a very large floor area, i think some could be better used now to serve the community, ie keep fit areas, dancing, singing, art areas, social areas. The school halls are not able to provide this any more as they use it themselves for after school clubs, church halls are being sold off. There is less and less for the community to use.
Additional funding to help the small businesses get up and running
upkeep of buildings
Increase the area
Planting more trees and ensuring Landlords maintain their properties and any new flats approved must have adequate facilities.
I think that you have covered it. Be nice to have some plants hanging from lampposts and better lighting (in keeping with the proposals)
Encourage new developers to the area
Chase property owners/managing agents of vacant properties to ensure they retain their empty buildings in a considerate and safe way - not allowing them to have fly posters all over them, fixing broken windows/damaged areas etc
Unsure

Council support in encouraging small businesses to return to the road ie rates and rent
Introduction of Electric vehicle p/charge stations
I am deeply worried that we could end up with a thriving top end of hamlet with the bottom south end left with even more empty shops.
Widen pavements.
Encouragement of businesses Regeneration of the area
Parking restrictions Not allowing rented caravans Cleaner streets
Improved parking restrictions to avoid the amount of commercial vehicles that are parked [REDACTED] for months on end. No more houses allowed to be converted to flats. Rubbish and dog waste improvements
Floral displays and Christmas tree and lights like there used to be.
Introduce schemes to encourage local residents to shop in Hamlet Court Road. Introduce schemes to encourage patrons of the Cliffs Pavillion to dine out in Hamlet Court Road prior to going to the theatre.
Replace top of Hamlet Court Road toilets and remove crack addicts from benches. Enforce illegal consumption of alcohol in the street laws or remove the signs.
The public stairway down to the C2C train station is always littered and has many homeless people squatting making it feel unsafe to walk there.  Pedestrianise Hamlet Court Road so that it attracts more people, residents to come to the area and support the local businesses. Additionally, it makes it a safer environment for families to come with their young children. Having the extra space would encourage alfresco dining from restaurants and even perhaps an area for food markets (like Borough market in London). Again all this could in time attract a more affluent customer to the area.  Finally, the area in the middle of Hamlet Court Road is wasted space. Is it for parking/this is completely unclear. There must be a better use for this area.
The area needs weekly cleans and tidy ups! We have moved from Havering and have never seen so much rubbish on the streets!! Rubbish attracts rubbish
Sort out the homeless issue at top of hamlet court road and general waste found on streets

The council needs to start considering more carefully their approvals of unsatisfactory developments and shop to flat conversions that has such a damaging impact on the street scene and quality of life. They now need to concentrate their energy on rectifying those mistakes of the past, and never make the same mistakes again!!

This is just an opinion. shops are changing becoming less and we have a tendency to end up with building societies, charity shops, a ton of cafes that arent necessarily bringing in lots of shoppers. Times are changing but shops and shop fronts are still necessary and useful. [REDACTED] Artists need somewhere to work and the last time we looked there wasn't a lot of places and the artists we interviewed needed dedicated space and couldn't find anything. Some of these shops could be converted on the ground floor to be small units for artists to work and joint larger spaces to show their work. Also [REDACTED] a regular outdoor market going in HCR and for it to be a niche market for people here and elsewhere to come and sell their designer clothes. loads of young designers have nowhere to show their work they leave college and are left frustrated with how to deal with this except for using the internet. This could be makers of clothes, shoes, bags, food, genuine antiques, music, dance theatre. all in the weather every fortnight or month. It would be so unique that it would bring in hoards of people. Mary Portas spoke recently about how buying clothes online did not surge and was far less than expected. we were buying fewer clothes online. people got bored with sending them back and forth in the post, often being charged money to do this. coming to a specialist market where there are unique clothes on offer would be a real pull. I have contacts in this area so know how frustrated some young designers are feeling. It needs to be special and stay special or people won't come. This is an edgy area so its perfect for this type of market.

Inspection of rented properties, zero tolerance of antisocial behaviour - zero means zero - no begging, squatting etc reduce car traffic in area. Encourage pedestrians, responsible bike riding. Improve policing and maintaining law and order.

Engage locals.

Mainly the extension to include the wider map area.

Some historic buildings (as in Map A) are not in good condition. Fascias of shops also not well presented especially the ones with empty flats above the shops.

Ensure that landlords maintain their properties to a significantly higher standard than some do currently; ensure that empty retail premises are more effectively boarded up; provide sufficient waste receptacles and ensure that they are regularly emptied; clean and repair pavements and roads.

More trees/green space/poor road quality

It will be so important that there are measures in place to ensure the lower half of the road, not currently in the conservation status is also looked after and fits with the top half of the road. For example the great work of the conservation status will be completely undermined if the neighbouring houses on the road are ill-presented and in disrepair and discourage visitors to the street in general. Likewise wider initiatives into antisocial behaviour and not allowing endless cheap alcohol shops to open on the road would really help to ensure the street thrives.

Flowers and art works

I think permit parking should be offered to residents as parking here is a bit of a nightmare currently.
By bringing back the area into feeling a prestigious, pleasant SAFE place to live/visit. [REDACTED]. More plants trees seating areas. Have craft markets. Less poor quality accommodation rented out. Move all hostels out of the area. Especially those who accommodate ex - offenders.
As above
Parking permits for those living on both Hamlet Court and the surrounding areas would be hugely beneficial to residents. Very limited parking is not a selling point when encouraging people to this area and if it were to be a conservation area, as well as it being a conservation area being a huge positive, having easy access to parking will only enhance that.
It would be lovely to see more shops [REDACTED] on Hamlet Court itself rather than roads off of Hamlet Court. These types of shops are what people would come to expect from a conservation area - local, artisan and great quality.
Financial support and inforcement
That we continue to support, encourage and grow the community connections already there.
<ul style="list-style-type: none"> <li>*A designated historical walk with signifcant sites designated</li> <li>* Improved planting/ care</li> <li>* Restrictions preventing low quality and unsympathetic signage and frontage to the whole road</li> <li>* Residents/ Business permit parking / support</li> </ul>
See answer to question 14
As described above
See answers above. The area would also benefit from more planting of trees.
Nothing to add
Support from the LA, businesses and residents
A weekend street market would benefit the community and bring vitality to the town
An open-minded approach to increasing the number of hospitality venues on Hamlet Court Road.
It's very simple- the council needs to stop encouraging the decline of small businesses and create a commercial environment in which they can thrive. This means creating a fair playing field between online giants and these little shops- tax every sale the online giants make because proportionally they don't pay the same as small shops. Redress the fact that people were forced to shop online for a year of the pandemic, [REDACTED] at the expense of our local shops. Provide grants to start-up shops, think about how parking impacts small shops disproportionately. Research what shops local people say they would use- maybe specialist shops like delicatessens, artisan bakery etc then encourage people to come in and do that with grants. Ditto Southend high street- Southend could be amazing with the right managing.

More trees and plants. ■ HCRS group recently replanted the large planters with shrubs and herbs which specifically encourage pollinators.

A community hub building or heritage centre. Christmas lights - street market. Bus route

**Question 23: If you have any further evidence to provide, please do so here.**

Two people provided a link:

[https://s3-eu-west-1.amazonaws.com/ehq-production-europe/df4d7d35d1d31e9f89636cb5a67b7d07ccb99c98/original/1618588382/d9952fe49b7fc0d417c28b2b5467cafd\\_HCR\\_No\\_103\\_with\\_Clock\\_Renovated.jpg?1618588382](https://s3-eu-west-1.amazonaws.com/ehq-production-europe/df4d7d35d1d31e9f89636cb5a67b7d07ccb99c98/original/1618588382/d9952fe49b7fc0d417c28b2b5467cafd_HCR_No_103_with_Clock_Renovated.jpg?1618588382)



[https://s3-eu-west-1.amazonaws.com/ehq-production-europe/f51864c2663dcd1ef8fbc46708a36a0d9ff963/original/1617817708/64326a822a26624fa9645662aaa5f87d\\_F0F53D85-FAD5-4ABD-8AD1-75910B0C9C9C.jpeg?1617817708](https://s3-eu-west-1.amazonaws.com/ehq-production-europe/f51864c2663dcd1ef8fbc46708a36a0d9ff963/original/1617817708/64326a822a26624fa9645662aaa5f87d_F0F53D85-FAD5-4ABD-8AD1-75910B0C9C9C.jpeg?1617817708)



**Question 24: If you have any other comments about the proposed Conservation Area, please tell us here.**

43 responses were received

<p>There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?</p>
<p>i have previously informed the council of the poor state of many of the listed buildings/ properties and the general run down appearance of some of the the leas conservation area but nothing changes. hopefully something positive will emerge from this latest plan, which on paper, sounds great but does not inspire confidence. currently, the only conservation area which seems to be properly maintained is the area around brittle square</p>
<p>I think this could be amazing for the area. Southend has been run down beyond all recognition, let's attempt to not let Westcliff go the same way.</p>
<p>I just want to say THANK YOU to the Council for picking up this very important issue. I realise that we are in the middle of a pandemic and the Council has other priorities. We are very grateful that you are giving this any attention at all at the moment. If the Council can't put Conservation Area status in place immediately then I would hope that maybe restrictions could be put in place to stop shops being turned into housing while the finer points of this new scheme are finalised. Again, THANK YOU for addressing this matter.</p>
<p>I hope the committee look at the whole road and realise just how beautiful and lovely it is so its protected</p>
<p>The wider area appears to have cross-party support and the survey by Hamlet Court Conservation Forum has confirmed this. A conservation area needs residents and the original proposal only has shop keepers on leases and rented property.</p>
<p>Please start uniforming the shop fronts and do not allow any more to be destroyed</p>
<p>pleased this is now happening</p>
<p>I strongly urge the council to grant the area conservation along with the wider area . I feel the council does not appreciate the beautiful architectural heritage we have in the street. It could be a very real draw for people who visit Southend.</p>
<p>You don't have to throw huge amounts of money to achieve a tasteful preservation/conservation area. In the end it needs people to enjoy Hamlet Court Road and not fear the area as it is at times with Southend High Street - Which is as i have said a disaster area.</p>
<p>Businesses are already struggling &amp; any "conservation area" would hinder any new development</p>
<p>I think it would be an amazing thing for both Westcliff and Southend. There is so much potential with that road for residents, businesses and after the pandemic visitors from further afield.</p>
<p>Hamlet Court Road and the surrounding roads have such potential for both businesses and residents and this proposal will enhance the whole area.</p>
<p>I would like to volunteer contributions at meetings and consultations</p>

I do feel the wider study area is a much better option but i do feel that if there was a 3rd option to just include all of hamlet court road rather than including the surrounding roads could be a good option too.
It will be a great asset to the area.
I have the original paperwork for my property and the surrounding land if this is something you would like to have a look at.
I think the wider area should also be considered and hopefully this will encourage business to rent the shops further down
I think the road has become really run down. It would be amazing to see it be restored and come back to life. Currently feels really intimidating and sad to walk down the road. It would be so nice to restore some life and love into our local high street. Covid has not only taught us to be patient but also taught us to shop local and love our area. It would be amazing if it had a local butcher, grocery bakery and the love a high street should have . I really Hope people support this amazing pledge to restore hamlet court road
The rail bridge area at the end of hamlet court road is in contrast to the street and needs urgent attention.
Cannot happen soon enough. Thank you for trying to improve Southend.
The public stairway down to the C2C train station is always littered and has many homeless people squatting making it feel unsafe to walk there. Pedestrianise Hamlet Court Road so that it attracts more people, residents to come to the area and support the local businesses. Additionally, it makes it a safer environment for families to come with their young children. Having the extra space would encourage alfresco dining from restaurants and even perhaps an area for food markets (like Borough market in London). Again all this could in time attract a more affluent customer to the area. Finally, the area in the middle of Hamlet Court Road is wasted space. Is it for parking/this is completely unclear. There must be a better use for this area.
If we all want HCR to succeed it needs to be more than just given Conservation protection to survive. More effort is needed to bring it back to life and give it a beating heart again. please see point 10, 11 and 14. It takes effort to make a change. The council needs an action group to turn HCR around and take advantage of that brilliant wide avenue. You cant have stuffy people. must have massive ideas flowing and no boundaries or you stifle creativity and end up nowhere. We need thinkers, artists, sympathetic designers, business project architects to be involved with the public locally. small steps become bigger over time. without a strong well thought through plan nothing happens and we get the same old things and then no one wants to visit.. as nothing special.
Stop the delay and get this passed as soon as possible so that funds can be released and the area upgraded without delay
I fully support this proposal and feel frustrated that it has taken so long for this to be considered, as well as the current plans to exclude the wider map area in the proposed conservation area. As a long standing member of the local community this would be such a welcomed change to our area that would benefit local residents and business owners and multiple social and economic ways.
I think the Zone A red area makes sense but not the Zone B blue area.
Again, I DO NOT support the wider area edged in blue. I only support the area specific to Hamlet Court Road (edged in red).
I think it's a wonderful idea and very exciting to think of this beautiful area which has become so run-down being restored to the jewel of a shopping and socialising area which it has the potential to be. As it used to be.
PLEASE MAKE IT HAPPEN. It will be a travesty if Hamlet Court Road is overlooked and neglected for any longer.

Excellent idea which will bring visitors to the town and spend money in the area. Knock on effect.
Really hope this comes to pass as it would be a huge boost for the area. I'm from Southend but lived in London for 5 years. When I moved back I moved to this area and Hamlet Court is my main shopping street where I do my main weekly shop. I've already seen some nice places open that make the area feel nice such as Frank & Luna's, Tinted and Made you Look flowers but they are on roads off of Hamlet Court as opposed to it - it would be lovely to see some more places of this ilk arrive here.
Regular street cleaning needed, less fly tipping and dumping being allowed along Canewdon Road by Hamlet Court Road itself.
This is a great idea - would be fantastic for the area if this was passed.
It should be a conservation area as it is just as important as the areas currently covered. The shopping district of Hamlet Court Rd particularly so as it has such a rich history that is not being taken care of as it should be
I strongly support this initiative in protecting one of Southend's most historically important areas.
Although I agree with everything mentioned in the Appraisal I worry about how residents and business owners will be able to afford the recommended alterations. Not knowing much about how this process would work, would there be opportunities for conservation grants / loans to be created? I love living in this area because of its diversity and feel it would be a great shame if this changed because people couldn't afford the recommended changes. Well done to all those involved it was a great read and yes I look up at the buildings a lot more because of it. Thank you
Designation of the wider area has been denied since 1971 and 1981 when the equivalent contemporaneous areas were designated in Leigh. This is nothing less than the most important opportunity to rectify this in the central area of our town and must be recognised as such.
A conservation area of just the top half of HCR is unviable as the area needs residents to take it forward. The larger area which includes Preston Road, Ditton Court Road and the lower half of Hamlet Court Road will make the conservation area feasible.
I feel that this would be a huge improvement to the area. From being a local resident I would love to see this area improve and feel this programme would be a great benefit to heading in the right direction to allow this. It would be lovely to see the area how it once was with thriving businesses surrounding the road. I also feel it would make the road/area a safer environment
I am for conserving and preserving where practical the history and buildings of an area. Whilst there may be grants to support historic preservation, this is not guaranteed and probably would only cover a small amount of the additional costs a Conservation order might have. HCR is an area of Special Interest but as a Commercial area, the fewer Planning obstacles to Business the more likely regeneration will happen. Let the Council Planners use their discretion to allow change to happen. Without change, investment will not come in and the fabric of the buildings will suffer as a result.
To reiterate, I strongly believe it would be prudent to include the entire length of Hamlet Court Road, south of London Road in the proposed area.
I think there should be recognition that new buildings of exceptional design can be a positive addition, the problem has been new buildings of mediocrity. I also think building owners should be able to make alterations if they are sympathetic to the general shopscape.
There are people from the whole street working well together as business and community so to designate one over the other could be divisive, at a time when we are trying to encourage more collaboration. <a href="https://www.hamletcourtroadshops.co.uk">https://www.hamletcourtroadshops.co.uk</a> <a href="https://fb.me/HamletCourtRoadShops">https://fb.me/HamletCourtRoadShops</a>

#### Appendix 4: Consultation Responses – received via Letter / Email

I have completed the survey and think it is a fabulous idea. I would like to also add that it would be great to see a grant / initiatives to attract new boutique shops or restaurants etc to Hamlet Court Road. Leigh Broadway with such a reputation and it would be great to see Westcliff have a similar parade. It is nice to see charity shops but it does not feel the same and attracts potentially the wrong people to the area.

It has come to our attention that references to our property, including photographs, have been used by the organisation seeking conservation area designation for the wider Hamlet Court Road area. Please be aware that no prior permission for these references or photographs were sought from us, and that we would have been unlikely to give such permission had we been consulted in the first place.

We have been in touch with the chair of the Hamlet Court Conservation Forum, [REDACTED], who revealed that he and "a couple of other experts" considered our house deserving of a national listing. However, now that we have informed him of the extensive alterations made to the interior and the rear of the house by former owners, he now feels a national listing would not be appropriate, and is referring instead to a local listing. Please note that we are not seeking ANY form of listing, either national or local, and are anxious to prevent this being taken forward without our knowledge. Therefore, please could you let us know how your department would deal with any approaches made by any organisations or persons other than the owner of a property.

I fully support protecting our area, I have lived here for more than 20 years and all of us [REDACTED], have worked hard to preserve our road and surrounding roads. I think if this is not made a conservation area, the beautiful building will fall more and more into decay. Bring this area back to what it was years ago.

May consideration be given to the whole shopping area of Hamlet Court Rd when you make your decision on a conservation plan as the architecture is of a top quality the likes of which may never be seen again. Let's have somewhere special in our town for people to come and browse round having a unique experience of years gone by please please do not let this once in a lifetime opportunity pass you by when you make your vote on our future and children's future.

#### ***Representation from Chartered Architect and Town Planner.***

Original Representation: Significance of the layout of Ditton Court Road, Westcliff-on-sea and possible linkage to Garden City planning practice and Raymond Unwin

For the attention of the Hamlet Court Conservation Forum, Southend-on-Sea Borough Council Officers and Purcell Consultants

1. I have exchanged correspondence with [REDACTED] Chairman of the Hamlet Court Conservation Forum [HCCF], about the historical significance of Ditton Court Road [DCR], Westcliff-on-Sea, its property development and avenue landscaping, and the possibility of its protection as a designated heritage asset. I understand that The Council's Consultants, Purcell, have included DCR as an area warranting further examination rather than immediate designation.
2. As an architect, town planner and historian, I have spent over 45 years researching and recording the history of the Garden City movement and the contribution of the practice of Barry Parker and Raymond Unwin to Arts and Crafts housing design, and specifically (Sir) Raymond Unwin's influence on the evolution of statutory town planning, from the Housing and Town Planning Act, 1909, to his death in 1940. I have published the histories of Letchworth Garden City and Hampstead Garden Suburb and an

English Heritage book, *Introducing English Garden Cities*. I am recognised as an international authority on the Garden City movement, having contributed conference papers and seminars worldwide over the past 30 years.

3. In October 1903, at the invitation of the developers of Letchworth, First Garden City Ltd., Unwin spent three weeks on site and in conjunction with Parker prepared the layout plan, which was approved in April 1904, after which development commenced, subject to design control drafted by Parker and Unwin. In 1904-5 Unwin was appointed by the emergent Hampstead Garden Suburb Trust to plan its new garden suburb. Development commenced after the land was formally conveyed to the HGS Trust in May 1907, upon a refined layout plan by Unwin.

4. Barry Parker (1867-1947) and Raymond Unwin (1863-1940) had joined in practice in 1896 in Buxton, Derbyshire. They were well-aware of the procedure of the ground landlord imposing restrictive covenants to preserve amenity under leases to developers or individuals. Local authorities imposed byelaws under public health legislation. Parker and Unwin initially designed Arts and Crafts houses: although Unwin was committed to reform of working class housing this was largely theoretical until 1902-3 when he designed cottage groups for the initial phase of development for Rowntree workers at New Earswick north of York, codified under the Joseph Rowntree Village Trust in 1904. Cottage estates at Letchworth Garden City and Hampstead Garden Suburb followed until the 1919 Housing and Town Planning Act created the exchequer subsidies for local authority council housing.

5. Individual houses by Parker and Unwin spanned a range, an important constituent of which was 'the smaller middle-class house for a socially-enlightened client'. Two of these were

commissioned by doctors living in suburban Southend-on-Sea and were built in 1902-04: [REDACTED], Leigh-on-Sea for Dr Gallie Fraser and [REDACTED] Westcliff-on-Sea for Dr Valentine Knaggs. Correspondence preserved in the Essex Record Office appear to indicate that these houses were principally 'Unwin projects', that Unwin had visited the area, and was familiar with the byelaw requirements.

6. Residential development of Westcliff-on-Sea was stimulated by the opening of the railway station in 1895. The land embracing Ditton Court Road was in pole position curving round to approach the station at one end. The intrinsic qualities of the development are manifest in a series of historic postcards in which HCCF state that it has identified 'Garden City landscaping characteristics' in the avenue planting alongside DCR, which correspond to an illustration in Raymond Unwin's book 'Town Planning in Practice' (1909) (Illus. 228 'Examples of lighter building roads and drives as used at Earswick, Letchworth and Hampstead'). [REDACTED] has stated that he considers that there is a link 'to Raymond Unwin's design influence at the time'.

7. While recognising and setting out above confirmation of Raymond Unwin's presence in Westcliff-on-Sea in 1902-04, at which time a document prepared by the Ground Landlord offering leases for plots along what became DCR, might have been available for inspection to assess potential for further P&U projects. I understand from [REDACTED] that DCR was laid out in 1904-6 with the avenue planting implemented at that time, and it registers impressively on the postcards. This is a matter of significance related to the urgency of formulating an appropriate conservation policy to ensure its survival, and enhancement as an exemplar of the high standards demanded, an objective which I wholeheartedly endorse. However, I have concluded that a specific link to Raymond Unwin remains unproven and coincidental.

8. Finally, there was no statutory town planning procedure in 1904-6. Early development at both Letchworth and Hampstead Garden Suburb represented a broadening of the Ground Landlord powers to embrace communal benefits. Demonstration of these matters at Letchworth, and, particularly, Hampstead Garden Suburb paved the way for the emergence of statutory planning in 1909 in the Housing and Town Planning Act (a landmark which publication of Unwin's book was intended to commemorate as a practical manual).

ADDENDUM in response to Southend Borough Council request for representations

A1. I received a series of emails from [REDACTED] Hamlet Court Conservation Area Forum [HCCF], initially in August 2019 and intensifying over the Winter of 2019 extending into the Spring 2020 March lockdown. This has precluded (and still does) my refreshing my visiting of the area, and Ditton Court Road in particular, with its symbiotic relationship with the Westcliff-on Sea town centre, as a significant area within the suburban hinterland of Southend-on-Sea, as developed in the late 19th and early 20th centuries. [REDACTED] thesis, on behalf of HCCF, was that Ditton Court Road was an early example of Garden City Planning standards applied to a fast-growing suburban expansion of Southend-on-Sea, and that Raymond Unwin. I have stated above why I disagree with this, but I wish to restate my position, and conclusions vis-à-vis the overall boundary of the proposed conservation area in the light of the ongoing consultation procedure. I last exchanged emails with [REDACTED] on 22 April 2020 about his query relating to the railway company and its involvement with the development of Ditton Court Road. I am aware that [REDACTED] and his colleagues relayed aspects of my work in discussion with Council Officers, relating to the group's objective of attaining the inclusion of Ditton Court Road within the

designated area. I have taken this opportunity to re-examine the matter of its inclusion, which I shall explain below. [REDACTED]

A2. I originally visited the area many years ago in the mid-late 1970s, while working on a project to identify the location of individual houses designed by the Buxton, Derbyshire, architectural practice of Barry Parker and Raymond Unwin, whose records, now preserved in the Garden City Collection of Letchworth Garden City Heritage Foundation, were often imprecise as to the location of their many individual houses. Happily I was able to locate [REDACTED] [REDACTED], south of the railway line and Westcliff station and [REDACTED] (1902-03) at no. [REDACTED]. The clients for both were doctors. Both houses were included in James Bettley's revision of Pevsner's Architectural Guide to Essex (2007, Yale University Press, New Haven and London) and are both statutory listed. Both are, of course outside the boundary of the conservation area, and its setting as defined by Southend Borough Council [SBC] and their consultants Purcell.

A3. I last visited the area in 2013, when I was giving a lecture locally, when I drove around the area, including Ditton Court Road. I was unable to revisit personally following the imposition of lockdown in March 2020. Like many, I have only been able to do a 'virtual tour' via Google during my period of email contact with [REDACTED] as figurehead of HCCF. Early in the New Year 2021 I was telephoned by [REDACTED], to discuss my involvement with [REDACTED] HCCF. On 23rd February I received an email from [REDACTED] SBC announcing the commencement of the public forum of the proposals and the circulation of Purcell's DRAFT Conservation

Area Appraisal [CAA]. My comments below are based upon a study of that document.

A4. Overall [REDACTED] CAA is a thorough piece of work, reflecting the fruits of detailed study of prime historical sources of information, particularly maps, and the integration of this data with site inspection. However, I have found some analytical inconsistencies upon which I shall expand below. It is evident that the railway provided the initial impetus for suburban development to the west of Southend-on-Sea, but at a 25-30 year distance from the 1874 OS

map D p.21, which was the first to show the railway, although without Westcliff Station, which followed in 1895. It appears evident that the field boundaries influenced the parcelling out of development land, and the 1897 map E p.22 shows the area poised for development, which burgeoned after the turn of the century, with Hamlet Court Road laid out, named from the various 'Hamlet' properties shown on the earlier map.

A5. It is important to recognise that development was not controlled by planning legislation. Possession of the freehold of the land enabled the owner to build, but after 1875 Public Health Acts and their local equivalents, controlled the laying out, width and construction of highway roads and the spacing and drainage of houses, outlawing the insanitary back-to-backs of the mid-19th century. This enabled the developer to maximise return through ubiquitous narrow-frontage terrace houses with back projections, a form reflected even in the typology of spaced-out semi-detached houses on St. John's Road. The 1922 OS map F p.23 shows the impact of this. A similar pattern could be seen south of the railway, in streets such as Pembury Road, which were in effect corridors, with a focal view towards the sea front below.

A6. However, I have concluded that notwithstanding that the area including Westcliff town centre shops (the sole Conservation Area designation focus of the Council and Purcell's CAA), the full length of Hamlet Court Road, and Ditton Court Road stands out as an entity, together with Westcliff Station, which provided the catalyst for development of the area, merits designation on a holistic basis. Restricting designation to the presently limited area would, I believe, ignore key points in Purcell's CAA Report, which they have applied most consistently in their recommended designation area, notably the degree to which, and manner of alteration of buildings, has devalued their appearance and architectural significance. When considering the southern length of Hamlet Court Road and Ditton Court Road, the analysis appears to have concluded, particularly on the installation of UPVC double glazing, that this has devalued the areas concerned to a degree which renders them unacceptable in terms of special architectural interest. It also downplays the high historic interest of much of their defined Setting study area. In the light of this, I have defined an alternative 'Unitary Conservation Area' proposed designation, integrating the recommended Area for Designation, a significant proportion of the Appendix C 'Further Townscape Analysis of the setting, with the addition of Westcliff Station (CAA p.150). I shall expand on this below.

A7. In my opinion, a key question is that, albeit changed does the appearance and thus the character of those areas remain recognisable as what was initially built? I consider that in focussing on the incidence of the re-glazing, the CAA has seriously undervalued the cumulative value of the overall townscape, in respect of those areas south of the preferred conservation area boundary and the railway (including Westcliff Station, which has been accepted as a building of local interest, however). I shall discuss this below with reference to points raised in the CAA. It is accepted that the area to the south comprises the Setting of the proposed conservation area,

including Ditton Court Road and the lower run of Hamlet Court Road, and this area is the subject of a townscape analysis in Appendix C (CAA p.150).

A8. The magnificently ornate and eclectic Queen's Hotel, which opened in 1899, dominated the interface of the railway station and embankment, (CAA, p. 31, illustration and para. 4.2.16). It had been designed by the architects Thompson and Greenhalgh to oversail the development of low rise terraced housing on the slopes below the station, and to be a visual symbol of the high-quality design values of this early pre-1914 phase of development. If dominant, compared to the housing in Ditton Court Road, it was complemented by their eclectic detailing. Nominally remaining open in the 1970s, the Queen's hosted rock and punk music concerts during the 70s-80s then suffered dereliction and terminal damage by fire during in 1989 and was demolished. Its exuberance was comparable with a surviving building (selected by the CAA as a positive local list building) the former Capital and Counties Bank, 1901-02 by Greenalgh and Brockbank (no. 65 Hamlet Court Road, [REDACTED]). However, the quoted gleefully celebratory assessment, 'Flamboyant commercial architecture with gables and on the corner, prominent entrance rising through a turret to a cupola' (para. 4.2.15, illustration p.65) is actually by James Bettley, for the revised BoE Essex (2007). Sir Nikolaus Pevsner, who died in 1983, was less than complimentary to Westcliff in the second edition of Essex (1965).

A9. The photograph of Westcliff Station (CAA p. 72) manifests a symbiosis between the original station buildings and the south end of Ditton Court Road. While it highlights the prominence of the modernist extension of the station the linkage to the domestic character of the roofscape and gabled dormers of the houses in Ditton Court Road is achieved by the mature trees, some of which are subject to a Tree Preservation Order. This view is

framed by more trees on the lower right, which masks the dominance of the flats on the site of the former Queen's Hotel. This photograph is among those which the CAA has chosen to illustrate the Setting of the proposed Conservation Area. It should be observed that there are some differences in the definition of the area of this setting between Map B Designations (CAA p.14), which excludes some buildings on the west side of Ditton Court by 'tooth gaps' in the boundary, and also the flats on the former Queen's Hotel site, and CAA Appendix C (p.150) 'Further Townscape Analysis of the Setting', which includes the flats. It is noteworthy that this map overlays 7 buildings or groups in Ditton Court Road in red as 'negative features', although the flats' map outline remains un-annotated. I have concluded from this that they are agreed as having a neutral impact.

A10. The CAA appears to accept that Ditton Court Road was originally developed with some of the largest houses in the study area, with an eclectic stylistic mix and lively rooflines, punctuated by multiple dormers and chimney stacks. The communal amenity extended to tree planting, with a planted border between the footpaths and the highway, coincidentally resembling Garden City standards (see my separate statement above, also CAA p.32, paras 4.2.17-18). The historic photographs from the HCCF affirm the original quality (CAA p.32, and others emailed to me by the HCCF) and the comparison with the recent photograph to the right that the general character and appearance remain, enhanced by the surviving mature trees. I consider that the quality of the surviving groups remains recognisable from the originals. While it is evident that some recent development is of poor design and impacts upon its immediate setting, I consider that the overall group value remains strong. This is a significant weighting factor in my conclusion that Ditton Court Road merits inclusion in the proposed designated conservation area. In support I cite the quotation from the Appendix C Map (CAA p.150) reproduced below in para. A11 referring to the beneficial

contribution of a 'dynamic skyline', which I consider survives in much of the road, as a rebuttal to the almost wholesale negative assessment of surviving groupings built in the early 20th century as 'negative features'.

A11. The lower, southern, end of Hamlet Court Road does raise concern about the drastic impact of insensitive alterations to some of the properties. The front extensions [REDACTED] [REDACTED] are probably the worst; however the architectural form of the first floor remains recognisable apart from the oversized central dormer. Apparently inside one of the units a valuable early 20th century shopfront survives, and could be restored. Both shops appear closed and boarded up on the photograph. In reference to the photomontage (CAA p.44) states that, 'despite the loss of these interesting turrets, 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'. It is understood that this positive townscape appraisal may apply to buildings within the area recommended for designation. However, reference to the Appendix Map C (CAA p.150) indicates that none of the buildings along the southern part of Hamlet Court road have been singled out as negative contributors, compared to 7 buildings or groups in Ditton Court Road are peremptorily dismissed as 'negative features' (see also my para A9 above). I am concerned by this apparent inconsistency.

A12. Map B: Designations (Existing? CAA p.14), Map K (CAA p.96) and Appendix Map C (CAA p. 150) combine to produce an almost wholly negative assessment of both Ditton Court Road and lower Hamlet Court Road, a scatter of locally listed buildings and proposed additions including [REDACTED] (a visually balanced house from the later 1920s, dark brown brick, hipped tiled roof and soaring chimneys, equal in quality to interwar designs at Hampstead Garden Suburb). A single building denoting a 'frontage of townscape merit' on the western side of

Hamlet Court Road is extreme minimalism. In each of these cited maps, Westcliff Station (a locally listed building) stands outside the Setting Study area, to the development of which it acted as catalyst subsequent to its opening in 1895 (CAA p.22 Map E OS 1897).

A13. The setting of a Conservation Area stands as an introduction to the designated area, often sharing the same qualities, perhaps of a lesser merit or consistency, but nevertheless a material consideration. It is evident that there is consistency of age (CAA p.38 Map H: Building ages) and in terms of building use a symbiosis between the town centre commercial facilities within (and along lower Hamlet Court Road) and the residential hinterland, (as can be seen on CAA p.23 Map F OS 1922). However, as I have demonstrated above, recommendations for positive local designation within Purcell's defined Setting Study area is far outweighed by negative factors, often I consider, at the expense of my criterion (para A7 above) of the retention of significant overall qualities resulting in the building or groups concerned being visibly similar to their original form. The 'minimalist' identification of positive features (A11) above would not provide the Council with an adequate policy bundle to inhibit further erosion of remaining positive qualities, let alone grasp the opportunities for enhancement.

A14. Consequently I have concluded that it would be prudent to include the western part of the Map 'Further Townscape Analysis of the Setting': the Study Area' (CAA Appendix C p.150) to supplement the presently proposed designation of Westcliff town centre commercial area from the London Road 'gateway', southwards to St Helen's Road. The additional area would comprise the rear property boundaries of premises facing the southern part of Hamlet Court Road, including the railway bridge; crossing over to include the approach to, and the Westcliff Station buildings; re-crossing the railway and rising up the embankment

to include the tree belts across and south of Ditton Court Road. The return boundary would follow that of the defined Study Area along the rear of property boundaries on the western side of Ditton Court Road and northern side to meet the boundary of the presently proposed designated area. For convenience I have termed this a 'Composite Conservation Area', which I submit for consideration in the present consultation period. Below I set out how this might strengthen the Borough's strategy for preservation and enhancement.

A Future for Preservation and Enhancement in my proposal for a Composite Conservation Area

A15. One of the consequences of successive Covid lockdowns is that the future of 'commercial high streets' in their pre-2020 form is uncertain, exacerbating a trend already under way since the turn of the century/millennium, with the increase in on-line shopping, from existing supermarkets and, particularly from on-line only traders. It is possible that existing traders, particularly those whose turnover has been sharply depleted against unavoidable outgoings, may wish to dispose of their properties, and consequent changes of use, for example to local businesses or residential use, could present opportunities for building and environmental enhancement. This has already occurred through a national decision to close the premises of the former Capital and Counties Bank, and change of use to a restaurant to what is now a 'locally listed building' (see para A8 above). Also a building of merit on the eastern side of Hamlet Court Road was undergoing conversion to a hotel at the time of survey in 2020, another example of local enterprise (CAA p. 56 Map 1: Building uses).

A16. Designation of what I have defined as a 'Unitary Conservation area' within the proposed boundaries as described in para A14 above would, I consider, provide the Council with

greater negotiating strength for holistic area enhancement. The underlying historic interest of the area as a whole is strengthened by factors such as the consistency of age of building (Map H, p.38 of CAA) and the incidence of surviving trees and landscape elements (CAA Appendix C p.150 'Further Townscape analysis of the Setting') are potential strengths in both the lower (southern) section of Hamlet Court Road and particularly in Ditton Court Road, as illustrated in the CAA by photographs on pp. 67, 68 and 70. For example, further tree planting opportunities might be explored in restoring some of the avenue planting in Ditton Court Road and in the middle reach of Hamlet Court Road. UPVC double glazing does not have an indefinite life, and changes of residential property ownership in Ditton Court Road might present the possibility of negotiating more sensitively designed replacements. The southern entry to Hamlet Court Road from the railway bridge, CAA p.63, is presently stark, but opportunities for additional planting or creation of a 'gateway feature' might be explored, to complement the mature planting shown in the northward and southward views on the same page. See attached Map of suggested 'Composite Area'.

A17. Finally, I confirm that this document has, to date, been circulated only to Southend Borough Council through the terms of their consultation procedure, and not to any other individual or organisation, which may have an interest in the proposed conservation area designation, nor has it been discussed externally. I am pleased to submit this document for discussion and consideration.

Appendix 5: Previous Representations from Hamlet Court Conservation Forum  
Response from Hamlet Court Conservation Forum of January 2020

**A report into the Conservation Area designation potential for  
The Hamlet Court area of Westcliff-on-Sea**

by Hamlet Court Conservation Forum (HCCF)  
report prepared by Andy Atkinson MSc FRSA Historical Building Consultant

January 2020



1.0 This report is submitted in response to the Chief Executive and Deputy Chief Executive's Report to Cabinet of 16<sup>th</sup> January 2020 in consideration of Hamlet Court Road for conservation area designation (the 'Council Report') and the related report by Purcell (October 2019).

2.0 For the purpose of this report Hamlet Court Road (HCR) means the main high street road from the London Road to Westcliff-on-Sea railway station. For clarity the road is identified as 'upper HCR' from London Road to St Helen's Road and 'lower HCR' from St Helen's Road to Westcliff Station.

### 3.0 Conclusion

- HCCF supports the Conservation Area designation for upper Hamlet Court Road
- HCCF requests that public consultation includes the 'Wider Study Area' with a view to assisting the determination of the Conservation Area boundary

### 4.0 Support for the designation of upper HCR

The Purcell report recommends conservation area designation to **upper HCR** and we fully and warmly support this recommendation. HCCF have been working towards conservation area designation for over 3 years and we believe that there has never been a more important time for this to happen. National figures just released have again shown how difficult trade has been in our high streets and as an historic road, heritage can play its role.

HCR can only receive heritage funding if it is designated as a conservation area. This has been evidenced recently by our application for £1.8m in funding from the Government's High Street Heritage Action Zone programme which failed on the ground of non-designation. The Architectural Heritage Fund have also offered funding opportunities but only on the basis that the area is first designated. It is clear that conservation designation has to happen to access heritage funds.

Whilst we support the protection of our heritage we see conservation area designation as the forerunner to **heritage led regeneration**. This is *not* about nostalgic conservation. We firmly want to see the special identity of Westcliff protected and enhanced.

Please note that throughout this report we have added to but not unnecessarily replicated Purcell's report. We support their report content but as supplemented here.

### 5.0 The Council's own Character Study

The road was identified in the 'Southend Borough wide Character Study' of 2011 as part of the Local Plan documentation of the time. This stated that 'This [area] would benefit from a greater level of protection to promote preservation and enhancement of the buildings and may merit consideration as a conservation area'. This recognition was important in 2011 and even more important in 2020.

### 6.0 Regeneration and the Community

It is surprising that the Council Report says nothing about regeneration and appears to be written from a planning perspective only. It does not describe the potential for regeneration offered by conservation area designation, a progressive management plan and involvement of the community. Designation could dramatically help Westcliff and the centre of our town. Regeneration attempts have not worked in the past, perhaps due to the various pressures on local high streets being too great. HCR has continued to struggle, most recently evidenced by the key loss of Havens store. So this is a key opportunity for our town, an idea whose time has surely come. The current high street failure problem is complex with various contributory factors that have received wide public comment. Yet now central Government through its Future High Street Fund, retail professionals Bill Grimsey ([The Grimsey Report 2](#)) and Sir John Timpson ([The High Street Report](#)) and The Institute for Place Management ([High Street 2030: Achieving Change](#)) recognise the importance of heritage and the community in achieving the regeneration of roads such as HCR.

**Conservation area designation has to be understood for its wider, inclusive community, town regeneration potential** and not just as a town planning matter.

### 7.0 Special Architectural and Historical Interest

Special architectural and historical interest are the main determinants for designation as required by the Planning (Listed Building and Conservation Area) Act 1990.

HCR has demonstrable special architectural and historical interest resulting from the history of the area which rapidly expanded following the opening of Westcliff Railway Station in 1895, and the creation of a flourishing retail high street. Today this history survives in the form of exuberant and decorative Edwardian Flourish and later Art Deco architecture. This exuberance shows itself in the very long expanse of revival Romanesque arcading, echoing a link to our main High Street, the wider connection to the London arcades and even international references such as Galleria Vittorio Emanuele in Milan, 20 years before Hamlet Court Road (something that would have been aware to Edwardian urban designers). Here there is an identifiable link between the arcade and retail, creating a *retail heritage*. In particular the architecture is largely intact in terms of wall and roof elements with most of the erosion of the fabric limited to degradable elements (such as timberwork, roof finishes) which can be suitably repaired or replaced over time. Shop fronts show the most erosion but again, we consider these elements perfectly replaceable over time.

There are strong arguments for a balanced future management plan and policy that supports both well designed historic shop fronts and well designed modern alternatives, exactly how retail heritage has evolved during the C20.

### 8.0 'Negative' factors considered

For all the positives that conservation designation can bring (e.g. management plan guidance and assistance, access to heritage funds, repair and reclamation of property over time, a sense of place restored and civic pride in an area) there can be perceived negative factors. One is described in the officers' Council Report, that stricter controls mean higher costs. The following should be considered:

- **Conservation designation is not retrospective** – it cannot require changes and improvements. Yes, it will encourage improvements but there is no obligation on property owners to upgrade their buildings.

- **Like-for-like replacement.** This has been practiced over many years in Southend-on-Sea, as elsewhere. If a property in a designated area has a non-original concrete tile roof or non-original uPVC or aluminium windows there has not been any requirement to reinstate original fabric. In other words, a new modern material can replace an existing modern material. Reinstatement of historically correct fabric (which is usually more expensive) would be encouraged but there is no obligation on property owners to carry this out where it already has a modern substitute, prior to designation.
- **Loss of historic building fabric.** It is often claimed that loss of historic fabric mitigates against designation. But it has to be understood that there are two types of building fabric, degradable and 'permanent' fabric. Timber windows and other features (such as barge boards, balustrades etc.) and roof finishes are the most evident degradable elements and these can all be reinstated, as required. 'Permanent' fabric, such as brickwork and stone, degrade very slowly (especially given that the Edwardian era was only 100 or so years ago) and are mostly intact in the HCR area. But where missing, even 'permanent' fabric can be reinstated.
- **Shop front replacement.** This represents the biggest area of historical erosion in HCR with many poor quality shop fronts and signage. Yet we advocate a balanced management plan where both traditional, wooden shop fronts (typically more expensive) and modern, aluminium or stone clad shop fronts may well work, side by side. We simply want these all built to good design standards which does not imply additional costs.
- **Larger projects.** In some areas there has been larger loss of 'permanent' fabric or modern alteration, detracting from the historic significance. 157 Hamlet Court Road is an example of this with a modern frontage replacing the historic frontage. These instances can be helped with heritage funding assistance and are the types of project HCCF or building preservation trusts can assist.

#### **9.0 'Wider Study Area'**

The Purcell report calls for further study in a 'Wider Study Area' including **lower HCR**, Preston Road, Ditton Court Road and parts of Canewdon Road and Cossington Road. We do not understand why this has not been looked at during this Local Plan review?

The ideal time for this work is now so we have therefore undertaken this further study and report on this below. The work includes a crucial finding and evidential support with regards to Ditton Court Road.

We hope that this information can be used in the public consultation process.

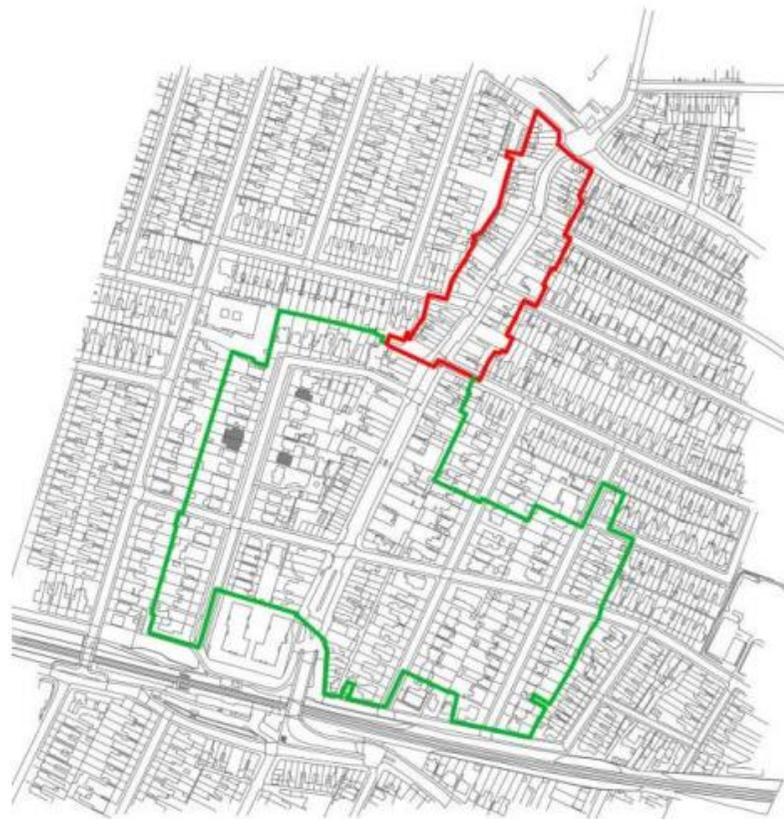
#### **10.0 Public Consultation**

The officers' recommendation before you includes reference to public consultation. This is the normal process and clearly appropriate.

As we already identified in Section 3.4 the importance of community involvement is now widely recognised in society. Indeed successful conservation needs the shared engagement of the Community. This is described by both Historic England and the Civic Voice. Good conservation does not happen in isolation as if a red line designation alone can achieve conservation success. This community support is only really achieved with the support of local residents, engaged and committed to their neighbourhood. This is where **upper HCR** (mainly commercial) may need the support of **lower HCR** and the neighbouring roads (mainly residential). This is exactly the case at the comparable Leigh and Leigh Cliff conservation areas, both supporting Leigh Broadway. The support membership profile will

be well known Leigh Society. Without this support, designation of **upper HCR** alone runs the risk of sterility and inaction, perhaps leading to further failure. Therefore, the engaged support of the community will benefit designation.

**We are requesting that the public consultation for designation includes all the roads in the 'Wider Study Area' as well as upper HCR, marked A & B on Figure 1.**



- Conservation Area Boundary A
- Conservation Area Boundary B
- Non Original Building

Figure 1: Possible Conservation Area Boundaries

### 11.0 The wider Special Architectural and Historical Interest

Purcell show the origin of Hamlet Court Road, extending from London Road (formerly Leigh Road) to the railway station and the OS map of 1897 shows the origins as an urbanised street with the station and the first properties built in both **upper and lower HCR** – these were parts of the same development in the road. Crucially, Purcell also and correctly describes the importance of the railway station and the role this played in the development of the Hamlet Court area with its vital link to London. In other words, **upper HCR** developed because of the railway, the station and its position in **lower HCR**. This is clearly evidenced in the cover image to this report where the queuing private and ‘for hire’ horse draw coaches wait beside the purpose built coach house – a clear representation of the relative affluence and railway traffic at the time. *This* is the heritage of the whole of **upper and lower HCR**. Their historical significance is one and the same.

Furthermore, the road actually derives its name from Hamlet Court - located in **lower HCR**. As the road was straightened (see Purcell), giving land to Hamlet Court this property retained importance in the road, being the only remaining original property right up until the late 1930’s, whilst all around it the area became infilled and developed. This is historically significant and is clearly seen today in the style of the later properties occupying this site.

Purcell’s recommended area for designation may contain the area’s most flamboyant and readily observed decorative buildings but the history is just as much evidenced in **lower HCR**.

**Lower HCR** and the neighbouring streets repeatedly exhibit clear architectural and historical special interest, from the railway station position, relationship to the seafront, the ranges of Edwardian and later buildings, to the good number of individual properties, all echoing the Edwardian, Arts & Crafts and Art Deco styles throughout the area. Purcell describes these buildings as typical of the period and of elsewhere in Southend. We will show in detail in Section 10 where these properties are particular to the Hamlet Court area, indeed unusual in Southend, and underpin the local special interest.

Exceptionally, we will also show how Ditton Court Road has a rare and evident connection to the **Garden City Movement**, unique and important in Southend-on-Sea.

### 12.0 Equivalent Value Assessment

The Planning (Listed Building and Conservation Area Act) 1990 requires the Council to consider ‘which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance’. In the first instance this describes how conservation lives and can accommodate both preservation and enhancement. In doing this the Council will need to adopt assessment values that are equivalent to those used in the past, to ensure appropriate future designation and to maintain appropriate past designations. No less should happen in the HCR area and it is appropriate that assessment is comparable with Leigh and Leigh Cliff, designated in 1971 and 1981 respectively, almost 50 & 40 years ago. Only these conservation areas in Southend-on-Sea include a commercial high street, exactly the same as HCR. Section 10 will show where the HCR area can be seen to at least meet and in some ways exceed the special interest of Leigh. In other words the designation of the HCR area would add to the heritage profile and quality of our town.

### 13.0 Character assessment of the lower HCR area

This assessment includes Ditton Court Road, Preston Road and parts of Canewdon Road and Cossington Road. Please refer to the street plan at Figure 1 which suggests a similar boundary to that suggested by Purcell. At this stage our research is not exhaustive and further historical information on all properties will follow.

#### 13.1 Lower HCR

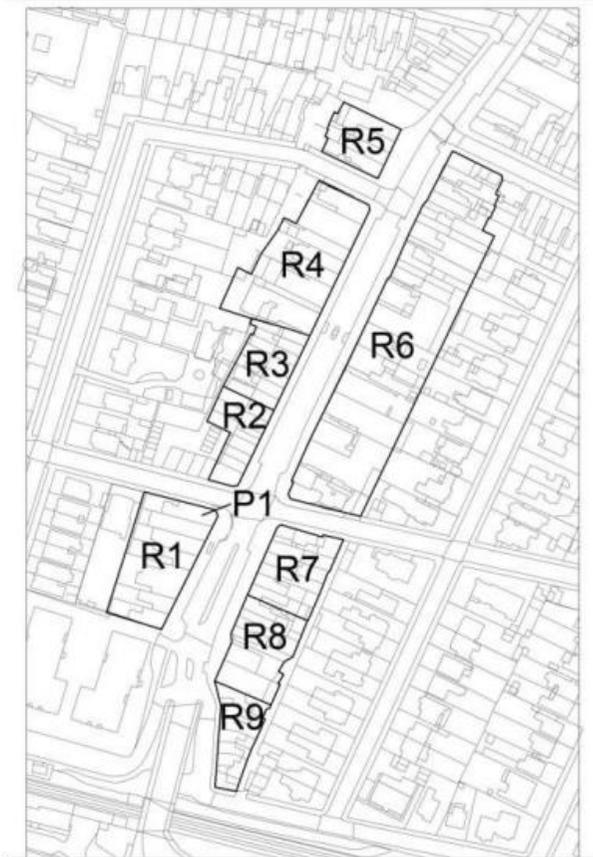


Figure 2: Building Ranges Identified at R1-R9  
Property identified at P1

Range R1 is a fine red brick and stone dressed row of 7 similar three storey Edwardian buildings that notably step down with the fall of the road to the south. This range projects a strong urban identity. Probably circa 1901-05. Each building facade includes a twin and a single, two pane window with stone surround and scrolled pediments. Original sash windows are now replaced with uPVC/aluminium but these could be reinstated over time. Photographs show this range to be generally intact above first floor level. A stone pilaster former bank front to two of the properties probably dates from the inter-war years. All other shop fronts are modern but original stone consoles survive. Good photographic record of original shop fronts for historical replacement potential.

Property P1 stands at the northern end of range R1. This 'Bank Baroque' styled former Capital and Counties bank (1901-02 by Greenhalgh and Brockbank), already recognised for its architectural quality in its local listing. This is a decorative and imposing landmark building of red brick and stone dressings to give a banded effect, with a stone and stucco ground floor. Striking corner turret with cupola and Dutch gables with multi-pane windows and polychrome arched heads. The main entrance at the corner comprises a decorative segmental pediment with crested cartouche, supported upon brackets and blocked columns.

Range R2 is a three storey red brick and stucco block, circa 1938, in a reductive Art Deco style with articulated facade including two storey bay windows and brick or stucco pilasters. The parapet includes a Roman tile coping, echoing that at the neighbouring Sunray House. At the parapet two of these terminate in charming and decorative arched waterfall details. Windows are generally modern uPVC but one set of timber French doors with fanlight retains what appears to be the original coloured glass lead lights in an Arts & Crafts style. The building stands on the site of the grounds to the former Hamlet Court.

Range R3 is a three storey red and brown brick block, circa 1938, in a simple brick panel and plaster design with a projecting central block, soldier course lintols, panel heads and brick sills. Pitched clay tile roof. Non-original windows. All shops are modern but all consoles and dividing pilasters are intact. The building stands on the site of the grounds to the former Hamlet Court.

Range R4 comprises three set-back, two storey villas with ground floor shops projected to the street line. These include, first, a twin gabled, twin bay window villa with heavy timber dentil detailing at the overhanging eaves and gable roof. Two shops to the front apparently have original decorative shop fronts generally concealed behind modern roller shutters. The two shops are bridged at roof level by an ornamental clock mounted onto a timber segmental pediment. Either side the original consoles survive. Second, a similar but much less ornamented double bay window villa with a modern concrete tile roof. The shop to the front is modern. Thirdly, three shops retain a unifying rendered coping with decorative raised central section. There then follows a modern infill alteration at Sainsbury's. Finally and on the corner of Ditton Court Road, a corner turreted and gabled two storey villa in red brick and stone window surrounds, column and head details. The original red clay tile roof is decorative and the gable wall presents a decorative cement swag. The roof has an obtrusive and later dormer window. The shop is modern.

Range R5 appears to be a circa 1910-20 two storey row of 4 buildings that are rendered and altered. One building retains its original decorative 7 paned (with fanlights) bay window and fully glazed shop front below.

Range R6 is described as extending from St Helen's Road to Canewdon Road. In the main the range includes two storey, semi-detached Edwardian villas of varying designs in red brick or stucco, with original bay windows, gables and roof forms intact. Most of the buildings have dormer windows. Few original window frames survive. The shop fronts were added later when these residencies were converted to retail use and the original front

gardens were lost. Whilst there is significant erosion to the original buildings there appears to be sufficient original form to allow practical restoration over time.

Range R7, south of Canewdon road is a terrace of six, two storey, red brick buildings with uniform bay and dormer windows, echoing upper HCR. Slate roofs are divided with fire break parapet party walls. At the corner of Canewdon Road the bay has been enlarged to wrap around the corner, allowing space for a second dormer facing onto Canewdon Road. This building has also been enlarged in width to allow an addition single window into the main facade, with a third, small dormer above. This has allowed separation to create a small additional shop below. No original window frames survive but there is sufficient original form to allow practical restoration.

Range R8 comprises a two storey semi-detached Edwardian building, the remaining half of what appears to be a further two storey semi-detached Edwardian building and a later, 1930's intervention, mimicking the style of the Havens building in upper HCR. The complete semi-detached pair appear to be in their original form with paired gables and bay windows. A corner window is original but with a modern frame. Both fronts have been rendered and window frames are modern. To the north is a small infill extension. At ground level one shop remains but is modern and elsewhere the ground floor rooms have been recently converted to residential use. The remaining half semi-detached has two bay windows and roof alterations including the addition of 4 dormer windows, all modern. This origins of this building are difficult to read. However, at ground level there is a bank styled, red brick facade with decorative stone pilasters, a brick arched entrance doorway with decorative capitals and three brick arched windows with stone sills. The 1930's intervention is Art Deco in style with faience cladding, three main bays divided by pilasters with entablature with central segmental arch pediment and parapet. Decorative ground floor consoles are intact. Otherwise the shop front and first floor windows are modern.

Range R9 three 3 storey blocks and four 2 storey buildings. The first 3 storey block has four two pane windows at first floor, repeated at second floor. A further bay of windows returns at the northern end. At ground floor level are later added windows. The entrance door has a simple timber pediment supported on pilasters. The building is rendered and the windows are modern. The first and second floor windows have modern balconies. From photographic records this was originally a red brick building with decorative stone or rendered window heads, sliding sash windows (6 panes over 1 pane). The original shops are now lost to residential conversion. The second double fronted and third single fronted 3 storey buildings are later 1930's alterations to the original Edwardian buildings and present 2 storey high curve fronted bay windows with modern frames. Both buildings have a parapet with reductive pediments. The double front building has an articulated frieze and Roman tile coping, mimicking the neighbouring style. One shop front (non-original) remains and otherwise the ground floor has been converted to residential use. Below these buildings are two terraced Edwardian houses with rendered facades and dormer windows (now altered). The windows and doors are now all non-original but there remains evidence of the original shop fascias and the right hand of the two building retains its decorative consoles and pilasters. Finally the range ends with two cottages, one of exceptionally narrow frontage. The narrow frontage is painted brickwork and the other frontage rendered. Whilst windows at first floor appear to be the original openings, all window frames are modern. The narrow house retains a decorative moulding over the original window and door openings.

### 13.2 Ditton Court Road

#### The Buildings

Ditton Court Road was laid down in the first years of the C20 although the grounds of Hamlet Court were not infilled until around 1938. This gives the road a mix of mainly

Edwardian detached and semi-detached, two storey villas and a few later buildings, one reflecting the Arts & Crafts movement and others C20 Tudor Revival. Of the Edwardian buildings typical in the road are red brick, pebble dash render and vertical clay tiling; bay windows; some stone window surrounds; hipped and gabled clay tiled roofs with chimney stacks; half-timbered gable fronts; arched windows and doorways; sliding sash and casement windows; ornamental balconies. Some elements show clear echoes of HCR.

Only four properties in the road are not original. Two of these were created when a very fine house by H. Leon Cabuche of c.1902 was demolished in 2014. Although the two new properties are reasonably well designed this highlights the role that conservation designation can play.

Most of the main original building fabric including building form, walls, roofs, bays, window and door openings is intact. Typically, some of the degradable fabric has been lost but these elements are recoverable and replaceable, where such an approach is desirable to the building owner. Other local conservation areas have seen these elements slowly reinstated over time. The degradable elements include many of the window frames and roof finishes. A good number of original front doors and some other decorative features, such as balcony rails, survive.

A representative number of the houses are identified as follows:



8-10 Ditton Court Road: two semi-detached houses with original balconies and front doors



18 Ditton Court Road: a detached villa with emphasised arched entrance. Note repeat of door type to previous image



30-26 Ditton Court Road: variation in Edwardian design illustrating the compatible individualism employed by differing building contractors. [38 by architect H. Leon Cabuche]



19 Ditton Court Road: two substantial semi-detached houses with embellished bay windows and arched doorways



27 Ditton Court Road: a substantial house c.1938 recalling the Arts & Crafts of Voysey, Mackintosh, Lutyens and Baillie Scott



Corner of Ditton Court Road and Canewdon Road : a dramatic Edwardian corner turret building and a clear ascension of window hierarchy facing DCR



46 Ditton Court Road: an Edwardian bungalow with bay windows, lunette window and tapering chimney stacks



The above property as originally built and with references in Hamlet Court Road



Westcliff Towers 58-56 Ditton Court Road: an imposing semi-detached pair of Edwardian houses with multiple references to HCR

- the corner turret
- elaborate arched entrances
- domer windows
- tripartite window hierarchy

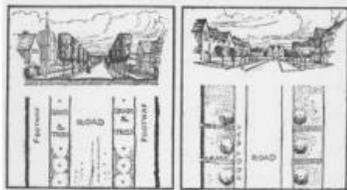


69/67 & 71/73 Ditton Court Road: Two of an impressive row of Edwardian houses built as maisonettes on the east side of the road with dominant bay and dormer windows, echoing others in the road

### The Urban Landscaping

Ditton Court Road was laid out as the earliest known residential example of planted verges in Southend-on-Sea. This is very significant in the history of our town and this treatment pre-dates the Chalkwell, West Leigh and Thorpe Bay estates by some 30 years. The road was constructed c.1904 by Tapp Jones & Son and is very well documented in a series of photographs of the time (in itself significant). The planting is very particular with trees spaced very closely at  $3\frac{1}{2}$  to 4 to the road width as opposed to the more usual urban tree spacing, approximately equal to the road width. This spacing suggests a raised hedge feature rather than the usual tree avenue. Post and chain edging was used. Today the planted verges survive together with a good number of the original *Ilex aquifolium* (Holly) trees.

At the early part of the C20 this treatment can be identified to Raymond Unwin and the Garden City Movement and although research has not yet established a direct connection this is most historically significant. This has been recognised by Dr M Miller, a leading international authority on the Garden City Movement (see Appendix A). These verges need to be protected and this is a major reason for the conservation designation of Ditton Court Road. Perhaps planting restoration might one day be possible and HCCF would certainly be willing to investigate the feasibility of such a project.



Plan. 261—Examples of lighter building roads and drives as used at Kewston, Lockwood, and Broomfield



Extract from Unwin's 'Town Planning in Practice' showing, on the left, the close planting of a raised hedge, as used in Ditton Court Road and the surviving Holly trees



Ditton Court Road looking north from Canewdon Road. Note the post and chain edging widely used at Hampstead Garden Suburb



Ditton Court Road looking north east and showing the open site of Hamlet Court. Note the particularly close spacing of the trees



Ditton Court Road looking south showing the planting and post and chain edging



A further image of Ditton Court Road looking south

### 13.3 Preston Road

#### **The Buildings**

Preston Road was laid down in the first years of the C20. The road contains a mix of mainly Edwardian detached and semi-detached, two storey villas. Of the Edwardian buildings typical in the road are red brick, pebble dash render and vertical clay tiling; bay windows; some stone window surrounds; hipped and gabled clay tiled roofs with chimney stacks; half-timbered gable fronts; arched windows and doorways; sliding sash and casement windows; ornamental balconies, generally matching Ditton Court Road.

All properties within the identified part of the road are original.

Most of the main original building fabric including building form, walls, roofs, bays, window and door openings is intact. Typically, some of the degradable fabric has been lost but these elements are recoverable and replaceable, where such an approach is desirable to the building owner. Other local conservation areas have seen these elements slowly reinstated over time. The perishable elements include many of the window frames and roof finishes. A good number of original front doors and some other decorative features, such as balcony rails, survive.

A representative number of the houses are identified as follows:



42 Preston Road: Edwardian semi-detached with fine roof form and paired gables and bracketed bay windows and decorative balustrated porch canopy. Simple lunette dormer window (referencing DCR). Familiar Edwardian window design of multi-pane over single pane (albeit modern replacements)



35 Preston Road: Red brick and rendered early C20 Arts & Crafts house with two storey decorative bay and multi-pane windows, echoing the former HSBC building in HCR



30 Preston Road: An Edwardian semi-detached pair of highly decorated houses with elaborate and individual half-timbered gables and half hipped roofs, swept down over decorative balconies, bay windows, arched openings and numerous decorative features



33 Preston Road: A double fronted Edwardian red brick villa with decorative bays and familiar multi-pane over single pane windows



23 Preston Road: A large Edwardian villa with half-timbered gabled bay exposed decorative rafter feet, balcony making canopied entrance. Brick pier boundary wall. This property is now renovated



5-7 Preston Road: Semi-detached pair of large houses with dormer windows and windows in half-timbered gable windows, bay windows, arched entrance porches with unusual angled windows above



21 Preston Road: A modest Edwardian villa with large half-timbered gable over bay windows and decorative arched entrance porch



Preston Road has one of the finest avenues of Edwardian trees in the borough which makes an important contribution to the urban quality of the road

### 13.4 Cossington Road

#### The Buildings

Cossington Road is identified by Purcell as a road for wider study. There is no doubt that the road does not contain as many quality Edwardian buildings, nor such clear linkage to Hamlet Court Road, nor does it have the landscaped heritage of Preston Road. However, the road does contain a number of interesting Edwardian buildings which, as in Preston Road, are a mix of Edwardian detached and semi-detached, two storey villas, typical of the neighbourhood. Of the Edwardian buildings typical in the road are red brick, pebble dash render and vertical clay tiling; bay windows; some stone window surrounds; hipped and gabled clay tiled roofs with chimney stacks; half-timbered gable fronts; arched windows and doorways; sliding sash and casement windows; ornamental balconies, generally similar to Preston Road.

All properties within the identified part of the road are original.

Most of the main original building fabric including building form, walls, roofs, bays, window and door openings is intact. Typically, some of the degradable fabric has been lost but these elements are recoverable and replaceable, where such an approach is desirable to the building owner. Other local conservation areas have seen these elements slowly reinstated over time. The perishable elements include many of the window frames and roof finishes. A good number of original front doors and some other decorative features, such as balcony rails, survive.

A representative number of the houses are identified as follows:



32 Cossington Road: A detached corner property with a dominant corner facing bay and half-timbered gable. A second decorated gablet elevates the flank which also has a decorative balcony and entry porch



26-24 Cossington Road: A semi-detached pair of Edwardian villas with centrally paired gables with bull's eye windows, full width balconies creating entrance porches and ground floor bay windows



7-9 Cossington Road: A dramatic pair of half-timbered detached Edwardian villas with heavy timber detailing. No. 7 is not in good repair but is repairable. No. 7 appears to retain most of its original windows as multi-pane lights over Casements. At ground floor are bay windows



3 Cossington Road: A substantial red brick double fronted villa with square and angled bay windows to either side, a framed, arched and pediment entrance, balcony and decorative tripartite window above, all topped with a turret cupola



1 Cossington Road: A substantial red brick double fronted villa with identical twin bays with decorative gables including ornamental barge boards, bull's eye windows and insignia swags. Ornamental column entrance with segmental arch pediment and similarly decorated window above

### 13.5 Canewdon Road

#### The Buildings

Canewdon Road runs at right angles to Ditton Court, Preston Roads and Cossington Road. It contains one major property described below. Sunray House is an important example of Art Deco architecture in Westcliff and together with other local buildings including the substantial Argyll House to the south and Havens to the north creates an important local axis of Art Deco influence.



Sunray House: This is a white rendered Art Deco block of flats with two curve fronted bays with what appears to be the original horizontal Crittal windows intact and a bold central bay with chevron glazed vertical light, contrasting black entrance with coloured light motive. The top floor is a modern addition.

**Appendix A – please note paragraph 7 in particular**

[REDACTED]

Original Representation: Significance of the layout of Ditton Court Road, Westcliff-on-sea and possible linkage to Garden City planning practice and Raymond Unwin

For the attention of the Hamlet Court Conservation Forum, Southend-on-Sea Borough Council Officers and Purcell Consultants

1. I have exchanged correspondence with [REDACTED] Chairman of the Hamlet Court Conservation Forum [HCCF], about the historical significance of Ditton Court Road [DCR], Westcliff-on-Sea, its property development and avenue landscaping, and the possibility of its protection as a designated heritage asset. I understand that The Council's Consultants, Purcell, have included DCR as an area warranting further examination rather than immediate designation.
2. As an architect, town planner and historian, I have spent over 45 years researching and recording the history of the Garden City movement and the contribution of the practice of Barry Parker and Raymond Unwin to Arts and Crafts housing design, and specifically (Sir) Raymond Unwin's influence on the evolution of statutory town planning, from the Housing and Town Planning Act, 1909, to his death in 1940. I have published the histories of Letchworth Garden City and Hampstead Garden Suburb and an English Heritage book, *Introducing English Garden Cities*. I am recognised as an international authority on the Garden City movement, having contributed conference papers and seminars worldwide over the past 30 years.
3. In October 1903, at the invitation of the developers of Letchworth, First Garden City Ltd., Unwin spent three weeks on site and in conjunction with Parker prepared the layout plan, which was approved in April 1904, after which development commenced, subject to design control drafted by Parker and Unwin. In 1904-5 Unwin was appointed by the emergent Hampstead Garden Suburb Trust to plan its new garden suburb. Development commenced after the land was formally conveyed to the HGS Trust in May 1907, upon a refined layout plan by Unwin.
4. Barry Parker (1867-1947) and Raymond Unwin (1863-1940) had joined in practice in 1896 in Buxton, Derbyshire. They were well-aware of the procedure of the ground landlord imposing restrictive covenants to preserve amenity under leases to developers or individuals. Local authorities imposed byelaws under public health legislation. Parker and Unwin initially designed Arts and Crafts houses: although Unwin was committed to reform of working class housing this was largely theoretical until 1902-3 when he designed cottage groups for the initial phase of development for Rowntree workers at New Earswick north of York, codified under the Joseph Rowntree Village Trust in 1904. Cottage estates at Letchworth Garden City and Hampstead Garden Suburb followed until the 1919 Housing and Town Planning Act created the exchequer subsidies for local authority council housing.

**Appendix A – please note paragraph 7 in particular**

5. Individual houses by Parker and Unwin spanned a range, an important constituent of which was 'the smaller middle-class house for a socially-enlightened client'. Two of these were commissioned by doctors living in suburban Southend-on-Sea and were built in 1902-04: no.60 Leighcliff Road, Leigh-on-Sea for Dr Gallie Fraser and 'Ozone Cottage, no.20 Pembury Road, Westcliff-on-Sea for Dr Valentine Knaggs. Correspondence preserved in the Essex Record Office appear to indicate that these houses were principally 'Unwin projects', that Unwin had visited the area, and was familiar with the byelaw requirements.

6. Residential development of Westcliff-on-Sea was stimulated by the opening of the railway station in 1895. The land embracing Ditton Court Road was in pole position curving round to approach the station at one end. The intrinsic qualities of the development are manifest in a series of historic postcards in which HCCF state that it has identified 'Garden City landscaping characteristics' in the avenue planting alongside DCR, which correspond to an illustration in Raymond Unwin's book 'Town Planning in Practice' (1909) (Illus. 228 'Examples of lighter building roads and drives as used at Earswick, Letchworth and Hampstead'). Andy Atkinson has stated that he considers that there is a link 'to Raymond Unwin's design influence at the time'.

7. While recognising and setting out above confirmation of Raymond Unwin's presence in Westcliff-on-Sea in 1902-04, at which time a document prepared by the Ground Landlord offering leases for plots along what became DCR, might have been available for inspection to assess potential for further P&U projects. I understand from [REDACTED] that DCR was laid out in 1904-6 with the avenue planting implemented at that time, and it registers impressively on the postcards. This is a matter of significance related to the urgency of formulating an appropriate conservation policy to ensure its survival, and enhancement as an exemplar of the high standards demanded, an objective which I wholeheartedly endorse. However, I have concluded that a specific link to Raymond Unwin remains unproven and coincidental.

8. Finally, there was no statutory town planning procedure in 1904-6. Early development at both Letchworth and Hampstead Garden Suburb represented a broadening of the Ground Landlord powers to embrace communal benefits. Demonstration of these matters at Letchworth, and, particularly, Hampstead Garden Suburb paved the way for the emergence of statutory planning in 1909 in the Housing and Town Planning Act (a landmark which publication of Unwin's book was intended to commemorate as a practical manual).

[REDACTED], 2<sup>nd</sup> January 2020

[REDACTED]

## Email from Hamlet Court Conservation Forum dated 20/9/20

Dear [REDACTED]

Thank you for this invitation. It was a great pity that we were not invited to this Environment & Planning Working Party and that we have been given so little time to consider the lengthy appraisal document. We cannot be exhaustive in our comments but wish to state the following.

First and foremost we warmly support the recommendation in respect of the northern part of Hamlet Court Road (HCR). That Leigh Broadway of similar historical but far less architectural significance was designated conservation area status in 1971 and 1981 and Hamlet Court Road remains undesignated in 2020 is nothing short of a shame on our town. It can only be a political reflection on the past Councillors that have been elected and the past officers that have served over these years. However, to now be at the point of designation for upper HCR is a triumph for the local community mobilisation in seeking designation and putting forward the repeated papers and arguments, but also, notably, for the support given by the current administration. This support must be both recognised and recorded for posterity and we are particularly thankful. To see a new conservation area created in Westcliff will be a wonderful thing for our town.

However, from the outset we have recognised the great need for the wider designation of lower HCR, Ditton Court Road, Preston Road, Cossington Road and Canewdon Road. First and foremost these do have both historical and architectural significance as we have shown and now Purcell show in their appraisal narrative. In the case of lower HCR the architectural significance is clearly less than that of the decorative upper HCR but nonetheless the local of the source of the historical development, the railway station, the former Hamlet Court with the Lord Brassey family influence throughout the Hamlet estate (the wider designation area), the many fine Edwardian buildings, the self evident Arts & Crafts influence, the strongest Art Deco axis in our town and the Garden Suburb significance of Ditton Court Road (and to a lesser extent the landscape design of Preston Road), all contribute to make this a special area for protection. It is a great shame that at a meeting some months ago with Councillor Mulronev and Andy Lewis we were told that the upper designation was 'all that was going to happen' did suggest that decisions had already been made and the community would be fighting a losing battle, come what may.

But then the Council's own public consultation recommending upper HCR designation failed with just 8 respondents. Our community survey succeeded with 125 respondents (now over 200) giving 91.5% support for wider designation. If public consultation is to mean anything we request that Members reflect on this when assessing the merits of the designation boundary.

We then have to consider a huge question? Why has economic regeneration almost entirely not featured in consideration of this project? We have referred the Council to this previously but will now do so again. In August 2020 the Royal Society of Arts in conjunction with The British Council published 'Heritage For Inclusive Growth' see here: <https://www.thersa.org/discover/publications-and-articles/reports/heritage-inclusive-growth>. You'll see that the website states '*Heritage policymaking and economic policymaking have usually taken place separately. This is a big missed opportunity.*' This is exactly what we have been saying for 3 years – not recognising the related economic regeneration potential is a massive missed opportunity. Conservation Designation should not be looked at as it has been by the Council officers here, as a stand alone

concept from the last century. It has to be looked at in the wider, all rounded sense and we would like to think that this was consistent with the town's 2050 vision. And this is not just theoretical. It is exactly what the people on the street and the traders are calling for if the Council took time to actually talk to them as we have, many, many times. [REDACTED] responded to my last question at Full Council referring to the actual traders in the road and their investment in the future by actually saying that 'designation, needs to be taken only on the basis of conservation and heritage'. This is very clear and may be correct in lawful terms. But it is outdated and incorrect in terms of a practical, sustainable and regenerative designation. If our town is to move on we simply must have better, wider thinking inside the Council.

We have warned from very long experience (and see point 6.3.13 below) how a conservation designation could easily fail without community inclusion and the Council suggested designation area (upper HCR only) has no residents. How does that work when community involvement is so central to all funding bids these days?

[REDACTED]

[REDACTED] We have had one single walkabout with yourself and Purcell where basically the writer pointed out features of historical and architectural interest and one online meeting with yourself and another Purcell representative where we were able to put our points of view across. Whilst we have sincerely appreciated these opportunities the report suggests multiple and ongoing 'conversations' which has very definitely not been the case and misrepresents our involvement.

Regarding consultation we reiterate how poor the responses were to the Council run public consultation. This was very badly drafted, largely in terms of obligations and questioning participants willingness to financial commitment. It had a negative outlook, unlikely to garner support. The online link to the accompanying report did not work. We suspect the so-called drop in sessions were non-events but please could you provide the reports of these sessions for our information? We would also respectfully request publication of the consultation responses? At the same time our community consultation had gathered the responses referred to above - 91.5% support for wider conservation designation, including lower Hamlet Court Road and the adjacent residential roads.

Regarding the draft Purcell appraisal we do generally and respectfully recognise that this is well put together. But it is not all expert and we set out below points that we wish to make. Most notably the report takes time to describe many of the surrounding areas of architectural and historical significance, in the wider area outside upper HCR. It then includes a number of errors and omissions. When these are factored in we maintain that the wider area has significance which allows designation.

Para 1.3.1 sets the background but refers to only to the 'original late Victorian retail character' which is incorrect analysis and shows misunderstanding. The retail character of the road is Edwardian depicting mainly Edwardian Freestyle architecture with very little late Victorian architecture existing (Purcell's own plans actually confirm this).

Para 2.1.1 states that Hamlet Court and Hamlet Lodge 'were the source of its current name'. This is incorrect. Hamlet Court was in fact earlier called 'Hamlet House' but of far more significance is that the name Hamlet derives from the local area. Hamlet Mill to the east precedes all buildings in the Hamlet Court Road area as evidenced by Chapman and Andre 1777. It is not known by us exactly when the mill took up the name Hamlet Mill but it is indicative that the area was significant, perhaps as the Hamlet of Prittlewell, Milton or of the emerging Southend. The local area became known as the Hamlet Estate. So it is incorrect to simply attribute the source of the name to Hamlet Court although no doubt there was a progression from Hamlet Court to Hamlet Court Road.

Para 2.1.2 appears to confuse three historical retail centres with two district centres.

Para 4.2.8 should include reference to 'Piccadilly Steps' leading down to the seafront and the former Piccadilly, now Holland Road at the south end of Hamlet Court Road. This is evidenced at Essex Record Office as we have already reported and is further evidence of the public aspirations at the time.

Para 4.2.18 refers to the development of areas such as Thorpe Bay from the 1910s yet does not recognise that these residential roads were all without verges which appeared much later. This increases the historical significance of Ditton Court Road in Southend. This is still an exceptional road with some of the original planting surviving and is recognised [REDACTED] as significant and worthy of protection. You appear to ignore [REDACTED].

Section 5.3 omits to cover the significance of the railway station as the focal point for the main Edwardian period historical development of all of Hamlet Court Road. This is the single most important point of historical significance in the area. The image of queuing Edwardian coaches that we have submitted is wonderful evidence of this.

Para 5.4.11 is challenged. There is no other part of the borough depicting Arts & Crafts influences so clearly in the residential buildings. This is why the area has architectural and historical significance. Most of the permanent elements of the buildings are intact. Please could you tell us where in the borough there is a comparison?

Para 6.3.13 invites local communities to seek grants. This is a key point that we have raised consistently. If a conservation area is designated in an area without any residents (the north end of HCR) which of the community are likely to seek these grants? It is almost certain that the community will not do this and the conservation area future is jeopardised from the outset. This is why a wider conservation area with inclusive residential roads is most viable.

Para 6.3.66 is challenged. Preston Road retains one of the finest avenues of original trees in the borough. Why is this not recorded?

Para 6.3.68 describes properties at the corner of London Road for exclusion in the proposed conservation area. We wish this to be reconsidered as the building concerned for part of the corner range and are in original condition above first floor level, save for the recent uPVC

windows where timber windows could easily be replaced at some point in the future within the scope of the management plan and perhaps assisting funding.

We remain hopeful of wider conservation area designation and the related future economic regeneration of all of Hamlet Court Road.

Yours sincerely,

[REDACTED]  
Hamlet Court Conservation Forum

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Email from Hamlet Court Conservation Forum dated 22/9/20

Dear Amy,

We are just going to expand on our Para 4.2.18 comments given on the 20<sup>th</sup> September. This is because this is such an important area of appraisal and we are, perhaps, more concerned that our earlier comments suggested. [REDACTED] is now appropriate that we also copy this particular email to Purcell, to make them directly aware.

[REDACTED] state 'It follows a pattern also used in other affluent neighbourhoods developed in Southend in the 1910s, such as Thorpe Bay'. This is factually incorrect and needs referral back to Purcell. It also appears to shed light on a misunderstanding of the significance of the landscaping in Ditton Court Road and the Garden City/Suburb Movement.

We know from repeated primary evidence of the photographs (see attached) and highways record held at Essex Record Office that Ditton Court Road was laid down in 1904-5, to a comprehensive design with particularly close and unusual tree spacing. This was some 20 years earlier than places like the Chapmanlord Estate (1920s) which did, later, follow the Garden City methods used at Letchworth (1909), Hampstead (1907), Earswick (1902-04) and various others. Verges to residential roads were also not used elsewhere in the borough until later, not in West Leigh, Thorpe Bay nor Chalkwell. Chapmanlord is similar to many other verged and unified Garden Suburb developments around the country. This, of course, rightly deserves its conservation designation status but it is both later and different to Ditton Court Road.

Therefore, Ditton Court Road is not only the first and earliest example of a Garden City/Suburb approach by many years in Southend-on-Sea but also one of the first in England generally. This is significant and must be appropriately recorded in the appraisal document.

We have put forward the proposition that the particular road layout design employed, clearly visible from the photographic record, is identical to a design described by Raymond Unwin in his writing (Town Planning in Practice: Illus 228). We know that Raymond Unwin was in the town at the time, designing and building Ozone Cottage (and another house in Leigh) and that he was known to Lord Brassey (from Hampstead Garden Suburb records), owner with his family of most of the Hamlet Estate. The Ditton Court Road layout is clearly and self evidently similar to Unwin's Garden City designs and with the known relationships present in the town at the time it is a reasonable proposition that the design of Ditton Court Road was influenced by the early Garden City Movement. The converse position would be absurd – that somehow the extra wide street and verge design, the tree spacing with underplanting and the use of post and chain (widely adopted *later* in Hampstead) in 1904-5 was somehow unrelated to this movement and thinking.

We have yet to find a direct connection as we have said all along but the influence is, with respect, unmistakeable. Perhaps Ditton Court Road was an early, incidental trial of the ideas of the time, explored by an eminent landowner familiar with the housing movement of the time?

Furthermore and admittedly with reservations **Dr Mervyn Miller, who we understand is known to Purcell directors** has supported our call for the conservation area protection of this road. Protection that could lead to restoration.

The photographs themselves are incredible evidence and the fact that so many were taken is, we suggest, evidence alone of significance.

We hope this gets the recognition it deserves and clearly we believe that this should lead to the balance of consideration tilting in favour of wider local conservation designation.

As you know we are desirous of this outcome for the good of the area but moreover we absolutely insist that proper and full recognition is given to the history of the area. **Our concerns with Council process in this regard have led to a submitted Freedom of Information request that you will be aware about** I will just say here that this is absolutely no reflection upon you personally and we have confidence in your work. But we have wider council process concerns.

We hope to see the draft appraisal corrected and designation considerations reviewed. We will also now bring this to the attention of Historic England.

Yours sincerely,

**Andy Atkinson MSc FRSA**  
Chairman

Hamlet Court Conservation Forum

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Email from Hamlet Court Conservation Forum dated 23/9/90

██████████

We apologise for sending a third part to our response to Purcell's draft appraisal but this is as a result of the shortage of time we have been afforded. We think that this will complete our comments at this stage but given the content we are also copying this into Purcell and Historic England.

We want to address the crucial issue of assessment values in determining special interest and what is included within the proposed designation boundary as described in the Hamlet Court Road (HCR) draft appraisal.

Purcell have used comparison in their document where they say 'elsewhere in the borough'. Similarly we have done the same regarding Ditton Court Road but also, in the past, on a wider basis. Given that Purcell are assessing all conservation areas in the borough under the 1990 Act and the NPPF we have no doubt that they will be using comparison as they have in the draft appraisal. It is obviously useful in understanding consistent assessment values across neighbouring or related areas and within one local planning authority.

Leigh and Leigh Cliff conservation areas are the only other two conservation areas in the borough that contain a commercial high street. Broadway and the other commercial roads have many similarities to Hamlet Court Road and its development from Victorian times is similar. In this respect they are useful for comparison. Indeed it would seem perverse if they were not to be used for comparison. There are notable differences in that a higher proportion of the historical properties are Victorian although there are notable later ranges. Hamlet Court Road has a far higher representation of Edwardian Freestyle, Art Deco and Arts & Crafts architecture. And the Edwardian retail explosion gave HCR a greater retail identity, of course, giving rise to the historic local colloquialism 'The Bond Street' of the east.

Looking at some comparisons we would draw your attention to the following images. It is important to look more closely at these buildings than these screen grab photographs allow in considering comparable special interest.



Range 1 Lower Hamlet Court Road

Range 1 is a charming red brick range at the lower part of HCR. Above first floor level the entire elevation, the window openings with scrolled pediment details, brick masonry with stone banding, interesting stepped relationship to the local topography and the shop pilasters and

consoles all survive. Yes, there has been loss of most of the original shop fronts as is almost universal across England (with the few exceptions of the most historically significant high streets). If this range were located at the top of HCR or in Leigh Broadway it would certainly be within Purcell's described conservation area boundary. It begs the question, why not here?

At this point we will say something about uPVC windows because these are often cited, quite rightly, as examples of degradation of special interest. Again this particular problem is universal across England in high street situations. But we have pointed out that these are all components capable of replacement with the right encouragement and, perhaps, funding assistance. It is not difficult to see such windows being successfully replaced in future, over time, with historically correct components and in so doing helping to restore the wider range of buildings and protect our heritage. As custodians of such buildings (the council and the community) and as advisers (the professional consultants) we suggest that it is our duty to help see this happen. This is applicable here.



Range 2 Lower Hamlet Court Road (west side)



Range 3 Leigh Broadway

Range 2 (Westcliff) is contemporaneous with Ranges 3, 4 and 5 (Leigh). The Leigh ranges are within conservation areas. Why not the Westcliff range which is at least the equal of Ranges 3 and 4 and of far more special interest than Range 5?



Range 4 Leigh Broadway West



Range 5 Leigh Broadway West



Range 6 Lower Hamlet Court



Range 7 Leigh Broadway

And is Range 6 (Westcliff) of less special interest than Range 7, part of Leigh Conservation area? Clearly it is not, given any reasonable historical building assessment. Architecturally it almost certainly has greater special interest and should be protected. Historically, Range 6 has special interest in the conversion of the former residences to shops, a clear representation of the rapid retail expansion of the time.

These images are snap shots but the generality of all of HCR south of the London Road (with the exception of a few properties close to the Sainsbury's site) is at least the equal of the Broadway parts of the Leigh and Leigh Cliff conservation areas.

It is also clear that the residential roads Preston Road, Cossington Road and Ditton Court Road are comparable with later parts of Milton Conservation Area, including the entire centre ground, where Southend Park was formerly located.

We appreciate that comparison only plays part of historical building assessment and ultimately an area is assessed on it's own merits. But comparison does beg a question at this review time: are Purcell to recommend the de-designation of the commercial part of Leigh Broadway and the centre of Milton Conservation area? We suggest not as we all try to work to bring about greater informed protection, not less.

Therefore, we are asking for the special interest of the Hamlet Court area to be fully and fairly assessed so that the wider Hamlet Court area might become a conservation area supported by professionals, the Council and the local community together, a future case study for all the right reasons.

We formally request further review by Purcell and Council officers.

Yours sincerely,

[REDACTED]

Hamlet Court Conservation Forum

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